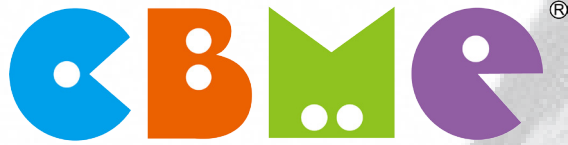




UK Pavilion



CHILDREN-BABY-MATERNITY EXPO

C H I N A

25th - 27th
July 2018
Shanghai, China

Present your products to over 88,000 international nursery buyers at the world's largest sourcing event for child, baby and maternity products

266,548 sqm
of exhibition
space

2,900
exhibitors

4,300
brands

88,000
trade buyers

This was the busiest show we have attended. There is a great interest in new products. The potential value of the orders could be very high.

Catherine Curtis - BabyHubUK Ltd

It was a good event generating leads which could be of a significant value, with each enquiry capable of making significant value orders. We were also able to contact potential investors in our business.

Phil Moore - Mipi Baby Ltd

Thank you for your huge help. I could not have conceived to try China on my own. It was really interesting to understand and appreciate the market. I'll keep growing, improving and will be even better prepared next time!

Camille Juras - The Good Karma Company

CBME is a great exhibition with serious Chinese buyers and a lot of visitors from Thailand, Korea and Japan. I think it is the best exhibition for South East Asia.

Nikos Tomadakis - Manmar Ltd

You must be a BPA member to participate in BPA UK Pavilions

UK Pavilion Rate	Shell package	Space only
	£360 per m ²	£248 per m ²

Booking deadline 8th June 2018

To ensure eligibility for a UKTI TAP fund grant

Join the BPA's UK Pavilion and enjoy -

A fully designated Pavilion area with individual carpeting and eye-catching British branding; the provision of translators, full support and assistance of the Baby Products Association before and during the show; free marketing and publicity.

Booth packages are sold in multiples of 3x3 sqm (ie: 6x3 = 2 booths, 9x3 = 3 booths etc)

Each standard 3x3 sqm booth package includes:

Shell walls constructed; fascia nameboard; grey carpet; one front desk ; one round table and three chairs; rubbish bin, plus stand cleaning; four spotlights; 500W socket outlet plus power; two items from the following three: two flat shelves, one clothes hanger, 1m wide product display pegboard.

Space only does not include carpet, electrical items or furniture.

Important information Terms & Conditions

- Return of your signed booking form confirms your intent to exhibit and is binding. Once you have scanned and returned your form you will be contacted in date order received and be offered a stand based on your requirement. First priority will be given to exhibitors who wish to rebook their stand again provided your form is returned no later than 28th February 2018.
- Once selected your stand booking will only be secured by prompt payment of the deposit invoice (if within the period stated), or payment of the full invoice (see terms below). Failure to pay when the invoice is due could result in your stand being offered out again.
- Once your space has been confirmed you will be required to complete the CBME registration forms that will be sent to you with instructions on how to do this.
- We have introduced a **non-refundable one third deposit invoice** which will be issued once your stand space is agreed. This has become necessary due to a number of companies booking space but pulling out just prior to the cancellation date without making payment. Payment of this deposit fully secures your space and is required to be paid by return. Failure to make this payment could mean that your reserved space is re-allocated.
- After 30th April 2018 the full 100% invoice will apply and no deposit will be taken for stands booked after this date.
- All stands booked will be invoiced in Sterling.
- All invoices must be paid in full no later than six weeks before the first day of the show.
- A 100% cancellation fee will incur for any stand cancellations received after 31st May 2018.
- Exhibitors should also budget for a mandatory CBME media charge of £150 which will be invoiced directly by the Association together with your stand costs.
- Please note, exhibitors must clearly mark the display name that they require on all branding. The Association and CBME cannot be responsible for errors in forms submitted.



Booking form

Registered company name:

Trading name to appear on your stand:

Company address:

Town:

County:

Postcode:

Tel:

Mobile number:

Email:

Please confirm if your company is:

1. A Baby Products Association member
2. You have recently applied for membership

You must be a fully-paid member to participate in the UK Pavilion. Contact Julie James on 0845 456 9570 or email: julie@b-p-a.org

Number of standard 3m x 3m booths required (ie: 3x3 = 1, 6x3 = 2, 9x3 = 3)

The Baby Products Association collects and processes the data entered on this form so that you can participate in its UK Pavilions. The Association and its representatives will use this information to contact you for purposes in relation to its UK Pavilions and will share this with the exhibition organisers in relation to this trade show. We will also keep you up to date with other Baby Products Association services and events which might be of interest to you. If you decide that you would no longer like to receive information, please let us know by emailing info@b-p-a.org

Terms & conditions: Participation in the UK Pavilion is open to Association Members only. Invoice details will follow on receipt of the signed application form and must be paid in full no later than 5th June 2018. A 100% Cancellation fee will incur for booking cancellations received after 30th May 2018. Exhibitors will not be allowed to participate where invoices remain outstanding.

- I hereby consent to my data being processed and utilised for the purposes stated above
- I also consent to receive information by email, post and phone.

Customer authorisation: I confirm that I have read the Terms & Conditions and agree to abide by them. I understand that cancellation charges apply and I am authorised to sign this document on behalf of the Exhibitor (Please note a handwritten signature is required).

Signed:

Print name:

Date:

Position in company:

Please scan, sign and email to: simon@nurseryfair.com