



# UK Pavilion



# KIND+ JUGEND



19th to 22nd September 2013

## 2013 Information Pack



- Improved new larger location in Hall 11.1
- UK branding included in Pavilion design so you can't be missed
- Full use of the UK Pavilion coffee and meeting area and free networking events
- Full support and assistance of the BPA before and during the show
- Free marketing and publicity in the months up to the event
- No minimum stand size (9sqm if booked with Koelnmesse direct!)

**SOLD OUT IN 2012 - BOOK EARLY TO AVOID DISAPPOINTMENT!**

### ***Don't get lost in the crowd!***

The 2012 UK Pavilion was a huge success with 50 companies participating, creating a united British industry presence at the World's most important nursery trade fair

*"This was Ruk Bug's first time in Cologne and the show proved to be well worth doing with a high number of high quality leads to follow up even from the last day. It was great to meet others and put names to faces and the sense of camaraderie amongst the UK Pavilion was fantastic."*

Russell Clifton, Ruk Bug

*"A big thank you to the BPA team for its endeavours behind this year's Kind und Jugend. The Pavilion looked much the best that it ever has and, in comparison to other Pavilions, was HUGE! It's great that so many BPA members felt the benefit of the joint approach - this being our 8th year at the show, I feel I can really say this from hard-won experience!"*

Rachel Jones, Totseat



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## Why join us?

One of the main reasons exhibitors have given for preferring to exhibit within the UK Pavilion, apart from the united British presence in a fully branded area, is the back up support of the Baby Products Association. Many have found that when dealing with organisers of such a huge international trade show, it is easy to get lost in the crowd and almost impossible to get your voice heard should problems arise. The BPA team is on hand throughout to ensure that any issues are dealt with promptly and to ensure a smooth and trouble-free exhibiting experience.

**The BPA is an Accredited Trade Organiser for overseas funding for UKTI and all Trade Access Programme (TAP) funding will be coordinated via the BPA for the 2013 show.**

## Benefits include:

### Shell scheme packages

- Avoid the headache of your stand construction and the complicated Koelnmesse ordering service
- UK branded shell package
- All your stand construction requirements handled for you
- No minimum stand size (9sqm min if booked with Koelnmesse direct)
- Electricity costs are included - 1 socket, plus energy use (normally extra)
- AUMA charges are included (this is a compulsory charge by the German Association of Industry Trade Fairs)
- Cleaning and rubbish collection included

### Facilities included

- Dedicated coffee and catering point
- Meeting, lounge and seating area
- Fully designated Pavilion area with carpeting

### Marketing, publicity and networking included

- Stand signage
- Full UK branding, archways and Pavilion zones
- All signage to the Pavilion throughout the entire show
- Networking events including a free BPA hosted drinks reception and an invitation to the Kind und Jugend Exhibitor Party (ticket charges apply)
- Targeted marketing campaigns in the run up to the show including regular features in Nursery Trade press, inclusion on the BPA website, promotion in Kind und Jugend's international newsletter; a regular BPA e-bulletin newsletter distributed to a database of over 6,000 UK retailers and inclusion in the UK Pavilion Directory.

## ***Don't just take our word for it!***

***"Bibetta had a phenomenally successful show at Kind +Jugend 2012, gathering interest from distributors from 35 countries around the world plus scores of international retailers. Big thanks go to the BPA team and UKTi for arranging and supporting the UK Pavilion. Bibetta looks forward to Kind und Jugend 2013."***

Paul Brown, Bitbeta Ltd



**UK Pavilion** 



## Rate card

UK Pavilion Rate	Space only	Shell package
	€ 178	€ 310

Please note - all values in Euros per m<sup>2</sup>

### Booking deadline 15th July 2013

Final submission deadline for the printed catalogue is 1st July 2013. If you do not submit your forms prior to this deadline you will still be charged for the compulsory media package.

### Important information

- All stands booked will be invoiced in Euros.
- All Shell Package rates quoted include energy cost and AUMA charge but not electricity connections or any other stand construction.
- Each exhibitor is required to contribute an additional mandatory €90 to purchase refreshments vouchers at the UK Pavilion's catering facility. Exhibitors will receive €90 in pre-paid vouchers to purchase drinks in the catering area and this allows for your refreshment requirements and to cater for meetings. This exhibitor contribution facilitates the presence of a catering facility within the UK Pavilion meeting area.
- Exhibitors should also budget for the mandatory Kind und Jugend media package at €279 which will be invoiced directly by Koelnmesse.
- Shell Package includes 250cm white wall panel system, white ceiling structure, red front wings, country flags, ribbed carpet, 1 spotlight per 3m<sup>2</sup>, 1 socket outlet, 1 backlit fascia panel and company name (max 20 standard letters). Please note, exhibitors must clearly mark the display name that they require on all branding. The BPA and Koelnmesse cannot be responsible for errors in forms submitted.

For more information contact Adrian Sneyd: [adrian@nurseryfair.com](mailto:adrian@nurseryfair.com) or call: 01902 880906



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## Booking form

Registered company name:	
Trading name to appear on your stand:	
Company address:	
Town:	County: Postcode:
Tel:	Fax:
Mobile number:	Email:
Please select stand type:	Walled Shell Scheme <input type="checkbox"/> Build your own Space only <input type="checkbox"/>
Please confirm if your company is:	
1. A BPA member	<input type="checkbox"/>
2. You have recently applied for membership	<input type="checkbox"/>
3. Wish to become a member	<input type="checkbox"/>
Size of stand required (state area in m <sup>2</sup> ):	<input type="text"/> m <sup>2</sup>
Preferred configuration of stand:	
Terrace - open on 1 side	<input type="checkbox"/>
Corner open on 2 sides	<input type="checkbox"/>
Island stand (min size of 35 m <sup>2</sup> )	<input type="checkbox"/>
<i>Terms &amp; conditions: Participation in the UK Pavilion is open to BPA Members only. Invoice details will follow on receipt of the signed application form and must be paid in full no later than 22 July 2013. A 100% Cancellation fee will incur for booking cancellations received after 15th June 2013. Exhibitors will not be allowed to participate where invoices remain outstanding.</i>	
<i>Customer authorisation: I confirm that I have read the Terms &amp; 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 signatures is required).</i>	
Signed:	Print name:
Date:	Position in company:

Please scan, sign and email to: [adrian@nurseryfair.com](mailto:adrian@nurseryfair.com) or fax to: 01902 671974