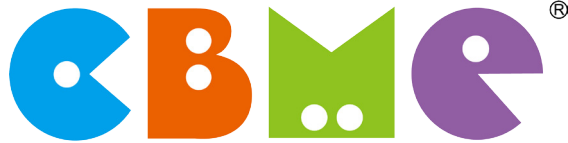




UK Pavilion



CHILDREN-BABY-MATERNITY EXPO

C H I N A

**22nd -24th
July 2014
Shanghai, China**

Present your products to over 65,000 international nursery buyers at the world's largest sourcing event for child, baby and maternity products

**166,680 sqm
of exhibition
space**

**1600
exhibitors**

**2300
brands**

**65,000
buyers**

**59,287
volume
buyers**

**67% placed
orders at the
2013 show**

Join the BPA's UK Pavilion and enjoy -

- Full UK Branding
- UK Networking area and events
- Translators will be provided within the UK Pavilion
- Full support and assistance of the BPA before and during the show
- Free marketing and publicity

Funding of £3,000 per exhibitor available!

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

<h2>UK Pavilion Rate</h2>	Shell package
	£310 per m ²

Booking deadline 30th April 2014

To ensure your £3,000 UKTI TAP fund grant

All exhibitors in the UK Pavilion will benefit from a fully designated Pavilion area with individual carpeting and eye-catching British branding; use of a dedicated refreshments point; meeting, lounge and seating area; networking and hospitality events.

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.



The Cost of a 3m x 3m Stand is £2790 - funding of £3,000 is available per exhibitor.

Important information

- All stands booked will be invoiced in Sterling. Invoice details will follow on receipt of a signed application form and must be paid in full no later than 30th April 2014. A 100% cancellation fee will incur for booking cancellation received after 30th March 2014.
- Exhibitors should also budget for a compulsory CBME media charge of £110.

Funding

UKTi TAP funding grants of £3,000 per exhibitor are available - contact the BPA for more information. In addition, companies joining the UKTi **Passport to Export** scheme can access a match-funded grant of £3,000. Visit www.ukti.gov.uk/export/howwehelp/passporttoexport.html



UK Pavilion



CHILDREN-BABY-MATERNITY EXPO

C H I N A

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 BPA member

2. You have recently applied for membership

You must be a fully-paid member to participate in the UK Pavilion.

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

Terms & 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 30th April 2014. A 100% Cancellation fee will incur for booking cancellations received after 30 March 2014. Exhibitors will not be allowed to participate where invoices remain outstanding.

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 signatures is required).

Signed:

Print name:

Date:

Position in company:

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