

USA PAVILION at SALIMA 2008

International Food Fairs

March 4–7, 2008
Czech Republic

GENERAL INFORMATION

Acknowledged as the most significant food and food industry trade fair in Central and Eastern Europe, SALIMA attracts leading food producers and buyers from the Czech Republic and the neighboring European Union (EU) countries: Slovakia, Poland, Austria, Germany, Slovenia and Hungary, as well as from Eastern Europe. SALIMA features top class food products, and food-processing machinery, technology, packaging machines, and industry related information technology solutions.

SHOW STATISTICS

In 2006, over 37,000 visitors from 60 countries visited Salima Food Show in Brno. The vast majority of visitors/buyers came from Europe, especially from the 27 member countries of the EU. Europe is an important market for U.S. suppliers of dried fruit and nuts, fruit and vegetables, wine and spirits, fish and seafood, and various food preparations such as sauces, mixes, dips, and specialties, like tacos.

MARKET INFORMATION

U.S. exhibitors at SALIMA will be able to reach buyers from many different markets. Europe is the fourth largest market for U.S. agricultural exports with annual exports of over \$3 billion, out of which the biggest share are dried fruit and nuts, fish and seafood, tobacco, food preparations and ingredients, oils, and beverages. U.S. exports of food and beverages to the Czech Republic totaled \$73 million in 2006, out of which \$22 million represent various food preparations (sauces, mixes etc.), \$15 million fruit and vegetables, \$15 million tobacco, \$9 million beverages, \$5 million fish and seafood and the rest includes grain, dairy and confectionary products.

The USA Pavilion at SALIMA is endorsed by the U.S. Department of Agriculture Foreign Agricultural Service.

For additional information contact:

B-FOR International USA

Phone: (540) 373-9935

Email: mwalsh@exhibitpro.com

Website: www.b-for.com

USA PAVILION PARTICIPATION CONDITIONS

All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

USA PAVILION PARTICIPATION

COMPLETE BOOTH PACKAGE

An easy, cost-effective way to exhibit.

Includes:

Space (minimum 9 m²)

Fully furnished booth equipped with:

Lighting	Signage
Table	Chairs
Bar Stool	Shelves
Info Counter	Carpeting
Wireless Internet	Electric Outlet

Full access to all USA Pavilion services, including:

Hospitality Lounge
Business Services
Official Catalogue Listing
US Exhibitors Directory Listing

U.S. EXHIBITOR FUNDING AVAILABILITY

Your company may be eligible to take advantage of a financial support program that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USA Pavilion at SALIMA 2008, eligible companies can receive reimbursement for up to 50 percent of exhibition related expenses, including exhibiting fees, international travel costs, booth and equipment rental, and freight. Contact the State Regional Trade Group in your geographic area for Branded Program application details:

Food Export USA Northeast

www.foodexportusa.org,

Food Export Association of the Midwest USA

www.foodexport.org,

SUSTA (Southern United States Trade Association)

www.susta.org,

WUSATA (Western United States Agricultural Trade Association)

www.wusata.org



INTERNATIONAL EXHIBIT SERVICES



SALIMA 2008 USA PAVILION APPLICATION

March 4 - 7, 2008 • Czech Republic



Exhibitor Information

COMPANY NAME: _____ PRINCIPAL CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: _____ FAX: _____ E-MAIL: _____

Participation Information

Please specify quantities

I. Participation Options

Complete Booth _____ m² @ \$400.00 / m² = \$ _____
(Minimum 9m²)

Co-Exhibitors _____ Co-Exhibitors @ \$350.00 each + \$ _____

Only registered Co-Exhibitors will have signage, access to the USA Pavilion services, and receive Exhibitor Passes.

II. Mandatory Promotion Package (\$500.00 per Exhibitor and \$500.00 per Co-Exhibitor) + \$ _____

This fee includes basic entry in the printed and online catalogs.

TOTAL = \$ _____

Upon completion of application please send a 50% deposit in USD to:

B-FOR International USA
701 Kenmore Ave., Suite 220
Fredericksburg, VA 22401 USA

***VAT & other applicable fees not included.**

Special Requests

Please check appropriate box

1 Corner 2 Corners (Peninsula) 4 Corners (Island) (There is a 10% premium per requested corner)

Other Requests: _____

Authorized Signature

Applicant has read, understands, and is bound by the Terms and Conditions of Participation printed below.

X _____ Date _____

Contact B-FOR International, USA with any questions:

Phone: +1 (540) 373-9935
Email: mwals@exhibitpro.com

Terms & Conditions of Participation

B-FOR International, hereinafter referred to as B-FOR, and the exhibiting organization, hereinafter referred to as the Exhibitor, by the signing of the USA Pavilion Application do hereby agree to and are bound by the following conditions of participation:

I. B-FOR agrees:

- A. To carry out the project described in the Invitation, on the condition that the requisite number of exhibitors apply.
- B. To provide the following exhibition services: overall stand/exhibition design, fabrication, installation and dismantling of rental display system, furniture and standard identification signs; electrical for normal usage; access to business services, exhibitor lounge and other services described in the Invitation.

II. The Exhibitor agrees:

- A. To submit a completed Application for participation, duly signed, and transfer 50% deposit to B-FOR, who will approve Application for participation upon receipt.
- B. To make payments to B-FOR for exhibit space and stand equipment as well as for additional services as ordered and/or contracted. In all cases where an Exhibitor has co-exhibitors within its exhibit, the primary Exhibitor is responsible for all its co-exhibitors' payments.
- C. To keep a fully equipped and staffed stand in the USA Pavilion during all open hours throughout the entire show. If Exhibitor fails to comply, B-FOR may make provisions to equip and staff the Exhibitor's stand at Exhibitor's expense.
- D. To carry its own property and liability insurance.

E. To take responsibility for all costs for shipping, duties, and handling of all own printed material and all own exhibits, and the removal of said material from the exhibition site after the close of the show.

III. Other conditions:

- A. B-FOR has the sole authority to assign, reassign and allocate space. Exhibitor Applications will be processed in the order the deposit is received. B-FOR reserves the right to accept or refuse applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
- B. USA Pavilion participation is open to companies and organizations selling and promoting U.S. certified products (i.e., at least 51 percent U.S. origin computed on a value or volume basis and certified organic by an accredited certification organization), their overseas subsidiaries, agents, representatives and licensees only.
- C. Exhibitors may not sublease contracted booth space without written consent from B-FOR.
- D. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the USA Pavilion. The only contractual obligation B-FOR assumes are those expressly made herein or mutually agreed to in writing.
- E. The Exhibitor releases B-FOR and the Show Organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA Pavilion, or by reasons of acts by Exhibitor, its agents, employees, contracted labor or clients.

F. If, for any reason, the Exhibitor cancels participation, and a written notice is received by B-FOR before November 1, 2007, a cancellation fee of \$500.00 will be incurred, after which date no refunds will be made and the exhibitor is bound to pay 100% of all fees paid and due. Any reduction in space size after an Application has been submitted will be treated as a cancellation.

G. The payment submitted with an Application is fully refundable in the event the Exhibitor is not approved by B-FOR or no more exhibit space is available.

H. These Terms and Conditions amend and supersede all other conditions, rules and regulations laid down by the Show Organizers.

I. B-FOR is authorized to mail, fax, and/or email to Exhibitors materials related to this event and other potential events of interest.

Please retain a copy of this Application for your records.