



SNACKEX 2013 FLOOR PLAN

SNACKEX 2013

**GOTHENBURG, SWEDEN
12-13 JUNE 2013**

STRENGTHEN YOUR BUSINESS

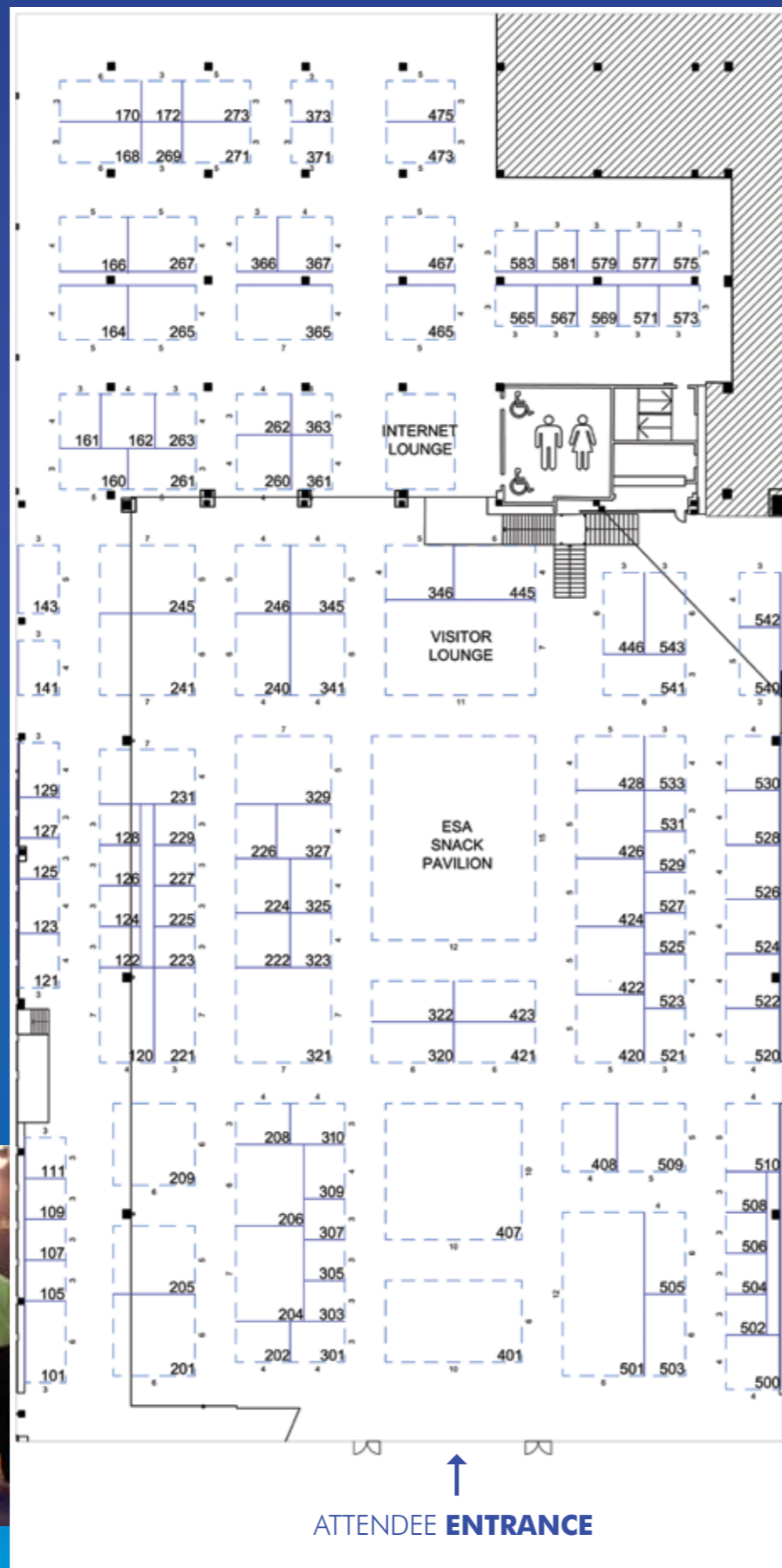
SNACKEX is organised by the European Snacks Association - Europe's only trade organisation dedicated to creating the most favourable environment possible for the development of the savoury snacks industry.

To enjoy the reduced exhibitor rate at SNACKEX and save around 20%, in addition to many other membership benefits, your company can become an ESA member today.

To discover how ESA membership can help strengthen your business, contact us at:



European Snacks Association
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F: +44(0)20 7420 7221
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ONE WORLD... ONE EVENT
ONE MEETING PLACE



STAND PRICES
FROZEN
FOR 2013



SNACKEX OFFERS THE INDUSTRY SOMETHING YOU CAN'T GET FROM A WEBSITE OR MAGAZINE...**THE LIVE EXPERIENCE!**

It's all about the sound of the machinery, the feel of the packaging, the taste of the products. And you get to meet real people, not on a fancy social network interface, but live, face-to face contact.

HOW CAN YOU BEAT THAT?



"SNACKEX is the chance to make contact in one place with all the most important parties in the snacks business. For me it was a really good event for networking".

Horst Kalbfleisch,
Director Quality Management International,
Lorenz Bahlsen Snack-World, Germany



At SNACKEX the whole industry is conveniently laid before you, under one roof, for two days of business.

There's business and there's networking. At SNACKEX you can do them both.

We all operate on an international scale, our clients and prospects are all over the world and business is done differently in every country. Relationship building is key but geography can make it difficult... Not at SNACKEX, where you can network with industry leaders, peers, customers and prospects from all around Europe and the wider world.

Networking is the best way to find out what's going on in the industry, to bounce new ideas around and meet new contacts. We know how important it is to network with your contacts and SNACKEX brings you the ultimate networking experience.

JUST CONSIDER THESE COMPELLING REASONS TO EXHIBIT:

- **Event format combines exhibition with top level conference providing the only focused opportunity to target snacks buyers, specifiers and influencers, under one roof**
 - Unrivalled opportunities to network – with visiting snacks professionals, conference delegates and other exhibitors
 - You can network at the welcome reception function where you can informally meet conference delegates – an excellent opportunity for networking with like-minded professionals. You'll probably find you've got some leads before the show has even opened!
 - You can share expertise – with visitors and other exhibitors
 - 100% snacks focused event. Only visitors/buyers from the savoury snacks and snack nut industry are allowed in the show
- **You will be taking part in an exhibition that is dedicated to the savoury snacks industry so your booth will not be lost against hundreds of others in the general food business**
 - You will meet leading decision makers – 70% of attendees at the last event had a buying influence
 - **You will get international exposure – meet buyers from over 70 countries**
 - Thank your best customers – keeping existing customers happy is as important as finding new ones. Many of your best customers will be at SNACKEX – you should be too!
 - As an exhibitor you'll receive a FREE editorial entry in the show catalogue which is given free to every visiting buyer and conference delegate
 - **Close a deal!** – many exhibitors polled at the last SNACKEX closed a sale right there on the show floor!

SNACKEX IS YOUR GLOBAL PARTNER

SNACKEX helps you to enter new markets and to generate new business from existing ones. **Join us in Gothenburg** and experience the leading event in the industry for yourself!

GET FACE-TO-FACE WITH DECISION MAKERS

People come to SNACKEX prepared to do business with you!

SNACKEX attendees include:

- senior directors, engineers and production people looking to source new equipment
- senior marketing and NPD representatives for the world's major snack manufacturers looking for new products and ideas
- nut brokers and traders looking for new contacts and supply sources
- customers in search of product demonstrations and one-to-one meetings with new and existing suppliers
- retail representatives looking for new product lines
- companies with individual challenges seeking solutions your company can provide



"The quality of the visitors was excellent, with many European countries represented. SNACKEX is the exhibition for the snacks industry and we value it as an opportunity to make new contacts and to keep in touch with our existing customers".

Andrea Campagnolo,
Commercial Manager, Mafin, Italy



SNACKEX BUYS YOU MUCH MORE THAN A STAND...

...SNACKEX is the leading event in the savoury snacks industry and we intend to keep it that way. When you choose to exhibit at SNACKEX you are buying into a successful and growing event that both you and ESA Business members have played a significant part in creating.

Our marketing campaigns in trade publications, email shots to our bespoke database, monthly e-newsletters and website activities reach a dedicated international audience which helps to grow SNACKEX every year... and to bring you the buyers you want. Supported by the ESA board and ESA's members we are able to reach out to the European industry and beyond to provide a fantastic networking platform and an excellent environment in which to do business.

For 2013 we are increasing our marketing efforts and investing past incomes back into the show to ensure that our success continues. As part of this strategy we have frozen stand prices at 2011 rates in the face of sharply rising service and destination costs. In fact we have not increased our prices for several editions.

In addition, for 2013 we have chosen a new destination where the show, conference and hotel accommodation are all under one roof to make it easier for everyone to do business and to enjoy some leisure activities. We will be developing a delegate programme which will ensure that SNACKEX is on everybody's calendar as the place to see the latest technology, sample the latest products and to learn about the latest developments, whilst having some fun too. Our new delegate pricing package will represent greater value for them, with the aim of swelling their numbers for you, our exhibitors.

THAT'S WHAT WE MEAN BY MORE.

GOTHENBURG AND SNACKEX AWAIT...

Sweden enjoys a stable political, economic and social environment. Sweden's second city Gothenburg is a safe, friendly city with an open and hospitable atmosphere.

Strategically located Gothenburg is situated in the heart of Scandinavia, between the Swedish, Danish and Norwegian capitals. The strategic location makes Gothenburg a true gateway to Scandinavia.

The Swedish Exhibition Centre - Svenska Mässan - Scandinavia's largest all-under-one-roof convention centre is located in the city-centre and world-renowned brands, cutting-edge industries and universities also call Gothenburg home.

The city's spectacular surroundings, closeness to the sea and the stunning archipelago guarantee a whole new meeting experience, far from traditional big city meetings.

Our headquarters hotel, the 700 room Gothia Towers, is an **all-under-one-roof** location with the SNACKEX exhibition hall and conference room in the same property, providing ample opportunity for informal meetings, networking and leisure activities both during and outside of event hours.

BOOK EARLY AND SAVE MORE!

Despite global inflation and rising service and destination costs, there will be no increase in stand prices for 2013! Our exhibit rates represent outstanding value for money for a tightly targeted international trade show, delivering quality attendees you'll want to do business with.

ESA members receive a generous 20% reduction on standard exhibit rates - qualified companies can become ESA members from just €1,000 a year.

Reserve your exhibit space at SNACKEX 2013 before 31 March 2012 and enjoy a further 10% reduction on the standard rates.

EXHIBIT RATES



ESA member rate:

Before 31 March 2012	After 31 March 2012
€238.50 euros per sq metre	€265 euros per sq metre

Non-member rate:

Before 31 March 2012	After 31 March 2012
€301.50 euros per sq metre	€335 euros per sq metre

WHAT'S INCLUDED IN THE PRICE?

Your exhibit stand

- **Frame** - aluminium profile shell scheme structure
- **Walls** - white melamine shell scheme panels
- **Carpet** - included (colour tbc)
- **Fascia nameboard** - with your company name and stand number
- **Lighting** - 1 spotlight per metre on a track e.g. 3m x 3m stand = 3 spotlights
- **Power** - 1.1kWh single socket
- **Daily stand cleaning**
- **Overnight hall security**

Your concessions

- **Two tickets** to conference sessions Wednesday and Thursday
- **Exhibitor staff entrance badges** - stands up to 30 sq m - 4 badges stands over 30 sq m - 6 badges

What's excluded

- Stand furniture, floral decorations, telephone, fax, refrigerator, etc. are NOT included and must be ordered separately by returning the appropriate order form in the exhibitor services manual which will be available online to all exhibitors, commencing early 2013.
- Additional exhibitor entrance badges are available at extra cost and can be ordered from the exhibitor services manual as above.
- Tickets to conference sessions permit exhibitors to attend the speaker presentations only. They do not include kick-off breakfast or delegate lunches.
- Exhibitor lunches and other catering requirements are not included in exhibit rates and must be purchased onsite if required.
- Tickets for Welcome Reception and President's Closing Dinner are not included in the above rates, but are available at extra cost. Tickets can be ordered from the exhibitor services manual.

"This year's show was a very good event at which to meet many industry suppliers and also "old friends" from the snack industry! It was really worth attending for a chance to see the latest developments in products and machinery".

Marco Blumenthal,
Director Quality Management,
Zweifel Pomy-Chips, Switzerland



SPONSORSHIP OPPORTUNITIES.... HERE, THERE AND EVERYWHERE

Once you've made the right decision to exhibit at the savoury snack industry's leading networking event, get your voice heard and stand out from other exhibitors!

SNACKEX is a big deal. Every exhibitor is competing for visitor attention. Make it easy! Give yourself that extra edge to drive visitors to your stand and ensure they'll recognise your brand. Be creative!

Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product. They are cost-effective, varied and impossible to miss.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Welcome reception networking event
- Attendee badge lanyards
- Show carrier bag
- Conference delegate bag
- Registration area
- Floor plan orientation boards
- Visitor lounge
- Internet lounge
- Conference sessions & functions

Contact the organisers for more information about these and other high profile opportunities.

SNACKEX RECENT EXHIBITORS

AC Horn	Land O' Lakes
Acrison International	Le Caselle
Al Fustaq Nutty Nuts	Leng D'Or
Alimentos Extruidos SA	Liaoning Zhengye Peanut Co
Almond Board of California	Limagrain Céréales Ingrédients
American Extrusion	Liven SA
American Peanut Council	Lock Inspection Systems
Amica Chips	Mafin SpA
AMP Rose	Maddox Metal Works
Antep Pistachio Promotion Group	Mettler Toledo Safeline
Aperitivos Flaper	Mitchell Dryers
AppecAstro	Molino Peila
Arcall	Murray Foods
Aviko Rixona	NDC Infrared Engineering
Azteca Milling	NP & Company
Bach Snacks	Nedpack Palletisers
Bag Snacks	Nor-Reg
Baker Perkins	Olega SA
Bell Flavours	PCL Controls Ltd
Best NV	PPC Tago
Biotrek	PPM / Allen Systems
Blueprint Automation	Palmex Alimentos
BMA Florigo	Parker Domnick Hunter
Bosch Packaging	Pellsnack
Bredabest	Pifo Eko Strefa
Brovind	Pol-Foods Kft
Bühler Aeroglide	Process Sensors Corp
CPM Wolverine	Prodeman SA
C. Cretors & Co	Productos Churruca
C. Meijer	Puyang Tianli Nuts
California Walnut Commission	Qingdao Foodlink
Camara Argentina del Mani	Qingdao Golden Rock
Cargill Dry Corn Ingredients	Qingdao Jiale Peanuts
Casa Herrera	Qingdao Longsun
Cerealicola Rossi	Qingdao Ruizong
Champagne Foods	Qingdao Topsen
Cletral Group	Quality Pellets
Codrico	Radix Systems
DM Snacks	Reading Bakery Systems
DACSA	Rizhao Changtai
Dallas Group	Rizhao Seamount Food Co
De Franceschi	Rosenqvists Food Technologies
Emsland-Starke	Rovema
Euroma by	Rudolph Foods
Extrusion Link	SC European Foods
Flo-Mech Ltd	SEL Engineering Solutions
Foodlink by	SFA Snack Food Association
Fromatech	SGS-CSTC (Qingdao)
Gesa Gida	Samson Corn Semolina
Givaudan	Santa Helena Alimentos
Gough & Co	Satake ESM
Grote Company	Savoury Flavours
Grupo Cavigliasso	Sensortech Systems
Grupo Industrial Michel	Shandong Mengyin
HDM Europe	Spice Application Systems
Hastamat	Spray Dynamics
Heat & Control	Star Filters
Hebei Cofco	Steam Chip Company
Hengshui Hongteng Peanut Co	TNA Europe
IMKO The Nut Company	Tadim Gida
Incalfer Srl	TEWS Elektronik
Intertaste	Torzlok Pellets Factory
Ishida Europe	Tri-Snax
J.C. Ford Company	UVA Packaging
J. Leek Associates	VAL.IN
Jadico Spices	VICAM
Jilin Liaohe Agricultural Products	VFS Systems
Key Technology	VMF Continental Snacks
King Nuts & Raaphorst	Vuormar
Kiremko	WSP Spolem Kielce
Kliklok Woodman	Weidenhammer Packaging Group
Koninklijke Euroma	Welcome Foods
K-Tron Switzerland	Westhove SA
KMG Systems	Wintech Taparia
Lactosan	Wirebelt Co Ltd
Lalesse Extrusion	Yamato Scale GmbH



SNACKEX 2011 SPONSORS

Blueprint Automation
California Walnut Commission
Casa Herrera
Heat & Control
Ishida Europe
Kerry Ingredients & Flavours
Mafin SpA
PepsiCo International
San Carlo

SNACKEX EVENT SUPPORTERS

The Snacks Magazine

snacks magazine

The leading quality trade journal for senior management in the savoury snacks industry and the official publication of the European Snacks Association, The Snacks Magazine provides leading-edge features and news articles on materials, products, people, technology and market trends. The summer 2013 issue will contain the official SNACKEX show guide with exhibitor listings and news, features and schedules about the event.

To advertise or subscribe: Tel: +44 (0)1538 757308 / email: production@snacksmagazine.co.uk



American Peanut Council



British Peanut Council



European Nut Association



European Potato Processors' Association



FoodDrinkEurope



EXHIBITOR RULES & CONDITIONS

In these Rules and Conditions the following words shall have the meaning set opposite same respectively.

Exhibition: SNACKEX 2013
Organisers: European Snacks Association and their appointed Exhibition and / or Conference Management.

Owners: The Landlords of the building in which the Exhibition is to take place.
Exhibitor: Any person or company to whom space is allotted at his or their request and his or their employees or agents.
Exhibit: Any article referred to in the Exhibition booking form or subsequently displayed on Exhibitors' stands.
Stand: The area allocated to an Exhibitor and stand / display erected thereon.
Hall: The Exhibition hall and any area or other rooms in connection with the Exhibition.
Authorities: Any body legally authorised for making regulations.
Contractors: Any person, firm or company employed by the Owners or Organisers of the Exhibition for erection, fitting out or other work on any stand in the Exhibition.

1. OPENING HOURS
The Exhibition will be open each day from 12 - 13 June 2013 inclusive. The hours of opening will be 10.00 to 18.00 hours on Wednesday 12 and 10.00 to 16.00 on Thursday 13. These hours are subject to change according to the final event programme.

2. APPLICATION FOR SPACE
Application for space must be made by the correct completion of the official Exhibition booking form provided by the Organisers and must include a binding signature of the applicant and should contain details of the proposed exhibit. Applications will be dealt with in order of receipt. The submission of an application with 50% deposit in the manner and on the booking form provided, together with the written stand confirmation by the Organisers constitutes the legally binding exhibition contract between the Exhibitor and the Organisers in accordance with these Rules and Conditions. Any application not accompanied by the said deposit will be deemed null and void. The Organisers shall reserve the right to refuse any application without assigning any reason. The Organiser's decision on admission of any company or product to the Exhibition will be final. The Organiser takes sole authority for acceptance of applications as well as allocation of stands. In the event that none of the choices listed on the booking form should be available at the time of receiving the application, the Organisers shall allocate another similarly suitable site.

3. CHARGES FOR EXHIBIT SPACE
The rental charges for floor space inclusive of turnkey package shell scheme are as described on the Exhibition booking form. Additional requirements such as furniture, floral and/or televisual, and/or electricity supply, may be obtained at additional cost by completion of the relevant order forms on the Exhibitor Services Manual. To qualify for the ESA members' rate, Exhibitors must maintain their membership through the dates of the event.

4. PAYMENT FOR EXHIBIT SPACE
All payments must be made by cheque payable to European Snacks Association, by bank transfer or by credit card in Euros according to the specifications stated in the Exhibition booking form. Any bank charges incurred on foreign cheques or transfers will be charged to the account and must include a Reservation costs are settled in two instalments: the Exhibitor shall pay a deposit of 50% of the total reservation costs for the Exhibitor's first stand choice), when applying for space. Only fully completed applications, duly signed and with deposit payment, will be processed. The balance of payment shall be paid by the Exhibitor on or before 01 February 2013. Failure to remit the balance by this due date constitutes cancellation of contract. In this case, any deposit paid by the Exhibitor will be forfeited and the stand reallocated. For bookings made after 01 December 2012, 100% of the reservation costs shall be due at the time of booking. All credit card payments will be charged an extra 3 (three) per cent processing fee.

5. CANCELLATION OR REDUCTION OF EXHIBIT SPACE
The Organisers will be prepared only in exceptional circumstances and at their total discretion, to consider the reduction or modification as to size of space or the cancellation of their contract for space with Exhibitors and then only if the following conditions are complied with.
(a) That the request for cancellation or modification is submitted by registered post.
(b) The reason given is in the Organiser's opinion well founded.
(c) The Exhibitor agrees in every case that the Organisers shall retain 50% of the total cost of space to offset administration expenses.
(d) 100% of the exhibition fee is due if cancellation is received after 01 December 2012.
(e) That agreement by the Organisers to such requests shall not prejudice any other rights they may have against Exhibitors under these rules or associated contracts in connection with the Exhibition.

6. ALTERATION OF FLOOR PLAN
Whilst every endeavour will be made to adhere to the published layout of the Exhibition, the Organisers shall be entitled to vary the layout if, in the opinion of the Fire or other Authority, public safety will be improved, or if, in the opinion of the Organisers, this is in the general interest of the Exhibition. Should any error arise in the allotment of space to any Exhibitor, no liability in regard thereto shall rest on the Organisers. In such case the Organisers will endeavour, without prejudice, to find a substituted arrangement but they do not bind themselves to do so. In no circumstances shall any changes permit the Exhibitor to repudiate or cancel the Contract.

7. BANKRUPTCY OR LIQUIDATION
In the event of an Exhibitor or intending Exhibitor becoming bankrupt or (being a Company) entering into liquidation (whether voluntary or compulsory, other than for the purpose of reconstruction or amalgamation), making any composition with creditors or having a receiver appointed, or the equivalent of any of the foregoing in any jurisdiction, the Organisers shall be at liberty to terminate forthwith the contract with such an Exhibitor, and all sums paid by the Exhibitor under the contract shall be forfeited without prejudice to any other rights of the Organisers.

8. OCCUPANCY AND DISMANTLING OF STAND
The Organisers will advise Exhibitors in advance of the dates and times when exhibits and other properties can be received at the exhibition Hall by the Exhibitor, his servants, agents, employees and contractor for the purposes of erecting and preparing his Exhibit(s). All goods must be brought in and taken out by the entrances and exits specified by the Organisers. All goods delivered to the Exhibitor must be accompanied by or received by a representative of the Exhibitor, and cases must be unpacked on arrival. All labour for receiving, unpacking, placing in position and removal must be provided for by the Exhibitor but in default the Organisers may, at the Exhibitor's expense and risk, do whatever they may consider necessary in the interests of the Exhibition. Goods may not be delivered to nor removed from the Exhibition during the hours it is open to visitors except with the written permission of the Organisers. All stands must be completed and ready by the date and time stated in the Exhibitor technical manual. In the event of an Exhibitor failing to take possession of his allocated stand space by the stated time, the charges for such allocated stand space will nevertheless remain due to the Organisers. In the event of nonpayment of full stand fees, the Organisers shall have the right to refuse to permit the Exhibitor to occupy or use the stand space until all sums due to the Organisers from the Exhibitor have been paid. Stands must be open for viewing and staffed during the Exhibition opening hours. Each Exhibitor will advise the Organisers on the appropriate forms in the Exhibitor manual of the names and position of the person responsible for installation, operation and removal of exhibition materials and of the staff to be present on the stand. The said representative will be authorised to approve any service contract required. The Exhibitor remains responsible for his representative. Upon being required to do so by the Organisers, the Exhibitor shall cease to employ at the Exhibition any servant of the Exhibitor who may be guilty of any conduct, which, in the opinion of the Organisers, is prejudicial to the proper management of the Exhibition. Exhibitors shall remove from the exhibition Hall by the date and time advised by the Organisers, all exhibits, displays, stand fittings, materials and other items brought to the exhibition Hall by the Exhibitor. The Organisers reserve the right to dispose of any materials remaining after this time. The removal of exhibits and the dismantling of stands may not commence until the official closing of the Exhibition.

9. INSTALLATION
All stands will be required to have a standard shell scheme provided by the Organisers, or an alternative scheme acceptable to the Organisers. All stands and fittings must be substantially erected or placed and must conform to any Regulations or Bye Laws of the Local Authority and/or other Authority including fire precautions and to the Regulations of the Owner and are subject to the approval of the Organisers who require the Exhibitor to submit plans in advance of erection or fitting. Such safety precautions in respect of stand fittings and Exhibits as may be required by the Local Authority and other regulating bodies must be undertaken by and at the expense of the Exhibitor. Detailed stand regulations to which Exhibitors must conform will be published in an Exhibitor technical manual, which will be sent to all Exhibitors.

(a) No contractor, other than the officially approved contractor, for erection of a stand or otherwise shall be entitled to enter the Hall without the written consent of the Organisers. In such cases the Venue Owners shall be entitled to make a set up charge to Exhibitors.
(b) No Exhibitor will be permitted to install his display or exhibits in such a manner as, in the opinion of the Organisers, obstructs the light or impedes the view along the open spaces or gangways.
(c) Gangways, exits and emergency exits must be kept clear and free for passage and must not be littered or obstructed.
(d) All structures and materials, including signs, shall conform to the requirements of the Organisers in accordance with pertinent local regulations.
(e) Timber used must be kiln dried so as to avoid damage to the carpets through condensation; any carpet flooring installed by the Exhibitor shall be taped securely at the edges.
(f) All movement of and fixtures to the shell scheme and all electrical installations and connections must be carried out by the contractors appointed by the Organisers.
(g) No storage of packing cases or packing materials other than packing goods for display is permitted within the Exhibition Hall. All such cases and materials must be removed from the Hall by the date and time specified in the Exhibitor Services Manual.

10. REGULATORY REQUIREMENTS
Exhibitors agree to observe the same Conditions of Tenancy as are accepted by the Organisers in their Agreement with the Owners and in particular to refrain from doing anything contrary to the licences of the Authorities or the fire insurance policies upon the Hall. Exhibitors are bound to take cognisance of and comply with any laws, orders and regulations in force at the time of the Exhibition relating to hygiene, fire prevention and public safety. They are responsible for observing any local regulations regarding storage and display of exhibited items. The opening of the Exhibition is conditional on

compliance with the safety regulations stipulated by the Owners and following a satisfactory safety inspection by the Authorities, which will take place prior to the opening. Whenever possible, stands must be ready and fitted at the time of the Safety Commission's inspection and the Exhibitor or his representative must be present and be able to supply acceptable fire safety reports in respect of all materials used. Details of the Owner's safety specifications will be included in the Exhibitor technical manual. Persons under the age of 16 years are not permitted to enter the Exhibition areas at anytime.

11. ELECTRICAL REQUIREMENTS
A schedule of electrical services together with the relevant charges will be included in the Exhibitor Services Manual. An Exhibitor may provide his own electrical fittings where such fittings are in the form of made up showcases, signs etc., complete and ready for connection to the mains supply. All electrical installations must be in accordance with current edition of the rules and conditions laid down by the Owners, local Authority, or any other competent Authority and connections must be made via approved safety plug sockets and plugs. Multiple plugs with fixed plug contact points (three way sockets) are forbidden. Before use, all electrical units and appliances are to be tested for insulation resistance and the effectiveness of safety devices.

12. STAND CLEANING
Stand cleaning is included in the charge for stand space, but the Exhibitor is responsible to the Organisers for seeing that his stand is maintained in a clean and orderly state. The Organisers are responsible for daily cleaning of common areas.

13. COMPRESSED AIR, WATER, DRAINAGE
Compressed air services are available inside the Exhibition Hall and are available upon request at extra cost to Exhibitors. Water and drain services are not possible at this venue. The use of nonflammable gas may be permitted provided that the containers comply with the relevant safety regulations. Any Exhibitor wishing to use nonflammable compressed gas must notify the Organisers as early as possible. The Organisers must approve the use of compressed air in advance. Exhibitors requiring compressed air should notify the Organisers at the time of booking stand space, as certain stands are easier to supply. Flammable gases may not be used or displayed.

14. DANGEROUS EXHIBITS & SUBSTANCES
Exhibits, or working demonstrations, which involve substances of a dangerous, explosive or objectionable nature, are prohibited. This ban covers naked flames, liquid propane, toxic liquids and gases, dangerous and poisonous products etc.

15. FIRE PRECAUTIONS
Exhibitors shall, in all cases, comply with all requirements of their insurers, fire officers and other Authorities concerned with the Hall and its protection. The Exhibitor shall be responsible that each attendant or employee on the stand is acquainted with the position and use of the fire extinguishers in the Hall and knows the position of the nearest fire alarm. Full details of the rules and regulations pertaining to fire safety will be included in the Exhibitor Services Manual.

16. DAMAGE TO EXHIBITION BUILDING, FIXTURES & FITTINGS, OR SHELL SCHEME
An Exhibitor shall not cut or damage the floor or any part of the walls or structure of the Hall nor shall any stand interior fittings be attached to the roof, floor or other part of the Hall without prior consent in writing of the Organisers. Any Exhibitor causing any damage to the Hall or any person whomsoever must pay for same and hold the Organisers indemnified against the same. No painting is to be carried out in the Exhibition Hall. The fixing of display material to the shell frame will be permitted only by those methods set down by the Organisers. No nails, screws or other fixtures may be driven into any part of the shell scheme or the Exhibition building or furniture, including floors, pillars, walls; nor may any part of the building be damaged or disfigured in any way.

17. SECURITY
The Organisers will provide a security service during the period of installation, dismantling and during the hours when the Exhibition is closed, but shall not be liable for loss or damage, however caused. For the purposes of security, contractor passes and Exhibitor badges may be supplied. Badges must be worn at all times by the Exhibitor and his staff whilst in the Exhibition and Conference areas.

18. SUBLETTING
No Exhibitor shall assign, sub-let, underlet, grant any licence, share or in any way part with or divide any stand allocated to the Exhibitor, nor shall any circulars, advertisements, photographs or other matter relating to any manufacturer or trader who is not an Exhibitor be displayed or distributed without the consent in writing of the Organisers.

19. PUBLIC LIABILITY
The Exhibitor shall carry public liability insurance against personal injury, death or damage to or loss of property for a limit of indemnity not less than GBP £2,000,000 (or its equivalent). The Organiser shall be entitled to inspect such public liability policy, which the Exhibitor shall make available on request by the Organiser. The Organiser shall not be liable for any claims arising from death or bodily injury or damage to property arising in connection with the erection and dismantling of the Exhibitor's stand and anything permitted, omitted or done thereon or therefrom during the period of the Exhibition or the construction or dismantling periods, caused directly or indirectly by the Exhibitor or any contractor, subcontractor, servant, agent, licensee or invitee of his, or the act, omission or neglect of any such person or by any exhibit, machinery or other article of the Exhibitor or in the possession or use of the exhibitor or any servant or agent of his. The Exhibitor will indemnify the Organisers in respect of each and every

such claim and all actions, proceedings, costs, claims and demands in respect thereof. The Exhibitor shall effect adequate insurance in respect of all such claims and the liability thereof assumed by the Exhibitor.

20. ORGANISER'S LIABILITY
The Organisers shall indemnify the Exhibitor against claims for personal injury or death or loss of or damage to the Exhibitor's tangible property solely to the extent due to the proven negligence of the Organisers or their employees. The liability of the Organisers under this indemnity shall be unlimited in the case of personal injury or death and in other cases shall be limited to GBP £2,000,000 in respect of any single event or series of events arising from the same cause. Otherwise, the Organisers shall have no liability on any basis in respect of the Exhibition unless expressly provided for in these Rules & Conditions.

21. INSURANCE OF EXHIBITS
Whilst the Organisers agree to take all reasonable precautions in order to protect the property of the Exhibitor during installation, dismantling and the Exhibition itself, they do not accept responsibility for any loss or damage resulting from fire, theft, accident or any cause whatever, in respect of any property brought to the Exhibition premises by the Exhibitor or his servants, agents, sub-contractors or any other persons. The Exhibitor releases and indemnifies the Organisers in respect of any loss or damage to the exhibits, any property brought to the premises, whether it is his property or not save as provided for in paragraph 20 above. Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, Exhibitors must insure against the financial consequences of abandonment, cancellation or curtailment of the event due to reasons beyond the control of the Organiser.

22. POSTPONEMENT OR ABANDONMENT
If the Exhibition is postponed, cancelled or abandoned by reason of war, fire, storm, explosion, terrorist attack, national emergency, labour dispute, strike, lockout, civil disturbance, inevitable accident, force majeure, the non-availability either wholly or partially of the Exhibition premises, or any other cause not within the control of the Organisers, the Organisers shall be under no liability to the Exhibitor in respect of any actions, claims, losses (including consequential losses) costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor, as a result of the happening of any such events.

23. FAILURE TO VACATE
If the Exhibitor or his servants, agents or sub-contractors should fail to remove all his property or otherwise fail to vacate the Exhibition premises by the date and time specified in the Exhibitor Services Manual, due to any cause whatsoever, the Exhibitor shall be fully responsible for any expenses imposed by the Owner or other losses and costs incurred by the Organisers as a result of the Exhibitor failing to vacate the premises by the agreed time and without prejudice to any other right or remedy of the Organisers. The Owner may remove any property of the Exhibitor left at the exhibition Hall by the Exhibitor after the said time and the Exhibitor shall pay the costs of such removal to the Organiser on demand.

24. DISCRETIONARY POWER OF ORGANISERS
The Organisers reserve the right to alter, add to or amend these Conditions. The Organisers may in writing, waive these Conditions, or any of them, in any particular case, or cases, as they shall consider appropriate. No alteration, addition, amendment or waiver to or of these conditions shall operate to release any Exhibitor from his obligations set out herein. The Organisers undertake to give the fullest sympathetic consideration to the interests of the Exhibitors. Should any question arise which is not provided for within the terms of these Rules and Conditions, the Organisers' decision must be accepted as final.

25. PUBLICITY & PROMOTION
The Organisers reserve the sole rights of compiling and issuing any catalogue or list of Exhibitors and Exhibits. The Organisers reserve the sole rights of printing and issuing invitations and tickets of admission, and only such invitations and tickets will be valid for the Exhibition. The Exhibition name, wordmark(s), logo(s) and associated graphic devices are the protected property of the Organisers and cannot be reproduced in any form, for any purpose, without their written permission. No article may be photographed, drawn, copied or reproduced without the consent in writing of the Organisers. Exhibitors may not schedule private functions or events which conflict with officially scheduled events surrounding the Exhibition and Conference.

26. SOLICITATION, CANVASSING, DISTRIBUTION OF GIFTS
No Exhibitor is permitted to demonstrate, solicit orders, or distribute promotional material other than within the boundaries of their paid for exhibit space. Exhibitors must not paste or otherwise affix or exhibit advertisements upon any part of the building. No journal, magazine, book or periodical may be sold, offered for sale, given away, advertised or otherwise promoted from any stand or anywhere within the Exhibition building without the Organiser's written permission. Violators will be removed from the Exhibition and waive any and all rights or claims for damages against the Organisers arising out of the enforcement of this Rule.

27. GOVERNING LAW AND DISPUTES
These Rules & Conditions are governed by English law and the Exhibitor accepts the non-exclusive jurisdiction of the English Courts. Any claims asserted by the Exhibitor are to be submitted to the Organisers in writing within two weeks following the conclusion of the Exhibition. Any later claims will not be taken into consideration.



EXHIBIT SPACE

BOOKING FORM & CONTRACT

MEMBERSHIP STATUS: ESA MEMBER YES NO

NOT AN ESA MEMBER? Enjoy the reduced exhibitor rate and save around 20%, in addition to many other membership benefits, by becoming an ESA member today. Qualified companies can become Associate members for just 1,000 euros per year. For more information contact the ESA Secretariat on Tel: +44(0)20 7420 7220 / Fax: +44(0)20 7420 7221 / Email: esa@esa.org.uk

EXHIBIT RATES – Popular Sizes – Other Sizes Pro Rata

STAND SIZE	STAND AREA m ²	ESA MEMBER RATE	NON-MEMBER RATE
3m x 3m	9	€ 2,385	€ 3,015
4m x 3m	12	€ 3,180	€ 4,020
4m x 4m	16	€ 4,240	€ 5,360
6m x 3m	18	€ 4,770	€ 6,030
5m x 4m	20	€ 5,300	€ 6,700
5m x 5m	25	€ 6,625	€ 8,375
6m x 5m	30	€ 7,950	€ 10,050

Note: An extra aisle charge will be added to the above rates: all end of aisle sites +€200, peninsula sites +€400, island sites +€600

STEP 1 YOUR COMPANY

Exhibiting Company Name

Contact Name

Mailing Address (No PO Boxes)

City

County / State / Prov

Post / Zip Code

Country

Tel

Fax

Email of Expo Contact

Are you exhibiting: Machinery Snack Products Literature Other

STEP 2 YOUR EXHIBIT STAND

ESA Members: €265 / sq metre
 Non-Members: €335 / sq metre

Extra aisle charges may apply depending on location – see above

We hereby apply for the following exhibit stand. Every effort will be made to provide your first choice, but as stands are offered on a first-come, first-served basis, this cannot be guaranteed.

1st choice Stand No. metres x cost €

2nd choice Stand No. metres x cost €

We prefer not to be close to the following companies:

Note: The floor plan is for guidance only. Stand positions are not guaranteed and are subject to Fire Authority approval / discretionary change by the organisers. Final assignments and floor positions are at the sole discretion of ESA.

STEP 3 SERVICES

Will you require: 3-phase electricity Compressed air supply
 Gas / fume extraction Water and drain

These services will be charged extra. Order forms will be provided in the Exhibitor Services Manual.

STEP 4 PAYMENT SCHEDULE

If your booking is received:

- **Up to 30 November 2012**
50% of the total is due with this signed contract. You will be invoiced in January 2013 for the balance, which must be paid by 1 February 2013.
- **After 1 December 2012**
100% of the total is due with this signed contract.

Note: If we receive your booking and your full deposit payment by 31 March 2012, you receive a 10% early booking discount. This discount and / or other adjustments will be applied to your final balance second invoice sent January 2013.

STEP 5 YOUR PAYMENT

Your payment for the total cost of your first choice of stand must be sent with this application. **Your booking will not be actioned until we receive your deposit payment in full.** Payment must be made in euros (€).

10% OFF

WHEN YOU BOOK AND PAY BEFORE 31 MARCH 2012

IMPORTANT NOTES:

1. To qualify for the ESA member rate ESA membership dues must be fully paid up at both the date of booking AND of the event, or prices will automatically revert to non-member rate. **2.** Stands will be provided with shell scheme construction. No reduction is made for space only sites. **3.** End of aisle stand locations are provided with two open sides and two shell scheme walls – extra charge €200. **4.** Peninsula stand locations are provided with three open sides and one shell scheme wall – extra charge €400. **5.** Island stand locations are provided without shell scheme, but including carpet, power, cleaning, security – extra charge €600. **6.** Any stand may be booked as space only. There is no reduction in the above rates when shell scheme is not required. **7.** Two or more adjacent stands may be combined to make a larger area, however in so doing, an extra aisle charge(s) may apply.

STEP 5 YOUR PAYMENT (continued)

1st choice stand No.

Stand cost € (rate schedule cost before any discount)

Aisle charge € (if applicable – see ‘Important notes’ above)

20% UK VAT € (compulsory only for UK registered companies)

3% credit card fee € (compulsory if paying by credit card)

TOTAL AMOUNT ENCLOSED €

STEP 6 PAYMENT METHOD

- CHEQUE ENCLOSED* BANK TRANSFER**
- CREDIT CARD (3% processing fee applies)
- Tick box if you require a pro-forma invoice in order to make your payment (cheque or bank transfer only)

*Cheques must be made payable to European Snacks Association.
**Bank transfers must be made to European Snacks Association – Barclays Bank plc, 50 Pall Mall Business Centre, London SW1A 1QD.
Bank sort code: 20-65-82. Account number: 53568766. IBAN: GB60 BARC2065 8253 568766. SWIFT: BARC GB 22
Please instruct your bank to pre-pay ALL charges (sender AND receiver). ESA is not responsible for any bank charges whatsoever.

FOR CREDIT CARD payment fill out below

Please charge: VISA MASTERCARD / EUROCARD

All credit card payments are charged 3% processing fee.

Card number

Security code

Expiry date

Name on card

Signature Date

STEP 7 DECLARATION

This section **must** be fully completed and signed. We have read the SNACKEX 2013 Rules & Conditions for exhibitors and in the event of this booking being accepted, we undertake to observe and be bound by them. Acceptance of this booking by ESA constitutes a binding contract with you. This form is not valid unless signed. **Note: You must have adequate insurance cover to take part in this event** – see especially clauses 19, 20, 21 and 22 in the Rules & Conditions.

AUTHORISED SIGNATURE*

**This signature legally binds your company to all SNACKEX 2013 Rules & Conditions*

Name (print)

Job title

Date

Note: Your booking will not be accepted until we receive the required 50% deposit payment (100% if booked after 1 December 2012), together with this booking form.

STEP 8 SEND FORM

Send this completed form with your payment to:
European Snacks Association, 6 Catherine Street, London, WC2B 5JJ England.
Fax: +44(0)20 7420 7221 Email: esa@esa.org.uk