



EXHIBIT SPACE BOOKING FORM & CONTRACT

MEMBERSHIP STATUS: ESA Member Yes No

(ESA membership must be fully paid up at both the date of booking and of the event, or prices will automatically revert to non-member rate)

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 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	ESA Member Rate	Non-Member Rate
3m x 3m	9m ²	€2,385	€3,015
4m x 3m	12m ²	€3,180	€4,020
4m x 4m	16m ²	€4,240	€5,360
6m x 3m	18m ²	€4,770	€6,030
5m x 4m	20m ²	€5,300	€6,700
5m x 5m	25m ²	€6,625	€8,375
6m x 5m	30m ²	€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. If the stand you select has one or more columns within its perimeters (i.e. actually on the stand itself) the overall price will be reduced to take account of the column footprint. No reduction will be made for columns in aisles, however close they are to your stand.

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 floorplan 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: PAYMENT SCHEDULE

If your booking is received:

- **Up to 30 November 2014**
50% of the total is due with this signed contract. You will be invoiced in December 2014 for the balance, which must be paid in full by 30 January 2015.
- **On / After 1 December 2014**
100% of the total is due with this signed contract.

Note: If we receive your booking and your full deposit payment by 31 March 2014, you receive a 10% early booking discount. This discount and / or other adjustments will be applied to your final balance second invoice sent December 2014.

IMPORTANT NOTES:

- 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.
- Shell scheme construction is provided as standard. Any stand may be booked as space only, but there is no reduction in price when shell scheme is not required.
- End of aisle stand locations are provided with two open sides and two shell scheme walls – extra charge €200.
- Peninsula stand locations are provided with three open sides and one shell scheme wall – extra charge €400.
- Island stand locations are provided without shell scheme – extra charge €600.
- Columns - a reduction will be made if there is a column on the stand you select (see 2 below).
- Two or more adjacent stands may be combined to make a larger area, however in so doing, extra aisle charges may apply.

STEP 4: YOUR PAYMENT

Your booking will not be actioned until we receive your deposit payment in full. Payment must be made in euros (€).

1st choice Stand No. Stand cost € (rate schedule cost before any discount)

Aisle charge € (if applicable – see rate schedule page 2)

18% Turkish VAT € (compulsory for all companies)

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

TOTAL AMOUNT ENCLOSED €

STEP 5: PAYMENT METHOD

- CHEQUE ENCLOSED* BANK TRANSFER** CREDIT CARD (3% processing fee applies)
- Tick 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. All credit card payments are charged 3% processing fee.

Please charge: VISA MASTERCARD / EUROCARD

CARD NUMBER

SECURITY CODE

EXPIRY DATE

NAME ON CARD

SIGNATURE

DATE

STEP 6: DECLARATION

This section **must** be fully completed and signed. We have read the SNACKEX 2015 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 2015 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 on / after 1 December 2014), together with this booking form.

STEP 7: 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