

# 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.**



## SNACKS

The effective and successful working relationships we have established over many years with government, professional bodies and trans-national agencies enable us to represent member companies' interests at national, European and international levels. We are proactive in our anticipation and fielding of potential issues of relevance to our snack manufacturing and supplier company members.

ESA membership encompasses over 200 organisations from more than 50 countries, representing many of the world's leading manufacturers and suppliers in the savoury snacks business.

To enjoy the reduced exhibitor rate at SNACKEX and save around 15%, 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:



### The 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.

### To subscribe or advertise:

T: +44 (0)1538 757308

E: [production@snacksmagazine.co.uk](mailto:production@snacksmagazine.co.uk)

### European Snacks Association

6 Catherine Street, London WC2B 5JJ, England  
T: +44(0)20 7420 7220 F: +44(0)20 7420 7221  
E: [esa@esa.org.uk](mailto:esa@esa.org.uk) [www.esa.org.uk](http://www.esa.org.uk)

For more information:  
[www.snackex.com](http://www.snackex.com)

# BRIDGING THE WORLD OF SNACKS



# SNACKEX

XVI International Exhibition  
for Savoury Snacks & Nuts



**Istanbul**  
10 - 11 June 2015



[www.snackex.com](http://www.snackex.com)

# LINKING BUSINESS ACROSS CONTINENTS...

**SNACKEX helps you to enter new markets and to generate new business from existing ones.**

Istanbul famously bridges two continents – Europe and Asia, so SNACKEX in Istanbul is the perfect event to attract the widest possible audience, from east and west and beyond.

At SNACKEX you can meet the whole savoury snacks industry in one

place... It's as simple as that! By exhibiting at SNACKEX you have access to global markets and to core customers in the savoury snack and snack nut business, all looking for products like yours. SNACKEX consistently attracts decision makers from multiple markets to give you more leads and better results!

You won't find a better snack processing and packaging trade show experience, so come onboard and take part in the industry's leading sourcing and networking event for yourself.



"THIS WAS OUR BEST-EVER SHOW. WITHIN A WEEK OF RETURNING WE RECEIVED OUR FIRST ORDERS FROM CLIENTS IN RUSSIA WHO VISITED OUR STAND, AND WE HAVE MANY MORE HIGH CALIBRE LEADS TO PURSUE. OVERALL THE RESPONSE WAS FANTASTIC."

Peter King, Managing Director,  
Spice Application Systems



**Get face-to-face with people prepared to do business with you.**

The SNACKEX event format combines exhibition with top level conference. The conference delegates are decision-makers who are drawn to the trade show seeking solutions your company can provide.

The conference attracts participation from over 30 countries as it provides the only international platform to share and debate the savoury snack industry's most relevant and hottest topics.

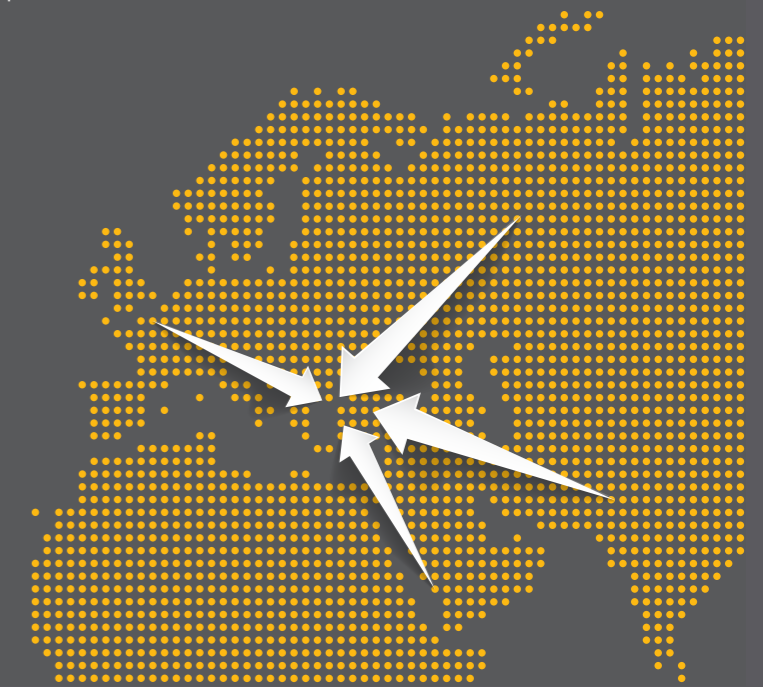
The programme includes social events aimed at providing an enjoyable atmosphere for networking: the Welcome Reception dinner on Tuesday evening, followed on Thursday by the ESA President's Dinner held at a glittering venue.

Typically, delegates include:

- **Senior directors**  
from the world's major chip and snack makers, seeking inspiration and insight
- **Senior marketing and NPD representatives**  
looking for new products and ideas
- **Engineers and production people**  
looking to source new equipment
- **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 you can provide

**But it doesn't stop there!**

Because of Istanbul's central location and ease of access, day visitors to the exhibition will pour in from Turkey itself and from neighbouring countries in both Europe and the near East, including Gulf States and India / Pakistan, outstripping the number of conference delegates many times over.



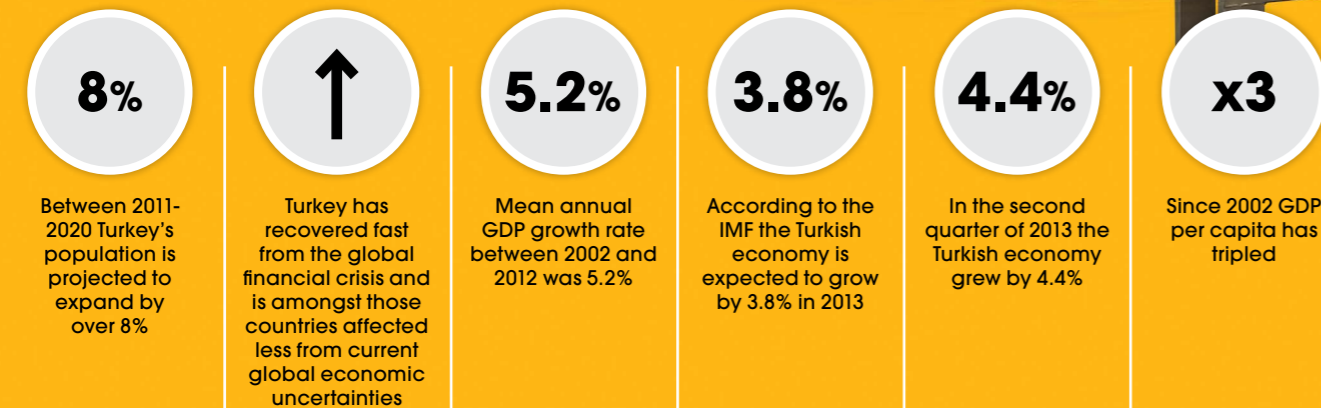
# ABOUT TURKEY

## The snack industry in Turkey is booming!

Turkey has a population of 76 million of which half is under the age of 30. Snacking has long been a way of life in Turkey and while nuts and dried fruits are the traditional snack products, the country's young and expanding population is driving demand in products such as corn chips, tortillas, potato chips and extruded snacks.

Western snack makers have brought international tastes to the Turkish market and increasingly Turkish manufacturers are producing high quality, lower fat products on energy efficient equipment. Now Turkish consumers prefer bigger packs which they can share with friends and family.

The country's economic profile is impressive:



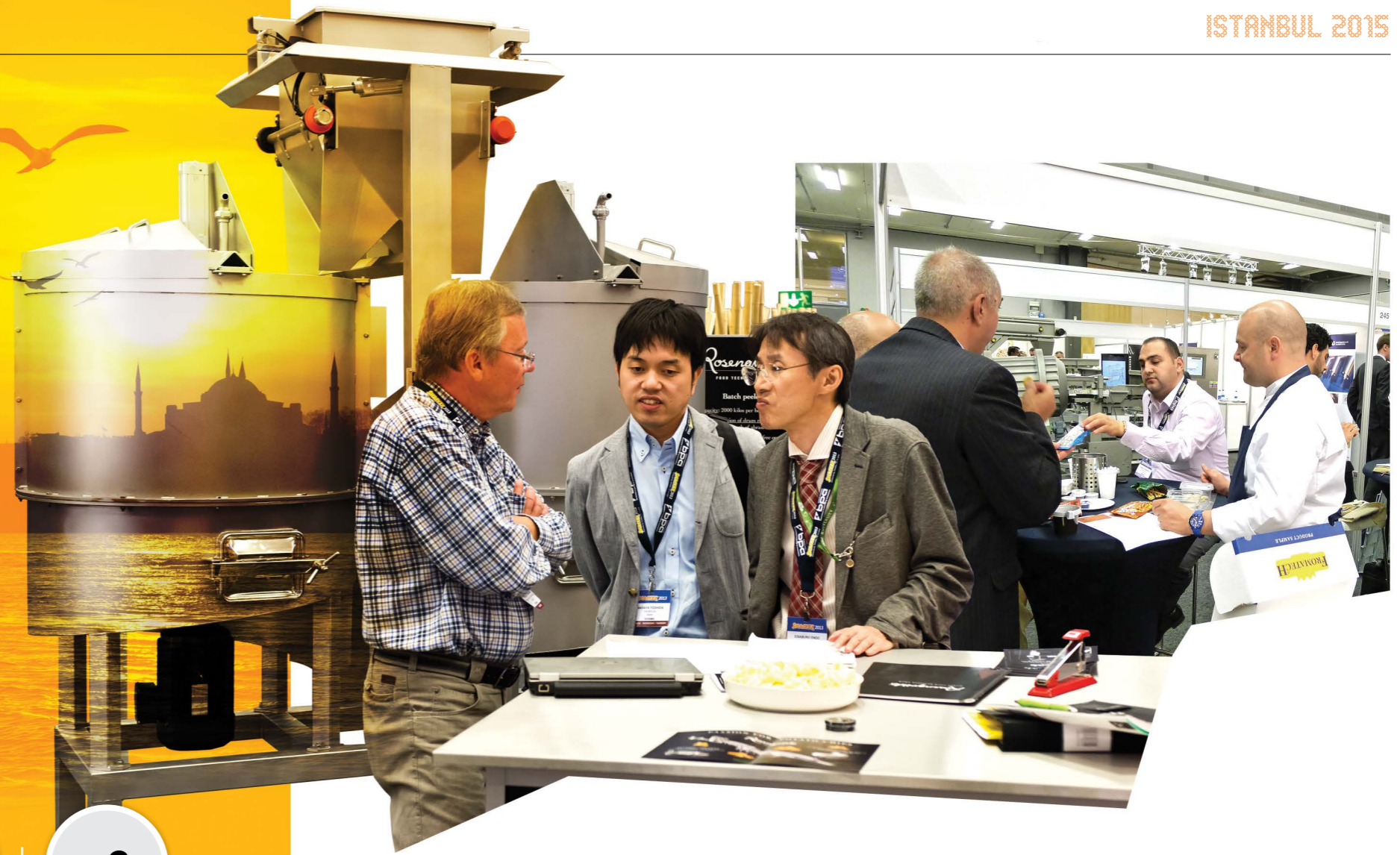
Latest figures at date of going to press.  
Sources: Turkish Ministry of Economy / Euromonitor International

Savoury Snacks Turkey						
	Retail value (mn EUR)			Retail volume (000 tonnes)		
	2011	2012	2013	2011	2012	2013
Chips / crisps	204	235	265	37.0	40.1	43.1
Extruded snacks	71	78	88	12.6	13.2	14.1
Nuts	184	205	230	29.8	31.7	33.8
Popcorn	25	27	29	5.0	5.1	5.2
Pretzels	58	59	61	23.6	23.6	24.2
Tortillas / corn chips	182	209	235	31.9	34.8	37.4

Source: Euromonitor International  
Value figures have been rounded and converted at 1 Turkish New Lira (TRY) = 0.3656 EUR

"IT'S THE FIRST TIME FOR US HERE AND I THINK IN TWO DAYS WE REALLY GOT TO KNOW 40-50 NEW CONTACTS."

Walter Blom, New Business Director, Barentz



## Just consider these compelling reasons to exhibit:

- **Booming Turkish market with unrivalled access for global visitors, especially from near Asian and Gulf countries**
- **Event format combines exhibition with top level conference providing the only focused opportunity to target snack makers, buyers, specifiers and influencers, under one roof**
- **Unrivalled opportunities to network – with visiting snacks professionals, conference delegates and other exhibitors**
- Exhibitors can network at the Welcome Reception function where they can informally meet conference delegates – an excellent opportunity for networking with like-minded professionals (ticket purchase required). You'll probably find you've got some leads before the show has even opened!
- **A professional environment to do business – world-class venue, in a world-class city**
- **Meet leading decision makers – 70% of attendees at the last event had a buying influence**
- **Varied programme – industry issue conference sessions attract more snack makers**
- Show floor Knowledge Centre lecture programme gives visitors best practice insight
- **Get international exposure – meet buyers from over 70 countries**
- Share expertise – with visitors and other exhibitors
- **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 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.

ISTANBUL AND SNACKEX AWAIT YOU!



# BOOK EARLY & SAVE 10%!

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

Reserve your exhibit stand at SNACKEX 2015 before 31 March 2014 and enjoy a further 20% reduction on the standard rates.

SNACKEX 2014 Rates		
	Before 31 March 2014	After 31 March 2014
	(per sq metre)	(per sq metre)
ESA member rate:	€238.50 EUR	€265 EUR
Non-member rate:	€301.50 EUR	€335 EUR

These rates include shell scheme, carpet, nameboard, basic lighting, power, cleaning, general hall security.

SNACKEX is a must attend event for everybody in the savoury snacks business. As the leading event in the industry, SNACKEX is on everybody's calendar as the place to test drive the latest technology, sample the latest products and to see the latest materials.

## Will they see yours?

"IT'S BEEN THE RIGHT SORT OF PEOPLE COMING TO THE SHOW AND THE QUALITY OF THE LEADS HAS BEEN VERY, VERY GOOD."

Mick Sturgess, Sales Engineer,  
Riley Automation



## 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 <sup>2</sup>	€2,385	€3,015
4m x 3m	12m <sup>2</sup>	€3,180	€4,020
4m x 4m	16m <sup>2</sup>	€4,240	€5,360
6m x 3m	18m <sup>2</sup>	€4,770	€6,030
5m x 4m	20m <sup>2</sup>	€5,300	€6,700
5m x 5m	25m <sup>2</sup>	€6,625	€8,375
6m x 5m	30m <sup>2</sup>	€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** €

### 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)

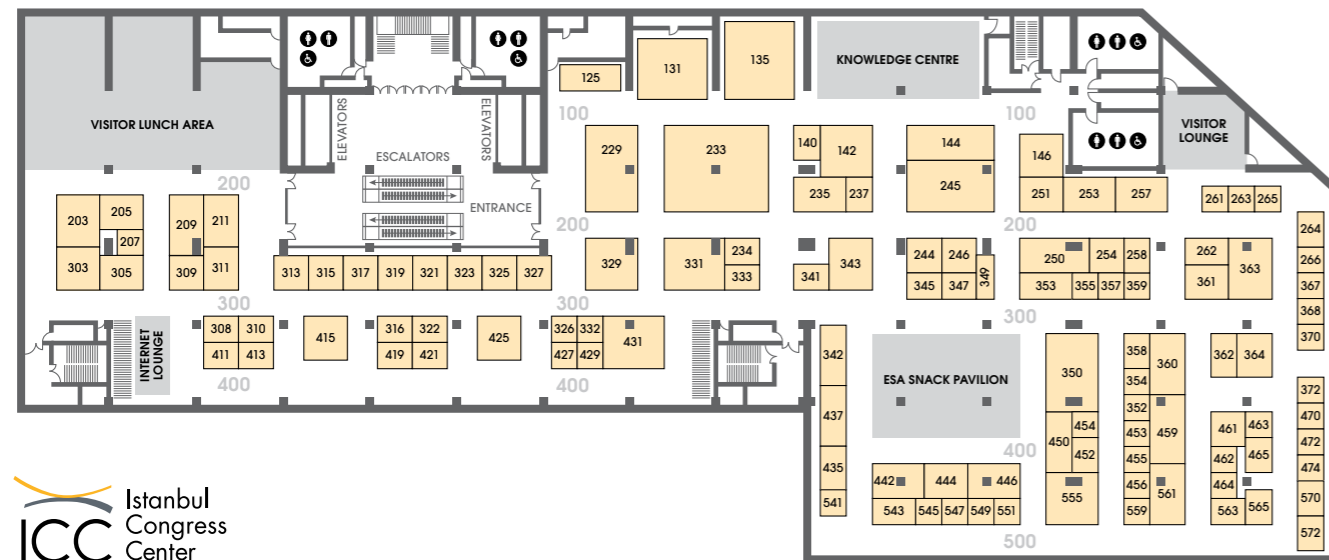
JOB TITLE  DATE

**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

# FLOORPLAN



Stand No.	Dimensions	Total sqm	Stand No.	Dimensions	Total sqm	Stand No.	Dimensions	Total sqm	Stand No.	Dimensions	Total sqm
125	7m x 3m	21	265	3m x 3m	9	352	3m x 3m	9	450	7m x 3m	21
131	8m x 7m	56	266	3m x 3m	9	353	6m x 3m	18	452	4m x 3m	12
135	9m x 8m	72	303	5m x 5m	25	354	3m x 3m	9	453	3m x 3m	9
140	4m x 3m	12	305	5m x 4m	20	355	3m x 3m	9	454	3m x 3m	9
142	6m x 6m	36	308	4m x 3m	12	357	3m x 3m	9	455	3m x 3m	9
144	10m x 4m	40	309	4m x 4m	16	358	4m x 3m	12	456	3m x 3m	9
146	5m x 5m	25	310	4m x 3m	12	359	3m x 3m	9	459	8m x 4m	32
203	6m x 5m	30	311	5m x 4m	20	360	7m x 4m	28	461	4m x 4m	16
205	5m x 4m	20	313	4m x 4m	16	361	5m x 4m	20	462	3m x 3m	9
207	3m x 3m	9	315	4m x 4m	16	362	5m x 3m	15	463	3m x 3m	9
209	7m x 4m	28	316	4m x 3m	12	363	7m x 5m	35	464	3m x 3m	9
211	6m x 4m	24	317	4m x 4m	16	364	5m x 4m	20	465	4m x 3m	12
229	10m x 6m	60	319	4m x 4m	16	367	3m x 3m	9	470	3m x 3m	9
233	12m x 10m	120	321	4m x 4m	16	368	3m x 3m	9	472	3m x 3m	9
234	4m x 3m	12	322	4m x 4m	16	370	3m x 3m	9	474	3m x 3m	9
235	6m x 4m	24	323	4m x 4m	16	372	3m x 3m	9	541	3m x 3m	9
237	4m x 3m	12	325	4m x 4m	16	411	4m x 3m	12	543	5m x 3m	15
244	4m x 4m	16	326	3m x 3m	9	413	4m x 3m	12	545	3m x 3m	9
245	10m x 6m	60	327	4m x 4m	16	415	5m x 5m	25	547	3m x 3m	9
246	4m x 4m	16	329	6m x 6m	36	419	4m x 3m	12	549	3m x 3m	9
250	8m x 4m	32	331	7m x 6m	42	421	4m x 3m	12	551	3m x 3m	9
251	5m x 4m	20	332	3m x 3m	9	425	5m x 5m	25	555	6m x 6m	36
253	6m x 4m	24	333	4m x 3m	12	427	3m x 3m	9	559	3m x 3m	9
254	4m x 4m	16	341	4m x 3m	12	429	3m x 3m	9	561	7m x 4m	28
257	6m x 4m	24	342	7m x 3m	21	431	7m x 6m	42	563	4m x 3m	12
258	4m x 3m	12	343	6m x 3m	18	435	5m x 3m	15	565	4m x 3m	12
261	3m x 3m	9	345	4m x 3m	12	437	7m x 3m	21	570	4m x 3m	12
262	5m x 3m	15	347	4m x 3m	12	442	6m x 4m	24	572	4m x 3m	12
263	3m x 3m	9	349	5m x 2m	10	444	5m x 4m	20			
264	4m x 3m	12	350	9m x 6m	54	446	6m x 4m	24			

Note: this floor plan is subject to revision at any time in order to expedite the event and / or to meet local regulations and health & safety requirements. Please always check availability with the organisers before booking.

## EXHIBITOR RULES & CONDITIONS

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

**Exhibition:** SNACKEX 2015  
**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 10 - 11 June 2015 inclusive. The hours of opening will be 10.00 to 18.00 hours on Wednesday 10 and 10.00 to 16.00 on Thursday 11. 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 shall scheme are as described on the Exhibition booking form. Additional requirements such as furniture, floral decor, telephone, further electricity supply may be obtained at additional cost by completion of the relevant order forms in 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 of the Exhibitor. 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 in full by the Exhibitor on or before 30 January 2015. 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 re-allocated. For bookings made on / after 01 December 2014, 100% of the reservation costs fall 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 on / after 01 December 2014.  
 (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 FLOORPLAN**  
 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 offer 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 Exhibits. All goods must be brought in and taken out by the entrances and exits specified by the Organisers. All goods delivered to the Exhibition 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 non payment 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 Owners 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 as other regulating bodies must be undertaken by and at the expense of the Exhibitor. The Organisers shall be entitled to require Exhibitors to conform with the 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 the 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 non flammable gas may be permitted provided that the containers comply with the relevant safety regulations. Any Exhibitor wishing to use non flammable 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 AND 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 whosesoever 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 panels 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. SUB LETTING**  
 No Exhibitor shall assign, sub-let, underlet, grant any licence, share or in any way part with or divide any stand allotted to him, nor shall any circulars, advertisements, photographs or other matter relating to any company or person 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 Organisers 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, sub contractor, 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 of 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 thereon 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, lockdown, 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 penalties 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.

# SPONSORSHIP OPPORTUNITIES

## Here, there and everywhere



Once you've made the right decision to exhibit at the savoury snack industry's leading business event, get your voice heard! Put your company's name right in front of international buyers before they even get to your stand!

SNACKEX is a big deal. Every exhibitor is competing for visitor's attention make it easy! Give yourself that extra edge to drive visitors to your stand and ensure they'll recognize 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:

- Pre-show promotion (mailings, emails, website branding)
- Welcome reception networking event
- Attendee badge lanyards
- Show carrier bag

- Conference delegate bag
- Show floor Knowledge Centre
- Registration area
- Floorplan boards
- Visitor lounge
- Internet lounge
- Conference sessions and functions

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

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