ORGANISING AN EXHIBITION
A Manual for Chambers & Trade Associations

Incorporating:
“How to organise a group participation in an international trade exhibition”

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Singapore

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FOREWORD

With the Manual on “Organising an Exhibition”, the ZDH Partnership Program continues its series of practical guidebooks for services of chambers and associations.

The author, Mr Richard Koong shares his profound experience in the exhibition industry with the readers by approaching the topic in a systematic way, providing solid advice on the various aspects of exhibitions, and adding most valuable checklists, planning documents, and other materials which can all be put right away into operation.

The manual contains a special chapter on “How to Organise a Group Participation in an International Trade Exhibition”. This is another marketing tool which many chambers and associations use for the benefit of their members.

The author draws the attention of the readers to common pitfalls and problems of exhibitions and group pavilions. We hope with him that his guidance will help to circumvent the trouble spots successfully.

The ZDH Partnership Program will load the manual on a CD-Rom which will carry 20 other publications of the ZDH Project together with a report on a recent IT Conference which we organised in Singapore.

We wish the manual many readers and – must of all – that its guidance is applied.

HEIKO G WAESCH

Regional Coordinator
ZDH Partnership Program
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Organising An Exhibition

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INTRODUCTION

This guide has been prepared to help Chambers and Associations that are planning to organise a fair or an exhibition for the first time.

It does not pretend to be a bible or technical manual for exhibition project management. Rather it attempts to provide a sufficiently comprehensive outline for the proper planning and execution of an exhibition, allowing the Organiser to learn as it proceeds with the project.

Wherever necessary, the Chamber/Association should consult the ZDH Partnership Program for further guidance and advice.
WHAT IS AN EXHIBITION?

A check of the dictionaries finds them giving the word a very simplistic meaning – a display, a presentation or a show.

Exhibitions probably had their origin in bazaars or fairs of ancient days, where merchants got together at a square or open space to hock their wares obtained locally and from exotic places.

Today, exhibitions are an important part of the marketing mix. They are used as part of the marketing strategies of manufacturers and marketing organisations to sell goods and services to a domestic market or for the promotion and sale of capital goods and finished products to buyers from all corners of the world, thus facilitating cross-border trade.

More importantly, an exhibition must be regarded as a marketing tool that can have long-term beneficial effects for companies that wish to stay ahead of the competition and to maintain good customer relations. This is because exhibitions are no longer places merely for buying and selling goods and services. They have become essential meeting places for the communication of new ideas and technologies, the exchange of information, the establishment of new contacts, as well as the reinforcement of existing business relationships.

No other marketing tool can offer the transparency of exhibitions where products are presented physically and in detail, complemented by direct customer contact. The showcases enable visitors to see products from as many prospective suppliers as possible, inspect their products, obtain the latest information on them and make price comparisons – all at one location.

Furthermore, participation in an exhibition allows the participating companies or region/country to test the acceptance of their products in the market.

All exhibitions and fairs are held for a specific duration and at intervals – half-yearly, annually or biennially.

There are two main categories of exhibitions: consumer shows or fairs, and trade exhibitions.

Consumer fairs

Such events provide a central, focused area for consumers from a specific locality to visit and buy goods and services. Transactions are made instantly either by cash or deferred payment, where goods are handed over the counter or are delivered according to an agreed schedule.
The domestic events may be:

- General fairs that feature carnival-like activities
- Specific product fairs, such as fashion and accessories, furniture and furnishings, household goods and equipment, and computer and telecommunication fairs.

**Trade exhibitions**

There are basically two categories of international trade exhibitions: general trade shows and specialised trade exhibitions.

- General trade fairs

  Such events bring together manufacturers and suppliers of a variety of industries, often offering equipment next to produce or processed food stalls.

  Characteristically, they are:

  - National
  - Regional/provincial
  - Municipal

  The visitors or market catchment of such events are usually merchants or manufacturers within the city, provincial or national boundary.

- Specialised trade fairs

  Such fairs/exhibitions are predominant in most developed countries and in an increasing number of developing countries. Their content are well defined and restricted to a specific industry or a range of technology areas. The territorial coverage of the events and the origins of the participants determine the characteristics of such fairs. They may be divided into the following categories:

  - International trade fairs/exhibitions – these comprise exhibitors from all over the world and are aimed at buyers world-wide. In some cases, a series of complementary fairs are combined together into a mega show.
  - Regional trade fairs/exhibitions – these can consist of exhibitors from the domestic industries alongside participants from all over the world, but their visitors are from a specific region. For example, there are similar exhibitions in Guangzhou in Southern China, Shanghai in Eastern China and Beijing in Northern China catering to buyers in their respective regions.
  - Conference exhibitions – they are held to complement conferences and seminars and are usually small scale and very specific in content.
OBJECTIVES FOR ORGANISING AN EXHIBITION

Chambers and Trade Associations can have different reasons for organising fairs and exhibitions.

Profit

Exhibitions are very effective vehicles for raising funds for the Association. Profits from exhibitions can be used to organise more activities for members, such as overseas trade missions, seminars and talks featuring international speakers, as well as for expanding and improving the facilities of the organisation.

Membership promotion

Exhibitions are another reason why companies join an association. As members they can join others in the same industry or region to participate in exhibitions to promote their products/services in a unified group. Furthermore, as a group, association members can lobby for discounted prices for their participation.

Networking and awareness promotion

Associations find exhibitions very useful for raising their profiles and for networking with similar organisations in other parts of the world. They provide a very useful platform for an association to meet and explore co-operative exchanges and activities with counterparts in other countries.

Marketing/export window for members

A well-planned and executed exhibition provides an excellent opportunity for members to meet prospective foreign buyers and to sell their products internationally.

Creating a regular meeting platform

An established exhibition serves as an effective gathering place for members to meet with their foreign business partners on a regular basis.
PLANNING AN EXHIBITION

Whether an exhibition will succeed depends solely on how well it is planned and executed. The following activities are generally carried out in the planning of an exhibition, especially if this is the first time your Chamber/Association is organising it (See Appendix C, page 47).

Type and scale of exhibition

It is advisable for the Chamber/Association that plans to organise an exhibition for the first time to start with a local consumer event. In this way, it can gradually learn to organise bigger shows, including specialised trade exhibitions.

The scale of the consumer event can be:

1. Municipal
2. Provincial
3. Regional or
4. National

Alternatively, the Chamber/Association may wish to organise a small-scale trade show in a foreign capital for one or several of its industries.

Market research

An exhaustive survey of the needs of the market must be carried out before the Chamber/Association decides which show theme to adopt. It should, however, first consider the needs of its members.

In the case of a consumer fair, it may be organised to:

- Help local industries promote their products against foreign imports
- OR
- Invite foreign manufacturers and suppliers to enter the market, thus offering opportunities for Chamber/Association members to represent them.

If the event is organised with the latter in mind, the local industries must accept the challenge of new players in the local market.

In the case of an exhibition in a foreign country, the Organiser may wish to consider the following in their research:

- What products are in demand in that country? For example, in a highly consumerist environment in Singapore, demand for ethnic furniture and furnishing products such as hand-made carpets are on the rise.
- Are the prices of your members’ products competitive?
- Will the quality of their products be acceptable to the market?
- Do your members have the capacity to produce the quantity bigger markets demand?
• Do any of the products contain or are derived from objectionable materials (such as animal skins and furs)?
• Will your members’ products be subject to special taxes or customs requirements? (especially food items).

Setting goals and targets

It is essential to establish the objectives for organising the exhibition. If the purpose is merely to raise funds for financing the organisation’s new building facilities or future activities, a local consumer event might suffice.

But if the aim is to help members promote their products overseas, then the approach would have to be different. The organisation might not be able to make a profit and, instead, might be required to subsidise the cost of staging the event. The aim would then be to generate immediate sales business enquiries for the members.

Organising an exhibition overseas will also help the Chamber/Association to build closer relations with counterparts in the venue country. This will help the Chamber/Association to further extend its networking in the country for the benefit of its members, with expansion of activities into investment promotion as well.

The show theme

The show theme has to be carefully selected to meet the aim for organising the event.

For a consumer fair, it would be much easier as the Organiser can choose a show name to complement its immediate objective or its vision. For example, to promote national support for locally-made products.

But for a trade show to be organised in another country, the expense will be considerable. A relevant, attractive show theme is very important as it would have a strong bearing on its success. The show name must be resilient and must not become irrelevant in the rapidly changing market environment.

For instance, if the majority of the members are in the agriculture and food processing industry or handicraft and furniture industries, the Organiser may wish to focus its attention initially on an Agri-food Show or on a Handicraft or Furniture Fair.

It is important to bear in mind that the show name must not sound like another established event on the international calendar. Firstly, you will not be allowed to use the name and, secondly, the credibility of your organisation may suffer and your show might not take off because of the prospect of confusion with the established event.
Choosing the dates and lead time

The exhibition industry generally expects an exhibition to be planned some 18 to 24 months ahead. The long lead-time is necessary as the event must be announced at least one year or half a year before the annual budget planning time of commercial organisations, as well as trade promotion institutions.

In choosing the dates for the show, you must take into consideration the exhibition calendar of the more established exhibition centres in Europe, Asia, and USA. This is especially important if you are organising a trade exhibition.

For consumer shows, it may be necessary to link them with a national event or celebration or time it for the school holidays.

Location of the show

Whether you are organising a consumer show or a trade exhibition, it is important to select a suitable venue for it. An inappropriate venue may cause difficulties for the participants and discourage attendance.

For consumer events, it is natural that the venue should be in the city centre, to catch the office traffic flow on weekdays and the shopping crowd on weekends, or at a key public transportation interchange where there is a constant stream of potential visitors.

A specialised trade show to be organised overseas needs greater consideration. Firstly, the Organiser must identify the city or country for holding the event. In Asia for instance, the Organiser may wish to consider Singapore or Hong Kong, which are established international exhibition centres with the appropriate infrastructure. The advice of the counterpart Chamber/Association should be sought to determine which venue to use in that country.

If it is the first time the Chamber/Association is organising an exhibition in another country, it is advisable that it considers one not too far away, as exceedingly high cost of travel can be a discouraging factor for Exhibitors.

Duration of the exhibition

If you are organising a consumer fair, the duration has to be at least five days covering the weekend. If the venue rental is not prohibitive, the Organiser might wish to consider nine days, covering two weekends, from Saturday to the next Sunday. A decision on the duration should also consider the potential visitor catchment and the location of the event, as well as the theme/industry focus.

Trade exhibitions in Asia do not run for more than four days. Serious buyers are usually expected to arrive early and attend trade shows in the first two days and allow for further discussions and visits to production premises, as well as business relations building, in the following days.

The marketing plan
A detailed marketing plan must be drawn up to convince the management committee or council of the Chamber/Association that the event is viable. It must take into consideration the need to sell the event to:

- Prospective endorsement and supporting organisations
- Funding authorities (the government’s trade and export promotion department)
- The general membership of the Chamber/Association
- Prospective Exhibitors
- Trade representatives of foreign diplomatic corps in the country

Basically, the marketing plan must cover:

- Pricing
- Participation incentives (early bird scheme, members’ discounts)
- Exhibitor procurement
- Complementary/supporting events (seminars/talks etc)
- Visitor promotion

The above applies to both consumer and specialised trade shows.

Budget planning/funding

Proper budget planning is essential to ensure that the event would not incur a deficit. This is especially important, if the event is to be staged to make profit for the Chamber/Association.

One way to ensure that the organisation has sufficient funds to run the event is to approach relevant industry organisations or government departments for funding. Government export promotion departments usually have budgets to subsidise export promotion exhibitions in other countries.

Consumer fairs face greater difficulty in getting government funding, and thus you are advised to approach leading consumer brand names in the country for sponsorship or participation as anchor exhibitors.

Income projection and break-even

It is essential to work out an income projection and break-even scheme in order to give direction to your marketing effort for the exhibition.
Costs

Fixed:

- Venue rental

Variable:

- Utilities expenditure
- Travelling for site inspection and venue arrangements (for overseas trade shows)
- Hall design and decoration requirements, booth construction
- Staffing cost/show management fees
- Organising committee meeting expenses
- Advertising and PR fees and costs
- Production of show collateral
- Logistics and support services, such as forwarders/movers, security services, cleaning services, etc.
- Licensing fees
- Construction costs, including for show venue facade and common amenities
- Attendance building costs – travelling, presentations etc.
- Opening ceremony expenses, including staging costs, catering, souvenirs etc.
- Miscellaneous expenses

Income

Main:

- Exhibit space rental revenue

Others:

- Advertising revenue from sale of space in show directory
- Rental of cafeteria space to caterer
- Admission income (for consumer events)

Break-even point

As a rough guide, you should use your venue rental (fixed cost) to determine the minimum number of booth space you must sell.

For example, if you have 500 square metres of space to sell and your venue rental cost is $100 per square metre, your total venue rental cost is $50,000.
Assuming you price your booth at $250 per square metre (bare space), you must sell at least 200 square metres of exhibit space ($50,000) to cover the fixed venue rental cost. If you take into consideration various variable start-up costs such as production of the show sales brochure, launch activity expenses and advertising costs, it would be wise to sell at least 300 square metres of space ($75,000) for break-even.

Sales projection

Your sales projection must be realistic and be based on the anticipated level of support from your own members and the foreign trade representatives in your country, after thorough consultation with them.

Pricing of exhibit space

There are two basic costs to participants:

- Bare space
- Stand construction

A space sold together with a constructed stand is usually called a shell scheme or built-up booth.

Exhibit space is usually organised in minimum 3-square metre lots. Some Organisers specify minimum 3m x 4m lots. Bigger participants may purchase multiple lots or blocks.

The pricing of the space would depend on the type of exhibition, the location of the venue, the cost of venue rental and the duration of the event. All these factors must be taken into consideration when computing the sale price of the space.

Chambers and Associations can request for special rental rates from venue owners and pass the lower cost on to the participants.

However, the organiser must bear in mind that generally, in compliance with layout and safety considerations, only about half the gross space can be used for exhibit stands. Gangways are usually between 2.8 and 3 metres wide for the smooth flow of traffic. Sufficient space has to be allocated for amenities such as Organiser’s and Contractor’s offices, cafeterias and meeting areas (for trade shows).

Where there are Muslim Exhibitors, a prayer room should be provided, unless there is a conveniently located Mosque in the vicinity of the exhibition hall.
The management team

While an organising committee in the Chamber/Association is necessary to help plan and steer the organisation of the event, a show management team must be put into place to execute it.

There are several options, including:

- Appointing a professional show management company (in a country where there is a reasonably mature exhibition industry)
- Appointing a manager with the relevant show management experience, if necessary from a country that has an established exhibition industry, and allow him/her to build the required team to run the event.
- The Chamber/Association attempts to run the event itself with the executive director (secretary-general) or the chairman of the Market Development Committee playing the role of show manager. He may then appoint a team from among the executive committee members in the Chamber/Association to help him, with the support of a paid full-time team of sales and administration staff/task force.

Project schedule

A project schedule must be drawn up with clear details of responsibilities and deadlines/delivery dates, to ensure the smooth implementation of all requirements (See Appendix A, page 44).

It should, generally, cover four main areas, namely:

- Exhibitor procurement
- Attendance building and resource planning
- Show build-up and site management
- Stand tear-down and post-mortem, debriefing

Special show features

Planning for special complementary features in trade shows, such as workshops, seminars and conferences to accompany the exhibition, must be done well ahead. Relevant organisations that must be approached to organise, co-organise or sponsor the items must be arranged for well in advance.

For consumer fairs, participants should be invited to sponsor some of the activities. However, for the purpose of attracting participants in the first place, it is advisable to give preliminary notice on what attractions could be expected.

Complementary activities are important draws for visitors and should be announced at the time the exhibition or fair is introduced to members and other prospective participants.
EXHIBITOR PROCUREMENT

Presentation materials

The following would have to be produced/set up to help in the promotion of the event:

- A slide presentation or a Microsoft Powerpoint presentation
- A sales brochure
- An application form and a space contract (See Appendix G, page 57)
- A price list for space booking (and a rebate schedule for early bird bookings and for members)
- Show poster/s

Launching the event

The event should be announced with some fanfare if possible. If it is a domestic consumer event, and there could be significant implications for the local manufacturing industry, a Minister or high-level government official should be invited to the launch of event.

The following should be organised:

For the domestic fair

- A press conference in the home country. It should take the opportunity to introduce the supporting and endorsing organisations, by inviting their representatives to meet the press. If you want to invite foreign companies to participate in your show, you should invite representatives of the diplomatic corps and foreign trade promotion organisations represented in the country to attend the event. You should also secure the help of the government trade promotion board to assist in disseminating a press release on the event in relevant target countries.

- A tea or cocktail reception to present the show to prospective participants (both members and non-members).

- Advertisements in the local newspapers (followed by ads in relevant trade magazines, which could be arranged on a contra basis where publisher/s are compensated with booth/s).

For an event in a foreign country

- A press conference in the home country and a similar event or press release announcement in the country where the Exhibition has been scheduled.

- Host a tea or cocktail reception in the home country for trade representatives of foreign diplomatic missions where a presentation on the event should be given.
Advertising

You may also wish to look into a programme to place advertisements in relevant regional/international trade magazines to create awareness for your event (recommended for trade shows only, unless the Organiser wishes to attract foreign participation).

Incentives for members

An attractive rebate scheme should be offered to members. A multi-tier scheme should be considered. For example, assuming the minimum space is 3 metres by 3 metres:

- 3m x 3m – 10%
- 3m x 4m – 12%
- 3m x 5m and more – 15%

In addition, there could also be an early bird rebate where members get a flat 10% discount on the gross space price. This will enable you to get members to commit their participation early in order to make the event look good when you begin to sell space to non-members and foreign participants. The show will not succeed if it does not even have the support of its own members.

The early bird discount should be the first layer of rebate, after which the member rebate should be applied.

The sales team

The sales team would have already been organised by now and it should have made the first round of the Chamber/Association members to secure their support for the event.

Selling the show to non-members and foreign prospects

When planning the event, you must determine the extent of participation you can expect from your members. This will help you to estimate the need for participation from outside the Chamber/Association.

Whether it is a general consumer fair or a trade fair, usually you cannot rely on the members alone to make up the show.

Therefore, efforts must be made to market the event to companies outside the Chamber/Association.
**Pricing**

You should sell the show to non-members and foreign participants at the published rate. However, the early bird package should be offered to them as well.

In addition, you may offer a block-booking rebate for a minimum of 100 square metres to accommodate big group participation.

**Selling the show**

Local companies – the pitch to local companies should be done through a lunch or tea-time presentation, where the Chamber/Association officials can have the opportunity to appeal for support.

Foreign groups/companies – representatives of foreign trade promotion organisations and the commercial sections of the diplomatic community should be invited to the presentation for the local companies.

Overseas publicity - In addition, you should approach your country’s trade representatives overseas (usually in Embassies) to help publicise the events and at the same time you should contact your counterpart Chambers/Associations to secure their help to promote your event to their members.

Road shows – if the budget allows, you may wish to bring your presentations to the countries where there is a large number of potential participants. You should secure the help of your country’s Embassy or counterpart Chambers/Associations.

**Direct mailing**

A direct mail exercise should be carried out as soon as the exhibition brochure is available. Your mailing list may be obtained from:

- Your counterpart Chambers/Associations in target countries
- Relevant international exhibition show directories
- Contacts given by members of your Chamber/Association
- Your country’s Embassies in the target countries.

There should be several phases/waves of mailings if necessary, especially when you do not seem to be getting any response.
EVENT DESIGN & STAND CONSTRUCTION

Designing to the theme

To give the Exhibition a desirable image, it is necessary to establish the following:

♦ A design theme according to the subject of the show. This would mainly affect all physical structures such as the entrance facade and arch, fascia of shell scheme booths, registration booths, organiser’s office, contractors’ offices, amenities such as meeting rooms, cafeterias, stage backdrop etc., and shell scheme booths.
♦ Booth layout preference and discipline

Building in the amenities

To provide convenience to both Exhibitors and visitors, you should incorporate sufficient amenities into the exhibition hall. They include:

❏ Discussions rooms for Exhibitors and their buyers (trade show)
❏ Rooms for seminars and presentations by Exhibitors
❏ Business centre/s to provide secretarial services
❏ Cafeterias and/or lounges
❏ Information kiosk
❏ Public telephone stations
❏ Internet service booths
❏ Prayer rooms for Muslims.

Appointing the official stand contractor/s

The Organiser should appoint one or more experienced exhibition stand contractor to design and construct its basic requirements for the show, as well as the amenities. The number of contractors to be appointed would depend on the size of the show and the capabilities of the contractors in your country.

Contractors are usually invited to tender for the contract for Official Contractor. They submit their plans and design for the event, together with quotations for construction of the basic requirements listed in the next page, as well as shell scheme cost to the Organiser. You may appoint the contractor on the basis of their prices, their experience or value-added services.

However, there must be one main stand contractor whose responsibilities should include:

❏ Overall planning of booth layout, providing floor plans and drawing of space allocation for stand construction before the actual build up after taking over the hall from the venue owner.
- Designing & constructing
  - the show entrance facade and arch/decor
  - show site billboards
  - shell scheme booths
  - direction signs
  - section signs
  - offices for the Organiser and contractors/support service providers
  - stage and backdrop for the official opening
  - amenities for Exhibitors and visitors
  - painting or carpeting of the gangways

- Supply of all furniture, furnishings, computer equipment, audio-visual equipment, for Exhibitors.

- The installation of electrical lines to all the display booths and amenities in the Exhibition hall and ensure the uninterrupted supply of power during the entire event.

- Supply and installation of all lighting and electrical fixtures such as power supply points, as well as compressed air and gases (these being required only for machinery and equipment shows). Where cooking is required, the venue owner usually do not allow the use of fire or open flame. Only electric ovens and stoves are allowed.

**SETTING THE STANDARDS**

One of the objectives of the Organiser must obviously be to put up an impressive and effective event. In order to achieve that, the Organiser must establish the following:

- Criteria for participation based on:
  - reputation of the company applying for space
  - relevance of the type of products and services that are being proposed for display and promotion
  - perceived quality of the products and services
  - the participants’ capacity to meet orders
  - products must not contravene international conventions such as the use of hazardous chemicals/substances and banned animal parts in the manufacture
  - products or services must not infringe on the copyright of others

- Guidelines for booth design and product display
  - Basic booth identification such as the need for a fascia with company name in colours specified by the organiser
  - Height limit for tower structures
  - Minimum lighting requirement
  - Construction of stand within the contracted space
LOGISTICS & SUPPORT SERVICES

Appointing the services providers

Experienced contractors with proven track records should be appointed at least nine to 12 months before the event. This would enable the Organiser to prepare the official exhibition service guidebook to assist the Exhibitors in the planning of their participation.

Usually the contractors are requested to submit quotations for the range of services they offer. The contractor/contractors may be selected based on their competitive pricing, their experience and value-added services. Service costs must be competitive and fair as the services of the contractors, especially Official Contractors, will be offered to the Exhibitors.

Besides the Official Stand Contractor, the Organiser should appoint the following at about the same time:

- **Official exhibit mover and freight forwarder**

Usually one freight forwarder is appointed to move all large/heavy or crated/boxed exhibits into and out of the Exhibition hall. The official mover is responsible if there is any damage to the interiors of the hall, whether floors, walls, pillars, fixtures and equipment, as well as exhibition stands and the displays therein.

The services of the contractor are also offered to Exhibitors for transporting exhibit cargo from the airport or harbour to the exhibit site and vice versa. Rates should be provided in the Exhibition Services Manual and based on container, or on weight or size.

The contractor charges for the moving service. The charges are pre-quoted in the Exhibition Service Manual based on weight or size, including de-crating and moving in, and re-packing/re-crating and moving out charges.

The company works closely with the Organiser and adheres to the entire exhibit move-in schedule drawn up. If there is any damage to any part of the hall, it is the responsibility of the contractor to report it immediately the Organiser.

Exhibitors must NOT be allowed to move heavy or large exhibits into the Exhibition hall, as such movement must be monitored by the Organiser and carried out by the official mover. Exhibitors are only allowed to bring in by themselves small hand carried items, or supplies such as stationery and promotional literature.
Official security contractor

A security company must be appointed to provide 24-hour security for the Exhibition hall to:

- prevent theft during the stand build-up and show days
- assist in maintaining order at the trade registration and/or ticket counters
- check/prevent unauthorised entry into the hall and unauthorised removal of exhibits from the hall.

Where valuable exhibits (such as jewellery and precious stones) are involved, the security agency may provide special high-security storage service for the exhibits and special guards for Exhibition booth/s.

The security contractor would be required to provide to the Organiser its manpower estimate for the event, as well as a roster of its officers on duty.

Official cleaning contractor

A cleaning contractor must be appointed to:

- remove all debris, rubbish, discarded boxes and packing material from the hall during the exhibit move-in days, as well as to check and remove such articles at the end of every show day.

- cleaning (sweeping or vacuuming) of the hall – the aisles, the booths, all common amenities – and cleaning of the toilets at the end of the day before the opening of the show and every morning before opening hours. Thereafter, on every show day; and after the tear down of the stands at the end of the event.

(The cleaning of tables, display counters and exhibits is the responsibility of the Exhibitor).

Official manpower agency

The Organiser may appoint an official manpower agency to supply show hostesses, promoters and product demonstrators to Exhibitors at competitive prices.

Official Travel agency

An official travel agent may be appointed to assist Exhibitors with their accommodation arrangement, as well as other services such as tours and sightseeing.
□ Business Centre

The Organiser may appoint a company to operate a fully-equipped Business Centre in the Exhibition hall for the convenience of Exhibitors. The Centre may also provide translation and interpretation services.

□ Official telephone service provider

A telecommunications company may be appointed to provide fixed-line telephone or mobile phone rental services to the Exhibitors.

□ Official show photographer

Having an official photographer, on a negotiated arrangement, means that the Organiser has someone to take photos of all important activities, especially the Opening Ceremony and tour of the hall by the VIP entourage. The official photographer provides a service to all Exhibitors by offering to sell prints to them; he is obligated to provide one set of photos to the Organiser without charge.
EXHIBITION SERVICES MANUAL

The Organiser must produce and distribute a service manual to every participating company to help them prepare for the event. There are two parts: the first provides information pertinent to the Exhibition, and the second provides forms for the Exhibitor to apply for various services from the official contractors (See Appendix H, page 59).

Part One

Schedules for shipment of exhibits, construction of display and moving in/moving out of exhibits, and submission of orders for various services from the Organiser’s official contractors.

Information on compulsory application for required permits for such items as hazardous chemicals, inflammable liquids, toxic gases, explosives and firearms, and videos or films that may require regulatory approval/clearance.

List of important contacts that can help the Exhibitor in the preparation of its participation in the show, such as the official stand contractor and mover/freight agency.

Part Two

Forms are provided for the Exhibitor to supply information to the Organiser or to apply for services. (See Appendix H, page 59)

The Exhibitor is required to provide information that can be used in the Organiser’s publicity and advertising activities, including listing in the official show directory (if the Organiser decides that it is useful to produce one). The information includes:
- company name
- address and contact numbers
- product to be displayed/promoted at the event
- introduction to the company
- press releases, if any, on the company’s latest products/services.

The Exhibitor is required to apply for the various services required for their participation, such as
- stand design and construction
- electrical services
- furniture
- A/V equipment
- transportation of exhibit from port to exhibition venue
- telephone line
- stand hostess/es

as well as the following from the Organiser:
- Exhibitor passes for staff
- Show invitation leaflet (if any)
EXHIBITOR RELATIONS

The Organising Committee or Exhibition Manager must set up guidelines or a programme for dealing with Exhibitors, after they have been signed up.

There should be a set of procedures for Exhibitor contact and the staff must adhere to the following:

Prepare contact reports - every time a staff makes a contact, whether on the telephone or in person, there must be a report to record what transpired during the contact.

Reply to telephone messages from Exhibitors within 24 hours.

Reciprocate in-coming correspondence – by fax, email or letter - within a specified number of days.
PROMOTING THE EVENT, ATTENDANCE BUILDING

Advanced promotion activities

For consumer fairs, the following should be sufficient:

- Posters
- Stickers (for use on envelopes, by Exhibitors and Organiser)
- Press releases/interviews with participants
- Advertising – newspapers, TV, radio, bus panels, etc

*In the case of a national exhibition in a foreign country, the following would be required, in addition to the above:

- Direct mail/show preview newsletters – to attract advanced visit registration
- Special invitations and invitation through Embassies and Trade Associations
- Trade calls – the Organiser makes visits to relevant business associations in the country where the Exhibition is held and in neighbouring countries. A presentation using multi-media or a Powerpoint show should be conducted.

*The trade registration form could be mailed together with the direct mailer/invitation or distributed during the trade calls.

Pre-event publicity

A week or two before the opening of the Exhibition, the Organiser may wish to have the following:

- Press conference – where feasible try to involve Trade Associations or Government Departments that are supporting the event.
- Newspaper advertorial (supplement) – in a key high-circulation newspaper.
- VIP at official opening ceremony – announcing this through a press release would help to raise the perception for the event.
MANAGEMENT OF THE EVENT

A team would have to be put into place for preparing the Exhibition at least one month before the opening. A master work plan should be drawn up to assign available resources to work (See Appendix A & C, pages 44 & 47).

Pre-site

✔ Process all applications for services, such as stand construction and furniture orders

✔ Process all information received for publicity and listing in the Exhibition directory or souvenir magazine.

✔ Collect payments from Exhibitors

✔ Liase with all contractors on their work plans to ensure they would be ready for implementation

✔ Approve all designs for booth and amenities construction (Exhibitors who book big blocks of space are usually allowed to have their own contractors design their booths or pavilions. Their designs would have to be submitted earlier for checks according to building safety regulations and restrictions set by the venue owner.)

✔ Ensure that the advertising and publicity programmes are implemented

✔ Ensure that tickets are printed (if you charge for admission)

✔ Preparations for the opening ceremony are underway including:

   Inviting the VIP
   Printing the invitation card
   Drawing up the invitation list
   Sending out the invitation
   Approving design of stage and ceremony programme

✔ Provide answers and assistance to Exhibitors who request for help or have queries.

On-site

The task force should be on-site three to four days before the opening day. It would:

✔ Take over the hall from the venue owner and inspect the premises.

✔ Ensure that the booth space lines are drawn correctly before the contractor moves in to build up the stands and amenities.
✔ All construction and electrical installations are done according to pre-submitted plans and completed on time. (The Organiser is advised to check all booths to ensure there are no defects, improper construction, use of sub-standard (or prohibited) materials, infringement of fire safety regulations, mis-spelling of booth names and numbers, to name a few).

✔ The security programme is in place with sufficient manpower.

✔ The moving in of exhibits is carried smoothly by both the official movers and Exhibitors.

✔ The ticketing counter, trade registration counter, information desk and access and crowd control staff are in place and operational.

✔ The show directory or souvenir magazine is ready for distribution/sale.

✔ Public amenities such as the toilets are cleaned and ready.

✔ All operation staff is in attendance and ready to receive visitors.

✔ On the first day, all arrangements for the official opening have been made.

**Show days**

Other activities/responsibilities throughout the duration of the show include:

✔ Implementation of supporting events such as seminars or conferences, public talks or special public service programmes

✔ Crowd control

✔ Information management for Exhibitors and visitors

✔ Operation of the press room to assist Exhibitors with their publicity needs

✔ Receiving and attending to VIPs

✔ Conduct of visitor and/or Exhibitor survey/s (See Appendix E & F, page 51 & 53)

✔ Daily announcements or bulletins to inform Exhibitors of the progress of the Exhibition, such as visitorship figures and successful sales.
Note on admission to the Exhibition: For trade exhibitions, it is advisable to advertise/publicise the event as “For Trade Only”, to avoid inconvenience to the Exhibitors, as an excessive number of public visitors will disrupt serious business dealings/discussions and can be a nuisance to all. Under such circumstance, over-the-counter sale should also not be encouraged and, if possible, be prohibited. To register the trade visitors, a computerised system should be used with proper data management software so that the information captured can be used by the Organiser as well as the Exhibitors in future repetition of the Exhibition.
POST EVENT ACTIVITIES

Stand teardown & hand over of hall

The Exhibition stands and all other constructions must be dismantled and all rubbish, debris and discarded materials removed from the hall. The Exhibition hall has to be handed back to the venue owner in its original condition.

If there were any damages to any part of the hall or its fixtures and equipment, the relevant Contractor or the Organiser would have to make appropriate compensation after negotiation with the owner.

De-briefing with contractors and suppliers

If the Organiser intends to use the services of the contractors and suppliers again, it is advisable to give them a de-briefing to point out areas of dissatisfaction from the Organiser and Exhibitors (the Exhibitors Survey should provide some feedback in addition to direct communication from participants). The Organiser’s staff would also learn much from the meeting.

Analysis of visitor and Exhibitor surveys

The survey results should be compiled and analysed as quickly as possible, as the information would be useful for the Exhibitors. (See Appendix E & F, pages 51 & 53 for survey forms) The information could also be used in a post-show press release to announce the success of the event.

Appreciation letters

Thank you letters should be sent to all parties involved in the event, including the VIP who officiated the event, the supporting/endorsing organisations, Exhibitors, contractors and suppliers.

Post-show publicity

This may be done through a press release or a press conference, whichever suits your organisation better.

Collection of payments

All outstanding payments from Exhibitors must be collected by a set deadline and all contractors and suppliers be duly paid. The financial accounts for the event should be finalised as soon as possible.
OTHER EVENT ISSUES

Contests and competitions

The Organiser must advise Exhibitors who are organising contests and competitions to comply with regulations within the country, as such events are highly vulnerable to abuse and, even complaints.

Performances & noise level

Where stage performances are involved, the Organiser must advise the Exhibitors organising them to adhere to regulations, particularly noise level that can be an annoyance to other participants in the exhibition. If there are several Exhibitors conducting performance-driven promotions, they must be invited to a meeting to work out a schedule whereby only one Exhibitor would be having a performance at any one time.

PITFALLS & POTENTIAL DIFFICULTIES

✔ Getting exhibitors – it is sometimes extremely difficult to find a sufficient number of participants to make the first exhibition successful. This is because the event or the Organiser has no proven track record, and potential participants are unsure of the results.

Most, if not all, foreign trade representatives (including those in commercial departments at Embassies) do not recommend group participation in exhibitions that do not have at least two or three years of successful track records.

✔ Changing market conditions – with economic cycles getting shorter, market conditions can change very suddenly leaving the Organiser in a quandary. A good example is the recent Asian financial crisis that started in Thailand and spread through the region. Wars too, for example the Gulf War in the early 1990s, had caused disruption to quite a number of exhibitions. Sudden changes in the local political climate can also put a spanner in the works of an exhibition.

✔ Wait and see attitude of participants – it is very common for potential participants to adopt this attitude towards first time exhibitions, especially the local small and medium sized companies that are not used to spending substantial amounts on this form of business promotion. They tend to wait for others to sign up for their participation before they commit themselves.

The only way to encourage early exhibitor commitment to an event is to (1) have an impressive visitor promotion plan that includes substantial advertising in the newspapers and active overseas promotion (2) project the exhibition as one that has the support of foreign participants.
✔ Difficulty collecting payments from Exhibitors – this is a common problem, especially with local participants. To ensure that it collects the first progress payment promptly, the Organiser should give an early bird discount. Other rebates to exhibitors should also be made applicable only if the exhibitors settle their progress payments promptly.

✔ Teething problems – problems usually abound in first-time exhibitions. The Organiser must minimise them by making thorough preparations, and appointing sufficient personnel to oversee critical areas such as electrical supply, booth construction and security for the event.

✔ Customs clearance for foreign participants – problems can also arise if foreign exhibitors send their exhibits without proper study of the shipping information provided to them. To prevent exhibits from being held up at the port, it is advisable for the Organiser to cultivate good relations with the Customs Office and at the same time ensure that the Official Freight Forwarding Company briefs the foreign participants clearly about import, Customs and bonding procedures.

✔ Exhibitor complaints – it is impossible to please every exhibitor. The Organiser must appoint well-trained personnel to handle complaints and avoid conflicts with the Exhibitors.
HOW TO ORGANISE

A GROUP PARTICIPATION

IN

AN INTERNATIONAL trade EXHIBITION

By Richard Koong

Singapore

June 2000
In this second part of the exhibition guide produced by the ZDH Partnership Program, we provide some pointers on how to put together a group or national pavilion for participation in an international exhibition.

WHY TAKE PART IN AN INTERNATIONAL EXHIBITION?

Members who need to expand their business by going overseas for the first time often look to the Chamber or Association for assistance. The Chamber/Association can recommend several options, namely:

- Getting the members to participate in a leading international exhibition in an appropriate market setting.
- Organising a trade mission (including a seminar presentation) for the members to meet prospective buyers in countries to be identified.
- Organising a domestic exhibition and invite prospective buyers from overseas.

Since this guide is concerned with participation in an overseas exhibition, this section provides information to help the Chamber/Association organise such a project.

The following recommendations are useful for both provincial organisations and bigger national Chambers or Associations, as it is not uncommon for provincial representation bodies or local authorities to support the participation of business groups in international exhibitions.

IDENTIFYING THE PRODUCT SEGMENT

The Chamber/Association, when approached by members for assistance, should consider the following factors before deciding whether to organise a group for participation.

Which product group needs the most help?
Are there many in the group that need help?
Why do they need help? Inability to fund the marketing effort on their own?
They do not know how to go about it? They prefer to go in a group?
Can an exhibition really help them?
Are their products suitable for export in the first place? Quality, pricing, etc.

After answering all these questions, and if the Chamber/Association finds that there is a sufficiently strong case for a pavilion or group to be organised, it should prepare a profile of the members and proceed to the next step.
The planning for a group participation is no different from that of organising your own exhibition. (Please refer to page 5 – 10 of “Organising an exhibition”).

Items you should look at in particular are:

- Setting goals and targets
- The show theme
- The marketing plan
- Budget planning/funding

In addition, you would have to address the following areas as well:

- How big a pavilion should you have? You may need more space in addition to the booths required by your members, if you wish to promote your Chamber/Association, your province or the industry sector in your country. You will need a thematic design for the pavilion, comprising an information booth with general displays and, if the budget allows, a video presentation and a discussion room.

- Supporting activities will be important too. Should you organise a seminar to give your members the opportunity to present their products? Should you arrange business matching sessions for your members after the exhibition, including visits to the premises of business establishments in the host country? Or should you have a business reception on one of the evenings to enable your members to know their prospective partners better? (You should also encourage your participants to attend the Exhibitors’ reception hosted by the Organiser, if there is one).

- Initially, you must appoint an officer in your Chamber/Association to co-ordinate the participation of the group, as well as to liaise with the exhibition organiser for the show requirements.
KNOWING YOUR MARKET

Firstly, it is important to know your market. Which country should you bring the group to?

- Help should be sought from your country’s Trade Department or Ministry. A request should be submitted to them asking for assistance to identify markets for the products of your group, whether the products are agricultural produce, processed foods, handicraft, houseware, garments or leathergoods, just to name a few.

You may also approach your counterparts in the countries where your members wish to market their products, to request for assistance to obtain the information you require.

For a start, it is advisable to participate in an exhibition that is nearer to home. If you are in Southeast Asia, you may wish to consider a regional or an international showcase in Singapore, or further afield in Hong Kong, Taipei, Seoul or Tokyo.

You may wish to, firstly, obtain information from the show organisers on the various shows you have identified to determine whether they have:

- ✔ The right mix of exhibits for your members
- ✔ Attracted the type of visitors/buyers your members wish to meet
- ✔ A sufficiently good track record
- ✔ Helped other national/provincial groups successfully to access new markets

- After an appropriate exhibition has been identified, you should gather more information on the country/city and its surrounding countries to find out about the characteristics of the market, to prepare for the participation. You should also ask the Organiser for more information on the market the show is targeted.

- Even after you have identified an exhibition, it is very necessary to ensure that every member interested in the event is suitably prepared to participate in the show.

The Chamber/Association should help the exhibitors to organise themselves, using market information obtained through the Trade Department or the Show Organiser. Your Chamber/Association should:

- ✔ Help the participants to select their exhibits carefully – those that meet market needs and are not too big, as their booths may not be able to accommodate too many big items.

- ✔ Advise the participants on the pricing of their products – ensure that they are not unrealistically overpriced.
✔ Assess the production capacity and quality control capability of the participants, to make sure that they will be able to meet orders adequately and to the satisfaction of buyers.

✔ Help to assess the exhibit volume from all the participants and provide for the consolidation in one container cargo if possible, to save freight cost and to ensure that all the items arrive at the exhibition venue at the same time.

❑ Finally, do you have a sufficient number of members to form a group? You need at least 10 or 12 to take up to about 100 square metres for a national or provincial pavilion to look good. You should consider approaching other members in the same industry to join the pavilion, including non-members if necessary, to make up the required number. (The non-member company should then be encouraged to join as member after it had signed up for the event).
BUDGET PLANNING/COST RECOVERY

It is imperative that the Chamber/Association does not suffer any loss or deficit in the organisation of the national/provincial group participation.

The Chamber/Association may wish to explore the following avenues to finance this export promotion exercise:

- Negotiate with the Organiser of the exhibition for a special discount on the block of space required (i.e. quantity discount. You may also enjoy an early bird rebate if you book early). [The Chamber/Association should only book bare space and appoint a contractor to design and construct the pavilion and booths].

The Chamber/Association should then charge the participants for the full price for the booth space and an additional amount, to be determined by the Chamber/Association, for the Pavilion/booth construction. (Pavilion/booth construction cost can range from US$30 to US$200 for each square metre of space – ask contractors to quote you and present a preliminary design).

The money collected from participants must cover the basic booth space rental and construction cost for the Pavilion and booths with common facilities such as a meeting room and a general Chamber/Association display with an information counter. (You may also wish to make provision for one advertisement in the show directory).

- The Chamber/Association may obtain some funding from government agencies, e.g. export promotion department, to subsidise the cost of the following:

  ✓ Thematic design and construction of the Pavilion and all the required facilities.

  ✓ Supporting activities/events (e.g. seminar, business reception, etc.).

- Savings (in the form of rebates) should also be obtained from bulk booking of air fares and hotel accommodation, and the amount saved should be used to supplement the Pavilion/booth construction budget.

- If possible, the Chamber/Association should set aside a small sum for itself to cover the time it spends on the administration and co-ordination of the group participation.

Note on funding: A national or industry group with a thematic pavilion would cost more than the individual participation. This is due to the additional expenses for the pavilion design and construction, as well as expenditure on supporting activities. Funding from the Chamber/Association or the government may be essential.
BOOKING SPACE IN THE EXHIBITION

Picking a choice site

After you have identified an appropriate event for your members, make sure that you place a tentative booking for a block of space at the most prominent location shown in the floor plan. If possible, the block should be located near (preferably facing) the entrance of the exhibition hall.

The Organiser will usually give you a deadline to confirm your booking and pay a deposit.

Planning payment to the Organiser

It is the usual practice for the Organiser to collect a deposit from the participant upon the signing of the contract. The deposit can be as high as 40 or 50 per cent of the total booth cost. And, the participant is expected to pay the remaining amount before the date of the event.

This means that it is advisable for the Chamber/Association to seek funding for the payments or ensure that the members pay the Chamber/Association the deposit and the remaining sum at least one month before the respective deadlines set by the Organiser.
SETTING UP THE TASK FORCE AND SYSTEMS

Although it is recommended that an officer of the Chamber/Association be appointed to co-ordinate the participation, it would be more effective if, in addition, a Committee comprising Chamber/Association officials and some of the participating members can be formed (See Appendix B & D, pages 46 & 49 for the Workplan and Checklist).

The Committee should be tasked to carry out the following:

- Recruiting participants to make up the group.
- Advising participants on the types of products they should bring to the show and on the customs requirements in the country where the exhibition is to be held.
- Planning and implementing the support activities such as a seminar or business reception.
- Approaching relevant authorities, such as the Trade or Export Promotion Department, for funding support.
- Organising the travel and accommodation for the group.
- Planning the promotion activities for the Pavilion.
- Contributing ideas to the theme of the Pavilion and its design.
- Making sure that the Exhibition Service Manual (See page 19) is studied carefully and that the following activities are carried out:
  - all the booth construction, electrical services and furniture requirements are applied for.
  - all the information on the participants requested by the Organiser is provided, so that your group will not miss the opportunity to be listed in the Exhibition Directory and publicised in the Show Preview and media.
  - all necessary regulatory approvals are applied for and customs requirements are met.
PLANNING THE SUPPORT ACTIVITIES

As it is usually costly to participate in an exhibition overseas, the Chamber/Association has to explore additional activities that can help to provide the highest level of exposure for the members, and maximum business possibilities.

Finding a counterpart organisation

Your organisation should find a counterpart in the country, where the exhibition is to be held, for collaboration in a suitable promotion support activity, whether it is a seminar, a business matching session or a reception.

The collaboration can lead to a healthy co-operative relationship that may benefit the Chamber/Association in the long term.

Ensuring that the complementary event supports members’ objective

It is important to find out from the outset, what the participating members want.

They may be:

- Planning to offer their services as contract manufacturers for bigger patent holders and multinational companies.
- Looking forward to arranging for technical collaboration with more mature companies.
- Planning to invite investors to help expand their businesses.

You may then have to see if you need to organise a seminar or an accompanying business mission.

Securing the support and assistance of the Show Organiser

You should consult the Show Organiser and find out if other national group participants are doing the same complementary events as you, to avoid clashing with them.

For seminars, for instance, try to get the Show Organiser to secure a venue for it without charge or at a special price. Alternatively, your members may wish to consider presenting papers in the conference or seminar put together by the Show Organiser.
PROMOTING THE PAVILION

The task force must bear in mind the importance of promoting/publicising the group participation in the host country and its neighbours.

- Advertising – you may wish to take an advertisement in the Exhibition Directory, or in a supplement on the event published in a major newspaper in the venue country. Alternatively, if you have the budget, you may wish to engage an advertising agency to plan a small advertising programme; if possible, advertise in trade magazines in advance.

- Promotions – if your Pavilion has a high consumer goods content, you may wish to have a simple contest giving away products as prizes to attract visitors to the booths.

- Publicity – tap on the services of the Organiser to get as much exposure as possible: through the Organiser’s show previews/newsletters, “official” magazines supporting the event, press releases etc.

- Building a contact list – exploit the strength in numbers. Get all the participating members to contribute names of their contacts into a master list for inviting the contacts to the event.

- Invite members of counterpart Chambers/Associations in the venue country to visit your Pavilion. This can be done through an article in their member’s bulletins or through a circular in their regular mailing to members.

- Making advanced appointments – request your counterpart Chambers/Associations to help make advanced appointments for your participants to meet their members at the exhibition or other venues.

- Using the services of the Show Organiser –
  - If the Organiser supplies registration card mailers, obtain sufficient copies from the Organiser and use them.
  - If the Organiser has planned a press preview of the Show, make sure your representatives are there to meet the journalists.
  - Ask the Organiser for a list of past visitors to the Exhibition and use it for your mailing exercise.
  - Find out from the Organiser if any buying groups are coming from other countries; if there are, find out how to get an appointment for your group to meet them.
PAVILION DESIGN & CONSTRUCTION

The Organiser usually requires participants using their own contractors to design and build their Pavilion and booths to submit the drawings several months before the show for clearance.

Unless there is any infringement of the venue regulations and guidelines established by the Organiser, the designs are usually approved without delay.

When designing the booth, remember to give prominence to your country’s identity, to make it stand out from among other pavilions. Most national pavilions use the country’s flag for group identity. The design and colours should be applied consistently across all the booths in the Pavilion.

Each 9 sq metre should have about two to four fluorescent lights and a couple of spotlights, one power point, a reception table, a chair and some wall display shelves. You may wish to equip each booth with a cupboard for the participant to lock up some of their promotion materials. It is very important that every booth is brightly lit.

When you and/or your participants arrive at the exhibition hall to prepare your exhibits, check the pavilion and booths to ensure that:

- All the names of the participating companies in your Pavilion are listed correctly in the Exhibition Directory (get several copies from the Organiser). If there is any mis-print, inform the Organiser immediately and ask for an addendum to be inserted with the corrected name/s.

- All your exhibits have arrived and are in good order, ready to be moved into the booths (check with your freight forwarder and/or official mover).

- The Pavilion and booths are constructed according to the agreed plan and drawings.

- The name of the participant on every booth fascia is correct.

- All the electrical and lighting fixtures are installed correctly, including power points.

- All furniture are in place. Check them for defects, especially the locks. Have them changed if they are unacceptable.
SALES & PRESENTATION MATERIALS

In addition to the exhibits, the Chamber/Association must ensure that their participants are well prepared for the show. (Have you heard of the exhibitor who runs out of business cards on the first day of the exhibition?)

Here are some of the things the Exhibitors must bring with them to the show:

- Posters
- Samples (gifts)
- Price lists
- Order forms
- Visitor book (optional)
- Sales literature, product catalogues
- Business cards
- Video clips/multi-media presentation

BEFORE DEPARTURE

At least one week before the group departs for the exhibition, they should:

- Have appointed a leader (if the Organising chairperson or Co-ordinator does not go with the group).

- Have had a briefing for all the participants on what they should prepare themselves for and what to bring.

- Have checked with the freight forwarder on the status of the exhibit shipment.
EFFECTIVE MANAGEMENT OF THE BOOTHs

If the budget allows, someone from the Chamber/Association should arrive at the exhibition venue during the build-up period to oversee the construction of the Pavilion and booths to ensure that they comply with the approved plans and drawings.

- The booths must be ready for occupation at least one clear day before the opening, to give the participants sufficient time to place their exhibits and put up various other displays.

- All the participants must be advised to read carefully the information provided by the Organiser pertaining to the security and management of their booths.

- All the Exhibitors must familiarise themselves with the venue and the vicinity. They should also obtain a list of useful contacts, such as banks, doctors, restaurants and taxi operators, in case such services are required (such information can usually be found in the Exhibition Directory or in the Exhibition Services Manual; otherwise, ask the Organiser for it).

- All Exhibitors must ensure that their booths are ready before the cleaners move in to clean the gangways and booths the night before the opening.

- The Exhibitors must arrive at their booths at least half an hour before opening time on each show day. They must check that all their exhibits are in place and that the items are cleaned or dusted, and ready for visitors.

- The Exhibitors must bear in mind that their booths must not be left unattended. There must be someone at the booth throughout the opening hours.

- For security purpose, all small valuable display items must not be left unattended. They could be chained to the display table, if possible, or displayed in a showcase – especially precious stones and jewellery. All small items should also be locked away after the show closes at the end of each day.
EVALUATION

After the show, it is important for the Chamber/Association to obtain feedback from the Exhibitors on their participation through a questionnaire. The information required should include:

- The number of visitors to the booth, including classification by country, types of business, and interests (you can compile from the business cards received by the participants, and from the sign-in books).
- The number of enquiries received
- Value of sales conducted on the spot
- The number of known contacts received at the booths
- How others in the exhibition perform (get your participants to check with their neighbouring booths on the last day of the show)

If you wish to design a questionnaire for the participants to complete at the end of the show, please refer to Appendix F on page 53.

The Chamber/Association should request from the Organiser a copy of its Show Report, which usually contains information on visitors and feedback from the participants. The information can help you to evaluate the effectiveness of the Exhibition, and assist you in deciding whether to bring the members back to the same show.

FEEDBACK TO THE ORGANISER

Advise all the participants to complete the Organiser’s Exhibitor Questionnaire. Ask them to provide as much feedback as possible on their participation and indicate specific problems encountered or dissatisfaction, if any. The Chamber/Association should keep a copy of each of the participant’s submission (it is recommended that the Co-ordinator or Group leader co-ordinates the submission, so that he/she can make copies for the Chamber/Association). Refer to Appendix F on page 53.
THE PITFALLS - KNOW WHAT THEY ARE

It is not uncommon for a Chamber/Association to encounter many difficulties in its maiden effort to organise an overseas export promotion activity.

The common ones in exhibitions are:

- Losses/deficit arising from inadequate budget provisions. It is very important to estimate and build in to the budget potential costs that the Chamber/Association might incur in the planning for the event, including expenses for:
  - Travelling to the exhibition site to negotiate for a suitable deal
  - Research/market survey services
  - Unforeseen participant requirements for last-minute electrical fixtures, furniture and equipment
  - Pavilion construction costs are not sufficiently budgeted for
  - Entertainment costs required for group meetings during the exhibition (Members may not be prepared to shoulder them and expect the Chamber/Association to pay).

The best way to ensure that the Chamber/Association will not encounter such problems would be to have the participating members sign a Letter of Understanding in which the responsibilities and the cost contributions of the Chamber/Association and members are clearly spelled out. The Chamber/Association would have to decide what role it wants to play and what other requirements should be handled by outside service providers.

It should draw up a checklist of the costs and assign them equally to all participants, based on the space they take up. (Please refer to the various Appendices for guidance in planning your list).

- The wrong show – this can often happen for some Exhibitors if an organisation fails to make sufficient efforts to find out exactly what their participants plan to promote at the exhibition. It is quite common to find some Exhibitors within a group with nothing show at the end of an event, because they brought the wrong products (including products of poor quality).

To avoid this problem, ensure that every Exhibitor submits in advance photos of the products they wish to exhibit/promote, the prices they wish to quote and their production capacity. Check them, and, if possible, visit the premises of the Exhibitor to inspect its products for their quality and design, as well as production capacity.

- Not enough space for displays – another common problem exhibitors encounter is that booths are too small for all the products they have brought to the event. A 9 square metre booth is definitely not sufficient for large furniture or big machinery equipment display.
To avoid this problem, Exhibitors must be advised to book sufficient space for their displays. Exhibitors of big items who do not have the budget for bigger booths must be advised to display their most outstanding items in terms of design and quality and use photos, posters and catalogues to supplement the displays.

- Too many types of products – and visitors are only interested in a few of them.
  
  Refer to the above two points for solution.

- Ignorance of Customs requirements – exhibits are held up by Customs after their arrival at the site.
  
  The Chamber/Association should check with the Organiser for the list of prohibited import items and advise the exhibitors accordingly.

- Shipment problem – exhibits fail to be cleared on time for the show.
  
  Very often, incomplete or inaccurate shipment declarations can cause cargo to be delayed at the port, resulting in a “no show” for some of the participants at the event.

- Dis-satisfied participants – there are bound to be some.
  
  This is because it is not possible to fit the needs of every Exhibitor. General consumer or trade fairs, for instance, may draw a disparate group of visitors and not attract those that matter for some exhibitors.

The Chamber/Association must explain carefully to all the participants that their participation, especially if it is the first time, should be treated as an exploratory, learning experience.
## MASTER EXHIBITION WORK PLAN

### APPENDIX A-1

#### YEAR 2000

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<td>Book venue &amp; confirm show dates</td>
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<td>Show brochure, contract &amp; application form, and floor plan ready</td>
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<td>Official announcement of show &amp; launch of exhibitor procurement exercise (press conference)</td>
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#### YEAR 2001

<table>
<thead>
<tr>
<th>Overseas promotion of exhibition to secure participation</th>
<th>Confirm supporting event &amp; secure sponsorship &amp; supporting organisations</th>
<th>FINAL SALES BLITZ</th>
<th>All publicity material to be received from exhibitors</th>
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<tbody>
<tr>
<td>Appoint overseas agents</td>
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<tr>
<td>Advertising in magazines, incl. foreign publications</td>
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<td>Programme for supporting event finalised</td>
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<td>Block hotel rooms/appoint travel agent</td>
<td>Invitation mailing list ready</td>
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<td>Organise committee for supporting event</td>
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<td>Commence advertising for attendance building</td>
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<tr>
<td>Plan attendance building promotion &amp; advertising</td>
<td>Exhibition service manual ready</td>
<td>1st show newsletter goes out</td>
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<td>Research mailing for invitation to show</td>
<td>Mail out exhibition service manual</td>
<td>All speakers and key figures for supporting event confirmed</td>
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<tr>
<td>Appoint show manager</td>
<td>Begin work on exhibition service manual</td>
<td>Appoint official show magazine/s</td>
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<tr>
<td>Thematic design of exhibition hall approved by Organising Committee</td>
<td>Additional mailing exercises for exhibitor procurement</td>
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<td>Publicity &amp; mailing for supporting event</td>
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<td>Start producing exhibitor packs, incl. badges &amp; basic show info</td>
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<td>Kick off press release programme to update the media</td>
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<td>Apply for all required licences/permits</td>
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<td>Plan magazines' special features</td>
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<td>Mail out visitor invitation/registration tickets</td>
<td>Show directory ready</td>
<td>SHOW DAYS</td>
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<tr>
<td>Invite VIP for the show ‘s official opening</td>
<td>Confirm VIP</td>
<td>Admission tickets ready*</td>
<td>After the event:</td>
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<td>• Debriefing of contractors &amp; suppliers</td>
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<td>• Thank you letters to VIP, participants, sponsors, contractors, suppliers and supporting organisations</td>
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<td>• Collect all outstanding debts and close accounts</td>
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<td>• Analyse the exhibitor and visitor survey results</td>
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<td>• Send out round-up press release</td>
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<td>Begin compilation of show directory</td>
<td>Organise site management team</td>
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<td>Begin regional newspaper advertising</td>
<td>Intensify local publicity efforts</td>
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<td>Send out missions overseas to invite buying groups to visit show</td>
<td>Preparations for official opening</td>
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<tr>
<td>Send out all promotion posters to exhibitors &amp; target groups</td>
<td>All special booth designs approved</td>
<td>Local advertising campaign</td>
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<td>Final rounding up of exhibitors</td>
<td>Briefing for all contractors</td>
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<td>Prepare show preview for the media, if required</td>
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<td>Ensure all licences/permits are obtained</td>
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<td>Special features in magazines</td>
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<td>Finalise all insurance requirements</td>
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<td>Exhibitor/visitor survey questionnaire ready</td>
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<td>Local newspaper advertorial/supplements</td>
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Note: Night before show opens to check all booths and amenities for flaws and incorrect signage and company names

*For consumer show only
## 12-MONTH EXHIBITION WORK PLAN FOR PAVILION

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<th>DEC</th>
<th>SHOW DAYS</th>
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<tbody>
<tr>
<td>Determine export promotion needs of members</td>
<td>Finalise costs for exhibitors</td>
<td>Confirms exhibitors</td>
<td>Send out first press release to media &amp; Organiser (for its newsletters)</td>
<td>Finalise exhibits lists</td>
<td>BRIEF all exhibitors</td>
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<td>Identify suitable exhibition &amp; obtain more show info</td>
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<td><strong>Budget planning</strong></td>
<td><strong>Circulate plan for group participation in the exhibition and get members’ feedback</strong></td>
<td><strong>Book space</strong></td>
<td><strong>Prepare exhibitors’ survey form</strong></td>
<td><strong>Arrange travel and hotel needs</strong></td>
<td><strong>Check all customs &amp; duties requirements</strong></td>
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<td><strong>SET UP Committee</strong></td>
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<td><strong>Finalise support activity for Pavilion</strong></td>
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<td><strong>Submit all publicity &amp; service order forms</strong></td>
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<td><strong>Exhibitors to plan contact list and schedule appointments with prospective buyers</strong></td>
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<td><strong>Plan booth layout</strong></td>
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<td><strong>Provide consultation to prospects to help them select suitable products for display/promotion</strong></td>
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<td><strong>Appoint contractors &amp; design Pavilion</strong></td>
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<td><strong>Finalise Pavilion design and obtain approval</strong></td>
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<td><strong>Approach counterpart in venue country for assistance &amp; collaboration</strong></td>
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<td><strong>Plan advertising &amp; publicity campaign</strong></td>
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<td><strong>Plan promotion activities for Pavilion</strong></td>
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<td><strong>Prepare Letter of Understanding for acting on behalf of members &amp; spell out terms of payment</strong></td>
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<td><strong>All participants to sign Letter of Understanding.</strong></td>
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<td><strong>All exhibitors to make first part of payment for their participation.</strong></td>
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<td><strong>Ads in magazines, if the budget allows</strong></td>
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<td><strong>Finalise Pavilions’ supporting activity/activities &amp; secure assistance/services to implement them</strong></td>
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<td><strong>Send out invitations to prospective visitors</strong></td>
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<td><strong>All exhibitors to make second and final part of payment for participation</strong></td>
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</tbody>
</table>

*** Participants must be advised that this is a separate cost item and that they will be invoiced by the freight forwarder for their share of the cost.
## MASTER EXHIBITION CHECKLIST

### PRODUCT DEVELOPMENT & PLANNING
1. Market research/goals
2. Theme/industry coverage
3. Venue and dates
4. Seek funding
5. Plan budget
6. Pricing
7. Develop marketing plan
8. Set up management team
9. Endorsements/official support

### EXHIBITOR PROCUREMENT
1. Announcement/Presentation
2. Brochure/space contract
3. Advertising and publicity
4. Sales visits/presentations

### DEVELOPMENT OF SUPPORTING ACTIVITIES
1. Conferences
2. Seminars
3. Conferences
4. Public talks/lectures

### PLANNING FOR ATTENDANCE BUILDING
1. Gathering information from exhibitors/groups
2. Show newsletters
3. Advertising
4. Publicity
5. Direct mail
6. A/V or multi-media presentation to foreign trade groups

### PLANNING FOR SHOW MANAGEMENT
1. Appoint contractors/suppliers
2. Exhibition hall space utilisation/floor planning
3. Show design
4. Exhibition service manual
5. System for monitoring/compiling and channelling information feedback and service orders to respective contractors
6. Show directory/souvenir magazine
<table>
<thead>
<tr>
<th>IMPLEMENTATION OF ATTENDANCE BUILDING EXERCISE</th>
<th>Yes</th>
<th>No</th>
<th>Deadline</th>
<th>Date completed</th>
<th>Person in charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Show newsletters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Publicity</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>4 Direct mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Visit to trade groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SITE MANAGEMENT</th>
<th>Yes</th>
<th>No</th>
<th>Deadline</th>
<th>Date completed</th>
<th>Person in charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Set up task force/appoint team leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Construction of booths and amenities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Furniture and equipment rental</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Exhibit movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Security/crowd control</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Lighting and air-conditioning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Cleaning contractor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Exhibitor registration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Registration cards/tickets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Official opening</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Invitation card</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>11 Show directory/souvenir magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Advertising and publicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Press room</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Survey of visitors and exhibitors</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>POST EVENT</th>
<th>Yes</th>
<th>No</th>
<th>Deadline</th>
<th>Date completed</th>
<th>Person in charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Stand tear-down</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Hand over of hall to venue owner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Payments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Analysis of surveys (of visitors and exhibitors)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 De-briefing of contractors and suppliers</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Review information for the media/press release</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Thank you letters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Invitation to participate in the next show</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: You may include other items that are relevant to your show.
<table>
<thead>
<tr>
<th>GROUP PARTICIPATION CHECKLIST</th>
<th>APPENDIX D - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>INITIAL PLANNING</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Market research</td>
</tr>
<tr>
<td>2</td>
<td>Establish objectives</td>
</tr>
<tr>
<td>3</td>
<td>Identify/select event</td>
</tr>
<tr>
<td>4</td>
<td>Prepare budget</td>
</tr>
<tr>
<td>5</td>
<td>Seek sponsorship/funding</td>
</tr>
<tr>
<td>6</td>
<td>Appoint co-ordinator</td>
</tr>
<tr>
<td>7</td>
<td>Set up committee</td>
</tr>
<tr>
<td>8</td>
<td>Circulate show details to members</td>
</tr>
<tr>
<td>9</td>
<td>Confirm participation/apply for space</td>
</tr>
<tr>
<td>VISITOR PROMOTION</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Supporting activity/event</td>
</tr>
<tr>
<td>2</td>
<td>Direct mail invitation</td>
</tr>
<tr>
<td>3</td>
<td>Advertising programme</td>
</tr>
<tr>
<td></td>
<td>- magazines</td>
</tr>
<tr>
<td></td>
<td>- newspapers</td>
</tr>
<tr>
<td></td>
<td>- show directory</td>
</tr>
<tr>
<td>4</td>
<td>Press release programme</td>
</tr>
<tr>
<td>5</td>
<td>Plan contact list/visits</td>
</tr>
<tr>
<td>6</td>
<td>Submission of publicity information to Organiser</td>
</tr>
<tr>
<td>PAVILION/BOOTH DESIGN/CONSTRUCTION</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Design of booth layout</td>
</tr>
<tr>
<td>2</td>
<td>Appointment of contractor</td>
</tr>
<tr>
<td>3</td>
<td>Pavilion design</td>
</tr>
<tr>
<td>4</td>
<td>Application for stand services</td>
</tr>
<tr>
<td></td>
<td>- lighting</td>
</tr>
<tr>
<td></td>
<td>- power points</td>
</tr>
<tr>
<td></td>
<td>- furniture</td>
</tr>
<tr>
<td></td>
<td>- audio-visual equipment</td>
</tr>
<tr>
<td></td>
<td>- shelves</td>
</tr>
<tr>
<td></td>
<td>- cabinets</td>
</tr>
<tr>
<td></td>
<td>- telephone line</td>
</tr>
<tr>
<td></td>
<td>- refrigerator</td>
</tr>
<tr>
<td></td>
<td>- stand hostess/es</td>
</tr>
<tr>
<td></td>
<td>- gas/compressed air</td>
</tr>
<tr>
<td></td>
<td>- interpreter service</td>
</tr>
<tr>
<td></td>
<td>- photographer</td>
</tr>
<tr>
<td>TRAVEL/TRANSPORT</td>
<td>1</td>
</tr>
<tr>
<td>:-----------------</td>
<td>:---</td>
</tr>
<tr>
<td>2</td>
<td>Visa application, if necessary</td>
</tr>
<tr>
<td>3</td>
<td>Travel insurance</td>
</tr>
<tr>
<td>4</td>
<td>Shipment of exhibits</td>
</tr>
<tr>
<td>5</td>
<td>Apply for exhibitors’ passes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th align="left">OTHERS</th>
<th align="left">1</th>
<th>Timetable for exhibitors/participants</th>
</tr>
</thead>
<tbody>
<tr>
<td align="left">2</td>
<td align="left">Pre-departure briefing for exhibitors</td>
<td></td>
</tr>
<tr>
<td align="left">3</td>
<td align="left">Prepare exhibitors’ survey form</td>
<td></td>
</tr>
</tbody>
</table>

*Note: You may include other items that are relevant to your show.*
VISITOR SURVEY: SAMPLE QUESTIONNAIRE
(Taken from Consumer Goods Asia '99 –
a ZDH Partnership Program Exhibition)

(You may use this in its entirety, if it is suitable, or you may use some of the questions to configure your own questionnaire, adding new questions that are relevant to your show.)

1. Which of the four events in this exhibition hall did you originally plan to visit?
   [ ] Consumer Goods Asia’99
   [ ] Gift Fair
   [ ] Stationery Fair
   [ ] Handicraft Fair

2. Are the objectives of your visit met in this exhibition?
   [ ] Yes
   [ ] No

3. How did you come to know about Consumer Goods Asia ‘99?
   [ ] Newspaper advertisement
   [ ] Magazine advertisement
   [ ] Direct mail invitation
   [ ] Business contacts
   [ ] My country's Chamber of Commerce & Industry / Association
   [ ] Others

4. Are you going to attend any of the Consumer Goods Asia '99 seminars on the Philippines and Anhui, China?
   [ ] Yes
   [ ] No

5. Do you find this Exhibition informative and useful?
   [ ] Yes
   [ ] No

6. How would you grade the quality of the products in this exhibition?
   [ ] Excellent
   [ ] Good
   [ ] Average
7a. Did you place any orders during your visit?
[ ] Yes
[ ] No

7b. If yes, what is the value of your order? (Please give in US$ or $S)

……………………………………………………………………………………..

7c. If no, do you intend to place any orders with the exhibitors over the next 12 months?
[ ] Yes
[ ] No
[ ] Most likely
[ ] Not decided

8. Would you visit the next Consumer Goods Asia, if it is held in 2001?
[ ] Yes
[ ] No
[ ] Most likely
[ ] Not decided

9. Do you have any general comment?
EXHIBITOR SURVEY:
SAMPLE QUESTIONNAIRE

(You may use this in its entirety, if it is suitable, or you may use some of the questions to configure your own questionnaire, adding new questions that are relevant to your show.)

Part One:

Expectations/satisfaction

1. Do the results so far meet the objective(s) of your participation?

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>

2. Are you satisfied with the quality of the visitors?

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>

3. Please grade the quality of the visitors you have met.

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>

4. How would you rate the number of people who visited to your booth?

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>

Part Two:

Sales/marketing results

5. How much on-the-spot sales did you make during the event?

Value of sales……………… (please indicate currency in US$, SS$, yen etc)
6. Did you receive any orders during the event?

[ ] Yes  [ ] No

If yes, what was the total value of the orders?

Value of orders………………(please indicate currency in US$, S$, yen etc)

7. What is the estimated value of potential orders you expect to receive over the next 12 months as a result of your participation?

Value of orders……………… (please indicate currency in US$)

8. If you did not sell or receive orders during the event, do you think that the exhibition has been useful to your marketing effort?

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
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<td>5</td>
<td>6</td>
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<tr>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

Part Three:

**General Show Management**

Please give your rating for the following services provided by the organiser and its contractors:

9. General standard of professionalism and quality of service.

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

10. Pre-registration service:

a. Location

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

b. Efficiency

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>
11. Show venue
   a. Location
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10
   b. Accessibility
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10

12. Site management
   a. Layout of booths
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10
   b. Availability of assistance (manpower etc)
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10
   c. Courtesy & helpfulness of management staff
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10
   d. Promotion/publicity activities
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10

13. Facilities & Services
   a. Security service
      Poor | Excellent
           | 1 2 3 4 5 6 7 8 9 10
b. Freight Forwarding/Moving Service

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
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<tr>
<td>3</td>
<td>4</td>
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<td>8</td>
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<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

c. Travel service/accommodation (for foreign visitors only)

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
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<td>5</td>
<td>6</td>
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<td>7</td>
<td>8</td>
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<tr>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

Airline travelled on:…………………… Hotel:………………………………

Part Four:

**Event Environment**

14. How would you rate your overall assessment of the event?

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
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<td>5</td>
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<td>7</td>
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<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

15. Will you participate in the event again, if the Organiser decides to repeat it?

[  ] Yes         [  ] No         [  ] Not decided

16. Comment/suggestions (please use a separate sheet, if necessary)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Signature  Name  Company
SHOW APPLICATION FORM

&

TERMS & CONDITIONS

(2 pages)
CONSUMER GOODS ASIA
The 2nd Showcase of Products from Asian Countries
Suntec Centre, Singapore • April 20 to 23 1999

CONTRACT

In conjunction with

- Asian International Gift Fair '99
- Asian International Handicraft Fair '99
- Asian International Stationery Fair '99

We (Name of Company):

Address:

Tel: __________________ Fax: __________________ Email: __________________

Contact Person: __________________

hereby confirm our participation in Consumer Goods Asia '99 with a ______ sq metre shell scheme stand and accept the Terms and Conditions on the reverse of this document as legally binding in all parts.

We agree to pay ________ for the booth(s). The payment will be made to the authorised local co-ordinator for ZDH Partnership Program before March 15, 1999.

We will be exhibiting the following products:

Signed:

Name & designation __________________ Company stamp/date __________________

Send this contract to: ZDH Partnership Program, 31/31A Bali Lane, Singapore 189867

FOR OFFICIAL USE ONLY

Accepted and validated by: __________________

Date contract received: ______________

Date payment received: ______________

Cheque No.: __________________

Booth No. allocated: __________________
60

2. EVENTS, ORGANISERS & VENUE

Commodity Pools Asia is an event organized by the CFTP Partnership Program, the Commodity Futures Trading Commission for Economic Development and Vocational Training, and PwC. It will be held together with the Annual International Conference of the International Association of CFTPs on Singapore Exhibition Services Pte Ltd at Suntec Centre, Singapore, from April 16 to 17 2013

3. CONFIRMATION OF PARTICIPATION:

The submission of this accepted contract, subject to the terms and conditions of this contract, shall be deemed to be confirmation of participation in the Exhibition. The Exhibitor shall pay the registration fee as directed by the Organiser. The Organiser reserves the right to accept or reject any contract under any terms and conditions. Payment should be made through the representative or co-ordinator for the CFTP Partnership Program in your country.

4. ALLOCATION OF STAND:

The Organiser reserves the right to allocate Stand(s) in accordance with the rules outlined in the Terms and Conditions. The Organiser reserves the right to allocate Stand(s) at any time prior to the commencement of work on the Exhibition Stand and to vary Stand number and size in the event of technical or other operational necessity. Any allocation shall be at the absolute discretion of the Organiser and the Exhibitor shall have no claim for compensation as a result of such discretion.

5. TERMINATION, CANCELLATION & WITHDRAWAL:

a. The Exhibitor may at any time by written notice to the Exhibitor terminate this Agreement without giving notice of any cause to the Exhibitor. The Exibitor must be made in writing to the Organiser by the Exhibitor for the exclusion of any Stand or damage whatsoever sustained by the Exhibitor as a result of such termination.

b. The Exhibitor must pay the Organiser in full the terms and conditions of the Agreement.

c. The Exhibitor must comply with any written instructions given by the Organiser and the Exhibitor shall be liable for any costs or losses incurred by the Exhibitor as a result of such termination. The Organiser shall be entitled to retain or recover 50% of the Stand rental to cover the general purpose expenses or preparations incurred by the Organiser in connection with the Exhibitor’s right to appropriate the Stand or any part thereof for its own purposes.

6. CHANGES:

The Organiser reserves the right to change the venue and duration if necessary under exceptional circumstances. If an event of a change of venue or duration, the agreement to participate shall remain in force and the Organiser shall be entitled to modify the Stand allocated to the Exhibitor and the Exhibitor shall be responsible for the Organiser’s right to appropriate the Stand or any part thereof for its own purposes.

7. USE OF THE ALLOCATED STAND:

a. The Exhibitor shall not use the Stand for any purpose other than the conduct of business in the name of the Organiser.

b. The Exhibitor shall be in the exhibition or the area surrounding the exhibition any breach of this Agreement may result in the Organiser taking such action as it deems necessary against the Organiser’s right to appropriate the Stand or any part thereof for its own purposes.

8. RIGHT OF ENTRY INTO EXHIBITION HALL:

The right of entry to the Exhibition Venues is reserved to the Organiser and any duly authorized officials or representatives of the Organiser.

9. CONSTRUCTION OF STAND, LIGHTING AND ELECTRICITY:

a. The Organiser has appointed an official contractor to install and dismantle the stands.

b. Each Exhibitor will be given a fixed Stand comprising 2 or 3 partitions and carpeted floor: a fixed display stand, ceiling above, power points, and a power switch.

c. The Organiser will provide a fixed display stand, ceiling above, power points, and a power switch.

10. EXHIBIT TRANSPORT, CUSTODIES, CLEAUNA & HOUSEKEEPING:

a. The Exhibitor is responsible for the transportation of goods to and from the Exhibition Venues.

b. The Exhibitor will be responsible for the display and storage of goods on the Exhibition Venues.

c. The Exhibitor will be responsible for the display and storage of goods on the Exhibition Venues.

11. USE OF PHOTOGRAPHS, ETC. BY THE ORGANISERS:

The Organiser reserves the right to use photographs, drawings, plans, charts, etc. of any such exhibition without being required to pay any compensation to the Organiser for such use.

12. INTERPRETATION:

The Organiser reserves the right to interpret the terms and conditions of this agreement. Interpretation of the terms of this agreement shall be made by the Organiser, whose decision shall be final and binding.

13. INFRINGEMENT OF TERMS OF CONTRACT:

The infringement of any terms of this agreement shall be subject to the terms and conditions of this agreement. The Organiser reserves the right to terminate the agreement if the Organiser deems it necessary. The Organiser reserves the right to compensate the Organiser for any losses incurred by the Organiser due to the infringement of the agreement.

14. USE OF OPEN FLAME DEVICES:

The Exhibitor is prohibited from using any open flame devices, including candles, incense, or any other device that produces open flame.

15. INSURANCE, LIABILITY AND RISKS:

The Organiser shall not be liable for any loss or damage suffered by the Exhibitor due to any cause, whether caused by the Organiser or by any third party.

16. STORAGE:

All items shall be stored at the Organiser’s discretion. Any items not picked up after the end of the event shall be considered abandoned and the Exhibitor shall be responsible for any loss or damage suffered by the Organiser due to any cause, whether caused by the Organiser or by any third party.

17. DANGEROUS GOODS AND MATERIAL:

Any item which is considered dangerous or hazardous shall be prohibited from being brought into the Exhibition Venues.

18. DAMAGE TO THE VENUE:

The Exhibitor shall be liable for any damage caused to the Exhibition Venues or any part of the property thereof or to any fixtures, equipment or other property, and shall make good any and all damage thereby caused, including all losses and expenses for fire damage, fire insurance, insurance, and any other losses or expenses incurred by the Organiser as a result of any such damage.

19. INFRINGEMENT OF TERMS OF CONTRACT:

The infringement of any terms of this agreement shall be subject to the terms and conditions of this agreement. The Organiser reserves the right to terminate the agreement if the Organiser deems it necessary. The Organiser reserves the right to compensate the Organiser for any losses incurred by the Organiser due to the infringement of the agreement.
EXHIBITION STAND SERVICES

APPLICATION FORMS

(12 items)
FORM NO. 1

SHELL SCHEME FASCIA NAME

Deadline: 15 March 1997

To be completed by EXHIBITORS OCCUPYING SHELL SCHEME STANDS ONLY

PLEASE...indicated the correct company name to appear on the fascia board of your stand.
...use block letters.

**Name on fascia board:**

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

**Note:**
1) Company names only may be used. Advertising slogans and the like will not be permitted.
2) The fascia name must be consistent with the Exhibitor's Space Application Form.
3) A maximum of 20 characters can be accommodated.
4) The Shell Scheme package includes partitions, fascia board, spotlights, floodlights, powerpoints, carpet for flooring and potted plans.

---

Company: ___________________________ Stand No.: ___________________________

Address: ___________________________

Contact Person: ____________________ Tel: ____________________ Fax: ______________

Signature and Company Stamp: __________________________ Date: __________________________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhprog@pacific.net.sg
FORM NO. 2
STANDFITTING CONTRACTOR
Deadline: 15 March 1997

To be completed by ALL BARE SPACE EXHIBITORS

PLEASE: tick the appropriate box

submit technical drawings in triplicate for approval before 15 March 1997

indicate the number of Contractor's Badges required in Form No. 10.

provide details of your appointed outside contractor.

☐ We will be using our own staff for standfitting.

☐ We will be using the services of the Official Standfitting Contractor, Kingsmen Exhibition Builders Pte Ltd.

☐ We will be using our standfitting contractor. Details of our appointed contractor are:

Name of Outside Contractor: ___________________________________________

Address: ____________________________________________________________

Contact Person: ____________________________________ Tel: ____________ Fax: ____________

NOTE: 1) If you join the exhibition after 15 March 1997, please submit your technical drawing immediately.

2) All special stand designs without the Organiser's approval may not be permitted in the exhibition.

3) The Exhibitor and his appointed contractors undertake to be responsible and liable for the observance of all rules and regulations and proper schedule of production.

4) All electrical works must be carried out by the Official Standfitting Contractor. Electrical requirements can be placed with Form No. 4.

Company: __________________________________________________________

Address: __________________________________________________________

Contact Person: ____________________________ Tel: ____________ Fax: ____________

Signature and Company Stamp: ____________________________ Date: ____________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhprog@pacific.net.sg
CONSUMER GOODS ASIA '97

FURNITURE RENTAL ORDER FORM

23-27 APRIL 1997

Dateline: 15 March 1997

Please use this Form to order your furnishing needs. The Standard Shell Scheme Package Booth includes one information counter, two folding chairs and one waste paper basket.

ORDER ONLY YOUR ADDITIONAL REQUIREMENTS.

Pictures of the furniture items below are shown on the reverse of this Form.

<table>
<thead>
<tr>
<th>DESCRIPTION OF SERVICE/ITEM</th>
<th>COST @ S$</th>
<th>QTY</th>
<th>TOTAL COST S$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Table - 1000L x 500W x 760H (mm)</td>
<td>57.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lockable Cabinet - 1000L x 500W x 760H (mm)</td>
<td>76.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Square Table - 600L x 600W x 760H (mm)</td>
<td>43.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counter Showcase - 1000L x 500W x 1000H (mm)</td>
<td>238.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee Table - 500L x 500W x 400H (mm)</td>
<td>29.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Folding Chair - 450L x 450W x 780H (mm)</td>
<td>19.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arm Chair - 450L x 500W x 500H (mm)</td>
<td>57.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bar Stool</td>
<td>57.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wall Shelves - flat/sloped per meter run</td>
<td>29.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tall Showcase - 1000L x 500W x 2100H (mm)</td>
<td>350.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tall Showcase - 500L x 500W x 2100H (mm)</td>
<td>250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wash Basin &amp; Cabinet</td>
<td>450.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potted plant (1-3 ft)</td>
<td>11.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wastepaper basket</td>
<td>7.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-tier Counter - 1000L x 300 x 750/1000H (mm)</td>
<td>120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-tier Counter with lockable cabinet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 1000L x 300 x 500/750/1000H (mm)</td>
<td>150.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total Cost Before Tax S$                                      |           |     |               |
| 3% Goods & Service Tax S$                                     |           |     |               |
| Total Cost Incl. GST S$                                       |           |     |               |

PLEASE NOTE: (1) Orders are valid only when accompanied by full remittance. Payment should be made out to "Kingsmen Exhibition Builders Pte Ltd", A/C No: 106-303-314-1, United Overseas Bank Ltd, Ballester Road Branch, 262 Ballester Road, #01-17, Singapore 329714.

(2) Late orders may not be provided and if available, will be subject to a surcharge of 30%. Priority will also be given to advance orders.

Send this Form & Payment to:

ATTN: MS HO CHIEW PENG/LUNA TEO
KINGSMEN EXHIBITION BUILDERS PTE LTD
No 16 Defu Lane 12
Singapore 539124
Tel: (065) 285 2722
Fax: (065) 284 5626
E-Mail: kingsmen@singnet.com.sg

PLEASE KEEP A COPY FOR YOUR RECORDS

(PLEASE TYPE IN BLOCK LETTERS OR ATTACH BUSINESS NAME CARD)

Booth No: ____________________________
Name: ________________________________
Company: ____________________________
Address: ______________________________
Tel: __________________ Fax: ____________
Signature/Company's stamp: ____________
Date: ________________
CONSUMER GOODS ASIA '97
23-27 APRIL 1997

ELECTRICAL SERVICES
ORDER FORM
Dateline: 15 MARCH 1997

1. The Schell Scheme Package includes three (3) 1.2m fluorescent tubes for every 9 sqm booth. ORDER ONLY YOUR ADDITIONAL REQUIREMENTS.

2. Exhibitors requiring individual fittings should use Section A. Those who wish to carry out their own fittings should use Section B.

3. Prices include consumption (show hours only). For services not stated below, such as step-up/step-down transformers etc., please contact the Official Contractor for a quotation.

4. The supply available is 230v SP 50Hz AC & 415v TPN HZ AC.

<table>
<thead>
<tr>
<th>DESCRIPTION OF SERVICE/ITEMS</th>
<th>COST $</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>100w standard spotlight</td>
<td>$50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arm spotlight (100W)</td>
<td>$60.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fluorescent light 1.2m, 40w</td>
<td>$50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13Amp/230V single phase 50Hz, fused to 5 Amp (not for lighting)</td>
<td>$80.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13Amp/230V single phase 24 hours (not for lighting)</td>
<td>$120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15Amp/230V single phase 50Hz (not for lighting)</td>
<td>$110.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refrigerator (8 cu ft) including supply/consumption</td>
<td>$180.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flood light (300W)</td>
<td>$120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light connection (100W)</td>
<td>$40.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light connection (300W)</td>
<td>$110.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section B - FOR HEAVY DEMAND EXHIBIT ONLY (Supply of cable, termination in a fuse switch/isolator on the Exhibitor's stand, excluding connection to exhibit)

| 15Amp/415V three phase 50Hz AC | $280.00 |     |       |
| 30Amp/415V three phase 50Hz AC | $520.00 |     |       |
| 50Amp/415V three phase 50Hz AC | $850.00 |     |       |
| 100Amp/415V three phase 50Hz AC | $1400.00 |     |       |

Total Cost Before Tax $ $
3% Goods & Services Tax $ $
Total Cost Incl. GST $ $

PLEASE SHOW LOCATION OF THE ABOVE REQUIREMENT ON FORM 9

PLEASE NOTE:
1. Orders are valid only when accompanied by full remittance. Payment should be made out to "Kingsmen Exhibition Builders Pte Ltd", A/C No: 106-303-314-1, United Overseas Bank Ltd, Balestier Road Branch, 262 Balestier Road, #01-17, Singapore 329714.

2. Late orders may not be provided and if available, will be subject to a surcharge of 30%. Priority will also be given to advance orders.

Send this Form to:

ATTN: MS HO CHIEW PENG/LUNA TEO
KINGSMEN EXHIBITION BUILDERS PTE LTD
No 16 Defu Lane 12
Singapore 39124
Tel: (065) 285 2722
Fax: (065) 284 5626
E-Mail: kingsmen@singnet.com.sg

PLEASE KEEP A COPY FOR YOUR RECORDS

(PLEASE TYPE IN BLOCK LETTERS OR ATTACH BUSINESS NAME CARD)

Booth No: ________________________________
Name: ________________________________
Company: ________________________________
Address: ________________________________
Tel: __________________ Fax: __________
Signature/Company's stamp: ________________
Date: __________________
FORM NO. 5
FORWARDING, LIFTING & HANDLING CONTRACTORS
Deadline: 15 March 1997

To be completed by ALL OVERSEAS EXHIBITORS

PLEASE.............. tick the appropriate box

.............. provide details of your forwarding/transportation agent.
.............. indicate the number of Contractor's badges required in Form No. 10.

☐ We will be using the services of the Official Freight Forwarder, Trans-Link Exhibition Forwarding Pte Ltd.

☐ We will be using our own forwarding/transportation agent. Details of our appointed contractor are:

<table>
<thead>
<tr>
<th>Name of Outside Contractor:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel:</td>
</tr>
</tbody>
</table>

NOTE: 1) Only the Official Freight Forwarder will be allowed to operate within the exhibition halls. Exhibitors must inform their own forwarding agents to contact the Official Freight Forwarder for lifting and handling requirements on site. Freight that can be hand-carried may be moved into the exhibition hall by the Exhibitor.

2) All overseas exhibitors are requested to contact the Official Freight Forwarder on shipment deadlines, tariff, documentation and procedures to enable the safe and timely arrival of exhibits on site.

3) The Exhibitor and his appointed contractors undertake to be responsible for the observance of all rules and regulations.

4) For quotations, please contact the Official Freight Forwarder.

<table>
<thead>
<tr>
<th>Company:</th>
<th>Stand No.:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel:</td>
</tr>
</tbody>
</table>

Signature and Company Stamp: __________________________ Date: ____________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhprog@pacific.net.sg
FORM NO. 6
DEMONSTRATION & WORKING EXHIBITS
Deadline: 15 March 1997

To be completed by EXHIBITORS INTENDING TO DEMONSTRATE EQUIPMENT OR WORKING EXHIBITS.

PLEASE provide details of your demonstration/working exhibits.
attach photographs/technical brochures describing working exhibits.

Details of Demonstration/Working Exhibits:

<table>
<thead>
<tr>
<th>Total weight of exhibits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight and dimensions of largest exhibit:</td>
</tr>
<tr>
<td>Description of operating exhibits or demonstrations:</td>
</tr>
</tbody>
</table>

NOTE: 1) Please pay special attention to safety regulations.

2) The Organiser reserves the right to stop any product demonstration and/or remove the equipment that is considers unsafe or is a danger or hazard to safety.

Company: ___________________________ Stand No.: ___________________________

Address: ________________________________________________________________

Contact Person: ___________________________ Tel: ___________________________ Fax: ___________________________

Signature and Company Stamp: ___________________________ Date: ___________________________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhprog@pacific.net.sg
**FORM NO. 7**

**TELEPHONE RENTAL**

**Deadline: 15 March 1997**

*To be completed by EXHIBITORS REQUIRING TEMPORARY TELEPHONE(S) FOR THE SHOW DAYS ONLY.*

PLEASE..............indicate below the telephone(s) required.

..............indicate location of telephone(s) in Form No. 9.

<table>
<thead>
<tr>
<th>Description</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Cost Per Unit</td>
<td>$300.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td># add: 3% GST for Rental Cost</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deposit Per Unit for Local Calls Only</td>
<td>$400.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deposit Per Unit for Local and IDD Calls</td>
<td>$500.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**

**NOTE:**

1) Payment should be made out to "Kingsmen Exhibition Builders Pte Ltd", A/C No: 106-303-314-1, United Overseas Bank Ltd, Balestier Road Branch, 262 Balestier Road, #01-17, Singapore 329714

2) Orders without remittances will not be entertained.

3) Deposit will be refunded in full if the telephone set is/are not damaged or lost and if no calls are made through the line. If the set is lost or damaged and/or outgoing calls are made, the cost(s) will be deducted from the deposit. Any balance will be refunded and the excess will be billed to the exhibitors accordingly.

4) IDD calls can also be made at public telephones and the Business Centre.

5) Orders received after 15 March 1997 will be subjected to 50% surcharge.

6) # Rental cost quoted is subjected to 3% Goods & Services Tax (GST). Overseas Exhibitors are not required to pay GST.

---

*Enclosed is our cheque no. ______________________ for S$ ______________ for the orders overleaf.*

Company: ___________________________________________ Stand No.: ____________________________

Address: __________________________________________

Contact Person: ___________________________ Tel: ___________________________ Fax: ___________________________

Signature and Company Stamp: ___________________________ Date: ___________________________

Send this form to: Ms Ho Chiew Peng/Luna Teo

Kingsmen Exhibition Builders Pte Ltd
No. 16 Defu Lane 12, Singapore 189867
Tel: (65) 2852722 Fax (65) 2845626
E-mail: kingsmen@singnet.com.sg

68
## ORDER FORM

### Dateline: 15 MARCH 1997

<table>
<thead>
<tr>
<th>DESCRIPTION OF SERVICE/ITEMS</th>
<th>COST PER DAY</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCR-VHS w/21&quot; TV monitor multi-system</td>
<td>$50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VCR-VHS w/25&quot; TV monitor multi-system</td>
<td>$70.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VCR-VHS w/34&quot; TV monitor multi-system</td>
<td>$90.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U-matic 24 w/21&quot; TV monitor multi-system</td>
<td>$120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U-matic 24 w/25&quot; TV monitor multi-system</td>
<td>$150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U-matic 24 w/34&quot; TV monitor multi-system</td>
<td>$180.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35mm slide projector</td>
<td>$20.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B &amp; H 797 ringmaster 35mm slide projector with screen</td>
<td>$40.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QHP projector</td>
<td>$60.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Notebook Active Colour</td>
<td>$90.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Monitor 21&quot;</td>
<td>$120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer 486 DX 33 MHZ</td>
<td>$150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dealer Screen 8 x 6 (Tripod)</td>
<td>$40.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display stand for 21&quot; &amp; 25&quot; TV</td>
<td>$60.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Cost Before Tax</strong></td>
<td><strong>$</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3% Goods &amp; Services Tax</strong></td>
<td><strong>$</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Cost incl. GST</strong></td>
<td><strong>$</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** (1) Orders are valid only when accompanied by full remittance. Payment should be made out to "Kingsmen Exhibition Builders Pte Ltd": A/C No: 106-303-314-1, United Overseas Bank Ltd, Balestier Road Branch, 262 Balestier Road, #01-17, Singapore 329714.

(2) Late orders may not be provided and if available, will be subject to a surcharge of 30%. Priority will also be given to advance orders.

---

Send this Form to:

**ATTN: MS HO CHIEW PENG, LUNA TEO**
**KINGSMEN EXHIBITION BUILDERS PTE LTD**
No 16 Defu Lane 12
Singapore 359124
Tel: (065) 285 2722
Fax: (065) 284 5626
E-Mail: kingsmen@singnet.com.sg

**PLEASE KEEP A COPY FOR YOUR RECORDS**

(PLEASE TYPE IN BLOCK LETTERS OR ATTACH BUSINESS NAME CARD)

Booth No:
Name:
Company:
Address:
Tel: Fax:
Signature/Company's stamp:
Date:
Please indicate the location of your utilities using the legend below in the box provided.

**Company name:** ________________________  **Stand No:** __________

**PLEASE INDICATE DIMENSION OF YOUR STAND.**

<table>
<thead>
<tr>
<th>Left</th>
<th>Rear of Stand</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**KEY:**

**ELECTRICAL - SECTION A**

- Spotlight
- Fluorescent light
- 13Amp/230V 1 ph 50Hz, fused to 5Amp
- 15Amp/230V 1 ph 50Hz

**OTHER SERVICES**

- Water (W)
- Refrigerator (R)

**ELECTRICAL - SECTION B**

- 100W Light fitting/lightbox connection (up to 100W)
- 300W Light fitting/lightbox connection (up to 300W)
- 500W Light fitting/lightbox connection (up to 500W)

*Please provide key*
NOTE: 1) It is imperative that you complete this information as it will be used to install your requirements in the correct location.

2) If this form is not returned, installation services will be at the discretion of the Official Standfitting Contractor. Any relocation after installation will be at the expense of the Exhibitor.

Company: ___________________________________________ Stand No.: __________________________

Address: ________________________________________________________________

Contact Person: ___________________ Tel: __________________ Fax: __________________

Signature and Company Stamp: ___________________________________________ Date: __________________

Send this form to: Ms Ho Chiew Peng/Luna Teo

Kingsmen Exhibition Builders Pte Ltd
No. 16 Defu Lane 12, Singapore 189867
Tel: (65) 2852722 Fax (65) 2845626
E-mail: kingsmen@singnet.com.sg
FORM NO. 10
ADMISSION PASSES
Deadline: 15 March 1997

To be completed by ALL EXHIBITORS.

PLEASE............. indicate the number of badges required in the boxes provided.
............. provide names of personnel for Exhibitor's Badges.
............. use overleaf/separate sheet if space provided is insufficient.

We require:

☐ Exhibitor's Badges
☐ Contractor's Badges

NOTE: 1) Arrangements should be made to collect the badges from the Organiser's Office on-site upon arrival at the fairgrounds during the build-up period.

2) Badges must be worn at all times while on the exhibition floor.

Company: ________________________________ Stand No.: ________________________________
Address: ________________________________
Contact Person: ___________________________ Tel: ___________________________ Fax: ___________________________
Signature and Company Stamp: ___________________________ Date: ___________________________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhprog@pacific.net.sg
FORM NO. 11
EXHIBITION DIRECTORY LISTING
Deadline: 15 March 1997

To be completed by ALL EXHIBITORS.

PLEASE complete all relevant information.
......... refer to the list of products overleaf and tick the relevant boxes.

The following details will be included in the Exhibition Directory without charge.

Details of Exhibitor:

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Person-in charge:</th>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone:</td>
<td>Facsimile:</td>
</tr>
</tbody>
</table>

Are you seeking for agent / joint venture partners?  [ ] Yes  [ ] No

If yes,

________________________________________________________________________
________________________________________________________________________

Please list the products to be exhibited:

1. __________________________________________________________________________
2. __________________________________________________________________________
3. __________________________________________________________________________
4. __________________________________________________________________________
5. __________________________________________________________________________

Company: ___________________________________________ Stand No.: _______________________

Address: __________________________________________

Contact Person: _______________________________ Tel: __________________ Fax: ______________

Signature and Company Stamp: ______________________ Date: ______________________

Send this form to: ZDH Partnership Program
31/31A Bali Lane, Singapore 189867
Tel: (65) 2939391 Fax: (65) 2933286
E-mail: zdhporg@pacific.net.sg
The Organiser has arranged for hotel accommodation at special rates.

PLEASE indicate below your rooming requirements. provide flight schedule details of hotel guests.

<table>
<thead>
<tr>
<th>Appointed Hotels</th>
<th>Type of Room</th>
<th>Rates Per Nite</th>
<th>No. of Room</th>
<th>No. of Nights</th>
<th>Check-In Date</th>
<th>Check-Out Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Equatorial Pte Ltd</td>
<td>Standard</td>
<td>S$120 Nett</td>
<td>single</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golden Landmark Singapore</td>
<td>Standard</td>
<td>S$120 Nett</td>
<td>single</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merecure Hotel</td>
<td>Standard</td>
<td>S$120 Nett</td>
<td>twin</td>
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</tr>
</tbody>
</table>

3 DAYS/2 NIGHTS PACKAGE

| Peninsula Hotel            | Superior     | S$400 Nett      | single      |               |               |               |
| Excesior Hotel             | Superior     | S$420 Nett      | single      |               |               |               |
| Traders Hotel              | Superior     | S$330 Nett      | single      |               |               |               |
| Orchard Hotel              | Superior     | S$340 Nett      | single      |               |               |               |
| The Westin                 | Superior     | S$350 Nett      | single      |               |               |               |
| Stamford                   | Superior     | S$350 Nett      | single      |               |               |               |
| The Pan Pacific Hotel      | Superior     | S$350 Nett      | single      |               |               |               |
| The Westin Plaza           | Superior     | S$380 Nett      | twin        |               |               |               |

Flight Schedule of Hotel Guests:

<table>
<thead>
<tr>
<th>Name of Hotel Guest</th>
<th>Arrival</th>
<th>Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Date</td>
<td>Airline &amp; Flight No.</td>
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</tr>
</tbody>
</table>

NOTE: 1) All rates quoted are nett.

2) All bookings must be accompanied by one night’s deposit to guarantee room bookings. Payment will be made through credit cards indicated overleaf.

...continue overleaf
... Form No. 12 ...

3) The hotel reserves the right to charge a no-show fee equivalent to one night's tariff for all guaranteed room bookings.

4) Complete travel packages are also available. Please contact the Official Travel and Accommodation Agent.

Payment (in Singapore Dollars) to *Hotel Equatorial Pte Ltd/Golden Landmark Singapore Mercure Hotel/Peninsula Hotels/Excelsior Hotel/Traders Hotel/Orchard Hotel/The Westin Stamford/The Pan Pacific Hotel/The Westin Plaza sales office:

Please charge my * VISA / Master Card / Diners / American Express Credit Card for the hotel bookings stated overleaf.

Name (as in credit card):

Address:

Credit Card No.  Card Expiry Date:

Signature (as in credit card):  Date:

* Delete as appropriate

Company:  Stand No.:

Address:  

Contact Person:  Tel:  Fax:

Signature and Company Stamp:  Date:

Send this form to: Transinex Pte Ltd
1 Coleman Street #04-30/31
The Adelphi, Singapore 179803
Tel: (65) 3383735  Fax: (65) 3390541, 3366345