

Nuremberg, Thursday 29 May - Sunday 1 June

Nuremberg, Germany is set to host the world's biggest trade fair for pet supplies from 29 May to 1 June 2014. It will offer your company an ideal platform to present your products to a qualified professional audience and to boost sales, as more than 36,000 visitors from over 110 countries await you, including 96 per cent decision-makers.

Interzoo continues to consolidate its position as the world's largest trade fair for pet supplies. Held every two years in Nuremberg, Germany, it attracts exhibitors and visitors from around the world. At Interzoo 2012 PetQuip took a British group of 52 exhibitors to the show, with a British pavilion in a prime location at the Nuremberg site.

Interzoo is an ideal opportunity to showcase products to the world and is by far the most important overseas exhibition for the British pet care industry with an expanse of over 100,000 square metres of exhibits. Trade buyers visit the show from every continent: 65 per cent of those at Interzoo 2012 came from outside Germany and 95 per cent of the exhibitors made new business contacts at the show.

The range of goods and services to be shown at Interzoo 2014 is vast. It encompasses aquariums and ponds, terrariums and vivariums; products for caged birds, dogs, cats, small animals and rodents; equestrian goods, boutique articles, animals and plants in the home as well as media products, shop and store fittings, packaging and things such as veterinary equipment, information and communication technology and point of sale materials.

Some comments from British group exhibitors at the 2012 edition of Interzoo:

"We were overwhelmed by the number and quality of leads we had" ■ "We met with companies from over 20 territories and had enormous potential for future business" ■ "PetQuip were extremely efficient providing help and assistance whenever we needed it" ■ "The interest in our products was global" ■ "Quality was extremely high" ■ "We were delighted by the response we had" ■ "PetQuip were fantastic and the pre organisation of booth requirements was exemplary as was the attention to detail with the booth set up and on-going assistance throughout the show"

Interest is already extremely high for Interzoo 2014 and we expect that the British group will have a considerable presence, making it one of the most prominent features at the show.

PetQuip is organising the British group presence at Interzoo 2014 and has once again secured a prime location for the British pavilion at the front of hall 9, accessed via the West entrance on direct route from the train station (U-bahn).

We have also been successful in our bid for UK Trade & Investment funding which means that **grants of £1,500** towards the cost of exhibiting are available for eligible companies which exhibit as part of the PetQuip group.

PetQuip will deliver a comprehensive package of organisational support, pre-show promotion of the exhibitor group to international buyers, help and advice before and during the show, plus valuable follow-up sales leads to all exhibitors within the British group.

You need only to focus on the best way to present your company and its products and promote your own presence at the show!



PetQuip exhibitor support and stand package

PetQuip is the accredited trade organisation for this fair and has been appointed by UK Trade & Investment as its delivery partner in the TAP Programme for this and other overseas shows. Our expert exhibition team will, therefore, be providing the PetQuip exhibitor support package to all group participants. The package is specifically designed to simplify the process of exhibiting, help exhibitors prepare for and make the most of the show and for the whole experience to be as smooth and trouble-free as possible. It includes:

- Space in a prime location at the event secured and arranged
- Advice, support and guidance to help you prepare for the fair – including help with logistics and technicalities, promotion, interpreters, exhibition freight forwarding, travel and accommodation options, troubleshooting and advice on how to maximise your presence at Interzoo 2014
- Communications package (mandatory) – provided by the organisers - including printed and online catalogue entry, links from the Interzoo website to your website, inclusion of your new product information within the organiser's electronic new product centre, display of your press information in the press centre, entry of each exhibitor's company name in the online floor plan, advertising material and a free exhibition catalogue for each exhibitor
- Pre, during and post show promotion to international buyers and trade media. The British group presence is actively promoted by PetQuip. *This will also be enhanced by UK Trade & Investment support; details of planned initiatives for Interzoo 2014 will be announced to all exhibitors*
- Attractive, British themed pavilion design and the opportunity to reserve space to suit your needs, subject to a minimum stand size of approximately 8-10sqm *
- Comprehensive stand package as described below
- Full overall management of the group and pavilion by PetQuip, at show exhibitor facilities on the PetQuip information stand and interpreter /s

A charge is applied for the PetQuip exhibitor support package which is mandatory to all British group participants. See Cost Factors.



Typical PetQuip stand package

Designed so that you can just turn up and display your products

Attractive British themed pavilion design, with features dividing stands

Prime location in Hall 9

Floor space

Rear and side walls in Velcro compatible material (ie both Velcro Hook and Loop)

Fascia with company name and stand number

Carpet

Electrical connection and consumption, lighting/spotlights and a power point

Freestanding lockable counter, table and chairs

Daily stand cleaning

* PetQuip reserves blocks of space which are divided up, following the relevant cut-off date, into various sizes according to exhibitors' requirements. Very occasionally there could be difficulties in meeting requirements exactly. Therefore some stands may be slightly larger or smaller than applied for. While PetQuip will at all times endeavor to meet exhibitor requirements we are unable to guarantee that you will receive space, a specific site or size of stand. Exhibitors will only be charged for actual space allocated. Applications are subject to space availability at the time of applying and cannot be accepted if made conditional upon receiving a specific site or set amount of space.

Firms can choose to exhibit in other areas of the show if they prefer and still benefit from our full support.

UKTI grants of £1,500 available!

PetQuip has secured funding for Interzoo 2014 under UK Trade & Investment's Tradeshow Access Programme (TAP) for a limited number of eligible companies ... If you fulfil the criteria below, you could qualify to receive a £1,500 cash grant:

- UK based and registered small to medium sized company
- "New to Export" (*roughly, less than 25% of turnover being export related*) or have been exporting for less than 10 years
- Your expenditure on eligible costs is more than the grant amount of £1,500 and, if costs are not incurred via PetQuip, you can provide sufficient proof of such
- Since 1 April 2009, have not received funding on more than five occasions in non emerging markets

Log on to

www.uktradeinvest.gov.uk

for further information on how UK Trade & Investment can assist you in developing your exports and preparing for the trade fair



What happens next?

When applying to exhibit by following the 'What to do next' instructions at the end of this document, please also read the UK Trade & Investment terms and conditions and submit an application for funding to PetQuip if you believe you could be eligible. Please remember that the number of funded places is limited so apply as quickly as possible! Eligibility checks are then undertaken and eligibility confirmed to you and secured. All costs for the show must be paid in advance and grants are then paid retrospectively, provided terms and conditions of the funding scheme are complied with.

If you would like to know whether you might be eligible, please contact Theresa Swann or Emma Lewis at PetQuip on 01959 565995 or email theresa@petquip.com or emma@petquip.com.

Cost factors

The cost per square metre, for the PetQuip stand package, is £260. In addition, a mandatory charge of £418 is levied by the organisers for its Communications Package. Below are some examples showing a variety of stand sizes. Please also allow for other cost factors such as travel, accommodation, interpreters and getting your goods to the show (see page 4 for further details):

Examples only – please calculate other sizes

	8m ²	10m ²	15m ²	20m ²
Exhibitor support and stand package @ £260	£2,080	£2,600	£3,900	£5,200
Organisers Mandatory Communications Package	£418	£418	£418	£418
Total	£2,498	£3,018	£4,318	£5,618
Less grant, subject to eligibility	(£1,500)	(£1,500)	(£1,500)	(£1,500)
Net cost after grant	£998	£1,518	£2,818	£4,118

	Early bird before 30 September	After 30 September 2013
PetQuip support package fee – members	£415 + VAT	£425 + VAT
PetQuip support package - non members	£595 + VAT	£605 + VAT

Notes

1. Costs are based on an exchange rate of £1 = €1.15. Adjustments will be made if this fluctuates significantly.
2. Local taxes may apply to all factors. If German VAT is charge, this may be re-claimed; details of how to make a claim will be circulated to all exhibitors if appropriate.
3. The PetQuip exhibitor support package fee, applied to all participants in the British group, is due on application and is non-refundable.

Travel, accommodation, interpreters and freight – cost factors

Travel: With travel options being so readily available and inexpensive on the internet, PetQuip is not organising a specific travel package, though we are currently investigating options as it seems Air Berlin is no longer offering its direct flights to Nuremberg from London Stansted. For budgeting, however, we suggest you allow around £150 per person for flights either via Air Berlin or another carrier via Düsseldorf, Frankfurt or Munich.

Nuremberg is accessible via train (DB) from Munich and Frankfurt Airports (train journey approx 2 to 2½ hours).

Accommodation; A realistic budget to allow for accommodation would be between £90 and £250 per night, subject to the hotel rating and location. PetQuip has secured some rooms at a small three star hotel close to the main train station in Nuremberg centre and will be notifying exhibitors of the details. Additional options are being investigated and details will be circulated to exhibitors in due course.

The Nuremberg exhibition centre (Messe) is located to the south of the town of Nuremberg but is easily accessed via underground train (u-bahn) where there are frequent trains that take around 15 minutes. There are hotels near to the exhibition centre itself but most exhibitors stay in the centre of Nuremberg and travel out and back to the Messe each day. In fact much of the exhibition networking takes place in the evening in the centre of Nuremberg!

Interpreters: PetQuip will have an interpreter on the British pavilion, but it is recommended – particularly if you do not have multi-lingual capability amongst your stand personnel – to enlist the assistance of your own interpreter. The cost varies according to experience and language skills from around €190 to €300+ per day. A list of German based interpreters who are likely to have worked with UK exhibitors previously can be provided to exhibitors on request.

Getting your goods to the show: It is entirely optional whom you use to transport your consignment to the show. But PetQuip will again be working with AM & PM for Interzoo 2014 as they have received significant acclaim from past exhibitors and we have worked with them for many years on other shows. AM & PM is a family run specialist exhibition freight forwarder and they have provided services to British exhibitors at Interzoo successfully for many years. Their experience of the anomalies of the Nuremberg Messe can be beneficial, particularly to first-time exhibitors. Based on around 1m³ of freight, a ballpark cost (including storage of empties at the show) from the AM & PM Warehouse to Nuremberg and return is around £400. To obtain a specific quotation for your consignment, please contact AM & PM direct on) 01449 672 671.

What to do next

- | | | |
|----|--|-------|
| 1. | Read the UKTI Terms and Conditions carefully to check that you are eligible for funding! | |
| 2. | Complete the following: Tick the appropriate box as you action: | [√] |
| | PetQuip Exhibitor Application Form | [] |
| | UK Trade & Investment Exhibitor Grant Application Form | [] |
| 3. | Raise a payment for the PetQuip support package fee (see cost factors) | [] |
| 4. | Submit the following to PetQuip by the cut-off date | |
| | PetQuip Exhibitor Application Form | [] |
| | UK Trade & Investment Exhibitor Grant Application | [] |
| | Payment of the PetQuip support package fee | [] |

Your application will be acknowledged and an invoice for the non-refundable PetQuip exhibitor support package fee will be issued. Your application will only be secured once payment of the PetQuip exhibitor support package fee has been received and cleared.

**UKTI TRADESHOW ACCESS PROGRAMME SUPPORT SCHEME
FOR OVERSEAS EXHIBITIONS
TERMS AND CONDITIONS FOR EXHIBITORS
2013-14 and 2014-15**

BACKGROUND

UK Trade & Investment (UKTI) will, at its discretion, provide support for businesses taking part in overseas exhibitions between 1 April 2013 and 31 March 2015. For the purposes of these terms and conditions overseas exhibitions are defined as:

- involving the display of products and services on exhibition stands or areas by businesses and other organisations with the objective of attracting commercial interest in those products and services; and
- taking place outside the United Kingdom and being international in terms of representation i.e. involving exhibitors from more than one country; and
- dealing with trade representatives rather than the public; and
- using stand space or area that is designed for the purpose of an exhibition and not for any additional use not specifically connected to exhibiting.

Alternatively an eligible event can be:

- an overseas commercial conference where the business has paid for the opportunity to promote its goods or services to a trade audience.

The objective of exhibition support is to help, primarily, newly exporting Small & Medium Sized Enterprises (SMEs) to learn how to use exhibitions as a key tool in their trade development plans. The support is intended to work most efficiently as part of a development programme for eligible businesses which Accredited

Trade Organisations (ATOs) and UKTI's regional network can help to facilitate.

A central principle of this, and all UKTI grant, is that it should make something happen that would not happen otherwise. Each eligible business is entitled to exhibit with grant support on a total of twelve occasions which must include at least six participations in the emerging and high growth markets (listed below), the twelve being counted from 1 April 2009.

Brazil	Mexico	Taiwan
China	Qatar	Thailand
Colombia	Russia	Turkey
Egypt	Saudi Arabia	UAE
India	Singapore	Vietnam
Indonesia	South Africa	Hong Kong
Malaysia	South Korea	

ATOs will help those businesses approved for grant to participate effectively in an exhibition and International Trade Teams in UKTI's regional network will also help those businesses, where appropriate. Participating businesses are expected to take up any offers of non-chargeable assistance made in this context.

At many events the relevant ATOs will be expected to provide enhancements for the group presence to make it more effective and will be remunerated for this by UKTI.

If ATOs charge supported participants a service or management fee in connection with their participation, the services to be covered in return for the charge must be fully explained to participants at the time of recruitment. Such ATO charges should relate to costs wholly distinct from their administration of the business's UKTI grant application and from the UKTI funded enhanced services.

It is expected that participants will make full use of the services and advice provided by or via the ATO.

1 Eligibility to apply for grant

1.1 To be eligible for grant participants must meet the following criteria.

- a) A participant must be a UK* based business or organisation that is either actively investigating export opportunities or is already involved in exporting from the UK. If requested, participants must provide UKTI with supporting documents proving that they comply with this requirement. (*Excluding businesses/organisations based in the Isle of Man or the Channel Islands unless UK registered.)
- b) A participant must be an SME as defined below or a UK university or UK Government funded centre of higher or further learning, or a UK Government-funded research organisation.
- c) A participant must be a new exporter as defined below or have exported for no more than 10 years.
- d) Any grant a participant applies for must not result in them breaching the de minimis State Aid limit of €200,000 over any rolling three year period. (These grants are classed as de minimis State Aid by the Commission of the European Communities and all applicants for grant must ensure that they do not exceed the €200,000 limit. EU Regulation 1998/2006 on the application of Articles 87 and 88 of the EC Treaty to De Minimis aid refers.) The only exception to de minimis coverage relates to activities linked to the production, processing and marketing of certain agricultural goods as listed under Annex I of the consolidated version of the Treaty establishing the European Community (consolidated version 1997). TAP grants to relevant businesses covered by Annex 1 must fall within an overall ceiling of support that the European Commission have agreed to cover this specific area. Applicants must take the advice of their local International Trade Team and, if advised to do so, should complete the alternative version of the TAP application form designed to cover businesses in this category.
- e) A participant must not receive any other contributions from public funds towards TAP eligible costs in relation to participation at the event named in Section 1 of the Exhibitor Grant Application Form.
- f) A participant must not have been fully committed to attend the event prior to seeking UKTI grant.
- g) A participant must demonstrate that they:

- are selling products or services originating substantially in the UK; or
- are adding significant value to a product or service of non-UK origin; or
- are enhancing their competitiveness and providing tangible economic benefit to the UK from this trade development activity.

h) Since 1 April 2009 a participant must not have received, been offered or have a pending application for more than eleven grants under these terms and conditions prior to the grant currently being applied for. At least six of the twelve grants must be taken in the high growth and emerging markets listed in the background section above.

i) A participant must take up any non-chargeable offers of assistance made by the ATO or the UKTI regional network that are intended to be complementary to the offer of trade fair support.

1.2 Participants will be ineligible if they do not own the brand they are selling and the brand owner either already exports to the market concerned or withholds permission to export to that market.

1.3 In operating these terms and conditions the following definitions apply.

Definition for Small and Medium Sized Enterprise

- a) Has less than 250 employees.
- b) Has an annual turnover not exceeding € 50m, or an annual balance sheet total not exceeding € 43m.

UKTI reserves the right to review the eligibility of businesses that are distinct and independently operated but are part of or owned by an organisation itself larger than an SME.

Definition for New Exporter

During the past 12 months no more than 10% of turnover resulted from proactive exports (i.e. sales to new overseas customers that have been actively identified by the business) **and** no more than 25% of turnover resulted from a combination of proactive and reactive exports. (Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites).

1.4 The requirement to be a new exporter or to have been an exporter for less than ten years will be waived where the applicant has not attended the previous edition of the event.

1.5 UKTI is committed to making every effort to assist people with disabilities or long term health conditions to undertake business overseas. Applicants should raise any concerns in this respect directly with their ATO. Any such issues should be raised at least three months prior to the event start date.

1.6 Payment of grant is discretionary and shall be the limit of UKTI's liability to the participant for the exhibition named at Section 1 of the Exhibitor Grant Application Form.

2 Requirements for Eligible Participants

2.1 Participants must also comply with all of the following conditions.

a) Participants must correctly complete a TAP Exhibitor Grant Application Form and submit it via the ATO that is organising a group at the relevant event, **no later than eight weeks** before the event start date.

b) Participants must only promote at the event the business, trading and brand names detailed on their application form.

c) Where any non-UK goods or services are to be promoted participants are able to clearly explain the associated economic benefits to the UK, if required. They must also present themselves at the exhibition as a business/organisation involved in exporting from the UK.

d) Participants must ensure that their exhibition stand or space is manned by at least one dedicated representative for the duration of the exhibition. In the case of exhibitions lasting more than seven days, they may leave after spending seven days at the exhibition but only if they have notified the ATO in writing prior to the opening date.

e) If there is only one individual representing both the participant and any other eligible exhibitor(s), then grant can only be claimed in respect of one of the businesses being represented.

f) UKTI will have no responsibility for insuring any risks associated with taking part in the exhibition. UKTI will not be liable for the consequences of any such risks or any costs incurred. Any insurance required by the participant will be the responsibility of the participant.

g) All participants must submit a completed UKTI Exhibitor feedback form (found on the UKTI website www.ukti.gov.uk/tap) prior to any claim for grant being submitted to UKTI. The final deadline for return of completed feedback forms is one month after the closing date of the event.

h) Participants must register for free full UK Business access on UKTI's website prior to submitting their application.

2.2 Applicants should not assume TAP support has been agreed unless the TAP Team have confirmed applicant eligibility with the ATO. UKTI reserves the right to reject any application that it considers for any reason to be unsuitable.

3 Claiming Grant

3.1 The ATO will claim grant on behalf of the participant [at rates which will be pre-agreed between UKTI and the ATO and usually based on the table below.](#)

Category	2012 Grant Levels	Grant Levels from 1 April 2013	Grant Levels from 1 August 2013
Group Exhibition (typically European location)	£1,000	£1,000	£1,500
Group Exhibition (typically Long Haul location)	£1,400	£1,400	£2,000
Group Exhibition (typically High Growth Markets)	£1,800	£1,800	£2,500
Group Exhibition - First time exhibitor at an event in a High Growth Market	Unavailable	£2,500	£3,000
SOLO	£1,000	£1,000	£1,250

The choice of which of these levels of grant will be offered for a particular event will have been agreed between UKTI and the ATO.

In exceptional cases UKTI's TAP Team will have agreed with ATOs that different levels of grant to those above can be offered for an event, with the intention of allowing a greater incentive for new exporters. **Participants must be able to show that they have paid for eligible costs amounting to at least the value of the grant.** If the ATO does not already have this evidence the participant must provide this to the ATO no later than one month following the end of the exhibition.

3.2 Eligible costs can be in any of the following categories.

Exhibition space costs. This is the actual amount paid by the participant, or the ATO on the participant's behalf, to the commercial organiser of the exhibition* for space at the exhibition venue and any other mandatory charges (e.g. registration fees, catalogue entry charges). These charges will normally be no higher than the rates published by the commercial organiser of the exhibition.

Stand costs. This is the actual amount paid by the participant, or the ATO on the participant's behalf, to the commercial organiser of the exhibition, or to any third party supplier(s) for invoiced costs directly related to:

- stand design;
- physical stand costs, including shell scheme (or equivalent);
- labour costs in relation to physical construction of stand;
- heating;
- power supply;
- carpets;
- furniture hire;
- cleaning;
- internet/phone connection and rental (excluding call charges);
- display aids and graphics, but excluding any products/samples unless they are part of the stand construction;
- security;

- freight costs for stand and stand display items;
- excess baggage charges for stand and stand display items;
- car/van hire and other associated travel costs e.g. fuel (If this option is used, the participant must be able to present a justifiable case, including cost benefits)

Conference Costs. This is the amount charged by the conference organiser for attendance or speaking. It can also include the cost of preparing and transporting literature or display items specifically for the conference.

NB. Recoverable local taxes, including VAT, and insurance costs of any kind will not be considered as part of the total of eligible costs.

*The commercial organiser of an exhibition is the organisation responsible for the commercial arrangements for the whole exhibition. An organisation making a block booking at an exhibition for a UK group, or booking space or stand facilities for individual companies, is not the commercial organiser of the event.

3.3 Once the ATO has claimed grant on behalf of participants the ATO will be responsible for distributing grant to participants within three weeks of the ATO's receipt of the participant grant.

3.4 The participant may arrange with the ATO for any amount owed to them, solely related to the exhibition, named at Section 1 of the Exhibitor Grant Application Form, to be deducted from the grant. The ATO is not allowed to pay any part of a participant's grant to a third party and must not have charged the participant for anything other than costs directly related to the business's supported participation at the event.

3.5 UKTI reserves the right to provide the Commission of the European Communities, or any other organisation which needs the information as part of the process of Government, with information about any grants paid to the participant. UKTI also reserves the right to publish these details without seeking any additional approval from the participant.

4 Non Payment of Grant

4.1 UKTI reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if at the time of making the application or at any time prior to the start of the event the participant:

- a) has ceased or ceases trading;
- b) is in or goes into liquidation, administration, receivership, bankruptcy or equivalent procedures in Scotland;
- c) is or becomes the subject of a proposal for a winding up order or any other insolvency procedure including individual voluntary arrangement;
- d) is or becomes indebted to any Government department.

4.2 UKTI also reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if the participant:

- a) fails to comply with any of these Terms & Conditions;
- b) provides false or inaccurate information on the Exhibitor Grant Application Form;
- c) causes embarrassment to Her Majesty's Government, the host nation or other exhibitors in the group, for example by displays of inappropriate or offensive literature, by inappropriate or offensive behaviour, or by the display of products or services of an unacceptably low quality or of an inappropriate or offensive nature. (The final decision on acceptability will rest with UKTI, taking into account the nature of the product, the sensitivities of the host nation and others in the group).

If any of the above circumstances arise, the business may also be excluded from future involvement in this and/or any scheme operated by UKTI.

4.3 UKTI may vary or withhold any or all payments made and / or may require repayment of grant already paid, together with interest from the date of payment, if UKTI is required to do so as a result of a decision by the European Commission or as a result of any obligation arising under Community Law.

With professional advisers across 96 international markets, UK Trade & Investment is the government department that helps UK-based companies succeed in the global economy and assists overseas companies in bringing their high quality investment to the UK.

For further information please visit www.ukti.gov.uk



Interzoo 2014

Zutritt nur für Fachbesucher
Access for trade visitors only



BRITISH GROUP PARTICIPATION
Nuremberg, Thursday 29 May to Sunday 1 June

EXHIBITOR APPLICATION FORM

Early bird cut-off for applications: 30 September 2013

Section 1 – Exhibitor details

Business name

Full address,
including post code

Tel

Fax

E-mail

Web site

Business
VAT No

Company
Reg No

Exports as an approximate % of business turnover

%

Details of any brand names and business/trading names you plan to promote at the fair

Name you plan to display on any fascia

Section 2 – Product range

Please **briefly** describe goods or services you plan to promote at the fair

We will be exhibiting goods **of UK origin** *delete as appropriate*

YES/NO

If any non-UK goods/services are being promoted, please give details of the economic benefits to the UK

Section 3 – Your stand

We wish to reserve the PetQuip exhibitor support and stand package and book a stand of this size in the British pavilion

m²

We wish to reserve the PetQuip exhibitor support and stand package and book a stand of this size in another location (indicate below)

m²

We prefer a space only stand of this size if feasible; please contact us to discuss

m²

Indicate below any preferences in terms of your space (see 4b):

Notes:

Section 4 – Terms & Conditions

- a. **Applications.** Applications are not considered complete unless the appropriate forms and payment have been received.
- b. **Space allocations.** PetQuip reserves blocks of space which are divided up, following the relevant cut-off date, into various sizes according to exhibitors' requirements. Very occasionally there could be difficulties in meeting requirements exactly. Therefore some stands may be slightly larger or smaller than applied for. While PetQuip will at all times endeavor to meet exhibitor requirements we are unable to guarantee that you will receive space, a specific site or size of stand. Exhibitors will only be charged for actual space allocated. Applications are subject to space availability at the time of applying and cannot be accepted if made conditional upon receiving a specific site or set amount of space.
- c. **Liability insurance.** You accept full liability and responsibility for insurance for any risks associated with taking part in this exhibition including unexpected or uncontrollable events eg war, flood, avalanche, terrorist attack etc. PetQuip is not liable for the consequences of any such risks or any costs incurred.
- d. **Cancellation.** Any amendment / cancellation by an exhibitor once it has submitted an application to PetQuip will mean retention by PetQuip of the non-refundable management fee and may result in any or all of the following: i) Liability for any outstanding payments or costs incurred, including cost of stand space and construction. ii) Reclamation of any grant payments made. Any amendment to an application or request to cancel must be made in writing by the exhibitor at the earliest opportunity. All such correspondence will be acknowledged and the outcome notified. If for any reason the trade show is cancelled, any grant/cost adjustments necessary will be considered in light of the circumstances at the time when the cancellation took place.
- e. **Payment terms.** Once you have received an invoice for your stand, payment must be made to PetQuip within 14 days of issue or within the terms stated on the invoice. Failure to comply will result in your stand being jeopardised and you may remain liable for the full cost.
- f. **Grant claims (where appropriate).** In the event that UK Trade & Investment funding is granted, as a single claim is made on behalf of the whole British group to UKTI. You must comply with deadlines for the submission of appropriate documentation. Exhibitors must also submit an exhibitor questionnaire to UK Trade & Investment prior to presenting their claims to PetQuip for grant and within one month of the show or any right to funding will be withdrawn.
- g. **Terms & conditions.** You must acquaint yourself and comply with conditions laid down by the exhibition organisers, with all local technical requirements and safety regulations. By signing this application you are agreeing to all terms and conditions laid down by the organisers, UK Trade & Investment and PetQuip. PetQuip will not be responsible for any claim arising out of failure to comply.
- h. **Accepting these terms & conditions.** By signing this application, you agree to comply with these terms and conditions.

Section 5 – Declaration

On behalf of the business named in section 1, I confirm that the information given on this application is true and accurate. I will comply with the terms and conditions and I accept that if the business named in section 1 is indebted to PetQuip when any grant payment is due, PetQuip will deduct any debt before paying the grant.

Name

Position

Signature

Date

This form must be signed by a director, company secretary or owner if the business.

Please return this form by the cut off date. Your application will be acknowledged and an invoice for the non-refundable PetQuip exhibitor support package fee issued.
Your application is only secured once payment of the fee has been received.

TRADESHOW ACCESS PROGRAMME (TAP) – EXHIBITOR GRANT APPLICATION FORM **2013/14- 14/15** - [ATO Led Group](#)

This form must be completed in full in typeface or block capitals in black ink only and returned immediately to the organisation leading your group. **The application process will be aided if you also send an electronic version of your form to the relevant organisation leading your group. Please read the accompanying Exhibitor Terms and Conditions that outline your obligations under the scheme before you complete this form.**

Section 1 – The Event and the Accredited Trade Organisation (ATO):

ATO name: **PetQuip: The Federation of Garden and Leisure Manufacturers Ltd**

Exhibition Name: **Interzoo 2014**

Sector (Please pick the one that best fits from the list at the end of this form): **Leisure & Tourism**

Country: **Germany** City: **Nuremberg**

Exhibition start date: **29/05/14** End date: **01/06/14**

Section 2 - Eligibility To Apply For A Grant

You are only eligible to apply if you can answer yes to Q.1. or Q2 and yes to Q3a or Q3b.

		YES	NO
1	Does your business comply with the UK Trade & Investment (UKTI) definition of an SME, as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
2	Is your business a UK University or UK publicly funded centre of higher or further learning or UK publicly funded research organisation?	<input type="checkbox"/>	<input type="checkbox"/>
3a	Does your business comply with the UKTI definition of a new exporter as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
3b	If not, can you confirm that you have been exporting for less than 10 years or have not participated in the previous edition of the show you are applying for?	<input type="checkbox"/>	<input type="checkbox"/>

For the use of TAP
staff only
Reg

VAT

Eligible

Yes No

Form complete/
checked OK

Section 3 – Business Details: **YOUR FORM WILL BE REJECTED IF THESE DETAILS ARE NOT COMPLETELY LEGIBLE**

The details given in this section must relate to the UK business participating at the event, **NOT any parent, associate or subsidiary business**

**Business
Name:**

UK Address:

Postcode:

E-Mail:

Website:

Contact Name:

Tel no:

Company Reg No:

Business VAT Reg No: (Only complete if no company reg number recorded at Companies House)

English Region where relevant (e.g. North West)

Not Registered: ☐ (Only tick box, if not registered at Companies House and not registered for VAT purposes)

Section 4 – Previous Business Name Or Address:

If the business name and/or address has changed since you last applied for a UK Trade & Investment TAP grant please give the details below:

Section 5 – Products, Trading And Brand Names:

Please give a brief description of the goods, services and all business names including the main brand or trade names to be displayed or promoted

What business name will you use on your stand?

Section 6 – About Your Business**Required for Statistical Purposes Only****Q1. Size of your business?**

From your last formal accounts:

How many employees do you have (full time equivalents)?

.

What is your turnover?

£. . . .

Q2. Is your business "new to market"?

Your business is defined as "new to market" if it has not exported to the country where this exhibition is taking place within the previous 12 months and normally has no established representation there.

Yes

☐

No

☐**Q3. Is your business "new to event" (irrespective of the market)?**

Your business is defined as "new to event" if it has not previously exhibited at this exhibition.

Yes

☐

No

☐

Section 7: List All "De Minimis" State Aid Received Over Last 3 Years:

The European Commission recognises any type of support given from any public funds to a possible exporter as a State Aid and therefore subject to State Aid restrictions. However, we are allowed to exempt this exhibitor grant under the De Minimis exemption regulation, which allows a business to receive up to a cumulative €200,000 over any rolling three year period.

This section of the form is necessary because any grant giver (in this case UKTI), which employs the De Minimis exemption regulation, is required to ensure that the €200,000 limit will not be breached when they agree an application for grant.

Therefore you will need to record here any public aid you have received over the past three years that may need to be included in your De Minimis threshold. You need not list any aid that has already been specifically exempted in any way other than by the De Minimis regulation or any aid that has been previously "notified" to the Commission.

PLEASE WRITE N/A IF NECESSARY

<u>Funding Body</u>	<u>Purpose</u>	<u>Amount £</u>
<u>Total</u>		

Section 8 – Data Protection Act 1998 – Information regarding the use and processing of personal data is to be found in the Privacy Statement of UK Trade & Investment's website [UKTI Welcome Page](#)

Having seen the website, please tick the following boxes if the person named as contact in section 3 does not wish their details to be used for: marketing purposes by internal providers ☐, passing to external providers for non UKTI purposes ☐, transferring to overseas service providers ☐ or for UKTI's E mail marketing purposes ☐

Section 9 – Declaration by Business Applying for Support:

On behalf of the business named at Section 3 I confirm that the information given on this application form is true and accurate. I have also read and will comply with the **TERMS & CONDITIONS FOR EXHIBITORS**. I recognise that any grant the business named at Section 3 receives in support of its participation at the event named at section 1 is classed as De Minimis State Aid by the Commission of the European Communities. I confirm that this business has not received De Minimis State Aid in total greater than €200,000 over the 3 year period leading up to today's date and including the TAP grant now being applied for. Furthermore, the business will not receive any other contributions from public funds towards any costs which are grant eligible in the context of this application.

Name:

Position:

Signature: _____ Date:

This form must be signed by a Director, Company Secretary or Owner of the Business (or equivalent).

You must register for full UK Business Access on UKTI's website. This is free and provides access to sector-in-market reports and business opportunity alerts sourced from our global network. To register, visit [UKTI Welcome Page](#) and click on "Register a new UK Business Account"

Are you sure you have registered on the UKTI Website? Yes: ☐ No: ☐

UKTI's full range of information, advice and support, including UKTI's Overseas Market Introduction Service (OMIS), can also be accessed through [UKTI Welcome Page](#).

Section 10 – To be completed by the Accredited Trade Organisation (ATO) leading the group of UK participants:

I confirm that the relevant International Trade Adviser (ITA) or equivalent in the Devolved Administrations has notified me in writing that this business appears to meet the criteria for exhibition assistance either for this application or a previous one.

Name: **Theresa Swann** Position in ATO organisation: **Head of Events**

Signature: _____ Date:

Telephone No: **01959 565995** e-mail: **theresa@petquip.com**

Completed forms must be sent [BY](#) the Accredited Trade Organisation (ATO) to: TAP Operations, UK Trade and Investment, Europa Building, 450 Argyle Street, Glasgow G2 8LH.

You can access further help and advice through [Scottish Enterprise](#), [International Business Wales](#) or [Invest Northern Ireland](#). Details of your local UKTI contacts can be found at [UKTI Welcome Page](#).

Industry Sectors

Aerospace (Civil)
Agriculture, Horticulture & Fisheries
Airports
Automotive
Biotechnology & Pharmaceuticals
Business & Consumer Services
Chemicals
Clothing, Footwear & Fashion
Communications
Construction
Creative & Media
Education & Training
Electronics & IT Hardware
Environment
Financial Services
Food & Drink
Giftware, Jewellery & Tableware
Healthcare & Medical
Household Goods, Furniture & Furnishing
Leisure & Tourism
Marine
Mechanical, Electrical & Process Engineering
Metallurgical Process Plant
Metals & Minerals
Mining
Oil & Gas
Ports & Logistics
Power
Railways
Security
Software & Computer Services
Sport & Leisure Infrastructure
Textiles, Interior Textiles & Carpets
Water