

## EXHIBITOR INFORMATION

### About Global Pet Expo and PetQuip

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- Over 800 exhibitors, 2,380 booths
- 5,000 buyers from 50 States and more than 65 countries
- Major distributors, mass market retailers, independents, speciality buyers and e-tailers
- Wide range of pet products from cat and dog accessories though to aquatics and reptiles, small mammals such as rabbits and rodents, birds and equine products
- Exhibit for around £1,000, net of UK Trade & Investment funding!

Global Pet Expo 2012 takes place in the Orange County Convention Centre, Orlando, from Wednesday 29 February to Friday 2 March. Organised by the America Pet Products Association (APPA) and staged in conjunction with PIDA (Pet Industry Distributors Association), Global Pet Expo is the largest North American trade show for the pet care sector and draws international buyers of pet supplies from the USA, Canada and around the world. It attracts the key players within the industry and all who visit are 'qualified attendees' - the large pet shop chains and pet superstores, supermarkets and mass merchandisers, speciality buyers and e-tailers and of course the key distributors and wholesalers, several of whom also exhibit at the show. The whole show has a buzz of business about it. Around a quarter of the attendees are major distributors and retailers from overseas. This sets Global Pet Expo aside from the other main pet shows in the States which cater more for independent retailers, groomers and trainers.

The British exhibitor group has experienced a very positive reception at Global Pet Expo, many exhibitors reporting their participation has forged good relationships and paved the way for very worthwhile sales and furthered a greater understanding of the American market. The show PR is fantastic and supported not only by the trade press. The show has been visited by Good Morning America who, at the 2010 edition, featured a product from one of the British group exhibitors on its nationwide television show. The organisers are extremely supportive of the international pavilion which has only been in existence for the last two years and is widely publicised by them both before and during the event. Business is not only conducted on the show floor, but also during the many networking opportunities organised, most of which are free to attend.

Following the success of the British group at the last two editions of Global Pet Expo, PetQuip is organising a British pavilion area and group participation at the next edition and has once again negotiated a package with the organisers within the international pavilion. As a result, new British pavilion exhibitors do not have to join the APPA in order to exhibit. PetQuip has also secured grants and support for British firms under UK Trade & Investment's Tradeshow Access Programme. **The Scheme allows eligible British exporters participating in the group to obtain grants of £1,800 towards exhibiting costs.**

In addition to running its information booth at the show where we will be promoting PetQuip members and exports from the UK, PetQuip is working closely with the APPA to provide exhibitor packages, advance marketing and PR, help with travel, accommodation, freight forwarding, logistics and market information. **We are pleased to have the opportunity to help you have a smooth and trouble-free show and look forward to working with you to make your participation at Global Pet Expo 2012 a success.**

## British Pavilion & PetQuip at Global Pet Expo

The International Pavilion Exhibitor Package includes:

**The British-branded and themed pavilion area will be part of the organisers international pavilion located in a prime spot within the exhibition hall close to the New Products Showcase, "What's New" and "The Natural Pet" areas.**

### Previous British Group Exhibitor comments:

"Excellent progress in developing business in the Americas"

"Buyers were attracted into the space which was welcoming & busy"

"Made some good contacts"

*British Exhibitors, Global Pet Expo 2011*

### Full PetQuip management

Advice, support and guidance to help you prepare for the fair, including help with logistics and technicalities, promotion, travel and accommodation, exhibition freight forwarding and troubleshooting and advice on how to maximise your presence at Global Pet Expo 2012.

### Advance marketing and PR

Your details promoted to international pet product buyers by PetQuip. Global Pet Expo opportunities include buyer e-mail announcements, company listing in the show directory and map, pavilion page in Show Daily, banner advertisement for the British pavilion on Global Pet Expo website, promotion of the International Pavilion in buyers' bags and more.

### Market information

Exhibitors will receive a valuable, comprehensive overview of the most current data on demographics, purchasing behaviour and product preferences of America's pet product consumers. PetQuip members can access our database records containing named buyers from the leading pet distributors in the USA.

### Hardwall booth package

A 10' x 10' (or 20' x 10') booth with white hard walls, designed so that you can just turn up and display your products. PetQuip will assist with ordering any additional items you might require.

*Each 10' x 10' booth includes ..*

- Booth carpeting
- Three 2.4m x 1m wide white hardwall panels, each with approx 94cm of visible width
- One 1m wide x 1m high white counter with sliding doors, a 1m diameter round table, four padded arm chairs, waste basket, up to five shelves OR up to three wire grid panels
- 500watt electrical service – lights are additional cost
  - Daily booth vacuuming
  - Company identification sign

*PetQuip will assist with ordering any additional items you might require. 20' x 10' booths will receive double the items listed.*



## Cost factors

Based on current exchange rates, costs for the International Pavilion Exhibitor Package are detailed below. For budgeting purposes, examples of costs for travel, accommodation and getting your goods to the show are also briefly outlined below.

	10' x 10'	20' x 10'	Currency	Payable to
Pavilion Package – non APPA member	£2,452	£4,904	US \$	APPA
APPA membership – new Pavilion exhibitor	N/A	N/A	N/A	N/A
APPA membership – returning Pavilion exhibitor	see Membership Dues		US\$	APPA
Less grant, subject to eligibility	(-£1,800)	(-£1,800)		
Net cost after grant for new Pavilion exhibitor	<b>£652</b>	<b>£3,104</b>		
Plus PetQuip management fee – member	£410+VAT	£410+VAT	£	PetQuip
or PetQuip management fee – non member	£590+VAT	£590+VAT	£	PetQuip

### APPA Membership Dues

**Not** required for new British Pavilion exhibitors  
 Returning Pavilion exhibitors: \$1,000 joining fee waived

	Dues	Joining fee
Turnover < \$500,000	\$825	Waived for British Pavilion
Turnover \$500,000 to \$2,000,000	£1,200	
Turnover \$2million to \$5million	\$2,300	Non Pavilion \$1,000
Turnover \$5million to \$10million	\$3,950	
Higher turnover – details on request		

### Notes

1. Costs are currently based on an exchange rate of £1 = US\$1.55. However, they may vary if the exchange rate fluctuates and any necessary adjustments will be made. The cost, charged by the organisers for the International Pavilion Package is \$3,800 per 10' x 10' booth for non APPA members or \$3,300 for new and current APPA members.
2. Sales tax may be applied to appropriate costs.
3. The PetQuip management fee, applied to all participants, is due on application and is non-refundable.

### Other cost factors to budget for:

**Travel and accommodation:** Virgin Atlantic 'package holidays' are one of the most cost effective ways of attending the show. Including economy flights, five nights at a reasonable hotel would cost in the region of **£860** (departing London Gatwick). Competitive rates are available with other travel operators, so shopping around is worthwhile. PetQuip will circulate further options to exhibitors in due course and will identify a hotel and suggest that as many exhibitors as possible use it so that networking opportunities can be maximised.

**Freight:** With shipping costs to the US being high and almost double if you return a shipment after the show, a one-way consignment is advised and products either sold to a perspective customer or donated to charity. Hand carrying is an option, though you would need to be prepared for customs. PetQuip is negotiating a rate that would-be exhibitors can take advantage of to combine hand carrying with sending a small air freight consignment from a UK warehouse direct to the show site (max of around 400 kilos). The cost would be around £280 + drayage/material handling charges imposed by the organisers and will be subject to take-up. Details of this and options for sea freight will be distributed to exhibitors in due course. *Drayage/material handling charges are applied to all consignments submitted to the Global Pet Expo advance warehouse. They are usually around £37 per cwt (minimum charge 1cwt).*

## UKTI grants of £1,800 available!

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**PetQuip has secured funding for Global Pet Expo 2012 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 cash grant of £1,800:

- 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
- You book and pay for a minimum stand of 4sqm – minimum booth at Global Pet Expo is 10ft x 10ft which is roughly 9sqm - or have expenditure on your stand of more than £1,800
- Since 1 April 2009, have not received funding on more than five occasions. If you have received five grants since then, at least one of them needs to be for a market other than the USA to allow one further participation

Log on to

[www.ukti.gov.uk](http://www.ukti.gov.uk)

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

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INVESTMENT

### 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 strictly 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 Emma Lewis or Theresa Swann at PetQuip on 01959 565995 or email [emma@petquip.com](mailto:emma@petquip.com) or [theresa@petquip.com](mailto:theresa@petquip.com).

### What to do next **(Deadline to apply: Friday 21 October, subject to funding availability)**

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If you wish to book and/or apply for the UK Trade & Investment funding, please submit an application without delay to secure participation and the funding. Remember there are only a limited number of funded places available!

1. Read the UKTI Terms and Conditions for Exhibitors
2. Complete and submit the following to PetQuip:
  - a) PetQuip British Group Exhibitor Application
  - b) UKTI Exhibitor Grant Application Form (ignore sections 1, 4, 11 & 12)
  - c) Payment for the PetQuip management fee: Member £410+VAT Non-Member £590+VAT

If you need assistance please do not hesitate to telephone us on 01959 565995. Once your application has been received, your funding application will be checked and submitted via the appropriate channels for approval. This process may take about 3 weeks but please be assured we will notify you as soon as we receive confirmation as to your eligibility.

We will also send you the appropriate APPA forms, having pre-completed as much as possible beforehand. **Thank you for your interest in Global Pet Expo 2012. Please do not hesitate to contact Emma Lewis or Theresa Swann if you have any questions.**

For office use only



## BRITISH GROUP EXHIBITOR APPLICATION

This application should be submitted to PetQuip, along with the UKTI TRADESHOW ACCESS PROGRAMME EXHIBITOR GRANT APPLICATION FORM. Where a company is not eligible for support, this application form only need be submitted.

This form must be completed in full in typeface or block capitals in black ink only. **Before you complete this form,** please read the terms and conditions contained herein that outline your obligations.

### Section 1 - Trade Show information (pre completed by PetQuip)

Exhibition name

**Global Pet Expo 2012, Orlando, Florida**

Exhibition date

**29 February to 2 March**

Country

**USA**

Cut-off date

**Friday 21 October;** subject to availability

### Section 2 – Background

As a UK Trade & Investment 'Accredited Trade Organisation', PetQuip has been appointed by UK Trade & Investment as a "Group Organiser" for the above trade show.

This involves an undertaking to: Manage the UKTI Tradeshow Access Programme on behalf of UK Trade & Investment; demonstrate the ability to apply best practice in all aspects of planning, implementation, organisation, promotion and procedures; and to continue to provide guidance to exhibitors, based on unique experience and understanding of exports and trade show participation.

PetQuip provides its exhibitor support package to all participants within the British group which is fully described in the information issued to exhibitors for the show. A fee for this service is levied as described. All costs and cost factors are defined in the information provided for this show; however exhibitors should note that all costs may be subject exchange rate fluctuation.

### Section 3 – Levels of support for SMEs "New to Export" or have been exporting for less than 10 years

Eligible exhibitors (see sections 1 and 2 of the UKTI TRADESHOW ACCESS PROGRAMME, TERMS AND CONDITIONS FOR EXHIBITORS) participating in the British group will receive the flat rate of grant detailed below, provided they comply with both PetQuip and UK Trade & Investment terms & conditions\*.

Grant for eligible businesses\*

**£1,800**

\* *Subject to availability.*

## Section 4 – Applications

All applications to participate within the British group must be submitted to PetQuip by the cut-off date outlined in section 1 and must be complete, including all necessary application forms and payments. No guarantee can be made that funding or space will be available; applications will be treated on a first-come, first-served basis.

Applications cannot be accepted if made conditional upon receiving a specific site or set amount of space (see 8.b.).

## Section 5 – Exhibitor details

Registered Business Name

**If you have completed section 3 of the UKTI Exhibitor Grant Application Form, ignore the shaded boxes below and then go to section 6.**

Exports as a percentage of your total business turnover

 %

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

Name you wish to display on any fascia

UK address

Town/city

Post code

Tel

Fax

E-mail

Web site

Business VAT No

Company  
Reg No

### Section 6 – Product range

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

We will be exhibiting goods of **UK design and/or manufacture**

YES/NO *delete as appropriate*

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

### Section 7 – Your booth and APPA membership/non membership arrangement

a) We wish to book a 10' x 10' British Pavilion Exhibitor Package

*Tick as appropriate*

We wish to book a 20' x 10' British Pavilion Exhibitor Package

We prefer to be located elsewhere within the show floor – please contact us to discuss it

b) We are non members of APPA and this will be our first time exhibiting; all membership charges waived in this instance

We are non members of APPA and have exhibited once before. We understand and accept the charges outlined in the PetQuip Exhibitor Information for membership and/or joining fee where appropriate

We are already members of the APPA or have exhibited on more than one occasion in the past

Please indicate below any preferences in terms of your space (no guarantee implied, see 8.b.):

### Section 8 – PetQuip Terms & Conditions

- a. **Applications.** Applications will not be considered as complete until the appropriate forms and payment have been received.
- b. **Space allocations.** PetQuip reserves blocks of space in specific halls which are divided up, following the relevant cut-off date, into various sizes according to exhibitors' requirements; the minimum stand size is generally 9sqm. Very occasionally there could be difficulties in meeting requirements exactly therefore some stands may be slightly larger or smaller than applied for. In some circumstances, a ballot for the allocation of space may be necessary. While PetQuip will at all times endeavour 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 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 will not be 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 liability for any outstanding payments or costs incurred, including cost of stand space and construction. 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 of cancellation.
- e. **Payment terms.** After confirmation of acceptance into the British group you will receive 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 might remain liable for the full cost.
- f. **Grant claims.** 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/UKTI questionnaires 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. Space-only/self-build exhibitors must also ensure that their independent arrangements do not detract in any way from the overall presentation of the British group. 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.

## Section 9 – Payment Information

### PetQuip management fees to be paid in sterling by cheque or BACS/CHAPS

#### Bank account details:

Account name: PETQUIP  
 Account no: 00223336  
 Sort code: 30-94-77  
 Bank: Lloyds TSB, Kingston Upon Thames KT1 1RE

## Section 10 – Optional services

Please send me details of the following:

PetQuip research & database information available on the export markets associated with this fair

*Tick if required*

Information and application forms for membership of PetQuip

*Tick if required*

## Section 11 – Declaration

On behalf of the business named at section 5, I confirm that the information given on this application is true and accurate. I have also read and will comply with the PetQuip terms & conditions and the UKTI TRADESHOW ACCESS PROGRAMME TERMS AND CONDITIONS FOR EXHIBITORS provided with the application. Furthermore, I accept that if the business named in section 5 is indebted to PetQuip when a 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 of the business applying.

Please submit, along with other appropriate forms and your fee to PetQuip as soon as possible and by the cut-off date on page 1. Applications must be fully completed and are subject to availability at the time of receipt.



**UKTI TRADESHOW ACCESS PROGRAMME  
SUPPORT SCHEME FOR OVERSEAS EXHIBITIONS  
TERMS AND CONDITIONS FOR EXHIBITORS  
2011-12**

**BACKGROUND**

UK Trade & Investment (UKTI) will, at its discretion, provide support for businesses taking part in overseas exhibitions between 1 April 2011 and 31 March 2012. 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 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 six occasions counted from 1 April 2009.

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 these businesses, where appropriate.

Participating businesses are expected to take up any offers of non-chargeable assistance made in this context.

For a limited number of "key" exhibitions agreed by UKTI and identified on the UKTI web site, the relevant ATOs will be expected to undertake promotional activity on behalf of the group 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 and should relate to costs wholly distinct from their administration of the business's UKTI grant application, for which ATOs will be remunerated by UKTI.

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 a small or medium sized enterprise 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 does 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 69/2001 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 5 grants under these terms and conditions prior to the grant currently being applied for. The total of 6 grants for any applicant must cover exhibitions in at least 2 markets.

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.

c) Is independent, i.e. **not more** than 25 % of its capital or voting rights are owned by one enterprise, or jointly by several enterprises, which fail to meet any of the above points at a and b, although this threshold may be exceeded in the following two cases:

(i) if the business is held by public investment corporations, venture capital companies or institutional investors, provided no control is exercised either individually or jointly over it;

(ii) if the capital is spread in such a way that it is not possible to determine by whom it is held and the business can legitimately declare that 25% or more of it is not owned by one enterprise or jointly by several enterprises falling outside the definition of a SME.

#### Definition for New Exporter

During the past 12 months less 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 10 years will be waived where the applicant has not attended the previous edition of the event.

1.5 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 their local UKTI representative (at the UKTI International Trade Team) or via the ATO that is organising a group at the relevant event (normally this would depend on whoever supplied the form), **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 or International Trade Team 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 Questionnaire to UKTI prior to any claim for grant being submitted to UKTI. The final deadline for return of completed questionnaires is one month after the closing date of the event. The questionnaires for completion can be found on the UKTI web site.

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 generally at a rate of £1,000, £1,400 or £1,800. The choice of which of these levels of grant will be offered for a particular event will have been agreed by the ATO with UKTI at the beginning of the programme year and will reflect the overall TAP funding available for that sector. 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. In order to be included in the claim participants must be able to provide the ATO with evidence that they have paid for a minimum of 4 sq metres of stand space or have paid a minimum equivalent to the amount of grant being claimed on their behalf on eligible costs directly related to their attendance at the event. 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 If requested, participants must provide evidence of their eligible costs directly to UKTI or its representatives within 15 working days of the request. They must, in any case, always provide this evidence to the ATO.

3.3 Direct 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.

3.4 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.

3.5 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.

3.6 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](http://www.ukti.gov.uk)



## TRADESHOW ACCESS PROGRAMME (TAP) – EXHIBITOR GRANT APPLICATION FORM 2011/12 - [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.**

<b>Section 1 – The Event and the Accredited Trade Organisation (ATO):</b>	
State ATO name: <b>PetQuip: The Federation of Garden &amp; Leisure Manufacturers Ltd</b>	
Exhibition Name: <b>Global Pet Expo</b>	
Sector (Please pick the one that best fits from the list at the end of this form): <b>Leisure &amp; Tourism</b>	
Country: <b>USA</b> City: <b>Orlando</b>	Exhibition start: <b>29/02/12</b> Exhibition end: <b>02/03/12</b>

<b>Section 2 - Eligibility To Apply For A Grant</b>			
<b>You are only eligible to apply if you can answer yes to Q.1. or Q2 and yes to Q3a or Q3b.</b>		<b>YES</b>	<b>NO</b>
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
<b>Reg</b>
<hr/>
<b>VAT</b>
<hr/>
<b>Eligible</b>
<b>Yes No</b>
Form complete/ checked OK

<b>Section 3 – Business Details: YOUR FORM WILL BE REJECTED IF THESE DETAILS ARE NOT COMPLETELY LEGIBLE</b>	
The details given in this section must relate to the UK business participating at the event, <b>NOT any parent, associate or subsidiary business</b>	
<b>Business Name:</b>	
<b>UK Address:</b>	
	<b>Postcode:</b>
<b>E-Mail:</b>	<b>Website:</b>
<b>Contact Name:</b>	<b>Tel no:</b>
<b>Company Reg No:</b>	
<b>Business VAT Reg No:</b> (Only complete if no company reg number recorded at Companies House)	
<b>English Region where relevant (e.g. North West)</b>	
<b>Not Registered:</b> <input type="checkbox"/> (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**

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

**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: **Emma Lewis** Position in ATO organisation: **Events Executive**

Signature: \_\_\_\_\_ Date:

Telephone No: **01959 565995** e-mail: **emma@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 [www.ukti.gov.uk/tap](http://www.ukti.gov.uk/tap).

## **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