



ZOOMARK 09
INTERNATIONAL



PETQUIP BRITISH GROUP PARTICIPATION

Zoomark International, Bologna, Italy
Thursday 7 – Sunday 10 May 2009

EXHIBITOR INFORMATION

About Zoomark & PetQuip

Zoomark 2009 is funded under UK Trade & Investment's Tradeshow Access Programme which allows eligible exhibitors to receive £1,000 grants towards the cost of exhibiting. Funded places are limited, so see page 4 for further details.

Established in 1985, the biennial Zoomark International trade fair is held in alternate years to Interzoo. 604 firms from 35 countries around the world exhibited at Zoomark International 2007, which attracted 20,000 trade buyers from 73 markets.

The Italian market for pet supplies is one of the most dynamic in Europe. Retail sales are an estimated €3.8-€4 billion a year, and with supplies for dogs and cats predominating, the market continues to expand at a faster rate than those of France, Germany and the UK. But Zoomark is not exclusively about the Italian market. The close proximity of Bologna to Central and Eastern Europe draws trade fair visitors from those rapidly developing markets for consumer goods (among a host of others), thus providing an added incentive for British suppliers to exhibit at Zoomark International. For a full listing of all products covered and for much greater detail on the show and the visitor profiles, please visit www.zoomark.it.

PetQuip – a division of the Federation of Garden & Leisure Manufacturers Ltd - led the British group presence at Zoomark 2007 and is set to do so again this year. Established in 1961, the Federation has been organising exhibitor groups at major overseas trade fairs for the past 45 years. In 2006 it launched its PetQuip division, specifically to help companies in the pet care sector develop their international trade, and since then has led successful groups at Zoomark 2007 and Interzoo 2008 and has organised a range of initiatives such as Meet the Buyer days to connect pet care buyers with suppliers.

PetQuip has negotiated a comprehensive stand package and secured government grants of £1,000 to help offset the cost of stands at the next edition of Zoomark. Participants in the British pavilion can avail themselves of a ready made exhibition stand at minimum cost, so that their only concern is the best way to display their products.

In addition to running its information stand at the show where we will be promoting PetQuip members and exports from the UK, PetQuip will be providing a complete package of support to exhibitors within the British group. This includes marketing/PR, attractively designed and British-themed stands - designed so that you can just turn up and display your products - help with travel, accommodation, freight forwarding and logistics, interpreters and market information.

PetQuip's expert exhibition team simplifies the whole process of organising your stand participation. We deliver a comprehensive package of organisational support, pre-show promotion to international buyers, expert help and advice at the event, plus valuable follow-up sales leads. We will also advise you on product trends, consumer trends, technical product requirements and regulations in your target markets and on practical export issues.

You save time and money on every aspect of research, planning and implementation.

PetQuip stand package

PetQuip has arranged a comprehensive stand package designed so that you just turn up and display your products on the British Pavilion.

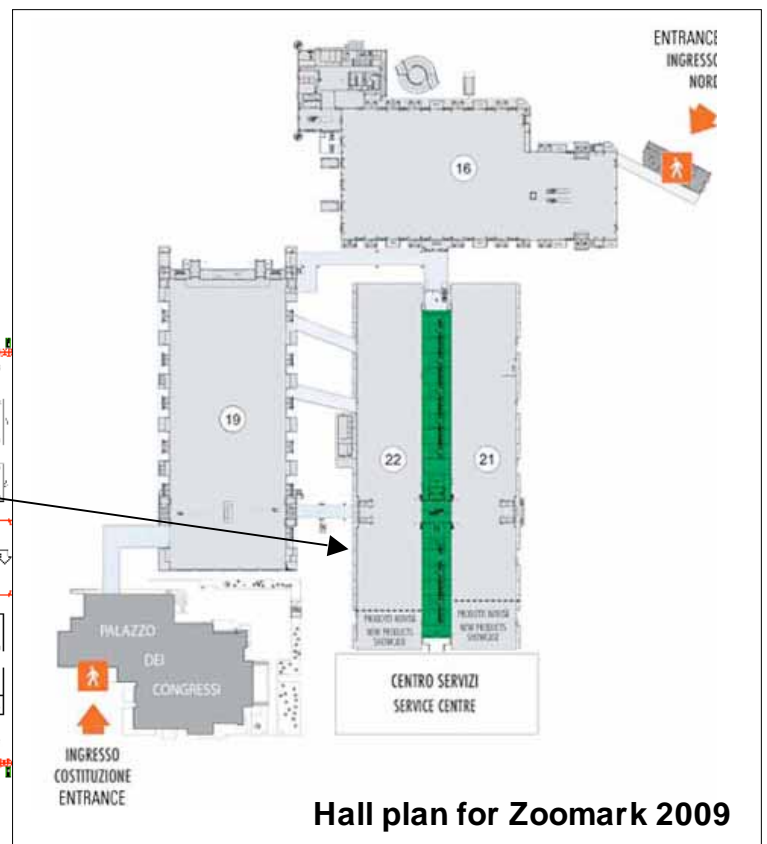
The cost is £220 per square metre

The package includes:

- Attractive British themed pavilion design
- Prime location in Hall 22
- Floor space
- Rear and side walls in Velcro compatible material
- Fascia with company name and stand number
- Backlit company name panels dividing stands
- Carpet
- Electrical connection, lighting/spotlights and a power point
- Freestanding lockable counter
- Round table and chairs



Illustration shows typical stand design; a similar design will be used for Zoomark



Cost factors

Below are some examples of costings for a variety of stand sizes. Please also allow for other cost factors (travel, accommodation and freight forwarding, see below for further details) and for the PetQuip management fee and note that grants are subject to eligibility:

	9m ²	12m ²	18m ²
PetQuip basic stand package @ £220 per square metre	£1,980	£2,640	£3,690
Grant for eligible firms	-£1,000	-£1,000	-£1,000
Total	£980.00	£1,640.00	£2,960

PetQuip management fee – members	£395+VAT
PetQuip management fee – non members	£545+VAT

Notes

1. Costs, currently based on an exchange rate of £1 = €1.24, may vary according to any significant exchange rate fluctuation and necessary adjustments made.
2. The PetQuip management fee, applied to all participants in the British group, is due on application and is non-refundable.

Travel, accommodation and freight options

Travel - With travel options being so readily available and inexpensive on the internet, PetQuip is not organising a specific travel package. Flights direct to Bologna (flight time approximately 2 hours) are available with several airlines and from many airports throughout the UK. Ticket prices will vary according to departure airport; presently British Airways are quoting as little as £82 for return flights from London to Bologna. Our advice is to book early and take advantage of the cheaper flight options available!

Accommodation - A reasonable budget to allow for accommodation would be between £70 and £200 per night, subject to the hotel rating and location. PetQuip has secured some rooms at a 4 star hotel - NH De la Gare - which is situated in central Bologna in front of the train station and close to the city's restaurants. Please note that we have not visited this hotel. However, it has been chosen for its location, with good transport links to the congress centre on its doorstep, and proximity to restaurants. It has also been selected for offering 4 star services at very competitive prices. The rate for a double room for single occupancy is €107 per night (or €117 twin/double for double occupancy) including service, VAT and buffet breakfast. Exhibitors may of course make their own arrangements, but anyone wishing to take advantage of this offer should complete the British Group Accommodation booking form as soon as possible (**deadline Friday 6 February 2009**). A 30% deposit at time of booking is required to hold the room at this advantageous rate, so please complete your credit card details to secure your accommodation and fax back the form at your earliest convenience.

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 €192 to €216 including Italian VAT per day. Details of how to arrange interpreters will be circulated to exhibitors.

Freight - Although it is entirely optional whom you use to transport your consignment to the show, PetQuip will again be working with GBH Exhibiting Forwarding for Zoomark 2009. GBH has successfully provided services to British exhibitors with the Federation for many events and indeed provided freight for the group at Zoomark in 2007 and we received excellent feedback on their service. An approximate return cost (including storage of empties at the show) based on one cubic metre of freight, is estimated at £340. Full details of costs and services can be provided on request. To obtain a specific quotation for your consignment, please contact GBH direct on Tel: +44 (0) 114 269 0641 or email them at info@gbhforwarding.com.

SUGGESTED ITINERARY	
Monday 4 May	PetQuip personnel arrive on site
Tuesday 5 May	Exhibitors to fly out to Bologna
Wednesday 6 May	Dressing your booth
Thursday 7 May	Zoomark International 09.00-18.00
Friday 8 May	Zoomark International 09.00-18.00
Saturday 9 May	Zoomark International 09.00-18.00
Sunday 10 May	Zoomark International 09.00-17.00
Monday 11 May	Exhibitors to return to the UK

UK Trade & Investment funding

You could receive a cash grant of £1,000 to help you target potential customers by exhibiting at Zoomark 2009

PetQuip has obtained funding under UKTI's Tradeshow Access Programme (TAP) which allows eligible small to medium sized companies that are "New to Export"* or have been exporting for less than 10 years to receive cash grants at the rate of £1,000 (subject to a minimum stand of 4sqm or expenditure on stand costs of £1,000).

*Please see pages 2/3 of UKTI Terms and conditions for details on how you may qualify.



The rules for the Scheme have recently changed which could mean your company is now eligible again as all previous history of grants has been wiped clean! All SMEs that fulfil the "New to Export" criteria or have been exporting for less than 10 years will now be eligible for funding on 6 occasions, provided the events at which you receive funding are held in at least two markets.

If you have any questions about the funding and whether or not you could be eligible, feel free to contact Emma Lewis or Theresa Swann at PetQuip.

The Grant Process

1. First of all, read the attached UK Trade & Investment Terms and Conditions for Exhibitors. If you believe you are eligible then you should complete the UK Trade & Investment Exhibitor Grant Application and submit this along with your application to PetQuip for Zoomark
2. Apply to PetQuip to exhibit at Zoomark 2009 by following the "What to do next..." instructions at the end of this document and pay all costs in relation to your participation as required
3. PetQuip will undertake a preliminary check of your eligibility when processing your application
4. Completed UKTI Exhibitor Grant Application Forms are submitted to your regional UK Trade & Investment International Trade Team for initial approval (*unless you have previously been approved for TAP, in which case your application is submitted direct to a central team for approval*)
5. PetQuip receives initial confirmation as to your eligibility from your regional UK Trade & Investment International contact
6. PetQuip submits all initially approved applications to a central UK Trade & Investment team for final approval and notifies you
7. You exhibit at the event
8. Immediately following the fair you complete an exhibitor questionnaire (no grant will be paid if this questionnaire is not completed)
9. PetQuip submits a claim on behalf of the whole group to UK Trade & Investment
10. UK Trade & Investment pays an overall amount to PetQuip for the group
11. PetQuip pays each eligible exhibitor £1,000 (subject to terms and conditions); net of any outstanding amount owed to PetQuip at the time

Log on to

www.uktradeinvest.gov.uk

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

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 British Group Exhibitor Application Form	[<input checked="" type="checkbox"/>]
UK Trade & Investment Exhibitor Grant Application Form	[<input type="checkbox"/>]
3. Raise a payment for the PetQuip management fee

Member £395 + VAT @ 15% = £454.25	[<input type="checkbox"/>]
Non-Members £545 + VAT @ 15% = £626.75	[<input type="checkbox"/>]
4. Submit the following to PetQuip by the cut-off date shown on the PetQuip application

PetQuip British Group Exhibitor Application Form	[<input type="checkbox"/>]
UK Trade & Investment Exhibitor Grant Application (ignore sections 1, 4, 11 and 12)	[<input type="checkbox"/>]
Payment of the PetQuip management fee	[<input type="checkbox"/>]

To reserve your place, please complete the attached reservation form and return it to Emma Lewis at PetQuip, as soon as possible. Your application will be acknowledged and an invoice for the non-refundable PetQuip management fee will be issued. Your application will only be secured once payment of the PetQuip management fee has been received and cleared.

Thank you for your interest in Zoomark 2009.
Please do not hesitate to contact Emma Lewis, Theresa Swann or
Neale Hutchinson on 01959 565995 or email emma@gardenex.com 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

Zoomark International 2009

Exhibition date

Thursday 7 to Sunday 10 May 2009

Country

Bologna, Italy

Cut-off date

Monday 16- February 2009; 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*

£1,000

* *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 stand

a) We wish to book the PetQuip exhibitor support and stand package

Tick if appropriate

b) Stand size required (in square metres)

sqm

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 when the cancellation took place.
- 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: GARDENEX
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 export the 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 this application, along with other appropriate application 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
2009-10**

BACKGROUND

UK Trade & Investment (UKTI) will, at its discretion, provide support for businesses taking part in overseas exhibitions between 1 April 2009 and 31 March 2010. 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. Independent (Solo) participants must not take any more than one of these participations in any one financial year. Previous SESA grants will not be included in this total, which is a lifetime limit and cannot be renewed.

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. However, participants will also have the opportunity to apply for UKTI support to attend any exhibition independently under solo arrangements. This would normally be where there is no ATO led group. Where an ATO is leading a supported group at an event, the solo route can only be taken with the explicit direction of the relevant International Trade Team. In these cases the International Trade Team must confirm on the participant's application form that the solo route has been taken because the ATO was unable, through their own arrangements, to offer a stand space or exhibition area that was reasonably suitable for the participant's stated needs or was unable or unwilling to accept the business into their group under any other arrangements.

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 stand space, stand construction and freight in relation to

participation at the exhibition 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. Additionally, within this total of 6 grants overall, Solo participants must not have received, been offered or have a pending application for any other solo support for an event in the same financial year as the one 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 Exhibitors

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 exhibition 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) Participants accept full responsibility for their own insurance for any risks associated with taking part in the exhibition including unexpected or uncontrollable events e.g. war, flood, avalanche, pandemic, terrorist attack etc. UKTI will not be liable for the consequences of any such risks or any costs incurred.

g) If participants are participating as part of an ATO led group they must complete and 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 exhibition. The questionnaires for completion can be found on the UKTI web site.

2.2 Applicants should not assume TAP support has been agreed unless they have received an “offer letter” from the TAP Team following their application for Solo support or, in the case of ATO led groups, 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 Where participants have taken part in an ATO led group the ATO can claim grant on their behalf 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 exhibition. 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 Where participants have exhibited independently of the ATO led group (the solo route) they can claim at a flat rate of £1,000 using the standard TAP solo claim form provided by the UKTI TAP Team and submitting it via the relevant International Trade Team in time for it to arrive with the TAP Team **no later than two months following the end of the exhibition**. If requested, they must provide UKTI with evidence that they have paid for a minimum of 4 sq metres of stand space or have paid a minimum of £1,000 on eligible costs directly related to their attendance at the exhibition for which they are claiming grant (see Section 3.3). Such evidence must be made available for UKTI or its representatives within 15 working days of its request.

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)

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 Where 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 exhibiting 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.

UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's vibrant economy.

TRADESHOW ACCESS PROGRAMME EXHIBITOR GRANT APPLICATION FORM

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 or, if you are applying for independent ("solo") support, to your local UKTI representative at the relevant International Trade Team (ITT). **The application process will be aided if you also send an electronic version of your form to the relevant organisation leading your group or ITT. 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 (if relevant) the Accredited Trade Organisation	
Is there an ATO led group to this event?: Y/N YES If yes, state ATO name: PETQUIP	
Exhibition Name: Zoomark International 2009	
Sector (Please pick the one that best fits from the list at the end of this form): Leisure & Tourism	
Country: Italy City: Bologna	Exhibition start date: 07/05/09 Exhibition end date: 10/05/09

Section 2 - Eligibility To Apply For A Grant			
You are only eligible to apply if you can answer yes to Q.1. or Q2 <u>and</u> 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 <hr/> VAT <hr/> 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 – Applicant’s Bank Details - for Solo participations only

Bank Name:		Branch:	
Account Name:	N/A		
Sort Code:		Account No:	

Section 5 – Previous Business Name Or Address

If the business name and/or address has changed since you last applied for a UK Trade & Investment TAP (or SESA/TFSS/Outward Mission) grant, please give the details below:

Section 6 – 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 7 – About Your Business**Required for Statistical Purposes****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 8: 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>
Total		

Section 9 – 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 10 – Declaration by Business Applying for Support

On behalf of the business named at Section 2, 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. In respect of the event at Section 1, 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. 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 Portal? 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 11 – Only to be completed where an Accredited Trade Organisation (ATO) is leading a 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. I also confirm that the ITA has agreed that this exhibition seems appropriate in light of what they know about the business's export strategy and that UKTI support is needed to make possible or enhance the business's participation in the event.

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

Signature: _____ Date: _____

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

Section 12 – Only to be completed in the event of Solo participation (i.e. participation outside an ATO led group) being agreed by the International Trade Adviser (ITA) or equivalent in the Devolved Administrations.

Please Note: In the event of "solo" participation being agreed by the ITA where there is an ATO led group going to the relevant event the ITA must explain why the business cannot be reasonably accommodated in the ATO led group.

I confirm that this business appears to meet the criteria for exhibition assistance. I also confirm that this exhibition seems appropriate in light of what I know about the business's export strategy and that UKTI support is needed to make possible or enhance the business's participation in the event.

Reason for not joining the ATO led group (where relevant). The only acceptable explanations will be where the ATO has refused to take the business in the group for any reason e.g. where the business's stated reasonable stand requirements could not be provided through the ATO's arrangements and the ATO was unwilling to accept the business in the group if the business made their own independent stand arrangements.

Name: _____ Region: _____

Signature: _____ Date: _____

Completed forms must be sent BY the Accredited Trade Organisation (ATO) or, in the case of solo applications, the International Trade Adviser (ITA) or equivalent in the Devolved Administrations to: TAP Operations, UK Trade and Investment, Tay House, 300 Bath Street, Glasgow G2 4DX. PLEASE NOTE: FORMS BEING SENT TO TAY HOUSE BY ITAs SHOULD BE ROUTED VIA THE CENTRAL CONTACT POINTS IN THE INTERNATIONAL TRADE TEAMS.

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



ZOOMARK 09
INTERNATIONAL



BRITISH GROUP ACCOMMODATION RESERVATION

PetQuip has reserved a number of rooms at the NH Bologna De La Gare Hotel (see www.nh-hotels.com for further details). The room rate per double for single room occupancy is €107 per night and for twin/double room occupancy €117 per night – these rates include service tax, VAT and breakfast.

If you wish to make a reservation, please complete below and submit your signed form to PetQuip by fax to 01959 565885 before:

DEADLINE: Friday 6 February 2009

Please note that, due to high demand for rooms in Bologna at the time of the fair, after this deadline the hotel will release rooms for resale, therefore we cannot guarantee availability after this date

Business name	<input type="text"/>			
Room	Full names of guests	Arrive date (dd/mm/yy)	Depart date (dd/mm/yy)	Notes/preferences *
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<small>* Single occupancy room, non smoking will be reserved unless preference is noted. Regrettably no guarantees can be made that specific requirements will be met.</small>				
Name	<input type="text"/>			
Job Title	<input type="text"/>			
Direct email	<input type="text"/>			
Signature	<input type="text"/>	Date	<input type="text"/>	
Please provide your credit card information below. These details are necessary for PetQuip to secure the reservation on your behalf. Please note that your card will be charged 30% of your reservation costs. The balance of your room cost will be charged to your card 30 days prior to your arrival.				
Card Type	<input type="text"/>	Expiry Date	<input type="text"/>	
Name of cardholder as displayed on the card	<input type="text"/>			
Card Number	<input type="text"/>			