British Pavilion at PlastEurasia
Istanbul, Turkey 29 Nov- 2 Dec 2012
Exhibitors Handbook
USEFUL CONTACT DETAILS

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UK Trade & Investment
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Venue
Tüyap Fair, Convention and Congress Center
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Web Site www.tuyap.com.tr/en
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Event Overview
Plast Eurasia is one of the largest plastics trade fairs in the world. Last year the fair hosted 1001 companies from 42 countries and attracted 27,000 visitors from 67 countries. The show is growing rapidly and this year there are going to be 10 halls in total. Web site: www.plasteurasia.com

Market Overview
The plastics market in Turkey is growing at a staggering rate. Over the past 5 years the industry has registered an annual average growth rate amounting to 8% in production and imports, 13% in exports and 9% in domestic consumption. The growth in the plastics industry has consistently doubled the average economic growth over this period – with an annual average of 17% across the plastics industry over the last 4 years.

Key benefits to the exhibitors
The UK Pavilion is located in Hall 4, where some of the international pavilions are located.

All aspects of the group participation will be promoted on BPF on-line including detailed information on all companies taking part in the UK Group.

The BPF will be able to offer a large amount of project management support, assisting companies with travel and accommodation arrangements, warning companies of approaching deadlines and ensuring the smooth running of the stand construction.

At the show the British Plastics Federation will provide the group with additional services such as internet and refreshments on the BPF stand. Staff will also be on-hand during the show to offer extra support to companies and offer assistance in communicating with local support networks.

Management Fee:
Group co-ordination - Member £400
Group co-ordination - Non Member £500
The British Group
The standard package price for exhibiting within the BPF organised UK Group is €260 per sqm (excl VAT) – this price includes space and a fully comprehensive stand package including the following...

- Stand construction
- Fascia
- 1 x power point (+ €120 for the usage)
- Carpeting 1 x round table
- 3 chairs
- Spot Lights
- 2 x shelves
- 1 waste basket

Prices can vary with exchange rates, these prices do not include VAT.
The space and construction cost above is based on the stand package price.
If you are an independent exhibitor your costs may differ from those shown above.

All additional items not included in the above package such as compressed air, water, increased power supplies etc must be paid for by the exhibitor. Details of additional display aids and furniture etc available to hire will be forwarded to the UK exhibitors nearer the exhibition date.

UK Trade & Investment Grants
The UK exhibitors matching the UK Trade & Investment requirements may be eligible for the SOLO grant of £1,000 for this exhibition - subject to UKT&I's London region budget availability.
Please contact your local UK T&I Trade Adviser to ask for the grant availability www.ukti.gov.uk or contact Justyna Elliott at the British Plastics Federation for advice.

Insurance
The BPF and UK Trade & Investment do not take any responsibility for exhibitors insurance.
Therefore, each exhibitor is required to arrange his or her own comprehensive insurance.

MARKETING AND PUBLICITY SUPPORT

From BPF Stands
National Pavilions are a focal point for many international visitors at PlasEurasia. The BPF will publish a UK Group Guide giving details of each of the companies in the UK Group. This will be distributed from the BPF stand at the exhibition and by companies exhibiting as part of the British Group. In addition on the BPF stand there will be a display board listing the companies in the UK Group together with their stand numbers. Members of the BPF Team will be at the Exhibition and will redirect any enquiries from potential customers to your stand.

Through The Press
As part of the service we offer to exporters in the UK Group, before and during the exhibition the BPF’s Media Relations team will promote your presence and the presence of the UK Group at PlastEurasia. During the exhibition, our aim is to achieve as much media coverage as possible for the UK Group. At the exhibition the BPF staff will seek to arrange opportunities for UK exhibitors to network with members of the press in India.

Signposting Through BPF Online
As a member of UK Group your company will automatically have an enduring entry on the PLASTEURASIA 2012 microsite on BPF Online (www.bpf.co.uk). This page will be signposted from the BPF home page.

Recommended Hotel
Kaya Ramada Plaza hotel is only 5min walking distance to the exhibition centre, which is a great advantage with beating the heavy traffic in Istanbul.
Ramada Kaya Plaza Hotel
E5 Otoyolu Hadimkoy Sapagi
Tuyap Fair - Exhibition Center Istanbul, Turkey
Phone: 90-212-8662323
E-Mail: res@kayaramada.co
TERMS & CONDITIONS OF PARTICIPATION FOR UK GROUP EXHIBITORS AT PLASTEURASIA 2012

There are three parties involved in the provision of the BPF’s UK Group at PlasEurasia:
- the BPF co-ordinates and manages the UK Group participation at the exhibition in relation to all other parties listed;
- UK Trade & Investment, who administer the exhibitor grant funding for eligible companies;
- Tuyap Fair who are the show organisers

Note: Before completing the Application Form you should read the conditions below. If you have any queries about these UK Trade & Investment Terms & Conditions or the Application Forms, please contact the Events Department, BPF.

1. Companies applying to exhibit as part of the UK Group can either take space within the Pavilion or can make their own arrangements for stand space. All terms and conditions apply to either option.
2. All stands must be in the name of a UK registered company.
3. Exhibitors must pay in full all invoices for stand fees as they fall due.
4. When applying for space and stand construction within the UK Pavilion all companies are required to comply in full with the terms and conditions as laid out by Tuyap, and UK Trade & Investment.
5. If prices associated with space and construction vary by greater than 20% from those outlined in the quote provided with these terms and conditions, the BPF will undertake to seek the agreement of the applicant before enforcing the terms of this contract.
6. Exhibitors withdrawing from the Pavilion after the BPF is committed to payments on the applicant’s behalf will forfeit their stand fees in full unless a replacement company can be found.
7. The BPF will make every effort to find replacement exhibitors, but is not liable, nor can guarantee to do so.
8. Where an exhibitor can be found the BPF management fee or deposit received will be retained to cover the additional administration costs incurred.
9. In submitting this application, the exhibitor shall ensure that it has full insurance cover against accident, injury, loss or damage of any nature including public and product liability. Exhibitors will be liable for third party claims arising from their own stand fittings and for their proportion of the stand construction. The exhibitor shall also comply with any requirements of BPF, the exhibition organiser and any applicable law in this regard.
10. From time to time, the BPF may appoint service companies to offer group freight, travel, accommodation, promotion and other services as may be thought in the interest of the exhibiting companies. Where the BPF makes such appointments, exhibitors are free to make use of the services of such companies at their own risk. Such appointments are made in the interest of reducing individual costs for joint venture participants. Companies are not obliged to use such services.
11. Where an event is postponed or cancelled for reasons beyond the control of the BPF, all reasonable effort will be made to reclaim any fees from the organisers and/or contractors, and to refund such fees, net of any administration charges incurred by the BPF.
12. The BPF reserves the right to raise a surcharge on stand fees, in the event of significant currency fluctuation.
13. The BPF cannot accept responsibility for the performance, actions or negligence of contractors appointed by exhibitors.
14. Force majeure - BPF shall be entitled, without liability on its part and without prejudice to its other rights, to terminate a contract or any unfilled part thereof or, at its option, to suspend or give partial performance under it, if performance by BPF or by its suppliers is prevented, hindered or delayed whether directly or indirectly by reason of any cause whatsoever beyond BPF’s or its suppliers reasonable control, whether such cause existed on the date when the contract was made or not.

In signing these Terms and Conditions, your company agrees to be bound by these and Terms Conditions, those of the Show Organiser and those of UK Trade and Investment if applicable.

Each company must pay the BPF management fee on the due date. The management fee applies to all companies exhibiting within the UK Group whether they are exhibiting on the Pavilion or independently. Companies exhibiting as part of the UK Group but with no UK Trade & Investment support are also obliged to pay the management fee. The management fee is non-refundable. The management fees are as follows…

| PlastEurasia Group co-ordination | - Member | £400 |
| PlastEurasia Group co-ordination | - Non Member | £500 |

PLEASE FAX to 02074575045, or EMAIL afredericks@bpf.co.uk

Total Space required
(at approx €260 per sqm) *
* (consists of raw space cost + stand construction)

| British Pavilion Management Fee | £400 (BPF Member) | £100 |
| British Pavilion Stand Enhancement | £500 (Non-BPF Member) |

(Cost of ‘British Group’ signage above your stand – adding to the image of a cohesive British Group)

TOTAL COST: __________________________

Company Name ________________________________

Address ____________________________________

Phone number ________________________________

Your Name ________________________________

E-mail ______________________________________

Signature __________________________________

Date ________________________________________