
Official USA Pavilion

DECEMBER 12-14, 2017 | ABU DHABI NATIONAL EXHIBITION CENTRE | ABU DHABI, UAE

The Business Class Event for the Middle East Food Industry

OFFICIAL USA PAVILION ORGANIZED BY

Imex Management, Inc.
Charlotte, NC USA
www.ImexManagement.com

USDA ENDORSED



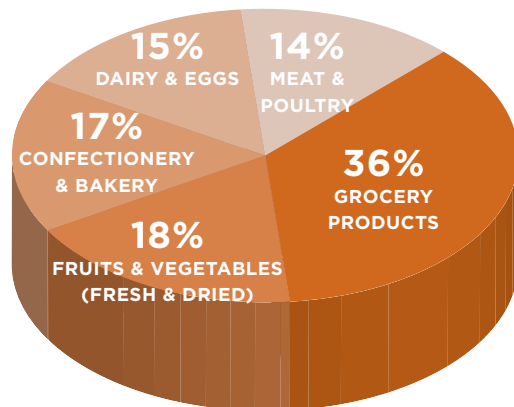
Officially Endorsed by the U.S. Department
of Agriculture, Washington, DC

A Must-Attend Event for Exporting to the Middle East, North Africa & India

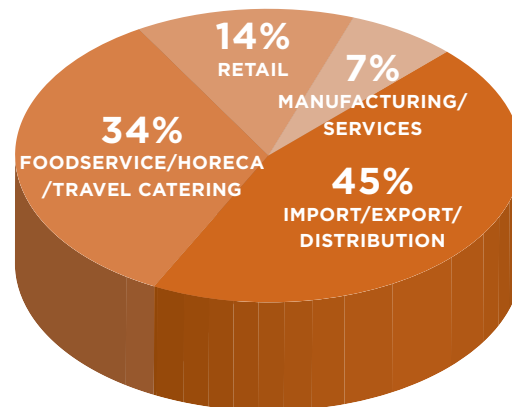
Opportunities Abound for U.S. Food Exporters

- Unique “Hosted Buyer Programme” and Introduction Suite features over 500 VIP Buyers from 36 countries, and resulted in over 9,000 one-on-one meetings with exhibitors in 2016
- With a special focus on Onboard Catering, SIAL Middle East is attended annually by buyers from major airlines including Emirates, Etihad, Qantas, Qatar, Malaysia, British Airways and more
- U.S. exports of consumer food products to the GCC-6 (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE) totaled over US\$1.8 billion in 2015

Top 5 Product Interests



16,500+ Professional Visitors



2016 Edition

— **16,562** visitors
from 95 countries

— **952** exhibitors
from 47 countries

More Info Here

The Official USA Pavilion offers prestige and visibility!

Exclusive Services & Amenities

As an exhibitor in the USA Pavilion, you will enjoy these exclusive services & amenities:



A highly desirable **central location** on the show floor.



A fully-assisted, exhibitor-friendly process from registration through show dates from Imex Management staff in the **U.S. and on-site in Abu Dhabi**.



The prestige and visibility of the USA group stand, a **focal point for visitors** and trade press.



Individual listing in and complimentary copies of the **official show catalogue** and **USA Pavilion directory**.



Individual partitioned exhibit space that showcases each exhibiting company's identity.



Free **exhibitor badges** and **visitor invitations**.



Marketing support services from the Office of Agricultural Affairs in Dubai including local promotion to importers, on-site market briefing and on-going market assistance during the show.



Assistance with shipping, hotel arrangements, etc.

Booth Package Fees



Each fully-furnished 9 SQM booth includes all exclusive services and amenities plus:

- Back and side hard walls
- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- 1 table & 2 chairs
- Lighting
- Outlet
- Wastebasket
- Daily booth cleaning

9 SQM BOOTH

\$5,795

EARLY REGISTRATION
Through June 10, 2017

\$6,495

LATE REGISTRATION
After June 10, 2017

CORNER PREMIUM

\$600

PER CORNER

CO-EXHIBITOR

\$500

PER CO-EXHIBITOR

To reserve space or for more information, contact us:

Imex Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704.365.0041 | 704.365.8426 fax
www.ImexManagement.com

Jackie Edd
JackieE@ImexManagement.com

Eric Halsten
EricH@ImexManagement.com

Reserve Your Space Today!

Seize The Opportunity For Additional Assistance Through The State Regional Trade Groups

Generic Program

U.S. exhibitors in the USA Pavilion may also benefit from additional marketing and logistical assistance through the Generic Program. The list of services offered is customized for each show and by each SRTG but may include: pre-show product research; translation of sales materials; furnished booth space and signage; interpreters assistance; shipping assistance; pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition. Not all SRTGs offer all these specific services. Please contact us or your particular SRTG to determine what programs and services are available to your company.

Cost Sharing Program

Your company may be eligible to receive 50% reimbursement on marketing expenses through the USDA-funded Cost Sharing Program. This financial support helps offset the costs of exhibiting at international trade shows including: international travel, booth fees and displays, freight costs to shows, plus help with packaging changes to meet market specifications for your new sales and distribution.

Booth Application & Contract Form for USA Pavilion

SIAL MIDDLE EAST 2017 | DECEMBER 12-14, 2017 | ABU DHABI NATIONAL EXHIBITION CENTRE | ABU DHABI, UAE

4 STEPS TO APPLY

- 1 Complete and sign** the Booth Application & Contract Form
- 2 Read Terms & Conditions** on the reverse side and initial
- 3 Make deposit** check payable to Imex Management, Inc.
- 4 Submit Booth Application & Contract Form** with payment 50% deposit due with Application 50% balance due August 5, 2017

Send to:

Imex Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704.365.0041 | 704.365.8426 fax
www.ImexManagement.com

Jackie Edd

JackieE@ImexManagement.com

Eric Halsten

EricH@ImexManagement.com

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USA Pavilion at SIAL Middle East 2017, in Abu Dhabi organized by Imex Management, Inc. hereinafter referred to as "Management".

COMPANY NAME _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Website _____

CONTACT FOR EXHIBIT PLANNING _____ Email _____

TYPE OF PRODUCTS TO BE EXHIBITED _____

WE CONFIRM A MAJORITY OF PRODUCTS (GREATER THAN 51% SKU COUNT) ARE OF U.S. ORIGIN

EXHIBIT SPACE REQUESTED All booths include the services and amenities specified in the SIAL Middle East 2017 USA Pavilion Exhibitor Brochure. Prices are inclusive of all taxes and fees.

EARLY REGISTRATION (THROUGH JUNE 10, 2017)

A total of _____ 9 sqm booth(s) @ **US \$5,795 = US \$** _____

CORNER PREMIUM

A total of _____ corners @ **US \$600 = US \$** _____

STANDARD REGISTRATION (AFTER JUNE 10, 2017)

A total of _____ 9 sqm booth(s) @ **US \$6,495 = US \$** _____

CO-EXHIBITOR FEE

A total of _____ co-exhibitor @ **US \$500 = US \$** _____

TOTAL COST = US \$ _____

DEPOSIT DUE WITH APPLICATION 50% OF TOTAL = US \$ _____

PAYMENT TERMS: 50% DEPOSIT DUE WITH APPLICATION; 50% BALANCE DUE AUGUST 5, 2017.

We the undersigned exhibiting company, hereby apply and agree to comply by the Terms & Conditions printed on the reverse side of this application. Enclosed is our check for US \$ _____, covering the exhibit space as indicated above. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.

Signature _____ Title _____ Type or Print Name _____ Date _____

Terms & Conditions for USA Pavilion

SIAL MIDDLE EAST 2017 | DECEMBER 12-14, 2017 | ABU DHABI NATIONAL EXHIBITION CENTRE | ABU DHABI, UAE

Upon acceptance of your completed Booth Application & Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Imex Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions. *Please keep a copy for your records.*

1. THE FOLLOWING CONDITIONS as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application and Contract Form" as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.

2. IMEX MANAGEMENT, INC., hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the USA Pavilion at **SIAL Middle East 2017** Exhibitor Brochure, on the condition that the requisite number of Exhibitors apply.

3. NOTICE ON PRODUCT ORIGIN [All companies exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of U.S. agricultural or U.S. food products. An agricultural or food product shall be considered to be U.S. origin if it is comprised of at least 50 percent by weight, exclusive of added water, of agricultural commodities grown or raised in the United States. If booth displays are determined not to comply with this requirement, exhibitor may be asked to alter its display or to leave the USA Pavilion.](#)

4. SPACE ASSIGNMENTS Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.

5. EXHIBITOR AGREES to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.

6. SHARING OF BOOTH Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth. An additional \$500 booth sharing fee will be charged per booth to cover administrative charges.

7. LIABILITY The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others.

The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and

hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

8. PAYMENT SCHEDULE The payment schedule is as follows: 50% deposit with submission of Booth Application and Contract Form, 50% balance due by date specified overleaf on Booth Application and Contract Form. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.

9. CANCELLATIONS In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Booth Application and Contract Form on the following scale:

- "Cancellation 271 days or more before the show: 25% of cost"
- "Cancellation between 270 and 121 days before the show: 50% of cost"
- "Cancellation 120 days or less before the show: full cost"

This scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation,

the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.

10. FORCE MAJEURE In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

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INITIALS: _____