



# COME EXPORT WITH US!

VIV MEA 2018  
February 5-7, 2018

ABU DHABI NATIONAL EXHIBITION CENTER (ADNEC)  
ABU DHABI, UAE



## VIV MEA 2018



The first edition was a smashing success. Join us for round two!

### Products

The first edition of VIV MEA in 2016 exceeded the estimated amount of visitors by over 150%, proving strong interest among top animal farming professionals in this region of the world. Now, continuing on this success, VIV MEA 2018 is sure to attract even greater international markets as it takes its place as THE hub for international exports to the Middle East and Africa in the feed-to-food for the poultry (meat and egg production), aquaculture, and dairy industries.

Experts predict that the population of affluent GCC countries will exceed 50 million within 15 years, a 20% increase from 2010. Animal protein production and processing industries in the Middle East and Africa are moving fast to satisfy the rising demand for meat.

#### VIV MEA 2016

- 6,243 visitors
- 80% of visitors come from 109 countries outside the UAE
- Over 50% of visitors comprised of general managers and CEOs

**2016 POST SHOW REPORT**  
> CLICK TO VIEW

### Equipment

### Technology

### Know-how

#### FEED AND GRAIN

- Domestic grain production is scarce, making UAE a major food importer
- Food consumption in the UAE has been growing at a rate of 12% per year
- Wheat imports are expected to increase by 3 percent

#### ATTENDEE PROFILE

Feed mills, producers of poultry meat and eggs, fish farms, slaughtering and processing companies, veterinarians, large-scale integrators, etc.

### Innovation

#### FULL PACKAGE OF BENEFITS

- Quality Conference Program
- Discounted Hotel Arrangements
- Pre-show Announcements and Logistical Assistance

**GRAIN AND FEED OUTLOOK**  
> CLICK TO VIEW

**USA PAVILION APPLICATION**  
> CLICK TO REGISTER



# Let Imex help grow your export sales in the USA Pavilion at VIV MEA 2018

## Exclusive Services & Amenities Available Only To USA Pavilion Exhibitors

### High Visibility

Small and medium-sized exhibitors can easily get lost in the crowd at a large global show. The Pavilion is an opportunity for you to stand out. The prestige of the USA group stand is a focal point for visitors and trade press.

### Logistical Assistance

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

### Exclusive Services

You will have individual entry into the official show catalogue, online ExpoMatch catalogue, USA Pavilion directory, free exhibitor badges, assistance with shipping, hotel arrangements, etc.

### Prime Location

The USA Pavilion occupies a highly desirable central location on the floorplan.

### Customized Look

The Pavilion booths have a modern design that may be customized to meet your specific needs at an additional cost. Add company graphics, a multitude of furniture upgrades, audio/visual equipment, high-speed internet, etc

### Support from the USDA

The Office of Agricultural Affairs will provide pre-show and post-show market assistance, a pre-show market briefing, and will be present on-site to assist exhibitors.

## Official USA Pavilion Booth Features

Your complete turnkey booth will include all of the features you need for an effective participation:

- All-inclusive stand-fitting service
  - Attractive booth design
  - High quality wall-to-wall carpeting and lighting
  - Fascia with company name and booth number
  - 1 table, 2 chairs, 1 lockable demonstration counter
  - 1 electrical outlet
  - Daily cleaning service and wastebasket
- (Additional furnishings sold separately)



Booth design subject to change

## Booth Package Options

### MANDATORY REGISTRATION FEE

Includes entry in online Expo Match catalogue and access to Client Portal

### EARLY REGISTRATION THROUGH SEPTEMBER 1, 2017

\$325 Registration fee (per exhibitor)  
\$5,995 / 12 SQM booth  
\$475 / each additional SQM  
\$600 / Corner  
\$355 / SQM Raw space (36 sqm min)

### STANDARD REGISTRATION

\$325 Registration fee (per exhibitor)  
\$6,595 / 12 SQM booth  
\$525 / each additional SQM  
\$660 / Corner  
\$390 / SQM Raw space (36 sqm min)

### EARLY REGISTRATION DEADLINE SEPTEMBER 1, 2017

#### USA PAVILION APPLICATION

> CLICK TO REGISTER

## To reserve space contact:

**Mikala Smith**  
MikalaS@ImexManagement.com

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

**Exclusive VIV/ILDEX Representatives in the U.S.**

#### UPCOMING VIV & ILDEX SHOWS

> CLICK FOR CALENDAR

# Booth Application & Contract Form for the USA Pavilion VIV MEA 2018 | February 5-7, 2018

## 5 Steps To Apply

- 1 Read Terms & Conditions on the reverse and initial
- 2 Select three booth sites. Booth locations are assigned on a first-come, first-served basis
- 3 50% DEPOSIT DUE WITH APPLICATION  
50% BALANCE DUE OCTOBER 13, 2017
- 4 Make wire transfer to the following account:  
**BANK:** Bank of America NA  
CHARLOTTE, NC - USA  
**SWIFT CODE:** BOFAUS3N  
**ABA ROUTING NUMBER:** 026 009 593  
**ACCOUNT NUMBER:** 0023 7143 6466  
**ACCOUNT NAME:** Imex Management, Inc.  
  
**TRANSFER FEES:** Outgoing wire bank fees to be borne by remitter (use charge code: "OUR")  
  
Please fax a copy of the bank receipt to our accounts receivable department at +1 704.365.8426.
- 5 Submit Booth Application & Contract Form and wire transfer confirmation to:

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

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USA Pavilion at VIV MEA 2018 in Abu Dhabi, UAE organized by Imex Management, Inc. hereinafter referred to as "Management".

COMPANY NAME \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

PERSON RESPONSIBLE FOR EXHIBIT PLANNING \_\_\_\_\_ Email \_\_\_\_\_

EXHIBIT SPACE REQUESTED  
All booths include the services & amenities specified in the USA Pavilion Exhibitor Brochure for VIV MEA 2018.

REGISTRATION FEE @ \$325 = \$ \_\_\_\_\_

EARLY REGISTRATION (THROUGH SEPTEMBER 1, 2017)

12 Square Meter In-line Booth: a total of \_\_\_\_\_ 12 SQM booth(s) @ \$5,995 = \$ \_\_\_\_\_

Each Additional Square Meter: a total of \_\_\_\_\_ SQM @ \$475 = \$ \_\_\_\_\_

Premium Charge Per Corner: \_\_\_\_\_ corner(s) @ \$600 = \$ \_\_\_\_\_

raw space (36 SQM minimum) \_\_\_\_\_ SQM @ \$355/SQM = \$ \_\_\_\_\_

STANDARD REGISTRATION (AFTER SEPTEMBER 1, 2017)

12 Square Meter In-line Booth: a total of \_\_\_\_\_ 12 SQM booth(s) @ \$6,595 = \$ \_\_\_\_\_

Each Additional Square Meter: a total of \_\_\_\_\_ SQM @ \$525 = \$ \_\_\_\_\_

Premium Charge Per Corner: \_\_\_\_\_ corner(s) @ \$660 = \$ \_\_\_\_\_

raw space (36 SQM minimum) \_\_\_\_\_ SQM @ \$390/SQM = \$ \_\_\_\_\_

TOTAL = \$ \_\_\_\_\_

PREFERRED LOCATION(S) (SUBJECT TO AVAILABILITY) 1 BOOTH # \_\_\_\_\_ 2 BOOTH # \_\_\_\_\_ 3 BOOTH # \_\_\_\_\_

PAYMENT TERMS: 50% DEPOSIT DUE WITH APPLICATION; 50% BALANCE DUE OCTOBER 13, 2017.

ENCLOSED IS OUR DEPOSIT CHECK FOR US\$ \_\_\_\_\_, COVERING THE EXHIBIT SPACE AS INDICATED ABOVE.

We, the undersigned exhibiting company, hereby apply and agree to comply by the Terms and Conditions printed on the reverse side of this application. 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 \_\_\_\_\_

**CLICK HERE TO SUBMIT BOOTH APPLICATION & CONTRACT**  
Make sure to send 50% Deposit with Application to Imex Management, Inc. to secure your space.

# Terms & Conditions for USA Pavilion at VIV MEA 2018

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, under-takes within the framework of the offer submitted to carry out the project described in the USA Pavilion at VIV MEA 2018 brochure on the condition that the requisite number of Exhibitors apply.

**3. 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

**4. 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.

**5. 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.

**6. 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.

**7. 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.

**8. 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.

INITIALS: \_\_\_\_\_

## Booth Package Fees

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