

PE EXPRESS FIRST CHOICE KIDS & BABY EXPO – 3 DAY EXHIBITOR CONTRACT
5 - 7 OCT 2018 AT BOARDWALK EXHIBITION CENTRE, SUMMERSTRAND, PORT ELIZABETH
FRIDAY & SATURDAY 09h00 – 18h00 / SUNDAY: 09h00 - 17h00

EXHIBITOR INFORMATION –

INCLUSIVE STAND PACKAGE:

- Aluminium Exhibition Stands with rigid frame and PVC coated white plywood panels. Height of side panels (inside aluminium frame) – 2393mm; width of individual panels – 963mm, entrance top fascia - height 313mm.
- Florescent Lighting
- 1 x 15 Amp plug point
- Fascia with company name
- Exhibitor Directory Listing in PE EXPRESS FIRST CHOICE KIDS & BABY EXPO A4 Advertising Shopper which will be inserted in PE EXPRESS, UD NEWS & DIE BURGER on 3 October, 4 October and 5 October, 2018, respectively.
- Carpeting of stand floor, aisles will also be carpeted.
- Each stand will be provided with one table (180cm x 44cm) and two chairs.

HOW TO SELECT YOUR STAND:

- Refer to the stand layout, to select the stand you require. Please note that stand prices vary according to the size of the stand.

EXHIBITION STAND/PRICE LIST: (All rates exclude vat)

SIZE	AREA	Stand fee includes Exhibitor Directory Listing in A4 Expo Shopper inserted in PE Express, UD News and Die Burger
3m x 1m	Table in 3m Display	R2 500
3m x 1m	3m	R3 650
3m x 2m	6m	R 4 700
3m x 3m	9m	R 5 880
Mobile Cafe Stand	9m	R 3 000

****No more than two companies are permitted to share a stand space, this includes marketing material.**

****Café stands must sell sweet or savoury food or beverages to the public.**

EXHIBITOR REGISTRATION MEETING: All exhibitors **must** attend the exhibitors' meeting which will be held at the **Boardwalk ICC at 18h00 on Monday, September 17.**

Full Exhibitor Registration Packs will be handed out, including exhibitor tags (2 – 4 per stand), parking discs and promotional posters and vehicle decals for exhibitor display.

Additional exhibitor tags will be invoiced to exhibitors (at entry fee), please state in writing should you require more exhibitor tags. A sample of the stand shell scheme will be on display at this meeting.

Additional lighting or electrical requirements must be confirmed in writing with Harwood Promotions for the exhibitors' own expense.

Any special arrangements regarding the design of the shell scheme, ie, side walls open or closed, if in a corner position, must be confirmed in writing with Harwood Promotions. Changes to the build-plan, after construction has started, will be charged at R250 per change.

PAYMENT: Stands are only confirmed once 25% deposit has been received with stand booking. All Exhibitors are required to pay the remaining 75% of stand fees, by the latest **Friday, September 14, 2018**.

Should two exhibitors share a stand both parties must sign individual contracts, they will receive 50% separate invoices and be required to make separate payments.

Electronic payments to be made to:

Harwood PR & Promotions

Bank: Standard Bank Cheque Account

Branch Code: 050017

Account No: 080 411 126

Please use your **stand number and/or Company Name as a reference** and email the payment confirmation to harwoodpr@worldonline.co.za

Exhibitors will be responsible for their own tablecloths and any other working facilities which **must be accommodated within the space allocated**.

Should the exhibitor be draping the front fascia of their stand, please notify the organiser as they will then not require a name for their fascia. Exhibitors are liable for their own draping service provider to use only fire-retardant fabric as per venue regulations. The Exhibitors' signature on this contract signifies the acceptance of this venue ruling. All involved draping service providers to provide the venue with a Certificate of Compliance in this regard.

VISITOR ADVERTISING: All Exhibitors will receive a listing in the Exhibitor Directory inside the Kids & Baby Expo A4 Expo Shopper **as part of their stand package**.

- PE EXpress First Choice Kids & Baby Expo A4 Expo Shopper will be published in PE Express, UD News, and Die Burger on Wednesday, Thursday, Friday, 3, 4, 5 October, reaching over **200 000** readers in Port Elizabeth, Uitenhage/Dispatch, Jeffreys Bay, Humansdorp and St Francis Bay/Cape St Francis.
- Ensure that your contact details for the Directory are completed on the Application form before **Friday, September 7, 2018** latest.

EDITORIAL: Please email full details of Expo-only competitions, discounts and special offers planned to take place at your stand, **as soon as possible**, for extra exposure on our popular **facebook page** and in the PE EXpress build-up prior to PE EXpress First Choice Kids & Baby Expo, or/ as well as, in the A4 Expo Shopper we will devote a page to Expo specials our visitors can expect.

PRIZE SPONSORSHIP: We will be marketing our popular Family Competition as our major visitor attraction via print and radio media, contact us if you are interested in sponsoring a prize for additional branding exposure.