



**10% off**

when you book  
and pay before  
31 March 2016

# EXHIBIT SPACE BOOKING FORM & CONTRACT

**MEMBERSHIP STATUS:** ESA Member

Yes  No

ESA membership must be fully paid up at both the date of booking and of the event, or prices will automatically revert to non-member rate.

**NOT AN ESA MEMBER?**

Enjoy the reduced exhibitor rate and **save around 20%**, in addition to many other membership benefits, by becoming an ESA member today. Qualified companies can become Associate members for just €1,100 per year. For more information contact the ESA Secretariat on Tel: +44(0)20 7420 7220 / Fax: +44(0)20 7420 7221 / Email: esa@esasnacks.eu

## Exhibit Rates Popular sizes; other sizes pro rata

Stand Size	Stand Area	ESA Member Rate	Non-Member Rate
3m x 3m	9m <sup>2</sup>	€2,385	€3,015
4m x 3m	12m <sup>2</sup>	€3,180	€4,020
4m x 4m	16m <sup>2</sup>	€4,240	€5,360
6m x 3m	18m <sup>2</sup>	€4,770	€6,030
5m x 4m	20m <sup>2</sup>	€5,300	€6,700
5m x 5m	25m <sup>2</sup>	€6,625	€8,375
6m x 5m	30m <sup>2</sup>	€7,950	€10,050

**Note:** An extra aisle charge will be added to the above rates: all end of aisle sites + €200, peninsula sites + €400, island sites + €600.

## STEP 1: YOUR COMPANY

Exhibiting Company Name:

Contact Name:

Mailing Address (No PO Boxes):

City:

County / State / Prov:

Post / Zip Code:

Country:

Tel:

Fax:

Email of Expo Contact:

**Are you exhibiting:**  Machinery  Snack Products  Literature  Other

VAT Number (EU companies only):

## STEP 2: YOUR EXHIBIT STAND

**ESA Members:** €265 / sq metre  **Non-Members:** €335 / sq metre

Extra aisle charges may apply depending on location – see above.

We hereby apply for the following exhibit stand. Every effort will be made to provide your first choice, but as stands are offered on a first-come, first-served basis, this cannot be guaranteed.

**1st choice** Stand No.  metres  x  cost  €

**2nd choice** Stand No.  metres  x  cost  €

We prefer not to be close to the following companies:

**Note:** The floorplan is for guidance only. Stand positions are not guaranteed and are subject to Fire Authority approval / discretionary change by the organisers. Whilst every effort will be made to accommodate requests by exhibitors not to be located close or next to competitors, final assignments and floor positions are at the sole discretion of the organisers. No correspondence will be entered into.

## STEP 3: PAYMENT SCHEDULE

If your booking is received:

• **Up to 30 November 2016**  
50% of the total is due with this signed contract. You will be invoiced in December 2016 for the balance which must be paid in full by 30 January 2017.

• **On / After 1 December 2016**  
100% of the total is due with this signed contract.

**Note:** If we receive your booking and your full deposit payment by 31 March 2016, you receive a 10% early booking discount. This discount and / or other adjustments will be applied to your final balance second invoice sent December 2016.

## IMPORTANT NOTES:

- To qualify for the ESA member rate, ESA membership dues must be fully paid up at both the date of booking AND of the event, or prices will automatically revert to non-member rate.
- Shell scheme construction is provided as standard. Any stand may be booked as space only, but there is no reduction in price when shell scheme is not required.
- End of aisle stand locations are provided with two open sides and two shell scheme walls – extra charge €200.
- Peninsula stand locations are provided with three open sides and one shell scheme wall – extra charge €400.
- Island stand locations are provided without shell scheme – extra charge €600.
- Two or more adjacent stands may be combined to make a larger area, however in so doing, extra aisle charges may apply.

## STEP 4: YOUR PAYMENT

**Your booking will not be actioned until we receive your deposit payment in full.**  
Payment must be made in euros (€).

1st choice Stand No.  Stand cost  € (rate schedule cost before any discount)

Aisle charge  € (if applicable)

20% UK VAT  € (compulsory only for UK registered companies)

3% credit card fee  € (compulsory if paying by credit card)

**TOTAL AMOUNT**  €

## STEP 5: PAYMENT METHOD

- BANK TRANSFER\*  CREDIT CARD (3% processing fee applies)
- Tick if you require a pro-forma invoice in order to make your payment (bank transfer only)

\*Bank transfers must be made to European Snacks Association – ING Belgium, rue du Trône 14-16, B1000 Brussels.  
**IBAN: BE77 3631 1036 6842. SWIFT: BBRUBEBB**

Please instruct your bank to pre-pay ALL charges (sender AND receiver). ESA is not responsible for any bank charges whatsoever.

**For CREDIT CARD payment fill out below. All credit card payments are charged 3% processing fee.**

**Please charge:**  VISA  MASTERCARD / EUROCARD

CARD NUMBER

SECURITY CODE

EXPIRY DATE

NAME ON CARD

SIGNATURE

DATE

## STEP 6: DECLARATION

This section **must** be fully completed and signed. We have read the SNACKEX 2017 Rules & Conditions for exhibitors and in the event of this booking being accepted, we undertake to observe and be bound by them. Acceptance of this booking by ESA constitutes a binding contract with you. This form is not valid unless signed.  
**Note: You must have adequate insurance cover to take part in this event** – see especially clauses 19, 20, 21 and 22 in the Rules & Conditions.

AUTHORISED SIGNATURE\*

\*This signature legally binds your company to all SNACKEX 2017 Rules & Conditions

NAME (PRINT)

JOB TITLE  DATE

**Note:** Your booking will not be accepted until we receive the required 50% deposit payment (100% if booked on / after 1 December 2016), together with this booking form. The organisers reserve the right to refuse any application without assigning any reason. The organisers' decision on admission of any company or product to the exhibition is final.

## STEP 7: SEND FORM

**Send this completed form with your payment to:**  
European Snacks Association, 6 Catherine Street, London, WC2B 5JJ England.  
Fax: +44(0)20 7420 7221 Email: esa@esasnacks.eu