



USA PAVILION at FRUIT LOGISTICA 2005

International Trade Fair for Fruit and Vegetable Marketing

February 10-12, 2005
Berlin, Germany



With over 1,100 exhibitors and some 22,000 trade visitors from more than 90 countries, **FRUIT LOGISTICA** has become the world's leading international trade exhibition for fresh produce marketing (www.fruitlogistica.com).

The USA Pavilion at **FRUIT LOGISTICA** is endorsed by the United States Department of Agriculture, Foreign Agricultural Service and is regarded as the leading trade show in the greater European market for fresh fruits and vegetables, dried fruits, and nuts.

Your company may be eligible to take advantage of a financial support program that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive reimbursement for up to 50% of exhibition-related expenses, including exhibiting fees, international travel costs, set-up rental and freight. (www.fas.usda.gov/agexport/psinfo.html).

Since **FRUIT LOGISTICA's** inception, the USA Pavilion has provided a nationally-branded platform for U.S. exhibitors. The USA Pavilion at **FRUIT LOGISTICA 2005** ensures

- prominent show presence
- affordable participation alternatives
- state-of-the-art design and quality
- proven management and service quality

Participation in the USA Pavilion is open to companies and organizations selling and promoting U.S. products (i.e., at least 51% U.S. origin computed on a value or volume basis), their overseas subsidiaries, agents, representatives, and licensees.

For additional information contact:
B-FOR International USA
A Division of Bieneck International
Phone: (540) 373-9935
Email: radkins@exhibitpro.com

** REMOVAL OPTION **

Complete below and fax to (540) 372-1414 or email radkins@exhibitpro.com

Company Name: _____

Fax Number: _____

Email Address: _____

- Check here if you do not wish to receive information about **FRUIT LOGISTICA**.
- Check here if you do not wish to receive information about any **USDA-endorsed trade shows**.

The USA Pavilion at Fruit Logistica 2005 offers a variety of participation alternatives designed to meet the objectives of all prospective exhibitors.

Want an easy, cost-effective participation alternative?

Complete Booth

Includes a fully furnished booth with dedicated meeting space, full access to all USA Pavilion services, three (3) exhibitor passes per 9m², and entry in the Guide to USA Pavilion Exhibitors.

Need less space but all the same services?

Work Station

Includes a fully furnished work station with full access to all USA Pavilion services, one (1) exhibitor pass, and entry in the Guide to USA Pavilion Exhibitors.

Want to be in the USA Pavilion but bring your own custom booth display or have one built for you?

Pavilion Space Only

Includes space, full access to all USA Pavilion services, three (3) exhibitor passes per 9m², and entry in the Guide to USA Pavilion Exhibitors.

Want to walk the show, have a place to display your products, and use the USA Pavilion services as needed?

Product Display & Meeting Point

Includes product display, full access to all USA Pavilion services including meeting space, and entry in the Guide to USA Pavilion Exhibitors.

Can't attend Fruit Logistica but still want your products to be there?

Product Display

Includes product display staffed by USDA Foreign Agricultural Service local staff and entry in the Guide to USA Pavilion Exhibitors. At the conclusion of the show all product inquiries and leads will be forwarded to the exhibitor.

USA PAVILION SERVICES

- USDA Information Booth
- Hospitality Lounge
- Meeting Space
- Business Services:
 - Phone/Fax
 - Word Processing
 - Internet



FRUIT LOGISTICA 2005 USA PAVILION APPLICATION

February 10-12, 2005, Berlin, Germany



DEADLINE: September 1, 2004

Exhibitor Information

EXHIBITOR: _____ PRINCIPAL CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: () _____ FAX: () _____ E-MAIL: _____

Participation Options

I. Pavilion Space Only (Minimum 9 m ²)	Complete Booth (Minimum 9 m ²)	Work Station	Product Display & Meeting Point	Product Display	
_____ m ² @ 350 € / m ²	_____ m ² @ 550 € / m ²	_____ @ 2,350 €	_____ @ 1,500 €	_____ @ 420 €	= _____ €

II. Co-Exhibitors (Co-Exhibitors are only permitted in Pavilion Space Only and Complete Booth Options)

_____ Co-Exhibitors @ 90 € each + _____ €

III. Mandatory Promotion Package

Charged by the Organizer, this fee includes basic entry in the printed and online catalogs and inclusion in the Fruit Logistica Virtual Market Place.

+ 499 €

TOTAL = _____ €

Upon completion of application please transfer 50% deposit to:

Bieneck International, Inc., Berliner Sparkasse, Theodor-Heuss-Platz 8, 14052 Berlin, Germany, BLZ 100 500 00, Account # 0770007660

Special Requests

Please check appropriate box

1 Corner 2 Corners (Peninsula) 4 Corners (Island) Contact me about Space Only outside of the USA Pavilion
(There is a 10% premium per requested corner.)

Every effort will be made to accommodate requests for corner space or particular locations. Contact me about Custom Booth Proposals for Space Only

Authorized Signature

Applicant has read, understands, and is bound by the Terms and Conditions of Participation printed below.

X _____ Date _____

Name _____ Title _____

Mail or fax completed application to:
B-FOR International USA
701 Kenmore Ave., Suite 220
Fredericksburg, VA 22401, USA
Phone: + 1 (540) 373-9935
Fax: + 1 (540) 372-1414

Terms & Conditions of Participation

B-FOR International, hereinafter referred to as B-FOR, and the exhibiting organization, hereinafter referred to as the Exhibitor, by the signing of the USA Pavilion Application do hereby agree to and are bound by the following conditions of participation:

I. B-FOR agrees:

- To carry out the project described in the Invitation, on the condition that the requisite number of exhibitors apply.
- To provide the following exhibition services: overall stand/exhibition design, fabrication, installation and dismantling of rental display system, furniture and standard identification signs; electrical for normal usage; access to business services, exhibitor lounge and other services described in the Invitation.

II. The Exhibitor agrees:

- To submit a completed Application for participation, duly signed, together with the required fees by transfer to: Bieneck International, Inc., Berliner Sparkasse, Theodor-Heuss-Platz 8, 14052 Berlin, Germany, BLZ 100 500 00, Account # 0770007660.
- To make payments to B-FOR for exhibit space and stand equipment as well as for additional services as ordered and/or contracted. In all cases where an Exhibitor has co-exhibitors within its group exhibit, the primary Exhibitor is responsible for all the group's payments.

- To keep a fully equipped and staffed stand in the USA Pavilion during all open hours throughout the entire show. If Exhibitor fails to comply, B-FOR may make provisions to equip and staff the Exhibitor's stand at Exhibitor's expense.
- To carry its own property and liability insurance.
- To take responsibility for all costs for shipping, duties, and handling of all own printed material and all own exhibits, and the removal of said material from the exhibition site after the close of the show.

III. Other conditions:

- B-FOR has the sole authority to assign, reassign and allocate space. Exhibitor Applications will be processed in the order they are received. B-FOR reserves the right to accept or refuse applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
- USA Pavilion participation is open to companies and organizations selling and promoting U.S. products, their overseas subsidiaries, agents, representatives and licensees only.
- Exhibitors may not sublease contracted booth space without written consent from B-FOR.
- Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the USA Pavilion. The only contractual

obligation B-FOR assumes are those expressly made herein or mutually agreed to in writing.

- The Exhibitor releases B-FOR and the Show Organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA Pavilion, or by reasons of acts by Exhibitor, its agents, employees, contracted labor or clients.
- If, for any reason, the Exhibitor cancels participation, and a written notice is received by B-FOR before September 1, 2004, no cancellation fees will apply. Exhibitors who cancel participation before November 1, 2004 will incur a \$500 cancellation fee. The balance of all fees must be paid no later than December 1, 2004, after which date no refunds will be made and the Exhibitor is bound to pay 100% of all fees paid and due. Any reduction in space size after an Application has been submitted will be treated as a cancellation.
- The payment submitted with an Application is fully refundable in the event the Exhibitor is not approved by B-FOR or no more exhibit space is available.
- Additional charges invoiced by B-FOR, must be paid within ten (10) business days of invoice date. Past due invoices are subject to a finance charge of 1.5% per month.
- These Terms and Conditions amend and supersede all other conditions, rules and regulations laid down by the Show Organizers.

Please retain a copy of this Application for your records.