

## **ANALYTICA CHINA** **Laboratory Technology, Analysis, Biotechnology & Diagnostics** **Shanghai 10/12 October 2016**

Organised by Messe Munich, organisers of ANALYTICA, the seventh Analytica China will take place at the Shanghai New International Expo Center from 10/12 October 2016. A total of 695 exhibiting companies participated at Analytica China 2014, representing a 20% increase on 2012. Visitor figures also increased by nearly 2,000 to 18,775. Full information on the exhibition is available on the website [www.analytica.de](http://www.analytica.de).

Once again GAMBICA is very pleased to be co-ordinating the British group, and a prime location has been reserved for the UK group.

### **WE PROVIDE**

- An excellent group location centrally located within the hall
- 'Walk on, One stop Service' - fully built shell scheme stand to a high specification - includes carpet, fascia, lighting, information counter, table & chairs, shelving, electrical socket & daily stand cleaning.
- On site support includes ◊ information & 'sign posting' point from which all GAMBICA group members are promoted ◊ meeting facility ◊ hot & cold refreshments
- A Guide to the British Companies at ANALYTICA CHINA is produced and circulated to British embassies and posts as well as distributed from the information stands.
- In addition to the overall administration of the group and the grant claim process and the above on-site facilities, GAMBICA provides help & advice prior to, during and after the event.

### **WE CHARGE**

£3,204 for a 9m<sup>2</sup> stand on this basis, other sizes pro-rata, and an administration and on-site service fee of £625 (GAMBICA members), £815 (non-members). This charge is made to cover GAMBICA's administration costs for the event and on-site service costs (ie on-site GAMBICA representative, telephone/fax rental, refreshments, practical assistance before the event and on-site assistance during the build-up and the show itself). If actual expenses are in excess of our estimates, a further charge will be made and will be invoiced after the event. 50% of stand costs & the full admin fee are payable immediately with the application form. An invoice will be issued on receipt. Please note that no booking will be confirmed without payment.

### **UKTI TAP (TRADE SHOW ACCESS PROGRAMME) GRANTS**

UKTI funding has now been confirmed for Analytica China at the rate of £2,500 per eligible company.

A copy of the flow chart providing a quick check on eligibility is attached. If you think you would be eligible for funding towards your participation please tick the relevant box on the application form and we will send the grant application form and supporting documents.

**The grant level for ANALYTICA CHINA will be £2,500**

## DETAILS OF SERVICES

Exhibiting in a GAMBICA organised group benefits exhibitors by relieving them of much of the burden of stand design, booking administration, liaising with contractors, etc. Group stands are normally well positioned in the exhibition hall and have a high standard of presentation and finish, often far superior to the organisers' shell stands. Exhibitors, particularly newcomers, benefit from the local knowledge and market experience of other companies in the group.

GAMBICA will arrange the following services for exhibitors: space rental, shell stand design, construction and installation, spot lighting, power connection (power consumption is not included and will be invoiced after the event), carpet, fascia (to include company name and stand number). In addition GAMBICA runs an Information Stand and Service Centre (dependent on the exhibition this can include lounge / meeting area, refreshments, communications and interpreter). Additional services/display aids will be available and charged to companies on a per item basis. All companies in the group will be responsible for ordering and paying for the additional display aids / services they require. These costs are extra to the ones quoted above.

## UKTI DEFINITIONS

**SME - A business that meets all of the following criteria:**

a) has not more than 250 employees;  
b) has an annual turnover not exceeding EURO 50m , or an annual balance sheet total not exceeding EURO 43m;  
c) is independent, i.e. not more than 25 % of its capital or voting rights are owned by one enterprise, or jointly by several enterprises, which fail to meet any of the above points a) and b), although this threshold may be exceeded in the following two cases:

(i) if the business is held by public investment corporations, venture capital companies or institutional investors, provided no control is exercised either individually or jointly over it;

(ii) if the capital is spread in such a way that it is not possible to determine by whom it is held and the business can legitimately declare that 25% or more of it is not owned by one enterprise or jointly by several enterprises falling outside the definition of a SME.

**New to Export** – During the past 12 months less than 10% of turnover resulted from proactive exports (i.e. sales to new overseas customers that have been actively identified by the business) and no more than 25% of turnover resulted from a combination of proactive and reactive exports. (Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites).

OR - Have been exporting for less than 10 years

## STAND STAFFING AND DISPLAYS

- The stand must be in the name of a UK registered company.
- Exhibitors should arrive at least 24 hours before the opening of the event to set up their display, unless agreed in writing, with GAMBICA, prior to departure. Stands must be staffed at all times by personnel conversant with the company's products until the end of the show.

## PAYMENT

We will invoice you on receipt of your application form and payment of 50% stand cost plus management fee. The balance will be due 3 months prior to the show or immediately if the show is less than three months away. Payment of this invoice must be made by **cheque** payable to **THE GAMBICA ASSOCIATION LTD**. You should note that our administration fee will not be refundable in the case of a company withdrawing from the event after the closing date. Stand fees will only be refunded if the space can be reallocated.

GAMBICA reserves the right to adjust any increase or decrease in costs due to unavoidable increases in stand costs and/or exchange rate fluctuations.

GAMBICA will be responsible for payment of all space and construction costs within strict time limits. Companies wishing to withdraw from the event after the closing date will be liable for a large part of the costs. Please note the changes to our Terms and Conditions (number 8) regarding cancellation.

## TRAVEL, INSURANCE & FREIGHT

GAMBICA does not provide any insurance cover for this event. Companies should therefore ensure that all possible liabilities are covered, including the possibility of loss, damage, cancellation or postponement due to external causes.

GAMBICA will advise exhibitors on the requirements for freight, travel and accommodation and nominate agents for these services, although exhibitors are responsible for making their own arrangements. Unless you inform us to the contrary, we will assume you agree to your company's name being included in the list of participants made available to our freight and travel agents and other relevant service providers.

## ACTION

To take part, carefully review the enclosed Terms and Conditions, complete and return the GAMBICA application form and note the payment dates. If you have any queries with regard to ANALYTICA CHINA 2016, please contact Kirsty Roberts on telephone 020 7642 8086, fax 020 7642 8096 or email [kirsty.roberts@gambica.org.uk](mailto:kirsty.roberts@gambica.org.uk).

## APPLICATION FORM ANALYTICA CHINA 2016

RETURN THIS FORM TO: **Kirsty Roberts, GAMBICA, Westminster Tower**  
3 Albert Embankment, London SE1 7SL. Tel: 020 7642 8086  
Email: [kirsty.roberts@gambica.org.uk](mailto:kirsty.roberts@gambica.org.uk)

**IMPORTANT PLEASE READ INFORMATION ATTACHED BEFORE COMPLETING.** The TOTAL COSTS shown below do not include any UKTI grant.

### WHAT YOU GET

- A high quality stand with carpet and fascia, lighting, power connection, furniture package & strong group identification
- Assistance with planning, design and layout of stands, travel and group shipping
- On site information stand offering the provision of meeting facilities, cleaning, light refreshments
- GAMBICA staff on hand for practical assistance during build up and the period of the show
- Entry in Group brochure which is sent to overseas posts, the GAMBICA distributor database & distributed from the Information Stand

### WHAT YOU PAY

Please complete the form below indicating, where applicable, size of stand required (minimum 9 sq m, and then in multiples of three eg 12,15 etc to a maximum of 21 sq m) and whether you are a member or not of GAMBICA. A limited number of 6 sq metre stands may be available and requests for these and/or corner stand locations, will be allocated strictly on a 'first come, first served' basis.

A	Stand Costs	£356* per sq m	X	_____ (please enter sq m required)	=	£
B	Management Fee	Members		£ 625 + £125 VAT = £ 750 OR	=	£
		Non Members		£ 815 + £163 VAT = £ 978	=	£
	TOTAL			(A + B)	=	£

If you think that your company will be eligible for grants, under the current UKTI support scheme please check here, and we will supply details.

If not eligible, please supply the following information (UKTI require basic details of non supported participants in a GAMBICA supported group):

Size of Company: Large  / Medium  / Small

Are you content for UKTI to contact you in relation to your attendance at this event?

- \* *Minimum stand size is normally 9 sq m, no maximum limit (provided space is available).  
Payment of 50% of total costs shown above is due with booking form. Balance three months before the event or immediately if the show is less than 3 months away.*

*On receipt of application and payment an invoice will be provided. Cheques should be made payable to THE GAMBICA ASSOCIATION LTD and no booking can be confirmed without payment. Please return this application as quickly as possible - special requests will be on a first come-first served basis*

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
POSTCODE \_\_\_\_\_  
TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
CONTACT \_\_\_\_\_ POSITION \_\_\_\_\_  
EMAIL \_\_\_\_\_ WWW \_\_\_\_\_  
BRIEF DESCRIPTION OF EXHIBITS \_\_\_\_\_

We have read and agree to comply with the conditions overleaf and undertake to pay GAMBICA costs as specified above

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

### GAMBICA CONDITIONS OF CONTRACT FOR PARTICIPATION IN AN EXHIBITION

1. In these conditions "Exhibitor" will mean the company, firm or individual signing this application and, where appropriate, will include their employees and agents. "Organisers" will mean the organisers of the exhibition.
2. The allocation of the area and position of stands will be within the sole discretion of GAMBICA. Where necessary, GAMBICA may vary the area and position of stands allocated and payment will be increased or reduced accordingly. Any variations in area will not normally exceed 20% of the original allocated space.
3. If an Exhibitor commits an act of bankruptcy or goes into liquidation, receivership or administration or any act is done or event occurs which has a similar effect to the foregoing under any applicable law, this contract will be determined and any monies already paid will be retained by GAMBICA.
4. Exhibitors must comply with time limits notified to them by GAMBICA. Goods and services exhibited should be of UK origin; any Exhibitor who wishes to display goods or services, which are not of UK origin, must apply to GAMBICA for permission, with details of the goods or services in advance of the cut-off date.
5. UK export agents may be Exhibitors provided that: (a) they have the appropriate sales franchise for the product concerned, (b) they apply well in advance of the cut-off date, and (c) they provide a signed declaration from their principal confirming that the agent is an accredited representative and that it is understood that this participation will be taken into account when determining the principal's eligibility for future UKTI support.
6. Exhibitors may not sublet any space allocated to them nor may advertisements of other companies, firms or individuals be displayed. Only goods and services mentioned in the application form may be promoted.
7. GAMBICA will bear no liability for loss, damage or destruction of any property of the Exhibitor caused other than by the negligence of GAMBICA. GAMBICA will bear no liability for economic loss. GAMBICA will bear no liability for loss or damage sustained as a result of circumstances beyond GAMBICA's control, including but not limited to, unusual weather conditions, war, hostilities, national emergency, riot, revolution, rebellion, labour disputes or strikes. If, due to such an event, cancellation or postponement of the exhibition is considered necessary by the Organisers or GAMBICA, GAMBICA will be entitled to retain such proportion of sums paid by Exhibitors as may be necessary to cover unavoidable loss and expense.
8. Cancellation of participation by the Exhibitor before the closing date will incur an administration penalty equivalent to 50% of the management fee.
  - a. Should the Exhibitor cancel after the closing date they will be liable for the full Management Fee and Organisers Multi Media fee, plus GAMBICA will be entitled to demand a lump sum compensation from the exhibitor. The level of compensation is determined by the date of the cancellation and amounts to:
    - 1) The first installment of the stand rent (50%), for cancellations received up to two weeks after the closing date
    - 2) The total stand rent for cancellations received thereafter (ie more than two weeks after the closing date)
    - 3) By analogy, this also applies to a reduction in stand area and to cases where GAMBICA cancels the contract as a result of a default of payment by the exhibitor.

The decisive criterion is the date of receipt at GAMBICA of the declaration of cancellation or the date on which the exhibitor falls into arrears respectively.

GAMBICA reserves the right to recover the full costs and to reallocate the space at its discretion.

1. The Exhibitor will indemnify GAMBICA against any claims by third parties arising from the Exhibitor's activities during the exhibition. No material, which may present a risk to health and safety, may be brought onto the exhibition site without GAMBICA's written consent. Exhibitors must obtain insurance cover for the exhibition including public liability, all risks on their property and employer's liability. This should indemnify the Organisers, GAMBICA and UK Trade & Investment against any claims or costs resulting from personal injury or property damage resulting from the acts of the Exhibitor.

2. Should any services provided to the Exhibitor, including but not restricted to electric power, telephones or refreshments, these will be charged for as extra.
3. Stand Design for Space Only Exhibitors. Companies wishing to take space only who are designing and building their own stands need to contact GAMBICA and submit their plans for approval by the closing date. Designs are subject to approval by GAMBICA and we strongly recommend that companies do not incur costs on design and build until your plans have been agreed by GAMBICA. Stand designs have to be sent by the exhibitor to the appointed UK pavilion stand construction company.
4. All companies should ensure that their exhibits and/or internal stand decoration do not obscure the pavilion design features. A full set of drawings and plans (with dimensions) will be provided, but can be obtained from GAMBICA on request prior to this if required. In most cases the maximum height permitted is 2.5 metres.
5. Stands must be properly attended at all times the exhibition is open. No exhibit may be removed before the end of the exhibition without the written permission of GAMBICA. All materials must be removed within the period set by the Organisers. The Exhibitor will indemnify GAMBICA against any damage or loss to the structure, building or land occurring during occupation.
6. GAMBICA reserve the right to exclude any Exhibitor who is in debt to GAMBICA or whom it considers unsuitable to be an Exhibitor. GAMBICA may require the removal of any literature which contains serious linguistic errors or which is judged to be embarrassing or otherwise unacceptable.
7. GAMBICA may use any grants held by them for the Exhibitor to set-off any monies owed by the Exhibitor.
8. Exhibitors are deemed to have full knowledge of the Organisers' rules of the exhibition, will obey these at all times and indemnify GAMBICA against any liability which may arise due to failure to follow the said rules.
9. Should the exchange rate of the pound sterling to the currency in which payments to Organisers are required change by more than 5% from the date of application to the date of the Exhibition, based on the Reuters Exchange Rate Service, the payment by the Exhibitor shall be raised or lowered accordingly to reflect any additional or reduced costs to GAMBICA.
10. This contract is subject to English law and to the exclusive jurisdiction of the English courts.