



Grants of £1,500 for UK companies at EuroShop 2017

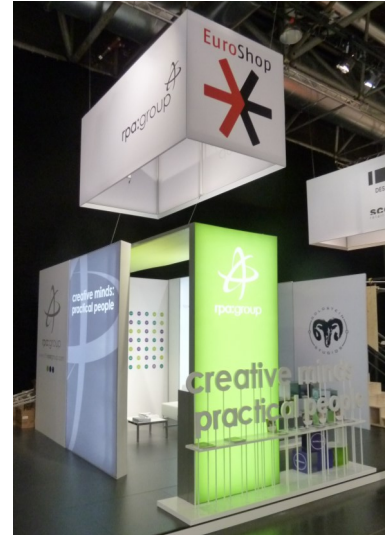
Düsseldorf, 5-9 March

Grants are available for UK companies wishing to promote their products and services overseas by exhibiting at EuroShop. Here are the key points:-

- **Grants of £1,500 are available per company** - UK Trade & Investment will pay grants to UK based small and medium size companies which do not currently have a substantial export business*. The objective is to help such companies to learn how to use exhibitions as a key tool in their trade development plans.
- **Previous recipients can apply again** - Each eligible business is entitled to exhibit with support at up to 6 events from 1 April 2009.
- **Exhibitors may exhibit in any of the 17 halls** - There will be no group stand as such. Companies will book their space online at www.euroshop-tradefair.com. Alternatively contact Brigitte Shepherd of ITSL (the British Agents for the Fair) on 01442 230033 or email: brigitte@itsluk.com. We will advise on stand location if you are unsure which hall or section is most appropriate for you.
- **Stand space is very competitively priced** - Rates range from € 227 to € 248 per m² for space only (depending on how many open sides you choose) and stand construction (for those who require it) is available from € 109 per m². A 32 page brochure on EuroShop is available on the SDEA website at www.shopdisplay.org/documents/EuroShop2017gb.pdf

SDEA will undertake the administration with its partner at this event, British Contract Furnishing Association. SDEA will charge a small management fee of £397 towards its costs (£297 for SDEA members). We will arrange publicity, produce a dedicated website, appoint specialist contractors and have experienced staff on hand throughout the planning stages leading up to the event itself. We will also be onsite during the Fair. If UKTI are unable to allocate you a grant SDEA will refund the management fee in full.

Apply now, there are only 30 grants available - Please complete the Application Form overleaf and return it as soon as you can. If you are not able to apply immediately please let us know you are interested so we can keep you informed. We only have 30 grants for this event, so don't leave it too late.



EuroShop is the largest, most important shopfitting, display, PoP, retail technology and exhibition systems exhibition in the world.

It is held every three years. In 2014 it attracted over 2,200 exhibitors from over 50 countries and 109,000 visitors over five days.

EuroShop is a truly international event with 60 per cent of the visitors and over 50 per cent of the exhibitors coming from outside Germany.

Visit www.euroshop-tradefair.com for more information.

Contact details:

Antony Behiels Shop and Display Equipment Association
T: 01883 348911 F: 01883 343435 E: antony@sdea.co.uk www.shopdisplay.org

Full details of UK Trade & Investment's Tradeshaw Access Programme will be forwarded on receipt of your application. If you would like to examine the documentation prior to submitting your application, please email: antony@sdea.co.uk

Claiming a grant is straightforward. First you complete and return the form below to SDEA with the management fee. We will forward a UKTI Exhibitor Grant Application Form, which you also return to SDEA. You must register for 'free full UK Business access' on UKTI's website.

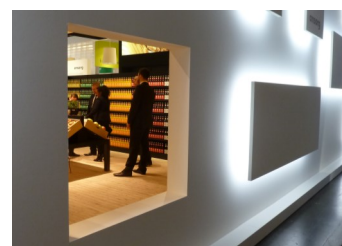
Grants will be paid after the exhibition if within 10 days of the end of the event you (a) have completed a UKTI Exhibitor feedback form and (b) provide evidence that you paid a minimum equivalent to the grant claimed, ie. £1,500, on eligible costs directly related to your attendance at the exhibition eg. stand space, stand design and construction, freight, etc.

If you have any questions, please call Antony Behiels on 01883 348911 or email: antony@sdea.co.uk

EuroShop is an event you should not miss. And the grant makes it a very cost effective venture.

* Please note Grants are only available to companies that are:

1. UK based small and medium size companies (ie. turnover not exceeding € 50m and less than 250 employees) that are either actively investigating export opportunities or already involved in exporting from the UK.
2. New Exporters who must have exported for no more than 10 years and "during the past 12 months no more than 10% of turnover resulted from proactive exports (ie. 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." **The requirement to be a New Exporter will be waived where the applicant did not exhibit at EuroShop 2014.**



Application form

Please complete and return to the address below by email, fax or post:

Antony Behiels
Shop and Display Equipment Association
24 Croydon Road
Caterham, Surrey CR3 6YR

Email: antony@sdea.co.uk

Telephone: 01883 348911
Fax: 01883 343435

I wish to apply for a grant of £1,500 through the UK Trade & Investment's Tradeshaw Access Programme organised by Shop and Display Equipment Association (SDEA) and British Contract Furnishing Association (BCFA) at EuroShop 2017 in Düsseldorf from 5th to 9th March 2017

Signature:	Date:
Contact name:	Position:
Company:	
Address:	
Post code:	
Email:	Telephone:

I enclose a cheque/credit card payment for the Association's Management Fee £397 + £79.40 VAT £476.40 (for SDEA members the fee is £297 + £59.40 VAT £356.40) A VAT invoice/receipt will be issued.

Method of Payment , please indicate:	Visa	MasterCard	Maestro	Cheque (enclosed)
Credit card number	_____		Expiry date	_____
Name on credit card	_____		Security No	_____
Cardholders Address (if different from above)	_____		Post code	_____