

Bauma
19-25 April 2010
Munich - Germany



The UK Pavilion

Bauma

Munich, Germany
19-25 April 2010

The CEA UK Group @ Bauma 2010

BAUMA 2010 - the CEA UK Pavilion –

Why the CEA?

Raise your Company Profile and Fly the Flag in Germany

Great Value Stand Space and Construction at Bauma

No Registration Fee or Advance Service Charge

New Exporter Grants of £1,000 available*

Why Bauma?

Organiser

BAUMA Website

THE CEA (the Construction Equipment Association), will again run a high impact, cost effective UK Pavilion at Bauma in 2010.

The CEA strongly believes in the benefits of running a high profile UK Pavilion at large exhibitions like Bauma – where small stands can easily become lost in the forest of over 3,000 other exhibitors in 5.3 million sq ft of exhibition space.

Exhibiting on your own at a major show the size of Bauma is not only daunting, but very time consuming, tying up your staff up in red tape for months when they could be out selling.

The CEA can offer your company a cost effective fully managed, fitted turnkey shell scheme stand at Bauma.

The CEA can also assist you with interpreters, freight forwarding, audio visual equipment, travel, accommodation and insurance.

By booking your stand space through the CEA on the UK Pavilion you will benefit from the economies of scale associated with a large Pavilion. The CEA can offer you stand space and quality construction and fitting on the UK Pavilion.

You will pay **NO** Registration Fee – saving you €350 and **NO** up front service charge of €14.50 per sqm.

Trade Show Access programme, grants (current rate **£1,000***) will be available to exhibitors presently exporting less than 25% of their output reactively or 10% proactively or exporting for less than 10 years – details to follow. Currently, each eligible company may have up to 6 grants. *We expect the exact rate to be confirmed in late 2009.

Bauma 2010 will be the largest global exhibition for any industry and by far the largest show in our sector. Bauma fills all 16 halls and a vast outside area at the New Munich Trade Fair Centre.

Bauma 2007 saw:-

- Over half a million visitors – 155,472 from overseas.
- Visitors from 191 countries.
- 3,002 exhibitors – of which 1,643 were from overseas.
- Overseas exhibitors from 49 countries.
- Over 514 exhibitors in the specialised Bauma Mining section.

Messe München GmbH

www.bauma.de

The UK Group

The **UK Group** comprises all UK Companies exhibiting as part of the CEA UK Pavilion or in receipt of UKTI grant.

Fully managed, cost effective turnkey shell scheme stands are available using the CEA's UK Branded shell scheme package on the UK Pavilion. Non co-located raw space either inside or outside is available if booked direct with the organisers. The CEA can also arrange for stand building on non co-located stands.

Stands forming part of the co-located UK Pavilion MUST use the CEA's appointed stand contractors and take the UK shell scheme design package. If you need to use your own stand design / stand builders please book independently. Only stands forming part of the UK Pavilion will be invoiced by the CEA for space and construction. Other companies must book and pay for space directly with the organisers or stand contractors.

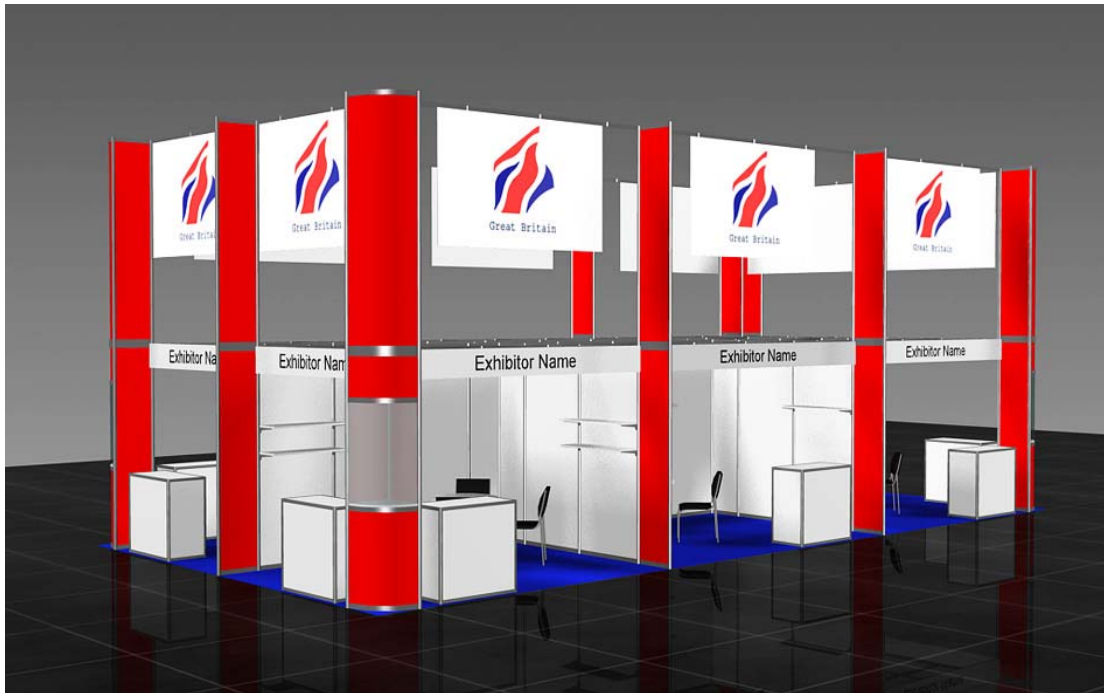
All exhibitors booking space via the CEA must enclose a cheque drawn on a Euro account for a deposit of 50% of stand and construction costs or show proof of transfer into the CEA Euro account, for their stand space with their booking form and grant application. This will only be refunded, less any costs incurred, if cancelled space can subsequently be re-let. Although space will be provisionally allocated, a booking will not be considered firm and a specific stand location held, unless a deposit has been paid.

A UK Group Information Centre will be located in the UK Pavilion. All Exhibitors in the UK Group will benefit from:-

- **Stand space and construction management.**
- **Negotiation with organisers for discounted space rates and locations.**
- **No Bauma Registration Fee of €350 or up front Service Charge of €14.5 per sqm**
- **UK Group information stand with bi-lingual hostess.**
- **Soft drinks, tea and coffee.**
- **Exhibitors' reception area.**
- **CEA experienced staff on site to assist exhibitors before and during the show.**
- **Processing of UKTI grant applications and claims.**
- **Pre event press publicity.**
- **Publicity via Regional Development Agencies, Business Links and other bodies.**
- **Liaison with UK Consulate in Munich.**
- **Assistance from UKTI Commercial Officers and Business Development team.**
- **Entry in the UK Group brochure.**
- **Publicity on the CEA web site.**
- **Pre-show planning.**
- **UK Group Networking Reception.**
- **Logistical advice and exhibitors' helpline.**

Bauma - CEA UK Pavilion Shell Scheme.

Indoor shell scheme stands are available in the UK Pavilion at Bauma in varying sized units. The shell scheme is provided by MePlan GmbH, who built the UK Group Pavilions at Bauma and Intermat since 2001. Meplan are partners of Messe München and have extensive facilities on site.



Furniture shown for illustrative purposes only & may differ from package

The shell scheme includes:-

- White panel walls with red end panels and silver metal supports.
- Name fascia board (up to 15 letters).
- 3m shelving (flat or sloping).
- Charcoal grey carpeting.
- One electricity socket (max 3kW loading).
- Spotlights (1 per 3 sqm)
- Choice of 4 furniture packages.
- Wastepaper basket.
- Pavilion will be branded with a 5 metre high UK branding.

Bauma - CEA UK Pavilion Shell Scheme

Furniture Package Options

 500	 525	 201	<i>Furniture Pack OPTION A:</i> <ul style="list-style-type: none">•1 Table•4 Chairs•1 Information Counter
 203	 523	 201	<i>Furniture Pack OPTION B</i> <ul style="list-style-type: none">•2 Club chairs•1 low coffee table•1 Information Counter
 503	 526	 201	<i>Furniture Pack OPTION C</i> <ul style="list-style-type: none">•1 Table•4 chairs•1 Information Counter
 502	 524	 546	<i>Furniture Pack OPTION D</i> <ul style="list-style-type: none">•1 standup table•2 Bar stools•1 Literature rack

Note package items may vary slightly depending on availability.

Bauma 2010 Space Costs for UK Pavilion Shell Scheme Stands

Stand Size	Per sqm	9 sqm	12 sqm	15 sqm	20 sqm
Total in Euros - excluding German VAT	€354.10	€3,187	€4,249	€5,312	€7,082

Additional Bauma Costs

German VAT – under German VAT law the CEA has had to become a German VAT registered company. This means that you will be charged German VAT by the CEA at 19% which can be reclaimed by yourselves.

Stand cleaning – will be arranged on behalf of the group and recharged at cost.

CEA Member Project Management Fee £350 plus UK Vat Non-CEA members will be required to pay a £550 project management fee.

Important

Please note: due to the nature of most exhibition centres' electricity connections, some exhibitors may have a junction box located on their stand. This is unavoidable and the CEA can take no responsibility for it. However if you are using the official CEA Shell Scheme we will make every effort to locate the box in an existing cupboard or disguise it on your behalf. Any extra construction to do this may incur an extra charge.

Other Costs

Stand fitting costs or additions to CEA Organiser's Shell Scheme if required, electricity and lighting connections (if not already included in shell scheme) and consumption, stand cleaning, travel, accommodation and subsistence for stand personnel, freight, insurance, telephone calls etc.

Bank charges - any bank charges incurred by exhibitors when making payments to the CEA will be recharged to the exhibitor. All payments, with the exception of CEA management fees **must** be made in Euros.

CEA Management Fee - a management fee of £350 (plus UK VAT) will be charged to CEA members and £550 (plus UK VAT) to non-members. However, any company that subsequently joins the CEA within three months of Bauma will receive a 50% refund of their Management Fee.

The CEA Management Fee covers all pre-event preparations for stand space and construction, group recruitment and administration prior to, during and after the event together with full use of the facilities on the UK Information Centre. UK VAT is chargeable on any Management Fee and is recoverable by UK VAT registered companies.

Optional Services Available:-

- Stand cleaning.
- Stand security.
- AV aids.
- Conference rooms.
- Extra Lighting other than general hall lighting.
- Paid advertising in official exhibition directory.
- Hire of interpreters.
- Hotel and travel advice.

Note: the CEA can help you with all of the above if you are exhibiting on the UK Pavilion.

How to Apply

1. Complete and return the CEA Application form.

2. Deposit: enclose cheque or proof of payment by electronic bank transfer of 50% of the total stand space and construction costs in Euros. German VAT – under German VAT law the CEA has had to become a German VAT registered company. This means that you will be charged German VAT by the CEA at 19% which can be reclaimed by yourselves. Deposits may be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents.

CEA Euro account details:-

Bank: Barclays
Sort code: 20-24-61
Account no. 52847622

Swift Code: BARCGB22

IBAN: GB10BARC20246152847622

Note: Exhibitors will be invoiced, and must pay the invoice, in Euros – either by a cheque drawn on a Euro account or by direct electronic transfer to the CEA bank account free of all charges. The balance of the payments for stand space and construction will become due on 1 September 2008.

Forward items 1 and 2 no later than 31 May 2009 to:-

Joanna Oliver
CEA
PO Box 167
York
YO62 5WW

Applications from companies exhibiting as part of the UK Pavilion, or booking space via the CEA must also be accompanied by 50% total stand space and construction deposit. Applications for space on the UK Pavilion will not be accepted without payment of a deposit. Deposits may be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents. Once expenditure has been incurred refunds, less any administrative costs, will only be made subject to the space being re-let.

Space and construction costs are quoted in Euros by the organisers recharged in Euros by the CEA. All invoicing for stand space and construction in the UK pavilion will be made in Euros and must be paid in Euros either by cheque or by electronic transfer into the CEA Euro account. All transfers must be free of charge to the CEA.

The CEA can only hold stand space until 31 May 2009 – after this time we must return any unsold space to the organisers. However, demand for space has already been high and once our allocation has been filled we can not expand the Pavilion. Space will be allocated on a first come first served basis.

Corner stands and end of aisle blocks will be awarded to companies booking, and paying their deposits early. Note: while every attempt will be made to allocate the exact dimensions of space requested all stands will be allocated on their ability to fit in the overall stand plan.

If you are intending to exhibit at BAUMA 2010 on the CEA UK Pavilion please submit your application form ASAP. Closing date for space is 31 May 2009. If you have any queries please contact Joanna Oliver – Tel: 020 8253 4502 or e-mail: Joanna@aslnorth.co.uk .



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Application Form

<p>Please reserve me the following UK Pavilion shell scheme space Sqm on the UK Pavilion at Bauma 2010 @ €354.10 per sqm <u>plus</u> German VAT @ 19%.</p> <p>I enclose a €cheque, or proof of electronic bank transfer in € for the deposit of 50% of the cost of my stand and construction.</p> <p>Space booking deadline 31 May 2009.</p>	<p>Total stand / construction cost</p> <p>Space €</p> <p>German VAT @19% €</p> <p>Total €</p> <p>Deposit per stand 50% of total cost</p> <p><small>Note: Deposits may only be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents</small></p>
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We require stand space and construction on the UK Pavilion at BAUMA 2010 and have attached / included proof of payment of the deposit in Euros in respect of 50% of total stand construction and space costs. We understand that the deposit is non-refundable if the space / construction cannot be resold.

We understand that if we are members of the CEA then we are liable for a Management Fee of £350 (Plus UK VAT), non members £550 (plus UK VAT). Any company exhibiting at Bauma as part of the UK Pavilion that subsequently joins the CEA within three months of the exhibition will receive a 50% refund of the management fee.

WE HAVE read and agree to abide by the CEA Participant's Terms and Conditions that form part of this prospectus or available from the CEA and understand that by signing and returning this form we have entered into a binding contract.

WE UNDERSTAND that responsibility for all insurance connected with this event rests with individual exhibitors. No insurance of any kind is undertaken by the CEA on behalf of exhibitors.

WE UNDERSTAND that the submission of this Application Form confirms that the signatory or signatory's employer/company agrees to indemnify and keep indemnified the CEA and its employees against any costs, charges and expenses, claims and losses of whatsoever nature arising directly from or attributable to any act or omission of the company or any of its employees or agents including any claim in respect of accident, injury, loss or damage arising out of or in any way connected with the display of goods at this event in any way howsoever.

NAME:		POSITION:	
COMPANY:			
ADDRESS:			
		POSTCODE:	
TELEPHONE:	FAX:	E-MAIL:	
Products/Services to be exhibited:			
SIGNED:		DATE:	

Useful Contact Details

<p>CEA UK GROUP ORGANISERS</p> <p>DIRECTOR OF GLOBAL PROGRAMMES</p>	<p>CEA PO BOX 167 York YO62 5WW</p> <p>Joanna Oliver</p>	<p>Tel: +44 (0) 207 253 4502 Fax: +44 (0) 207 253 4510 E-mail: cea@admin.co.uk Web: www.coneq.org.uk</p> <p>E-mail: joanna@asnorth.co.uk</p>
<p>BAUMA ORGANISERS</p>	<p>Messe München Messegelände 81823 München Germany</p>	<p>Tel: +49 89 949 20260 Fax: +49 89 949 202 69 Web: www.bauma.de</p>
<p>BAUMA UK AGENTS</p>	<p>Pattern Ltd London House, 243-253 Lower Mortlake Road Richmond, Surrey, TW9 2LL, UK.</p> <p>Contact Roger Sherman</p>	<p>Tel: +44 (0) 20 8940 4625 Fax: +44 (0) 20 8948 1442 e-mail: info@pattern.co.uk Web: www.pattern.co.uk</p>
<p>UK CONSULATE MUNICH</p>	<p>Commercial Section Bükleinstrasse 10 80538 Munich Germany</p> <p>Contact: Astrid Ritter Heinrich</p>	<p>Tel: +49 (0) 89 211 090 Fax: +49 (0) 89 211 09155 E-mail: munich-info@fco.gov.uk astrid.heinrich@fco.gov.uk</p>
<p>Off-Highway Research Specialising in the research and analysis of international construction, and agricultural equipment markets, and is the largest of its kind in the world.</p>	<p>David C.A. Phillips Managing Director Off-Highway Research Limited 35 Great James Street London WC1N 3HB</p>	<p>Tel: +44 (0)20 7404 1128 Fax: +44 (0)20 7404 1129 e-mail: mail@offhighway.co.uk Web: www.offhighway.co.uk site:</p>
<p>FREIGHT</p> <p>ExpoFreight Logistics Management Ltd</p>	<p>ExpoFreight Logistics Management Ltd Unit 1, Bridge Industrial Estate Balcombe Road Horley, Surrey, RH6 9HU, UK</p>	<p>Tel: +44 (0) 8456 439 550 Fax: +44 (0) 8456 439 551 E-mail: bbowden@expofreight.net Web: www.expofreight.co.uk Contact: Bill Bowden or Wayne Forster</p>
<p>TRAVEL AND ACCOMMODATION</p>	<p>Pressplan Travel 17 Verulam Road, St. Albans, Herts AL3 4DA Contact Elaine Webber</p>	<p>Tel: +44 (0)1727 833291 Fax: +44 (0)1727 867435 E-mail: ewebber@pressplantravel.com Web: www.pressplantravel.com</p>
<p>INSURANCE</p>	<p>Hiscox (formerly known as Insurex Exposure)</p>	<p>Web: http://www.hiscox.co.uk/events/</p>

UK Trade & Investment - www.uktradeinvest.gov.uk

UK Trade & Investment is the Government organisation that helps UK-based companies succeed in an increasingly global economy.

UKTI's range of expert services are tailored to the needs of individual businesses to maximise their international success. They provide companies with knowledge, advice and practical support.

The UKTI website provides information about trading and investment all over the world. Discover the range of services available, some of which are available free.

But if you want the best access to the opportunities and intelligence gathered by the UKTI worldwide network every day, you need to register. It's simple, safe and costs nothing.

Get ahead of the game with:

- **Business Opportunities**
Latest opportunities for UK companies.
- **Personalised email alerts**
- **Sector in Country Reports**
Reports to help you build up your knowledge of overseas markets.

Further market information on Germany, reports, contact details and links to useful web sites can be found on the UKTI web site:

For specific enquiries on the Construction Equipment Sector in Germany contact the UKTI Automotive Sector Lead – Astrid Ritter Heinrich astrid.heinrich@fco.gov.uk

Note: Construction equipment falls under the heading of Automotive, a sub-sector of Advanced Engineering. If you are dealing with UKTI please ensure that anyone you are speaking to knows this – not all do, and may try to pass you to Construction which does not cover construction equipment.

PARTICIPANTS' TERMS AND CONDITIONS

Note: Before completing the Application Forms you should read the conditions below. If you have any queries about these documents you should consult the Project Manager.

1. In these conditions the term the CEA who have been appointed to totally manage this project. Exhibitor means the participating company on the CEA application form and includes all employees, agents or distributors.
2. The CEA provides exhibition and export services to the UK construction equipment industry on a non-profit making basis. Any fees or commissions paid for services provided by the CEA that are incidental to its exhibition and export programme are credited to that programme.
3. Unless expressly provided for in these conditions the exhibitor shall indemnify the CEA against all claims, actions, demands or liability (including negligence) whatsoever and howsoever arising out of or in connection herewith or the supply of any services hereunder.
4. The exhibitor further undertakes to indemnify and keep indemnified the CEA against all costs, charges, expenses, legal costs, claims or losses of any nature suffered by the CEA as a result of the exhibitors' failure to comply with its contract with the CEA
5. Exhibitors must acquaint themselves and comply with the conditions laid down by the exhibition organiser for this event and with any other relevant national, regional or local technical, legal, safety or other requirements and regulations. The CEA will not be responsible for any claim arising from exhibitors' failure to comply with such requirements.
6. The exhibitor shall ensure that it has full insurance cover against accident, injury, loss or damage of any nature including public and product liability. Exhibitors will be liable for third party claims arising from their own booth fittings and for their proportion of the booth construction. The exhibitor shall also comply with any requirements of the CEA, the exhibition organiser and any applicable law in this regard.
7. In the event of a stand being closed down prior to or during an event due to legal or other reasons the exhibitor shall bear the full cost of the stand and its construction.
8. In the event of any exhibitor becoming bankrupt or of a limited company being wound up the CEA space application shall be binding and all monies already paid shall be retained by the CEA.
9. The CEA cannot be held responsible should the official UK Group have to be cancelled because of lack of support or for any other reason. In this event every effort would be made to negotiate for space direct with the organisers on behalf of those exhibitors who require this.
10. If the exhibition is cancelled or postponed for any reason after the CEA has incurred all or part of its costs then payments (or a proportion of them) will be retained. Every effort will, of course, be made to keep these costs to a minimum and to reclaim any payments made to the organisers and/or contractors.
11. The CEA cannot under any circumstance be held liable for any cancellation, variation or alteration made by the exhibition organisers or nominated contractors or any party which is outside the control of the CEA or the failure of others to discharge their obligations to the CEA.
12. The CEA reserves the right to pass on any additional costs in association with the contract due to any alterations at the request of the exhibition organiser, event promoter or the exhibition safety officer. Conversely the benefit of any cost saving provided by the organiser will be passed to the exhibitor via a reconciliation statement.
13. If it becomes clear that design requirements or space allocation necessitate providing a larger or smaller area than applied for, an adjustment to the space and booth construction costs will be made to reflect this change. You should note that there can be no guarantee that you will receive a specific site within the Group.
14. The booth construction is based on the present day costs of materials, labour and transport (including the cost of conforming with obligations imposed by statute or Government order). In the event of any unforeseen rise in such costs the CEA reserves the right to make a corresponding increase in the charge to the exhibitor, after due notification.
15. Self build exhibitors design and colour scheme may only be used on non-UK Pavilion booths. Exhibitors in the co-terminus UK Pavilion booths must use the CEA appointed booth contractor and the group shell scheme design.
16. Exhibitors withdrawing from the exhibition after an application has been accepted and costs incurred will be liable for the total cost of the space and booth construction in accordance with the Terms and Conditions of the CEA and the organisers unless it is possible to let the booth and space to another exhibitor in which case the charges for space and booth construction will be reimbursed. The CEA will make every effort to find a replacement but is not liable, nor can it guarantee to do so. The payment made to cover the management fee will be retained to offset costs incurred.

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17. Some equipment could be subject to UK export regulations and it is the responsibility of the exhibitor to ensure that they have the necessary licenses for both the export and import to a market of that equipment.
18. The CEA appoint travel and freight agents in the interest of reducing exhibitor costs. Exhibitors are free to make use of these services but do so at their own risk. All transactions between exhibitors and any appointed agents will be direct and the CEA cannot and does not accept any liability whatsoever for any claim or dispute between exhibitors and the agents. The CEA would of course try to resolve any dispute that may arise.
19. Exhibiting company must ensure that its exhibits arrive at the booth in good time and that the booth is manned for the duration of the event by qualified personnel, who must be in attendance in advance to ensure that exhibits are properly set up and displayed.
20. Exhibitors who fail to turn up at the exhibition will be required to pay any further costs incurred by the CEA in making good the empty space.
21. The exhibitor is responsible for the safe keeping of any furniture, fixtures and fittings that may be hired through or supplied by the CEA, the organisers or contractors and in the event of any article being damaged or lost through any cause whatsoever, the exhibitor will pay the full replacement cost of such articles. Exhibitors should ensure that they have adequate insurance to cover such eventualities.
22. The CEA reserve the right to prevent the distribution or display of literature containing serious linguistic errors and items judged to be embarrassing or unacceptable to Her Majesty's Government. Similarly representatives of Her Majesty's Government may request the removal of any exhibits considered to be embarrassing or unacceptable.
23. Any complaint with regard to the CEA services, levels of fees or payment of grant must be made in writing to the CEA in the first instance. Any on site a verbal complaint must be confirmed in writing immediately after the exhibition in order that the CEA may investigate fully. No liability for claims will be accepted unless this condition is complied with.
24. The exhibitor agrees that should any monies be owing to the CEA under this or any other contract whether due to exhibitor non-payment, exchange rate fluctuations or additional costs, any grants can be used to off-set the amount outstanding for this event or any other events or the CEA subscriptions and services.
25. The CEA will provide on request by an exhibitor participating in the supported group a report covering that trade fair's income and expenditure within three months after the end of the CEA financial year.

CEA /exhibitions/Bauma 2010/prospectus