



# Official USA Pavilion at VIV Asia 2013

*The global Feed to Meat market connector*

Bangkok, Thailand, March 13-15, 2013



VIV Asia 2013

**Animal Production and Processing professionals with serious growth ambitions are all heading to Asia!** Impressive economic and population growth in Asia have spurred the animal husbandry industry, creating opportunity for U.S. buyers and suppliers.

VIV Asia has proven, once again, to be the reference event to meet your key contacts and to decide on investments in Asia.

### 2011 SHOW STATISTICS

- 682 exhibitors from 46 countries
- 246 new exhibitors
- Nine official country pavilions
- 54 U.S. exhibitors
- 28,978 professional visitors from 101 countries
- 39% increase in visitors
- 56% international visitors

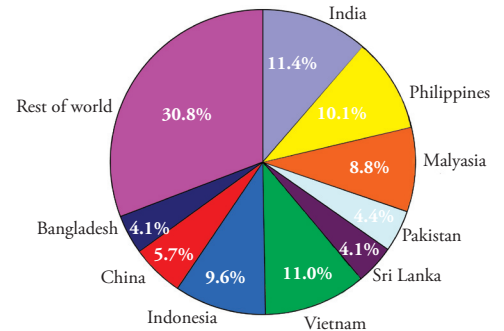
### HIGH APPROVAL RATINGS

On a scale of 1 to 10, the show ranked **8.0** among exhibitors **8.4** among visitors

### HIGH CONFIDENCE LEVEL

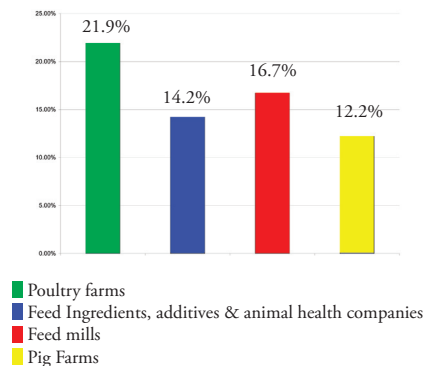
**1/3** of exhibitors contracted their space for VIV Asia 2013 during the 2011 show

### TOP FOREIGN VISITORS



Foreign visitors 16,264  
TOTAL visitors 28,978

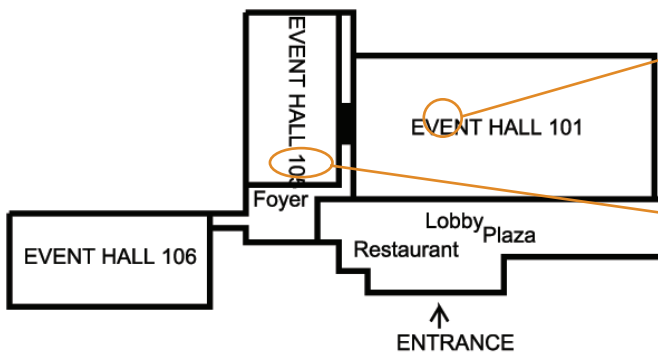
### TOP VISITOR SECTORS



Check VIV Asia Facts & Figures on [www.viv.net](http://www.viv.net) for a full overview of the event statistics.

## USA PAVILION PRIME LOCATIONS

The USA Pavilion has 2 prime locations in the Bangkok International Trade and Exhibition Center (BITEC).



#### Sector 1 in Hall 01 (101-104)

- Animal Housing, Farming, Breeding and Hatching
- Egg processing, Slaughtering

#### Sector 2 in Hall 02 (105)

- Feed Ingredients and Additives
- Animal Health

**RESERVE YOUR SPACE TODAY! SEE USA PAVILION DETAILS ON BACK**

Contact Elliott Thomas • Tel: 704.365.0041 • ElliottT@ImexManagement.com • www.ImexManagement.com



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VIV Asia 2013



Preliminary Pavilion design subject to change

Enjoy the status and prominence of the Official USDA-Endorsed USA Pavilion in the company of other leading U.S. suppliers.

## USA PAVILION PARTICIPATION OPTIONS

### Space Only

Exhibit with your own custom stand within the USA Pavilion (minimum 36 square meters)

### Complete Turnkey Booth Package

Optimize precious time with a cost-effective turnkey booth package that you can adapt to your own specific needs.

Includes:

- space (minimum 12 square meters)
- full booth design and construction
- fascia board with company name
- wall-to-wall carpeting and lighting
- 1 table, 2 chairs, 1 lockable demonstration counter, 1 electrical outlet
- daily booth cleaning and wastebasket (Other furnishing options available at additional cost).

## USA PAVILION SERVICES

All participation options include full access to the USA Pavilion services:

- Prime location on the show floor
- Professional guidance and logistical coordination from Imex Management staff in the U.S. and onsite in Bangkok
- Marketing support services from the U.S. Office of Agricultural Affairs in Bangkok including export counseling, local promotion to importers and onsite marketing briefing
- One individual entry in the official show catalogue and USA Pavilion Directory
- Online catalog listing on www.viv.net
- Client portal (the VNU marketing to maximize success)
- Exhibitor passes (1 for each 3 square meter)
- Assistance with hotel accommodation and shipping

## USA PAVILION PRICES

### Turnkey Booth Package

first 12sqm booth @ €5,495

**Premium Charge per corner @ €425 each**

### USA PAVILION REGISTRATION DEADLINE

**JUNE 30, 2012.** Space, if available, after the deadline will be charged with a 10% premium

## RESERVE YOUR SPACE TODAY!

For more information on the latest Official USA Pavilion floorplans and space available, contact:

Elliott Thomas  
Imex Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA  
Tel: 704.365.0041 - Fax: 704.365.8426  
Email: ElliottT@ImexManagement.com



USDA/FAS Contacts:

Ms. Sharon Cook - Washington, DC  
Tel: 202.720.3425  
Email: sharon.cook@fas.usda.gov

Mr. Ponnarong Prasertsri - Bangkok, Thailand  
Tel: +66.2.205.5106  
Email: ponnarong.prasertsri@fas.usda.gov



USA Pavilion Endorsed by the USDA



# Booth Application & Contract Form for USA PAVILION AT VIV ASIA 2013 March 13-15, 2013

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USDA-endorsed USA Pavilion at VIV Asia 2013 in Bangkok, Thailand organized by Imex Management, Inc. hereinafter referred to as "Management".

**Exhibitor Company**

Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

*If billing information is different from what you've listed above, please attach all information on a separate sheet.*

**Person Responsible for Exhibit Planning** \_\_\_\_\_ email \_\_\_\_\_

**Products to be exhibited** *including brand names* \_\_\_\_\_

*Pavilion Prices valid through June 30, 2012*

**Exhibit Space Requested**

*All booths include the services & amenities specified in the USA Pavilion Exhibitor Registration File 2013.*

**A. Turnkey Booth Package**

first 12 square meter booth @ €5,495 ..... = € \_\_\_\_\_  
 \_\_\_\_\_ additional sqm @ €425 each ..... = € \_\_\_\_\_

**B. Raw Space**

a total of \_\_\_\_\_ sqm @ €370 each ..... = € \_\_\_\_\_

**C. Premium Charge per Corner**

\_\_\_\_\_ corners @ €425 each ..... = € \_\_\_\_\_

**D. Co-Exhibitor Booth Fee**

\_\_\_\_\_ @ €295 each ..... = € \_\_\_\_\_

**Total** ..... = € \_\_\_\_\_

**Deposit Due w/ Application** 50% of Total = € \_\_\_\_\_

**Payment Information:** 50% deposit due with Booth Application Form; 50% balance due November 1, 2012.

*We, the undersigned exhibiting company, hereby apply and agree to comply by the Terms and Conditions printed on the reverse side of this application. Enclosed is our confirmation of our deposit by wire transfer for € \_\_\_\_\_, covering the exhibit space as indicated above. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.*

Signature \_\_\_\_\_ Title \_\_\_\_\_

Type or Print Name \_\_\_\_\_ Date \_\_\_\_\_

**Five Steps To Apply**

- 1** Complete and sign the Booth Application & Contract Form.
- 2** Read completely the Terms & Conditions on the reverse side and initial.
- 3** 50% deposit due with Application; 50% due November 1, 2012

- 4** Make wire transfer to the following account:  
**Bank Name:** Bank of America NA London  
**Swift Code:** BOFAGB22  
**Beneficiary Name:** BofA Private Domestic Deposit #5687  
**IBAN#:** GB89BOFA16505095687029  
**Instructions\*:** "for further credit to Imex Management Euro account 11632-116"  
*\*NOTE - These "Instructions" must be included with your wire transfer.*

- 5** Send original application and wire transfer confirmation to:  
 Imex Management, Inc.  
 4525 Park Road  
 Suite B-103  
 Charlotte, NC 28209 USA  
 704.365.0041  
 704.365.8426 fax  
 ElliottT@ImexManagement.com

# Terms & Conditions for USA PAVILION at VIV ASIA 2013

Upon acceptance of your completed Booth Application and Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Imex Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions. *Please keep a copy for your records.*

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1. **The Following Conditions** as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application & Contract Form" as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.
  2. **Imex Management, Inc.**, hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the USA Pavilion at VIV Asia 2013 Exhibitor Registration File, on the condition that the requisite number of Exhibitors apply.
  3. **Notice on Product Origin:** All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.
  4. **Space Assignments:** Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floorplan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.
  5. **Exhibitor Agrees** to provide their own property and liability insurance, keep a fully-equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.
  6. **Sharing of Booth:** Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth. An additional €250 booth sharing fee will be charged to cover administrative costs.
  7. **Liability:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.
  8. **Payment Schedule:** The payment schedule is as follows: 50% deposit with submission of Booth Application & Contract Form, 50% balance due by date specified overleaf on Booth Application & Contract Form. No exhibit space assignments will be made to companies who have not paid the proper deposit. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.
  9. **Cancellations:** In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Booth Application & Contract Form on the following scale:
    - Cancellation 271 days or more before the show: 25% of cost
    - Cancellation between 270 and 121 days before the show: 50% of cost
    - Cancellation 120 days or less before the show: full costThis scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.
  10. **Force Majeure:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.
- Initials:** \_\_\_\_\_
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