

GulfHost 2020

Be a part of the UK Pavilion.

Monday 6th – Wednesday 8th April 2020

Dubai World Trade Centre, United Arab Emirates

The Show

One of the Dubai World Trade Centre's (DWTC) key goals is to build industry mega shows that support the local economy and hospitality sector. As the DWTC builds bigger shows; their hospitality industry grows; invests more in equipment, so they buy more from you.

The hospitality industry is of strategic importance to Dubai and a central tenet of the country's economic strategy.

GulfHost is for all back and front of house hospitality and catering related equipment, tableware, serving equipment. This focus is in the best interest of the market, and will considerably enhance the visit experience for buyers, as they can provide the space to accommodate new exhibits concentrated on their investment needs.

Pre and Post Exhibition Support

- We will be on hand to respond to questions and to offer advice. If necessary, we will hold an exhibitors' meeting prior to the event to discuss all elements of participation. CESA will be responsible for the provision of an attractive group stand, designed and constructed by our appointed contractor.
- All pre-show administration and pre-show exhibitor communication to maximise your participation.
- Information stand manned by CESA personnel for on site support and technical backup. We will be there to assist you with your participation and handle general trade enquiries on site.

Eligibility

- Participation is open to **any qualifying company** who wishes to exhibit (not just CESA members).
- Participants must demonstrate that they are selling products or services originating substantially in the UK.
- Participants must only promote at the event the business, trading and brand names detailed on their booking form.
- Participants must present themselves at the event as a business involved in exporting from the UK.

Stand Space

CESA is responsible for arranging the stand construction and for the full payment of space and construction charges for the UK Pavilion. You are responsible for dressing your own allotted space and staffing it throughout the show.

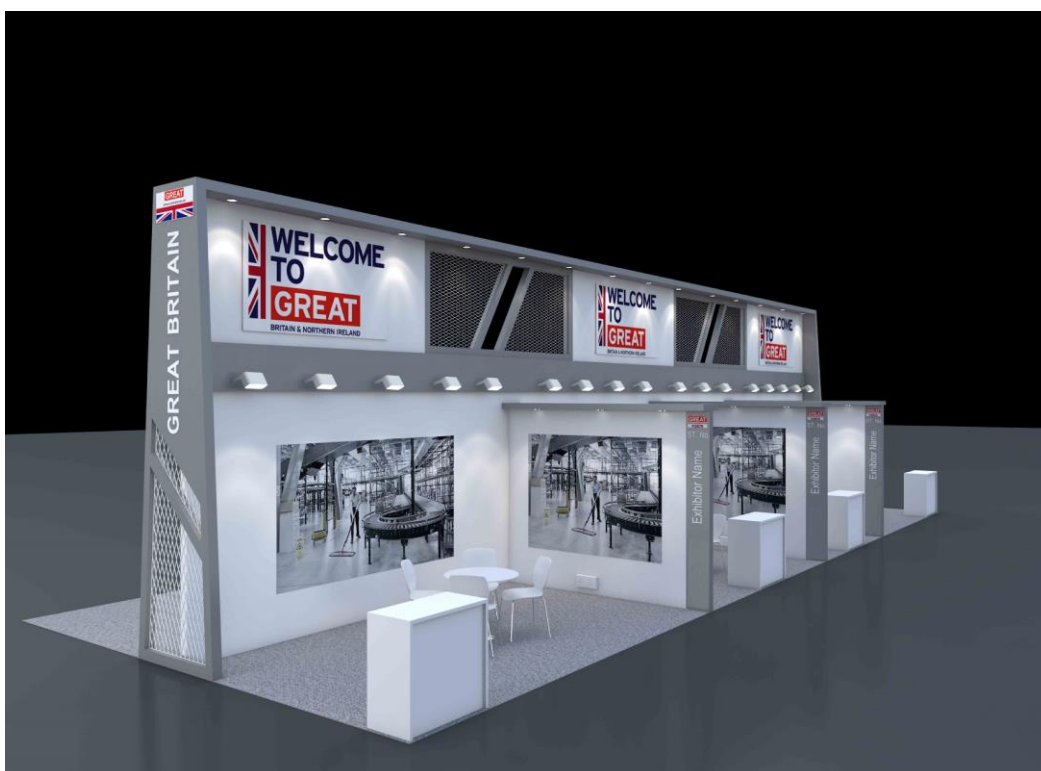
Stand space within an enhanced shell scheme includes:

- 1 x lockable counter
- Carpeting
- Name board
- Stand lighting plus 1 x 5 amp socket (1000w) (for charging laptops, mobiles)
- 1 table and 4 chairs

Any additional requirements for furniture or power can be ordered from the stand construction company closer to the exhibition time.

A layout plan, confirmation of stand number and a technical order pack will be sent to you once sites have been allocated by GulfHost and the Pavilion has been finalised. In allocating space to the exhibitors, CESA will take into account requests regarding location but shall not be bound by such requests. A surcharge of 15% can be paid to secure a corner position – allocation on a first come, first served basis.

Any eligible exhibitor wishing to share their stand is obliged to advise CESA in advance.



**2020 Stand Design:
Subject to change**

CESA Membership

CESA is focused on providing support to manufacturers and suppliers of commercial catering equipment and ancillary supplies. The benefits of membership include:

- Representation on policy and technical issues
- Annual business conference
- Industry Newsletter
- Technical and policy implementation support
- Sponsorship of Professional Kitchen Show (Birmingham and London)
- CESASTATS Statistics Scheme
- Export support
- Sales leads via www.cesa.org.uk

CESA members waiver the £250.00 booking surcharge for the UK Pavilion at GulfHost.

For more information about CESA and how to join, please contact 02077933030.

Keith Warren, Director, keith.warren@cesa.org.uk

Jocelyn Carr, Events and Membership Manager, jocelyn.carr@cesa.org.uk

Products to be Exhibited

GulfHost is suited to the exhibiting of any non food product relating to the catering, hospitality, and related service products. Further advice can be obtained from CESA or the show organisers.

Therefore the display of goods or services which are not of UK origin is discouraged. Approval to exhibit such goods must be obtained in advance from CESA. Any Exhibitor wishing to display goods or services which are not of UK origin must do so discreetly and must do nothing to detract from the impression that the Exhibitor is primarily involved in exporting from the UK. Historically this is a DIT supported event and we hope to have DIT TAP Grant Funding for 2020. We are obligated to ensure that exhibitors meet certain criteria relating to the display of their products during the exhibition. Preference will be given to companies who meet the above requirements.

TAP Grant Funding

CESA will request TAP grant funding from the Department for International Trade. As this exhibition is in the next fiscal year, the announcement regarding funding will likely come in late Autumn 2019. If TAP grants are allotted, the value is £2,500 per qualifying exhibiting company.

Floor Plan

A floor plan indicating the location of the UK Pavilion in 2020 is now available and it is attached separately.

VAT

The UAE charges VAT of 5% on all transactions. The fees and charges listed include the VAT.

Insurance

A DWTC compulsory charge for insurance. The fee is **£130.00** per exhibitor.

Marketing Power Pack

A DWTC compulsory charge for the online exhibitor catalogue services. The fee is **£380.00** per exhibitor.

Registration Fee

A DWTC new compulsory charge for all exhibitors. The fee is **£230.00** per exhibitor.

Other Variable Costs

Any costs incurred by CESA on behalf of the pavilion in which companies are sited will be recharged on a pro-rata basis based on the stand size occupied. Any items ordered specifically at your request will be charged and detailed in your post show reconciliation account. Remitter to pay all bank charges. Any fluctuations in exchange rate which affect the overall costs will be adjusted in your post show account.

Cancellations

Any company cancelling their participation will be liable for the full cost of the stand and associated services unless a replacement company can be found. Any other charges for services or equipment incurred on your behalf will be charged at cost. A fixed charge of **£500.00** will be levied on all cancellations.

How to Apply

Return the booking form to:

Jocelyn Carr, Catering Equipment Suppliers' Association

Rotherwick House, 3 Thomas More Street, London, E1W 1YZ Tel: 020 7793 3029

E: jocelyn.carr@cesa.org.uk

CESA reserves the right to change the requested stand size and position. We are unable to guarantee requested stand space and will do our best to accommodate all requests. Confirmation of participation will be not agreed until full payment has been received.

Booking Form

Date	
Company Name(s)	
Address	
Post Code	
Telephone	
Website	
Contact name	
Contact email address	
Signed	

Stand space requested (number of square metres)	
At £643.00 per square metre =	£
Corner position at 15% surcharge per square metre =	£
CESA Management Fee	£500.00
CESA non-member surcharge if applicable (cross out if does not apply)	(£250.00)
Marketing Power Pack – A DWTC compulsory requirement	£380.00
Insurance Fee – A DWTC compulsory requirement	£130.00
Registration Fee – A DWTC compulsory requirement	£230.00
Total to be invoiced:	£

In submitting this booking form, the exhibitor agrees to be bound by CESA's terms and conditions as detailed on page 7. You are advised to send your booking forms as soon as possible to avoid disappointment.

CESA Ltd TERMS & CONDITIONS

Participation Conditions

1. It shall be the responsibility of the exhibitor at any show, exhibition or display, stand or other similar event to ensure that:
 - All products are predominantly of UK manufacture or origin. Anyone wishing to display goods or services which are not of UK origin must not do this prominently. The impression to visitors must be that a UK exporting business is exhibiting.
 - All products comply with Acts of Parliament, Orders, Regulations or Codes of Practice relating to quantity, quality, description, safety or price.
 - All products are displayed in a controlled way that ensures compliance with all regulations that may from time to time regulate food hygiene or temperature control.
 - All local requirements of the Environmental Health Department or conditions or rules of the organiser of the event are complied with.
 - Space allocated to the Exhibitor may not be assigned or sub-let to any other company or organisation without the prior written permission of the Catering Equipment Suppliers' Association, CESA.
2. CESA will make every effort to provide the size of stand requested but cannot guarantee in advance either the hall, position, configuration of the stand, or total area that can be provided. In the event of unavoidable circumstances, CESA reserves the right to change the layout and size of the exhibition. The Exhibitor will be notified of any such change.
3. Exhibitors taking advantage of any initiative coordinated by CESA undertake to indemnify The Association and its employees in relation to any action against them arising solely due to negligence or breach of contract on the part of the exhibitor/ participant.
4. CESA reserves the right to use any credit in the Exhibitor's post-show account to clear any out-standing debts.
5. All Exhibitors are required to effect insurance to protect your interests and our own position, we strongly recommend that all Exhibitors insure against CANCELLATION/ABANDONMENT of the event, ALL RISKS on property owned, hired or borrowed and EMPLOYERS/PUBLIC LIABILITY risks.
6. The Exhibitor indemnifies CESA against the cost of any damage caused by the Exhibitor, his/her servants or agents to the premises. He further indemnifies CESA against the cost of repairing any damage which may occur to the Exhibitors' Stand, except insofar as that damage is caused by the CESA, his/her servants or agents.
7. Except in respect of any personal injury or death for which CESA may be liable at law, their total liability to the Exhibitor in respect of any breach of contract and negligence, shall not in any circumstances exceed the total amount of any payment received by them from the Exhibitor.
8. No failure or delay by any party to exercise any right, power or remedy will operate as a waiver of it, nor will any partial exercise preclude any further exercise of the same, or of some other right, power or remedy.
9. **Force Majeure** – Neither party shall be liable for any failure or delay in performance of this contract which is caused by circumstances beyond the reasonable control of the parties (a "force majeure" event). Where a force majeure event occurs, the obligations of both parties shall be suspended for so long as the force majeure event continues; however, the Exhibitor shall continue to observe the provisions of the Rules and Regulations so far as possible where the Exhibition has already commenced. CESA shall not reimburse to the Exhibitor any payments made if a force majeure event occurs.
10. **Termination for Breach** - Without prejudice to any other right or remedy it may have, the Organiser may terminate this Contract at any time by notice to the Exhibitor if the Exhibitor:
 - Fails to make payment in accordance with clause 6, and the failure to make payment is not remedied within 7 days of the Exhibitor receiving notice requiring payment; or
 - Is in breach of the terms of this Contract (including the Rules and Regulations) and the breach is incapable of remedy within a reasonable time or, in the case of a breach capable of remedy within a reasonable time, the breach is not remedied within a reasonable time of the CESA giving the Exhibitor notice specifying the breach and requiring it to be remedied.
 - The parties acknowledge that what constitutes a reasonable time will depend on the facts including the effect that the breach has upon the CESA and upon other Exhibitors; it may, depending on the circumstances, be reasonable for the CESA to require the immediate remedy of the breach.
 - In submitting their application, the Exhibitor agrees to be bound by these terms and conditions.