

# HANDMADE expo



**Organizer:** Promotion Centre "Ukrainian Podium"  
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*Dear Sir/Madam*

We are glad that you have decided to use the excellent opportunity to present your products and services at the International Specialized Exhibition "HANDMADE-Expo". Organizer of the exhibition Promotion Centre "Ukrainian Podium" will make every effort to ensure that your participation will be the most efficient and we are ready to offer assistance for you to successfully achieve the goals you are pursuing, taking part in the exhibition.

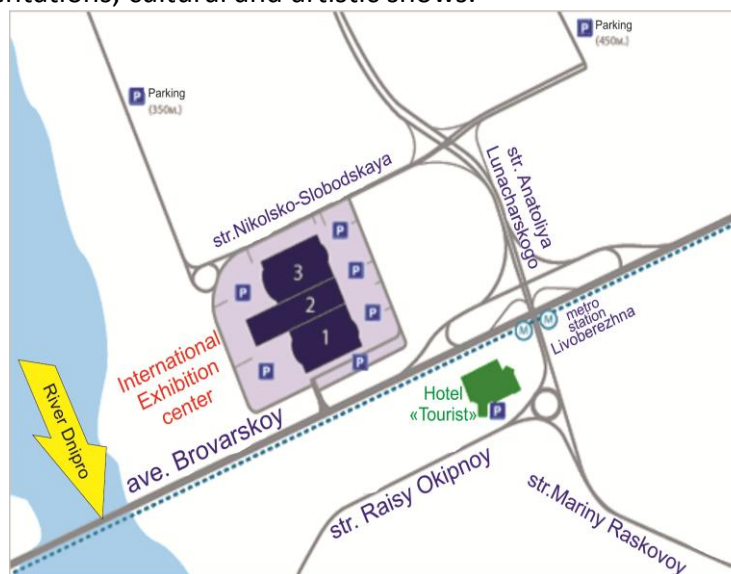
This **Exhibitor's Manual** will help you to plan your work the best way and get the maximum benefits from participation in the exhibition. If you have any questions, please contact us.

## **GENERAL INFORMATION:**

### **VENUE:**

**International Exhibition Centre.**  
15 Brovarskoy pr-t, Kiev, Ukraine

The biggest exhibition center in Ukraine, traditional place of holding of the international exhibitions, forums, congresses, presentations, cultural and artistic shows.



International Exhibition Centre is just in 5 minutes walk from the subway station "Levoberezhnaya" and it is enough simple to get to the exhibition.

## AGENDA OF THE EXHIBITION

25.09.2018	16.00 - 20.00	Assembling of the exposition
	20.00 - 21.00	Passing the stands and equipment to the security
26.09.2018	09.00	Taking stands from the security
	10.00 - 18.00	Working hours of the exhibition
	18.00 - 19.00	Passing the stands and equipment to the security
27.09.2018	09.30	Taking stands from the security
	10.00 - 18.00	Working hours of the exhibition
	18.00 - 19.00	Passing the stands and equipment to the security
28.09.2018	09.30	Taking stands from the security
	10.00 - 19.00	Working hours of the exhibition
	19.00 - 20.00	Passing the stands and equipment to the security
29.09.2018	09.30	Taking stands from the security
	10.00 - 17.00	Working hours of the exhibition
	17.00 - 19.00	Disassembling of the exposition

### PROCEDURE FOR PARTICIPATION

**Working with the organizing committee starts immediately after making decision about the participation in the Exhibition**

To get all necessary information about participation in the Exhibition and exhibition space booking, please contact the coordinator of the Exhibition: [info@tnf.com.ua](mailto:info@tnf.com.ua), [v@tnf.com.ua](mailto:v@tnf.com.ua), +38 (044) 572-45-46, (067) 509-06-78.

**Having decided to exhibit in “Handmade”, the first thing you have to do is to develop the concept of the stand.**

Your exhibition stand should attract the attention of visitors, should be open to the public, should be convenient for staff and visitors and should carry a message about your company's main products and services.

### EXHIBITION STANDS

**One of the main tasks of any company in preparation for exhibiting is to choose the suitable stand.**

The choice of location, size, type and kind of stand depends on the goals of exhibiting. We, as organizers, are always happy to assist you with this choice. Of course the company should take care of it in advance, because a chance to select the desired location is not big enough a month before the show.




When ordering exhibition space such options are possible:

- **Equipped exhibition space (stand).** The area enclosed by a special exhibition constructions contains - carpet, 1 table, 2 chairs, frieze panel, spot-light, electrical outlet, waste bin.
- **Unequipped exhibition space.** The area in the exhibition hall provided for the construction of the individual stands. There are no stand constructions, carpet, frieze panel, electricity and furniture.
- The organizer of the exhibition provides an opportunity to participate in distance. The participant's physical presence at the exhibition is not required.

In this case we provide:

- placing of advertising materials at the front desk;
- placement of a standard information block in the official catalogue of the Exhibition;
- placement of information block in the catalogue on the official site of the Exhibition.

By arrangement relatively passages equipped exhibition stand can be:

<p><b>Linear.</b> Located in a line with neighboring stands, the exhibition area is open for inspection from one side.</p>	<p><b>Angular.</b> Located at the angle of the block – two sides are open.</p>	<p><b>Peninsula</b> Three sides are open.</p>
		

#### **Additional equipment.**

You can order additional equipment and constructions at your exhibition space. Please, think thoroughly about your exposition. Do you need additional furniture, sockets, hooks, etc. For information about ordering additional equipment contact the organizer of the Exhibition and get a price list for additional equipment.

#### **Marketing services and additional advertising opportunities.**

Organizer offers you an additional opportunity to promote your business using various advertising resources:

- placing of the advertisement in the catalogue of the exhibition;
- online advertising on the exhibition website;
- direct mail advertising.

Moreover, your company can become a sponsor of the Exhibition. Sponsorship is a great opportunity of establishing and strengthening the image of "a successful brand."

On the question of content and cost of sponsorship packages, as well as additional advertising options, please contact the organizer of the Exhibition.

#### **Business events at the Exhibition.**

Additional opportunities to attract attention to your company from potential partners and customers are business events at the exhibition. If you are interested in holding of seminars, presentations and master classes, during the Exhibition, contact the organizer of the Exhibition.

After you make a decision about the form of exhibiting, size and type of the booth, the need for additional equipment and marketing services, about the business events during the Exhibition, you have to apply for participation in the Exhibition (no later than September 6, 2018).

For this you have to visit the site [www.handmade-expo.com.ua](http://www.handmade-expo.com.ua) and download an application form for exhibition, fill in the form and send an e-mail to the organizing committee ([v@tnf.com.ua](mailto:v@tnf.com.ua)).

After receiving of your application form you conclude a contract with the organizer of the Exhibition and you will receive an invoice that includes:

- **Registration fee** for all exhibitors who have chosen equipped or unequipped exhibition stands. The registration fee is equal for all exhibitors, it does not depend on the size of the exhibition area and it includes general organizational expenses, advertising campaign, security, cleaning of the general territory of the Exhibition and etc., placement of information about Exhibitor in the catalogue.
- **The amount of rent cost of the exhibition space, according to your application.**
- **The cost of the additional equipment you need and additional marketing services.**

#### **Payment terms.**

30% of the sum no later than 14 days after receiving of the invoice. Full payment should be done no later than September 6, 2018. Place at the Exhibition will be reserved for the exhibitor, after the complete payment.

All payments have to be done by bank transfer to the organizer. All costs associated with the transfers, have to be paid by the exhibitor, the Organizer does not bear any costs associated with bank transfers.

#### **The location of the stand on the plan of the exhibition hall.**

The location of the exhibition stand of the Exhibitor is determined at the discretion of the Organizer. Priority in the selection of exhibition space is determined depending on the date of receipt of application for participation. The number Booth at the plan may change, the final number of your stand will be known in 14 days before the Exhibition.

#### **The order of presentation of information in the official exhibition catalogue.**

For the publication in the official catalogue the company should present following information: company name, postal address, phone, fax, e-mail, a summary of the main activities of the company. Deadline - than September 12, 2018.

**Please pay attention!** Accreditation of the exhibitors on the day of arrival is only by the presence of the signed contract and full payment.

**Arrival of the exhibitors** Is performed in a day before the Exhibition starts (September 25, from 16.00 to 20.00-21.00.) Exhibitor takes a stand from the Organizer with all ordered equipment. Each exhibitor brings its own exhibits. The use of materials that damage the exhibition equipment (tape, glue, etc.) is prohibited. Mechanical effects on metal structures and panels of the exhibition equipment are prohibited.

If the stand constructions will be damaged due to the actions of the Exhibitor, the Exhibitor has to pay the total price of the damaged item. Mounting allowed only with the hooks that fastened be the upper part of the panel.

Ordering additional equipment on the day of arrival to the Exhibition increases its value for 50%. Transferring stands and exhibits to the security – September 25 from 20:00 till 21.00. If the Exhibitor leaves the stand before that time, security, and the organizing committee is not responsible for the safety of the exhibits.

## **Access to the exhibition**

**Badges of the exhibitors will be granted on the stand Registration on September 25, from 16.00 to 20.00**

**Badge** is the official document for easy entry of Exhibitors at the exhibition Handmade.

**Guests and visitors** of the Exhibition can enter the exhibition hall either by invitation or by tickets that will be available at the ticket office at the entrance to the exhibition hall, every day during the Exhibition.

### **Working at the Exhibition.**

According to the rules of fire safety, placement of exhibits and promotional products of the Exhibitor is permitted only within the territory of the stand. On the stand should be enough space to show the exhibits, to distribute promotional materials and to work with visitors. It is necessary to organize the work on the stand in such a way not to impede the movement of visitors in the passes and do not pose a threat or violation of the rights of other exhibitors and visitors.

Please note that placement of advertising and advertising materials of companies that do not exhibit in exhibition, is strictly prohibited.

### **Seminars at the Exhibition.**

Free workshops are open to all interested Exhibitors and visitors.

For taking part in not free master classes you should contact organizing committee.

If you wish to conduct a workshop or master-class - you should contact organizing committee.

### **Nutrition**

Cafes and bars are working during the exhibition at the International Exhibition Centre and in addition you can order meals in any company that delivers meals.

### **Cleaning**

Passages between the stands will be cleaned every day.

You can also order individual cleaning for your stand. Refer to the Organizing Committee of the exhibition to order this service in advance.

Exhibition area after the show should be left clean.

### **Security**

The security is on duty from 18:00 to 9:30 (9:00 – at the 26<sup>st</sup> of September) during the Exhibition. Exhibition stands are taken under surveillance from 18:00 to 19:00 according to the order of their location in the exhibition hall. On the 25<sup>th</sup> of September passing to the security from 20.00 to 21.00.

Security will be on duty all the days of the Exhibition at night.

The security will leave the stands every day of the Exhibition at 9:00. Since that time the Exhibitors must take care of the safety of their belongings and exposure.

## **Disassembling of the Exhibition**

Dismantling of stands, packaging items, and their removal from the exhibition area before 17.00, September 29, 2018 is prohibited! The preliminary removal of the exposure of the Exhibitor (before the official closing of the exhibition) should be agreed with the organizer not later than in 7 calendar days prior to the exhibition.

Exhibitor submits all the construction and equipment of the stand undamaged at the end of the Exhibition.

### **Deadlines**

- |    |  |                         |
|----|--|-------------------------|
| 1. | To submit the application form for participation | till September 4, 2018  |
| 2. | Co-ordination of the stand                       | till September 12, 2018 |
| 3. | To conclude contract on participation            | till September 6, 2018  |
| 4. | To provide with the materials for the Catalogue  | till September 6, 2018  |
| 5. | To make payment                                  | till September 6, 2018  |