GULFOOD 2019 -
MLA SERVICE AND PARTICIPANT RESPONSIBILITIES

MLA SERVICE	ACTIVITY
✓	Advise interested Participants of the Participation fee
✓	Ensure Participants have a signed the 'MLA Trade Show Legal Agreement
✓	Issue deposit invoice to Participants
✓	Once deposit payment is received, MLA will confirm in writing Participant position on the stand and next steps
✓	Negotiate and book floor space on behalf of Participants
✓	Manage all components of the Australian meat industry stand and design, seeking input from Participants as required, to deliver fully operational stand on time
✓	Ensure consistent True Aussie branding
✓	Coordinate publicity & technical forms for Participants
✓	Order chillers for Participants as required
✓	Provide Participants with specifications for wall skin artwork
✓	Provide freight forwarding information to Participants as required
✓	Stand design may vary to best fit needs of show, with Participants informed of the key features prior to show. Key features may include: - MLA reception - butchery - kitchen - chiller display - hospitality area - meeting rooms
✓	Deliver furnished exporter booths including: - table & chairs - reception desk - lockable cupboard - wastepaper basket - wall skins - additional items on request (e.g. chiller, TV, brochure rack)
✓	Provide 'Welcome Kit' to exhibitors (containing marketing/ technical collateral available for distribution during show)

✓	If an MLA chef is present, conduct product sampling for Participants (upon request)
✓	If an MLA butcher is present, assist Participants prepare individual chiller displays
✓	Where there is a retail display showcase, ensure this is stocked and maintained throughout the show
✓	Produce exhibitor directory, as required
✓	MLA may arrange and host a networking event
✓	Notwithstanding unforeseen construction delays, ensure exhibitor access to stand prior to show opening
✓	Coordinate on-site logistics
✓	Ensure WHS requirements are adhered to on stand
✓	Ensure a clean and tidy stand throughout show
✓	Conduct participant survey on last day of show
✓	Finalise all trade show expenses, so final invoices can be issued to Participants
✓	If Participant has a MLA CoMarketing program, the Participant may apply for co-funding for the trade show eligible miscellaneous expenses

PARTICIPANT RESPONSIBILITY	ACTIVITY
✓	Agree to 'MLA Terms for Trade Show Legal Agreement'
✓	Pay deposit to confirm participation in accordance with MLA payment terms
✓	Provide Certificate of Currency for public liability per MLA corporate governance
✓	Provide wall skin artwork in the format requested by MLA by the due date. Must only contain red meat products
✓	Provide completed forms and information as requested by MLA by due date(s)
✓	Promote only Australian red meat products on stand
✓	Arrange and pay for own visas, flights, accommodation
✓	Arrange own freight, customs clearance etc for meat and / or materials
✓	Where possible, provide product sponsorship for MLA sampling
✓	Maintain a fresh, visually appealing chiller display
✓	Be on-site for the duration of the trade show
✓	Complete Participant survey on last day of show
✓	Pay final balance payment to MLA in accordance with MLA payment terms

LIST OF ELIGIBLE ITEMS/ ACTIVITIES IF PARTICIPANT HAS COMARKETING PROGRAM WITH MLA

If a Participant does not have a CoMarketing program, they will be responsible for 100% of expenses

Trade shows		Participation in a trade show to develop new business and build brand awareness.
Criteria: Red meat products only True Aussie, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		**For trade shows with a MLA industry stand:** If MLA has <u>not</u> already subsidised, eligible items include: • Booth components such as wall skins, refrigeration and TV • Interpreter (and / or stand assistant) • Technical consultants such as butcher or chef (fees and economy travel only) for services at the trade show. Own staff or customer staff not eligible.
✓		**For trade shows where MLA does <u>NOT</u> have an industry stand:** Eligible items include: • 1 standard booth size (generally 9sqm) • Booth components such as wall skins, refrigeration and TV • Interpreter (and / or stand assistant) • Technical consultants such as butcher or chef (fees and economy travel only) for services at the trade show. Own staff or customer staff not eligible.
	✗	Participating on another stand at a trade show that MLA is attending ie: participant has decided not to join the MLA stand and participate with importer or another trade site area.
	✗	Uniform items for staff, such as caps and shirts.
	✗	Expenses for meat samples at the trade show.
	✗	Entertainment expenses for visitors, such as alcohol.
	✗	Travel, accommodation, meals for your company or customer staff or your staff to attend or perform a service at the trade show.
	✗	Freight, custom clearance fees etc for meat and/or materials for use at the trade show.
	✗	If competitor proteins or other food products are profiled at the stand, MLA will contribute only towards the red meat component.
	✗	If attendance includes sale of product where the sale of product is a means of cost recovery, MLA will not co-fund (or will heavily discount the level of support).