

SIAL CHINA 2017 - MLA SERVICE AND PARTICIPANT RESPONSIBILITIES

MLA SERVICE	ACTIVITY
✓	Advise interested Participants of the estimated total Participation Fee
✓	Ensure Participants have signed the 'MLA Terms for Trade Show Participation'
✓	Confirm Participants' exhibiting at the trade show in writing of booth space booking and next steps
✓	Issue deposit invoice to Participants
✓	Negotiate and book floor space on behalf of Participants
✓	Negotiate and hold 'block' hotel booking for Participants at Kerry Hotel Pudong (Participants to book directly with hotel)
✓	Manage all components of the Australian meat industry stand and design, seeking input from Participants as required, to deliver fully operational stand on time, keeping Participants informed of total Participation Fee estimate if it's likely to vary by more than 20% of estimate
✓	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 per official freight forwarder
✓	Stand design will best fit needs of show, with Participants informed of the key features prior to show. Key features may include: <ul style="list-style-type: none"> - MLA reception - butchery - kitchen - chiller display - hospitality area - meeting rooms
✓	Deliver furnished exporter booths including: <ul style="list-style-type: none"> - table & chairs - reception desk - lockable cupboard - wastepaper basket - wall skins - additional items on request (e.g. TV, brochure rack)
✓	Upon request, provide a letter of invitation for Participants to obtain China visa
✓	Upon request, arrange interpreters for Participants
✓	Provide 'Welcome Kit' to exhibitors (containing marketing/ technical collateral

	available for distribution during show)
✓	Where a chef is present, conduct product sampling for Participants (upon request of Participants) and prepare daily lunch boxes for exhibitors
✓	Where an MLA butcher is present, assist Participants prepare own 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 by 5:00pm 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 with the balance of the Participation Fee can be issued to Participant
✓	Participants will be provided with a post-show report
✓	If Participant has a MLA CoMarketing program, the Participant may apply for co-funding for the trade show and eligible miscellaneous expenses

PARTICIPANT RESPONSIBILITY	ACTIVITY
✓	Agree to 'MLA Terms for Trade Show Participation'
✓	Pay deposit to confirm participation in accordance with MLA payment terms
✓	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

Eligible items	✓		Wall skin artwork costs
	✓		Refrigeration
	✓		TV
	✓		Brochure rack
	✓		Technical consultants such as butcher or chef (fees & economy travel only) for services at the trade show. Own staff not eligible.
Non-eligible items		✗	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 you 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