



**Its here! Its big!
It's the ICFE**



Introduction

The International Carp Fishing Exhibition will be the biggest event of its kind and aims to unite companies and anglers across the globe. It is you and your companies opportunity to meet annually to promote and retail products to an International audience.



Location

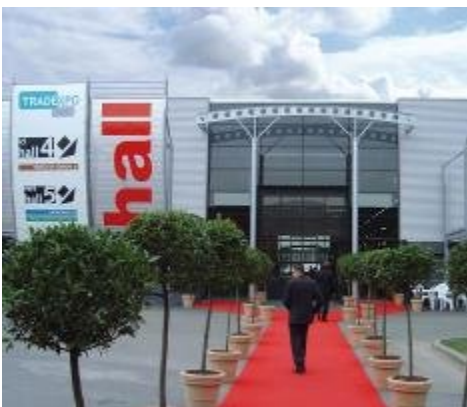
In order to cater for the entire market we have chosen the Internationally renowned Paris Le Bourget Exhibition Centre, which is generally thought of as the premier exhibition centre in Europe and host site for many World Class trade and consumer exhibitions. It is ideally located due to it being situated to the North of Paris only a short journey from the A 1 motorway, within easy reach of Calais and only a few hours drive from Belgium, Luxembourg, Holland and Germany! Not forgetting the huge French market that is on its doorstep, Strategically speaking, the venue and location cannot be surpassed to stage an event of such magnitude.



Market

We expect a large number of consumers due to its strategic location, there being a gap in the carp fishing market and a need for a large Global event; the hall is modern and capable of hosting an International exhibition that is accessible to the majority of the carp fishing market.

Reserve your stand space early to avoid disappointment



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General Information

General

Enclosed you will find details of the International Carp Fishing Exhibition held at Paris Le Bourget Exhibition centre on the 10th and 11th November 2007. In order to reserve your stand space, complete the booking form and return it to us enclosing the full amount. Cheques made payable to: expo event management Ltd.

Please indicate on the floor plan your preferred location and include requests for power, lighting and furniture. All prices are quoted net of VAT, which is applicable to prices and must be added to your total.

If you have any queries or wish to discuss any aspect of the event please do not hesitate to contact us on 0044 (0) 7723082400.

Stand space reservation

The event is staged at one of the main exhibition centres in Europe and guaranteed to attract carp anglers from Paris, provincial France and International visitors.

The floor plan indicates the cost for the space: please indicate clearly your preferred choice by placing a first, second and third choice in the selected box and note the stand numbers. In the event that your first choice has been allocated you will automatically be reserved within your next available choices. Stands are reserved on a 'first come first served basis' A list of exhibitors and stand numbers will be published within the website and updated on a weekly basis.

Although many exhibitors will use the pre-constructed stand shells, many companies have their own which may be used in spaces large enough to house them.

Stand spaces will be marked, numbered and will be clearly visible within the hall.

Although the project managers will make every effort to accommodate you, if you do not reserve your stand space early you may not get a preferred choice and will be informed via telephone or email and presented with other choices.

It is advisable to check out availability on the latest version of the floor plan within our website: www.expoeventmanagement.com

Quick check list

1. Select 3 stands in order of preference and write 1st, 2nd and 3rd choice upon the floor plan and upon the application form.
2. Send booking form, marked floor plan with cheque to: Expo event management Ltd, 1 Camargue Road, Westbury, Wiltshire, BA13 3GG
3. You will receive confirmation of stand reservation within 3 weeks of the application.

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General Advice

Stand advice

1. Establish how much space you ideally require to hold stock, display your products/ services.
2. Check whether this then fits within your budget, do you wish to be next to competitors?
1. Check the updated floor plan at www.expoeventmanagement.com to see who is on adjacent stands
2. Keep it simple, as a rule an open stand should allow at least 50% of floor space should be left for visitors.
3. Sign and return the 'contract for space' promptly, with full amount to confirm your preferred site.
1. Attract people to your stand, consider at show promotions, sample giveaways, hospitality or launch a new product.
2. Communicate, who are you, what do you do, what benefits you offer to your clients.
3. Use your very best staff - those that are friendly, motivated, and have a real knowledge of your products.
4. Never leave small, portable, valuable items unattended on your stand eg. laptops.

Exhibitor promotion and marketing

To have a successful show you need to do some type of pre-show marketing - promote, promote, promote! Included in this section are some of the things expo event management does to help your marketing efforts.

Exhibitor listing on www.expoeventmanagement.com web site

As an exhibitor, your organisations information and a description will be listed within the website. This gives attendees essential information about the products and services you offer. Visitors will visit the site on a regular basis to view which companies are exhibiting and which stands to head to first. The description used within the exhibition contract booking form will be the description used within the website.

Advertising and sponsorship opportunities

Your exhibit booth should be just one element of what should be your total marketing and sales solution. So the question is, "how do you really stand apart from the crowd" The short answer is sponsorships and advertising.

Official International Carp Fishing Expo logo

The ICFE logo is a great way to make your customers aware of the exhibition and your participation. Use the logo often and everywhere. Use the logo on your pre-show mailers with your stand number; post it on your web site with a link to www.expoeventmanagement.com Print one on your letterhead or on fax cover sheets. There are endless ways to use the carp logo. Visit www.expoeventmanagement.com website to download it.

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Sponsorship Opportunities

Standard Package

Included as standard for all exhibitors:

1. Your company name and 20 word description printed within the www.expoeventmanagement.com web site on the list of exhibitors page
2. Your company name and stand number printed within the programme of events
3. Stand name board

Additional Sponsorship (please enclose your logo in high quality format on disk with your application form or send via email to info@expoeventmanagement.com)

To get buyers to attend the carp fishing expo and visit your booth consider becoming a main sponsor of the event. As part of your strategy, event sponsorship can play an integral part in achieving your show objectives, reasons to consider sponsorship include:

- Attract the right people to your stand
- Raise your profile
- Enhance brand awareness
- Launch new products
- Establish a presence

There are 3 main packages designed to suit your budget, alternately expo event management can tailor design a sponsorship package to suit your needs.

Bronze - £300 + vat

1. Your logo placed at the base of all magazine advertisements. Our advertising campaign includes promotion within many European carp fishing magazines. The main advertising campaign begins 6 months prior to the show dates.
2. Your banner placed within the links page of www.expoeventmanagement.com web site
3. Your logo and 100 word description placed within the programme of events.
4. Your logo, web link and stand number on the front of direct mail messages, there will be one mailing per month from May 2007.

Silver - £500 + vat

1. Your logo placed within carp fishing expo posters and banners inside the event.
2. Your logo placed at the base of all magazine advertisements. Our advertising campaign includes promotion within many European carp fishing magazines, 6 months prior to the show dates.
3. Your logo placed on the front page of www.expoeventmanagement.com web site
4. Your logo and 100 word description placed within the programme of events.
5. Your logo, web link and stand number on the front of direct mail messages, there will be one mailing per month from April 2007.

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Sponsorship Opportunities

Gold - £1100 + vat

1. 2 professional models/promotional characters wearing a T-shirt with your logo and stand number printed on the rear. The model will walk the isles promoting your products and handing out your promotional material (supplied by you)
2. Logo placed on official power point slide within the cinema area.
3. Your logo placed within carp fishing expo posters and banners inside and outside the event.
3. Your logo placed in a prominent position within all magazine advertisements. Our advertising campaign includes promotion within many European carp fishing magazines, 6 months prior to the show.
4. Your logo placed in a prominent position on the front page of www.expoeventmanagement.com web site
5. Your logo and 300 word description placed within the programme of events.
6. Your logo, web link and stand number on the front of direct mail messages, there will be one mailing per month from April 2007.

Platinum - £1550 + vat

1. 1 x stand of 4 x 4 meters (includes power socket, 1 table and 2 x spot lamps)
2. Your logo printed on all pre-purchased entrance tickets.
3. 2 x professional models wearing a T-shirt with your logo and stand number printed on the rear. The model will walk the isles promoting your products and handing out your promotional material (supplied by you)
4. Logo placed on official carp fishing expo power point slide and in view prior to each slide presentation.
5. Your logo placed within carp fishing expo posters and banners inside and outside of the event.
6. Your logo placed at the base of all magazine advertisements. Our advertising
7. campaign includes promotion within many European carp fishing magazines, 6 months prior to the show.
8. Your logo placed within the front page of www.expoeventmanagement.com web site
9. Your logo and 300 word description placed within the programme of events.
10. Your logo, web link and stand number on the front of direct mail messages, there will be one mailing per month from April 2007.

Note: The description of products/services provided upon the application form will be used as is for our English marketing campaign and translated for promotion within French, Dutch, German & Belgium magazine adverts and the French version of the website.

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Admission Regulations

Badges

Admission to the exhibition is by official Carp Fishing Expo exhibition badge, which must be worn at all times including move-in and move-out. The badge is the property of expo event management and is not transferable. All persons working the exhibit stand must be registered as stand personnel and wear the exhibition badge throughout the working hours of the event. Exhibitor badges will be distributed approximately 3 weeks prior to the show dates. Each exhibitor will receive 4 complimentary personnel passes which are valid for entry through the main and trade entrances.

Retail sales

Exhibitors are allowed to sell products at the exhibition.

Prohibited displays

No animals, reptiles, birds, rodents or insects may be used as part of any exhibit without the express written consent of expo event management. Helium balloons may not be distributed or sold inside the facility. Helium balloons may be used when firmly affixed to a stand. If helium balloons are released for any reason within the facility, labour costs associated with the removal of balloons from the ceiling will be charged to the exhibitor.

Photography/video recording

Exhibitors shall not photograph or video tape the exhibit or product of another exhibitor. No exhibit, performance or event presented at the exhibition shall be photographed, video taped, broadcast or recorded for commercial use, sale or distribution of any kind without the express written consent of expo event management.

Food and beverages

Alcoholic beverages may not be served within an exhibitors exhibit space without a written request to expo event management. Food and beverage is available within the hall.

Accommodation

No other exhibition centre is able to offer such a wide range of hotel accommodation that more than fulfils exhibitors and visitors needs. Le Bourget benefits from a huge hotel capacity with more than 10,000 hotel rooms within a 5 - 10 minute drive. Please refer to www.expoeventmanagement.com website for a complete list, contact information and exhibitor offers.

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Opening Times

Activity	Date	Time (CET)	Comments
Doors open for exhibitor set up	09/11/07	1200	No setting up of stands before this time Doors close for set up at 2000 hrs
Hall opens to Exhibitors	10/11/07	0700	Trade entrance only
Doors open to the public	10/11/07	0900	2 x entrances = 1 for tickets 1 for pay at the door
Doors close to the public	10/11/07	1630	Event closes 1700
Closure, all traders are to be out of the hall	10/11/07	1900	Doors secured
Hall opens to Exhibitors	11/11/07	0600	Trade entrance only
Doors open to the public	11/11/07	0900	2 x entrances = 1 for tickets 1 for pay at the door
Doors close to the public	11/11/07	1630	Event closes 1700
Closure, all traders are to leave the hall	11/11/07	1900	Doors secured
Hall opens to Exhibitors	12/11/07	0700	Trade entrance only
All exhibitors must be packed up and left the building	12/11/07	1030	Please ensure all hired equipment is handed back to the exhibition centre staff before leaving.

ADMITANCE TO EXHIBITION HALL

No one will be admitted into the exhibition hall prior to the times listed above. Anyone wishing to work late must check in with show management in the exhibition office before 1600 hrs. Late work may incur additional charges for workers and security.

Exhibitor badges must be worn at all times

All installations must be underway by 1600 hrs on the 09/11/07

**Paris Le Bourget has easy access
and is free from congestion**

ACCESS INFORMATION

Location

A strategically located venue at the doorstep of Paris, just off the A1 motorway, free from congestion

To the north east of Paris; between Paris and Roissy Charles de Gaulle International Airport

Ease of access for exhibitors, visitors and service providers

At the centre of a communication hub, direct link for the whole of Paris public transport system

Road Access

A1, A3 and A10 motorways

Less than a 2 hour motorway drive from the northern ports

Easy access from Germany, Belgium, Luxembourg and Holland

Separate visitor/exhibitor entrances

Parking for over 15,000 vehicles

Access by Air

Less than 5 minutes by car or train to Charles de Gaulle Airport

171 airlines

Europe's third biggest hub

Daily direct flights to all world major cities

By Rail

Direct link with Gare du Nord and Gare du Roissy main line train stations

Brussels: 25 high speed trains per day, journey time 1 hour 25 minutes

London: 14 Eurostar trains per day, journey time 2 hours 50 minutes

Lille: 20 trains per day, journey time 50 minutes

Lyons: 11 trains per day, journey time 2 hours 50 minutes

German border approximately 1 hour 30 minutes

Dutch border approximately 2 hours

Trains to more than 50 towns and cities throughout France