



CBI  
*Ministry of Foreign Affairs*

## **INSTRUCTION MANUAL FOR PARTICIPANTS**

invited by CBI

Airtec  
Frankfurt, Germany

October 28 - 30 , 2014

See also [www.cbi.eu/ecpscf](http://www.cbi.eu/ecpscf) >Trade Fairs >Airtec > Preparations  
and [www.airtec.aero](http://www.airtec.aero) , the website of the trade fair

# **MANUAL FOR CBI PARTICIPANTS IN THE Airtec**

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We have the pleasure to present this document, which will give you guidelines in order to prepare yourself from an operational point of view, for a successful participation in the Airtec, Frankfurt / Main, Germany, October 28 – 30, 2014. The mentioned websites will also assist in making your preparations: [www.cbi.eu/ecpscf](http://www.cbi.eu/ecpscf) and [www.airtec.aero](http://www.airtec.aero) . Further ask also your CBI expert, he/she will be happy to assist.

These recommendations come in addition to the "terms and conditions" you received before. You are expected to be aware of the contents of just mentioned document.

## **1 FAIR VENUE**

Exhibition Centre Frankfurt

Frankfurt / Main  
Germany

[www.messefrankfurt.de](http://www.messefrankfurt.de)  
[www.airtec.aero](http://www.airtec.aero)

## **2 CBI STAND**

### **2.1 Stand Location and Programme Review**

#### **2.1.a Stand Location: Hall 11.0, stand E92**

#### **2.1.b Programme Review**

- \* Sunday, October 26: Latest possible date of arrival in Frankfurt, Germany
- \* Monday, October 27: Stand decoration, starts at 09.00 am
- \* Monday, October 27: Pre fair briefing in the afternoon in the stand
- \* Tuesday Oct. 28 - Thursday Oct 30: Airtec, opening hours Tuesday - Wednesday 09:00 am - 06:00 pm, Thursday from 09:00 am - 05:00 pm
- \* Friday, October 31 : Earliest possible day of departure

### **2.2 CBI Stand floor plan**

This will be sent to you as soon as it is ready and / or published on the website. You will have your own stand in CBI setting: conference set (table plus 3 chairs), display facilities, power outlet and – if wanted – shelves or pedestals to have laptop / beamer presentations.

### **2.3 Stand Decoration**

With reference to the Terms & Conditions you are expected to be present at the CBI stand on Monday, October 27, 2014, **09.00 am** in order to inspect your stand and to deliver / unpack your exhibits and arrange for display.

All items for display and all other relevant promotional material (posters, brochures or catalogue, business card) must be available by that time.

At least one of the representatives of your company has to keep this day available to be at the booth this entire day as from 09.00 am until we can provide you with a more detailed planning.

## **2.4 Banners, posters, graphics, etc. in your stand:**

**2.4.a Quantity (pcs)** Make sure you have 2 posters with you.

**2.4.b Size of posters that you are going to produce yourself have to be 70 cm x 100 cm.** Preferably portrait style 70 cm (width) x 100 cm (height). If poster frames are available they will be framed at the fair by the CBI stand decorators. To keep a strong presentation CBI aims at balancing attraction and uniformity. So basically **no** pop up systems, banners, national flags etc. will be allowed.

## **2.5 Your product samples**

Selection of the products that you plan to exhibit – as mentioned in the reply form 5 by you – have to be fine tuned with your CBI expert; their approval is needed. Prepare and pack your exhibits with utmost care in the right quality and quantity!

### **2.5.a Quality**

Your samples should be of first quality and fully meet your product specifications. Keep in mind that your samples are of the utmost importance in the selling process. So double-check before leaving/sending.

### **2.5.b Quantity**

You are requested to supply a sufficient number of trade samples for hand-out or testing (depending on the kind of product exhibited) and a sufficient quantity of samples for display during the exhibition. The importance of samples on a trade fair should not be underestimated. Although exaggeration should be avoided, economising on the quantity of samples to be sent goes at the expense of your total presentation. If you have doubts, please check with the CBI expert.

\*\*\* In case you intend to send your samples by airfreight or courier, we suggest that you also hand-carry a small collection of your best items in order to be assured that you have samples to display in case of calamities with your shipment.

### **2.5.c Product Labels**

Make sure that essential commercial information regarding your samples can easily be found in your product data sheet and pricelist. Don't give unscrambled price information, (certainly no price stickers but a code number) which is attached in whatever way on the product. It would just limit the scope of your negotiations.

### **2.5.d Product Price List**

- Price preferably in Euros (€)
- Quotation both FOB and CIF
- Quantities mention minimum order and shipping quantities
- Terms of payment and delivery
- Packing gives details about individual and overall packing

## **Thoroughly inform customers about:**

- sampling possibilities and arrangements
- applied handling and packaging methods
- shipping procedures
- trial order arrangements

### **2.5.e Insurance of Goods**

CBI will not take care of any insurance.

We recommend that your goods are covered by a comprehensive Insurance Policy from the time they leave your premises, during the fair and possibly for the return transportation.

### **2.6 Stand Extras**

Extras like Av-equipment, laptops etc can be arranged directly with suppliers. Approval of CBI is needed in order to maintain unity of presentation. Costs will be at your own expenses.

## **3 YOUR TRAVEL TO Frankfurt, Germany**

All the related cost must be paid by your own company. We urge you to arrange all necessities related to your travel. Special attention has to be paid to getting visas. The procedure may take up to two months!

### **3.1 Your Arrival**

Please take care of your arrival date which must comply to the programme as indicated in the "programme review", point 2.1.b. Consider the possibility to extend your visit with some more days e.g. for follow-up visits to interesting contacts you might have established during the fair days.

#### **3.1.a Hotel /Accommodation Reservation**

Hotel or accommodation reservation should be made available at least for the full period that you will be in Frankfurt. You are strongly recommended to look for accommodation **urgently**. You can make the reservation at one of the hotels known by you. The links hereunder might support you.

1 <http://www.airtec.aero/index.php?id=10&L=1> (bottom of the page a list with hotels) or [http://www.messefrankfurt.com/frankfurt/en/aussteller/anreise\\_und\\_aufenthalt/unterkunft.html](http://www.messefrankfurt.com/frankfurt/en/aussteller/anreise_und_aufenthalt/unterkunft.html) ;

2. <http://www.booking.com>; <http://www.eurobookings.com>; <http://www.hotel-bb.com>  
Select language, then fill in the city; and then your check In, check out dates.

### **3.1.b Flight tickets**

Please find possibilities to book your flights shortly. All cost must be taken care of by your own company.

### **3.1.c Visa**

Before your departure to Europe you might have to obtain an entry visa valid for Germany for at least the period of October 23 – November 9, 2014.

Please note that the Schengen agreement is in force, which has as advantage that a visa issued by one Schengen country is also valid for the other Schengen countries\*.

As it may take some time before the required entry visa is/are issued, make sure that you will apply for visa at least 2 months before your travel.

\*The Schengen Area guarantees free movement within a territory of 25 countries (22 EU Member States – Austria, Belgium, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain and Sweden – plus the three associated countries Norway, Iceland and Switzerland). Information on the Schengen area can be retrieved from:

[http://ec.europa.eu/home-affairs/policies/borders/borders\\_schengen\\_en.htm](http://ec.europa.eu/home-affairs/policies/borders/borders_schengen_en.htm)

CBI supports the application of **the 2 representatives** you mentioned in the visa form (reply form 3). If more people of your company should attend they have to take care of the visa themselves by contacting the fair organizer.

#### **3.1.c.1 Letters issued by CBI**

Based on the applicants details submitted by you to us via the reply form 3-visa request, CBI will issue recommendation letters for your representatives.

**The letter issued by CBI will be communicated to your Embassy/Consulate directly from the CBI office. Your company will also get a copy.  
If you have not yet submitted us the details of visa applicants, please do it in time .  
Please keep us updated about the status of your visa application.**

#### **3.1.C.2 Letters issued by the fair organizer**

You are recommended to ask for a letter issued by the fair organizer, too. This will additionally support the smoothness in your visa application.

The fair organizers will take care of issuing letters for your representatives. Please contact them directly. From the link hereunder you will find the necessary information / forms:

<http://www.airtec.aero/index.php?id=13&L=1>

Based on the information provided, the organizer will send you the letter by post.

Be sure to fill out all mandatory fields, since your application will not be processed otherwise.

You submit this letter together with other required documents to the consulate/embassy for visa requirement.

#### **3.1.d Travel to/from the fair ground**

Please refer to the link here under to find out easiest way of arrival at the fair ground.

<http://www.airtec.aero/index.php?id=11&L=1> or

[http://www.messefrankfurt.com/frankfurt/en/aussteller/anreise\\_und\\_aufenthalt/anreise.html](http://www.messefrankfurt.com/frankfurt/en/aussteller/anreise_und_aufenthalt/anreise.html)

## **3.2 Staff**

### **3.2.a Participants' Health**

Temperatures in November may vary from -5 to +15°C. These temperatures are only an average and therefore big difference might occur. Rain is not uncommon in this season. Warm clothing is certainly recommended.

### **3.2.b Insurance**

Participants are obliged to cover their own risks by providing their own insurance for such hazards as loss of luggage and medical care. Evidence of Medical Insurance is absolutely required when you apply for visa at the Embassy / Consulate.

### **3.2.c Skills and Experience**

Please be referred to the demanded personal abilities of your stand staff as mentioned in par. B3 of Terms & Conditions (EXPRO attended, commercially authorized, **fluent in English** etc.).

The representative(s) of your company should be able to provide optimal information about the company's activities and export possibilities.

### **3.2.d Market Orientation**

Use your presence at the trade fair also for orientation on the European market for your product by:

- discussions with importers, wholesalers and others;
- visiting the stands of fellow exhibitors.

\*\*\* It is of great value for you to know the opinion of the importer, manufacturer or business partner, your potential client. He knows better than anyone to estimate the chances for your products on the European market.

\*\*\* During the fair, CBI consultant(s), will assist you and will try to give background information about potential buyers visiting the fair. We strongly advise you to make use of this service, also during negotiations at the fair with visiting importing companies.

### **3.2.e Foreign Representatives**

CBI will not allow possible foreign representatives of its participants to be present on the stand (ref. B3 Terms & Conditions).

## **4 SAMPLES TRANSPORTATION TO THE EXHIBITION GROUND**

### **4.1 Forwarding Agents:**

You are recommended to use the services (Shipment, handling, customs clearance, delivery, etc.) of one of the forwarders appointed by the fair organizer. All cost related to this are at your company's account.

Forwarder:  
Please check website

Please contact them directly and/or their partners in your country for the procedure you need regarding your sample shipment. Take care that all agreement about cost involved must be clear before the contract is given.

#### **4.2 Packages Labelling & Shipping Documents**

The instruction hereunder might be a good reference for you. However, to have a good preparation you can contact the forwarder directly for exact instruction.

In all shipment documents (AWB, B/L, C/O; P/L; INVOICE OR CONSIGNMENT if any), packages must include:

**\*\*\* CONSIGNOR** Your full contact details / your selected forwarder in your country

**\*\*\* CONSIGNEE** : Full contact details of forwarder (which receives your shipment/courier in city / country of destination, where the exhibition takes place)

**\*\*\* NOTIFY**

#### **Airtec**

Messe Frankfurt

Messegelände

Frankfurt

Deutschland

CBI Pavilion; Hall 11.0 Stand E92

Your company name (please don't forget to include it)

Your contact person and Mobile number (please don't forget to include it)

Gross weight .....kg

Net weight .....kg

Case/ Piece No. ....of.....

Dimensions .....x.....x.....x.....cm

\*\*\* For sea freight one should consider a longer time since ships can deviate from the original schedule (which happens often) and unloading and inland transport can take also some days; please consult the forwarder for the date of arrival of the goods.

\*\*\* As soon as the shipping details are known, a pre-advice containing all relevant information (such as Bill of Lading- Air Waybill-number, invoice, packing list, description of goods, number of pieces, weight, dimensions, etc.) should be sent to the consignee, to ensure a smooth handling and customs clearance.



### 4.3 Shipping Cost & Delivery Time

- All the cost related to your shipment must be charged on your company. You have take care of what you will have to pay for local forwarders in your country and for logistics agencies in the fair grounds. CBI doesn't take any responsibility in this issue.

- **Please be sure that your materials must be available at CBI stand latest at 9.00 AM on Monday, October 27, for stand decoration.**

### 4.4 Customs duties and taxes

The usual procedure for all incoming goods is the Temporary Entry Declaration (temporary in bond declaration)(excluding consumables and advertising material). If any other kind of customs formalities are necessary, written instruction should be given in due time in advance.

If you instruct the forwarding agent to import your exhibits on a temporary basis, the goods have to leave the country after the exhibition, e.g. by returning them to the country of origin or by re-exporting them to another country. You are not allowed to give away any samples during or after the exhibition. In this case no import duties or taxes have to be paid, but the freight charges to the country of destination as well as the handling charges.

In case you consider to unlikely that you will take back your samples, please inform the forwarder so that permanent importation can be arranged before the opening of the fair.

In that case the following expenses might to be paid:

- import duties, if applicable (in some cases reduced or 0% duties are applicable, if certificate of origin Form "A",/EUR 1 is available with the forwarder),
- VAT (Value Added Tax),
- transport cost, if any.
- handling charges.

In some cases destruction under customs supervision can be considered. The exhibitor however has to pay for the charges and may have to pay also for disposal of the remains.

\*\*\* Goods may be sold during the exhibition, but under no circumstances should they be removed from the Fair grounds before the end of the fair period or before respective customs clearance has taken place and duty and taxes have been paid.

\*\*\* For possible transactions, it is advisable to bring along invoice-blancs of your company.

## 5 PREPARE YOUR PARTICIPATION IN THE FAIR

The most important starting-point for a successful participation in a trade fair is to create and arrange an optimal presentation of your company and your products.

Participants are strongly recommended to study the CBI publication "Your Expo Coach". You can find that at [www.cbi.eu](http://www.cbi.eu) > [Market information](#) > [Manuals](#)

### 5.1 Checklist

Make a list of "can- not- be-forgotten" things and check if they are ready with you before you are travelling. Hereunder you can find some recommendations:

- Passport, visa, flight tickets.
- Hotel reservation confirmation; hotel full contact details
- Fair ground address, hall, stand number, stand telephone numbers, Instruction Manual
- Full contact details of embassy/ Consulate of your country in Germany
- Notification of Acceptance issued by CBI you got from us.

- Business cards, company brochure/ catalogues, product samples, product price information, product packaging information, Production and delivery capacity, Certification
- List of customers you want to visit or contact during the fair
- Contract which can be completed during conversation with customers during the fair.
- Some pens, blank papers, calculator.
- Laptop, laptop lock, European power connector.
- Personal things, Credit card, some cash.
- List with contact details in case of emergency.

## **5.2 Business Contact Form**

For every business contact made during the trade fair, CBI expects you to fill in a business contact form (BCF), to enable CBI to provide optimal advisory and intermediary assistance. The information will be treated as strictly confidential.

We will send you a copy of BCF for reference in the final communication message which will be sent to you around 2 weeks before the show. More than enough copies of the BCF will be prepared available for you to use onsite. You don't need to multi copy it before leaving. Collecting the right BCF information and managing a strong "follow up process" is the essence of trade fair participation. It is the key to your future success.

## **5.3 Evaluation & Follow -Up**

On the last day of the fair you are requested to submit an overall enquiry form. Both forms are essential for follow-up activities, as well as for CBI to get an impression of the results, and to advise you on the selection of buyers. The information will be treated as strictly confidential. The form will be distributed by us onsite the day earlier before the last day of the fair.

## **6 YOUR CO-ORDINATORS**

We hope the information is provided herewith serves your inquiries. Meanwhile, if you still have any questions, please contact:

### **6.1 Questions regarding products and markets**

- CBI expert(s):
  - [Peter Lichthart \(peter@lichthartsolutions.nl\)](mailto:peter@lichthartsolutions.nl)

### **6.2 Questions regarding operational management of the Airtec project:**

Cor Dieleman; [cdieleman@cbi.eu](mailto:cdieleman@cbi.eu)

We wish you a successful preparation.