



# INTERNATIONAL TRADE FAIR DELIVERY CONTRACT

Agreement with the British Allied Trades Federation  
and the Department for Business and Trade.

NY NOW  
August 13-16, 2023  
NEW YORK, USA

## 1) BACKGROUND

NY NOW is a wholesale market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in, New York City, it's where buyers and designers unearth a refreshed and dedicated collection of eclectic lifestyle products.

The Department for Business and trade is expecting the British Allied Trades Federation (BATF) to deliver a UK showcase area UK at the event & associated marketing activities.

## 2) DESCRIPTION OF GOODS AND SERVICES

### Showcase Stand Text Redacted

BATF will project manage a 500sq ft showcase stand offering an opportunity for all UK businesses showing at the event to engage with selected international buyers, influencers, stylists and press. In addition BATF will engage with the NY NOW team to send out invitation to key buyers, influencers and press inviting them to visit the UK showcase area.

The purpose of the invitation event will be to encourage new business into new markets and to raise the profile of UK brands.

We anticipate 10-15 UK businesses to be supported on the showcase.

Showcase stand costs to include:

- Stand space and build. (Stand costs including stand build for 500sqft). BATF are able to negotiate a discounted rate on our behalf with show organisers.
- Display furniture and meeting tables and chairs.
- GREAT branded back wall graphics and logos for podiums.
- Networking reception (This does not include the cost of food & drink)

- Goody Bags for Key Buyers and Press.
- Catalogue promoting all showcase brands involved on the stand.

(DBT branding guidelines to be met with all marketing collateral).

## Project management Text Redacted

BATF responsibilities to include:

- Liaise with the show organisers and deliver the stand space and build.
- Liaise with delegates ensuring that all marketing materials are received and layout presentation on the showcase stand.
- Arrange the production of all graphics.
- Manage networking event and buyer invites with show organisers.
- Manage an educational webinar with all delegates prior to departure.
- Estimated cost to cover BATF's time and expense.

## 3) PAYMENT

DBT agrees to pay the BATF the sum of Text Redacted **inclusive of VAT**

No payment schedule has been agreed but the payment will be made post event when delivery is complete.

## 4) ENTIRE AGREEMENT

This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

## 0) AMENDMENT

This Agreement may be modified or amended only if the amendment is made in writing and is signed by both parties.

## 5) SIGNED:

On behalf of The Department for Business and Trade  <span style="background-color: black; color: red; font-size: 2em;">Text Redacted</span>	Name <span style="background-color: black; color: red;">Text Redacted</span>
	Position Head of Commercial
	Date 1/8/2023
On behalf of British Allied Trades Federation  <span style="background-color: black; color: red; font-size: 2em;">Text Redacted</span>	Name: <span style="background-color: black; color: red;">Text Redacted</span> Position: International Services Manager Date: 27/07/2023