



**Invitation to Quote for Stand Build  
AHDB Exports Stand**

***Restaurant and Bar Hong Kong  
3- 5 September 2024***

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**Show Name:** [Restaurant and Bar](#)

**Show Dates:** 3 – 5 September 2024

**Hall:** 5FG

**Stand Number:** 5G-E21

**Stand Size:** 36m<sup>2</sup>

**Open Sides:** 3

**Budget:** £35,000

**Show Venue:** Hong Kong Convention and Exhibition Centre, 1 Expo Dr, Wan Chai, HK

**Deadlines:** Latest date for questions/clarifications – Monday 17<sup>th</sup> June 2024

Tender Submission Deadline: Friday 21<sup>st</sup> June 2024

Award notification date: Friday 5<sup>th</sup> July 2024

**Contract Period:** Monday 8<sup>th</sup> July – Friday 6<sup>th</sup> September 2024

## **1. Introduction**

This document outlines the requirements for the AHDB Exports stand at Restaurant and Bar Hong Kong (RBHK), 5 – 7 September 2024.

AHDB Exports are part of AHDB (the Agriculture, Horticulture Development Board) and based in England. We are a non-departmental Government public body working to promote (Beef, Lamb & Pork) both at home and abroad.

For more information about our work visit [www.ahdb.org.uk](http://www.ahdb.org.uk) or <https://meattheukexporters.com/>

## **2. Event Objectives**

To provide a platform for meat producers to create new business relationships with international meat buyers and promote products in the market. AHDB will promote beef, lamb and pork through impactful graphics and cookery demonstrations. Exporters will utilise the stand for product displays, meetings and discussion opportunities. The overall stand design should maximise footfall in the exhibition hall, encouraging show visitors to engage with exporters.

## **3. Stand Build Requirements**

The stand measures 6m x 6m, a total floor-space of 36 sqm with 3 open sides.

The stand will be shared equally between AHDB meat (Beef, Pork & Lamb) and AHDB Dairy.

Requirements include a shared networking space, shared lockable storage room and clear designated areas for both meat and dairy branding.

The stand will need to be seen from a distance and visually appealing - high level branding should reflect GREAT branding, guidance in Section 5 below illustrates.

Solutions incorporating sustainability and energy efficiency are encouraged in your response – note that all lighting should be low heat creating.

The stand needs to have the following elements and provisions.

- All electrics, (including 24 hrs electric for refrigeration units)
- Hot and cold water supplies
- Waste-water disposal
- Cleaning of the stand each evening
- Access to the internet, so provision of Wi-Fi
- Security
- TV

Refrigeration units need to be in place and must be operational by the morning of Monday 4<sup>th</sup> September ready to receive all edible consumables.

### **Kitchen/Storeroom**

This is a shared space and needs to include. s

- Lockable door
- One small hand basin with hot and cold water for hand washing
- Countertop work services for food preparation, shelving
- 1 x H3A fridge underneath the counter (Lowe refrigeration or equivalent) for drinks – 24 hour power
- Wall shelving for literature storage
- Additional double electrical socket
- Coat hooks / rack
- Coffee machine – to provide coffee and tea services

- Space for storing luggage/valuables/laptops etc.
- Power for recharging mobile/cell phones (UK adaptors)
- Water dispenser with hot and cold water.
- First Aid Kit
- Cleaning equipment
  - o Hand sanitiser for each table/reception desk
  - o Box of disposable latex gloves
  - o Box of disposable masks
  - o Cloths and teatowels for cleaning the surfaces
  - o Cleaning fluids for washing equipment
  - o Anti-bacterial spray
  - o Waste bins and bags
  - o Soap for handwashing

### **Dairy Networking Area:**

- 3 x A1 Lowe (or equivalent) display chiller with display grass with 24 hour power
- Chiller wrap
- Welcome/ reception desk with lockage storage underneath and graphic to the front
- 2x2m space for a VR device equipment with poseur table
- Stand for VR with power socket – dimensions 0.9m h x 0.3m w x 0.3m d
- Bin
- Literature rack
- Electrical sockets for charging items

### **Meat Networking Area:**

- 2 x A1 Lowe (or equivalent) display chiller with display grass with 24 hour power
- Chiller wrap
- Welcome/ reception desk with lockage storage underneath and graphic to the front
- Counter with cooking station (induction hob)
- Bin
- Literature rack
- Electrical sockets for charging items

### **Other**

- Shared networking area of multiples of low tables with 4 chairs each to provide meeting points. Please note the number of tables and chairs is dependent on visitors being able to walk around the stand freely and without obstruction.
- Down lighting above graphic walls
- Flooring to be wood effect padded vinyl
- TV screen mounted on stand wall

### **Maintenance of Stand**

Maintenance, upkeep and cleaning of the stand shall be carried out daily by the successful supplier during the duration as well as prior to the start of the Exhibition. This is to include, but not limited to the below requirements:

- The cleaning of floors throughout the stand
- The cleaning of furniture including tables, chairs and work surfaces
- Emptying of bins

## Hospitality package

Please provide a price for supplying the following hospitality package for the entire show:-

- Pods for coffee machine
- UHT milk
- Tea bags
- Sugar sachets
- Stirring sticks
- Water for cooler
- Cups for water, tea, coffee
- Soft drinks e.g coke, sprite
- Refuge sacks – for bins

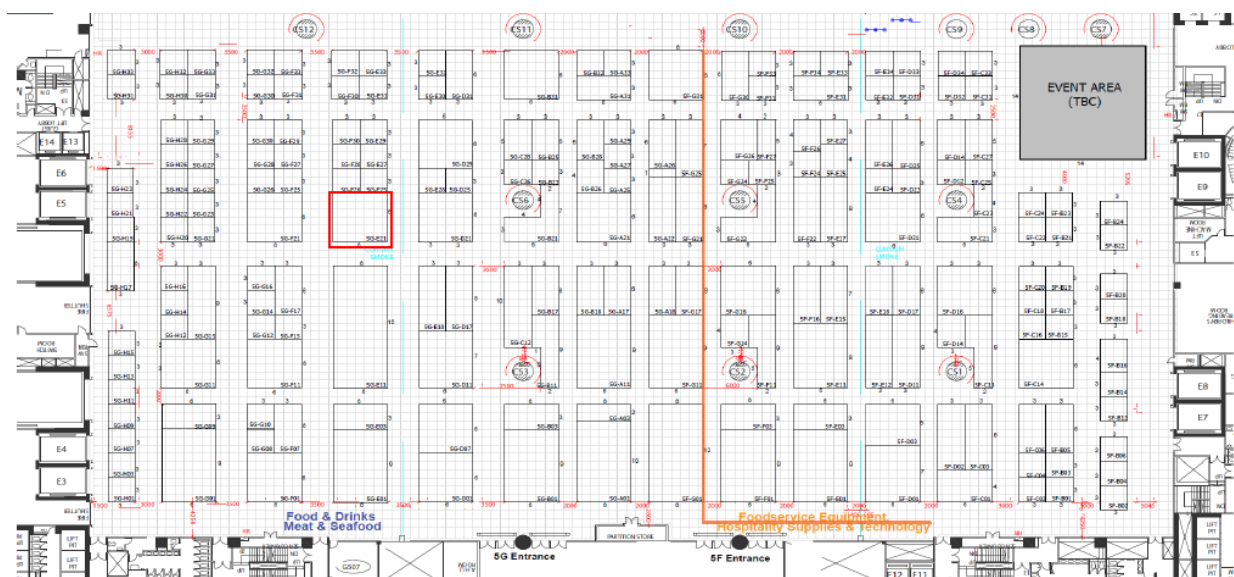
## Stand Management

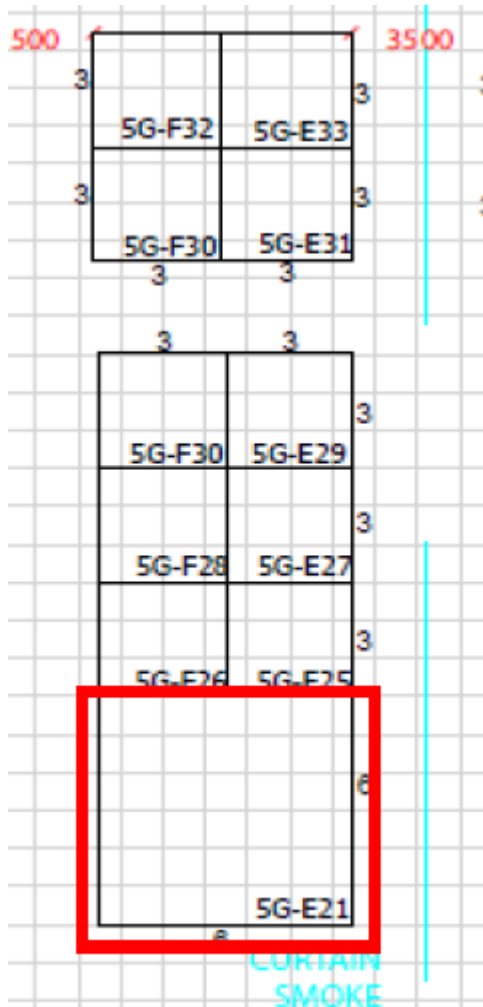
A member of the successful supplier's team shall be nominated and must be available during the duration of the Exhibition covering construction and dismantling of the stand, and capable of dealing with any eventuality. A nominated deputy must be available during any absence of such person. AHDB would require names of who will be in attendance.

AHDB will nominate a "Stand Manager" who will be the key contact for the successful supplier for the full duration of this project.

## Stand Location

Our stand in Hall 5FG is indicated in red on the below floorplans:





## 4. Graphics

AHDB will provide full and print ready artwork for all graphics. Top level branding needs to be seen from a distance in all directions and draw people to our stand. This should be co-branded with GREAT as per the below.

### AHDB graphic panels

The theme will be based on Quality Meat from Britain using landscape images with livestock and/or food images. Our key message “Quality Meat from Britain” – will need to be shown in a prominent position.

Our unique selling point is based around a quality product and graphics design needs to reinforce this message.

## 5. GREAT Branding

AHDB have agreed the following overarching principles for use of the GREAT brand at international events.

- Where the stand design does not incorporate a lampshade, AHDB will design a column or back wall which mirrors the agreed logo and brand hierarchy with GREAT as the primary brand.
- In this instance the GREAT header fascia must be clearly separated from the AHDB panels. Ideally there should be a physical gap no less than the same dimension as the height of the header fascia.
- Where this is not achievable the GREAT header fascia must be a definite different colour. If the AHDB background colour is blue, then the GREAT header must be white (or vice versa).

Branding hierarchy:



## 6. Stand Design

The image below illustrates the stand used at the previous edition of the show, Restaurant and Bar 2023.







## 7. Useful information

All stands in the exhibition must have at least half of any frontage facing an aisle left open or fitted with transparent material. This area must be visibly free of obstruction.

- Maximum stand height allowed: 4m
- Floor loading capacity: 20KN/sqm (417 lbs/sq. ft) of concrete flooring.
- Materials for the construction of the exhibition booths shall have a minimum flame spread rating of Class 2.

The contractor will be responsible for completion and submission of organisers forms relating to the design and construction of the stand, including organiser design approval. A login for the exhibitor portal will be provided after the contract is awarded, which includes relevant exhibition build information, order forms and deadline dates.

## 8. Health and Safety

Risk assessments, method statements and proof of public liability insurance will need to be provided before a contract is awarded.

## 9. Tender Process

The contractor shall deliver the whole of the services, complete in all parts and furnished with every necessary detail, notwithstanding any omission or inconsistency in the specification.



The quote should include 'to scale' visuals of your design and be clearly itemised for all services and provision as stated in this document; where possible split by area (cooking area, storeroom, partner areas etc.) stating if any sub-contractors will be used; graphic dimensions and artwork deadline.

Except as otherwise stipulated in the specific conditions of service required, the contract shall remain at the fixed price and rates shall not be revised.

AHDB's Event Manager can order reasonable additions to or reduce from the service specified. These amendments shall be requested in writing and agreed by both parties.

## 10. Evaluation of Tenders

Our award criteria are:

- Understanding of the brief **20%**
- Price **25%**
- Design, creative impression and equipment **40%**
- Ability to meet H&S requirements and event timelines **15%**

Please email your design proposals to Claire Sayers-Smith - [Claire.Sayers-Smith@ahdb.org.uk](mailto:Claire.Sayers-Smith@ahdb.org.uk) by *Friday 21<sup>st</sup> June 2024*.

## 13. Payment Terms

Please note that all invoices submitted to AHDB require a purchase order number to enter onto our payment system. Our payment terms are 30 days from receipt of the invoice.

## 14. Appendix



AHDBExportsGuidelines\_StandTender\_2402