

INTERNATIONAL TRADE DELIVERY CONTRACT

Agreement between Federation of Garden & Leisure Manufacturers Ltd and the Department for International Trade

Marketing services in conjunction with the spoga+gafa trade show, Cologne, June 19-21, 2022

1) BACKGROUND

The Department for International Trade is expecting the Federation of Garden & Leisure Manufacturers Ltd (the Gardenex association) to provide a range of services relating to promotional, marketing and logistical support for UK exporters focussing on spoga+gafa 2022, the pivotal international trade show for the garden and outdoor leisure sectors

2) DESCRIPTION OF GOODS AND SERVICES

Promotional and marketing services relating to spoga+gafa 2022 including payment towards the costs of the following elements:

Administration, organisation and prior and on-site management of the UK /DiT industry information area and all other services and facilities at spoga+gafa by Gardenex plus meet the buyer recruitment, organisation and supply of venue by Gardenex
UK exhibitor preview design, html and catalogue translations —plus emailing to one thousand international buyers prior to show
Writing and distributing multi lingual press release and distributing to key European trade press prior to the show and at the show press office plus social media content to publicise the show group prior to the event, manpower and actioning
Industry information area build and equipment including water cooler, TV screen for displaying exhibitor information on UK industry /DiT area, meeting area tables and chairs, counter top and storage area fit-out plus interpreter cost at exhibition
Buyer, trade press and supplier networking event at the exhibition
Freight costs for UK industry /DiT information area
Travel, accommodation, subsistence for three personnel with gardening sector specialist knowledge to supervise, host the supplier attendee element at the event and man the UK industry/DiT area during build-up and throughout the exhibition and support the exhibition attendees
Writing and distributing post-show international press release highlighting supplier success stories, DiT support and future opportunities
Post-gafa + spoga exhibition 'meet the buyer' event to introduce international buyer contacts made at spoga + gafa to UK suppliers

(Including promotion of opportunity to UK suppliers, flights for buyers, transfers to / from airport, accommodation, information briefing for suppliers, retail tour for buyers, dinner, interpreters, post event press release on industry /DIT success stories in key UK and international press)

3) PAYMENT

DIT agrees to pay Gardenex the sum of [REDACTED].

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 supercedes any prior written or oral agreements between the parties.

5) AMENDMENT

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

6) SIGNED for the Federation:

[REDACTED]

Director General

23/6/2022

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[REDACTED]

Head of Commercial

23/6/2022