



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

***SIAL America, Las Vegas 22 – 24 March 2022***

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**Show Name:** SIAL America

**Show Dates:** 22 – 24 March 2022

**Hall:** C1

**Stand Number:** 451 – 453 - 455

**Stand Size:** 300 sqft

**Open Sides:** 2

**Budget:** £30,000 GBP

**Show Venue:** Las Vegas Convention Center

**Deadlines:** Tender submissions to be received by 7 January 2022

## **1. Introduction**

This document outlines the requirements for the AHDB Exports stand at SIAL America, 22 – 24 March 2022.

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

For more information about our work visit [www.ahdb.org.uk](http://www.ahdb.org.uk)

## **2. Event Objectives**

To provide a platform for exporters to promote British beef and pork and dairy products.

AHDB have booked a prime location for our stand (stand no. 451 – 453 – 455 in Hall C1). The floor plan can be viewed in Section 6 showing our exact location. The stand will be shared between British meat (180 sqft) and dairy (120sqft).

The AHDB stand has a total floor-space of 300sqft and is open on 2 sides. All details on the 'premium fabric package' of 8" high back wall and 3" high side wall can be found in the

exhibitor manual in the appendix. Any further questions regarding the building of the stand please contact [Diana.Rich@emeraldX.com](mailto:Diana.Rich@emeraldX.com).

The British dairy area will need a dedicated and sectioned off (e.g. low lying wall, planters) 2x2m area with a poseur table and connection to a tv to showcase a VR device within the 120sqft allocated space.

The look and feel of the stand are important and must portray the quality of British meat and British dairy products. The stand should be open and inviting, encouraging visitors to engage and experience British products.

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

The objectives of the stand are to:

- Provide an impactful, visible platform promoting British meat and British dairy
- Enable meat samples to be prepared and allow food tasting for customers and visitors
- Enable an opportunity for customers and visitors to sample cheese

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

### **3. Stand Build Requirements**

To include all electrics, hot and cold-water supplies, wastewater disposal and refrigeration units need to be in place and operational by the morning of Monday 21 March, ready to receive all edible consumables.

The stand needs to have the following elements and provision:

Should have an original, modern and functional design.

The successful supplier will be responsible for the design, construction and dismantling of the AHDB stand including graphics, within the timescales set out by the event organisers.

The successful supplier will be responsible for managing subcontractors and paying for their services. The supplier shall send AHDB one single invoice for services rendered by subcontractors.

All installations and systems shall be built in compliance with Health & Safety and fire prevention regulations, along with all other rules safe guarding the personal and material safety of exhibitors and third parties.

#### **Storage room**

- Lockable door
- Hot/cold water supply
- Sink for hand and dish washing
- Soap and sanitiser for hand washing
- Cloths and teatowels for cleaning the surfaces
- Waste bin and bags for food waste
- Shelving for literature

- Worktop for food preparation
- Coat Hooks
- Kettle + power point
- Coffee machine + power point
- Dust pan and brush
- Space for storing luggage/valuables/laptops etc.
- Power for recharging mobile/cell phones (UK adaptors)
- 1 x Refrigerator for storage of drinks/fresh milk
- Hospitality package
  - Water dispenser with hot and cold water
  - Coffee machine
  - Kettle
  - Soft drinks
  - All additional equipment to serve hot drinks e.g. cups, spoons, coffee, teabags, sugar etc

### **Shared meeting / networking area**

- Tables and chairs
- Plasma tv
- Although this is a shared area, we need to clearly define between the Dairy and Meat areas whether this division is through a low wall or plants for example

### **British Meat area**

- Lowe Refrigeration freezer for meat display (Model E1) with green grass matting.
- X1 Lowe Refrigeration chiller for meat display (Model A1) with green grass matting
- Electrics for meat chiller & freezer (24 hour supply)
- Cooking & prep counter with a low safety glass across the counter facing the visitors on the edge of the stand
  - There should be electric power points for appliances in the kitchen/prep area, and cable extensions where needed
  - X1 grill and appropriate pans
  - Counter to have underneath lockable storage cupboards with shelves for cooking pans/ingredients
  - Waste bin and bags (for waste product from cutting table)
  - Surface/food hygiene surface cleaning equipment
  - Butchery block
- Full height graphic walls
- Down lighting above graphic walls

### **British Dairy area**

- Reception desk
- X1 Lowe Refrigeration chiller for cheese display (Model A1) with green grass matting
- Electrics for chiller (24 hour supply)
- Chiller wrap
- Poseur table
- 2x2m space for the VR device – this area needs to be clearly distinct from the rest of the stand area e.g. with a low level wall or plants to ensure people don't walk through this area
- Plasma tv
- Full height graphic walls
- Down lighting above graphic walls
- Literature rack

**Other** – the successful contractor will be responsible for arranging daily stand cleaning and waste removal pre/post show.

## **4. Graphics**

AHDB will provide full and print ready artwork for all graphics.

Top level branding (i.e. lampshade or banner) 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) – however GREAT branding can only feature at a right angle to other branding. See Section 5 below for more information on GREAT branding principles.

### **AHDB graphic panels**

The theme for the meat area will be based on British beef and pork using separate landscape images with live animals and food images. Our key message “Quality Meat from Britain” – will need to be shown in a prominent position.

The theme for the dairy area will be based on British dairy using landscape images with live animals and food images. The key message “Quality Dairy from Britain” – will need to be shown in a prominent position.

Our USP is based around a quality product and so 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 Food is 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).
- The use of the GREAT Union Jack can be used within the AHDB stand design as a low- level way finder
- The use of product imagery is a key feature on AHDB stands but must not include a superimposed GREAT logo or be close to a GREAT logo.

It is possible to use implied messaging, particularly in images, where the prominence of ‘Britain’ and the provenance of the food is more ‘loudly’ stated.

- The Union jack can only be used in the following places (only one option per stand):

- On a header panel, with the GREAT logo, with a clearly separate design to our panels
- A small bus stop sign in an aisle (a separate panel)
- On the front of a counter (when none of the above options are possible).

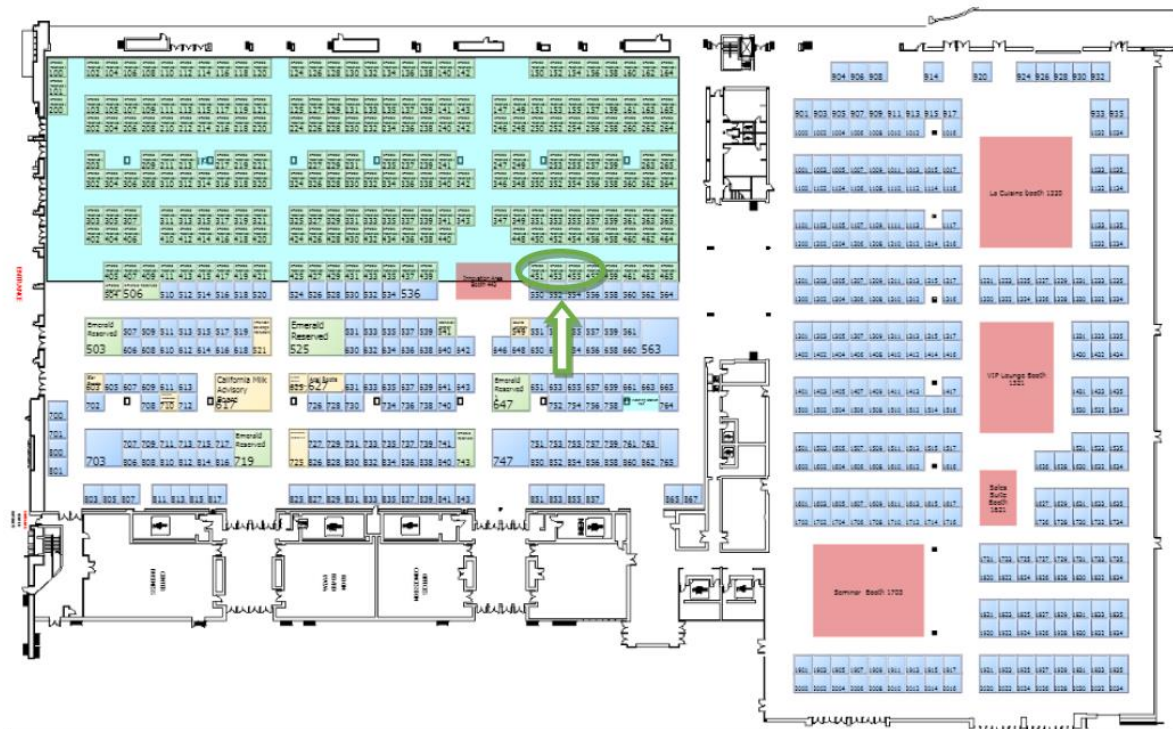
## Header panels

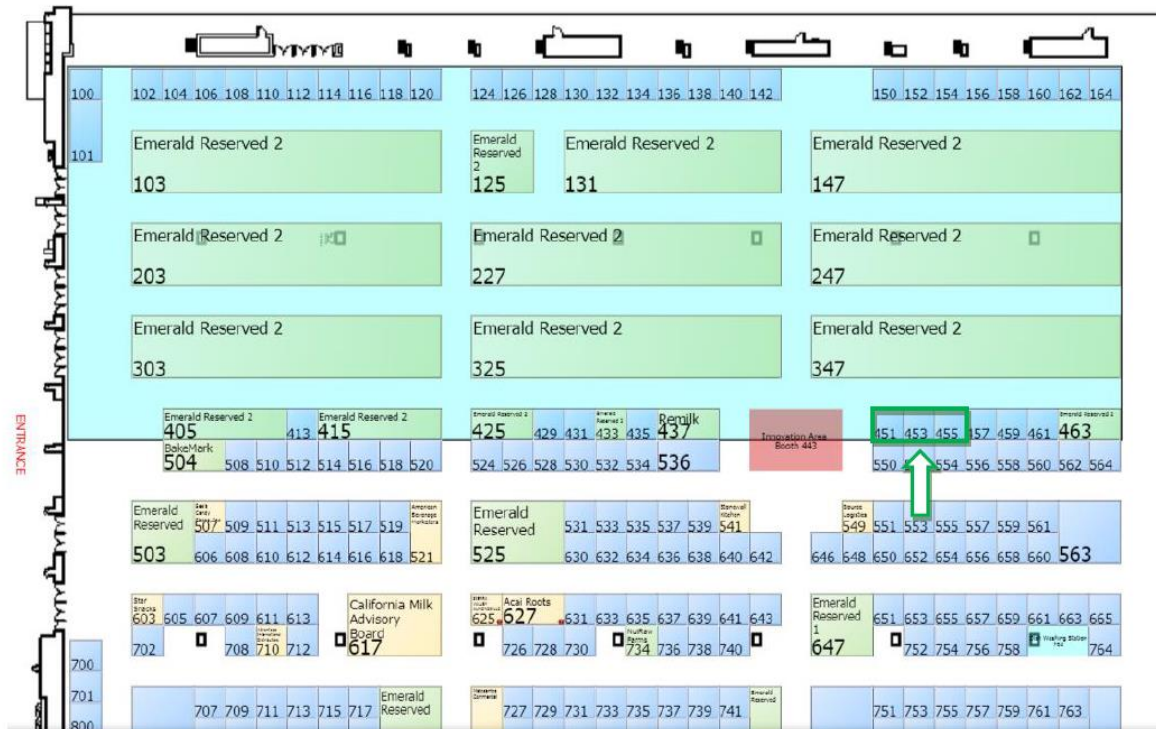
Hanging signs are only permitted to island booths over 600sqft so we anticipate that header panels will be the best solution for incorporating GREAT branding



## 6. Venue & Hall Plan

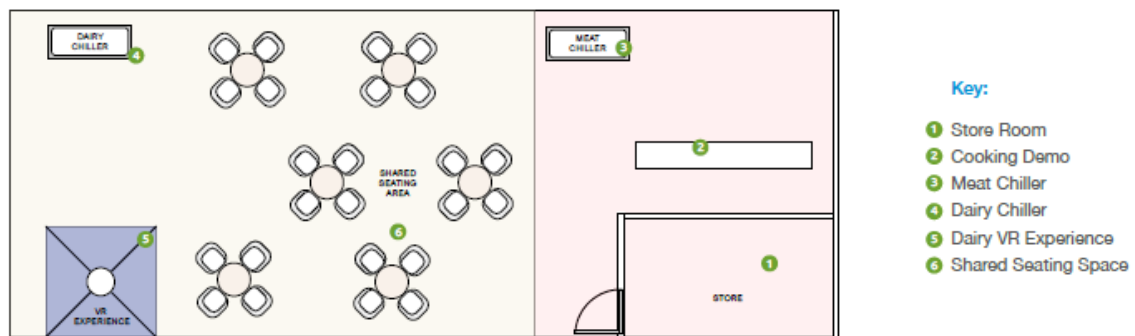
The location of our 300sqft 2 open side stand can be seen below. We will be located next to the SIAL innovation booth which is one of the most visited booths at the show.

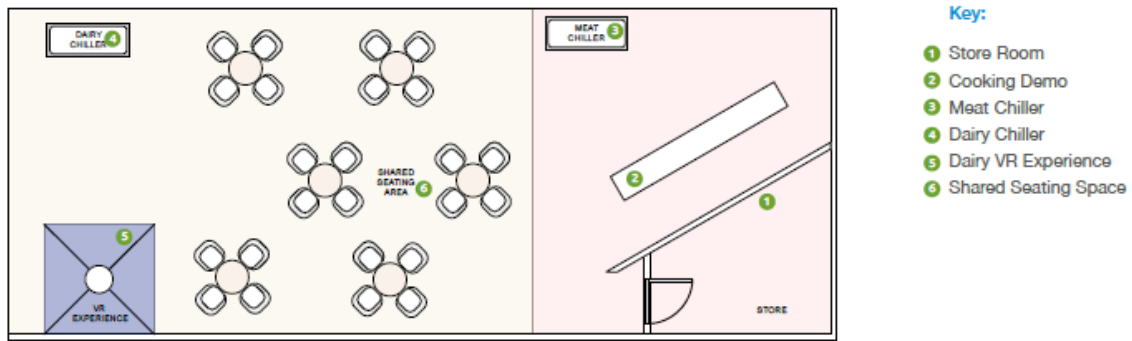




## 7. Stand Layout & Design

The floor plans below are an indication of what we're looking for, please note this is an example only. We will require the kitchen counter at the front of the stand and the seating area needs to be defined, e.g. with some planters to ensure that the exporters visiting the Meat stand do not sit in the Dairy area.





The visuals below illustrate previous stands effectively combining multiple elements i.e. info counter, cookery/sampling area and shared store room in the middle of the stand. Note that GREAT branding and graphic panel styles shown have been updated, however the principles in the brand guidelines is the same.



## 8. 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.

## 9. Budget

Our budget for the stand build which is to include graphic production is £30,000 GBP

## 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; 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.

Your brief should include:

- "To-scale" visuals of your designs
- Breakdown of all costs

## 10. Evaluation of Tenders

Our award criteria are:

Understanding of the brief	20%
Innovation / Creativity	40%
Ability to deliver the brief cost effectively	25%
Delivering tender on time	15%

Please email your design proposals to [Amanda.Tomlinson@ahdb.org.uk](mailto:Amanda.Tomlinson@ahdb.org.uk) by **Friday 7 January 2022**.

## 11. 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.

## 12. Appendix



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MANUAL.pdf



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