



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

***SIRHA Lyon, France***

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**Show Name:** SIRHA, Lyon

**Show Dates:** 23 – 27 January 2025

**Hall:** 2.1.B

**Stand Number:** booth 2.1D14

**Stand Size:** 56m<sup>2</sup>

**Corners:** 2

**Budget:** £48,000 (inc. VAT)

**Open sides:** 3

**Show Venue:** EUREXPO LYON, FRANCE

**Deadlines:** Latest date for questions/clarifications = Friday 26 July 2024

Date quotation to be received by = Friday 2 August 2024

Award notification date = Friday 15 August 2024

**Contract Period:** 23 August 2024 - 31 January 2025

## **1. Introduction**

This document outlines the requirements for the AHDB Exports stand at SIRHA Lyon in January 2025.

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

For more information about AHDB, please visit [www.ahdb.org.uk](http://www.ahdb.org.uk)

For further information on the event, please visit – <https://www.sirha.com/en>

## **2. Event Objectives**

The purpose of the stand is for AHDB to highlight and showcase the quality of British meat products, providing an opportunity for visitors to see and taste the products and for the stand to act as a networking space to create new business relationships.

## **3. Stand Build Requirements**

AHDB have booked a prime location for our stand, booth 2.1D14. The floor plan can be viewed in Section 5 showing our exact location.

The AHDB stand measures 7m x 8m, a total floor-space of 56sqm and has two corners and three open sides. The maximum stand build height in Hall 2.1.B is 5 metres.

Materials for the construction of the exhibition booths shall have a minimum flame spread rating of Class 2. Please refer to the Decoration & Architecture Rules document attached for all build rules.

The successful supplier will be responsible for the design, production, construction, dismantling and disposal of the stand, along with any other associated production services.

The look and feel of the stand are important and must portray the quality of British meat and be clearly British. The stand should be open and inviting, encouraging visitors to engage and experience British products. Please also consider the footfall of traffic when designing the layout.

The stand will need to be visually appealing, please see our guidelines in section 4 below for more details.

The objectives of the stand are to:

- Provide an impactful, visible platform promoting British meat.
- Provide space for networking
- Enable meat samples to be prepared and tasted

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

### **Stand Build Requirements**

To include all electrics, hot and cold-water supplies, wastewater disposal and daily stand cleaning, refrigeration units, security and WIFI.

The stand design must provide ample networking space, a cookery and butchery counter and a lockable storeroom.

Stand build commences at 7am – 10am on 18<sup>th</sup> January to 20<sup>th</sup> January and 7am – midnight on 21<sup>st</sup> to 22<sup>nd</sup> January and must be completed by midday on 22<sup>nd</sup> January. Electricity for all refrigeration is to be constantly on for the duration of the event and must be tested and operational by midday on 22<sup>nd</sup> January, ready to receive all edible consumables.

Stand dismantle will take place during the following dates and times:

27<sup>th</sup> January- 6pm – midnight

28<sup>th</sup> January- 00:01 – 7pm

29<sup>th</sup> January- 7am – 7pm  
30<sup>TH</sup> January- 7am – midday

## Areas of the stand

The concept of the stand needs to include the following key areas.

- Cookery and butchery demonstration platform
- Networking
- Lockable storeroom

## Butchery demonstration

This must include the following elements

- Cooking counter with low safety glass across the counter facing the visitors at a standard kitchen counter height
- 1x plancha
- Surface/food hygiene cleaning equipment
- Red resin cutting board approx. 600x450mm – raw products
- Yellow resin cutting board approx. 600x450mm - cooked product
- Anti-slip matt for cutting boards
- 2x blue roll
- 1000x cocktail sticks
- Tin foil
- Cling film
- 2x plates – standard white plates for resting meat
- Waste bin and bags (for waste product from cutting table)
- Counter to have underneath lockable storage cupboards with shelves for cooking pans/ingredients and graphics on the front
- There should be electric power points for appliances in the kitchen/prep area, and cable extensions where needed

## Hospitality

- UHT milk- 3 litres
- Tea bags (assorted)- 60 in total (alternative is a tea and coffee pod machine)
- Sugar sachets
- 200x Stirring sticks
- Water for cooler and cups
- Cups for water, tea, coffee- 300 in total (200 small cups and 100 middle size ones (for tea/coffee with milk))
- Kettle
- Bottles of 1l San Pellegrino or Perrier- 15 bottles
- Bottles of 1,5l Coca Zero- 15 bottles
- Refuse sacks – for bins
- Red wine Lalande-De-Pomerol, Domaine des Terrières 75cl- 6 bottles
- White wine Petit Chablis or Le Montagny 75cl- 6 bottles
- Disposable stemmed glasses- for the wine, qty 50
- Draft beer system
- 1x 30 litre barrel Wasteiner
- “Half beer” glasses, 40cl, qty 50
- 6 tin boxes of biscuits

- Savoury snacks- 1 bag of peanuts, 500gr and 1 bag of crisps per day
- Salt/pepper sachets

## Networking spaces

The networking space must include

- 2 x A1 display chiller with display grass (Lowe Refrigeration or equivalent) with 24 hour power. Must have under counter storage
- 2 x Chiller wrap
- Multiples of low tables with 3 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
- Bin
- A reception desk to include;
  - Electrical sockets for charging items (UK & Europe sockets)
  - Space to display literature

## Lockable storeroom

- Lockable door
- Preparation area containing 1 large sink with both hot and cold water for food prep and washing utensils
- One small hand basin with hot and cold water for hand washing
- Washing up bowl
- Plug for sink basin
- Countertop work services for food preparation, shelving for kitchen utensils
- 2 x H3A fridge underneath the counter (Lowe refrigeration or equivalent) for meat and drinks – 24 hour power
- Wall shelving for literature storage
- Additional double electrical socket
- Coat hooks / rack
- Space for storing luggage/valuables/laptops etc.
- Area for power for recharging mobile/cell phones (UK adaptors) to include USB ports x4
- Water dispenser with cold water
- Waste bin
- Cleaning equipment
  - Hand sanitiser for each table/reception desk
  - Box of disposable latex gloves
  - Box of disposable masks
  - Cloths and teatowels for cleaning the surfaces
  - Cleaning fluids for washing equipment
  - Anti-bacterial spray
  - Waste bins and bags
  - Soap for handwashing
- Disposable cutlery, plates and napkins (approx.100 each per day)
- 50x disposable paper bowls

## General

- Plasma tv to be located on the stand
- First aid kit

#### **4. Maintenance of the 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 following:

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

#### **4. Graphics - 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).
- 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.

**For full guidance on our graphics and export identity, please refer to AHDB’s Exports Guidelines attached.**

## Branding hierarchy

There are three brands included on our exhibition stands:

- The GREAT campaign branding
- AHDB Export identity branding (QUALITY message)
- AHDB branding

GREAT is the 'umbrella' brand and as such takes the highest level position on the stand. GREAT is always top-level branding for our stands and should be the most elevated element of the stand design.

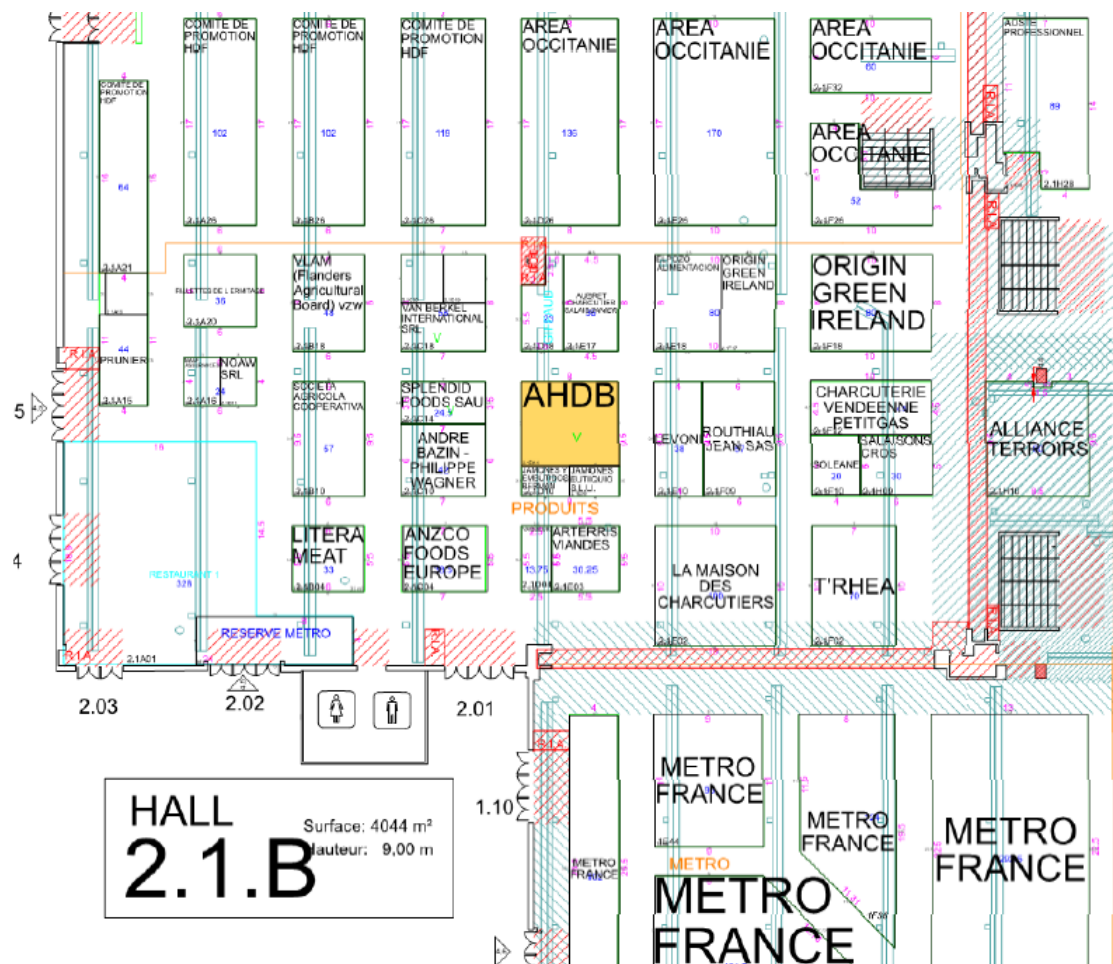
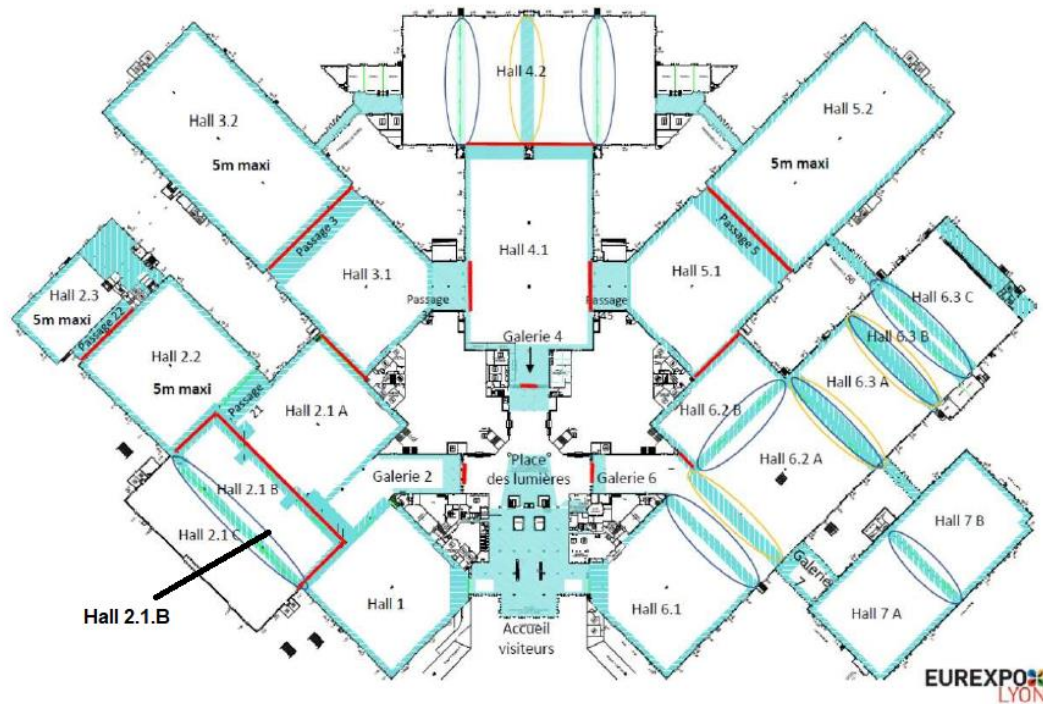
### Levels of hierarchy

There is an explicit order of brand elements on our stands. All exhibition stand designs need to reflect the following order of hierarchy (high to low):





## 5. Venue & Hall Plan



## 6. Stand Layout & Design

The visuals below illustrate previous stands of a similar size effectively combining multiple elements i.e. info counter, cookery/sampling area, store/kitchen. As mentioned above for guidance on the most recent GREAT branding and graphic panel styles please ensure you refer to AHDB's Exports Guidelines when considering your design. (attached)



## 7. 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.



## 7. Useful information

Please note: It is the successful supplier's responsibility to submit all designs and paperwork in a timely manner to avoid any penalties/restrictions that the exhibition organisers may impose. Any such penalties/restriction imposed by the exhibition organisers shall be borne by the successful supplier.

### Key information:

- Structural Height Restriction: Please refer to the Decoration & Architecture Rules document (Attachment)
- AHDB export guidelines (Attachment) Please refer to AHDB Export branding guidelines attached when considering your design.

## 8. 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 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.

## 9. Evaluation of Tenders

Our award criteria are:

- Understanding of the brief **20%**
- Price **25%**
- Design, creative impression and equipment **40%**
- Ability to meet event timelines, build-up and break-down **15%**

Please email your design proposals to [Becky.ibbertson@ahdb.org.uk](mailto:Becky.ibbertson@ahdb.org.uk) by Friday 2 August 2024.

## 10. 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.