



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

***FHA Food and Beverage
5 – 8 September 2022***

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Show Name: FHA Singapore

Show Dates: 5th – 8th September 2022

Hall: 2

Stand Number: 2H1 - 07

Stand Size: 84m²

Open Sides: 2

Budget: £40,000

Show Venue: Singapore Expo

Deadlines: Tender Submission Deadline: 22 June 2022

Award notification date: 29 June 2022

Contract Period: 29 June 2022 – 16 September 2022

1. Introduction

This document outlines the requirements for the AHDB Exports stand at FHA Singapore, 5 – 8th September 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 British Pork and English Beef and Lamb both at home and abroad and will be attending with HCC who promote Welsh Beef and Lamb both at home and abroad.

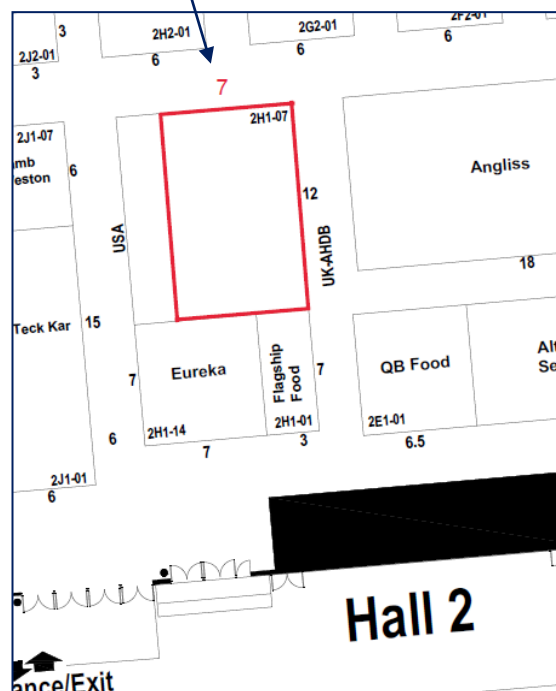
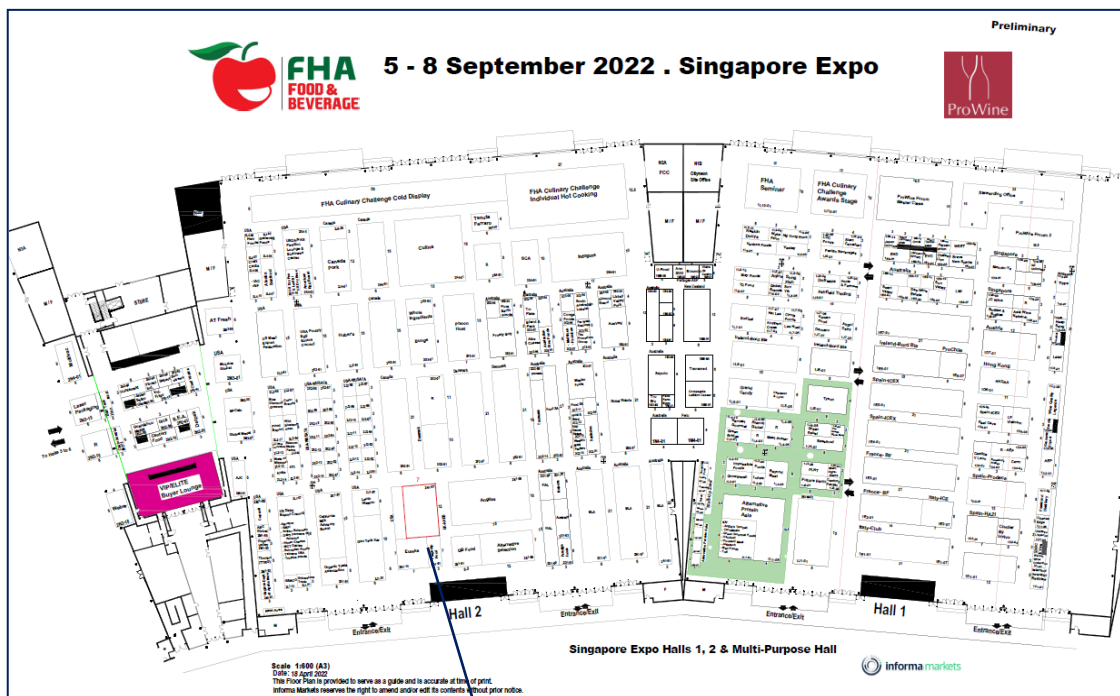
For more information about our work visit www.ahdb.org.uk

2. Event Objectives

To provide a platform for our levy paying meat producers to create new business relationships with international meat buyers.

3. The Stand

AHDB have booked a prime location for our stand (stand 2H1 - 07) in Hall 2. The floor plan below shows our exact location.



The AHDB stand measures 7x12m, a total floor-space of 84sqm and is open on 2 sides. The maximum stand build height in the Hall is 5 metres.

The stand will be shared between AHDB and 1 partner Hybu Cig Cymru - Meat Promotion Wales (HCC).

HCC will have a dedicated space of 24sqm and AHDB will have 60sqm of space on the stand which will include the shared storage and cookery demonstration area.

We also require a high-level banner / lampshade to clearly distinguish who we are, which can be seen from a distance and draw people to our stand.

All lighting should be low heat creating.

4. Stand Build Requirements

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

Refrigeration units need to be in place and must be operational by the morning of Sunday 4th September, ready to receive all edible consumables.

Cooking/Demonstration Area

This is a shared space for AHDB and HCC and should include the following elements:

- Cooking counter with a low safety glass across the counter facing the visitors *Please ensure the counter is at a standard kitchen counter height as previously we had to get a platform for the chef to stand at as the counter was too high*
- An additional counter space for butchery demonstrations (60cm x70cm in size)
- 1x Induction hob
- 3x Induction pans
- 1x undercounter fridge
- Cooking utensils
- 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
- 300x cocktail sticks
- Tin foil
- X2 plates – standard white plates for resting meat
- Steamer
- 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
- Plasma screen

Kitchen/Storeroom

This is a shared space for AHDB and HCC

- Lockable door
- Preparation area containing 1 large sink with both hot and cold water for food prep and washing utensils
- 1 x induction hob
- Cooking utensils
- One small hand basin with hot and cold water for hand washing
- 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
- 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.
- 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

AHDB Networking Area:

To be used by AHDB staff and exporters

- 1 x Display chiller with display grass (Lowe Refrigeration) with 24 hour power
- Chiller wrap
- Welcome/ reception desk with lockage storage underneath and graphic to the front
- 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.
- Bin
- Literature rack
- Electrical sockets for charging items

HCC Networking Area:

To be used by HCC staff and exporters

- 1 x Display chiller with display grass (Lowe Refrigeration)
- Chiller wrap
- Welcome/ reception desk with lockage storage underneath and graphic to the front

- 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.
- Bin
- Literature rack
- Electrical sockets for charging items

Other

- Down lighting above graphic walls
- Flooring to be wood effect padded vinyl
- Security
- WiFi

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
- Refuse sacks – for bins

5. 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.

6. Graphics

AHDB will provide full and print ready artwork for all graphics. Please include print deadline in your response

Top level branding (lampshade / banner) needs to be seen from a distance in all directions and draw people to our stand. This should be co-branded with FIG (as per the below) and HCC branding – however FIG branding can only feature at a right angle to other branding. For further information on the branding – see Appendix.

There will need to be dedicated walls/panels for AHDB and HCC and ideally these will be either lightboxes or if walls have surrounding lights.

AHDB graphic panels

The theme will be based on Great British beef, lamb and pork using landscape images with live animals and food images.

Our key message “Quality Meat 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.

7. 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. Note that GREAT branding and graphic panel styles shown have been updated, ensuring you refer to Section 7 and the appendix when considering your design.

We would like to include an interactive element to the stand, e.g. a plasma TV streaming the cookery demonstration to the stand.

We would also be open to lightboxes on the stand to help draw people into the stand – whether these have rolling images to help engage visitors or static images – this is open to interpretation.





9. Useful information

Structural Height Restriction

Stand structure may go up to a maximum height of 5m, depending on stand design and booth location. However, any booth structure above 4m will require a Singapore Professional engineering endorsement. No setback is required for stand structure that are taller than 2.44m in height. However, all exposed rear surfaces of designs and structure must be in white painted finish and without any logos or graphics, unless it is against the actual walls of the exhibition halls

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

Rigging of Overhead Structure or Banner

Rigging using the existing hall ceiling structure is only allowed for banners, curtain drapes, lighting trusses and any decorative items provided that the item to be suspended is endorsed by a Professional Engineer in Singapore. Due to safety concerns, rigging of booth structures is strictly not allowed as all booth contractors must ensure that the booths they build are structurally safe.

The maximum height allowed for rigging structure is 6m (measuring from ground up) and has to be set 1m away from the dividing walls of the adjoining stands.

Rigging is not possible for certain areas within the exhibition halls. As all rigging works are to be undertaken by the official contractors, exhibitors or appointed contractors are advised to check with them on the feasibility.

Stand build dates

Build-up:	2 – 3 September	8.30am – 10.00pm
	4 September	8.30am – 5.00pm
Showdays:	5 – 7 September	10.00am – 6.00pm
	8 September	10.00am – 4.00pm
Tear-down:	8 September	5.00pm – 10.00pm
	9 September	8.30am – 5.00pm

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, and a copy of the exhibitor manual sent electronically.

10. 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.

11. Budget

Our budget for the stand build which is to include graphic production is £40,000 GBP

12. Evaluation of Tenders

Your quote should include:

- "To-scale" visuals of your stand design
- Breakdown of all costs
- Note any parts that you are not able to deliver
- Graphic dimensions and artwork deadline

Our award criteria are:

- Understanding of the brief **20%**
- Ability to deliver the brief cost effectively (itemised quote required covering all elements discussed in the brief) **25%**
- Design, creative impression and equipment **40%**
- Ability to meet event timelines, build-up and break-down **15%**

Please email your design proposals to *Amanda Tomlinson* Amanda.Tomlinson@ahdb.org.uk by 22 June 2022.

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_200706.pdf