

Supplier proposal



TENDER RESPONSE: DESIGN, BUILD AND DISMANTLE for ANUGA 2021

Thank you for inviting us to present a design and a quotation for this project.

We propose two distinctive and great value solutions with excellent branding and at a quality that is commensurate with your trade position. Our presented designs work strictly within the new all-encompassing Covid regulations and therefore we have had to propose a very different solution to that used in the past. Sometimes having to think 'outside of the box' leads to positive innovation and this is what we feel we have achieved here.

Uppermost in our mind was to make the very best of what can be achieved so that the exhibitors and yourselves gained the maximum possible benefit of attending. Later I will explain the how, and most importantly the why, of how we have achieved what we feel is the best design solution possible in these very new times.

As aside in these 'Covid' days, we feel that bringing this project to life will need creativity, flexibility, and an amount of straightforwardness in getting this project over the line. We offer to work closely and show real flexibility with all involved as its inevitable that things will change before the show greenlights.

As always, my team would work alongside yourselves to tailor any area of the design or specification to meet what is required by yourselves and your exhibiting partners.



DESIGN – INNOVATION & CREATIVITY



WE ARE EVENT EXHIBITION LTD

An award winning, exhibition agency specialising in all aspects of face-to-face marketing. We are trusted by a broad spectrum of public sector and private enterprise clients to communicate their messages.

Event – A full service provider, specialising in supplying turnkey solutions worldwide, developing and bringing to life, sales platforms that deliver quantifiable results across a broad scope of live events including exhibitions, conferences and experiential programs.

What sets Event apart is our marketing knowledge of the specifics of exhibiting, what works and what doesn't work in this face-to-face 3D environment and how to drive interaction. This in turn brings greater ROI benefits to our clients.

You may also wish to follow this web link to see further examples of work: www.event-exhibition.co.uk



MEETING YOUR OBJECTIVES AND AIMS

The purpose of the AHDB Exports stand at Anuga is the same as it has always been and that is to provide a bold, professional platform for your exhibitors to both further old and create new relationships with international meat buyers. This has been our clear focus throughout the design process.

Event Exhibition brings together in supplying exhibition design and delivery of group stands to achieve this despite the new and to be honest rather difficult Covid restrictions. During this time, we have successfully delivered over

stands across the world. We know how to deliver your requirements and those of your participating exhibitors. We know what they need.

We present an innovative, quality led, visually impactful, strongly branded design to catch the attention of your audience and guarantee that people stop, look, and listen to what you have to offer.

Our clear aim is to produce a stand which is totally distinctive to maximise your exhibitors returns on their own and your investment and to raise the profile of the participants and the AHDB and its work.

We ensure that you will:

■ Really showcase Great Britain and your expertise –

■ Gain maximum exposure for the participant companies –

■ Build relationships –

■ Connect with your target audience –

We will provide you with a safe COVID aware environment in which you and your exhibitors can still take place in both promotional activities and meetings with full hospitality available and enable good business to be done in a relaxing, professional, and personable environment.

Your standards are our standards. We will ensure that what we provide is both fully functional and at a

quality of finish and provide both a practical and robust stand fully able to withstand the intense nature of this event. One of our project managers will alongside a stand build crew member be on hand on-site throughout the entire show construction, open and breakdown period to deal with any issues that may arise to provide you with the reassurance from our side of a totally trouble-free show.



AHDB STRONGLY BRANDED INNOVATIVE DESIGN CONCEPTS TO CATCH THE ATTENTION OF YOUR AUDIENCE



YOUR STAND BUILD REQUIREMENTS

You require the design of a 330m² island stand. We have contacted the show organisers, taken part in their webinars, and obtained both the written build and Covid regulations and can confirm our proposals precisely follow these guidelines.

DESIGN CONCEPTS – WHAT & WHY

This show presents many challenges. The Covid measures that are required are far from ideal, effect matters greatly and means a complete re-think. We also still have to ensure that every bit of value for yourselves and the exhibitors have to be obtained if we are to hit the show attendance objectives.

TO EXPLAIN

This year's event poses a wide range of new and existing challenges that will undoubtedly lead to a very different design solution and show experience for all concerned. The need to provide a fundamentally safe Covid aware solution for the exhibitors, yourselves, and visitors and to follow both the organisers and the local German authorities' requirements brings new design challenges that will undoubtedly create a very different look and feel to this event.

One thing for certain, will be the need for flexibility on behalf of the contractor to move this project forward. Things will undoubtedly change in respect of the rules and regulations as time moves onwards and the obvious need to have to comply with these. Here at Event, we propose working alongside yourselves throughout this project as partners with a true can-do attitude to make this event no matter what, the best it can be for the exhibitors and their need to gain access post Brexit opportunities is paramount.

So, to explain what we have done so far. The need for social distancing and the rules of the permissible density of people within the stand space has led us to propose a radical re-design from past events and what would be considered as a normal group stand layout.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

Times are not normal and therefore nor will be the solutions required

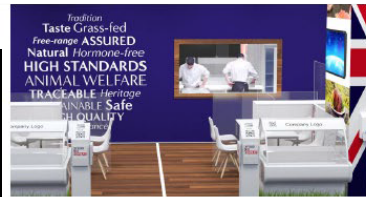
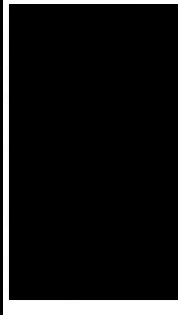
We also need to think about the exhibitors in the 12m² space as above and how we gain 2m head-to-head separation and move all desks, seating etc at a minimum 1.5m from the aisle. Also, we need to again minus from the calculations the furniture and refrigeration footprints in these areas. In essence unless you restrict these spaces to only three permissible people at the very best, they need to be larger to hit the rules. Again, this just compounds the above.

Overall, we need to especially bear in mind that during conversations with the organisers they have informed us that stand build permissions for designs will be very closely monitored as will the numbers of persons on stands, so we need to be very careful to avoid any potential conflict and the possibility of an in-show stand closure order.

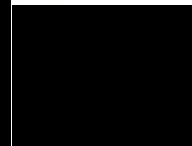
So, what is the solution?



This is how it works



Now what else do we deliver?



The reception area allows for an easy and very quick conversion to become a dual-purpose meat cutting demonstration area with slip-over stainless steel worktops and butchers block central area.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

Overall, we have tried to ensure that areas are as free and uncluttered as possible and are all fitted with Covid All Secure Standard and food safety screening as appropriate whilst providing all the areas with the full functionality called for in the brief.

As mentioned, exactly what measures will be needed running forward or what the exhibitor numbers or requirements might be are not probably known at this time and from experience these are more than likely to change before the exhibition goes live so we have deliberately kept things very fluid layout wise to be able to accommodate even last-minute changes due to potential travel or other restrictions etc.

Budget wise the design has had also to be carefully considered especially with the likely costs now involved in providing Covid aware solutions, like single crew accommodation and post Brexit vehicle and goods movement costs and the venues own increasing supplier costs etc. We have been warned to expect significant cost increases for services such as hire furniture etc again all because of the effects of Covid on the industry. As always however we fix the price and will keep to this.

The presented design is however still very impactful with clean lines and with the use of modern, hi-tech, high quality finishes throughout adds the modernity requested. The designs are fully modular. In short, they:

The provided build is also constructed from 100% sustainable materials and offers 100% recycling ability post show.

In Country Assistance and Language Abilities

We are particularly fortunate to have through our OSPI worldwide status six comparable German based suppliers to which we can turn for assistance.



'on the ground' so to speak and very used to working in the Messe. In Cologne she has excellent local contacts and knowledge and this also allows for the early delivery and staging of materials at her facilities close by if required.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

Separately to this function it would be possible if for any reason we could not travel from the UK or for any other reason that we could not deliver the stand build items that as they operate the same advanced German Octanorm Maxima system they could deliver the stand entirely from their own resources.

DESIGN AND SPECIFICATION SPECIFICS

We will provide:

- German and English dual project managers and a fully trained team to ensure the best pre and on-site service
- Nominated deputy also on-site for the duration of build-up, the show and for breakdown

- The completion of all organisers and venues paperwork / drawings / on-line submissions in respect of the stand build
- Full service including shipping and documentation for any stand build items
- As an extra, due to our World OSPI status, our full ability to work with our Germany based OSPI partners to ensure build and delivery is achievable whatever regulations are in place with regards to travel etc.



- A highly attractive design, with a modern, light, contemporary look and feel
- Full wheelchair access throughout from all aisles

- Easy to maintain recyclable dark wood plank vinyl flooring throughout
- Low heat LED lighting technology throughout to give both bright illumination and low power consumption to reduce costs
- Full range of modern designer styled hire furniture
- A fully flexible design and build solution that can run on for the next show and be adapted to what would be hoped for a relaxation of the Covid rules without cost penalties
- A fully effective and to the standard required Covid design response
- Main's connections, water and waste supplies including 24 hour connections are included in our costs

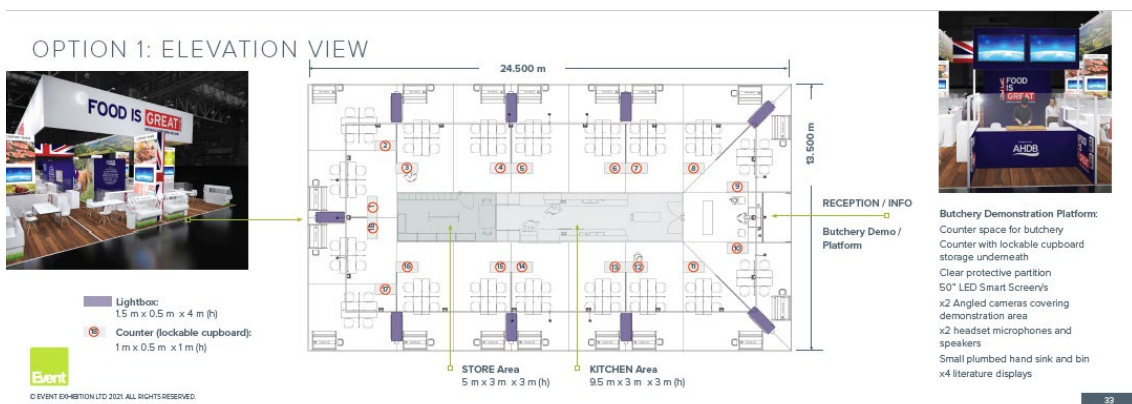
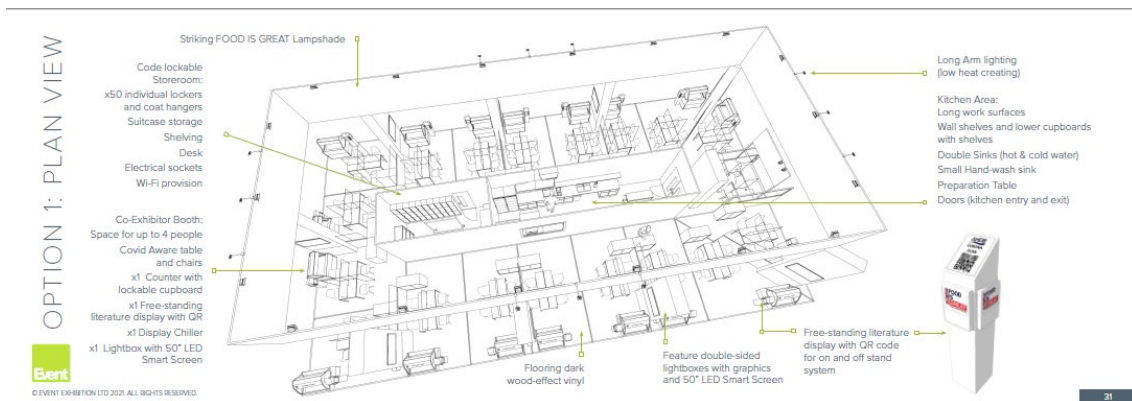
- Confirmation that mains and other 'consumptions' will be billed at net
- Daily stand cleaning, bin emptying and stand maintenance included
- 24 hour refrigeration – all supplied by brand leader. Low refrigeration
- After show close security and additionally for the night before the last day of build, before show open night and the after show night of dismantling
- Our own designers would as requested work with your own graphic design department to create a subtle impactful overall appearance and these designs would be transferred back onto the 3D model so all elements can be closely considered before print.

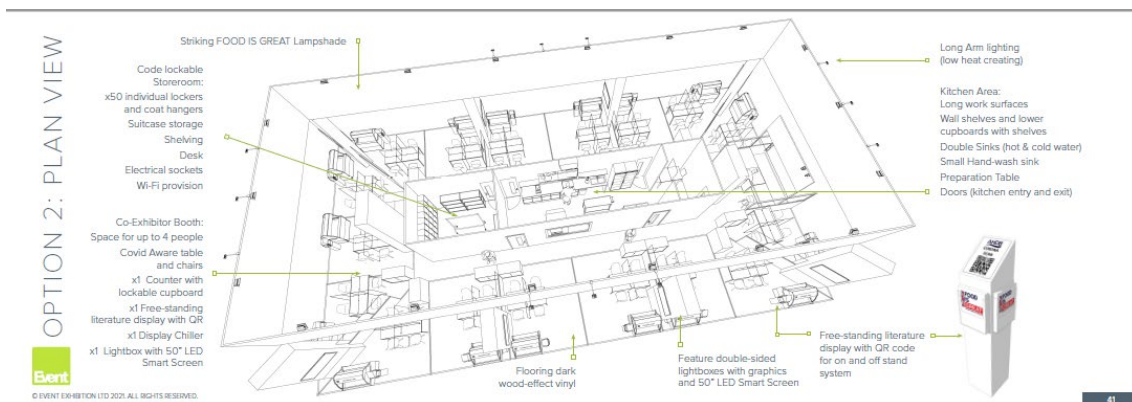
GENERAL AREAS OF THE STAND

The stand concepts all include the following key areas as requested.

- Priority 1** Co-exhibitor booths (maximum of 18)
- Priority 2** Opportunity to offer hospitality - (Kitchen and Service area / Bar)
- Priority 3** Butchery demonstration platform
- Priority 4** Storage/office facility (two)
- Priority 5** Welcome reception desk
- Priority 6** A hospitality solution for all exhibitors as described earlier in detail.







Importantly we offer to you a unique ability having partnership agreements in place at your intended venue with local teams through our OSP network, which included a contact in Cologne, conveniently located within the host city. This enables us to save costs for you, provide outstanding value and vastly minimised project risk and the all-important local knowledge of the venue and local area.

ON-SITE BUILD AND STAND MANAGEMENT

We presently hold full ISO 9001:2015 Quality Management, ISO 14001:2015 Environmental and CHSAS 19001:2007 Health and Safety certifications. This ensures that our service provision in relation to this contract would meet every legal, safety and technical requirement.

As full members of ESSA, the UK trade association for the exhibition industry, we not only provide a full and insurance backed bonded completion guarantee but also abide fully with all UK and European statutory requirements within our industry. ESSA also conduct an independent checking and assessment process to ensure we meet these standards.

As a matter of course, we would produce a detailed written risk assessment and method statement covering all work undertaken by ourselves as part of this contract. We retain a specialist Health and safety consulting company, FPL Ltd, to assist us in all matters concerning the project so as to ensure all aspects are fully and professionally considered.

This comprehensive document would relate to all stages of the project from the pre-planning stages through to the on-site delivery and subsequent breakdown and would be distributed to all parties including the event Organisers for their comment and approval. We would also complete and submit any additional documentation requested by the Show Organisers and / or Venue relating to the stand build. This to include stand plan submissions.

The Project Manager assigned to this contract would be the nominated Health & Safety Officer and would remain on-site at each venue throughout the build-up period to ensure a safe working environment. They would take full responsibility for all aspects of the installation and dismantle including for security of any stand equipment and all Health & Safety issues.

We confirm that the stand would be ready for handover and that the Event Project Manager would ensure the stand was fully functional and the quality of finish to the highest standard with every detail meeting with your approval before releasing the workforce.

In terms of the build, our experienced team of exhibition carpenters, riggers and graphic applicators start the process of the physical construction by the use of full setting out drawings provided by our design department.

These working drawings provide the basis for the detailed build to be undertaken in the workshops who use now sophisticated CNC machine techniques to provide the accuracy and quality required.

All items are pre-built where possible in the workshops and then transported to the exhibition site in our own vehicles where possible or using our prime mover sub-contractors.

On-site, our senior foremen oversee the construction process with teams of exhibition trained carpenters to ensure the detailed and agreed build schedules are adhered to. By necessity we plan things in much detail and this in turn adds speed, reliability and quality to the build process.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

51

In terms of technical support, a fully trained stand building crew member would remain on-site during the complete show open periods to assist with any issues that may arise so any small defects can be instantly attended to. Thereafter they would be contactable 24 hours a day by mobile.

In addition, the Project Manager and Event's Managing Director would be contactable 24-hours a day by mobile phone. This provides true management support to this project.

We are confident that the stand build would be robust enough to survive the event. In the event of any remedial work being required, we would ensure that this would be done as a matter of urgency and that any work would be conducted within a recognised timescale agreed between ourselves.

As a fully bonded ESSA and accredited OSPI member, we can also call upon our local specialist support in Cologne should specialist assistance be required. This provides to yourselves along with our on-site technician back up the most resilient and proactive 'safety net' service possible.

Audio visual support can also be on stand if required to ensure any technology employed is fully functional.

CONTINGENCY ARRANGEMENTS

In undertaking any exhibition, Event will always ensure that it has contingency procedures in place to deal with any unforeseen issues.

The designated Project Manager who would take responsibility of any project would always have a 'shadow' Project Manager. This individual works with the Project Manager throughout the project and would be familiar with the contents of the project in the eventuality of the Project Manager not being available.

We always ensure that a reserve person is familiar with the Client and the associated project documentation. This would include all client requirements. All related information is filed electronically within our computerised system – this means that there is access to all related information.

In addition to the electronic filing system, we also have a paper based system that our staff can refer to. This is a one stop shop and allows us to access information quickly.

In addition to this, the Managing Director would take responsibility for any project should the Project Manager not be available.

With regard to the actual stand build, we would identify a Foreman who would take full responsibility for the build. In the event that this individual was not available, we would divert responsibility again to the 'shadow' Foreman, who again would be equally familiar with the project. All relevant documents regarding the stand build would be shared with the other stand technicians. We also ensure that we have standby crew members available who can assist.

Such procedures will hopefully provide ultimate piece-of-mind.

STORAGE AND TRANSPORTATION



In terms of pre and post event storage, Event has extensive facilities within our 21,000 ft² of premises should you require this facility.

In accordance with our ISO 14001:2015 compliant environmental policy, transport would be by our own technicians using one of our (Euro warranty covered) Mercedes Euro 5 compliant vehicles.

Considerable care has been taken to minimise CO2 emissions with the chosen route and delivery method.

The stand including all fixtures, fittings, furniture will be transported to the venue as per the Method Statement agreed.

Any Audio Visual equipment would also be transported to and from the event, with staff on hand to deal with any technical issues.

All participants promotional literature will as above (one box per exhibitor and yourselves) be transported to and from our warehouse and back following the event.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

53

PROJECT MANAGEMENT SUM UP

We hope that the information provided proves our capability with regard to the Project Management of this project. We therefore confirm that we would confirming the space booking for the event; submit the stand plans to event organisers, co-ordinate the electrical and other service requirements, provide the appropriate insurance; provide the mechanism to ensure that any structural/electrical issues are rectified within a reasonable timeframe during the event.

COMPLIANCE

Completion and submission of all related documents regarding the stand build

We have sought confirmation of the build regulations from both the Organisers and Venue Managers to ensure that our design meets your criteria and complies with the various shows and the various venues' Health & Safety regulations. Importantly, we have carefully checked the build heights and other services availability including costs to accurately budget for these elements within the price schedule for the project.

be safely unloaded, assembled, dismantled and loaded within the stated short build up and breakdown timings to adhere to the Organisers tenancy agreement.

Sustainability and event's environmental strategies for trade stand exhibitions

As a company we are particularly proud to be awarded ISO 14001:2015 Environmental certification so proving that all of our operations are considered in an environmentally positive manner.

Research has shown that totally custom built solutions are sometimes not considered environmentally friendly or sustainable. Large solid shapes consume large amounts of materials the majority of which are not recyclable. Moreover; they add enormously to the carbon footprint

and to cost in monetary terms as they require large and heavy transport solutions. Much of it is not re-configurable without the need for considerable re-design and re-construction.

A recurrent problem is to deliver a strong, unique custom designed stand with true green credentials whilst maintaining a cost advantage.

Having researched the various options available, as mentioned above we have chosen to adopt the use of Octonorm's Maxima Light in a hybrid configuration for this project.

This modern, aluminium-profile construction system offers many substantial benefits including:

- 100% reconfigurable – and re-useable show to show
- Extreme lifespan – approx. 20 years in service

- 100% recyclable at end of use (after approx. 20 years lifespan)
- Approx. 80% weight saving over custom construction leading to major haulage, storage and erection savings with their associated carbon reduction
- Approx. 90% space saving against custom construction again saving large amounts of haulage, stored volume, expensive handling etc all contributing to a large carbon footprint reduction
- Offering considerable design advantages such as providing larger more complex structures but at lower cost due to increased build speed

- The ability to use items from our existing rental range if required at low cost in comparison to purchase.
- Full AutoCAD structural design ability in house to provide all drawings including 3D fully orbital renderings
- The ultimate benefit is our ability to provide not just an environmentally aware but a truly unique, design-led solution.
- As a fully authorised main dealer for this world leading system, our technicians are fully trained in its safe use and abilities.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

With relation to our overall stand designs, please find below information concerning our proposed response to potential environmental issues. With regards to these issues we will:

- Recycle all paper, cardboard, textile, metal and plastic waste as possible through our local council collection services / waste contractors from all areas of the business
- Recycle all carpet and floor coverings through Reeds new process.
- Recycle the plastic floor protector where possible through the venues waste services.
- Use high efficiency lighting – LED and low voltage fittings.

- Use a systemised multi use approach for the main construction framework where deemed acceptable which at end of life is 100% recyclable
- Use hardwoods from a certified sustainable source and then only when strictly necessary. Our aim is to eliminate all unnecessary wood use as possible
- Use where possible solvent free products including graphic inks etc
- Use mounts where possible for the graphics which can be either fully 100% recycled or of a lighter fabric nature using less materials
- Use ethically sourced, recycled material certified as being from sustainable sources where possible. Including carpeting, other floor coverings, graphic backing materials,

- office supplies, packaging and protective wrappings
- Use multi-use rental furniture.
- Design components so that they nest effectively together so reducing the overall amount of packaging and transported cubic quantity so eliminating unnecessary vehicle movements
- Use Sat Nav technology to find the most efficient routes available for delivery of goods and services
- Develop new innovative uses for all waste materials in partnership with our local community, schools, charities and other outlets
- Make full use of new technology to lessen our environmental impact including the adoption of video conferencing services for our clients

- Replace existing vehicles with more fuel efficient models
 - Adopt duplex printing on recycled paper materials for the office and advanced paperless PDF document storage and presentation solutions
 - Encourage outworking by our staff. This we find is very efficient and has major carbon reduction benefits.
- We actively seek to embrace advances in technology to achieve our environmental objectives. To ensure the smooth operation for all parties involved, we have invested in the most advanced technology

available to enable us to store information electronically rather than in printed format. Our IT systems supports full video/telephone conferencing with embedded PDF documentation, white board and desk-to-desk virtual meeting rooms. This also includes the ability to print AI hard copies of scaled technical plan and elevation drawings.

By integrating these facilities into the scope of our everyday operations, the speed of communication between us, our clients and their chosen suppliers has improved dramatically. It has also had a major impact on the reduction in our carbon footprint.

Perhaps the most important method of reducing environmental impact is to take time during the design process to discuss with you, what exactly you are looking for and investigate how this can be best achieved whilst considering

performance, looks and the environmental impact of the choice.

Very often very small compromises or changes in material or method can bring around big changes with regards to the environment.

We really like to work alongside our clients and run through our processes to achieve both an excellent solution but also an environmentally friendly one too.

In accordance with our ISO 14001:2015 compliant environmental policy, transport would be by our own technicians using one of our new (Euro warranty covered) Mercedes Euro 5 compliant vehicles.

Considerable care has been taken to minimize CO2 emissions with the chosen route and delivery method.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

57

Regarding carriage of your marketing materials, we will transport all of the stand elements, including your marketing literature and stationery, from our warehouse to the exhibition venue and then return to the warehouse, on a complimentary basis.

Our Quality, Health & Safety (including CDM) and Environmental Standards

We presently hold full ISO 9001:2015 Quality Management, ISO 14001:2015 Environmental and OHSAS 18001:2007 Health & Safety certifications. These enable you to be confident in the knowledge that our services will meet every legal, safety and technical requirement.

As full members of ESSA (Event Supplier & Services Association) we abide by their code of practice. It covers all UK and European statutory requirements within our industry and provide an independent checking and assessment process to ensure we meet these standards.

As a matter of course, all exhibition work undertaken is covered by our detailed Risk Assessments and Method Statements. Our comprehensive risk assessments now cover all the requirements of the new CDM regulations and relate to all stages of a project from the pre-planning stages through to the on-site delivery and subsequent breakdown and are distributed to all parties including the event Organisers for their comment and approval. All our staff will be issued correct PPE as required.

Upon award of contract an internal trade stand and structure risk assessment and method statement for this project would be created as standard practice.

The Project Manager assigned to this events would be the nominated Health & Safety Officer. He/she would be on-site throughout the build up to ensure a safe working environment. As part of our full turnkey service, we would also complete and submit all related service orders and any other documentation related to the stand build on your behalf.

DDA Compliance

We pay particular attention to ensure that DDA compliance is achieved within all of our work.

The layout proposed provides excellent circulation space and importantly allows easy access from both aisles. The inclusion of height adjustable stools and DDA compliant vision panel to the storeroom and an inset ramp to aid access ensures that all visitors have equal access to information and can interact on the stand.

PRICE SCHEDULE

As requested, we include a fully detailed schedule of costs as an Excel spreadsheet, for our concept design.

The spreadsheet includes all costs itemised, in order that you can see precisely what is included and you can be assured of your budgets.

We have include costs for:

- designing the structure to meet the needs of the event
- building / dismantling the structure at the event
- the internal fit
- production of the graphic panels
- liaising with exhibiting companies if required
- any freight / transport costs
- all furniture to be used on the stand including seating, tables
- additional electricity supply, if required
- on-site support for the structure including cleaning, snagging

As always, Event as a company offers you fixed price contracting terms and this ensures you will never unknowingly go over budget, ever. This we feel is a major plus point in how we deal with our clients in these straightened times where budgets tend to be fixed and unmovable.

Our vast experience in delivering this type of stand means we really know how to deliver them efficiently with great design and service levels. We appreciate that achieving value-for-money is critical in this economic climate and have actively sought to provide new innovative solutions that are affordable and offer both something special and real value-for-money.

The fully detailed Excel spreadsheet attached includes full and detailed breakdowns of costs for each element of our proposal.



© EVENT EXHIBITION LTD 2021. ALL RIGHTS RESERVED

59

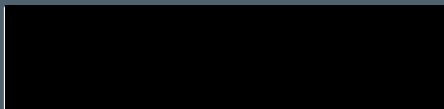
TO SUM UP

We have taken this opportunity to design a truly stand-out, yet fully functional, exhibition presence that will ensure AHDB stands out from the crowd at this prestigious event in a unique manner.

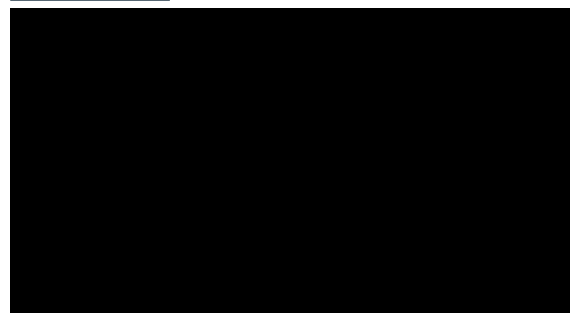
We support this by excellent service levels, true flexibility of overall design, an environmentally aware solution, backed by triple ISO certified quality standards and one that offers real value-for-money.

Combine this with our delivery team that genuinely always go 'the extra mile' – and we guarantee you will get something truly special.

We really hope you like our idea and very much look forward to sharing in more detail further suggestions on how we might work in partnership with you and your stakeholders to create a memorable and productive experience.



PREVIOUS EXPERIENCE AT SIMILAR EXHIBITIONS



61

WORLD EXHIBITION STAND AWARDS 2020



ISO 9001



ISO 14001



ISO 18001



Members of ESSA – your guarantee of quality, reliability and professional standards

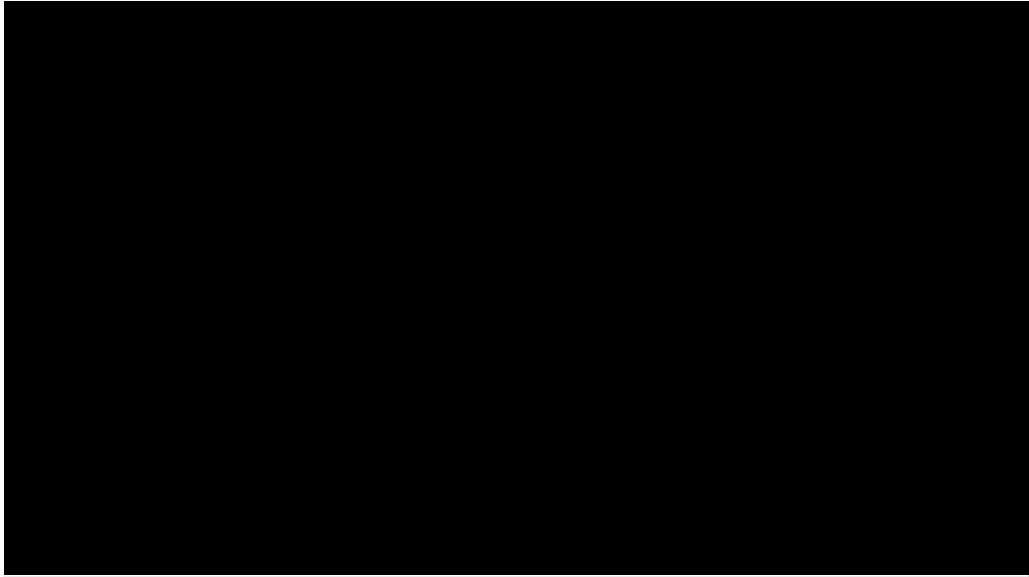


Members of OSPI – allowing us to "design here, build there" worldwide

© EVENT EXHIBITION LIMITED 2021. ALL RIGHTS RESERVED.

63

In Country Assistance and Language Abilities



- The remainder of this page is intentionally blank -