



Exhibitors Manual

Dear Client Company Representative,

We are happy to welcome you to the 4th edition of Marketplace International, thank you for participating. Please read your exhibitor manual carefully as it contains important information to help you prepare for a smooth and successful event. Important points to remember are highlighted in red for your convenience. We will be happy to answer any questions you have and give you any assistance and guidance you require.

We wish you every success!

Marketplace International 2012 Team



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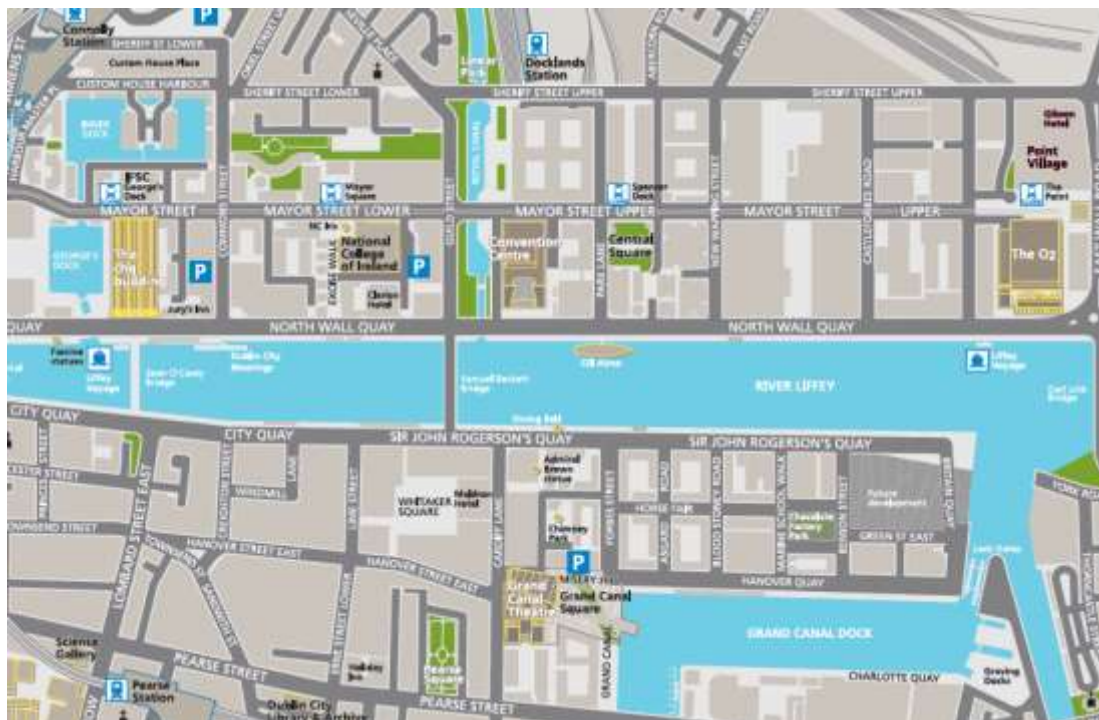
1. Venue, Dates & Times

Address: Convention Centre Dublin
Spencer Dock
North Wall Quay
Dublin 1
01- 856 0000

Access to Venue:

From South Side: Cross Samuel Beckett Bridge (No right turn), straight through lights on to Guild Street, turn right at next set of lights to enter car park at rear of CCD.

From North Side: Straight down north quays from IFSC, Left on to Guild Street immediately before the CCD, next right to enter car park at rear of CCD.



Date and Time of Event: 7th February 2012 0700 to 1800

Build up: 6th February 0500 to 2000

Dismantle: 7th February 1800 to 2400

Parking Charges: Please be advised that the parking facility beneath the CCD is not managed by the Convention Centre management. It is owned independently by Parkrite and charges are €3 per hour up to maximum of €15 per day. Capacity is limited so it would be advisable to car pool with your colleagues.

Also important to note that height restriction is 1.9m in the car park.



2. Contact Information

	Contact Person	Telephone	Email	Area of Responsibility
Marketplace Team				
Exhibition Management Team	Tara McCarthy	087-7984437	tara.mccarthy@bordbia.ie	Project Leader
	Sharon Colgan	087-6795883	sharon.colgan@bordbia.ie	Client registration & Profiles, Website, Buyer Registration,
	Denise Murphy	087-0508347	denise.murphy@bordbia.ie	Logistics, Design, Construction, Catering, Travel, Accommodation, Staffing
	Miriam Tuomey	086-8364532	miriam.tuomey@bordbia.ie	Training, Client Recruitment & Liaison- Grocery/Confectionery/Snacks
	Brian McNulty	01-6685155	brian.mculty@bordbia.ie	Client Recruitment & Liaison- Dairy Ingredients
	Eimear O'Donnell	087-6397677	eimear.odonnell@bordbia.ie	Client Recruitment & Liaison- Consumer Dairy
	Michael Hussey	087-9096419	michael.hussey@bordbia.ie	Client Recruitment & Liaison- Non Dairy Ingredients
	Cathryn Hargan	087-2853990	cathryn.hargan@bordbia.ie	Client Recruitment & Liaison- Alcoholic Beverages
	Stephanie Moe	086-3931808	stephanie.moe@bordbia.ie	Client Recruitment & Liaison- Frozen Foods & Val Added Meats
	Linda Cullen	087-6211187	linda.cullen@bordbia.ie	Client Recruitment & Liaison- Chilled Foods
	Orla Donohoe	087-9471916	orla.donohoe@bordbia.ie	Client Recruitment & Liaison- Bakery, non Alcoholic Bevs
	Karen Devereux Annette Kenny	087-9096418 087-6321465	karen.devereux@bordbia.ie annette.kenny@bordbia.ie	Client Recruitment & Liaison- Seafood
	Mark Zieg	087-2358761	mark.zieg@bordbia.ie	Client Recruitment & Liaison- Beef
	Joe Burke	087-7995335	joe.burke@bordbia.ie	Client Recruitment & Liaison- Beef & Livestock
	David Owens	087-1320669	david.owens@bordbia.ie	Client Recruitment & Liaison- Pigeat
	Declan Fennell	087-2050950	declan.fennell@bordbia.ie	Client Recruitment & Liaison- Sheepmeat
Exhibition Designer	Denis O'Reilly	01-2982700	denis@space-int.com	Layout & Design
Stand Build	Ronnie Smith	01-4561011	rsmith@wdisplay.com	Construction



3. Stand Visual and Package

Your stand package consists of:

- i) Meeting space measuring 2.4m²
- ii) 1 4ft trestle table, covered
- iii) 4 chairs
- iv) 1 double electrical socket
- v) 2 logo panels each 600mm²
- vi) Admittance for 1 company representative each to the buyer breakfast and lunch in the Liffey Suite.



Due to the limited space available in the venue, it will not be possible to permit additional dressing to your stand. Bear in mind that your meetings will be pre-arranged and therefore you will not be in any way dependent on passing interest in your space.

Please note that **food preparation is not permitted in your meeting area.** Facilities will be made available to you for sample preparation. These will be discussed later in this document.



4. Set Up Arrangements

During the build-up period of Monday February 6th, access will only be available to participants between the hours of 1800 and 2000

From 1800 to 2000 on February 6th, a member of the exhibition management team will be in attendance at the Registration Desk in the main foyer to register your company and provide your badges, and to answer any questions you may have.

The participant bears full responsibility for the safety of personal property and any professional property such as laptops, samples etc.

5. Display/Tasting Opportunity

It is very possible that a buyer who does not have an appointment with your company at Marketplace International, may show an interest in your product when the day arrives. Bord Bia will obviously be recording details of every enquiry and passing those expressions of interest on to you.

In order to exploit every opportunity that may present itself, Bord Bia will be creating 2 food display and tasting stations within the meeting space, along with a drinks display and sampling station. These will be composite displays, representative of all participants.

To facilitate the display/grazing opportunity, we request that independent of any product you are sending for buyer sampling at your meeting space, you send 2 single units of each lead product in your portfolio, one for display and one for tasting. Space is limited at the tasting stations and in acknowledgement of the fact that we are trying to display product of almost 180 companies, we ask that you be mindful of the fact that we must represent all participants.

6. Catering Arrangements

Teas and coffees will be readily available around the venue throughout the day.

Capacity in the Liffey Suite will only permit access to a single representative from each client company to attend the buyer breakfast and lunch. Tickets will be issued to your company in advance of the event.

Soup and sandwiches will be provided for those not attending the buyer lunch, in the Forum (the meeting space) while lunch is running in the Liffey Suite upstairs.

Please nominate the delegate you wish to attend the breakfast and lunch, on the relevant form included in this document.



7. Refrigeration, Freezer and Ambient Storage Arrangements

It is imperative to the operations plan that your sampling product be received in advance of the event. **It will not be possible for the chefs to receive food for storage on opening morning.** To facilitate this, arrangements have been made with Dawn Distribution (chilled and frozen) and WDisplays (ambient) for carriage of the products to the CCD.

It is extremely important to remember that the maximum potential for meetings that any client will have is 18, delivery of samples should reflect this. There are 177 client companies taking part in the event and in order to ensure an equitable distribution of chilled and frozen storage capacity; limits will be placed on the volume of product which can be delivered to the CCD.

For delivery of any sample product, a maximum of 5kg and carton dimensions of 45cm (L) x 36cm (W) x 30cm (D) will apply to each client.

For Display Purposes, we will require that you send, in a separate package, 2 single units of each or the products in your range.

In addition and separately packaged & clearly labeled, please send 2 single units of each lead product in your portfolio for the composite display and tasting stations

For Chilled and Frozen Product Samples

Delivery is required to the following address **strictly** no later than 12 noon on Monday February 6th 2012;

For the attention of Valerie Neill
Dawn Distribution
The Maudlins
Naas
Co. Kildare
Tel: 045 876000

For Ambient Samples

Delivery is required to the following address no later than 12 noon on Thursday February 2nd 2012;

For the attention of Ronnie Smith
WDisplay
12-13 Crumlin Business Centre
Stanaway Drive
Crumlin
Dublin 12

Tel: 01 4561011
Fax : 01 4561129



8. Preparation of Samples for Buyer Meetings

It is against food safety regulations for clients to enter the kitchen area. A team of chefs will be on hand in the kitchens of the Forum to prepare your samples for tasting.

When you receive your meeting schedules, it will be clear what samples preparation will be required at what time during the day. In order to ensure an efficient service, please complete in as much detail as possible, the samples preparation schedule form at the end of this document.

Please return this document if possible by close of business on Friday, Feb 3rd.

9. Returns

There are no arrangements made for return of goods to participating companies. Please ensure that you remove all items from your meeting area and remaining samples from the kitchens immediately following your final meeting of the day.

10. On The Day

0700	Arrive
0720	Designated company representative proceed to the Liffey Suite for breakfast
0820	Breakfast concludes
0830	Meetings Session 1 begins Please listen to timing announcements for meetings carefully. <u>Respect for time will be imperative to the success of your day.</u>
1305	End of Meetings Session 1, Designated delegate proceed to lunch
1310	Lunch begins
1415	Lunch ends
1420	Meetings Session 2 begins
1715	Final meeting ends
1720	Clear meeting stations and depart



11. Labeling Templates

AMBIENT

SAMPLES LABELLING TEMPLATE

FOR DELIVERY TO MARKETPLACE INTERNATIONAL

YOUR COMPANY NAME

YOUR COMPANY REP NAME

YOUR COMPANY REP MOBILE NUMBER

CONTENTS LIST

FOR THE ATTENTION OF RONNIE SMITH

W DISPLAY

12-13 CRUMLIN BUSINESS CENTRE

STANAWAY DRIVE

CRUMLIN

DUBLIN 12

PHONE : 00353 1 4561011

FAX : 00353 1 4561129

DEADLINE: 12 NOON ON THURSDAY FEB 2ND 2012



CHILLED

SAMPLES LABELLING TEMPLATE

FOR DELIVERY TO MARKETPLACE INTERNATIONAL

YOUR COMPANY NAME

YOUR COMPANY REP NAME

YOUR COMPANY REP MOBILE NUMBER

CONTENTS LIST

FOR THE ATTENTION OF VALERIE NEILL

DAWN DISTRIBUTION

THE MAUDLINS

NAAS

CO. KILDARE

TEL: 045 876000

DEADLINE: STRICTLY 12 NOON ON MON FEB 6TH 2012



FROZEN

SAMPLES LABELLING TEMPLATE

FOR DELIVERY TO MARKETPLACE INTERNATIONAL

YOUR COMPANY NAME

YOUR COMPANY REP NAME

YOUR COMPANY REP MOBILE NUMBER

CONTENTS LIST

FOR THE ATTENTION OF VALERIE NEILL

DAWN DISTRIBUTION

THE MAUDLINS

NAAS

CO. KILDARE

TEL: 045 876000

DEADLINE: STRICTLY 12 NOON ON MON FEB 6TH 2012



AMBIENT

COMPOSITE DISPLAY AND TASTING SAMPLES LABELLING TEMPLATE

FOR DELIVERY TO MARKETPLACE INTERNATIONAL

YOUR COMPANY NAME

YOUR COMPANY REP NAME

YOUR COMPANY REP MOBILE NUMBER

CONTENTS LIST

FOR THE ATTENTION OF RONNIE SMITH

W DISPLAY

12-13 CRUMLIN BUSINESS CENTRE

STANAWAY DRIVE

CRUMLIN

DUBLIN 12

PHONE : 00353 1 4561011

FAX : 00353 1 4561129

DEADLINE: STRICTLY 12 NOON ON THURS FEB 2ND 2012



CHILLED

COMPOSITE DISPLAY AND TASTING SAMPLES LABELLING TEMPLATE

FOR DELIVERY TO MARKETPLACE INTERNATIONAL

YOUR COMPANY NAME

YOUR COMPANY REP NAME

YOUR COMPANY REP MOBILE NUMBER

CONTENTS LIST

FOR THE ATTENTION OF VALERIE NEILL

DAWN DISTRIBUTION

THE MAUDLINS

NAAS

CO. KILDARE

TEL: 045 876000

DEADLINE: STRICTLY 12 NOON ON MON FEB 6TH 2012



12. Service Order Forms

FORM (i)

STORAGE REQUIREMENTS

PLEASE RETURN BY EMAIL TO DENISE.MURPHY@BORDBIA.IE OR FAX 01-6763381

NO LATER THAN JANUARY 13TH 2012

Company Name : _____

Contact Person: _____

Contact Mobile: _____

1. CHILLED FOOD STORAGE FACILITIES

Will you require chilled storage for product samples on site ?

Yes ☐

No ☐

5kg Maximum Carton dimensions 45cm (L) x 36cm (W) x 30cm (D) apply

2. FROZEN FOOD STORAGE FACILITIES

Will you require frozen storage for product samples on site ?

Yes ☐

No ☐

5kg Maximum Carton dimensions 45cm (L) x 36cm (W) x 30cm (D) apply

3. AMBIENT FOOD STORAGE

Will you require ambient storage for product samples on site ?

Yes ☐

No ☐

5kg Maximum Carton dimensions 45cm (L) x 36cm (W) x 30cm (D) apply



FORM (ii)

SAMPLES PREPARATION REQUIREMENTS

***PLEASE RETURN BY EMAIL TO DENISE.MURPHY@BORDBIA.IE OR FAX 01-6763381 NO
LATER THAN JANUARY 13TH 2012***

a) Will you require chefs on site to prepare your product for sampling ?

Yes ☐

No ☐

***b) The following cooking equipment is available in the on-site kitchen areas. Please tick
what equipment applies to the prep of your samples***

Oven

☐

Microwave

☐

Hob

☐

Griddle

☐

Other

State:_____

**Please make sure to bring adequate quantities of sample
serving materials, paper plate/cups, plastic cutlery, paper/plastic
cups/ disposable gloves, paper towels**



FORM (iii)

**COMPANY DELEGATES ATTENDING AND LUNCH DELEGATE
NOMINATION FORM**

PLEASE RETURN BY EMAIL TO DENISE.MURPHY@BORDBIA.IE OR FAX 01-6763381 NO LATER THAN JANUARY 24TH 2012

To enable us produce name badges for personnel attending the event, please list below the people who will attend Marketplace International 2012 from your organisation:

Company Name_____

Name:_____ Title:_____

Name:_____ Title:_____

Name:_____ Title:_____

Name:_____ Title:_____

BUYER BREAKFAST

Please indicate below the person who will represent your company at the Marketplace International breakfast:

Name: _____

Title: _____

Please note that only 1 company representative may attend this event

BUYER LUNCH

Please indicate below the person who will represent your company at the Marketplace International lunch:

Name: _____

Title: _____

Please note that only 1 company representative may attend this event



FORM (iv)

PREPARATION OF SAMPLES FOR BUYER MEETINGS

Please outline specific preparation instructions for individual products here. These instructions will be supplied to the Chef's team before the event to assist in their planning process;



13. FINAL CHECKLIST

No	TASK	DEADLINE	COMPLETE
1	COMPLETE AND RETURN FORM (I) STORAGE REQUIREMENTS	13 JAN	
2	COMPLETE AND RETURN FORM (II) SAMPLES PREPARATION REQUIREMENTS	13 JAN	
3	COMPLETE & RETURN FORM (III) COMPANY DELEGATES ATTENDING AND MEAL NOMINEES	24 JAN	
4	COMPLETE AND RETURN FORM (IV) PREPARATION OF SAMPLES FOR BUYER MEETINGS	3 FEB	
4	DELIVERY OF ALL AMBIENT PRODUCT	NOON 2 FEB	
5	DELIVERY OF ALL CHILLED/FROZEN PRODUCT	NOON 2 FEB	