

MAY
2018
EDITION

MAKING AN EXHIBITION OF YOURSELF

A Comprehensive Guide
To Showing Abroad Effectively

ukft.org

2018

ukft[®]
ukft.org



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UKFT is a private, not-for-profit trade association, devoted to helping British designers and manufacturers of apparel, textiles and accessories to sell in the UK and to export throughout the World. Our members are some of the best designers and manufacturers in the country.

We are not funded by HM Government, nor are we part of any Government department.

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Introduction.....	4
Financial help with show costs?.....	4
Are You Ready to Show?.....	5
Choosing a Show.....	6
Beware of “Invitations”!.....	7
Making An Organiser Want You.....	7
Commitment.....	7
Transport - For You and Your Colleagues.....	11
- For Your Collection.....	12
- ATA Carnet.....	12
At the Show.....	14
Your Own Vehicle.....	14
Your Stand	14
Preparation before Selling.....	16
Getting Business.....	17
Presenting Yourself and Making Contacts.....	17
Getting Press Coverage.....	18
After the Show - Follow-ups.....	18
Special Note 1 - The Fair Guide - a Warning.....	20
Special Note 2 - Promoting Narcotics in France.....	20
Exhibition Checklist.....	21
Membership of UKFT.....	23

INTRODUCTION

These notes are a distillation of the problems, queries and crises that have occurred at many hundreds of overseas exhibitions over the years - the UKFT team hopes that you will find them useful.

Financial help with your show costs?

The Department for International Trade (DIT - formerly UK Trade & Investment) Tradeshow Access Programme (TAP) started on 1 April 2009. The scheme aims to restrict grant assistance to companies which are both *Small and Medium-Sized Enterprises* (SMEs, see below) and *New Exporters* (by the current DIT definition); limited support may be available to companies which are not new exporters. See separate Guidelines for full details of this scheme. Exhibition grants are seen as a part of DIT's overall package of trade development support to UK companies.

UKFT is a private trade association which works on behalf of DIT to deliver assistance under the TAP system to our industry. An exhibitor does not have to be a member of UKFT to get financial assistance through the TAP system.

This is a brief outline of the DIT definitions:

To be eligible for a grant, an exhibitor must be a **UK-based Small or Medium Sized Enterprise (SME)** and must demonstrate that they are selling goods originating substantially in the UK, or that they are adding significant value to a product of non-UK origin.

AN SME:-

- a) Has fewer than 250 employees
- b) Has an annual turnover not exceeding 50 Million Euros, or an annual balance sheet total not exceeding 43 Million Euros
- c) Is independent, i.e. has not more than 25% of its capital or voting rights owned by one enterprise (or jointly by several enterprises) which fail/s to meet any of the above points (a & b above); although this threshold may be exceeded in certain circumstances - see DIT Terms & Conditions (available from UKFT).

NEW EXPORTERS

Are deemed to have **less than 10% of turnover resulting from “proactive exports”** (sales to new overseas customers that have been actively identified by the business) and **no more than 25% of turnover resulting from “a combination of proactive and reactive exports”**. (Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites).

HOW MUCH IS THE GRANT?

For the financial year 2018/19 (April to March) there will be a flat rate grant of £1,200 for exhibitions in Europe and the USA. There may be a higher level of grant for tradeshows in China and Russia. Once approved for a grant by DIT, companies must be able to provide evidence, after the show, of eligible expenditure amounting to at least the amount of the grant. The grant will then be paid in the form of a reimbursement (normally by bank transfer) from two to four months after the end of the show.

In the event that your total stand cost is less than the amount of the grant, related expenses (such as transportation of samples, and cost of display aids/graphics etc.) may also be taken into consideration, meaning that you may still qualify for the grant. Don't be afraid to contact us at UKFT to talk this through if you are unsure.

HOW MANY GRANTS CAN YOU GET?

There is an allowance of 6 grants per eligible company in the main markets (Europe and USA) as from April 2009. Grants you may have had before April 2009 do not count towards this total. A further 6 grants are available in emerging and high-growth markets; UKFT has had shows in these markets - Chic, Intertextile Shanghai in China and CPM Moscow.

HOW DOES THE SYSTEM WORK?

For every show in our calendar which attracts a grant, UKFT has its own grant application form, which the exhibiting company must complete and return to UKFT, together with DIT's TAP grant application forms and your payment of UKFT's marketing fee. We will check it and your eligibility for a grant will be assessed. UKFT will then let you know the outcome of your application.

If you are new to the grant scheme, and you are a start-up business with no turnover, no stockists and no website it may be difficult to get your application for a grant approved. Additional backup material (such as a strong business plan and details of your previous experience in sales and marketing in the fashion industry) should be sent with your application. Please contact UKFT if this applies to you.

This validation process takes some time, so potential exhibitors who are serious about showing must apply for grants at the same time as applying for stand space, and must not wait until they have received confirmation of space from the relevant show organisers.

DIT has indicated that they will keep the performance of the scheme under review.

UKFT conducts marketing activities promoting the British companies at each event, for which a charge is made; this is payable at the time you apply for a grant. If you are not approved as eligible for a grant, this fee will be returned.

IMPORTANT To book a stand, you must contact the exhibition organisers to obtain their booking form, which you must complete and send back to them, paying deposits and balances when required and undergoing any screening process they may operate. You must also complete the UKFT and TAP grant application forms by the due date/s.

DIT offers a range of services to British exporters. To identify your local International Trade Team adviser, and for further details on DIT services, please visit <https://www.gov.uk/government/organisations/department-for-international-trade>

Are You Ready to Show?

Let's do an "Export Audit" - how would you answer these questions?

1. Do you have a coherent collection, containing sufficient pieces in different stories? Something which would look attractive and interesting on an exhibition stand? Have you organised production, so that you have accurate costings for every item? Are you in a position to deliver the goods if you do take orders?
2. Have you visited the exhibition at which you want to show? This is essential - if you haven't, you will have no idea what the exhibition looks like, who else shows there or how they merchandise their stand - you will be badly prepared, the organisers won't be at all impressed with you, and you will be wasting **a lot** of **your** money. In addition, DIT are unlikely to approve your grant application if you haven't done adequate research and visited the show.
3. Do you have sufficient people available to cover the stand at all times (that means at least two of you)?
4. Do you have the financial resources available to enable you to export without crippling your business? Export buyers can take a long time to pay - it's time to think about credit insurance or factoring. Talk to the International Division of your bank; if your bank does not have an International Division - think about opening an account with one that does.
5. Although DIT reimbursement after the event will help with the cost of your stand, the money will normally take around 3 months from the end of the show to come through to you. You will have to pay the full amount for your stand well in advance of the show, as well as financing your trains or flights, hotel and living expenses - can you afford all that?

6. Are you at the stage in your company and range development which will allow you to show at your target exhibition every season? However much they may like your collection, showing once a year will not be acceptable to 99% of exhibition organisers, and buyers expect you to have something to offer every season, not just knits for the winter!

7. Do you have sufficient buyer and press contacts to enable you to do an effective mailshot before the exhibition? If not, you should consider joining UKFT.

If the answer to any of these questions is **"No"**, we don't think you are ready to show yet - but please keep in touch with us, and come back to us in six months or a year. We do not want you to jeopardise your business by doing a show now and regretting it later!

Choosing a Show

UKFT executives have visited all the shows to which we take sponsored groups. We urge you to do the same - visit a show, research the market and then discuss your export plans with us before booking space.

You can see lists of UK companies showing at all overseas events for which we have grants at: http://www.ukft.org/brits_around_the_world.php?page=about&psub=brits

You can also see videos featuring merchandise from the UK exhibitors at each show.

Twice a year we organise ShowTalk - an informal event at which you can meet the UKFT team and discuss shows in which you are interested. Check <http://www.ukft.org/ukft-events-seminars.php?page=events&psub=seminars> for details of the next ShowTalk or complete and return the form at the back of this booklet.

If you want to discuss any of the shows, please get in touch with us:

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Our telephone no is 020 7843 9460

www.ukft.org

2018

UKFT can advise you on:

- a) Which show/s would be best for your merchandise
- b) How to apply for a stand at shows which have a selection procedure
- c) Deciding which hall or section in large shows would be most appropriate for your merchandise
- d) Likely costs of showing, exhibition transport and documentation

We can give you valuable first-hand experience of the ways in which your fellow exhibitors have tackled the show and the market.

Beware of “Invitations”!

Exhibition organisers are in the business of developing their own shows; this means selling space. Their exhibition is **their** product. Your business is selling **your** product, and you may choose to do this by showing at an exhibition, or you may do it in other ways.

It is a sad fact that not every show organiser who "invites" you to show, or tells you you have "been selected" for their exhibition will have your best interests at heart. You may not be ready for them, and the show may not be right for you, so please be wary of these "invitations" and check out the show (and its possible competitors) before you commit to exhibiting - a quick check with UKFT can save you loads of time and money!!

Making An Organiser *Want* You

Some shows are **very** choosy about the kind of exhibitor they will accept - it's not just a question of buying space, you have to **make** them want you. Your UKFT contact can explain in more detail, and help you through this process with our special system!

Commitment

You **must** be prepared to show regularly - commitment to a show is **vital**; in the current economic climate buyers are unlikely to be looking for new suppliers. You may show once, twice or three times and take no orders, but potential buyers (whom you would not reach by other means in a month of Sundays) will be checking you out and may be planning to see what you have to offer for next season. You need to commit yourself to a show for at least four seasons to begin to get a feel for the market and the exhibition.

This is vitally important!!

Booking a stand at an overseas show is a major contractual commitment, which you must be sure you can fulfil.

Once you have signed a booking form to participate in an overseas show you must pay your deposit - you are then committed to exhibit. If you want to withdraw from the show after this point, you will lose your deposit (as an absolute minimum).

Some show organisers consider that you have booked a stand at a very early stage when you might have thought you were just "expressing interest" through their website or by email. Be very careful!

If you try to cancel after the organisers' cut-off date for recruitment, you are likely to be charged in full for the cost of your stand. You could not then claim a DIT reimbursement (because you didn't participate in the show), even if you paid for that stand in full.

Your Stand

Some exhibitions these days are very casual, and offer just rails or shelves (no walls at all); others are still formal, with stand packages and strict rules - we have tried to cover both in these notes.

a. Location

Many overseas shows are strictly "zoned" according to merchandise, e.g. street fashion, designerwear, fashion accessories, eveningwear etc. For this reason, **you must first visit the show.** you will then know which Hall or Section is most appropriate for you and your merchandise. Please take advice from your UKFT contact **before you book space.**

b. Position

We will do our best to help you to get a "good" stand position, but please remember - at some shows regular exhibitors have been showing for years and they **do** get the prime sites. New exhibitors have to work their way up to a good site by becoming "regulars", showing interesting merchandise, making their stand visually appealing and being thoroughly professional in their approach to the show. Overseas exhibitions **will not** offer you the option of choosing the site of your stand in advance.

c. Size

How much space will you need? Pace or measure it out for yourself so that you can see what it looks like. Some shows will not offer anything smaller than 9 sq metres (e.g. 3m x 3m), others have a minimum of 20 sq metres (e.g. 4m x 5m) - can you manage that? Discuss all this in more detail with your UKFT contact.

How big? Remember that there is a big difference between **6 square metres** and **6 metres squared**. An exhibitor in Paris forgot that, and was expecting a 36 square metre stand - and when they got there it was 6 square metres - that's the difference between 6m² (6x6=36sqm) and 6 square metres (3x2 metres)!

Sharing? Most shows **will not** allow two or more companies to share a stand. Some less formal shows may - you must check, and you should get the answer in writing.

d. Stand Fittings

i. Each exhibition is different. Some organisers offer the option of fully-equipped (i.e. fully furnished with rails), partially equipped, or "space only" stands - we can go through this with you. Make sure you order and pay for any additional items you order by the due date - or you may not get them!

ii. At shows where changing rooms, furniture, lights and rails are included in the price, you will be asked to complete a plan indicating where you want these positioned (as they have to be planned out by the contractors well in advance). If you do not do this by the due date you will end up with an empty stand! **Keep copies of all plans, forms, orders and records of payment** and take them with you to the show.

iii. At other shows nothing is included, and you may have to pay by the unit for these fittings - you will normally receive an Exhibitors' manual from the organisers containing various order forms (this may be available on-line). Ensure that these are completed and returned by the due date. If you do not order the things you want in advance, you will not get them! Keep copies of all order forms, and take them with you to the show.

e. Security and Nightsheets

If you are showing jewellery or other valuable small items you may want to order lockable display cases. Check with your show whether these are available. At some shows, overnight security guards for your own stand can be hired from the organisers. Ask your UKFT contact what the procedure is for the exhibition in which you are interested. At some shows you can order lockable nightsheets to protect your collection. If this facility is not available, we urge you to take your own nightsheets. Alternatively you could take plastic tarpaulins with metal eyelets (commonly used by builders and campers); these are cheap, readily available and very useful for this purpose (remember to take string/rope to tie them up with - large bulldog clips can be useful too).

Don't store anything valuable in the lockable cupboards provided by show organisers. The same key will probably fit the cupboard on **every** stand.

f. Corners

If you want a corner stand, please make this clear on your booking form. A corner cannot be guaranteed; and if you do get one you may have to pay extra. If you do not order a corner stand, at some shows your stand will be less prominent. Your visit to the show will give you a good idea of the likely layout and how certain stands seem more prominent than others.

g. Electricity - if you need it you might have to order it!

Are you planning to use a DVD, a video, a steamer, an iron, (most shows don't offer communal pressing facilities) a fridge, a laptop or a phone charger on your stand? ***There probably won't be electrical power points on your stand unless you order them in advance.*** You may even need to specify what equipment you are planning to use, in order to ensure that sufficient electrical capacity is supplied. If you are taking UK standard equipment with you, you will need to take the correct electrical adapters, and check in advance that the local voltage will suit your equipment. For a comprehensive list of plug types and voltages, go to:

http://en.wikipedia.org/wiki/AC_power_plugs_and_sockets

h. DVD/Computer Projection

Check with us whether or not you will be allowed to use a video or other form of electronic presentation on your stand. If you hire a DVD player or TV in advance to play your own media, remember that you may need to have your original DVD converted to another broadcast standard.

i. Music

Music is often **not** allowed on individual stands. If you had planned to play music, check with the organisers and also make sure you have all necessary international copyright clearances to play music in any format.

j. Fashion Shows

If you are considering staging fashion shows on your stand, please let us know before you book space, and discuss your ideas with us and with the Organisers.

k. Fascia Board (sign board)

Be sure to tell the organisers and UKFT **exactly** what name you want to appear on your stand.

l. Catalogue Entries

You will probably receive a form to complete for this. If you do not return this form - ***you will not be in the catalogue!*** Read it carefully; some organisers charge for additional catalogue entries. There may also be options for advertising in the catalogue at extra cost. We can advise you on this.

m. Telephone/s

If you have a mobile phone on an annual contract with a larger service provider (e.g. Vodafone or O2), you should be able to link into their international network, enabling you to take your own phone with you, but please check this in advance with your service provider. **Remember to take your phone charger with you**, together with the right power adapter!

If you use a pay-as-you-go mobile phone and buy credit with top-up cards or vouchers, this payment system may not work outside the UK - check with your service provider **before you leave** how to buy credit overseas. Either way, it is a good idea to top up your credit before you leave the UK. It is also a good idea to check that the phone will actually work abroad! Subscription services usually offer better coverage and rates overseas these days, depending on the country visited.

Another option is to buy international phone cards in the city in which you are showing; these substantially reduce the costs of calls made from your hotel/accommodation and can often be used with mobile phones as well (particularly useful in the States). Alternatively, consider buying a local SIM card for your mobile.

n. E-mail/Internet Access

Check with the show organiser to see if Wi-Fi or other forms of internet access are available at the show venue if you're planning to show your website or work remotely. You will then need to bring your own internet-enabled laptop. If you do take a laptop - **chain it down**, and guard it at all times; security cables are easy to get hold of and they usually fit into a dedicated slot in the laptop casing. Exhibition Wi-Fi is notoriously sketchy as it is shared between all the exhibitors, so don't plan on using it all day long! (You might want to take your own portable Wi-Fi hub if you want to do that.)

o. Insurance

This is your responsibility. You should arrange to extend your own commercial insurance policy to cover your collection on the stand and in transit. Many exhibitions have compulsory third-party insurance built into their costs (this covers accidental injury to visitors and workpeople **but not your collection**). Some shows include insurance for your goods in their stand cost, others do not. Check with UKFT. If you have a theft, you will need to report this to the local police immediately, in order to get a crime number to claim on your insurance - this is usually a huge hassle as police don't visit exhibitions, but we can advise you on the procedure if the worst should happen.

p. Make sure you get what you ordered for your stand

Keep copies of all your stand equipment order forms and take them with you to the show. Then, if there is a problem, you can show proof of what you ordered, and get this sorted out quickly

q. Overseas VAT and other local taxes on stand space

If you are registered for VAT in the UK, most European show organisers won't charge you their equivalent of VAT. **But, if you are not VAT registered in the UK, you will have to pay the overseas VAT-equivalent. (As much as 25% in Denmark, for example,)**

r. Line sheets

If you are new to a buyer they may well ask for your "line sheets" to take away with them (this is particularly expected by American buyers).

A line sheet is a series of small sketches, flat drawings or photos of your latest collection (depending on what you are selling there could be anything from 15 to 30 per page). These should be printed on one side of the paper only. Each style has a reference number and you must put the season (e.g. Autumn/Winter 2018) **and** the date of origination, company name and the copyright symbol © on each sheet. Price lists should be separate from line sheets. We **do not** recommend you give away your price lists, especially when you are new to exhibiting. Interested buyers will ask for prices and make notes in your line sheets. Your price list contains very important and sensitive commercial information which you don't want to fall into the wrong hands, so don't give them away to just anybody.

Photocopy or print enough of these to give away at the exhibition to buyers who seem keen/interested. They may take your sheets early in the show, review them, and return later to place an order - so they are **very** important. Most shows **do not** have printing or photocopying facilities, so make sure to find out where the nearest copy bureau is, and when it's open (this seldom includes the weekends outside the UK) - you don't want to run out! Only give a line sheet to a buyer/agent who gives you a business card.

Transport

For You and Your Colleagues

For shows in distant markets, we may offer a travel package for the group, but in most cases the travel arrangements are up to you. UKFT can advise you how much to budget for accommodation and living costs.

Vaccinations and Inoculations Polio, TB and malaria are still common in many countries - make sure that all your inoculations (including Tetanus) are up to date. Take advice from your doctor when planning to visit less developed countries where inoculations against hepatitis, yellow fever, meningitis and diphtheria are advised.

If you are travelling and/or showing regularly in Europe, **please** get an EHIC (European Health Insurance Card) and carry it with you at all times. **It's free** and you can get it on-line at:

<http://www.nhs.uk/NHSEngland/Healthcareabroad/EHIC/Pages/about-the-ehic.aspx>

(**Please note:** there are other websites posing as official sites offering EHIC facilities. They can be identified as they charge for their services.) An EHIC proves that you are entitled to health care in the UK, it will help you to get speedy access to medical treatment in countries with which the UK has reciprocal agreements, and can save you a lot of money and time. However, it **does not** offer any kind of repatriation service if you are taken ill.

We recommend that you have **international private health and travel insurance**, including a repatriation policy, for all markets. It is **absolutely essential** outside Europe. Exhibitors have fallen ill, been injured and had accidents during the course of shows, and life was far less stressful for those who had good insurance in place. An annual policy isn't expensive, and **if you don't have it, your trip could cost hundreds of thousands of pounds!!!**

We also recommend that you **carry with you at all times a full passport** valid for at least six months after the show ends (even in EU countries); this acts as an identity card in countries which require one. A UK driving licence (with photo) may also be acceptable for ID purposes. In fact, most countries apart from the UK now require citizens and visitors to carry photo ID at all times. This is especially important in Russia and the USA, where you will need photo ID to be admitted to all government **and** commercial buildings (and even to public buildings such as the Empire State Building!).

Make a note of your passport number and expiry date and carry it with you. Take photocopies of the photo page of your passport; carry one with you and leave another with a relative, colleague or friend - if yours gets lost or stolen whilst you are abroad you then have the details you will need to start the process of getting another one issued to you. This is a huge hassle, so we hope you never need to do this.

Some countries require you to purchase or arrange business or visitors' **visas** before you enter the country. Check this with your travel agent or airline **well in advance**.

If you are showing in the USA and you are not a US citizen, you need to apply **before you leave** for authorisation under the Visa Waiver Programme - <https://esta.cbp.dhs.gov> (make sure you go to the official site as there are a number of commercial sites posing as official US Government sites). You do have to pay \$14 US (credit cards or PayPal only) on the official ESTA site.

If you are visiting Canada (as a tourist or on business), you must apply for an eTA (electronic Travel Authorization) well in advance of your visit. This system has been in place for a while, but since the November 2016 elections in the USA, the requirement for this passport-linked pre-authorisation to visit Canada has been very strictly enforced.

So many US citizens are now applying for eTA that the online application system which used to take only a few minutes can now take many days. If you don't have eTA, you will not be permitted to fly to Canada. You don't need to have your exact travel plans before applying for your eTA, and once confirmed it will last for 5 years or until your passport runs out (whichever comes sooner).

As with the American ESTA system, there are many bogus sites which will sell you an eTA for Canada (at more than 10 times the price!!). The only site through which you should apply is the official Government of Canada website:

<http://www.cic.gc.ca/english/visit/eta.asp>

The price of an eTA through the official site is CAN Dollars \$7.00

If you are not a British citizen, overseas visa requirements may be different for you. It is up to you to check this with your own Embassy or Consulate in the UK well in advance of your trip. If you need back-up in your application for a temporary visa to cover your visit to an exhibition, UKFT may be able to help.

We do recommend that you consider adding on an extra day or two to your trip to do some market research - this is time well-spent as it offers a great opportunity to see what is selling in the shops, pricing and local style variations.

Booking your flights or trains:

a) Arrive with time to spare; give yourself some breathing space...

Check what time setup starts for your exhibition - they are all different. DIT rules require that you **arrive in working hours** (early afternoon is recommended) **to set up on the day before an exhibition**. You must do this in order to ensure that any mistakes which may have occurred in the construction, fitting, lighting or signing of your stand can be corrected whilst the contractors are still on site. If you arrive in the late afternoon or evening you will have little hope of getting these problems sorted out before the show opens, and that isn't a very positive start.

b) The cheapest flight is not necessarily the best.

Some airlines may offer "cheap" deals, but if they have a small fleet of planes and little representation in the UK or your destination country, this can involve you in horrendous delays of days at a time. Some airlines offering cheap flights don't fly to the main airport nearest to your exhibition and transfers can be lengthy and costly. Baggage allowances also vary enormously - do check! **Remember** - if you miss your set-up day at a show DIT may well decline to pay your grant. We recommend that you fly with a major airline on a scheduled flight; this can give you the added bonus of a higher baggage allowance.

c) Ensure that your return flight, train or ferry time is not too close to the end of the show.

Taxis are very difficult to get hold of on the last day (you usually cannot pre-book them), and traffic will be bad. **Most show organisers will not allow collections to leave before closing time on the last day of the exhibition (this could be as late as 7:00pm). It is in your own interest to stay until the end of the show as buyers often come round at the very last minute. DIT can refuse your grant, and the show organisers may well blacklist you, if you try to leave before the end. It's also a complete waste of your money!**

For Your Collection

a. If you are exhibiting at a show in the EU, European Economic Area or EFTA, a pro-forma invoice detailing the samples you are carrying with you is not officially required, but is recommended, just in case Customs (overseas **or** coming back into UK) want some more information from you about the goods you are carrying.

b. Do you need an ATA Carnet? If you are showing **outside** the EU, EEA or EFTA, duties and taxes are payable on your goods, even though they may be "samples". Outside Europe, especially for trips or exhibitions in the USA, Russia, China and Japan, **you should use an ATA Carnet** to ensure smooth passage of your samples through Customs and to ensure that Customs does not insist on defacing them. The Carnet acts as an international pro-forma invoice and is accepted in most major markets. UKFT is a Member of Birmingham Chamber of Commerce. All UKFT members can now benefit from a hugely discounted rate when applying for a Carnet. They also offer a fast-track

system to process a Carnet in as little as 3 hours! To get the discount you will need your UKFT Membership number.

To join UKFT go to <http://www.ukft.org/business.php?page=join&mcat=4&catid=93>

Allow yourself a lot of time for your first Carnet (we recommend three weeks before your journey). To purchase the Carnet, complete it online, arrange the deposit, **and have it processed by the Chamber**. Everything listed on the Carnet **must** return to the UK. Carnets are used for all kinds of consignments (from heavy engineering machinery to frocks). Large-scale exhibitions for other merchandise sectors tend to have Customs posts within the exhibition which will stamp a Carnet - **but fashion exhibitions do not** - so do please remember this when completing the Carnet form and administering it.

If you are travelling outside the EU and your goods are covered by an ATA Carnet (see above), you **must** travel through "*international*" airports which have Customs offices. Ensure that you allow enough time to have your Carnet checked and stamped when **leaving** the UK and remember to get it stamped when **returning** to the UK (as well as when entering and leaving the country or countries through which you are travelling).

When your goods are on a Carnet, you should arrive at the airport **at least two hours before the earliest check-in-time** of your flight. You may need even longer if you are flying late night or early morning as Customs Offices are not always manned 24 hours a day - you must also check with your airline whether or not they have a Customs desk in their own arrival and departure terminals; if they don't, you will have to go to another building where there is one.

For example: if you are taking goods to New York from Heathrow (and back) you must go through the "Something To Declare" channel or its equivalent and **insist** on having your Carnet stamped in the following sequence:

- i. Going through Customs in the UK
- ii. Arriving at Customs in New York

then on the return journey

- iii. Going through Customs in New York
- iv. On arrival at Heathrow

N.B. In the past, companies showing in or visiting the USA were able to take merchandise in and out on an "official list" as temporary imports. This system no longer exists. UKFT recommends the ATA Carnet as the only safe system to use for temporary imports. This requirement applies even when your goods are being carried for you by a courier company - they can administer the Carnet for you. If a courier tells you that a Carnet is not necessary for samples going to an exhibition in the USA, find another courier!

At recent exhibitions in New York, three companies had empty stands throughout the shows because they had no samples - they were stuck in Customs. These were *the only three companies which had not used a Carnet, so please take this very seriously!! There are no refunds or grants for unoccupied stands, and you will have to pay the full cost of the stand!* If you are in any doubt about whether you need a Carnet for the market you are visiting - please ask UKFT!

- c. In Europe, you may decide to use a specialist exhibition transport company to get your goods and display equipment to a show (especially if your garments need to travel hanging, rather than packed flat). We can give you contact details for such carriers. They will need to collect your goods a few days before the exhibition and will deliver everything to your stand at an agreed time. They

may also take away your packing cases when you set up and return them to you on the last day. This option is highly recommended for your first show!

d. Alternatively, you can take your collection with you in secure garment bags or cases (many people do). If you intend to do this, check with the airline or carrier before you go that space will be available, and be prepared to pay excess baggage charges (or travel business class to get a higher baggage allowance) - this is now an important consideration on Eurostar too!

e. If you are considering sending your collection by courier or transport company to an exhibition in the USA, *Speak to us first*, as it doesn't usually work! Labor Union laws and customs regulations can make this a complex and slow procedure, and you must take advice and comply with the instructions of the exhibition organiser.

You might think that sending goods to your stand by courier service (e.g. UPS, DHL etc.) is the easy solution - in our experience it rarely works for exhibitions. Unless they have a special system in place (as they do at some shows in the USA) exhibition organisers **will not** sign for exhibitors' deliveries, and couriers **cannot** guarantee what time the consignment will arrive for you to be there to sign for it. Even more frustrating is the process of getting the courier's representative to collect your packages during the chaos which ensues whilst a show is breaking down. Please talk to us about this.

At the Show

If you are transporting your collection yourself, getting into the show is the next challenge! A few shows in Paris have trolleys which you can hire to transport your goods from your van or taxi to your stand. Most shows **do not** offer this facility, porters are available at only one show, so it's worth thinking about the kind of containers in which you pack the collection (wheeled suitcases and fold-up wheels come in very handy here!) and remember that you will need to have sufficient members of staff (or eager friends) with you to carry your collection **and** ensure that no boxes or bags are left unattended at **any time**. This is where you need the minimum of two people! Do not take your eyes off your collection or belongings on set up or break down day in particular. Carry any money or credit cards in a belt or pouch on your body (not in your pocket) - and please don't carry briefcases and handbags on set-up day. Basically, if it isn't nailed down, someone will try to steal it!!

Your Own Vehicle

In Europe, many exhibitors choose to use their own car or van. If you do this, be sure to order vehicle access passes and/or car park passes in advance of the show, find out about vehicle access to the show, and remember to get additional international insurance and breakdown cover for your vehicle. Check with your UKFT contact where you can park if you are bringing a van or lorry; this is usually far more strictly regimented than at exhibitions in the UK. Also, check that you can park the vehicle at your hotel (especially in Paris).

Your Stand

a. Display

Check in advance what the stand walls are made of and covered with. Order whatever display panels/rails and/or shelving you require, and plan out your display in advance. You will need to take your own Velcro, Blu-tack, double-sided sticky tape, tacks, pins, staple guns, butchers' hooks or nylon thread to mount your display materials (not forgetting hammers, scissors, craft knives, etc. if you need them for putting together your displays). Most exhibitions **will not** allow you to pin or nail into the walls. You will be charged a huge amount for any damage caused to your stand. Every show is different, at some you will get just a rail and 2 chairs (no walls) – so very little of this will apply. That's why it's so crucial to visit first!

b. Dressing the Stand

You're spending a lot of money on it - so it's really worth making an effort here! Reproductions of your logo/company name, professionally-mounted sketches or mounted photos can all help to draw attention to your stand.

If you already have, or are planning to make your own display fixtures (i.e. shelves, panels, cabinets or shopfittings, lighting etc.) check with us that the organisers will allow you to use them. Some will not.

If you **are** allowed to use your own fixtures:

i. *Check whether the organisers have strict fire regulations and require you to use only fireproofed materials. If this is the case, you **must** buy your stand dressing fabric from a theatrical supplier and make sure you have a ticket or certificate to show the material is fireproof to the standard required by the country in which you are showing. If your stand is inspected and you can't produce this certificate, your stand may be closed down!*

ii. *Check that the dimensions (especially the height) of your fixtures are not bigger than the dimensions of the stand. **If your display units are too big, or too tall, you will not be allowed to use them - you will then have to take them away again to your hotel (somehow!), take them home unused, and then pay the Organisers extra for stand fittings!!***

c. Garment Hangers and/or Hooks.

If you need these, you must take them with you or make sure that you know where to buy them locally - **they will not be available at the show**. Ask your UKFT contact for advice.

d. Security

Exhibition organisers do their best to ensure that nothing is stolen during set-up and whilst the show is on, but to deter the casual thief we advise that you put your garments in garment bags or cover them with sheeting overnight. If you are showing small and very portable items such as scarves or jewellery, lock them in a case or store them out of sight at night. You can also drape sheeting (which you must supply - plastic tarpaulins with ready-made eyelet holes are very popular for this and remember to take the string for them!) across the entrance to your stand as an added precaution. If you do this, you must be prepared to get to the show early in the morning to remove it, so that your stand can be cleaned.

e. Models (Live)

Some exhibitors use models to show their garments or shoes to best effect. You can, of course, take your own model(s) with you from the UK. If you don't do that and want to hire one:

i. Show organisers may have lists of model agencies to contact before the show.

ii. Freelance models go round some exhibitions on set-up day offering their services. Check with the show organiser. If you book one in this way, be sure to confirm price and payment terms with them before they start working with you. This is **not** recommended in France because of labour laws; in France you should always go through a model agency.

iii. Model agencies may have stands/booths at some exhibitions on set-up day. (These agencies will normally require to be paid in cash and will charge a booking fee).

iv. If you want to book a model on site, check the arrangements for a specific show with your UKFT contact well in advance of the show. If your model speaks good English, you'll have saved the cost of an interpreter!

NB Remember, if you are using a model, please order a cubicle for her (or him) to change in! If you don't, she/he will be spending a large amount of time changing in the lavatory, which could well be twenty minutes' walk and ten minutes' queuing time away from your stand, and might well have a dirty floor!

f. Interpreters

If you want to be **sure** of having interpretation services available to you throughout the exhibition in the languages most important to your company, you should bring your own interpreter, or consider employing a multi-lingual model or interpreter. Ask UKFT for advice.

g. Storage

Will you have boxes, bubble wrap, wrapping paper, trunks, cases, etc. that are not part of your display and need to be stored during the exhibition, rather than being in full view on your stand? If so you **must** ensure that you order a changing room or cupboard in which to put them, or take them back to your hotel. If you use a specialist exhibition transport company, they may be able to store these for you during the show.

NB Most shows do not have storage facilities for exhibitors' packing materials, and neither does the UKFT Stand.

Some shows do have storage for empty boxes, but there will be a long queue to get them back, or a long wait to have them delivered back to you at the end of the show – ask the Organisers what their system is.

Preparation before Selling

Make it as easy as possible for foreign buyers to buy from you:

a. Duty rates - Selling EU/EEA-made garments, made from EU/EEA fabric to an EU/EEA country is a simple, duty-free transaction, but outside the Community import duties may well apply. Make sure you are aware of the details of these before you show, and build them into your prices - your buyers will need this information. UKFT can tell you where to get it. If your goods are made outside the EU - are there quota implications when you sell them to countries such as the USA?? You **must** find this out in preparation for selling.

b. Export credit insurance or factoring are things all exporters should consider, to minimise the risk of non payments and improve cash-flow. Your bank (the International Division) can advise you on the sources of such insurance, or may suggest credit checking systems, invoice discounting, or factoring as other options. These things cost money, but can be built into your prices, and will make a huge difference to your cash-flow. UKFT has several Associate Members who can be helpful here.

c. Familiarise yourself with the relevant **foreign sizing** systems, and know the approximate equivalents to your own sizes. You should also be prepared to quote your size specifications in centimetres and the equivalent in inches for the USA.

d. Sell in local currency or Euros. Your competitors in Germany, France and Italy certainly do this. Talk to your bank about the best method; perhaps setting up foreign currency accounts, or offering the facility to pay by Credit Card. Not all buyers are going to be interested in paying in Sterling.

e. Know your selling terms - Ex Works, FCA, FOB, CAD, C&F - do you know what these mean? Each term has its own specific meaning and legal implications for you, because each denotes exactly what is included in your price. They are called INCOTERMS 2010; put <https://iccwbo.org/resources-for-business/incoterms-rules/incoterms-rules-2010/> into your browser for a full explanation.

f. Washing, dry-cleaning, fabrication/fibre content and origin **labelling regulations** differ widely from country to country; familiarise yourself with these before you go. **N.B. The care labelling symbols are registered Trade Marks outside the UK. You will need an annual licence to use them and this can be purchased at a considerable discount as an add-on to UKFT membership.**

g. Shipping costs - cost out some sample shipments so that you can estimate freight costs for your buyers. These should be confirmed when you confirm the order in writing to your buyer (or as soon as possible afterwards).

h. Buyers want an easy life. Try to get as close as you can to offering them the price that your goods will be **in their store** (Landed, Duty Paid prices are absolutely necessary for the USA). It takes a lot of research on your part - but it's well worth it!

Getting Business - don't waste money on showing somewhere and not telling anyone!

Mailing invitations before the show to selected buyers is **absolutely essential**. You won't get a buyer's e-mail address until you've started to deal with them, so we do mean post here! No matter how much publicity the organisers of the exhibition do to get buyers to attend, this will not get buyers onto **your** stand if you are a newcomer amongst hundreds of established exhibitors!

You need to give buyers a reason to visit you. Send them something small, interesting and eye-catching, which gives an idea of what you are showing - an invitation/photos/sketches and a company profile. (It doesn't have to be expensive, and it needs to be small.) Follow up with phone calls to key buyers to offer to make an appointment on your stand. In many countries, buyers will not approach a stand unless they have an appointment; this particularly applies in Germany, Denmark and, to an extent, in the USA.

Most overseas exhibitions **never** release lists of buyers who visit their show. UKFT can help members to develop their own mailing lists of targeted buyers.

Brits Around The World UKFT promotes all participating UK exhibitors at overseas shows through the Brits Around The World web page and with postcards and flyers. See www.ukft.org/brits_around_the_world.php?page=about&psub=brits In addition, we produce a promotional video, featuring exhibitors' images and once we know that you are showing, you will receive an email invitation to participate. The video is shown at the larger shows and is posted on the UKFT website and on YouTube. There is no additional cost for being involved and it is an additional publicity tool, so do get involved.

On the Stand - Presenting Yourself and Making Contacts

What will the weather be like during the show, and what are the dress conventions? These are very important questions, especially in distant markets. Please ask us - we can advise you so that you are well prepared and comfortable at the exhibition.

Think of your stand as a shop in which you are selling your merchandise, and you won't go far wrong. Think of how much this exercise is costing you - that's including your stand cost, and your travel and living expenses - don't waste your money by not making the most of every possible contact!!

- Bring buyers onto your stand with an interesting display, and include show-cards of recent adverts or press coverage, if you have any (this shows them that you are working hard to support retail sales by promoting your range in the press).

- Entice buyers in by being interested in them. When you go into a shop and the assistants are huddled behind a counter in the far corner, gossiping or reading a paper - why should you bother to buy from there? So please **don't read** on the stand, or surf endlessly on your laptop or iPad, however quiet the show seems, and don't get so engrossed in conversation that you don't notice a buyer hovering! You are only there for a few days, so you need to make the most of every possible contact.

- Conversely, you don't want to jump on someone as soon as they show an interest and get too gushy with them. You will find a happy medium. Notice them, SMILE and make eye contact, say "good morning" or "good afternoon" and invite them to have a look. If they start to ask a few questions, you're on your way to getting to know them, their shop or store (or publication) and then showing them your range.

- Try **very hard** to get their business card - offer yours first, this will be the beginning of your own database of buyers and Press. This is vital information you will need a) to follow-up all contacts after

the show and b) to mail invitations letting them know where and when you will be showing next season. Alternatively, try to get their details down on paper in some form.

- They may want to place an order - great news! You should have multiple-copy order pads, which outline your Terms and Conditions of trading on the reverse of the Buyers' copy. UKFT members can obtain detailed guidelines on Ts&Cs from us.

- Write the order out neatly; negotiate payment terms and delivery dates, write them down and get the buyer to sign and date the order. Ensure that you get their full name, title, department, postal address and delivery address, telephone and email address, VAT number and **bank details**, especially if they cannot give you a business card. Business conventions differ from country to country and buyers, especially American ones, may be very unwilling to give you their personal e-mail address until they buy from you - so don't push too hard for that.

- Give the buyer their copy of the order and keep yours in a very safe place - **take any orders back to your hotel with you at night**, and **carry them in your hand luggage on the way home**. A lost order is worse than no order at all! If your orders are for urgent delivery, email them to your office or factory - this will give you a head start, and you'll then have two copies of the order!

If you are taking orders on a laptop, you must send the buyer a copy of the order as soon as possible and hand them a printed copy of your Ts&Cs when they place the order. If you have the facility for buyers to sign orders on your laptop that's great, but you must still confirm every order that you take (or cancel or amend it if you are not going to be producing styles ordered).

- When you return to the UK, get your orders typed up, check all the details (e.g. that the delivery dates you have quoted can be met) and "confirm" the order by e-mailing or faxing and posting these details to the buyer as a "Confirmed Order". This is not standard practice in the UK, but is expected almost everywhere else, so get into the habit of doing it for every order.

- When you open a new account with a buyer who does not speak English, it is useful to offer them an Account Enquiry form in their own language so that you can gather all their details. We have developed these in various languages, and they are available to members of UKFT.

- Keep your stand tidy, clear up after breakfast or lunch and keep your business cards and giveaways stocked up. Always have some drinking water available in disposable cups (alcohol isn't necessary!).

- Even if you've had a quiet afternoon, remember that buyers may only have a day to "do" a show. If it's open till 7:00pm, they will still be looking until 7:00pm - if you pack up at 6:30pm they will not see your collection, and they won't think much of you, and neither will the Organisers!

- Both new and experienced exhibitors will tell you that sales have been made to buyers who drift up to a stand five minutes before closing time - so don't waste the money you are spending on your stand by closing early, however tempting that may be!

- It's possible that the first or second time you show you won't take orders; but you should make good contacts which will lead to orders. Exhibiting needs to be part of your long-term sales strategy.

Getting Press Coverage from the Exhibition

Mailing invitations to selected overseas Press in countries **in which you have stockists** is also important. Take Press kits or Press material and remember to make use of the Press Office at each show you attend - keep it regularly supplied rather than off-loading a box of stuff on set-up day and expecting it to be put out for you. Supplying UKFT with visuals and Press materials before the show can also help us to get publicity for the British group. If you do not have lists of buyers or Press, we can help you develop one (if you are a member).

After The Show - follow-ups are essential!

- Follow up orders by confirming them and keeping in touch with the buyer to let them know about deliveries (and get their payments).
- Follow up deliveries by contacting your buyers to see that they are happy with the merchandise. Are they using it in their window displays for example? And find out how it's selling.
- Follow up with exhibition organisers (**vital** if it's a prestigious show you had to work really hard to get in to!). Tell them how you did, who you saw, who placed orders. If you'd like a different stand position or more space, tell them that too (but gently and pleasantly!).
- Follow up press contacts by putting them on your press list and ensure that they get regular information about your company.
- Follow up interest by e-mailing, faxing or writing to your contacts in advance of the next show, with details of your new collection.

And before you know it, it will be time to book your stand and do all the paperwork for your next show!

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ukft.org

2018

Special Note 1 -European Trade Register/Data Control/The Fair Guide/Construct Data/Expo Guide/International Fairs Directory

There are various companies (previously based in Europe but now often operating out of countries such as Mexico) who target exhibitors at trade shows all over the World. They give the impression that they are working with fair Organisers, and they encourage exhibitors to fill in a form (these mailings are usually sent to your UK address) so that your details can be included on websites and directories “promoting the show” - this does not happen. There may also be a clause asking you for permission to use images from your website as well as a three year advertising contract. Their “website” does not promote anyone and there is no “advertising” - do not be taken in. Do not be fooled into completing the form, and warn all your colleagues in the office about it too!

Their forms closely resemble the Organisers’ free catalogue listing services. You are asked to update your information for your “free” entry - but the literature is very misleading. If you complete and return these forms, you are signing up to a three year contract, costing hundreds and hundreds of pounds/euros. Either throw any material from these companies in the bin or file it, but do not pay them anything!

It is easy to be taken in, especially when there are so many forms to complete for everything these days. Exhibitors continue to be taken in by this scam, but when they realise their mistake they refuse to pay. Stage Two is when they are pursued by “debt collectors”! All manner of tactics are used to persuade companies to pay up - but again you should ignore them - and eventually they will go away. Report the scammers formally to their bank and explain that they are obtaining money by deception.

There have been many court rulings against these companies, but each time they seem to re-surface in a new guise, so you **must** continue to be vigilant. If in doubt, please call UKFT.

See www.aeo.org.uk/expoguide for details of the latest scams.

Special Note 2 - Items deemed to promote the use of narcotics

This may seem strange to you - but in some markets, any allusion to narcotics, or graphics depicting banned substances such as marijuana, which might be seen to be promoting their use, or encouraging drug culture, are expressly forbidden and punishable by law. This particularly applies in France, where stands showing garments printed with images of marijuana leaves have been closed down by the Police. Check with us if you are in any doubt at all about the images on your collection or promotional material - however innocent they may seem to you!

We hope that “Making an Exhibition of Yourself” has not put you off showing overseas – it is still one of the most cost-effective routes to market!

© UKFT May 2018

2018

Exhibition Checklist

Phone and laptop

Phone - check that international roaming is in place for the country you are visiting. Pay-as-you-go systems do not always work abroad, and where would you get the top-up cards?

Phone charger and power adaptor/s

Laptop/tablet with charger, power adaptor and security cable (to chain it to a desk!)

If you want Internet Access, check Wi-Fi access at the exhibition - you may need to purchase a portable hotspot to take with you

Collection

All garments/items ticketed with style numbers

Pins

Safety pins

Sewing kit

Garment bags/cases

ATA Carnet if required

Copies of insurance documents

Orders

Buyer enquiry/record forms in various languages (available to members from UKFT)

Price lists (for your reference)

Copies of your Terms and Conditions

List of latest international currency exchange rates

Line sheets

Catalogues/photos for distribution to buyers

Order pads - plenty, there may not be a photocopier! (If you are planning to put orders into your system on your laptop you need to think this through very carefully - ask UKFT)

Pens, pencils and a holder

Calculator

Company stamp (if you have one - some buyers request a stamp)

Stapler (and staples!)

Paper clips

Post-it notes

Plain paper/pad (for notes/sketches)

Business cards (translated if necessary)

Enquiry book (for writing up enquiries and pinning business cards to)

Stand

Copies of orders placed for stand furniture and fittings, and records of any advance payments you have made

Press Kits (for distribution on stand and in Press Office at exhibition)

Clothes hangers

Mannequins/dummies/hat stands/jewellery hands or stands/millinery heads

Mirror - buyers love to try accessories on!

Butchers' hooks

String/raffia/fishing line

Nightsheets and clips or rope for attaching them to the stand

Lockable garment bags (with keys!)

Fabrics for your display (ensure that these are fireproofed and you have the requisite certificate stating that they are)

Steamer/iron and power adaptor (if you are sure you have electricity on your stand)

Ironing mat, tailor's ham, pressing cloth

Clothes brush/Sellotape

Tape measure

Adhesive tape/string for repacking collection after show

Scissors/Swiss Army/utility knife

Display

Mounted photos

Mounted logo

Display boxes

Blu-tack

Sticky fixers

Adhesive Velcro

J-cloths

Plastic or glass surface cleaner and cloth (your fittings may not be very clean!)

Refreshments

Plastic cups/glasses

Water

Kitchen towel

Health & Safety

Hand sanitizer

Headache pills

Arret/Imodium

Mosquito repellent

First aid kit

Tissues

A few rubbish bags

For each person on the Stand – the bare minimum is:

EHIC (European Health Insurance Card - shows that you are entitled to free healthcare in an EU country) - these are available FREE on-line from:

<http://www.nhs.uk/nhsengland/healthcareabroad/ehic/pages/about-the-ehic.aspx>

Valid travel insurance (to include repatriation)

Valid passport (and visa if not a British citizen)

Copy of passport

Valid driving licence (if driving)

2018

MEMBERSHIP OF UKFT

Your Route to Business Overseas

You don't have to be a member of UKFT to get a grant through us from DIT, but we do offer a wide range of services to members to help you to make the most of your overseas exhibitions.

If you are not already a member of UKFT, and you would like to know about our services, please complete and return the form below for an information pack containing fuller details of the benefits of membership, plus our subscription rates.

Return To:

Magda McCrimmon
UKFT
3 Queen Square
Bloomsbury
London WC1N 3AR
Tel: 020 7843 9460 Fax: 020 7943 9478
Email: magda.mccrimmon@ukft.org

Your Company:

Contact Name:

Please describe your collection:

Do you offer (please tick)

Menswear Womenswear Childrenswear
Intimate Apparel Accessories Textiles

Address:

.....

.....

Postcode:

Tel: Fax:

E-mail:

Website:

Please send me more details of membership of UKFT (Tick box)

Each season we hold "ShowTalk", an informal get-together offering potential exhibitors information on all the shows on our "slate" of events. If you would like more details, please tick the box below:

I'm interested in attending ShowTalk - please send me details (Tick box)