

# USAPAVILION

NOVEMBER 7-9, 2023 | DUBAI, UAE



**Markets: UAE, GCC, India, South Africa, SE Asia**

**GFM 2021 Key Statistics:**

- 1,259 Exhibitors from 55 countries
- 36,022 Attendees from 162 countries



USA Pavilion Organized and Managed by Oak Overseas, Ltd.



# USAPAVILION SERVICE & AMENITY PACKAGE

## EXHIBITOR PROFILE

### PACKAGING

Coding & Marking  
Conveyors  
Fillers  
Flexible Packaging  
Flow Solutions  
Formers  
Metal Packaging  
Multipack Carton Machines  
Packaging Materials  
Pallet Stacking Machines  
Polymer - Bag Making  
Sealers, Sheeters  
Stretch Wrapping  
Vacuum Processors

### PROCESSING

Agitators  
Baking  
Blending Machines  
Blowers & Exhausters  
Canning Equipment  
Coating  
Dispensers  
Feeders  
Process Control Systems  
Pumping  
Separating Equipment  
Sieving, Sifting, Sorting  
Slicers and Dicers  
Spraying, Steaming, Stirring

### AUTOMATION & CONTROLS

Automatic Controls  
Automation Systems  
Computer Integrated  
Manufacturing (CIM) Control  
& Instrumentation  
Hardware and Software  
Image Recognition  
Measurement & Controlling  
Operational Control Systems  
Process Control Systems  
Production Planning & Control  
Regulation Systems  
Robotics  
Sensors  
Stabilisers

### SUPPLY CHAIN SOLUTIONS

Cold Chain  
Cold Storage  
Conveyors  
Cool & Freeze Container  
Flooring Solutions  
Freezing & Cooling Equip.  
Isolation Containers  
Lifting & Tilting Equipment  
Load Cells  
Palette Changers  
Rack Systems  
Storage Systems  
Storage Tanks  
Warehouse Mgmt. Systems

## EXCLUSIVE USAPAVILION SERVICE & AMENITY PACKAGE

INCLUDES EVERYTHING YOU NEED TO GET THE MOST FROM YOUR PARTICIPATION

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Dubai
- Prime location on show floor
- Strong USA identification - focal point for international decision-makers
- Premium, Custom Branded USA Pavilion Design and furnishings
- Exhibitor passes
- One individual entry in official show directory and USA Pavilion directory
- Assistance with hotel accommodations and shipping
- Daily booth cleaning
- Exclusive USA Pavilion Lounge

### Turnkey Booth Package

**Minimum 12 square meters per package**

*Optimize precious time with a cost-effective turnkey booth package. (Other furnishings available at additional cost.)*

- Full booth design and construction
- Fascia board with firm name
- Carpeting
- One lockable reception counter
- One bar stool
- One coffee table
- Two easy chairs
- Two shelves
- Lighting
- One electrical outlet, 220 volt, 13 amp

### Space Only Package

**Minimum 36 square meters**

*Build your own or let Oak Overseas design a custom booth to suit your special requirements.*

## USAPAVILION PACKAGE RATES

**Turnkey Booth Package /sqm**

\*Minimum 12sqm for Turnkey Booth Rate

**USD\$950**

**Space Only Package /sqm**

\*Minimum 36sqm for Space Only Rate

**USD\$695**

**Corner Premium**

**USD\$500**

Rates do not include organizers mandatory registration & insurance fees, or 5% VAT

## RESERVE YOUR BOOTH NOW

**Alyssa Lorenz**

Exhibit Sales Manager

Oak Overseas, Ltd.

8611 Concord Mills Blvd. Suite 159

Concord, NC 28027

T: 704.837.1980 x 310

E: [alorenz@oakoverseas.com](mailto:alorenz@oakoverseas.com)





The organization, as described below, hereinafter referred to as "Exhibitor", applies for participation in the **USA Pavilion at Gulfood Manufacturing 2023 (GFM 2023)** in Dubai, UAE, organized by Oak Overseas, Ltd. hereinafter referred to as "Management".

## Contact / Company Information

Exhibitor \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**SELECT ONE:** ☐ **Manufacturing Equipment Pavilion Exhibitor** ☐ **Ingredients Pavilion Exhibitor**

Equipment/Products to be Exhibited \_\_\_\_\_  
\_\_\_\_\_

## Booth Pricing Details

All booths include the services specified in the USA Pavilion at GFM 2023 brochure / flyer.  
*\* Booth Allocation determined on a first-come, first-served basis as per contracts and deposits are received.*

- ☐ Exhibit Stand / Exhibit Space:  
Turn Key Stand: USD\$950/SQM \*minimum 12 sqm @ \_\_\_\_\_ SQM = USD\$  
Space Only: USD\$695/SQM \*minimum 36 sqm @ \_\_\_\_\_ SQM = USD\$
- ☐ Premium charge per corner \_\_\_\_\_ corner(s) @ USD\$500.00 = USD\$
- ☐ Organizer Compulsory Insurance & Enhanced Internet Listing Fee: USD\$ **850.00**
- ☐ Registration Fee USD\$ **75.00**
- SUB TOTAL: USD\$ \_\_\_\_\_**  
**VAT (5%): USD\$ \_\_\_\_\_**  
**TOTAL: USD\$ \_\_\_\_\_**

## Payment Instructions

50% deposit of Total Amount must accompany this contract if signed prior to March 1, 2023. Balance is due May 1, 2023. Please make checks payable to **Oak Overseas, Ltd.** Mail this contract and the accompanying payment to:

**Oak Overseas, Ltd.**  
**8611 Concord Mills Blvd.**  
**Suite 159**  
**Concord, NC 28027**  
**USA**

**Attn: Alyssa Lorenz**  
**Tel: 704-837-1980 x310**  
**Fax: 704-943-0853**  
**Email: alorenc@oakoverseas.com**

## Approval

We, the undersigned exhibiting company, hereby apply and agree to comply by the **Terms and Conditions printed on the reverse side of this application.** The person signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges to have read and accepted the terms as set forth on both sides of this USA Pavilion Booth Application & Contract Form.

Signature \_\_\_\_\_ Title \_\_\_\_\_  
Type or Print Name \_\_\_\_\_ Date \_\_\_\_\_

# Terms and Conditions

## USA Pavilion at Gulfood Manufacturing 2023

1. The following conditions as well as rules and regulations laid down by the show organizers are part of the Participation Agreement made through the signing of the "Booth Contract", as though fully incorporated therein, and each participant, hereinafter referred as Exhibitor, is bound by each and everyone thereof.
2. Oak Overseas, Ltd., hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the USA Pavilion at GFM 2023 Brochure/Flyer on the condition that the requisite number of Exhibitors apply.
3. **Product Origin:** Only firms exhibiting in the **INGREDIENTS** USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water. Signing this document is a declaration of compliance to this USDA/FAS stipulation
4. **Space Assignments:** Exhibit space assignments within the pavilion are made on a first-come-first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. However, by signing this Booth Application and Contract form obligates signee to pay the contractual amount based on **Payment Schedule** with or without a space assignment and is subject to the **Cancellation** policy. The location and layout of the USA Pavilion is subject to change at the sole discretion of the show organizers or Management. The floor plan of the pavilion may also change to fit the total space demand.
4. **Liability Insurance:** Exhibitor agrees to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.
5. **Sharing of Booth:** No booth sharing is permitted.
6. **Liability.** The Exhibitor agrees to indemnify and hold harmless the Management, the Show Organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air condition or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.
7. **Payment Schedule:** Space applications submitted must be accompanied by a deposit of 50% of the total space cost to secure a location. The balance of 50% must be made by **May 1, 2023** Space applications submitted on or after **May 1, 2023** must be accompanied by the full amount of the total space cost to secure a location. No exhibit space assignments will be made to companies who have not paid the proper deposit. Management has the right to replace any exhibitor who has not paid its deposit space. The cancellation policy listed below will apply in that case.
8. **Cancellations:** In the event the Exhibitor seeks to cancel all or part of this contract, Exhibitor may only do so by giving written notice by certified mail, return receipt requested. In such instance, Exhibitor will still be liable for the full amount of the registration fee and internet listing fee and one-half of the total Space and, if applicable, Corner fee so long as the written notice of cancellation is received by Management prior to **May 1, 2023**. If written cancellation notice (by certified mail, return receipt requested) is received by Management on or after **May 1, 2023**. Exhibitor shall pay a cancellation fee equal to the total exhibit fee. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.
9. **Collections:** Exhibitor is responsible for any fees incurred by Management towards collection of any unpaid, invoiced debts associated with participation in or cancellation of contracted USA Pavilion space and materials/services associated with participation of Exhibitor in the USA Pavilion at GFM 2023, including third party collection services, attorney fees or other.
10. **Force Majeure:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the show or of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.
11. **VAT:** Management must collect and pay a 5% VAT to the Show Organizers as per UAE law for all Space, Registration and Booth related services and products. Refunds of VAT by the UAE and how to receive them, if permitted by UAE, will be the sole responsibility of Exhibitor.

FULL NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_