



Exhibitor Services Manual (ESM): Cereals & Grains 18

LOCATION

Hilton London Metropole Hotel
225 Edgware Road
London W2 1JU
United Kingdom
Telephone: +44.207.402.4141

AV ORDERING CONTACT

Tom Sands, AVC LIVE
tom.sands@avclivelttd.com
Telephone: +44(0) 7825 702 268
Fax: +44(0) 20 7706 9763

EXHIBIT HOURS

Sunday, October 21

8:00–11:30 Exhibit Set-Up
12:45–13:45 Exhibits open with Dessert*
15:15–15:45 Exhibits open with Coffee Break
17:15–18:15 Exhibit Hall Happy Hour

Monday, October 22

10:45–11:15 Exhibits open with Coffee Break
12:45–13:45 Exhibits open with Dessert*
15:15–15:45 Exhibits open with Coffee Break
17:30–18:30 Exhibit Hall Happy Hour

Tuesday, October 22

8:00–9:00 Exhibits open with breakfast
10:30–11:00 Exhibits open with Coffee Break
12:30–13:30 Exhibits open with Dessert*
15:00–15:30 Exhibits open with Coffee Break
15:30–17:30 Exhibit Take-Down

SHIPPING CONTACT

Paul Coburn, Hilton London Metropole
paul.coburn@hilton.com
Telephone: +44 (0) 207 616 7351
Fax: +44 (0) 20 7262 2921

EXHIBIT QUESTIONS

Rhonda Wilkie, Sales Coordinator
rwilkie@scisoc.org
Telephone: +1.651.994.3820

**All exhibitor personnel should eat lunch 20 minutes prior to lunch exhibit hours as outlined above.*

CEREALS & GRAINS 18

October 21–23, 2018 • Hilton London Metropole • London, United Kingdom

Exhibit Policies and Regulations

EXHIBIT SPACE CONTRACT: Please read Exhibit Policies and Regulations prior to signing this contract. Signature of the Primary Exhibit Contact on the contract will constitute agreement of the Exhibiting Company to comply with these policies.

CONTRACT MUST INCLUDE: Name of organization, Name, Address, Phone, Email of Primary Exhibit Contact, Deposit per payment schedule.

RESPONSIBILITIES/LIABILITIES: The primary Exhibit Contact will have the authority to act on behalf of the Exhibiting Corporation (Exhibitor) in space reservation transactions with AACCI (Society). The Signature of the Primary Exhibit Contact is required on this Contract and binds the Exhibitor and its representatives to all regulations and terms of this document and constitutes a binding agreement. The Society must receive written notice of change of the Exhibitor's Primary Exhibit Contact, when applicable.

The Exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, and save the Society and its agents harmless against all claims, loss or damage to persons or property, arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the Exhibit premises. The Exhibitor indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Exhibitor or its agents, representatives, employees, or any other person. Contract for Exhibit Space at this AACCI meeting indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed as well as such additional rules and regulations as the Society deems necessary for the success of the exposition, provided these latter do not materially alter the Exhibitor's contractual rights. Upon receipt of payment, the invoice issued to you represents a binding contract.

FINALIZATION OF EXHIBIT RESERVATION: Contracts for Exhibit spaces are subject to the approval of the Society. The Society reserves the right to offer or refuse exhibit rental to potential Exhibitors. Exhibit space assignments will be on a first-come, first-served basis.

INDIVIDUAL EXHIBITOR REGISTRATION: Entrance to the exposition is by AACCI name badge only. The Primary Exhibit Contact will receive copies of all preliminary and program announcements to facilitate Exhibit and accommodation registrations.

CANCELLATION: Cancellation by an Exhibitor will result in forfeiture of exhibit fees paid to date. In the event the Exhibit is cancelled by the Society for any reason, the liability of the Society shall be limited to a refund of all monies paid by the Exhibitor as the exhibit rental fee less Exhibitor's share of expenses incurred by the Society to the date of cancellation.

EXHIBITOR SERVICES KIT: The electronic Exhibitor Services Kit (ESK) will be available online approximately eight weeks prior to the event. The ESK will include the necessary forms you will need to order furnishings, audio-visual equipment, janitorial service, graphics, internet, labor, and electrical service.

BOOTH SELECTION PROCESS: AACCI will use a process that considers (1) when your order and payment are received (2) top three booth choices with location preference given to premium, preferred and then standard booths, if applicable (3) separation from competitors, (4) advertising and sponsorship dollars from the past two years. AACCI will make the final booth selections.

SHIPPING INSTRUCTIONS: All freight charges must be prepaid. Since the Facility does not have capabilities to receive display materials or the accommodations to store empty shipping crates, the Exposition Services Company (Decorator) will serve as the official drayage contractor. Information on the consignment of your freight, customs, and bills of lading will be included in the online ESK.

LABOR AND SAFETY: The Decorator's ESK will contain order forms for labor. The Society will enforce set-up and tear-down policies to minimize interference with other meeting functions and to maximize safety, as well as the quality and amount of exhibit hours. Please be familiar with these policies before signing the contract. The Exhibitor is responsible for knowledge of and compliance with all fire, safety, and union requirements as noted in the ESK.

INSTALLATION OF EXHIBITS: Any Exhibit not unpacked by the end of set-up time will be placed in storage and cannot be returned until the close of the Exposition the first day, or the Exhibit may be reordered to be set-up by the Society. No refuse may be placed in the aisles after the final cleaning. Please do not litter the floor, in the exhibits, or aisles after cleaning.

DISMANTLING: No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.

LIABILITY: Although security personnel are appointed, neither the Society, the Facility, nor the Decorator or their agents can assume responsibility for any loss or damage to exhibits, equipment, rental furnishings/equipment, or aisles after cleaning.

INSURANCE: Insurance on all Exhibits is the responsibility of the Exhibitor. Neither the Society nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Exhibitor's stand. Exhibitors are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

FIRE PROTECTION: All materials used in the exhibit area must be flameproof and fire resistant. All displays are subject to inspection by the Fire Marshall.

SPECIAL EFFECTS AND PRESENTATION: Operational equipment, audio-visual and sound/attention getting devices and effects must not interfere with the activities of the meeting and other Exhibitors. The Society reserves the right to determine at what point sound constitutes interference, and if it must be discontinued. Professional presenters or models may conduct product and service demonstrations. Demonstrators are to be straightforward and professional and must avoid the use of theatrical gimmicks such as magicians, robots, pantomimists, balloons, etc.

The use of live or recorded music, including but not limited to music on videotapes, by the Exhibitor for any purpose under this contract is prohibited.

CONDUCT OF EXHIBITS: The character of the Exhibit is subject to the approval of the Society. The society retains the right to refuse the applications of Exhibitors not meeting standards required or expected, as well as the right to curtail Exhibits or parts of exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed.

TERMINATION OF EXHIBIT RIGHTS: In the event the Exhibitor, its contractors, agents or employees fail to comply with any of the provisions hereof, or otherwise detract from the general educational character of the meeting, the Society shall be permitted and empowered to terminate the Exhibitor's right hereunder, and evict and remove the Exhibitor and contractors hired by the Exhibitor from the premises, in which event the Exhibitor shall not be entitled to any refund of amounts paid hereunder.

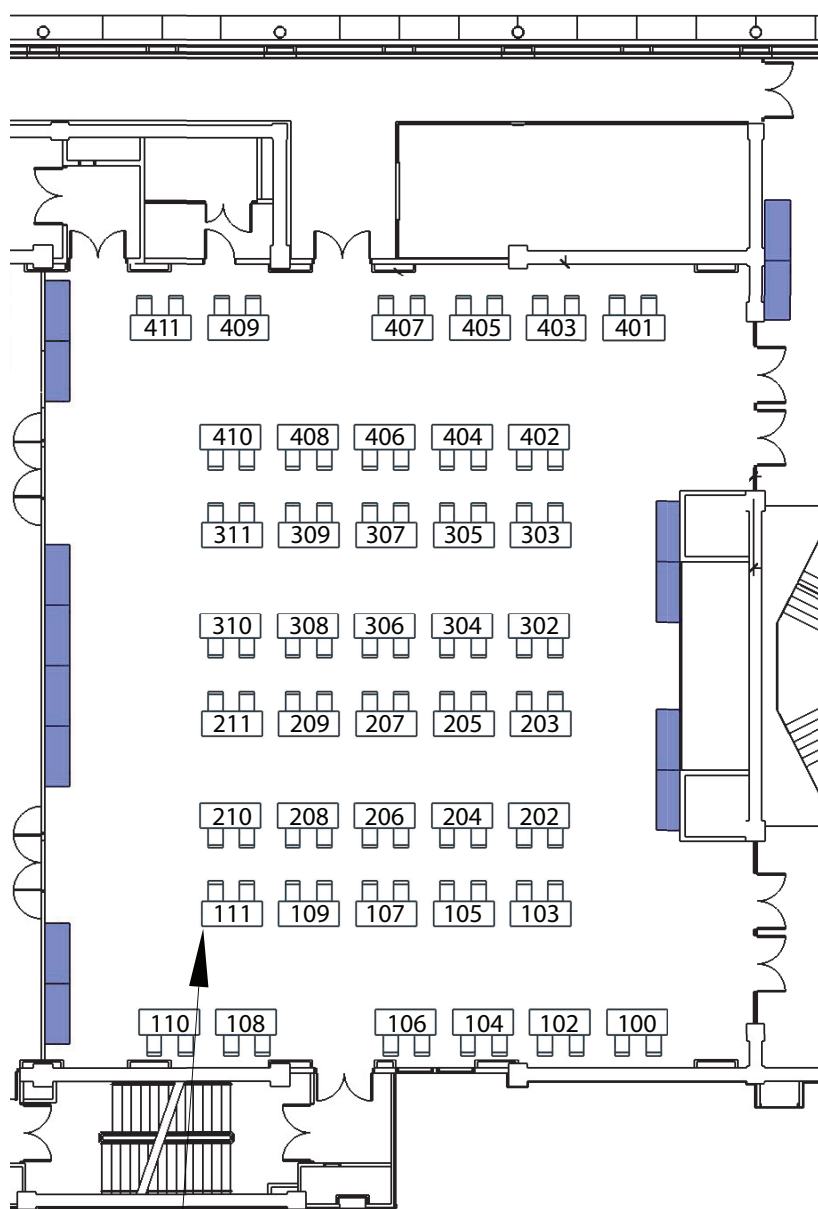
PROHIBITED PRACTICES: Canvassing/distributing advertising materials outside the Exhibitor's own exhibit space. Solicitation of business, or conferences in the interest of business, except by Exhibitors. Operation of unprotected x-ray equipment, UV sources, or sources of ionizing radiation. The use of billboard advertisements, display of signs, and/or balloons outside the exhibit area unless approved by the Society. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting. Entry into another Exhibitor's exhibit space, examination, or photographing of another Exhibitor's exhibit without permission. No Exhibitor may suspend or hang display materials or signs from the ceiling above their exhibit space or island exhibit. Display materials and/or signs may also not rise above the 8'/2.44m height registration of the exhibit booth.

EXPOSITION SPACE SPECIFICATIONS: For 6' x 2' table tops, no sidewalls or counters may exceed 36" in height, except in the back 1/3 of the exhibit space. Background and display materials are limited to 8' in height and must not protrude from the back of the space more than 36". All exhibits include 3' side walls/rails adjoining the neighboring exhibit. Corner or end-cap exhibit spaces have the option of installing/not installing the 3' side rail. In-line exhibits have two, 3' side rails. All exhibits (except islands) include: one identification sign, one 6' skirted/draped table, and one wastebasket. End-cap and island exhibits have the option of building out their exhibit (per AACCI specifications) and no pipe and drape would be provided, except if the Exhibitor requests it. Background and display materials are limited to 8'/2.44m in height. Booth carpet, lighting, electrical, internet, audio-visual equipment, water, cleaning, and refrigerators are not included in the exhibit space rental fee.

No exhibit may span an aisle by roofing or floor covering. Exposed or unfinished sides of an exhibit and/or pop-up display must be draped or positioned in your stand to present an attractive appearance. The Decorator, with the approval of the Society, will provide draping deemed necessary and charge the Exhibitor accordingly. The aisles are property of all Exhibitors. Space must be left within each exhibit area to absorb the viewers.

Cereals & Grains 18

AACCI Exhibitors



Balmoral
Exhibition

- 100 Stable Micro Systems
- 102 Henriette (Flag Shop for The Low Carbohydrate Bread Society of Japan)
- 103 ICL Specialty Solutions
- 104 PGP International Inc.
- 105 Carmi Flavors
- 106 REPCO
- 107 EnviroLogix
- 108 Northern Crops Institute
- 109 Agri-Neo Inc.
- 110 Cgrain AB
- 111 Cereal Ingredients, Inc.
- 202 Wenger Manufacturing Inc.
- 203 DSM Food Specialties USA, Inc.
- 204 NOVOLYZE
- 205 BASTAK Instruments
- 207 AMETEK Brookfield
- 208 Edlong
- 209 BENE0 Inc.
- 210 QualySense AG
- 211 Siemer Specialty Ingredients
- 302 Palsgaard Inc.
- 303 C.W. Brabender Instruments, Inc.
- 304 FrigorTec GmbH
- 305 Brabender GmbH & Co. KG
- 306 Lallemand Baking Solutions
- 307 Klaus Ruttmann GmbH
- 308 Campden BRI
- 309 Radox Food Diagnostics
- 310 Baker Perkins Ltd.
- 311 CHOPIN Technologies
- 401 Perten Instruments AB
- 402 US Highbush Blueberry Council
- 403 Perten Instruments, Inc.
- 404 GlycoSpot
- 405 C-Cell
- 406 Gold Coast Ingredients, Inc.
- 407 PacMoore Products Inc.
- 408 Best Cooking Pulses, Part of Avena Foods Ltd.
- 409 FOSS Analytical
- 410 REVTECH Process Systems
- 411 Budenheim

As of 08.30.2018



Event/Exhibition Name:	AACCI Cereals & Grains 18 - Hilton London Metropole
Setup Date and Time	20th October 2018 - From 08.00am
Event Date and Time	21st October 2018 - 12.45pm
End Date and Time	23rd October 2018 - 15.30pm
Total Hire Days	3
Exhibitor Company nameName:	
Stand Number:	
Contact on Site & Mobile number:	
Booked by or Requested by:	
Email Address & contact for Booker:	
Billing Address	

Deadline: All orders must be received at least 14 working days before the exhibition

Instructions: Please fill out all cells in green: under quantity, type the amount of each item you require - the total is automatically calculated. Please fill in the Exhibitor AV Equipment Order Form and email to the the venue Event Manager or Technical Event Manager. Pre-payment will be required in order to confirm the order
Note: Setup and de-rig will take place based on the client tenacy timings. So equipment may not be ready immediately on arrival.

Equipment	
IT	
iPad 32GB with WiFi	
24" LCD Monitor (On Table Stand)	
PC with 20" LCD, Keyboard & Mouse	
Laptop Computer	Do you require sound?

	Days	Price Per Day	Total
1	3	£75.00	£225.00
	3	£65.00	£0.00
	3	£160.00	£0.00
	3	£100.00	£0.00

VIDEO	
HD 75" LED Screen and Stand 1920 x 1080 (On Eye Level Floor Stand)	Do you require sound? →
HD 55" LED/LCD Screens 1920 x 1080 (On Eye Level Floor Stand)	Do you require sound? →
HD 46" LED/LCD Screens 1920 x 1080 (On Eye Level Floor Stand)	Do you require sound? →
Please state the device (laptop, iPad etc) and the connection you expect (VGA, DVI, HDMI etc) AVC recommends you provide your own adaptors	

	3	£450.00	£0.00
	3	£200.00	£0.00
	3	£150.00	£0.00

SOUND	
Stereo Self Powered Speakers	
Single (Mono) Self Powered Speaker	
PC\Laptop Sound Cable	

	3	£30.00	£0.00
	3	£15.00	£0.00
	3	£5.00	£0.00

POWER	
4xSocket Mains Extension Lead	
1500w power to stand	

0	3	£5.00	£0.00
0	3	£25.00	£0.00

Delivery, Installation & Collection -	
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1	1	£100.00	£100.00
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TOTAL excluding VAT	£100.00
VAT	£20.00
TOTAL including VAT	£120.00

VAT is currently charged at 20%

EQUIPMENT DAMAGE WAIVER	<i>It is the hirer's responsibility to safeguard the equipment on site.</i>
We apply a standard equipment damage waiver on the list price of all AV equipment. The equipment listed above is covered whilst in use on site for its intended purpose. Please ensure all equipment is secured when not in your presence or the presence of one of our technicians on site.	

If you have full insurance covering damage and theft of hired equipment and take responsibility for the equipment, please tick the box provided. In this case a certificate of insurance must be provided, prior to the hire of the above equipment. If the certificate of insurance is deemed to be valid for equipment hire, AVC equipment damage waiver premium will not be added to your final invoice.	Tick Here
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Client Comments:	Client Signature:
	Client Name:

Conference & Banqueting

**LOADING BAY
HILTON LONDON METROPOLE HOTEL
EDGWARE ROAD
LONDON
W2 1JU**

SENDER DETAILS:

NAME:

ADDRESS:

TELEPHONE NO:

NUMBER OF BOXES

CONTENTS

BOX

OF

ATTENTION OF:

**C&B
Operations**

NAME OF EVENT:

DATE OF EVENT:

ROOM NAME:

STAND NAME:

STAND NO:

DELIVERIES WILL ONLY BE ACCEPTED AT THE LOADING BAY IN HARBET

ROAD. MONDAY - FRIDAY 0800 - 1500 HRS

SATURDAY 0800 - 1300 HRS

BOXES/MATERIALS ETC WILL NOT BE ACCEPTED MORE THAN 2

WORKING DAYS PRIOR TO THE EVENT DATE

**Please note that the hotel does not accept responsibility for
the loss or damage of any materials accepted/stored by the hotel.**

SENDING TO

SENDER DETAILS:

NAME:

Hilton London Metropole Hotel

ADDRESS:

Edgware Road
London
W2 1JU

NUMBER OF BOXES

CONTENTS

BOX

OF

ATTENTION OF:

NAME OF EVENT:

DATE OF EVENT:

ROOM NAME:

STAND NAME:

STAND NO:

COLLECTIONS WILL ONLY BE ACCEPTED AT THE LOADING BAY

HARBET ROAD. MONDAY - FRIDAY 0600 - 1500 HRS

SATURDAY 0600 - 1300 HRS

BOXES/MATERIALS ETC WILL NOT BE STORED MORE THAN 2

WORKING DAYS AFTER TO THE EVENT DATE

Please note that the hotel does not accept responsibility for the loss or damage of any materials accepted/stored by the hotel.