



# A UNIQUE *International* DESTINATION

**The UK's leading international agricultural show.**

Wherever you are based in the world, the Royal Show is the place to network and do business. Education, agri-sciences, technology and research are just a few examples of what the Show will offer, providing a truly international platform for showcasing your business. Plus, there will be a full, four-day conference programme with additional seminars and workshops.



Visit [www.royalshow.org.uk](http://www.royalshow.org.uk)



THE ROYAL SHOW

7TH - 10TH JULY, 2009

**An excellent opportunity to meet international visitors with influence in their countries over where to send staff for training.**

Reading University

*The best of both worlds - promote to a UK and international audience at the Royal Show 2009*

The business and technology platform for agriculture.

**Great stand options for internationally-focused exhibitors:**

**1. The Global Science and Business Centre (the GSBC).**

- Showcase your organisation's science, technology and services.
- Find UK and overseas business opportunities.
- Get UK government export and regulatory advice.
- Meet agriculturalists seeking career, education and research opportunities.
- Quality stands co-located with seminar and presentation facilities.

**Exhibit in the Global Science and Business Centre if...**

- You are an overseas or UK company focusing on international trade.
- You want to promote agriculturally-related - science, technology, research, education - products and services.
- You want to reach a UK and an international audience.

**2. The International Village.**

- **PRIME** location at the heart of the show.
- Present your country's agriculture, produce and culture to a UK and international audience.
- Meet buyers and agents from the leading UK produce retailers.

**Exhibit in the International Village if...**

- You wish to take a government stand or you are a national organisation or company representative of your country.



**Call to reserve your stand today.**

International: +44 (0)2476 858 278 | [international@rase.org.uk](mailto:international@rase.org.uk)



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# Royal Show International Village - Country Pavilions

## Costs and practical information for exhibitors + VAT reclaim

### First...

Please complete the Exhibitor Booking Form in the Exhibitor Pack and return it to the address on the form with deposit payment. (For International Village stands, you need the "International Village OGS" section in the Agricultural area of the Booking Form).

We will contact you to go through any necessary details. Please contact us if you need another copy or if you have queries about completing the Booking Form. When you have booked your ground space, we will confirm the booking with you.

### Creating your country stand or pavilion

When your space booking is confirmed with us, you need to contact a stand contractor. We recommend trusted, high-quality stand contractors who know the Show, and who can build your Pavilion to your exact requirements. *You are also free to appoint your own contractor, if your Pavilion meets the Show's presentation and Health & Safety requirements.*

### Costs and fittings

A quality 6m x 6m stand at the Royal Show will be approximately £4,500-£5,000. For this cost you can expect a good quality stand, including quality carpet, furniture, electrics, water, graphics, etc. Exact stand costs are calculated on an **individual** basis depending on your requirements. To get an accurate estimate please contact our recommended stand contractors with your stand specifications.

The table below outlines **approximate** costs of the component parts for your pavilion or stand.

Item	Cost (£)
Open Ground Space (6m x 6m) @ £14/sq.m)	£504.00
Marquee	£1008.00
Flooring	£10/m.sq
Carpet	From £3 - £6/m.sq
Shell Scheme	£500.00
Furniture: Chair	£35.00
Table	£70.00
Fridge	£70.00
Electrics	Contractor to advise price
Water	Contractor to advise price
Branding	£268.00

A 12mX12m stand is 4-times the size so will cost proportionately more

Bookings for space should ideally be made by **end-February 2009** in order to implement effective marketing of your goals for the Show. The final deadline for stand applications is **31<sup>st</sup> May 2009**. Our website launches soon but please call for further printed copies to be sent to you.

### Recommended stand contractors:

These companies are helpful and will advise how to proceed with your stand.

Mr Mike Coleman  
Fuschia Exhibition and Conference Services  
2 Knights Way  
Great Dunmow  
Essex CM6 1UL  
Tel: +44 (0) 1372 874800  
Mob: +44 (0) 7831 413430  
E: [mjcfuchsia@lineone.net](mailto:mjcfuchsia@lineone.net)

Mr Mark Sutton  
International Exhibition Services  
10 Board Cross  
Shepton Mallet  
Somerset BA4 5DX  
Tel: +44 (0)1749 346900  
Mob: +44 (0)7711 774111  
E: [suttons@ukonline.co.uk](mailto:suttons@ukonline.co.uk)

To discuss or confirm *any* aspect of your booking, please contact Sophie Lock on:  
**Tel:** +44 (0)2476 858 278 | **Fax:** +44 (0)2476 858 293 | **e-mail:** [sophiel@rase.rg.uk](mailto:sophiel@rase.rg.uk)

**VAT reclaim details overleaf...**

# The VAT Consultancy

## Independent Professional Advice



EU VAT Recovery

**Your money back into your accounts**

If you can answer 'yes' to one or more of the questions below, then you are eligible to claim a refund.

- Are you a UK or EU VAT registered business incurring VAT within the EU?
- Are you a UK or EU VAT registered individual incurring VAT within the EU?
- Have you incurred EU expenditure between 1st July 2008 and 30 June 2009  
(you will still be able to reclaim VAT on show expenditure in the next reclaim period from 1 July 2009)
- Do you wish this incurred VAT to be returned into your business accounts without delay? Recovery claims need to be submitted as early as possible after 30 June 2009. (Final submission date is 31 December 2009).

**The VAT Consultancy has the international knowledge and expertise to recover your EU VAT!**

With Global connections, extensive VAT Representation in the EU and local offices in India, UAE and the UK, The VAT Consultancy has the international presence to service your VAT requirements.

**VAT no longer has to be a "cost".**

**Businesses of all sizes are realising that EU VAT recovery (if applied for correctly) can have very positive effects.**

- **EU business travel** – an extensive list of travel and subsistence costs. (Hotel accommodation, hotel meeting rooms, meals, communications, car hire, fuel, parking are just a few examples).
- **Attending, facilitating or sponsoring conferences, exhibitions or seminars.**
- **In the capacity as a delegate** - business related training and all education. (All expenses attracting VAT as EU business travel above).
- **In the capacity as a facilitator or sponsor** - room / venue hire exhibition space, exhibition costs, hotel accommodation, staff subsistence, meals, and exclusive transport services between airport, hotel and event.
- **As recipient of local services** – marketing, advertising, catering, legal, training, testing, R&D, consulting, any professional services. Office rental, office refurbishment.
- **As recipient of supplies of local goods** – Any goods supplied that are not being removed from the country.
- **EU property purchases.** If the property is "opted to tax" the VAT paid in purchasing a property all renovations, refurbishment and professional fees that attract VAT are 100% recoverable.

#### The MAJOR benefits of this service:

- Proactive EU VAT recovery on a timely basis.
- Enhanced cash flow.
- Improved liquidity.
- Elimination of VAT as a cost.
- Extending budget spends

**The VAT Consultancy can make the difference.  
EU VAT is recoverable.**

if you have any questions or require any Indirect Tax assistance please contact:

Graham Miller

EU and International Registration and Recovery

**The VAT Consultancy**

tel: +44 (0)1342 325003

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Members of the **Association of Exhibition Advisers**