

REQUIREMENTS FOR EXHIBITORS ATTENDING SICER.

1. RECOMMENDATIONS FOR EXHIBITORS.

- 1.1. Ciders to be sent to the showground: **Times for reception of shipments: 8 am to 1 pm and 2 pm to 5 pm from 8th to 15th of June.**

FERIA DE MUESTRAS DE GIJÓN.

C/ Doctor Fleming 481. 3303 Gijón.(Asturias) SPAIN
ATT: **Belarmino Castro (985 180 117/ 647 758 288)**

- 1.2. Crates sent to the showground in advance must be clearly labelled and numbered.

Stand Number
Company Name
Type of cider
Number of crates.

- 1.3. In accordance with the number of items and using the following format:

Cider x. Item 1 of 3
Cider x. Item 2 of 3
Cider x. Item 3 of 3

- 1.4. All exhibitors must send or personally deliver their ciders to this address between **8 June and 15 June during the hours mentioned above.**

- 1.5. **As a recommended quantity of each type of cider** each exhibitor must deliver **120 bottles** to the fair (more can be taken if so desired)

- 1.6. Producers bringing cider that requires arm's length pouring **must take a mat** (to be removed daily from the exhibition area) **and a non-splash pouring device.**

- 1.7. All stands must be **constantly attended** during exhibition opening hours.

- 1.8. Each company is **responsible for its products** and all other items brought to the exhibition.

- 1.9. Only ciders approved by the organisers and therefore included in the official Sicer 2009 catalogue may be offered for sampling to visitors to the exhibition.

- 1.10 It is not permitted to **decorate stands with elements unrelated to the Fair.** It is only allowed to display posters (of the cider cellar, of the brand) or similar corporate items placed on the interior panels **but it is not necessary for exhibitors to bring any other extra element** for the display.

- 1.10. Stands may under no circumstances be damaged, so only soft adhesive material may be used, without drilling, nailing or making any type of hole in the structure. The cost of any defects will be borne by the exhibitor.

- 1.11. Producers may occupy their stand as of **Monday 15 June from 5 pm to 8 pm and Tuesday 16 June from 9 am to 10.30 am** in order to carry out assembly work.

- 1.12. All stands must be disassembled and materials belonging to the company must be removed therefrom by **Wednesday 17 June at 11.30 pm.**

2. ORGANISATION WITHIN THE SHOW

- 2.10. The International Quality Cider Fair will be held in the Congress Palace located in the Gijón Trade Fair grounds.
- 2.11. The timetable for the show is as follows:

Tuesday 16 June: from 11.00 am to 3 pm and 5 pm to 9.30 pm.

Wednesday 17 June: from 11.00 am to 3 pm and 5 pm to 9.30 pm.

- 2.12. The organisers will provide each exhibitor with glasses for pouring and the **RIEDEL cider tasting glass** exclusive to the show.
- 2.13. The organisers will be responsible for collecting, replacing and washing glasses.
- 2.14. **A waiter will be appointed to supply ice and glasses** to each stand.
- 2.15. Each stand will have an ice bucket to chill the product on the stand itself and another in the store, as well as a **dish** for snacks or nuts and a **spittoon**.
- 2.16. Each stand will have a **small space for storing the product** in the merchandise reception area. The product must be perfectly packaged and numbered in the store in accordance with the numbering of the stands in order for it to be retrieved from the store as per demand.
- 2.17. The organization is responsible for cleaning the premises but cleaning of the interior of the stand is the responsibility of the exhibitor.
- 2.18. The organization will provide **two exhibitor accreditations** per producer, to be picked up at the Trade Fair grounds on **Tuesday 16 June** before the show opens.
- 2.19. Each **exhibitor company will receive 100 invitations** for entry to the show valid for one person and one day.

3. VARIOUS

- 3.10. The show will open from Tuesday 16, 11 am, until Wednesday 17, 9.30 pm.
- 3.11. During the exhibition time, **11.00 am to 3 pm** entry is **limited to professionals** or visitors with an invitation valid for one person and one day.
- 3.12. During the period **6 pm to 9 pm** entry to the fair will be possible upon payment of **an entrance fee of 10€ which will allow access to the exhibitors' area**. On both days access will be possible using an invitation since the latter is valid for Tuesday 16 and Wednesday 17.
- 3.13. A **sales point** will be available so that exhibitors who so wish can sell their cider. If interested the exhibitor must provide us with the name of the cider and the price so that **cider menu** can be drawn up.

4. STRUCTURE & DIMENSIONS OF STANDS



For further information, please consult www.sicerplanet.com