

**APPLICATION FORM**

**Wales pavilion at Farnborough International Airshow (FIA) 2024**

**22-26 July 2024**

Registering your interest does not guarantee an automatic allocation. Spaces on the stand are limited and not all applications will result in attendance at the show.

The cost of exhibiting is £2,000.00 + VAT and includes:

* a branded pod in a prime position on the Wales pavilion with power supply and access to storage
* access to meeting space on stand
* at least one exhibitor pass for the duration of the event
* Inclusion in UK marketing material and associated networking events where available
* Inclusion in Wales social media schedule and potential PR opportunities
* inclusion in associated networking events
* engagement with key businesses and decision makers at the event, including your fellow stand partners
* the stand’s logistics are all taken care of with experienced events and marketing professionals

Please note - the cost does NOT include accommodation, travel or subsistence. The Wales stand will not supply hot beverages.

Due to limited availability, completion of this form does not guarantee an automatic allocation. **All received applications will be considered based on the information within the application form. Please ensure that any supplementary information provided is relevant to the event or your target market**.

Please note that if your application is successful, you will be required to ensure that your ‘pod’ is staffed for the duration of the event on all days that the event is open to TRADE VISITORS (Mon-Thur).

**Please return your form to** [**ITD.Events@gov.wales**](mailto:ITD.Events@gov.wales) **by 16.00 23 April 2024.**

Welsh Government undertake a risk assessment for each of the events that they attend. You are responsible for your own corporate health and safety and must undertake your own risk assessment accordingly.

If your application is successful, Welsh Government’s terms and conditions will be sent to you, and you should ensure you are familiar with them.

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| --- | --- |
| **Company Name** |  |
| **Primary Contact** |  |
| **Address** |  |
| **Contact details :**   * **tel no** * **e-mail** * **website** |  |
| **Overview of business activities in Wales** |  |

Please complete sections 1-5 as comprehensively as possible. Your application is calculated and scored solely (using the % weighting indicated) on your answers provided below.

|  |  |
| --- | --- |
| 1. **Please outline the strategic fit of this event with your business objectives (50%) and** |  |
| 1. **How do you plan to maximise this opportunity i.e. business development / sales meetings / networking etc. and** |  |
| **2a. What targets are you setting to measure the success of the event for your business?**  **(30%)** |  |

|  |  |
| --- | --- |
| 1. **Have you attended this event with Welsh Government previously? If yes, please provide details of when and business outputs from the event (20%)** |  |
| 1. **Is your company exhibiting / planning to exhibit elsewhere at the show?** |  |
| 1. **If successful, would you exhibit equipment on the stand?** This cannot be guaranteed but please provide detail and size/weight. |  |
| **Please confirm if you are agreeable to appropriate PR** | Yes / No (delete where applicable) |

Please note: if you are successful and you partake on the Wales stand, you will be required to provide post-event feedback within one month, then at six and 12 months post event. You will be asked to provide details of contacts made, deals you are progressing and details of orders won from the event. This is to justify financial spend and business rationale for future attendance. Be assured that this will be treated as commercially confidential and will be for internal use only.

Failure to provide post event outputs will be incorporated in any future applications to exhibit.

Like you, Welsh Government are subject to the event organiser’s terms and conditions.

Signed: …………………………………………………………..

Date : …………………………………………………………..