

# RESERVATION FORM

## American Cafe



Mailing Address  
courier service)

Overseas Trade Support Branch (OTSB)  
Stop 1052  
Room 469-A, Portals Building, 4<sup>th</sup> floor  
Washington, DC 20024-1052

Street Address (for

USDA /Overseas Trade Support Branch (OTSB)  
Room 469-A, Portals Building  
1250 Maryland Avenue, SW, 4<sup>th</sup> floor  
Washington, DC 20024

Please type or print clearly.  
Section 1 -- Exhibitor Data

No. of exhibitors reserving the booth:     \_\_\_1   \_\_\_2     (Attach exhibitor data for Company No. 2)

Contact for Overseas Trade Support Branch (OTSB) Communications: \_\_\_\_\_

Company E-mail address: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact person to be listed in show directory: \_\_\_\_\_

Company name to be listed in show directory: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state, zip \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Representatives attending the show: \_\_\_\_\_

Company description (maximum 100 words) for use in the AAHAR 2008 U.S. Pavilion Directory

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Products to be exhibited, including brand names:

\_\_\_\_\_  
\_\_\_\_\_

Section 2 -- Booth Location Preference

Priority choices: **The floor plan will be provided at a later date.**

Section 3 -- Contractual Agreement

I have read and will comply with all provisions of the Terms and Conditions for participation in the show.

I have included the booth fee with my Reservation Form. (Please make checks payable to USDA/FAS.)

I want \_\_\_\_\_ I do not want \_\_\_\_\_ my name, address, telephone, and fax numbers kept confidential prior to AAHAR 2008

Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Title \_\_\_\_\_

Mastercard # \_\_\_\_\_

Visa# \_\_\_\_\_

Discovery # \_\_\_\_\_

American Express# \_\_\_\_\_

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According to the Paperwork Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0551-0031. The time required to complete this information collection is estimated to **average 8 minutes per response**, including the time for reviewing instructions, searching existing data sources, gathering & maintaining data needed for completing & reviewing the collection of information

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## Terms and Conditions AAHAR 2008

Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to additions and the USDA Overseas Trade Support Branch may make changes at any time. Exhibitors will be promptly advised of any changes or additions.

### The U.S. Department of Agriculture (USDA) agrees to:

1. Provide the participant with the standard booth package described in this brochure.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Issue refunds to exhibitors canceling their participation in the show according to the "Cancellation/Refund Policy" and issue a full refund to all participants, if the show is canceled.

### Cancellation/Refund Policy:

All cancellations must be made in writing.

#### Cancellation Date:

Cancel prior to or on February 8, 2008

Cancel after February 8, 2008

#### Amount withheld:

50% of total stand cost

100% of total stand cost

4. Refrain from providing commercial third parties with exhibitor contact information prior to AAHAR 2008, unless authorized to do so on the Reservation Form.

### The Exhibitor agrees to:

1. Promote and display only products consisting of at least 51 percent by SKU count that are of U.S. origin, and products must be comprised of at least 51 percent of U.S. origin content by volume or value, exclusive of added water. Show management has the authority to remove any non-U.S. products from an exhibitor's booth.
2. Accept the location of the assigned booth within the U.S. Pavilion at AAHAR 2008, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. Use the booth decoration and design supplied by the USDA Overseas Trade Support Branch (OTSB), unless written permission is received from USDA/OTSB authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA Overseas Trade Support Branch (OTSB)
5. Share the assigned booth with no more than one other exhibitor. Note: USDA /OTSB will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA/Overseas Trade Support Branch.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on March 14, 2008.
11. Arrange for all equipment and booth materials to be removed from the show site at the Pragati Maidan Fair Grounds by 6:00 p.m. on March 14, 2008. USDA/OTSB will not secure exhibitor equipment or booth materials after 6:01 p.m. on March 14, 2008.
12. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion, AAHAR 2008. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the shipping cost, clearance charges (including import duties), insurance charges of product samples, promotional materials, and equipment to India before the show and back to the United States after the show.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. The Foreign Agricultural Service/OTSB is not responsible for any non-refundable expenses that participants incur as a result of cancellation or non-participation in AAHAR 2008. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS.

**AMERICAN CAFÉ**

**APPLICATION**

COMPANY NAME \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE NUMBER \_\_\_\_\_  
FAX NUMBER \_\_\_\_\_  
E-MAIL \_\_\_\_\_

The cost to display your products will be \$500.00 NON REFUNDABLE.

**Product Information**

Product(s): \_\_\_\_\_  
\_\_\_\_\_

Product(s) description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is the product already in India? \_\_\_\_\_

If yes, provide the name and address of the broker/distributor \_\_\_\_\_  
\_\_\_\_\_

If no, are you actively searching for an agent? \_\_\_\_\_

In what type of packaging is the product available?  
(e.g., HRI, retail, vending, etc.) \_\_\_\_\_

Has the product been packaged for India? \_\_\_\_\_  
If not, are you willing? \_\_\_\_\_  
If possible, please send us a price list. \_\_\_\_\_

**Is the company able to supply** \_\_\_\_\_ Large supermarket chains  
\_\_\_\_\_ Small independent grocery chains  
\_\_\_\_\_ Large foodservice chains  
\_\_\_\_\_ Small independent operations





<b>SHIPPING GUIDELINES</b>
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Dear Exhibitor,

**1). Please note the following closing dates for the shipment of the company’s product samples, promotional materials, and other equipment.**

- **February 11, 2008** - The shipment should arrive New Delhi (INDIA) airport. The agent needs at least three weeks for shipment clearance.
- **March 3, 2008** - Exhibitors shipments should reach embassy/organizers warehouse after customs clearance.
- **March 10, 2008** – AAHAR begins.

**2). For shipment of product samples, promotional materials, and equipment to India and back to United States, after the show, please contact any of the following Freight Forwarder Agents.**

	<i><b>FREIGHT FORWARDER AGENTS’ ADDRESS IN INDIA AND THE CONSOLIDATORS’ ADDRESS IN UNITED STATES</b></i>
1.	<p>Contact: Surjeet Singh R.E.ROGERS INDIA PVT.LTD. 1,COMMERCIAL COMPLEX, POCKET H&amp;J, SARITA VIHAR, NEW DELHI-110044 (INDIA) TEL: 91-11-2694 9801/9802/5898/5899 FAX: 91-11-2694 9803/5900 E-MAIL: <a href="mailto:rerid@rogersworldwideindia.com">rerid@rogersworldwideindia.com</a> <a href="mailto:surjeet@rogersworldwideindia.com">surjeet@rogersworldwideindia.com</a></p> <p>Contact: CTC. JOSEPH MALINOWSKI ROGERS WORLDWIDE A DIV. OF ROCK-IT CARGO USA LLC 1550 HIGGINS RD - STE. 106 ELK GROVE VILLAGE, IL 60007 USA TEL: 001-847-806-9200 FAX: 001-847-806-9204 E-MAIL: <a href="mailto:jmalinowski@rerogers.com">jmalinowski@rerogers.com</a>, <a href="mailto:josephm@rockitcargo.com">josephm@rockitcargo.com</a></p>
2.	<p>Contact: Ripudaman Singh &amp;. S.P. Kamo TRANSLINK EXPRESS (I) PVT. LTD. 123 Udyog Vihar, Phase - IV Gurgaon - 122 001 (INDIA) PH: 91-124-2399- 273/274/275; FX: 91-124-2399-272; CELL: 91-9910377816; Email: <a href="mailto:ripudaman@translinkindia.com">ripudaman@translinkindia.com</a>, <a href="mailto:kamo@translinkindia.com">kamo@translinkindia.com</a></p> <p>Contact : Bill Langworthy ROCK-IT CARGO USA, INC., Fairs &amp; Exhibitions 600 Bayview Avenue, 2<sup>nd</sup> Floor Inwood, New York 11096 PH: 001-516-825-7357, TOLL FREE: 800 600-1865; FX: 001-516-706-7677; E-mail : <a href="mailto:billL@rockitcargo.com">billL@rockitcargo.com</a></p>

**3). PLEASE NOTE: The Freight Forwarder Agent will provide the detailed shipping instructions.**