



# EXPO

## Asia 2011

22-25 March • Singapore  
Marina Bay Sands  
ifaexpoasia.com

**A world-class exhibition and conference  
designed for technical textile sectors**

EXHIBITOR PROSPECTUS



Organized by

Co-managed by

Supported by

Held in

**IFAI** | INDUSTRIAL FABRICS  
Association International



UNIQUELY  
*Singapore*



# IFAI Expo Asia 2011 is for buyers and influencers

Start planning now to position your company with other leaders in the technical textiles industry. IFAI Expo Asia 2011 will be a prominent showcase for all companies conducting business in the Asia-Pacific region.

If you are a supplier looking for new business, reserve an exhibit stand at the show that will draw buyers from all levels of the supply chain in a diverse range of markets.

## Who should exhibit—products displayed

If you supply any of these products, you should exhibit at IFAI Expo Asia 2011.

<b>Components</b>	<b>Equipment</b>	<b>Material</b>	<b>Services</b>
» Cordage and rope	» Cutting	» Wovens	» CAD/design
» Foam	» Graphics and printing	» Nonwovens	» Computer software/hardware
» Hardware	» Sealing	» Knitted	» Consulting
» Pipe and tubing	» Sewing	» Coated	» Fabric cleaning
» Thread	» Material handling	» Laminated	» Finishing and dyeing
» Zippers	» Slitting and rewinding	» Composites	» Graphics and printing
» Motors	» Spreading	<b>Other</b>	» Research and development
	» Testing	» Fiber	» Testing
	» Tools	» Films	
		» Chemicals	
		» Yarn	

## Extend your product reach

Your company name and information will be highlighted via hundreds of thousands of media impressions including:

- » *Specialty Fabrics Review*, the leading industry trade magazine—in print and online
- » The official IFAI Expo Asia website, ifaiexpoasia.com
- » IFAI Expo Asia Show Guide, distributed onsite to attendees
- » Unlimited IFAI Expo Asia 2011 V.I.P. complimentary passes for your customers
- » Listings in the full registration brochure and other promotions to prospective attendees
- » Promotion of your company in many other industry magazines, newsletters and brochures

## Who will attend

- » Architects and product designers
- » Company executives
- » Construction managers
- » Consultants
- » End-product fabricators
- » Engineers
- » Government purchasing agents
- » Industry suppliers
- » Manufacturing executives
- » Material specifiers
- » Production managers

## Benefits of attending IFAI Expo Asia 2011

- » A world-class exhibition and matchmaking event for manufacturers of finished products and industry suppliers
- » Technical programs and insights which will give attendees a competitive edge
- » Social events and other networking opportunities will help create new relationships

## Conference Programme [Subject to change.]

Conference delegates will learn about the latest technologies, market trends, engineering, construction, product designs, and fabrication strategies for improving sales, market share and business profitability. Note: Symposiums will be held 22–25 March. The exhibition will be held 23–25 March.

### Tuesday, 22 March

- » Symposiums

### Wednesday, 23 March

- » General Keynote Session
- » Symposiums
- » Exhibition Opening Ceremony and Welcome Reception

### Thursday, 24 March

- » Symposiums
- » Exhibition Open

### Friday, 25 March

- » Symposiums
- » Exhibition Open

## Markets of interest to exhibitors and visitors

- » Construction
- » E-textiles
- » Medical
- » Safety
- » Military
- » Graphics and signage
- » Shade systems
- » Fabric structures
- » Recreation
- » Automotive

## Supporting Organizations

[as of November 2009]

- » Business Co-Ordination House (BCH)
- » China Council for the Promotion of International Trade-Textile Industry (CCPIT-TEX)
- » China Knitting Industrial Association-Warpknitting Branch (CKIA-WKA)
- » China Nonwovens and Industrial Textiles Association (CNITA)
- » China National Tourism Administration (CNTA)
- » Japan Awning Association (JAA)
- » Japan Tent Sheet Manufacturers Association (JTSMA)

## Marina Bay Sands— A luxurious world-class destination

A new and magnificent landmark destination will transform Singapore's vibrant Marina bay waterfront forever. Marina Bay Sands is set to become the region's premier integrated entertainment destination, attracting business and leisure travelers from around the world for an unforgettable experience.

Marina Bay Sands will feature three impressive luxury hotel towers topped by an extraordinary rooftop Sands SkyPark, authentic Las Vegas-style gaming, a grand event plaza on the waterfront, state-of-the-art theaters, an inspiring ArtScience Museum, an unparalleled selection of shopping and dining outlets, and the foremost meetings, conventions and exhibitions facilities—all within one iconic structure.

Six internationally recognized, award-winning celebrity chefs are lined up to create culinary magic at Marina Bay Sands with their first restaurants in Singapore, elevating the Republic's dining scene to the global stage. These world-renowned chefs represent the Who's Who in the culinary world today—Mario Batali (New York), Daniel Boulud (New York), Wolfgang Puck (Los Angeles), Santi Santamaria (Barcelona), Guy Savoy (Paris) and Tetsuya Wakuda (Sydney).

Marina Bay Sands Shoppes® will transform the retail landscape in Singapore with over 800,000 square feet of retail and restaurant space in Singapore's first large-scale luxury shopping mall in the heart of the Central Business District. Shoppers from the region and beyond can look forward to 300 stores in a refreshing mix of international luxury brands such as Chanel, Louis Vuitton and Hermes; and cutting-edge and emerging labels previously unseen in Singapore.

With the vibrant diversity of entertainment attractions and facilities, Marina Bay Sands will be a destination unlike any other in the region, providing international delegates with the convenience and networking opportunities they desire under one roof. At more than 120,000 square meters, this extensive complex will be equipped with broadband, satellite, wireless and LAN connections, and will comprise a modern exhibition hall, with hundreds of meeting rooms and a majestic grand ballroom.



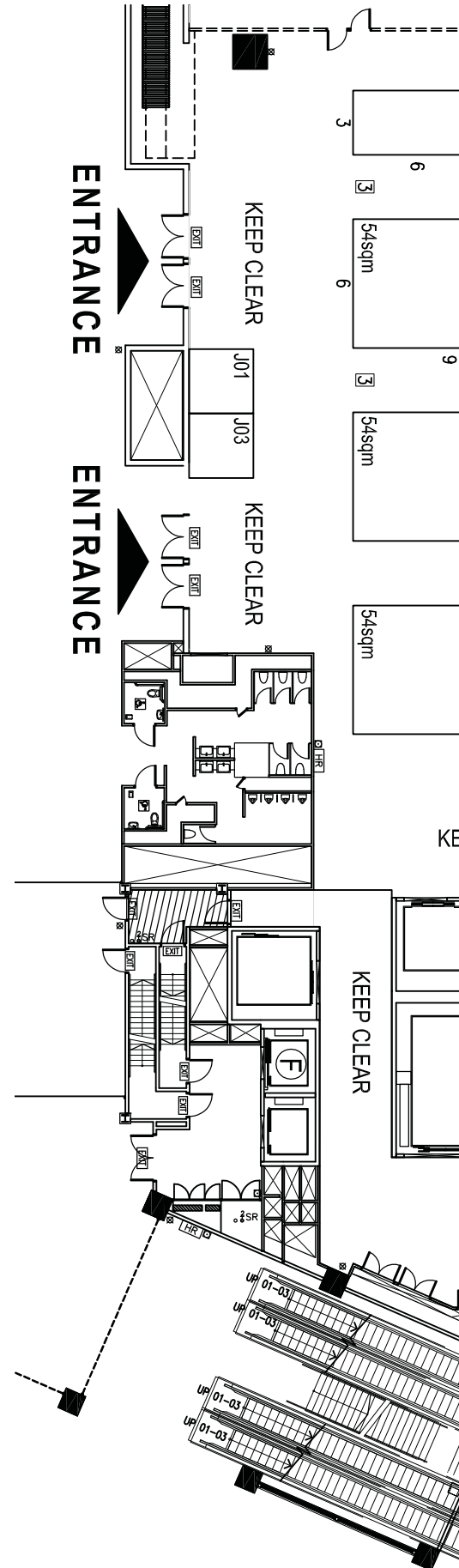


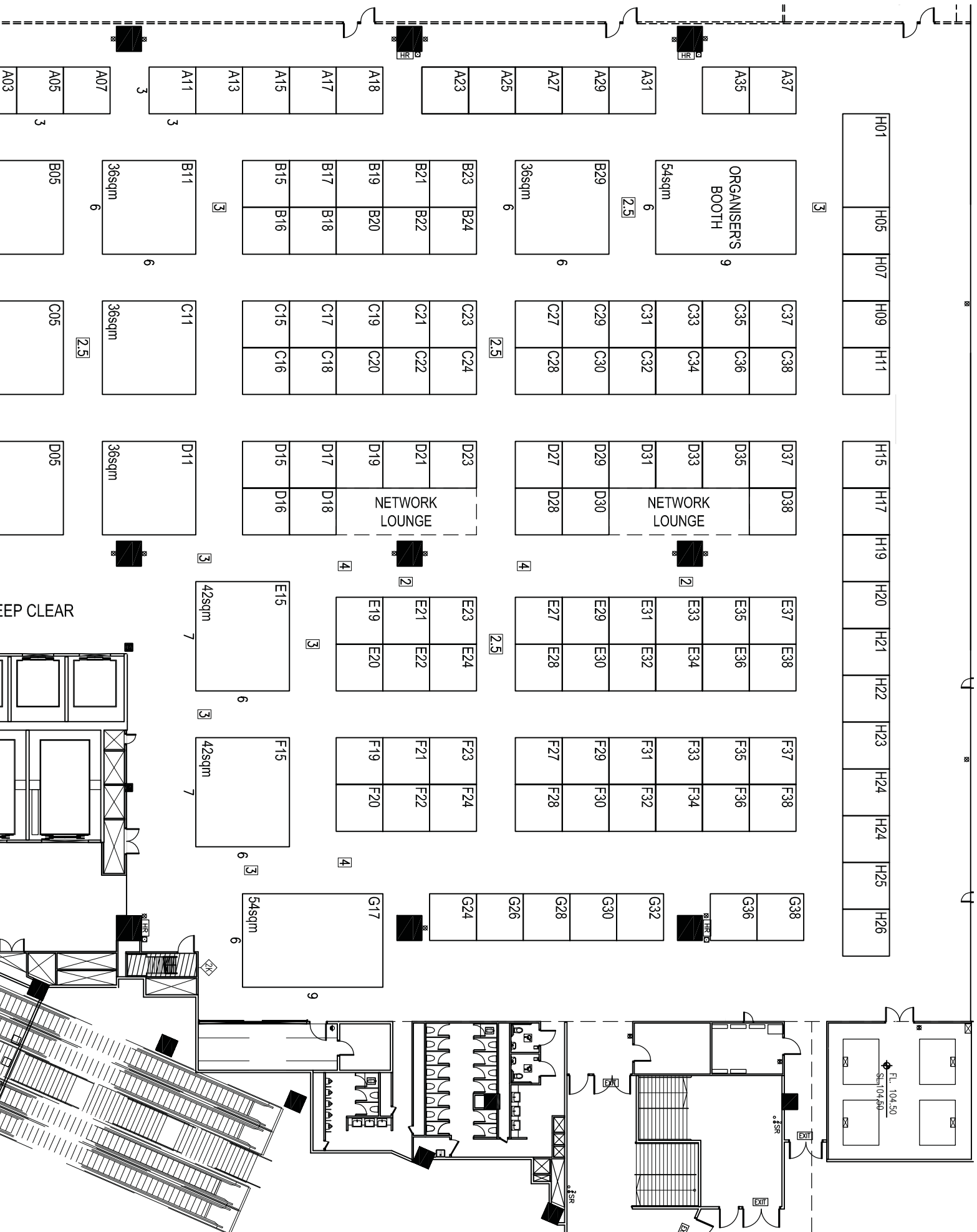
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EXHIBIT  
HALL







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# RULES & REGULATIONS EXHIBIT STAND/SPACE CONTRACT

### 1. CONTRACT FOR SPACE

The exhibit space contract properly executed by Applicant (Exhibitor) is subject to formal notice of acceptance by Exposition Management, Industrial Fabrics Association International (IFAI), and when so accepted, upon full payment of the exhibit space, rates shall constitute a contract for the right to use the space, subject to all conditions, terms and regulations set forth herein and in the complete IFAI Expo Asia 2011 Rules & Regulations (available on request).

IFAI reserves the right to reject any application or relocate exhibit space without assigning any cause therefor.

All currency shown in U.S. Dollars (U.S.\$).

### 2. PAYMENT FOR SPACE

1. Exhibit stand/space must be reserved with full payment or a 25% nonrefundable deposit (U.S. Funds). After 30 November 2010, full payment is required to reserve exhibit stand/space.

2. To be eligible for the IFAI Member Rate the Exhibitor must be a member of IFAI in good standing through the duration of IFAI Expo Asia 2011. Should the Exhibitor's membership lapse, the Non-Member Rate will apply and be due prior to the installation dates as stated in the IFAI Expo Rules & Regulations.

3. A U.S.\$50 per month late fee will be applied to any balance not paid by 1 December 2010. All past-due monies owed IFAI for any previous business transaction must be paid in full prior to being allowed on the show floor. In the event that IFAI cancels an exhibit stand/space due to outstanding balances, IFAI may apply exhibit stand/space money to those outstanding invoices.

NOTE: Payments made by wire transfers must include an additional U.S.\$20 wire transfer fee.

### 3. CANCELLATION & REDUCTION CHARGES

In the event of a cancellation or reduction of space by an Exhibitor, an assessment to cover service performed and other damages relating to the action shall be as follows:

REDUCTION OF SPACE BEFORE 31 SEPTEMBER 2010: 20% of total exhibit space rate.

CANCELLATION/REDUCTION DURING THE PERIOD OF: 1 October 2010 25%, 15 December 2010, 50% of the space rate; 16 December-31 January 2011 75% of the space rate. After 1 February 2011, 100% of the space rate. It is understood that IFAI reserves the right, at its option, to reassign cancelled booths regardless of the cancellation rate assessed.

Subsequent reassignment of cancelled space does not relieve the cancelling Exhibitor of obligation to pay the amount referred to above.

### 4. COMPLIANCE

The Exhibitor assumes all responsibility for any compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the show is held.

### 5. LIABILITY

The Exhibitor agrees with IFAI that neither IFAI nor MP Asia Pte Ltd shall be liable for any damage or liability of any kind, including content of display or literature, or for any damage or injury to person or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit stand/space by the Exhibitor or any person thereon with the consent of the Exhibitor, and that the Exhibitor will indemnify and hold harmless IFAI and MP Asia Pte Ltd from all liability whatsoever, including all litigation expenses, court costs and attorneys' fees, on account of any such damage, or injury, whether or not caused by negligence or breach of an obligation by the Exhibitor or its employees or representatives.

### 6. STRIKES, FIRE AND ACTS OF GOD

IFAI reserves the right to change the location or cancel IFAI Expo Asia 2011 in the event a strike, fire, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, or Act of God should render the hall in which the convention has been scheduled unusable. No refunds of exhibit space payments will be distributed until IFAI has officially declared in writing that IFAI Expo Asia 2011 has been cancelled.

### 7. PENALTIES

IFAI may impose penalties for noncompliance of the rules and regulations set forth herein and in the Exhibitor Information and Service Manual. Penalties imposed will be at the discretion of IFAI and based on the severity of the infraction, including, but not limited to, immediate expulsion from the exposition or exclusion from future IFAI-sponsored expositions.

\_\_\_\_\_  
APPLICANT'S SIGNATURE REQUIRED

\_\_\_\_\_  
PRINT FAMILY NAME, GIVEN NAME

\_\_\_\_\_  
DATE

\_\_\_\_\_  
COMPANY

The applicant's signature on this abbreviated set of Rules and Regulations signifies that they have the authority to sign contracts for the firm stated on the face of this contract and they comply with the full set of IFAI Expo Asia 2011 Rules & Regulations as indicated. (Complete IFAI Expo Asia 2011 Rules & Regulations may be obtained from IFAI.) Both sides of this contract are to be signed and returned to IFAI. Please make copies for your records.

**For additional information contact**  
**Tracie Coopet: tkcoopet@ifai.com**  
**Tel: +1 651 225 6918**  
**Web: ifaexpoasia.com**

**IFAI** | INDUSTRIAL FABRICS  
Association International

# EXHIBITOR INFORMATION

COMPANY NAME \_\_\_\_\_

CONTACT PERSON (FAMILY NAME, GIVEN NAME) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

## PAYMENT

Exhibit stand/space must be reserved with full payment or a 25% nonrefundable deposit (U.S. funds). After 30 November 2010, full payment is required to reserve exhibit stand/space. Payments made by wire transfers must include a U.S.\$20 wire transfer fee.

Note: At the time of printing the subject of VAT applicable to exhibit sales had not been determined and may still be required with subsequent payment by exhibitor.

## PAYMENT METHOD

### CREDIT CARD

Charge U.S.\$ \_\_\_\_\_ on  AmEx  Visa  MasterCard  Discover

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CID/CCV\* \_\_\_\_\_

CID/CCV: Cardholder's identification number—American Express: 4-digit number on front of card; Visa, Mastercard, Discover: 3-digit number on back of card. **Note:** Charges on your credit card will appear with the name Industrial Fabrics Association International/Direct Marketing.

### CHECK Make check payable to: IFAI (U.S. FUNDS)

Mail to: Industrial Fabrics Association International  
SDS-12-2108  
P.O. Box 86  
Minneapolis, MN 55486-2108 USA

For additional information contact Tracie Coopet: [tkcoopet@ifai.com](mailto:tkcoopet@ifai.com);  
+1 651 225 6947 or visit [ifaexpoasia.com](http://ifaexpoasia.com).

A: STAND SIZE	BEFORE JUNE 1	AFTER JUNE 1	TOTALS
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**Shell Scheme rates** Option available in multiples of 9 sqm only.

<input type="checkbox"/> Standard Shell	U.S.\$355 per sqm	U.S.\$380 per sqm	
_____ sqm x Standard Shell rate			
<input type="checkbox"/> Enhanced Shell	U.S.\$380 per sqm	U.S.\$405 per sqm	
_____ sqm x Enhanced Shell rate			

**Raw Space rate** 27 sqm and above only.

<input type="checkbox"/> Raw Space	U.S.\$325 per sqm	U.S.\$350 per sqm	
_____ sqm x Raw Space rate			

IFAI Members deduct 5%

Total Section A

## B: OPEN SIDES

<input type="checkbox"/> 2 open sides	U.S.\$250	
<input type="checkbox"/> 3 open sides	U.S.\$500	
<input type="checkbox"/> 4 open sides	U.S.\$750	

Total Section B

**TOTAL BOOTH COSTS**

## STAND LOCATION

Please specify the names of any companies you would like to be located next to:

\_\_\_\_\_

Please specify the names of any companies you would NOT like to be located next to:

\_\_\_\_\_

## EXHIBIT STAND SCHEMES



### Standard Shell Scheme Entitlements (per 9sqm)

- » White laminated wall partitions
- » 1 x fascia board with company's name and stand number
- » 1 x information counter
- » 2 x white folding chairs
- » 1 x wastepaper basket
- » 2 x 40W fluorescent lights
- » 1 x 13amp/220V single-phase power point
- » 9sqm of needle punch carpet



### Enhanced Shell Scheme Entitlements (per 9sqm)

- » White laminated wall partitions
- » 1 x fascia board with company's name and stand number
- » 1 x curve counter (1mH)
- » 1 x barstool
- » 1 x wastepaper basket
- » 1 x round discussion table
- » 2 x black leather arm chair
- » 1 x 40W fluorescent lights
- » 1 x 13amp/220V single-phase power point
- » 2 x 100W spotlight
- » 9sqm of needle punch carpet



## To book an exhibit stand

For companies in North and South America, Australia or New Zealand, contact:

» Todd Lindemann, Vice President of Conference Management, IFAI  
tvindemann@ifai.com  
Tel: +1 651 225 6918  
Fax: +1 651 631 9334

For companies in Europe, Africa, or Asia, contact:

» Jason Ng, Director, MP Asia Pte Ltd      » June Touw, Assistant Manager, MP Asia Pte Ltd  
jasonng@mpinetwork.com                      junetouw@mpinetwork.com  
Tel: +65 6393 0227                                      Tel: +65 6393 0235  
Fax: +65 6296 2670                                      Fax: +65 6296 2670

For information updates visit [ifaiaexpoasia.com](http://ifaiaexpoasia.com)

Organized by **IFAI** INDUSTRIAL FABRICS  
Association International

Co-managed by  **MP**  
international

**About the organizer**—IFAI Expo Asia 2011 is organized by the Industrial Fabrics Association International (IFAI), the largest textile trade organization in the world. IFAI publishes seven market-specific magazines in print and online, organizes major industry events, and through hundreds of activities supports the success of 2,100 member companies located in over 58 countries. For more information about IFAI visit [ifai.com](http://ifai.com).

**About MP Asia Pte Ltd**—Established in 1987, Singapore-based MP Asia Group is a world-class professional exhibition and conference organizer, and the co-manager of IFAI Expo Asia 2011.