

ABASTUR
Mexico City
October 3-5, 2007
Deadline: August 30

At ABASTUR `06, over 28,500 key contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos visited the show. If you are interested in showcasing your company's products at the hospitality industry's most important exhibition in Mexico City this show is for you.

US Pavilion Exhibitor Package Includes: Privileged location at the main floor of the show, Free access to the US Pavilion business lounge, including an area with washing facilities, refrigeration and freezing space .

Booth Costs at the US Pavilion: Total cost for a 10'x10' booth at the US Pavilion is US **\$4,100** (including tax)

The US Agricultural Trade Office will also be hosting a trade reception in honor of the exhibitors in the US Pavilion on the second night of the show. All exhibitors are encouraged to invite their old and potential clients to this event at no cost!

For registration, please contact Ms. Lourdes Guzman via email Lourdes.Guzman@usda.gov or via telephone at (011-52-55) 5080-2000 ext. 4787. For more information please see [ABASTUR 2007](#).

U. S. Agricultural Trade Office

Oficina Agro Comercial USA
Liverpool 31, Col. Juárez, 06600 México, D. F.
Email: ATOMexico@usda.gov



Dear Food Industry Executive:

On behalf of the **U.S. Agricultural Trade Office (ATO), Overseas Trade Support Branch** and **ZIGMA DISPLAYS, S.C.** we are pleased to endorse the 8th International Show for the Hospitality Industry, **REST HOTEL ABASTUR 2007**, Mexico City's largest and most prestigious show targeting the country's rapidly growing hotel, restaurant and food service industry (HRI).

At **REST HOTEL ABASTUR '06**, over 28,500 key contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos visited the show. **REST HOTEL ABASTUR 2007**, which will take place **October 3-5, 2007 at the Banamex Convention Center in Mexico City**, is expected to be an even greater success. If you are interested in showcasing your company's products at the hospitality industry's most important exhibition in Mexico City this show is for you.

Complete background information on the show, including booth costs, a lay-out of the U.S. Pavilion and a registration form for reserving booth space are enclosed. **NOTE: The registration form, alone, will not reserve your space, so please fill out the enclosed form and return it along with a U.S. dollar check payable as indicated in the U.S. PAVILION BOOTH APPLICATION form no later than August 30, 2007.**

Join us at **REST HOTEL ABASTUR 2007** in promoting the finest selection of top-quality U.S. food and service industry products available in the marketplace. Booth space in the U.S. Pavilion is limited, so please send in your registration form and your check today.

This year the recruitment process for the U.S. Pavilion will be done by ZIGMA DISPLAYS, S.C. so please send all information to the attention of Miriam Ramirez, ZD's contractor.

If you have any questions about **REST HOTEL ABASTUR 2007**, please contact the following:

Miriam Ramirez
Grupo Trade Show Contact
E-mail: mramirez@ts.com.mx
Tel: (011-52-55) 5140-2672
Fax: (011-52-55) 5535-8357

Ms. Lourdes Guzman
Agricultural Trade Office, Mexico City
Liverpool 31, Col. Juarez
06600 Mexico, D.F.
Tel: (011-52-55) 5080-2000 ext. 4787
E-mail: Lourdes.Guzman@usda.gov

Ms. Tobitha Jones
Overseas Trade Support Branch
1250 Maryland Avenue, SW
Washington, DC 20024-1052
Tel: (202) 690-1182
E-mail: Tobitha.Jones@usda.gov

Sincerely,

Valerie Brown-Jones

Acting Director
Attachments



ZIGMA DISPLAYS, S. C.

U.S. PAVILION BOOTH APPLICATION FORM FOR REST HOTEL ABASTUR 2007 MEXICO CITY, OCTOBER 3-5, 2007

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COMPANY INFORMATION FOR REGISTRATION & SHOW DIRECTORY

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ E-MAIL _____

KEY CONTACT _____ TITLE _____

PRODUCTS TO BE EXHIBITED _____

SELECTION OF U.S. PAVILION SPACE

Please refer to the floor plan of the U.S. Pavilion to select your first, second and third choices for booth(s) location(s). The booth sizes and prices are listed on the previous page. Booth assignments will be made on a first paid, first-choice basis. If none of your selected choices are available, Zigma Displays, S.C. together with the U.S. Agricultural Trade Office (ATO) will select the closest booth that is available from those designated on the previous page. In case all the booths in the U.S. Pavilion have already been reserved at the time we receive your reservation form and check, we will notify you directly and return your check to you. **PLEASE FAMILIARIZE YOURSELF WITH THE ATTACHED "TERMS AND CONDITIONS" FOR PARTICIPATING IN THE U.S. PAVILION PRIOR TO SUBMITTING THIS FORM AND YOUR CHECK.**

	BOOTH(S) LETTER(S)/NUMBER(S)	PER BOOTH COST(S)	TOTAL COST (USD)
1ST CHOICE	_____	_____	_____
2ND CHOICE	_____	_____	_____
3RD CHOICE	_____	_____	_____
		SUB TOTAL	_____
		(IVA TAX OF 14% IS INCLUDED)	_____
		TOTAL (USD)	_____

PLEASE DIVIDE THIS PAYMENT INTO 2 (TWO) U.S. DENOMINATED CHECKS AS FOLLOWS:

CHECK 1:	RAWSPACE REPRESENTACIONES DE EXPOSICIONES MEXICO, S.A. DE C.V.	US\$3,240.00
CHECK 2:	PAVILION PACAKGE ZIGMA DISPLAYS, S.C.	US\$ 860.00
	TOTAL PAYMENT PER BOOTH	US\$4,100.00

Mail this registration form and your checks by overnight mail to the following address:

**U.S. Agricultural Trade Office
 Liverpool 31, Col. Juarez, 06600 Mexico, D.F.
 Attn. Miriam Ramirez, ZIGMA DISPLAYS Contractor
 Lourdes Guzman, ATO Marketing Specialist**

NOTE: Upon confirmation by the ATO of your booth assignment in the U.S. Pavilion, we will send you contact information for freight forwarders and customs brokers. Under separate cover, we will send you an Exhibitor's Guide.

DEADLINE FOR REGISTRATION FORM & CHECK IS AUGUST 30, 2007

► STANDS

► DISPLAYS

► ISLAS PROMOCIONALES

► MERCHANDISING

► PUNTO DE VENTA

► EXHIBIDORES

MÉXICO

Calle Cerrada de Sonora N° 7, Col. México Nuevo, C.P. 52966, Atizapán, Edo de Méx.

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E-mail: mkt@ts.com.mx Home Page: www.TS.com.mx

ZIGMA DISPLAYS, S. C.

TERMS AND CONDITIONS FOR PARTICIPATING IN THE U.S. PAVILION AT REST HOTEL ABASTUR 2007

¡ Porque Tu Imagen
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Upon acceptance of your completed reservation form and full booth payment by ZIGMA DISPLAYS, S.C. the following "Terms and Conditions" will be in effect and are subject to such additions or changes as may be made by the U.S. Department of Agriculture's (USDA) Trade Show Office or the ATO. Exhibitors will be promptly advised of any changes or additions.

ZIGMA DISPLAYS, S.C. agrees to:

1. Provide the participant with the standard booth package as described in the U.S. Pavilion Booth Package narrative.
2. Follow the booth assignment procedure described in the "U.S. Pavilion Booth Application Form." The ATO reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the best interest of show management.
3. Provide information on consolidated shipment providers, as well as for vendors of specialized booth equipment, furnishings and other show services.
4. Issue a full refund to all participants, if the show is canceled. If exhibitor decides to cancel its participation in the show, the REST HOTEL ABASTUR show organizers will refund to the exhibitor a portion of the total amount paid according to the refund schedule below, as long as the show organizers receive confirmation of the cancellation, in writing, in accordance with the following dates:

Cancellation date:	Amount refunded to exhibitor
On or before June 29, 2007	50% of total booth(s) payment
June 30 - July 31, 2007	30% of total booth(s) payment
On or after August 1, 2007	00% of total booth(s) payment

The exhibitors agrees to:

1. Promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. content, by volume or by value, exclusive of added water. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non-U.S. products from an exhibitor's booth if it exceeds the allowed display quota.
2. Non-traditional products that are not food, feed, or fiber may also be promoted within a U.S. Pavilion on a space available basis, if the products are consistent with the U.S. origin and product mix policy. These products should be consumable, as opposed to durable, with the exception of certain non-traditional agricultural based building products. Examples of consumable products would include personal care items, pet care products, alternative energy products, and certain building and maintenance products.
3. Accept the location of their assigned booth within the U.S. Pavilion with the understanding that assignments will be made according to the booth location preference indicated on the exhibitor's application form, if possible.
4. Use the booth decoration and design supplied by ZIGMA DISPLAYS, S.C. unless written permission is received from the Overseas Trade Support Branch/ATO authorizing alterations to the booth design.

- ▶ **STANDS**
- ▶ **DISPLAYS**
- ▶ **ISLAS PROMOCIONALES**
- ▶ **MERCHANDISING**
- ▶ **PUNTO DE VENTA**
- ▶ **EXHIBIDORES**

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ZIGMA DISPLAYS, S. C.

The U.S. Pavilion Exhibitor Package Includes:

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► **STANDS**

► **DISPLAYS**

► **ISLAS PROMOCIONALES**

► **MERCHANDISING**

► **PUNTO DE VENTA**

► **EXHIBIDORES**

- An exclusive design for the whole Pavilion
- Privileged location at the main floor of the show
- Furnished booths according with the Pavilion design including:
 - One table (round, square, or rectangular)
 - Two or three chairs
 - Wall panels
 - Shelves, carpeting and lights
 - One locking cabinet
 - One front counter
 - One garbage basket
 - One polarized 500 watt power outlet
 - Company NAME and LOGO
- Free access to the U.S. Pavilion business lounge, which will include:
 - Area for business meetings
 - Computer equipment with printer and a copy machine
 - Internet access throughout the show
 - Coffee, refreshments and snacks available at all times
 - An area with washing facilities, refrigeration and freezing space (limited)
 - Hands-on assistance to exhibitors in the U.S. Pavilion
- All exhibitors at Trade Show will also receive:
 - One listing in ABASTUR's official show directory
 - Four exhibitor badges per booth
 - Access to loading and unloading area
 - General lighting
 - 24 hour security
 - Free admittance to technical conferences and specialized seminars

Booth Costs at the U.S. Pavilion:

The total cost for a 10ft x 10 ft (9 mt.2) booth at the U.S. Pavilion is **US\$4,100*** and includes all of the above.

***This price INCLUDES 15 percent IVA (value added tax).**

Exhibitors may select as many booths as they need. Refer to the attached U. S. Pavilion layout to identify your location.

► **Additional Services:**

The U.S. Agricultural Trade Office (ATO) will host a trade reception in honor of the exhibitors in the U.S. Pavilion on the second night of the show. All exhibitors are encouraged to invite their old and potential clients to this event at no cost.

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5. Pay the cost of any booth personnel, equipment, or services ordered from any service provider. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding obligations preclude participation in future Overseas Trade Support Branch/ATO trade shows.
6. Share the assigned booth with no more than one other exhibitor. Note: Overseas Trade Support Branch/ATO 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 booth reservation form.
7. 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 Overseas Trade Support Branch/ATO.
8. Provide a qualified sales representative during the entire show.
9. Display only products for which the participant is authorized to negotiate commercial sales.
10. Strictly observe the regulations prohibiting sales of product samples during the show.
11. Refrain from dismantling booth before the close of the show on October 5, 2007.
12. Refrain from shipping any cargo deemed hazardous (i.e., aerosol cans) by the International Air Transport Association.
13. Release Zigma Displays, S.C. and it's personnel, the U.S. Government, its agents and officers, of liability for any losses due to participation in REST HOTEL ABASTUR 2007. 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 exhibit.
14. Arrange and pay for the transport of product samples, promotional materials, or equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
15. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Overseas Trade Support Branch/ATO coordinator near the end of the show. This information is used on a confidential basis to determine the cost effectiveness of Overseas Trade Support Branch/ATO trade show activities.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above "Terms and Conditions," or with either the General Exhibitor Regulations or the Installation and Decoration Regulations as specified by the REST HOTEL ABASTUR manual.

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