



AITF SALES BROCHURE LOCAL

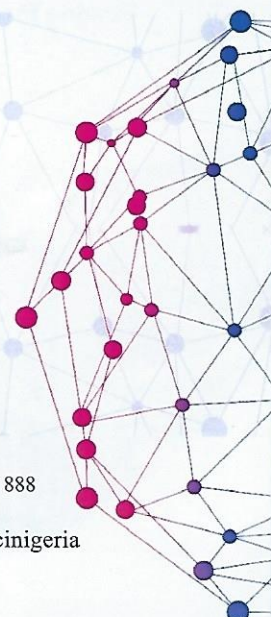
**T H E M E :**

**Exploring opportunities of the  
Africa Continental free Trade area  
through Intra-Africa Trade**

Abuja Chamber of Commerce and Industry,  
Abuja Trade & Convention Centre, Umaru Yar'Adua Way  
(Airport Road), Abuja, Nigeria.

T: +234 09-2908969, +234 (0) 810 3717 124, +234 (0) 906 0007 888  
W: [www.accinigeria.com](http://www.accinigeria.com)  
E: [abujatradecentre@accinigeria.com](mailto:abujatradecentre@accinigeria.com)

 @accinigeria





Organiser



**A**buja International Trade Fair is an established multi-sectoral trade event in Nigeria that has grown exceedingly in scope and strength as one of the biggest trade platforms for International and Domestic exhibitors to promote new product lines, access new markets, build new business relationships, display new products, grasp developing trend and communicate face to face with suppliers.

The platform is designed to promote and strengthen businesses, trade and investment opportunities in the country. It provides a neutral and open atmosphere for blue chip companies, trade groups/associations, government investment/export promotion agencies, institutions and other private sector organizations to engage new business partners for investment/trade relations and conclude business deals.

The location of Abuja as the Capital of Nigeria surrounded by 19 Northern states with a one hour flight from Lagos and every geopolitical zones to Abuja makes it more strategic, convenient and safer to host a large number of both International and local participants.

For over 15 years, the AITF key success factor has been the increased number of participants/visitors that patronized the event on a yearly basis.

With over twenty four thousand (24,000) exhibitors and close to one million (1,000,000) visitors in the fifteen series of staging the fair, it is no wonder the fair has already become a must-see for those looking for business success in Nigeria and Abuja in particular.







# PRODUCT CATEGORIES AND EXHIBITOR PROFILE

- Consumer Electronics and Information Products
- Electronic and Electrical Products
- New Energy Resources
- Household Electrical Appliances
- Lighting Equipment
- Bicycles
- Motorcycles
- Vehicle Spare Parts
- Vehicles
- Power and Electrical Equipment
- Construction and Agricultural Machinery
- Hardware
- Tools
- Building and Decoration Materials
- Sanitary and Bathroom Equipment
- Chemical Products
- International Pavilion
- Construction and Agricultural Machinery(Outdoor)
- General Machinery, Small Processing Machinery and Industrial Accessories
- Kitchenware & Tableware
- General Ceramics
- Household Items
- Personal Care Products
- Toiletries
- Clocks, Watches & Optical Instruments
- Toys
- Gifts and Premiums
- Festival Products
- Art Ceramics
- Glass Artware
- Weaving, Rattan and Iron Arts
- Home Decorations
- Gardening Products
- Stone/Iron Decoration & Outdoor Spa Equipment
- Furniture
- Pet Products & Food
- Men and Women's Clothes
- Kid's Wear
- Underwear
- Sports and Casual Wear
- Furs, Leather, Down & Related Products
- Fashion Accessories and Fittings
- Home Textiles
- Textile Raw Materials & Fabrics
- Carpets & Tapestries
- Shoes
- Office Supplies
- Cases and Bags
- Sports, Travel and Recreation Products
- Medicines, Health Products and Medical Devices
- Food



# AITF 2021 AND THE AfCFTA



**W**ith the African Continental Free Trade Agreement in Place, This Edition will witness a convergence of Suppliers, manufacturers, Policy makers, importers and exporters from the 52 African Countries that has tendered their instrument of ratification.

This will provide opportunities to network and meet with key potential partners, agents and representatives with access to the over 1.4 Billion African Population during our precise buyer match activities.

The AITF 2021 will bring about a further boost in trade, welfare gains, foster a vibrant and and rewarding networking opportunities, promote economic diversification, structural transformation, technological development and enhancement of human capital through the various programme and seminars planned to deliver the aforementioned benefits.

## **Reasons to visit Trade Fairs**

- Gain an overview of the market and industry – The AITF 2021 will showcase over 100,000 products from 30 key sectors, 52 African Countries and 30 Non African Countries.
- Find new markets and opportunities
- Follow latest trends and innovations – keep yourself up to date
- Get new ideas for your business
- See novelties – at the 2021 Edition, brands will be launching their recent innovations in different sectors.
- Evaluate products and suppliers – you get competitive information about a wide range of products and suppliers in a short space of time
- Compare and discuss specific issues, features, prices and conditions
- Place orders and negotiate contracts
- Find information to solve specific problems
- Evaluate your competitors –
- Gather suggestions regarding your own business e.g. product and design
- Keep in touch with your existing business partners
- Generate new business contacts
- Evaluate the benefits of possible participation as exhibitor
- Visit conferences, networking events, workshops, seminars and panel discussions



# RATES FOR ABUJA INT'L TRADE FAIR

## INDOOR SHELL SCHEME STANDS:

N21,000 per sqm (minimum of 9sqm) Payment covers: 1 table, 2 chairs, 1 spot light, power point, and fascial.

## OUTDOOR SPACE

**Premium Area:** Minimum Space: 72sqm at N15,000 per sqm (space with power utility only)

**Other Outdoor Space:** N11,000 per sqm, Minimum of 18sqm. (Space with power utility only)

**Government Agencies: Outdoor Space** only at N15,000 per sqm, minimum of 45 sqm.

**Government Agencies: Indoor space** only at N35,000 per sqm, minimum of 36 sqm

**Embassies, Trade Promotion Agencies:** indoor pavilion Space only at \$1200 per 9sqm. Minimum of 72 sqm.

**AfCFTA Countries: Indoor and Outdoor** Space only at N23,000 per sqm, minimum of 45sqm country pavilion

**Food Vendors (Outdoor):** N200,000 Please note that there are limited spaces available at MANAGEMENT'S DISCRETION.

All Exclusive of VAT.

## OTHER OPTIONAL PARTICIPATIONS DETAILS

### SPECIAL DAY COST:

STANDARD CHARGES: **N300,000** FOR THE FIRST (1) HOUR, WHILE AN EXTRA HOUR OR PART THEREOF ATTRACTS **N200,000**

#### ADVERT SPOT FOR EVENT CATALOGUE

- (a) Inside Front Cover: 200,000
- (b) Outside Back Cover: 160,000
- (c) Inside Back Cover: 140,000
- (d) Full Page (Color): 120,000
- (e) Half Page (Color): 100,000
- (f) Centre Spread: 300,000

#### ADVERT SPOT FOR OPENING CEREMONY PROGRAMME

- (a) Inside Front Cover: 200,000
- (b) Outside Back Cover: 160,000
- (c) Inside Back Cover: 140,000
- (d) Full Page (Color): 120,000
- (e) Half Page (Color): 100,000
- (f) Centre Spread: 300,000

*(The Artwork size is A4, Either in PDF or JPEG format).*



**APPLICATION FORM N°**

**EXHIBITOR INFORMATION**

Company Name:.....  
 Company Phone.....Company Fax:.....  
 Company Web:.....Company E-mail:.....  
 Company Address:.....  
 City:.....Country:.....Postal Code:.....  
 Contact Person Name and Title:.....  
 Contact Person Mobile Phone:.....E-mail:.....  
 Company Sector:.....Products to be Exhibited:.....

**1 Participation Fee**

**A) Equipped Stand (min.9 sqm)**      21.000 NGN x     sqm =     NGN

**Includes per Standart Unit of 9 sqm:** Stand Construction, Panels, Carpet, 1 table, 2 chairs, 3 Spotlights, Electricity (220v up to2kw), 1 Plug socket, 1 Waste basket, General Cleaning and Security Services.

**B) Unequipped Stand (N/A)**

**Includes:** Only Space and General Cleaning and Security Services.

**2 Advert Spot for Event Catalogue**

**Advert Spot for Opening Ceremony Programme**

Inside Front Cover:  
(Colour):N200,000

Full Page (Colour):  
N120,000

Inside Front Cover:  
N200,000

Full Page  
N120,000

Outside Back Cover:  
(Color):N160,000

Half Page (Color):  
N100,000

Outside Back Cover:  
N160,000

Half Page  
N100,000

Inside Back Cover:  
N140,000

Centre Spread:  
N300,000

Inside Back Cover:  
N140,000

Centre Spread:  
N300,000

**1 Registration Fee**

**2 Participation Fee**

**3 Advertising Fee**

**Grand Total**

..... NGN + .....NGN + .....NGN = .....NGN

**Terms of Payment:**

A down payment of %40 of the total fee to Abuja Chamber of Commerce and Industry is due together with this Application.

Remaining %60 of the total fee is due 45 days prior the exhibition. There is no separate invoicing. There are no refunds unless event is cancelled by organiser.

**For Transfer:**

**Eco Bank Plc**  
**Account Number: 2202132186**  
**Sort Code: 056080016**

I, the undersigned, declare that I have read the Terms & Conditions of the show, of which I have copy and that I accept without reservation all the clauses therein. I expressly agree to receive, by post, fax or e-mail, sales information and promotional offers from Abuja Chamber of Commerce and Industry.

Completed on (Place and Date):.....

By (Name and Last Name) :.....

**Company Stamp**  
 and Authorised Signature



**APPLICATION FORM N°**

**AGREEMENT CONDITIONS**

In this agreement, the organiser of the mentioned exhibition announced as "ACC" hereinafter referred to as "Organiser". And the companies that signed this agreement announced as "Exhibitor".

**1. Participation :**

**1.1** Exhibitor may be any local, joint or foreign company, which is a manufacturer or distributor in a field related to the topic of the exhibition. The Exhibitor is liable for the origin and by putting his signature on this contract declares that he has the right to exhibit.

**1.2** The exhibitor has to fill this application form and send it with authentic signature and stamp to the Organiser, through courier, post, e-mail or fax. The application form is valid only after 40% advance payment. Once fully filled by the Exhibitor, and received by the organizer, this Application form is considered for a final agreement for the Exhibitor to participate in the exhibition and pay the due amount. The Exhibitor does not have the right to cancel the agreement on his own, and all the cost made by the Organizer in regard of this agreement, should be reinstated.

**2. Exhibitor Obligations:**

**2.1** The Exhibitor shall comply with all laws or regulations or guidelines of any competent authority and any terms and conditions or reasonable instructions or directions issued by Organiser.

**2.2** The Exhibitor warrants that it has the right, title and authority to enter into the Agreement and perform its obligations under it and that the person signing the Agreement on behalf of the Exhibitor has the requisite authority to do so.

**2.3** The Exhibitor, its employees, agents, subcontractors and all other persons whom Organiser may reasonably consider the Exhibitor responsible for, must, at all times, conduct themselves in an orderly manner and must not act in any manner which causes offence, annoyance or inconvenience to other sponsors, exhibitors, Organiser or any visitors/delegates to the Exhibition.

**2.4** The Exhibitor is solely responsible for obtaining passports, visas and other necessary documentation for entrance into the country where the Exhibition is held. If the Exhibitor can not attend the Exhibition due to a failure to obtain such documentation, the fees shall remain payable in full.

**2.5** The Exhibitor consents to its details (including its name, logo or any other material or information supplied to Organiser by the Exhibitor) being published in the Exhibition catalogue, show guide and on other promotional materials published by Organiser (including, without limitation, the Exhibition website). While Organiser shall take reasonable care in the production of such materials, it shall not be responsible for any errors or omissions or any loss or damage resulting from any errors or omissions.

**2.6** The Exhibitor shall not (and shall procure that its directors, officers, employees or subcontractors shall not) do or permit anything to be done that which might adversely affect the reputation or brand of Organiser or the Exhibition or make any statement that is defamatory, disparaging or derogatory to Organiser or the Exhibition.

**2.7** The Exhibitor shall not (and shall procure that its directors, officers, employees, agents, or subcontractors shall not) cause or permit any damage to the Venue or any part thereof or to any fixtures or fittings which are not the property of the Exhibitor.

**2.8** The Exhibitor undertakes to occupy the space in time for the opening of the Exhibition and not to close its stand prior to the end of the Exhibition. In the event that the Exhibitor fails to do so, Organiser shall be entitled to terminate the Agreement and the fees shall remain payable in full. Also the Exhibitor would never handover their rights which are coming from this agreement to the other person or company.

**2.9** The Exhibitor is responsible for their exhibited products, services and personnel that they hired during the exhibition. Any harms or damages caused by personnel during the assembling and dismantling of the exhibited products or services are under the Exhibitor's responsibility. Organiser will not be responsible for illegal behaviours.

**2.10** The exhibitor with raw space must submit the design plan to Organiser for prior approval one month before the exhibition.

**3. Organiser Obligations:**

**3.1** Organiser reserves the right at any time to make such alterations in the floor plan of the Exhibition or in the specification for the Exhibitor's stand as in their absolute opinion they consider to be in the best interest of the Exhibition including altering the size, shape or position of the space.

**3.2** Organiser will be responsible for providing the exhibition area as sqm mentioned in the Application Form. If the agreement signed for equipped stand (*Stand construction, carpet, 1 spotlight for 4sqm- 100watt-, electricity, fascia name in standart text style, general cleaning, general security, company entry in exhibition catalogue, exhibitor badges, invitations, 1 table and 2 chairs for 12sqm*) the Organiser will be responsible for Stand construction. If the parties agreed for space only (*only space, general cleaning, general security, company entry in exhibition catalogue, exhibitor badges, invitations*) the Exhibitor will be responsible for construction and decoration of its stand. Organiser will not take any responsibility for damages, accidents, delay and etc.

**3.3** Organiser will only be responsible for general security of the exhibition. The insurance of personnel and the security of the exhibited products and services will be under Exhibitor responsibility.

**3.4** If the Exhibitor is in breach of the Agreement or is otherwise engaged in any activity that might jeopardise the safety of the Exhibition, exhibitors and visitors, Organiser reserves the right to close the Exhibitor's stand and remove the Exhibitor's representatives from the Exhibition without liability to the Exhibitor.

**3.5** Organiser reserves the right at any time and for any reason (whether or not due to events beyond its reasonable control) to change the format, content, venue, date and timing of the Exhibition (and any installation and dismantling periods) without liability. If any changes are made to the Exhibition, the Agreement will continue to be binding on both parties provided that the Package shall be deemed to be amended as Organiser determines necessary in its absolute discretion for the successful staging of the Exhibition.

**3.6** Organiser reserves the right to postpone or cancel the Exhibition at any time for any reason (including, without limitation if a Force Majeure Event occurs which Organiser in its absolute discretion determines makes it impossible, inadvisable or impracticable for the Exhibition to be held). "Force Majeure Event" means any event arising that is beyond the reasonable control of Organiser (including but not limited to speaker or participant cancellation or withdrawal, contractor or supplier failure, venue damage, industrial dispute affecting any third party, governmental regulations or action, military action, fire, flood, disaster, civil riot or war).

**3.7** In the event that the Exhibition is postponed or where the Exhibition is cancelled for the current year but is reasonably expected to be held in the following year, the Agreement will continue in full force and effect and the obligations of the parties shall be deemed to apply to the postponed Exhibition (or the Exhibition in the following year as the case may be) in the same way that they would have applied to the original Exhibition. For the avoidance of doubt, nothing in this condition shall excuse the Exhibitor from the payment of the fees under the Agreement.

**3.8** Where the Exhibition is cancelled Organiser may terminate the Agreement. To the fullest extent permitted by law, Organiser shall not be liable to the Exhibitor for any loss, delay or damage resulting from or arising in connection with the cancellation or postponement of the Exhibition howsoever arising.

**3.9** Organiser reserves the right, at any time, to make any changes to the Conditions or impose any additional regulations which it deems necessary in the best interests of the Exhibition, or which are required to conform with any applicable legal requirement, legislation or as a result of the act or omission of any third party.

**3.10** Organiser reserves the right to refuse any person's entry to the Exhibition or to remove any person from the Exhibition at any time.

**4. Payment Terms and Conditions:**

**4.1** The Exhibitor agrees to pay to the Organiser the sum formed according to the Application Form, as follows:

- 40% - up to 5 days after the Application Form has been signed.
- 60% - till 45 days prior to exhibition.

**4.2** The sum should be paid in Euros. And organiser will issue only one invoice for total.

**4.3** The Exhibitor agrees to keep the timetable, according to the application form. In case that, the amounts due have not been transferred in to the Organiser's account, or paid cash on time, the Organiser has the right to reject participation to the Exhibitor, and the exhibition space will be offered to others. The Exhibitor would never demand for any rights. And also an Exhibitor, which has not paid the amount due, on time, will be penalized with 0.5% per day over the amount that he owes. There are no refunds unless the exhibition is cancelled by Organiser.

**4.4** If after the application form has been signed, the Exhibitor has rejected participation in the exhibition for any reasons, the Exhibitor must pay 25 % penalty from the amount according to the application form. If the Exhibitor cancels his participation in less than 30 days before the exhibition, he must pay the whole amount for the exhibition space.

**4.5** If the event could not take place due to force majeure, and it is clearly announced that the event will not take place in a further date Organiser shall not be held the sole liable and no kind of compensation whatsoever shall be demanded from Organiser. Nonetheless, Exhibitors shall receive a full refund of all payments made or the agreement shall be regulated for another exhibition in related sector organised by Organiser.

**5. Others:**

**5.1** No rights under the Agreement may be assigned by the Exhibitor without the prior written consent of Organiser. The Exhibitor may not sub-contract or delegate in any manner any of its obligations under the Agreement to any third party or agent without the prior written consent of Organiser.

**5.2** This contract is drawn up and signed in duplicate in English – one for Organiser and one for Exhibitor. It shall enter into force upon signature by both parties and is valid until the obligations of the parties are fulfilled. Any arguments related to the understanding and the fulfillment of this agreement between the two sides, which has not been settled in discussion between the two sides, can be resolved in Nigerian court of law in Abuja.

**Company Stamp**  
 and Authorised Signature

**Completed on** (Place and Date):

.....

**By** (Name and Last Name) :

.....

**Company Stamp**  
 and Authorised Signature