



Join Fair Trade at the Formland Fair January 2012

Copenhagen, October 2011

Dear Fair Trade Importer,

Based on the desire to promote sales of Fair Trade products, Fair Trade Danmark has initiated a collaboration with the MCH Exhibition Centre Herning, which is behind Scandinavia's leading and most international trade fair for crafts, gifts, design and interior, namely the Formland Fair.

Together we have developed a special offer to all Fair Trade importers, allowing participation at the fair in August 2011 at a very competitive price - and we would love for you to join us!

Our desire is to promote sales of the many beautiful and unique Fair Trade products available by creating a special Fair Trade area at Formland Autumn 2011.

In addition to exhibitors' booths, the Fair Trade area will include a common area where Fair Trade can be promoted in collaboration. This includes a café, joint marketing material and events - all to promote our common focus on Fair Trade.

Photo from Formland Spring 2011





Facts about participation

The fair will take place in Herning, Denmark, Thursday 12th - Sunday 15th January 2012

Unit price for exhibitors at the Formland Fair for 4 days = 4,750 DKK / 638 Euro (ex. VAT) /
This price covers a booth with two open sides at 4 m². You are always welcome to buy additional space.

The price includes:

Advertising of company name and booth number in Formland Magazine and Formland Guide, in the Online Catalogue, frieze, grey carpet, daily vacuum cleaning of free areas on the booth and booth sign with the company name and booth number (A4 format).

Approximately 15,000 professional buyers from over 40 countries gather twice a year, ideas and inspiration for the coming season at Formland.

Read more about www.formland.com



Photo from
Formland
Autumn 2011



Registration

The deadline for entries is November 20.

Registration is binding and payment must fall November 20 the latest. The price is based on the participation of 20 to 30 exhibitors. In case we fail to reach this number, we will have to cancel the common initiative.

Please register by contacting Morten Ledskov at morten@global-trade.dk / +45 24 24 31 31
Fair Trade Danmark will help coordinate transportation, accommodation, staffing, etc in order to keep the related costs as low as possible. Do not hesitate to contact us if you have any questions.

We hope to hear from you!

Best regards

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Photo from Formland Spring 2011

