

The 14<sup>th</sup> Mediterranean  
Agriculture,  
and Agribusiness Exhibition

From **15 to 19 May** 2024  
at sfax fairgrounds



## OFFICIAL CATALOGUE / WEB SITE

Company name: .....

Address: .....

Nationality: ..... City : ..... Po Box : .....

Phone: ..... Fax : ..... E.mail : .....

Name of the person in charge of the exhibition : .....

### I - TECHNICAL DESCRIPTION

#### Presentation

I would like an advertising publication as per the before details :

**Format** : 16,5 x 23cm

**White paper** : 80 g coated glossy

**Cover** : 300 g glossy paper color printing

**Edition** : 1500 copies

#### Contents

Alphabetically list of exhibitors

"SMA MEDFOOD 2024." exhibition plan

Useful information on agriculture, fishing and agribusiness sectors

### II- ADVERTISING RATES IN THE OFFICIAL CATALOGUE

• 2nd cover page	\$ 800
• 3rd cover page	\$ 900
• 4th cover page	\$ 1.200
• 1st cover page Stream dim. (2-16,5)	\$ 1.000
• Bookmark	\$ 1.000
• Full page	\$ 500
• Double page	\$ 900
• Inside double page hard cover	\$ 1500

### III- WEB SITE PUBLICATION FEES

Vertical Banner	729 x 90 pixels :	\$ 700 /2 years
Horizontal Banner	250 x 300 pixels :	\$ 500 /2 years
Horizontal Banner	180 x 300 pixels :	\$ 400 /2 years

#### Notes:

1/ A copy will be presented to the advertisement subscriber for "final proof" before any printing.

2/ The models, slides, films and others, submitted by the subscriber, should be listed on the contract and returned by us.

3/ The above mentioned rates include costs of films, models and colour selection

Date .....

Stamp and Signature

### SFAX INTERNATIONAL FAIR ASSOCIATION

Habib Bourguiba Street- 3000 Sfax - Tunisia - Phone: (216) 74 228 770 - 28 610 000 / 01 - Fax: (216) 74 296 527  
www.smamedfood.com



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## GENERAL REGULATION

### I- Participation and admission (Article 2) :

2-1: Any participation in an event organized by the AFIS (organizer) requires an application for participation made by an individual or a corporation as represented by a person authorized to deal with the organizer.

2-2: Participation in events organized by the AFIS must be in accordance with the criteria for acceptance and selection set and appreciated by the organizer.

However, the application form is admissible by the organizer only if it is accompanied by:

- the excerpt of the General Regulations as approved and signed by the applicant materializing his commitment to respect and comply with the legal effects of these regulations.
- a copy of the the applicant's tax identification number and an updated extract of the trade register.
- a payment proof on behalf of the organizer, a deposit of 40% of the rental price and required fees as mentioned on the application form provided by the organizer. (\*)

### II- Rent and registration fees, billing and payment (Article 4):

4-1: The deposit, stipulated in Article 2-3 above will be refunded fully if the applicant is not entitled to participate and partially (50% all taxes included) if canceled at the request of the exhibitor registered at least 20 days before the start of the event. Yet the deposit will be automatically acquired by AFIS if the withdrawal of the application occurs after the said period. However, the file opening fee and registration fee set at \$100 per stand is always acquired by the organizer whatever the outcome of the application.

4-2: The balance of the amounts owed by the exhibitor is due on or before the provision of the agreed location.

Both parties expressly agree that the total invoice amount (rent and charges) remains acquired for the organizer, even if the exhibitor is the subject of a suspension or closure under these general regulations (article below) or if the exhibitor willingly decides not to continue his participation. (\*)

### III- Location (Article 5):

5-1: The organizer establishes the exhibition plan based on available space and its sole discretion of applications; it exclusively allocates the locations to the exhibitors.

5-3: In the organization of lots and the allocation of sites, the organizers shall endeavor to take account of the wishes expressed by the

exhibitors, the nature and the interest of the articles or services they propose to exhibit, of the layout of the stand they plan to install; and as such, the organizers reserve the right to modify, whenever they deem it useful in the interests of the event, the layout of the areas and the distribution of the stands, within a hall and from one hall to another; such a modification would in no case be used as an alibi for withdrawal for the exhibitor or as a reason for requesting restitution of the money already deposited in respect of his participation.

5-4: It is expressly forbidden to assign, sublease or exchange, with or without consideration, all or part of the site allocated by the organizer; any duly recorded offense entails the forfeiture of any right to subsequent access to AFIS spaces. (\*)

### IV- Occupancy of the leased sites (Article 6):

6-1: The locations leased and allocated by the organizer are available to the exhibitors within the time previously set by the organizer and must be occupied, arranged, equipped and furnished by the exhibitor no later than 12 hours before the opening of the event. The stands must be end arranged, stocked and ready for visitor access to the date and time of opening; otherwise the exhibitor undergoes financial penalties set at 10% of the total rental amount.

### V- Installation and particular arrangements (Article 7) :

7-1: Generally it is the organizer who pays for decorating the entire exhibition space and the exhibitors get the spaces assigned to them in the condition found; they will have to leave them in the same state; any damage will be evaluated and they will make up for it. However, any exhibitor who wishes to assemble and arrange a stand in his way, is invited to make a written request to the organizer and comply, in case of a favorable reply, the special provisions of these General Regulations.

### VI- Sales to visitors (Article 9):

9-1: The direct sale by producers to visitors is subject to authorization by the services of the Ministry of Trade and Crafts. (\*)

### VII- Power supplies and miscellaneous supplies (Article 10):

10-1: The organizer ensures bear adequate power supply to the needs of lighting the stand or space and that of decorative patterns and store signs consistent with the authorized heights.

10-2: For all other benefits such as a prime mover or fluid equipment, the exhibitor must submit a special request to the organizer who answers

based on his sole discretion of the desirability and feasibility, and in case of favorable reply, the costs of additional facilities, consumption and rehabilitation are charged extra on the bill of the exhibitor.

10-4: The exhibitor undertakes to use the electrical power supplied to him/her by the Organizer in strict compliance with the safety standards in force and to refrain from passing additional visible electricity cables on the ground or on the goods and through the places and corridors of circulation and visit.

10-5: The exhibitor is also invited to ensure compliance with safety standards, electricity consumption and noise pollution, it being specified that:

- The ban on smoking in the halls of the Exhibition.
- Wearing a mask is compulsory in the event of an epidemic.
- The use of lights depends on the area of the rented stand. The exhibitor is then authorized to use 2 LED lights for every 9 square meters.
- Any excess in electricity consumption generates additional costs for the exhibitor. As such, for any additional 250 watts, the exhibitor must pay \$30 per day chargeable in the final invoice.
- The use of loudspeakers is strictly prohibited inside the exhibition halls.
- The sound intensity emitted on a stand or outdoor entertainment space is capped at a tolerance threshold of 40 decibels.
- AFIS reserves the right to assess compliance with it and to warn the tenant of the stand, if necessary, to cut off the electrical current supplying the local source of nuisance and to close the stand, in the event of non-observance of the pre-issued warning.
- 10-6: When the stands close, the exhibitor is required to turn off any kind of lighting. The electrical outlets used to power, if necessary, packaging equipment (food or animal products) must be the subject of a request for powering in writing to the Organizer

### VIII- Service and supply hours (Article 11) :

See Table below .

### IX- Guarding (Article 12):

12-1: During the closing hours to the exhibitors and visitors the organizer provides at its charge and to the best of care, a guarding service and monitoring of exhibition spaces. (\*)

### X- Cleaning (Article 13):

13-1: The appearance of the stands and related areas must remain impeccable throughout the event. To this end, the general maintenance of

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# GENERAL REGULATION

halls (aisles, corridors and open spaces) is provided by the care of the organizer to its exclusive discretion and scheduling it deems appropriate; however, the inside cleaning of the stand is the responsibility of the exhibitor who must insure it himself or by a provider approved by the organizer, outside the opening hours of stands to visitors. (\*)

## XI- Insurance (Article 14):

14-1: Exhibitors must comply with the provisions of Law No. 24-92 / 19 March 1992 on the enactment of the Insurance Code and its implementing regulations.

Beyond the insurance inherent in its business and for the payment of a lump sum of one hundred dinars (\$100) per stand, the organizer shall apply to exhibitors the following coverages:

- Civil responsibility operating towards visitors and third parties.- Fire Insurance covering the exhibitor's products and goods within the limits of a value stated by the organizer in the participation file. If the exhibitor considers that that value stated is not sufficient, he is requested to take care of the extra charges for a rider to be concluded with the organizer's insurer.

14-2: The coverage is exercised only on property within the venue of the exhibition and exclusively during the opening of the event to the exhibitors.

14-3 Any claim can be reported only:

- with reference to the declaration of assets form signed by the exhibitor before the start of the event.
- within 24 hours, after which the organizer declines all responsibility. (\*)

## XII- Badges, Invitations and tickets (Article 16)

16-1: For all events (trade shows and trade fairs), the stand managers are provided with name badges issued by the organizer that they must wear as long as they are on the scene of the event; therefore the exhibitor is asked to submit to the organizer the list of names of those responsible for three (3) days at least before the opening of the event; however, is specific reference to the Sfax International Fair (held in the

month of June) the presentation of badges can under no circumstances occur on the opening day and after the 4th day of the opening. (\*)

## XIII- Exploitation of exhibition areas (Article 17):

17-1: Throughout the course of an event (show or fair), it is strictly forbidden to exhibitors:

a / to practise loud calls aloud and touting, in any way.

b / to go beyond the size and height of the exhibition space allocated; exhibitors must not in any way obstruct the aisles or encroach on them by the use of elements whose shapes, colors, volumes and surfaces are cumbersome or incompatible with the conventions of the exhibition.

c / to use the speakers or put music on that might disturb the other participants and visitors; loudness issued on a stand must not in any case exceed the tolerance threshold of 40 decibels that the organizer is entitled to monitor for the duration of the event and in case of violations turn to the switching off the power supply and the seizure of the equipment.

d / to distribute documents or releases that have nothing to do with the theme of the event.

At any breach of the above mentioned instructions a notice will be sent to the offender before the stockpiling of goods until the end of the event in case of recurrence. (\*)

## XIV- Dismantling and evacuation of the stands (Article 19):

19-1 The stands must be dismantled and evacuated immediately after the closure by the exhibitors and under their responsibility at the latest within the time fixed by the organizer and indicated in the participation file.

19-2 However, the removal of products and materials cannot be made without an exit pass issued by the organizer after payment of the invoice due.

19-4 The evacuation of stands includes goods, articles, special decorations, as well as residual waste materials and packaging used in the

decoration, layout and equipment of stands; it must be completed by the exhibitors within the period aforementioned.

19-5 After the above-mentioned period, the organizer can carry the objects in the exhibition space to a warehouse of his choice at the expense and risk of the exhibitor and without being held responsible for total or partial damage or loss. Any delay in the removal of the exhibits will result in storage costs, calculated from the expiry of the said period at 100\$ per day of delay.

19-7 In the light of the foregoing in this article, the exhibitor undertakes to deposit with the organizer and at the time of confirmation of his participation, a deposit of five hundred dollars (\$500) in cash or by pay check, allowing the organizer to compensate for any deficiencies of the exhibitor, by the imputation on the said deposit, of all expenses necessitated by the work of evacuation which it is obliged to undertake in the name of the exhibitor; the remainder of the deposit is returned to the exhibitor accompanied by invoices or receipts relating to said work.

It is specified that the organizer assumes no responsibility with regard to exhibitor materials and goods that have not respected the evacuation time.

## XV- Penalties (Article 20):

20-3: Penalties

Compliance with these general regulations by the exhibitor, being rigorous, any violation duly noted by the organizer may, at the discretion of the organizer, lead to, besides the application of special sanctions stipulated in the regulation, the closure of the stand of the offender; this is so particularly in the following cases: bill payment default, non-compliance with the arrangement, non-compliance with safety rules, no stand occupation and the presence of non-compliant products to the concept or nomenclature.

### 1- Dates and service schedules

Designation	Period	Time
Occupation and arrangement of stands	From 8 to 14 May	From 08H30 a.m. to 6H00 p.m.
Exhibition	From 15 to 19 May	From 10H00 a.m. to 7H30 except sunday 5H00p.m.
Stand Supply	From 15 to 19 May	From 09H00 a.m.to 10H00 a.m.
Dismantling and evacuation of stands	19 May	From 8:30 a.m.

### 2- Assurances

Designation	Insurance Value Cap
Fire	\$ 7.500

### COMMITMENT

In witness whereof, the signer of this excerpt declares through the current commitment having seen, read and taken full knowledge of the provisions of the general regulations governing the organization of the event by the AFIS (tradeshaw / fair) and accepts to comply with and be subject to all their legal effects if the application for participation in the said event, is accepted by the organizer.

Date .....

Full Name, signature and stamp

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## APPLICATION FORM

Please fill in a registration file and return it back before the 15th May 2024 to Sfax International Fair Association

Applicant name : ..... Nationality : .....  
 RNE extract: ..... Tax Registration Number : .....  
 Address : .....  
 ..... Po Box : ..... City : ..... country : .....  
 Phone : ..... Fax : .....  
 E.mail : ..... Web site : .....  
 Personne Responsable: .....  
 M. : ..... Function : ..... Mobile phone : .....

\* Please enclose a copy of the extract of the commercial register

To have your activity sector registered in the catalogue, please, tick where appropriate :

### Activity Sectors :

#### 1- Agricultural activities

- Organic farming
- Arboriculture, floriculture, grain farming and horticulture
- Market gardening
- Aquafarming, fish breeding, conchylicultures
- Tree nursery and plant production.

#### 2- Breeding:

- Breeding and breeding products, ovine, bovine, caprine, camel livestock, equidae, rabbits, aviculture, apiculture, etc...
- Pet animals
- Breeding equipments
- Animal feed ( raw materials, food additives, composed food)
- Veterinary products
- Hygiene and disinfection of cattle and premises

#### 3- Agricultural equipments and materials:

- Electrical generators
- Pumping stations and hydraulic equipments
- Agricultural tractors
- Hay machines
- Combine harvesters
- Potato planting machines, spreaders, harrows
- Water drilling equipments
- Weighing and slaughterhouse equipment
- Irrigation materials and equipments
- Spare parts and accessories
- Conditioning and packaging machines for agrifood sector, storage, transportation and handling equipments for agricultural products and fishing
- Renewable energies

#### 4-Agrifood industry:

- Sea products treatment
- Frozen dishes and delivery meals
- Beverages, mineral waters and syrups, spirits and wines
- Semolina production and flour milling
- Bakery materials
- Pasta

- Table olive
- Olive oil plant equipments
- Olive oil
- Frozen foodstuffs
- Delicatessen products
- Treatment, conditioning and canneries of food products (dates, almonds, condiments and spices)
- Infant nutrition
- Confectionery, chocolate, pastry, biscuit industry , etc...
- Dairy production and by-products
- Coffee roasting

#### 5- Fishing equipments and machinery:

- Fishing equipments and machinery (production , treatments, conditioning)
- Navigational equipments
- Ship building

#### 6- Distribution activities:

- Fruit and vegetables
- Agrifood products
- Seeds, fertilizers, chemicals and phytosanitary products
- Conditioning, freezing and agricultural machinery and plant
- Labeling, codification and weightning equipments
- Equipments for slaughterhouse, butchery and delicatessen
- Catering equipments

#### 7- Services and supporting activities:

- Security: equipments and services
- Interprofessionnal groups, offices and supporting bodies
- Cooperatives, service providers and financial institutions
- Research institutions and technical centers
- Insurance and agricultural finance
- Analysis and laboratory supplies
- Specialized magazines

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E.mail : aref@foiredesfax.com - riadh@foiredesfax.com Web Site : www.smamedfood.com

## Booking :

Applications must be sent or submitted to "Sfax International Fair Association", Habib Bourguiba Avenue 3000 Sfax, Tunisia. Only applications duly completed, signed and stamped, along with a deposit of 40% of the full amount will be considered. This amount will be refunded if the application is rejected, however, the sum is automatically acquired in case of disclaimer. File opening and registration cost shall be acquired by the organizer whatever the outcome of the application.

# APPLICATION FORM

From 9 to 19 square meters	: \$ 115
From 25 to 54 square meters	: \$ 105
From 70 to 108 square meter	: \$ 95
140 square-meter stalls or more	: \$ 85
Outdoors stalls	: \$ 75

PS :The stand includes a felted carpet, separation panels (wood, aluminum) and a 220 or 380 V electrical outlet at the request of the exhibitor

We reviewed the regulations of the The 14th Mediterranean Agriculture and Agribusiness Exhibition and we confirm our participation in the Exhibition from the 15th up to the 19th of April 2024. The stand N°:..... in Hall N°: .....

Area booked..... sqm at the price of \$ ...../sqm	= \$ .....
Area booked (outdoors) ..... sqm at the price of \$ ...../sqm	= \$ .....
Insurance	= \$ 100
File, registration charges in the official catalogue	= \$ 100
Stamp tariff	= \$ 1
Total*	= \$ .....
Account 40 %	= \$ .....
Remaining sum to be paid 48 hours before exhibition closure date	= \$ .....

## Payment Method :

Cash

By cheque N° ..... Bank : ..... Date : .....

Transfer : CCB N°: 14.700.7001017002340.94 BH.

\* The amount deemed final is not subject to any revision whatever the reason

**N.B. :**

- According to Article 45 of the Code IAPP / IS, the Sfax Fair Association, being exempted from the corporate tax, is not subject to tax withholding.  
As such, the Association will, if necessary, provide the exhibitors with useful justifications.

Date .....

Signature & Stamp

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