

Ref.No:- _____

Date:- _____

To: _____

Subject: Invitation to participate in an international trade fair

Dear Sir/Madam,

Yared Productions (YP) invites you to the Ethiopian market by organizing an international trade show named *United Trade Fair & Bazaar*. The fair will take place at the Addis Ababa Exhibition Center in Ethiopia and will run for 14 days from August 28 - September 10, 2009.

The fair is well-timed to coincide with a major national event in the country, the Ethiopian New Year (2002 E.C), on the eve of which the demand for products and services reaches its peak. This will give exhibitors the opportunity to build their brand awareness and corner the market.

United Trade Fair & Bazaar is a general fair intended to attract foreign and local exhibitors from almost all sectors. It is a place where large foreign companies promote and sell their products, where local and foreign traders introduce one another and become business partners, and where exhibitors and attendees communicate in the *language of market*.

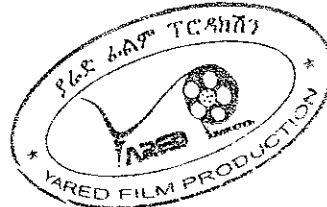
The fair is the right spot where visitors can find both durable goods and consumer products. It will also make it possible for visitors to enjoy a wide variety of entertaining events.

Thus, we kindly invite you to participate in the fair and reap all the benefits of being a part of it. Please find enclosed a three-page information about the fair. Since participation is on "first-come first-served" basis, we suggest that you apply now and book the space of your choice right away.

We hope to hear from you at the earliest.

With best regards,


Sisay Tefera
Asst / Manager



Period:
August 28 - Sept 10
2009

Venue:
Addis Ababa
Exhibition Center

Organizer:
Yared Productions

+251 11 5539171
b. +251 911 213742
+251 911 747304

Fax: +251 11 554 1200
P.O.Box:1050

Market is Language!

Email unitedtradefair@yahoo.com
Website: www.yaredproductions.com



I. Basic Information

- ➔ Organizer of the fair: Yared Productions
- ➔ Name of the fair: United Trade Fair & Bazaar
- ➔ Motto of the fair: Market is Language!
- ➔ Main objective of the fair: To contribute to the unification of the international community through trade
- ➔ Special feature of the fair: To establish a food bank and provide the poor with food for 15 days

II. Setting of the Fair

- ✓ Period: August 28 – September 10, 2009 (14 days)
- ✓ Venue: Exhibition Center, Addis Ababa, Ethiopia
- ✓ Official opening: August 28, 2009 at 10:00am
- ✓ Opening and closing hrs: From 8:00 am to 8:00pm each day
- ✓ Stands take-over: August 26-27, 2009
- ✓ Clearing of stands: September 12, 2009
- ✓ Registration started: May 25, 2009
- ✓ Application available:
 - #1. Bole Road, Mega Bldg, 1st floor, No. 120
 - #2. Our office at the Exhibition Center, cottage No. 2
 - #3. Online application system; visit www.yaredproductions.com

III. Participating Stakeholders

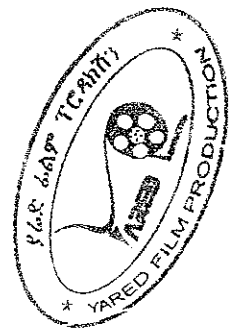
- ◆ Regional and city governments
- ◆ Embassies and consulates
- ◆ Fashion and modeling institutes
- ◆ Banks and insurance companies
- ◆ Small and micro- business enterprises
- ◆ Hotels and restaurants
- ◆ Catering institutes
- ◆ Colleges and nursery schools
- ◆ Food and drink processing factories
- ◆ Centers for advisory service and others

IV. Products and Services

- ⇒ Cosmetic products and jewellery
- ⇒ Clothes and shoes
- ⇒ Electronics and electric appliances
- ⇒ Educational materials
- ⇒ Construction and building materials
- ⇒ Automobiles and spare parts
- ⇒ Household and office furniture
- ⇒ Home-made foodstuffs
- ⇒ Meat and dairy products
- ⇒ Cereals and others

V. Entertainment Programs

- Musical concerts (Traditional & Modern)
- Comedy shows
- Contests
- Painting exhibition
- Children's amusements
- Cultural events
- Circus entertainments
- Prize draws and others



VI. Address of the Organizer

Yared Productions

☎ +251 115 539171

☎ +251 911 213742

☎ +251 115 541200

✉ 1050

Email: unitedtradefair@yahoo.com / info@yaredproductions.com

Website: www.yaredproductions.com



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United Trade Fair & Bazaar

Application to Register as an Exhibitor

Please complete this form and send it to: Yared Productions (YP) Fax: +251 115 541200 P.O.Box: 1050 Email: unitedtradefair@yahoo.com info@yaredproductions.com	Period: August 28 - September 10, 2009 Venue: Addis Ababa Exhibition Center, Ethiopia, East Africa Registration started: 25 May, 2009
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I. Exhibitor's Information

Company Name: _____
 Sector: Exporter Importer Wholesaler Service Provider Other _____
 Ownership: Private Governmental NGO Other _____
 Main Exhibits: _____
 Contact Person: _____ Country: _____
 City: _____ Tel: _____
 Email: _____ Signature: _____

II. Requisition Column

Indoor: _____ m² x 85 x 12 days = _____ Birr
 Outdoor: _____ m² x 70 x 12 days = _____ Birr
 Registration Fees: 700 Birr

III. Modes of Payment

- Cash:** Payments in cash should be made at YP's office Yared Productions, Bole Road, Mega Bldg, 1st floor # 120 or our office at the Exhibition Center, cottage #2
Cheque: Payable to Yared Teklemedhin (All cheque payments are subjected to bank clearance.)
Transfer: Transfer the amount to the Yared Teklemedhin, Dashen Bank, Bole Branch, Current Account No. 0012861019001 and fax the transfer slip to YP's office.

I the undersigned hereby apply for participation in the United Trade Fair & Bazaar effecting full payment of registration fees and 50% of space rent upon registration.

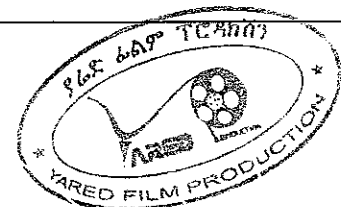
Name _____ Signature _____ Date _____

For YP's Use Only

Total amount: Registration + Space Rent =

_____ + _____ = _____ Birr

Name and Title _____ Signature & Seal _____ Date _____



Two days are free of charge!



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Advertising Space Requisition Form

This requisition form is for exhibitors/sponsors whose advertisements will appear in our official catalog. Fill out this form and return it today to the office of Yared Productions (YP):

Fax: +251 115 541200 P.O.Box: 1050 Email: unitedtradefair@yahoo.com or info@yaredproductions.com

I. Publication Information

1. **Production:** High quality full-color catalog
2. **Number of Pages:** More than 40 pages
3. **Number of Copies:** More than 3,000 complimentary copies
4. **Content:** Advertisements, list of sponsors and exhibitors, and info business
5. **Language:** Published in English and Amharic languages
6. **Distribution:** Distributed to advertisers (3 copies for each), attendees of the opening ceremony and more than 500 major companies in Ethiopia, the catalog will also be made available on our website: www.yaredproductions.com.

II. Advertising Rates

S.N	Advertising Space	Page Size	Rates (in Birr)
1.	Back cover outside	Full page	6,000
2.	Front cover inside	Full page	5,500
3.	Back cover inside	Full page	5,000
4.	First page inside	Full page	4,500
5.	Front cover outside	Logo only	4,000
6.	Middle page inside	Full page	3,500
7.	Inside page	Full page	3,000
8.	Inside page	Half page	2,000
9.	Inside page	Quarter page	1,200
10.	Inside page	Classified size	800

The exhibitor/sponsor should send a ready- to print advertising material to YP's office within a week period from the date of signing this agreement.

I agree to pay the advertisement fees in full:

Space: _____ Size: _____

Birr: _____ (_____)

Name: _____ Country: _____

Tel: _____ Fax: _____

Email: _____ Date: _____

Signature & Stamp: _____

