**Showcase 2020 – Call for Expression of Interest**

One of Ireland’s largest international trade shows, Showcase 2020 which takes place from 19th – 22nd January in the RDS, Dublin. The Local Enterprise Office (LEO) Kilkenny has reserved a limited number of spaces and has a call for expressions of interest. It is a competitive process in terms of selection based on the criteria outlined below. The exhibition space offered consists of a 2 meter by 2 meter Stand at Showcase 2020, under the LEO Kilkenny located in the balcony area which is heavily subsided with a cost of €750 per stand space for each client.

**Selection Criteria**

The LEO Kilkenny will base their decision on the following criteria:

* High standards in design, quality and manufacture of product offer.
* High marketing standards in supporting point of sales / packaging /promotional material.
* A commitment to high standards in display and stand exhibit
* Pricing matched to market opportunity.

**Successful applicants must**

* Meet all deadlines and requirements as per Local Enterprise Showcase Coordinator e.g. catalogue, website listings, promotional material, etc.
* Display an exhibit what is market lead and present a professional business.
* Exhibit under the banner and logo of the LEO Kilkenny – noting your own business will be listed on the catalogue as well as signage above individual stands.
* Submit: price list, press release, etc. prior to Showcase 2020.
* Ensure the exhibition stand is staffed for the duration of the Showcase 2020.
* For those who are selected briefings will be organised for clients in Autumn 2019.

**The Closing Date for fully completed Expressions of Interest is Tuesday 7th May 2019.**

**Fully completed forms can be emailed to Catherine Hennessy** [**catherine.hennessy@leo.kilkennycoco.ie**](mailto:catherine.hennessy@leo.kilkennycoco.ie)

**Local Enterprise Showcase 20st – 23rd January 2020**

**Expression of Interest Form**

|  |  |
| --- | --- |
| **Contact Name:** |  |
| **Business Name and Legal Structure:** |  |
| **Address:** |  |
| **Landline Telephone:** |  |
| **Mobile Telephone :** |  |
| **E-mail Address & Website Address:** |  |
| **Year the company was established:** |  |
| **Business Description:** |  |
| **Promoter Experience/Qualifications:** |  |
| **Additional information that might be of interest to media?**  **E.g. awards/ exports?** |  |
| **Number of employees:** |  |
| **Social media accounts:** |  |
| **What are your objectives for**  **exhibiting at Showcase 2018:** | **1.**  **2.**  **3.** |

**Please specify the wholesale / cost price you charge retail buyers.**

You should provide prices for products that you plan to sell at Showcase 2020.

(Noting that retailers will mark-up the cost price and will have to include VAT at 23 %.)

|  |  |  |
| --- | --- | --- |
| **Product List**  **(please send in images if you have sample)** | **Product Description** | **Wholesale Price /**  **Prices given to Retail Buyers** |
| **Product 1** |  |  |
| **Product 2** |  |  |
| **Product 3** |  |  |
| **Product 4** |  |  |
| **Product 5** |  |  |

**Please provide details of your packaging material, logos, point of sale and relevant marketing materials.** Please include images of any additional marketing material; this could include any boxes, bags, swing tags etc. Please include any pricelists and promotional brochures if available.

**Any further relevant information you would like to include e.g. where do**

**you currently sell, what is your best seller etc.**

**Please provide details of previous experience in exhibitions, trade shows, etc.**

**I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of business)**

**confirm that:**

**I have read and understood the criteria and procedures for the application**

**process of Showcase 2020 I have submitted the expression of interest form and supporting material no later than the *Closing Date: Tuesday 7th May 2019 @ 5pm for the attention of*** [**catherine.hennessy@leo.kilkennycoco.ie**](mailto:catherine.hennessy@leo.kilkennycoco.ie)