

INTERNATIONAL EXHIBITION AREA OF AIRSOFT & WARGAMES

FROM 4th TO 6th MARCH 2011.MADRID

WITHIN THE MOST IMPORTANT HUNTING AND ARMS FAIR IN SPAIN FICAAR CRISTAL PAVILION, EXHIBITION SITE OF CASA DE CAMPO



ÁREA

AIRSOFTPRO

AIRSOFTPRO is a project of ODYSA PRO, directed and promoted by IBAN SALVADOR. AIRSOFTPRO is a SPECIFIC AREA within FICAAR 2011 fair, specially dedicated to the PRESENTATION of PRODUCTS and SERVICES of AIRSOFT & WARGAMES. The PARTICIPATION in AIRSOFTPRO implies the agreement with the RULES OF PARTICIPATION published on the website WWW.ODYSAPRO.ES.

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WITH COLLABORATION OF:



WITHIN THE XIII EDITION OF:



MEDIA PARTNER:



ORGANIZE:



WELCOME

From ODYSA PRO it is a great pleasure to announce the second edition of FAIRSOFT 2011.

As you may know, AIRSOFTPRO is an ODYSA PRO international exhibition intended for Airsoft and other war games within the framework of the next edition of FICAAR 2011 in Madrid.

This area is addressed to Airsoft professionals and embodies the biggest and better show of products and services, straight from the most important manufacturers, licensed distributors and service companies from the whole sector.

Cybergun, Marui, G&P, ICS, King Arms, Ares, Magnum, Peli, Ledwave, Ledlenser and BLACKHAWK are some of the brands which have already launched their latest innovations as our exhibitors.

OBJETIVES

1- To consolidate the best business platform between our exhibitors (brands, manufacturers and licensed distributors) and our visitors (shops and professionals) from Airsoft sector.

2- To be the point of reference for all Airsoft business players and become the best showcase for the launch of new products and services addressed to the shops and professionals of the sector.

3- To provide a real and effective media coverage of the event in order to promote our exhibitors and assist them with the presentation of their most outstanding products and services.

4- To consolidate AIRSOFTPRO and our "Guía del sector Airsoft" as our best tools to organize the sector, fighting against the unauthorized commercial and business practices.

5- To support our exhibitors with additional services in between editions such as publishing a report of their participation with us in "Guía del sector Airsoft".

6- To promote the Airsoft sector in all possible ways.

AIRSOFTPRO SPECIFICATION SHEET

NAME: AIRSOFTPRO AREA IN FICAAR 2011

PLACE: Cristal Pavilion
Exhibition Site of Casa de Campo. (Madrid)

DATE: From 4th to 6th march 2011

TIMETABLE: Friday and Saturday from 10.00 to 20.00, Sunday from 10:00 to 18:00 h.

FREQUENCY: Annual

SECTORS: Besides the already mentioned by FICAAR:

- Airsoft Innovations
- Airsoft Arms
- Airsoft and Military complements
- Airsoft and Military accessories
- Military and outdoor clothing
- Glasses and protective measures
- Embroideries and patches
- Communication Systems
- Footwear

SPECIAL GUESTS: ODYSA PRO invites the Spanish Federations of Airsoft.

EXHIBITION AREA: · AIRSOFTPRO's area consists in an specific area within 14.000m2 which constitutes the entire fair FICAAR 2010, which had 35.000 visitors in the previous edition.

FEES: · Modular Stand (minimum size 9 m2): 120€/m2+18% IVA.
· The AIRSOFTPRO area can be hired exclusively with ODYSA PRO.

OBLIGATORY · LIABILITY INSURANCE 12.02€ / Expositor
INSURANCE : · THEFT INSURANCE 6.61€/6.000€ of products exhibited.

EXPOSITORS: · TRADEMARKS, MANUFACTURERS, OFFICIAL DISTRIBUTORS,
FEDERATIONS AND COMPANIES OF SERVICES .

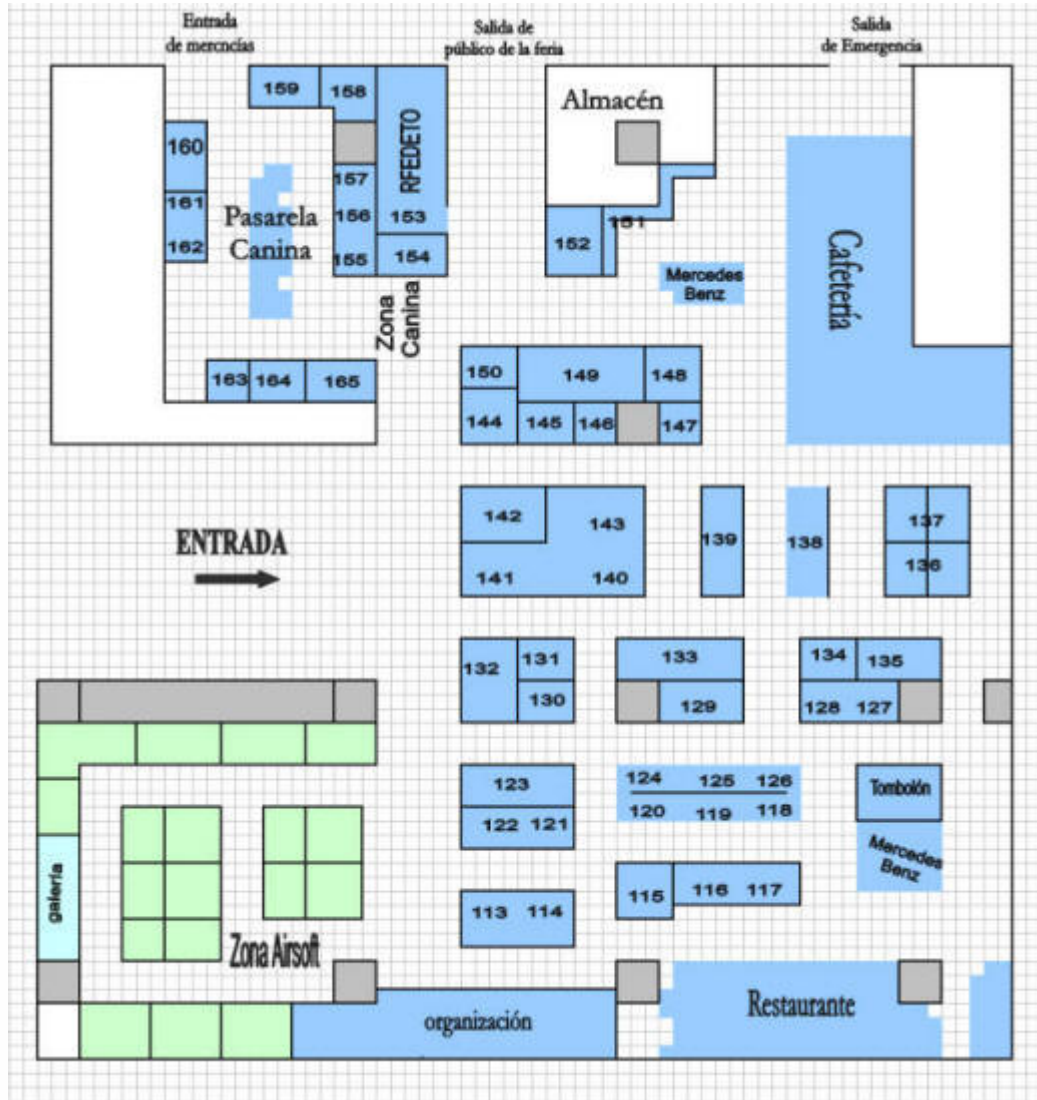
STANDS: Each modular stand consist of:

- Melamine panels of beech colour
- Lighting
- Carpet on the floor
- Label with the name of the exhibitor

· Note: AIRSOFTPRO have shooting gallery.

MAP

(FICAAR have more plants)



(Distribution aprox.)

ABOUT YOUR DECISION

The need of introducing new products and services into the market in the most effective way is what determines the decision of participating as an exhibitor. On the other hand, as a visitor, this decision is about the need to know the overall status of the sector.

Here you will find some information which may help you on your decision.

Some reasons to become an exhibitor

- 1- Fairs and professional exhibitions are specially effective and low cost means to reach new customers.
- 2- Around the 80% of the professional visitors have the power to decide if they want to buy any of the displayed goods and services.
- 3- During the short course of a fair, there is a more direct and personal communication between traders and customers (actual and potential) than in six months of ordinary work.
- 4- The fair is the only way that favors that customers visit their providers.

Some advantages of fairs

- 1- To take part in a fair becomes an essential marketing strategy when our objective is to obtain recognition and show as an exhibitor that we are a key player in the market.
- 2- Did you know that the 71% of the professional visitors share the information obtained in a fair with, at least, 6 persons when they are back to their companies?
- 3- Did you know that 54% of the potential customers contacted in the fair do not need more meetings to conclude a sale? At least 4,3 visits are required when the customer is contacted at home.

Some reasons to become a visitor

- 1- To know the sector trends.
- 2- To compare prices and conditions among all the specialized supply.
- 3- To assist on-site to demonstrations and launches of new products and services.
- 4- To pre-select the traders we are interested on, buy face-to-face with the sellers and also be able to verify the characteristics of the merchandise on-site before purchasing.

AIRSOFTPRO past edition showed us the good shape of the Airsoft sector. From ODYSA PRO we strongly think that a reliable, representative and well-built exhibition area is essential in a sector with this fast expansion and growth.

We would like to appeal for all professionals: brands, manufacturers, licensed distributors and service companies from one side and professionals and shops from the other side. We put at your fingertips the opportunity to improve and grow as one, meeting altogether the same weekend in Madrid with us, with ODYSA PRO.

SPECIFIC CONDITIONS TO PARTICIPATE AS AN EXHIBITOR

RULES

All AIRSOFTPRO rules are subjected to the ones of FICAAR, prevailing FICAAR's policy over in case of conflict and/or disagreement. All exhibitors must accept this premise.

AIRSOFTPRO rules will be kept updated on this website while FICAAR's ones will be on its own website.

FICAAR RULES 2011 – FICAAR SERVICES 2011

<http://www.ficaar.com>

WHO CAN BECOME AN EXHIBITOR

The exhibition area is intended solely for manufacturers, licensed distributors and service companies who focus professionally on Airsoft and Wargames sector. All of them have to be accredited in writing like exhibitors.

ALLOWED COMMERCIAL ACTIVITIES

The commercial policy of each exhibitor falls under his responsibility.

ODYSA PRO will manage the promotion of the Airsoft and Wargames area to the professional public.

See the following paragraph to know about the forbidden practices.

FORBIDDEN COMMERCIAL PRACTICES

It is rigorously forbidden to operate as a retailer from the stand.

EXHIBITION RESTRICTION

The exhibition and possession of firearms and weapons is strictly forbidden. The only items allowed are replicas intended for airsoft practices.

LOCATION, PROMOTION AND MARKETING

AIRSOFTPRO is located in a specific area of the fair under ODYSA PRO management. ODYSA PRO promotes, allocates and sells the airsoft area within FICAAR trade fair.

BOOKING OF STANDS AND PAYMENT TERMS

The booth is considered as booked after the payment of the 33% of the fees is paid.

The payment of the booking needs to be done within 30 days after having requested the lease of the stand. The outstanding payment or the payment after the deadline automatically entails the renounce of the hired area.

The payment of the remaining amount must be done before 4th February 2011, a month before the beginning of the fair.

The outstanding payment or the payment after the deadline automatically entails the loss of both the hired area and the 33% of the fees paid in advanced for the booking.

INSURANCE

It is compulsory to hire two insurances with FICAAR, one of civil liability and the insurance for goods.

All goods displayed on the fair will be COMPULSORY covered with an insurance policy endorsed by FICAAR with a minimum coverage of €6000.

The minimum insurance for goods will be € 6.61 per € 6,000 of sum insured. To increase the minimum capital insured, contact the organization.

The insurance company will issue a policy which will be at disposal of the exhibitors in FICAAR's main office.

STATEMENT OF ACCIDENTS

The deadline for the acceptance of the declaration of accident during the event covered by the hired insurance policies will be 48 hours. The claim must be communicated in writing to FICAAR.

NOTE: the theft, extraction, loss or mislaying is not covered by the insurance. The insurance company only covers the robbery when the stolen goods are under lock and key and lock has been forced.

CIVIL LIABILITY POLICY

FICAAR has signed up a civil liability policy, appearing as assured part together with the exhibitors of this event, with a ceiling of €1,800,000 per claim, insuring material damages and / or personal injuries caused to others due to such exhibition.

The premium paid on a compulsory basis by the exhibitors for this purpose shall be €12.02.

EARLY ACCREDITATION

The media may request credentials in advance to access to the fair. The organization reserves the right to manage the available invitations and to verify the accuracy of the information contained in the applications received.

INVITATIONS FOR EXHIBITORS

Each exhibitor will receive one invitation per hired meter square. Thus, an exhibitor who hires 18m2 will receive 18 tickets to access the fair.

Insurances Form

* Trade ID: _____

* TAX ID: _____

Civil liability insurance (obliged)

Insurance obliged by FICAAR: **12,02€**

Conditions in <http://www.ficaar.com>

Insurance of goods (obliged)

Insurance costs of 6,61€ for each 6000€ of product exhibited in stand.

Conditions in <http://www.ficaar.com>

Insurance of goods: _____ X 6,61€ = _____

TOTAL AMOUNT: _____

By submitting this form the General Conditions of Participation applicable to exhibitors who will participate in AIRSOFTPRO organized by ODYSA PRO within FICAAR, published in <http://www.odysapro.es>, are fully accepted.

Date:

Stamp:

Signature:

This document should be sent completed, with Exhibitor Form, to the
FAX: +34 933.711.330