



Malta  
**AgriFair**  
2022

# Exhibitor Information Booklet



**GOVERNMENT OF MALTA**  
MINISTRY FOR AGRICULTURE, FISHERIES,  
FOOD AND ANIMAL RIGHTS

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# INTRODUCTION

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The Ministry for Agriculture, Fisheries, Food and Animal Rights (MAFA) is organising the Malta AgriFair 2022, with the main aim of bringing together major stakeholders within the agriculture, fisheries, and food sectors, from large organisations to small and medium scale enterprises (SMEs). The Fair will provide a platform for both the local farming community and producers, to inform and communicate to the general public the industries' products and services. The event is also aimed at showcasing agribusinesses and promoting farming and fishing opportunities, while also creating a networking opportunity for all stakeholders involved in the sectors.

The Fair will be spread over a period of three (3) days from Friday 20<sup>th</sup> to Sunday 22<sup>nd</sup> May 2022 (both days included), held at the Malta Fairs and Conventions Centre (MFCC) in Ta' Qali. The concept behind this first of its kind event is that of **Farm-to-Fork**, whereby the food chain system of food production, harvesting, processing, distribution, and consumption is demonstrated in the most visual, innovative, and interactive way.

Those attending will be able to experience the local agriculture, fisheries, and food sectors under one roof. The following is a non-exhaustive list of the various features that will be represented at the fair:

- Agricultural section (including technology and techniques used in agriculture, crop varieties, machinery, and equipment);
- The Farm-to-Fork cycle for different products;
- Section dedicated to livestock (on-site farm animals and related products);

- Fisheries and aquaculture section (including display of fishing and fish-farming methods and produce);
- Government entities for agriculture, food, fisheries, and aquaculture showcasing latest projects and ready to answer any queries from the public;
- Networking opportunities for agri-businesses and agri-stakeholders, including conferences, side events and media exposure opportunities;
- Food court and culinary stands exclusively offering local dishes sourced from local farmers and producers;
- On-site restaurant for a more exclusive dining experience offering local dishes sourced from local farmers and producers;
- Stands providing guidance on educational opportunities and courses of study, for those wishing to kick-start their new agricultural venture and;
- Entertainment for all the family, including dedicated children's areas (educating about farm life), and lounge areas.

Exhibitors will benefit from strong advertising and media exposure opportunities, before and throughout the Malta AgriFair 2022, as the event will be strongly promoted on both television and radio. Furthermore, the Fair will be preceded by a promotional campaign consisting of newspaper and magazine adverts, exposure on social media, billboard advertising, public transport bus wraps, online adverts, print material and the Malta Agrifair 2022 official website.

## CONTACTS

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### Fair Organisers

Ministry for Agriculture, Fisheries, Food and Animal Rights  
Events and Promotion Unit – Office of the Permanent Secretary  
Agriculture Research and Innovation Hub  
Marsa, Malta

T 00356 22924370

E [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt)

### Fair Venue

MFCC Malta Fairs & Conventions Centre  
Level 1 Millennium Stand  
The National Stadium  
Ta' Qali

### Official Fair Website

For programme and registration or any other information on the Malta AgriFair 2022 please visit our official website:



## **DATES AND DEADLINES**

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<b>1<sup>st</sup> March 2022</b>	Opening of Exhibitors Registration
<b>15<sup>th</sup> April 2022</b>	Deadline for Exhibitors Registration
<b>22<sup>nd</sup> April 2022</b>	Deadline for ordering exhibition stands with MFCC
<b>30<sup>th</sup> April 2022</b>	Deadline for artwork confirmation with MFCC
<b>20–22<sup>nd</sup> May 2022</b>	Malta AgriFair 2022



### KEY INFORMATION

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#### Set up Dates and Hours<sup>1</sup>

Tuesday	17 <sup>th</sup> May 2022	07:00hrs – 19:00hrs
Wednesday	18 <sup>th</sup> May 2022	07:00hrs – 19:00hrs
Thursday	19 <sup>th</sup> May 2022	07:00hrs – 19:00hrs

#### Exhibition Dates and Hours

Friday	20 <sup>th</sup> May 2022	10.00hrs – 22.00hrs
Saturday	21 <sup>st</sup> May 2022	10.00hrs – 22.00hrs
Sunday	22 <sup>nd</sup> May 2022	10.00hrs – 22.00hrs

#### Dismantling Dates and Hours<sup>2</sup>

Monday	23 <sup>rd</sup> May 2022	07:00hrs – 16:00hrs
Tuesday	24 <sup>th</sup> May 2022	07:00hrs – 16:00hrs

All hours are subject to possible changes.

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<sup>1</sup> For delivery and pick up of stand materials please contact the Malta Fairs and Convention Centre (MFCC) for the event circular regarding the schedule operated on site during the indicated dates.

<sup>2</sup> For delivery and pick up of stand materials please note above.

# REGISTRATION

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Registrations will be available from 1<sup>st</sup> February 2022. Each exhibitor will also have the facility to apply online through the official website [www.agrifair.gov.mt](http://www.agrifair.gov.mt) An e-mail containing further instructions will be sent to registrants and a preliminary meeting with the organisers will be held.

Site maps, manuals and other information can be downloaded online or inquired for by email through [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt) Special requests for stand installations and other bespoke services can also be requested through this email.

### Working Passes

During set-up/dismantling, working passes will be needed for the preparation of displays and setting up of stands. A name list of employees or sub-contractors setting up/dismantling the stands needs to be sent to [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt) 15 days prior the event.

### Participants' Passes

Admission passes are calculated at 4 passes per 16sqm of exhibition space. The passes may be collected 3 days prior to the event from the Fair's offices. Admission will be strictly on presentation of the participants' pass. A name list of personnel at the stands during the Fair days needs to be submitted to [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt) 15 days prior the event.

### Stand Personnel

As a courtesy to those attending the Fair and to the other exhibitors, all stands must always be manned throughout each day, until the scheduled closing of the Fair, on Sunday nd 22<sup>nd</sup> May 2022 at 22:00.



### Registration Fees

The below fee is a one-time participation fee to be paid by the exhibitor, to participate with a stand during the three whole days (20th – 22nd May 2022) of the Malta AgriFair 2022. Further payment instructions will be given following the submission of the Expression of Interest Form found at the end of this information booklet on [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt) Exhibitors are expected to design the stands as approved by MAFA. Stands which are not branded will not be allowed.

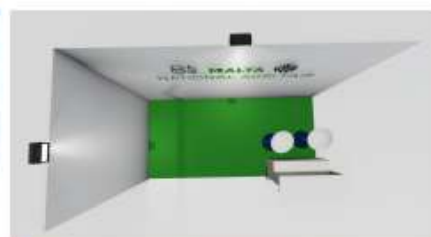
Stand	Offer	Fee
4m x 2m (8sqm)	Complete with panels, carpets and lights	€100.00
4m x 4m (16sqm)	Complete with panels, carpets and lights	€200.00
4m x 8m (32sqm)	Complete with panels, carpets and lights	€400.00



### EXHIBITION STAND DESIGNS



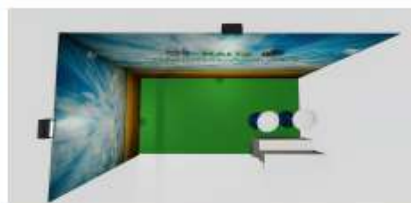
**OPTIONAL EXTRAS**  
Print of logo on back wall (2x1m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €170 excl.VAT



**4x2 (8sqm)**  
2 sides open



**OPTIONAL EXTRAS**  
Full wrap vinyl print on left side and back wall (6x2.5m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €625 excl.VAT



**4x2 (8sqm)**  
2 sides open



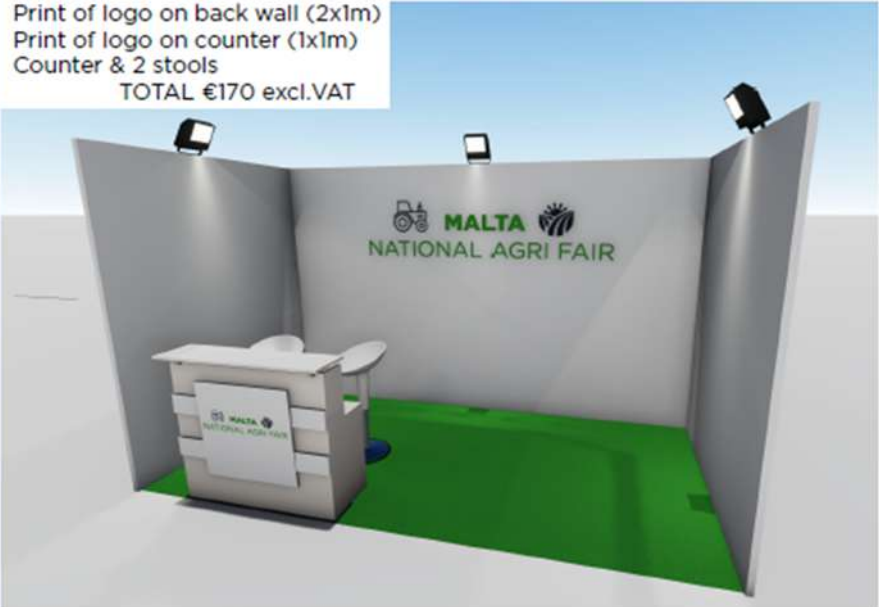


# Malta AgriFair 2022

## Exhibitor Information Booklet

**MFCC**  
MALTA FAIRS & CONVENTIONS CENTRE

**OPTIONAL EXTRAS**  
Print of logo on back wall (2x1m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €170 excl.VAT



**4x2 (8sqm)**  
1 side open

**MFCC**  
MALTA FAIRS & CONVENTIONS CENTRE

**OPTIONAL EXTRAS**  
Full wrap vinyl print on all 3 walls (8x2.5m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €800 excl.VAT



**4x2 (8sqm)**  
1 side open

# Malta AgriFair 2022

## Exhibitor Information Booklet



### OPTIONAL EXTRAS

Print of logo on left and back walls  
each sized (2x1m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €240 excl.VAT

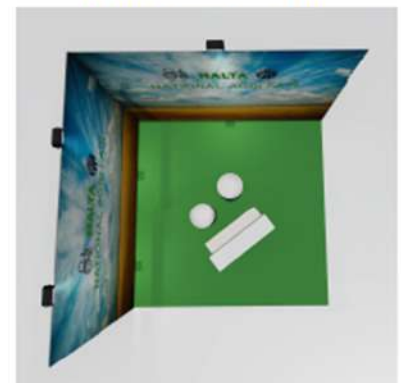


**4x4 (16sqm)**  
2 sides open



### OPTIONAL EXTRAS

Full wrap vinyl print on back wall  
(8x2.5m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €800 excl.VAT



**4x4 (16sqm)**  
2 sides open

# Malta AgriFair 2022

Exhibitor Information Booklet

**MFCC**  
MALTA FAIRS & CONVENTIONS CENTRE

**OPTIONAL EXTRAS**  
Print of logo on 3 walls (2x1m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €310 excl.VAT



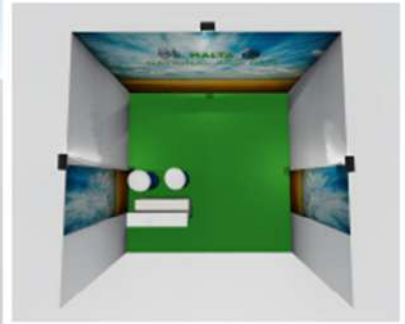
**4x4 (16sqm)**  
1 side open

# Malta AgriFair 2022

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**OPTIONAL EXTRAS**  
Full wrap vinyl print on back wall (4x2.5m)  
Strip vinyl print on left and right walls each (1x2.5m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
TOTAL €625 excl.VAT



**4x4 (16sqm)**  
1 side open

**OPTIONAL EXTRAS**  
Full wrap vinyl print on left and back walls (12x2.5m)  
Full wrap vinyl print on side totem (4x2.5m)  
Print of logo on counter (1x1m)  
Counter & 2 stools  
Central table and 4 chairs  
TV on side totem  
TOTAL €1,950 excl.VAT



**8x4 (32sqm)**  
2 sides open



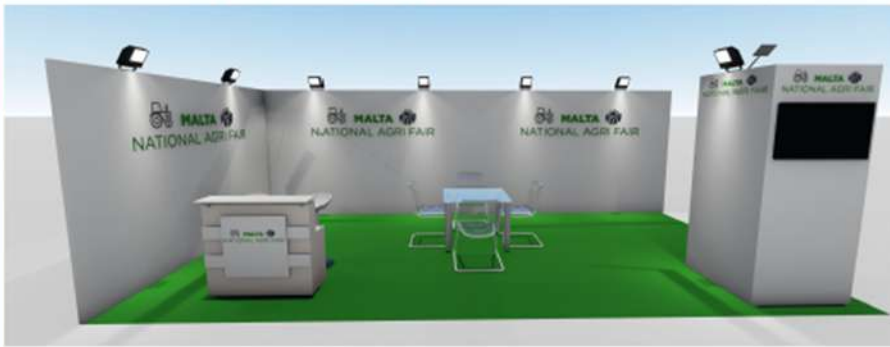
# Malta AgriFair 2022

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### OPTIONAL EXTRAS

- Print of 3 logos on left and back walls each (2x1m)
- Print of 4 logos on top of side totem each (1x0.5m)
- Print of logo on counter (1x1m)
- Counter & 2 stools
- Central table and 4 chairs
- TV on side totem

TOTAL €890 excl.VAT



**8x4 (32sqm)**  
**2 sides open**

## EXPRESSION OF INTEREST FORM

*(Please submit this form on [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt))*

\_\_\_\_\_ Exhibitor No. (Office Use Only)

Name of Exhibitor: \_\_\_\_\_

Company  Individual

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

Email: \_\_\_\_\_

Participation Area (tick ✓ as appropriate)			Stand Size (tick ✓ as appropriate)		
Crop Cultivation	Livestock produce (Equipment & Products)	Fisheries & Aquaculture	4m x 2m (8sqm)	4m x 4m (16sqm)	4m x 8m (32sqm)

### Description of Entry:

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### DISCLAIMER:

MAFA shall ensure that any processing of personal data is in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation), the Data Protection Act (Chapter 586 of the Laws of Malta) and any other relevant European Union and national law. Any data requested in this document will solely be used for the planning and execution of the Malta National Agricultural Fair 2022, including related purposes coordination, communicating with potential exhibitors and assessing interest of participation in the Fair.

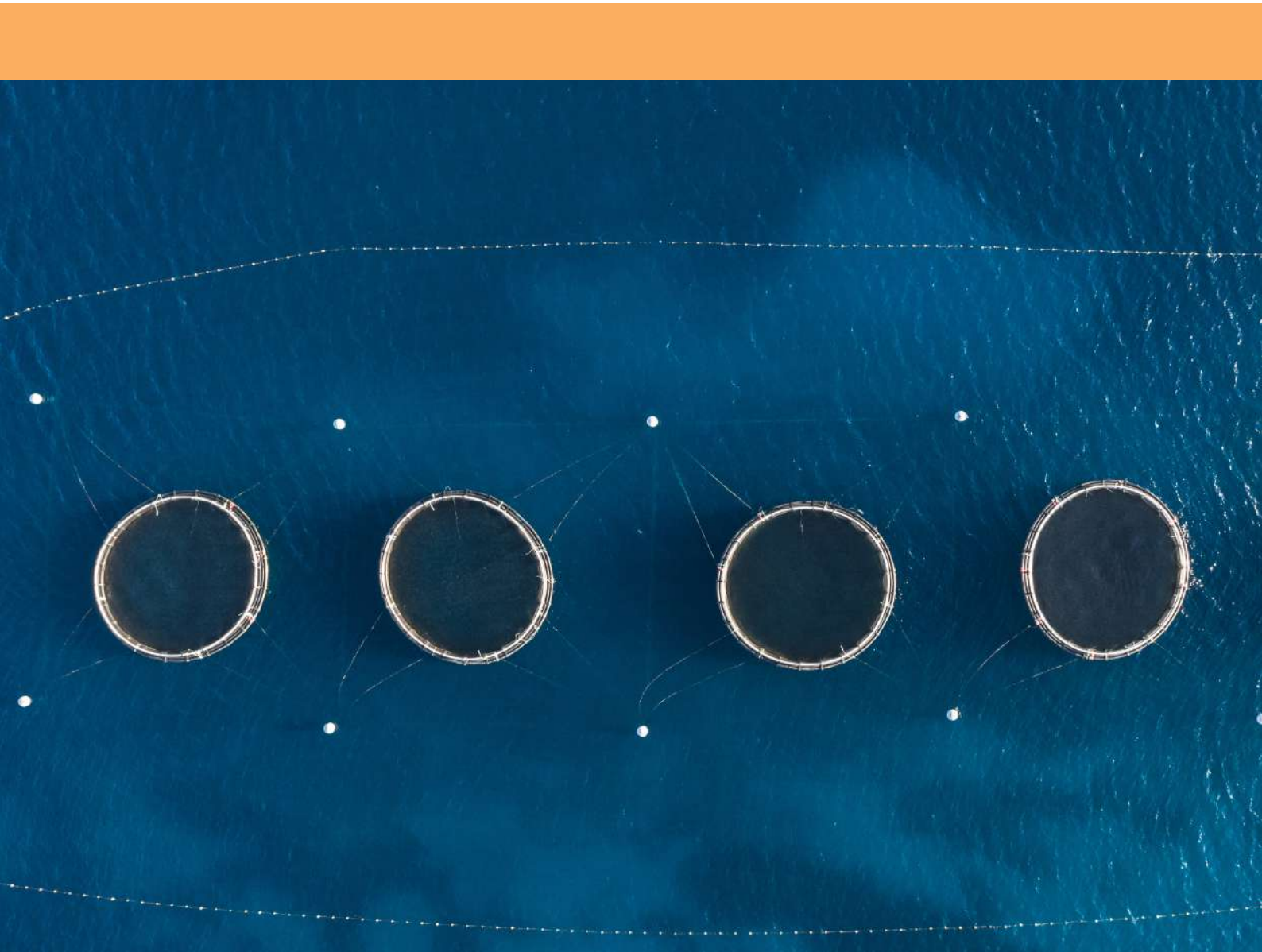
By signing below, I hereby give my consent for the personal information which I am providing in this document, to be processed and recorded by the Events and Promotion Unit within MAFA, and the sharing of this data by the Events and Promotion Unit with other MAFA departments and other Government Departments and the Malta Fairs and Conventions Centre (MFCC) as necessary, solely for the purposes of planning and organizing the Malta AgriFair 2022.

Signature: \_\_\_\_\_

Name and Surname: \_\_\_\_\_

Date: \_\_\_\_\_





T: 22924370

E: [agrifair.mafa@gov.mt](mailto:agrifair.mafa@gov.mt)