

Exhibitor Pre-Qualification Form

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Company Details

Company name:

Contact name:

Address:

Post Code:

Town/City:

Country:

Tel:

Fax:

E-mail:

Web address:

You are a:

Agent

Crafts person

Creator

Designer

Importer

Manufacturer

Producer

What Your Company does

1 AREA OF BUSINESS:

Furniture

Interior Decoration

Lighting

Objects/Accessories

Tableware

Textile

Please give a little more detail:

Which of these categories would best describe your collections:

Unique creations

Luxury

Top of the Range

Mid-range

Mass market

2 COMPANY TURNOVER:

- Turnover in your home market:

- Turnover from export sales:

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- Main export destinations (in order of importance)

- 1/..... Share of total T/O in %:
- 2/..... Share of total T/O in %:
- 3/..... Share of total T/O in %:
- 4/..... Share of total T/O in %:
- 5/..... Share of total T/O in %:

3 TOTAL NUMBER OF EMPLOYEES:

4 IS YOUR COMPANY A SUBSIDIARY OF A LARGER GROUP?

Yes No

Name of group:

Country of origin of your parent group:

Consolidated turnover of your parent group:

Total number of employees in your group:

5 MAIN PRODUCTION SITES:

Town/City.....Country Number of employees:

Town/City.....Country Number of employees:

Town/City.....Country Number of employees:

6 DO YOU HAVE SUBSIDIARIES IN OTHER COUNTRIES?

Yes No

Town/City.....Country Number of employees:

Town/City.....Country Number of employees:

Town/City.....Country Number of employees:

Town/City.....Country Number of employees:

7 DISTRIBUTION % OF TURNOVER

Traditional distribution

Independent outlets:

Art galleries Chain stores Design stores

Furniture General supermarkets Household linen

Interior decoration Lighting Tableware

Specialist supermarkets:

DIY Furniture Garden centres

Interior decoration Wholesalers Specifiers / Interior designers

Mail order

Other:

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8 SALES FORCE:

Your sales force is made up of:

- Full-time sales representatives No.
- Shared self-employed reps. No.
- Exclusive self-employed reps. No.

9 DOES YOUR COMPANY HAVE AN EXPORT DEPARTMENT?

- Yes No

Number of employees working exclusively in this department:

10 DOES YOUR COMPANY HAVE ITS OWN POINTS OF SALE?

- Franchised: No. of points of sale Brand name:
- Under its own name: No. of points of sale Brand name:
- Factory shop: No. of points of sale

11 DOES YOUR COMPANY HAVE A WEB SITE?

- Yes No

Type of site:

- B to B B to C General product information
- Online sales: Share of turnover generated by the web site:

Your attendance at now! design à vivre

12 EXHIBITIONS YOU ATTEND REGULARLY:

1 : 4 :

2 : 5 :

3 : 6 :

Others (please specify):

No other exhibition

13 PRODUCTS YOU WOULD LIKE TO EXHIBIT ON THE SHOW:

1 : 4 :

2 : 5 :

3 : 6 :

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14 REQUIRED AREA IN SQM: Minimum : Maximum :

15 IS YOUR PROPOSED ATTENDANCE AT THE SHOW PART OF A SALES STRATEGY AIMED AT:

Increasing the level of business done by your company

Generating business from new products outside your normal collections.

Which ones?

Increasing your sales in the French market

Increasing your export sales

Main export markets targeted:

.....

Strengthening your brand image in the press and in the trade

Entering or develop existing sales through distribution channels other than your traditional ones.

Which ones?:

16 OVER WHAT PERIOD DO YOU ANTICIPATE EXHIBITING?

6 months (1 now! design à vivre show)

2 years

1 year (2 now! design à vivre shows)

Next sessions:

3 - 7 September 2010

21 - 25 January 2011

Exhibitor Pre-Qualification to be returned along with :

- ⇒ Product catalogue
- ⇒ Professional price list
- ⇒ Stand visuals or photos

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