

ForMóBILE 2012

July 24-27, 2012

São Paulo, Brazil

American Hardwood Pavilion at
ForMóBILE 2012 coordinated by the
Hardwood States Export Group
and the
American Hardwood Export Council

What is ForMobile 2012?

ForMóBILE 2012 – The 5th International Supplier Fair of Wood and Furniture Industry will gather, from July 24 to 27, 2012, nearly 700 companies exhibiting machines, raw material, hardware, accessories and services for the wood and furniture Industry. It is the largest fair for this sector in Latin America, with 60,000 visitors anticipated from Brazil and other countries of South America and Central America.

Besides the main fair, **ForMóBILE 2012** will have two important simultaneous events: The **Abit Fabrics Decoration Committee Fabric Show** brings together some of the leading fabrics for decoration. **The ForMar – Joiners/Carpenter Fair** for small furniture manufacturers; and the main highlight will be the **ForWood – International Suppliers Fair of Wood Transformation Industry**. ForWood shall broadly include the wood chain, from the beginning up to the finished product.

American Hardwood Pavilion Cost

The Hardwood States Export Group (HSEG) and the American Hardwood Export Council (AHEC) have secured booth space for the American Hardwood Pavilion in Brazil. AHEC and HSEG will have their own stand within this area, and there will be space for **10** US hardwood companies to register for 9-square meter booths at the **subsidized rate of \$500**. Pavilion booths includes American Hardwood Pavilion generic branding; lighting; fascia; carpeting; electricity; exhibitor passes; directory listings; and basic furniture package. **Booth space will be allocated on a first come first serve basis based on reservation date with the HSEG.** Demand for space is expected to be high, so immediate response to the contact below is required to secure space.

The participants will be responsible for airfare, lodging, meals, shipping of promotional materials, and ground transportation.

If interested, immediately contact:

Mike Seidl at: mseidl@isda.in.gov 812-634-9140



What is the Hardwood States Export Group?

The Hardwood States Export Group is a coalition of trade specialists from Georgia, Indiana, Kentucky, Michigan, Missouri, Mississippi, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia, who have responsibility for international marketing for hardwood products in their respective states. The purpose of this group is to work together on multi-state projects that increase sales for US wood product companies through the development of international markets and opportunities.

- Yes, I want booth space in American Hardwood Pavilion at **ForMóBILE 2012**.
- No booth space, but I will be traveling to this event and joining U.S.A. delegation.

Please indicate the state in which your company primarily operates: _____

Complete registration and payment materials will be sent once participation is confirmed.



For more information regarding the trade show:
<http://www.feiraformobile.com.br/english/>

American Hardwood Pavilion

At

ForMobile

July 24th -27th in São Paulo, Brazil

Registration Form – Due March 1st, 2012

Booth space will be allocated on a first come, first serve basis.

I want to exhibit in the American Hardwood Pavilion at ForMobile.

3m x 3m booth (9 sq. meters) \$500.00

Total amount enclosed.....\$_____

Make check payable to the ***“American Hardwood Export Council”***. Fees are non-refundable after April 30th, 2012.

Company _____

Contact _____ Title _____

Phone _____ Fax _____

Address _____

Please return this form and your payment to:

Mike Seidl, Activity Manager

At

Indiana State Department of Agriculture

414 Main Street

Jasper, In 47546

Telephone: 812-634-9140 Fax: 812-634-9269 E-mail: mseidl@isda.in.gov