

# Exhibitor's Manual

27-29 August 2019

Riyadh International Convention & Exhibition Center

Organized by:



Licensed by:

CM 2018 - 182



## Letter to Exhibitor

Dear Exhibitor,

Welcome to International Digital Signage Expo 2019 Saudi Arabia!

Enclosed is the exhibitor manual specially designed to address all crucial issues related to the exhibition, in detail and to provide you vital information for your successful participation. Please study the contents of this manual carefully to familiarize yourself with deadlines, guidelines, policies, available services and their related costs.

All order forms in the manual should be mailed or faxed as directed. Please keep a photocopy of each form for your records, so that queries, if any, can be settled quickly and invoices checked easily and accurately.

Although you may be tempted to skip through pages to focus your attention on specific items that interest you, we strongly recommend you to read the Exhibitor Manual in its entirety, to ensure your smooth and successful participation at the International Digital Signage Expo 2019 Saudi Arabia.

If you have any queries, please phone or email to IDSE 2019 Management. We will revert to you immediately. Again, we wish you a successful participation at the International Digital Signage Expo 2019 Saudi Arabia and assuring our dedicated services at all times

Sincerely,

**Expo Horizon Team**

2059 Makkah Al Mukarramah Branch Rd  
Sulimaniyah, Riyadh 12621 8007, Saudi Arabia  
Hotline: 920008802 Phone: +966 11 465 6661  
Email: [marketing@expohorizon.com](mailto:marketing@expohorizon.com); web; [www.expohorizon.com](http://www.expohorizon.com)

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## Checklist

<b>Particulars/Services</b>	<b>Deadline for Submission</b>
Exhibitor Information Form/Catalogue Entry form	1 August 2019
Advertisement Order Form	1 August 2019
Electrical Connection Order Form	25 July 2019
Information on Fascia Name	25 July 2019
Stand Approval Form	25 July 2019
Telephone/Internet Service Order Form	1 August 2019
Exhibitor Registration/Stand Personal Form	1 August 2019
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<b>Particulars/Services</b>	<b>Deadline</b>
Settlement of dues	15 August 2019
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Stand Completion	26 August 2019
Temporary Power Supply	26 August 2019
Fair inauguration	27 August 2019
Regular Power Supply	29 August 2019
Exhibitor Registration	1 August 2019
Fair Duration	
Submission of Exit Pass	29 August 2019
Dismantling of Exhibits	30 August 2019
Removal of Exhibits	30 August 2019

## SCHEDULE AT A GLANCE

### Exhibition Build-up **25-26 August 2019**

#### Exhibitor Move In (Raw Space):

*Riyadh International Convention & Exhibition Centre - 4.00 PM - 25 August 2019*

#### Exhibitor Move In (Shell Space):

*Riyadh International Convention & Exhibition Centre - 4.00 PM - 25 August 2019*

#### Exhibitor Registration

*Riyadh International Convention & Exhibition Centre - 4.00 PM - 25 August 2019*

#### Exhibitor Stand Completion

*All Stands (Bare/Shell) should be completed by 12PM on 26 August 2019*

### Exhibition -27 - 29 August 2019

#### Inauguration (by invitation)

*Riyadh International Convention & Exhibition Centre - 4.00 PM - 27 August 2019*

#### Registration (Business Visitor)

*Riyadh International Convention & Exhibition Centre - 3PM*

## Basic Information

### 1.1 ORGANISER

Expo Horizon Co. is the organisers of 1<sup>st</sup> edition of International Digital Signage Expo 2019

### 1.2 CLARIFICATIONS FOR EXHIBITOR INFORMATION MANUAL

Till 1st January, 2019 exhibitors may contact / call IDSE 2019, Trade Fair Secretariat for any clarification on the information given in this manual. It is our endeavor to answer any query that the Exhibitor may have.

### 1.3 REGULATIONS

The formulation and execution of the rules and regulations and all other matters regarding the Exhibition will be carried out by Organisers. The Organiser is vested with full authority to enforce all the rules and regulations pertaining to the Exhibition. Its decision will be final and binding in all respect and to all concerned.

### 1.4 DATES & VENUE

The exhibition will be held from 27 - 29 August 2019 at Riyadh International Convention & Exhibition Centre

### 1.5 EXHIBITOR

A company/organisation/association booking space for participation will be called exhibitor.

### 1.6 EXHIBITION TIMINGS

Business Visitor: 4.00 PM to 10.00PM

Exhibition complex will open for exhibitors at 10.00AM and close at 10.00PM. During exhibition hours, exhibitors must keep their stall fully manned and exhibits should be uncovered and demonstrated to the visitors.

### 1.7 ALLOCATION OF SPACE

Space will be allocated on first come first serve basis. The details of stall allotment will be communicated to the Exhibitors appropriately.

## Chapter 1

The decision of the organisers in regard to stall / space allocation will be binding. However, due consideration will be given to the choice and requirement of applicant. The organisers reserve the right, if circumstances necessitate, changing the position, dimensions or area of the stall(s) without prior intimation and assigning any reasons.

### 1.8 Building & Dismantling Timetable

#### **A. CONSTRUCTION**

Exhibitors building their own stands may occupy the space from (2 days prior to the show) 25 August 2019 at 8:00AM. Exhibitors using organizer's stand fitting service may occupy the stand from (2 days prior to the show) 25 August 2019 8:00AM. Heavy Machinery exceeding 2,000kg must be delivered to stands no later than 25 August 2019 - 9:00AM. All stands without exception must be completed by (1 day prior to the show). Exhibitors with goods weighing over 2,000kg or measuring over 2m in any direction must be placed in the stands no later than 25 August 2019. Under no circumstances will any machinery be allowed in after this date. Exhibitors must arrange with the recommended freight forwarder for early delivery and handling on site.

#### **B. DISMANTLING**

The exhibition centre will be closed and power turned off at 11:30PM - 29 August 2019. For security reasons no one will be allowed to remain inside the hall after this time. The exhibition centre will re-open from 08:00AM - 30 August 2019 for staff wearing exhibitor passes to commence clearing their stands of display materials and exhibits. All stands, display materials and exhibits must be removed by 6:00PM - 30 August 2019. It is the responsibility of each exhibitor to attend his stand during the dismantling to supervise the safe removal of his exhibits. Neither the organizers, the executing company nor RICEC are responsible for any lost items or damages incurred during the dismantling process. In case any display materials or exhibits, etc.. are not removed within the given deadline, then the organizers, the executing company or RICEC will be obliged to remove all the remaining items at the exhibitor's expense, and without any liability, financial, legal, or otherwise.

### 1.9 Stand Building Regulations

- a) All exhibitors building their own stands must submit a detailed scale (1:100) drawing, in duplicate of their stand to the executing company for approval at least two months prior to the show. The scale drawing must be with ground plan, elevation sketches, total stand weight, material to be used and other necessary details.
- b) It is mandatory upon all stand contractors of exhibitors building their own stands to pay the executing company a refundable deposit of SR. 200/sqm (not less than SR. 5,000/- and more than SR 25,000/-) prior to starting the construction of any stand as a security bond. The above bond is fully refundable once the stands have been safely dismantled, removed and cleared from RICEC premises. Without any damages to the center or its installations. Under no circumstances will any stand contractor be allowed to start his works before settling the above security bond to the executing company.
- c) Exhibitors and their stand contractors will not be allowed to commence the stand construction without approved and detailed drawings and calculations as mentioned in point (a) above.

As such, an on-site engineering inspection will be carried out to define the conformity with RICEC's rules/regulations. Stands failing to comply with the RICEC engineering requirements may be prohibited from participation.

d) No excavation, drilling or fixing to the floor surface and/or the walls of the RICEC is permitted. It is strictly prohibited to affix nails, hooks, tacks, screws, adhesives, paint or similar items to the floor, walls, ceilings or other parts of the premises or Shell Stand partitions. Any kind of welding, soldering, spray gun painting and grinding inside the exhibition hall is strictly prohibited.

The cutting of iron, steel, wood, stone, marble, etc. by electric machines is also not allowed inside the exhibition hall. Exhibitors/stand contractors can use electric high lifter inside the hall; diesel high lifter cannot be used inside the exhibition hall. Exhibitors / stand contractors must comply with this rule in order to avoid the suspension of stand building by RICEC. Drip Trays, sand or wood chip must be laced beneath all machinery / vehicles where there is any possibility of an oil leakage.

e) No part of any stand or exhibits including fascia, signage, lighting, corner posts or other fittings should project into or overhang any gangway or adjacent stands. Neither should they obscure any fire or exit signs. Additionally, any display or other item attached must not project over the frontage of space taken by another exhibitor.

f) Exhibitors may not hang any display material from the ceiling, the columns, or the concrete walls of the building. Exhibitors are also not allowed to hang or place any display materials / exhibits or any other items over or in the aisles of the exhibition hall.

g) The organizers and the executing company shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, placement or sitting or removal of exhibits or for the failure of any services or amenities because of official requirements or third parties.

### **1.10 Maximum Heights & Weights of Stands**

#### **STAND HEIGHTS:**

a) For space only stands, the maximum heights for walls, display materials, exhibits, etc must not exceed 6m.

b) Space only exhibitors, with an island site, are informed that the use of walls is restricted and must provide access to their stands on all sides. The following guidelines must be observed. Walls shall be:

i) A minimum of 2m from the perimeter of the stand

ii) Located as centrally as possible within the stand.

c) For shell scheme stands, maximum allowed height is 3m.

#### **STAND WEIGHT:**

The hall floors are made of epoxy coated-screed. The maximum permissible load-bearing capacity of the floors is: 3000KG/sqm.

### **1.11 Hall Entrance Dimensions**

All halls can be accessed by vehicles. Each hall has an entrance measuring 4.5m wide and 5.5m high.

### **1.12 Stand Relocation**

The organizers and the executing company have full power to allocate exhibition areas and position of exhibition space at the exhibition and they shall be entitled for any reason which in their sole opinion is in the general interest of the exhibition to alter the general layout or the situation and area of any particular stand even if already allotted and contracted and the exhibitor shall accept such new allotment of space in substitution of that originally allotted to him.



### 1.13 Operating Exhibits

The organizers and the executing company reserve the right to determine the acceptable sound level and extent of demonstrations for operating exhibits such as machinery and audio-visual presentations in the event of complaint from other exhibitors. Audio-visual screens should be sited so they can be viewed from within exhibitor's stands to avoid causing congestion in the gangways.

### 1.14 Organizer's Stand Fitting Services

Exhibitors not wishing to build their own stands may rent the organizer's stand fitting service from the executing company.

### 1.15 Official Stand Contractor

Exhibitors requiring stand construction, display services or additional work on top of the organizer's stand fitting service may contact official stand contractor for a quotation without obligation:

### Expo Time

Contact Person: Waleed Omar

Head office: P.O.Box 333 | Riyadh 11411 | Kingdom of Saudi Arabia

M +966 530439497 | T +966 11 465 6661 Ext:107 | F +966 11 465 6662 |

E w.omar@expohorizon.com | W www.expohorizon.com

### 1.16 Stand Cleaning

The organizers and the executing company are responsible for the cleaning of gangways and shell scheme stands floor only. Cleaning of purpose built stands, exhibits and furniture is not included.

### 1.17 Stand Signboard

- Exhibitors building their own stands are requested to display their name and stand number in Arabic and in English.
- Exhibitors using the organizer's stand fitting service will have their name and stand number featured on their signboard in English (and in Arabic if possible).
- Exhibitors are not allowed to paint or fix stickers or other displays to the organizer's stand signboard.

### 1.18 Supply of Electricity, *Compressed Air and Water Connection*

- a) The electronic power supply is available 220V single phase and 380V three phase, 60 cycle.
- b) Standard electrical sockets are British standard.
- c) Compressed Air and water are supplied to the stands in the halls via the utility duct located approximately every 6m in the hall floor. Minimum water pressure: 3.5 bar.

### 1.19 Furniture & Other Optional Stand Extras

Exhibitors may provide their own furniture or order items on hire directly from the executing company. See "Stand Furniture" form for details of available items, (P20).

Ordered items must be paid in advance to the contractor in order to ensure its delivery.

### 1.20 SPACE NOT OCCUPIED

Every exhibitor shall occupy the full area booked by him. If an exhibitor fails to take up the stand allocated to him, the Organisers reserve the right to use that area without giving any notice.

### **1.21 EQUIPMENT INTERFERENCE**

No equipment, which emits excessive noise or causes electrical interference or any other annoyance, can be operated. In this matter, the decision of the Organisers shall be final.

Audio-Visual films, television, video, stereo, slide presentations / demonstration shall be permitted within the confines of the Exhibitor's stall. Exhibitors will not be allowed to use high power sound systems, which may cause disturbance to the other exhibitors in the hall. This condition is binding on exhibitors.

### **1.22 OVERSEAS PARTICIPATION**

Overseas companies willing to participate in the exhibition should contact the Organisers directly for the booking of space. Please Note:

There is no legal right of participation accruing to anybody. The Organisers, in their sole discretion may deny participation to any applicant without disclosing the reasons thereof. Exhibitors will not be allowed to display products, which are not included in the application forms submitted to the Organisers. Permission of the Organiser must be obtained to alter or make additions in the Exhibits

### **1.23 Payments**

SAUDI RIYALS or US Dollars are used for all charges settlement. The payment for space only or shell stand is 50% upon signing the Contract and the remaining 50% should be settled 45 days prior to the opening of the show. Where the Contract is signed after the due date of final payment, as specified in the Contract, the total cost shall be payable with return of the signed contract. The total cost represents only the payment for the site, details of which are set out overleaf and all other goods and services required by the exhibitor shall be paid for by the exhibitor in addition. Exhibitors will not be allowed to take over their space or stands if the payment terms specified in the contract are not followed. These terms cannot be varied under any circumstances.

### **1.24 Cancellation of Participation**

In the event of the executing company agreeing to any request for release from the contract, the exhibitor will be liable for all, or part of the cost stated in the contract in accordance with the following scale:

- Cancellation 271 days or more before the show..... 15% cost**
- Cancellation between 270 and 181 days before the show.....40% cost**
- Cancellation between 180 and 121 days before the show.....60% cost**
- Cancellation between 120 and 60 days before the show.....80% cost**
- Cancellation 60 days or less before the show..... 100% cost**

This scale of charges will apply only from the date the executing company receives written notice by letter, fax or telex. In addition to this scale, the exhibitor will be liable for any specific cost incurred on his behalf by the executing company. These terms cannot be varied under any circumstances.

### **1.25 Failure to Exhibit**

In case of failing to exhibit for any reason, any organization who have signed a contract for exhibition space shall be liable for the full amount stated in the contract plus any additional costs incurred by the executing company unless an official release from the contract is received from the executing company.

### **1.25 Insurance**

The organizers, the executing company or the hall owner themselves will not be responsible for the safety of articles of any kind brought into the exhibition by the exhibitors, their servants, agents or contractors, members of the public or any person whatsoever. Exhibitors shall make sure that

they are fully covered by insurance and take out public liability and comprehensive protection. The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of his servants, agents or contractors first enters the exhibition halls, and to continue until all his exhibits and property have been removed. The exhibitor shall insure, indemnify and hold the organizers or the executing company harmless in respect of all costs, claims, demands and expenses to which the organizers or the executing company may in any way be subject as a result of any loss or injury arising to any person (including members of the public, the organizer's staff, agents or contractors) however caused as a result of any act or default of the exhibitor, his servant, agent contractors or invitees. A copy of the insurance policy must be submitted to the executing company a week before the build up of stands. The exhibitors, their agents, staff or stand contractors will not be allowed to commence the stand build up until a copy of the insurance policy provided to the executing company. The organizers shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands, for entry, sitting or removal of exhibits, or for the failure of any service or amenities provided by the hall landlord or for the cancellation or part-time opening of the exhibition either as a whole or in part, or for amendments or alterations to all, or any of the exhibition Rules and Regulations caused by circumstances beyond their control

## Chapter 3

### Travel, Accommodation, Passport & Visa Requirement

#### 1.26 Air Travel

Riyadh is well connected with all major cities of the world thanks to a wide selection of Airlines serving Riyadh's King Khaled International Airport.

#### 1.27 Passport & Visa Requirements

All visitors to Saudi Arabia need a valid entry visa to the Kingdom. Exhibitors should obtain a business visa before travelling to the Kingdom of Saudi Arabia. The organizers and the executing company will assist to obtain business visas for all exhibitors. However, visas are granted at the discretion of the Saudi authorities and assistance is given on the understanding that the organizers and the executing company cannot be held responsible if the visa application is unsuccessful.

Please note the following points:

a) Visas are required by everyone

#### **Please note the following points:**

with the exception of travelers holding passport from Bahrain, Kuwait, Oman & UAE.

b) Visas can be obtained through Saudi Arabian Embassies. In countries with no Saudi Arabian diplomatic representation, exhibitors should contact the executing company.

c) Current Government regulations for obtaining a Saudi Business visa for participants at trade shows are as follows:

1) Participants requiring assistance with their Entry Visa, must complete "Visa Application" form, and send it to the executing company, along with a copy of their passport at least 7 weeks before the show starting date. Before completing the "Visa Application" form, please make sure to read the visa instructions on the back of the "Visa Application" form.

2) The executing company will submit a list of show participants requiring visas, to the Ministry of Foreign affairs of Saudi Arabia.

3) Upon the approval of the Ministry, an approval reference number will be issued and circulated to all concerned Saudi embassies/consulates worldwide. The executing company, will in turn inform all concerned participants.

4) Participants will apply their Entry Visas thorough the service offices approved by Saudi Embassies or consulates in their respective countries. Please contact the Saudi Embassy or Consulate in your country for the list of approved offices.

d) Exhibitors should apply for their visa at least 6 WEEKS prior to travelling to the Kingdom considering a visit or business visa takes 2 weeks to process from application to collection. Saudi Arabia requires six months passport validity.

You will be denied entry if your passport expires less than six full months before your departure / exit date from Saudi Arabia

e) The organizers and the executing company cannot be held responsible for any exhibitor who fails to obtain his visa in time for the show.

f) The organizers and the executing company in being the sole party responsible for issuing business visas for international exhibitors, are liable towards the Saudi immigration authorities in case of overstay of any exhibitor beyond the allowed period stamped upon receiving the visa or at the port of entry. In case of unauthorized stay, an exhibitor is considered as an illegal subject and could be prosecuted. Furthermore, fines of up to 10,000 SR could be applied against him. ALL INTERNATIONAL EXHIBITORS WITHOUT EXCEPTION ARE ADVISED TO DEPART THE COUNTRY ON OR BEFORE THE EXPIRY DATE OF THEIR VISAS.

### **1.28 Health Requirements**

Although vaccinations are not mandatory, it is recommended for the exhibitors to be inoculated against typhoid, cholera and tetanus.

## **General Information**

### **1.29 Press Promotion & Facilities**

Full press information activity will be coordinated by the executing company before and during the show within their comprehensive visitor promotion campaign. Exhibitors are encouraged to supplement this with their own news stories, press releases and product photographs, which should be sent to the executing company at least 6 weeks prior to the show. See "Promotions" form. (P 21)

### **1.30 Business & Press Center**

A business center will also be available at the exhibition center.

A press office will be operational during the show and exhibitors may place releases there at any time.

### **1.31 Photography Service**

An official photographer will be available at the show. Please coordinate with the executing company.

### **1.32 Show Catalogue**

The show catalogue will be printed in English and Arabic and will contain general exhibition information, a layout plan of the stands, and an entry of 100 words from each exhibitor, a product index and exhibitor's advertisements.

Each exhibitor is entitled, free of charge to a 100 words entry describing his products. This must be submitted on "Company Profile" form. (P 18)

The catalogue will be available to all visitors free of charge. Exhibitor's attention is drawn to the advantages to be gained from advertising in the catalogue, which will be retained by visitors and used as a source of reference for many months after the show. See "Promotions" form. (P 21)

### **1.33 Exhibitor's Badges**

Exhibitors and their staff will be issued passes, which must be worn at all times. See "Promotions" form. (P 21)

### **1.34 Security**

The hall owners are responsible for security at the entrances and inside the halls. The Security of stands, the items on display and any other objects located on the stands is not the responsibility of the organizers, the executing company or the hall owner. Exhibitors are responsible for the security of their own Stands and must organize it themselves as they see fit. Items of value and / or those that can be easily removed should always be locked away at night. Exhibitors are advised to take adequate precautions and insure that all articles and valuable items are insured. The organizers, the executing company or the hall owner will not be responsible for the safety of articles of any kind brought into the exhibition hall by the exhibitors, their staff or any person whatsoever.

### **1.35 Prayer Times**

Exhibitors must respect the Kingdom's regulations during prayer time. All activities at the Exhibition Centre should be stopped during prayer intervals.

### **1.36 Restaurant**

A fast food and beverage service is available at the cafeteria located within the exhibition premises.

### **1.37 Car Parking**

Ample car parking facilities are available within the exhibition Premises.

### **1.38 Direct Sale**

In compliance with the regulations of the Ministry of Commerce, direct sale of exhibits is prohibited during the show.

### **1.39 Further Information**

For further advice or information, please contact the executing company as follows:

#### **Expo Horizon Co.**

2059 Makkah Al Mukarramah Branch Rd, As  
Sulimaniyah, Riyadh 12621 8007, Saudi Arabia

Hotline: 920008802 Phone: +966 11 465 6661 Fax: +966 11 465 6662

Contact Person: Shafeer Rahman

E-mail: shafeer@expohorizon.com