



13 - 15 January 2013

Hilton Hall, Jeddah Hilton Hotel

# Show Manual

your  
guide to  
participation



# ASTD MENA Conference & Exhibition 2013

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.

Tel: +966 (0)2 654 6384 Fax: +966 (0)2 654 6853 E-mail: ace@acexpos.com

## Index & Introduction

# Show Manual

### Introduction Letter Dear Exhibitor . . . . .

We are pleased that you will be joining us at this exhibition which we are confident will be successful for all participants. Hilton Hall is a "state of the art" facility and you can be assured of the highest levels of support from all of us at Al Harithy Company for Exhibitions, the Kingdom's premier event organisers.

This exhibition manual is a comprehensive guide to participation. Great care has been taken to ensure thorough documentation of all exhibition procedures in a clear and easy to read format. While some elements are common to all shows, others are more specific and we are continually making improvements. We therefore urge regular exhibitors to check all relevant sections of the manual, even those that may seem familiar.

Should you have any queries that are not covered by this manual, please do not hesitate to contact us by e-mail, phone or fax. Communication is the key to efficiency and we suggest that you delegate a responsible member of your staff to be our primary contact. This will avoid confusion and enable us to respond to your requirements faster and more efficiently.

To make the process of participation easier, the manual contains several forms. Because we cannot guarantee to honour forms returned after the due date, we advise you to make particular note of the various dates and deadlines. The forms are essential to your participation in this event and we suggest that you retain a copy of each for your own records.

Assuring you of our personal attention to your requirements at all times.

*Welcome to the show.*

Al Harithy Company for Exhibitions



# ASTD MENA Conference & Exhibition 2013

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### General Information

**Title** **ASTD MENA Conference & Exhibition 2013**  
The Premiere International Conference & Exhibition for  
Training and Development for the MENA Region

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**Venue** **Hilton Hall, Jeddah Hilton Hotel**  
Jeddah, Kingdom of Saudi Arabia

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**Dates of Exhibition** **Sunday 13 January – Tuesday 15 January, 2013**

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**Official Opening** **Sunday 13 January, 2013**

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**Daily Thereafter** **Monday 14 - Tuesday 15 January, 2013**  
10 am - 1 pm & 2 - 6 pm



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### General Information

#### Organiser

Al Harithy Company for Exhibitions  
P.O. Box 40740  
Jeddah 21511  
Kingdom of Saudi Arabia

Telephone +966 (0)2 654 6384  
Fax +966 (0)2 654 6853  
E-mail ace@acexpos.com  
Website <http://www.acexpos.com>

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#### Affiliations

Member:



Association of  
Event Organisers

Founding Member:



Arab Union for International  
Exhibitions & Conferences

These emblems are your assurance that as an exhibitor or visitor the exhibition you are attending is well organised and promoted to the high standard required by association memberships.



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## Exhibition Schedule

Saturday 12 January	9 am	Exhibitors specialised standfitters commence work. Delivery of heavy and bulky goods (only).
Saturday 12 January	2 pm	Commence delivery of exhibits to store points
Saturday 12 January	6 pm	Shell stands available for exhibitors possession. Commence delivery of exhibits to stands.
Saturday 12 January	10 pm	All exhibits and displays to be completed.
Sunday 13 January		<b>Exhibition Opens</b>
Tuesday 15 January	6 pm	<b>Exhibition Closes</b>
Tuesday 15 January	6:30 pm	Commence dismantling exhibits & stands.
Wednesday 16 January	12 am	All exhibits, standfitting materials and contractors equipment must be cleared from the exhibition grounds.

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This manual provides information to assist you with the presentation & build up of your exhibits. It is strongly recommended that you take note of the details it contains as the organiser cannot be responsible for any difficulties arising from failure to observe the suggested procedures.

The information in this manual is correct at the time of compilation. The organiser is not responsible for any consequences arising from changes after that time.

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ASTD MENA Conference & Exhibition 2013

Show section  
Manual ONE



# ASTD MENA Conference & Exhibition 2013

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## Show Manual Section I

### Transportation, Censorship & Customs Facilities

#### 1.1 Recommended International Shipping/Freight Forwarding Agent

The following company is the recommended international freight forwarder. They are experienced in handling exhibition shipping into Saudi Arabia. A complete single source responsibility service will be provided from point of origin. Please contact their office for further details about tariffs, shipping deadlines and customs regulations.

**SHOW CARRIAGE LTD**  
Exhibit House, Dunmow Road,  
Nr Felsted, Essex, CM6 3LD  
Telephone: +44-1371-820820  
Fax: +44-1371-820720  
E-mail: info@showcarriage.com  
WWW: showcarriage.com

#### 1.2 Recommended Customs Clearance Agent – Air and Sea Freight & Official on- site handling contractor

Aramex are the recommended customs clearance agent and the official on-site handling contractors. Exhibitors are advised that Aramex have sole rights to on-site handling, regardless of the exhibitor's transport agent.

**ARAMEX - JEDDAH**  
PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia  
Telephone: + 966-2-920027447 (Ext: 2300)  
Telefax: + 966-2-6834881  
E-mail: marouf.jaber@aramex.com  
Contact: Mr. Marouf Jaber – Cargo Manager & Mr. Ahmed Rafath Hussain  
Mobile: + 966 (0)504-672380 + 966 (0)568735103 Email: ahmed.hussain@aramex.com

Send all your documents (invoices, bills of lading etc.) for Land, Sea & Air freight by courier to:

Aramex International C/O (Exhibition Title)  
PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia  
Telephone: + 966-2-920027447 (Ext: 2300)  
Telefax: + 966-2-6834881  
E-mail: marouf.jaber@aramex.com  
Contact: Mr. Marouf Jaber – Cargo Manager  
Mobile: + 966 (0)504-672380



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## Show Manual Section I

### Transportation, Censorship & Customs Facilities

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The recommended forwarding agent will circulate details of shipping procedures and customs documentation to exhibitors. Unless all conditions in the instructions issued are complied with, the recommended agent cannot be held responsible for non-delivery or late arrival of goods. Please complete Form No. 5

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#### 1.3 Delivery of Exhibits

##### **For exhibits consigned from abroad**

The agent will advise shipping dates and will issue a comprehensive tariff covering import clearance services and delivery/handling charges.

##### **For exhibits drawn from locally held stocks**

No documentation is required but the move-in of exhibits must be co-ordinated through the organiser's show management office and site installation contractor's office located on-site.

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#### 1.4 Arrival Dates

Failure to comply with the arrival dates below could result in non-arrival or late delivery of exhibits.

<i>Method of Shipment</i>	<i>Port of Arrival</i>	<i>Latest Arrival Date</i>
Ocean FCL/LCL Containers Food and General Cargo	Jeddah	4 weeks before opening
Air-freight General Cargo	Jeddah	2 weeks before opening
Air-freight Foodstuff (non-perishable)	Jeddah	4 weeks before opening

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#### 1.5 Documentation

All Bills of Lading for Sea Freight and Airway Bill - AWB for Air Freight must be consigned to:

Aramex Global  
P.O. Box 26951  
Bahrain, Kingdom of Bahrain  
Tel: +973-17330434  
Fax: +973-17330636  
Contact: Cargo Manager

The agent cannot clear cargo that has been consigned in any other manner and it is not possible to amend the consignee once the documents arrive at the seaport or airport of destination.



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## Show Manual

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### Transportation, Consignment & Customs Facilities

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Air way bills and Bills of Lading should be issued to arrival port of entry. They must show volume of goods and the details must agree with invoices and Certificates of Origin. Clauses referring to condition of goods should not be shown on the Bill of Lading, and Air way bills.

Exhibitors must issue one Bill of Lading per container in order to help speed up the customs clearance.

No more than six different consignments should be on one bill of lading or air waybill as this will cause delay in customs clearance. All sea and airfreights have to be sent as "freight pre-paid".

#### **Air Freight Shipments**

Master Airway Bills should be consigned to:

##### **Aramex**

**Global Logistical Services Co. W.L.L.**

PO Box 26951

Bahrain

Tel: +973-17330434

Fax: +973-17330636

Contact : Mr. Samir Radi - Cargo Manager

House Airway bills & invoices should be attached to the master airway bill and it should be consigned to:

Al Harithy Company for Exhibitions

C/o. Saudi Tal

(Exhibition Title)

PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia

Telephone: + 966-2-920027447 (Ext: 2300)

Telefax: + 966-2-6834881

E-mail : marouf.jaber@aramex.com

Contact: Mr. Marouf Jaber – Cargo Manager

Mobile : + 966 (0)504-672380

ARAMEX cannot clear cargo that has been consigned in any other manner and it is not possible to amend the consignee once the documents arrive to destination.



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## Show Manual

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### Transportation, Censorship & Customs Facilities

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***Very Important Note:***

For all sea and airfreight shipments, please be very careful that all Exhibition (Sea / Air Freight) shipments should be sent to Bahrain, Seaport and Airport of Destination. The airway bills should be consigned to Aramex Bahrain (full address above) with a pre alert of the forwarding details to:

**Aramex Jeddah**

PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia  
Telephone: + 966-2-920027447 (Ext: 2300)  
Telefax: + 966-2-6834881  
E-mail: marouf.jaber@aramex.com  
Contact: Mr. Marouf Jaber – Cargo Manager  
Mobile: + 966 (0)504-672380

To send the Sea and Air exhibition shipments to Bahrain is very very important to have the advantage of quicker clearance, so our ARAMEX office in Bahrain will take care to clear those shipments under our control in Jeddah and then will enter shipment into Saudi Arabia and will be transported to Jeddah.

ARAMEX will not take responsibility for any delay in customs clearance for shipments sent direct to Jeddah seaport and airport.

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## 1.6 Certificates of Origin

Every shipment needs an original Certificate of Origin issued and legalised by the Chamber of Commerce or Consulate from place of origin and a legalised invoice. For shipments of CIF value less than US \$ 13,000 (\$ Thirteen Thousand) although certificate of origin and invoice are required, there is no need for these certificate and invoice to be legalized from the Saudi Embassy or Consulate.

The details on the Certificate of Origin must agree with those shown on the invoice and other shipping documents.

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## Show Manual

### Section I

## Transportation, Censorship & Customs Facilities

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### I.7 Customs Clearance

For clearance, the following documents are required:

Invoice	1 original + 2 copies
Certificate of Origin	1 original + 2 copies
Packing list	1 original + 2 copies
Bill of Lading	3 originals + 2 copies
Insurance certificate	2 copies

For any kind of foodstuff, legalised Agricultural Certificates and Veterinary Certificates are required, with dates of production and expiry mentioned clearly in both English and Arabic languages.

Please ensure all documents for sea freight shipment are sent by courier to:

(Exhibition Title)  
C/o. Aramex International  
PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia  
Telephone: + 966-2-920027447 (Ext: 2300)  
Telefax : + 966-2-6834881  
E-mail : marouf.jaber@aramex.com  
Contact: Mr. Marouf Jaber – Cargo Manager  
Mobile : + 966 (0)504-672380

Documents for air freight should be attached to the airway bill.

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### I.8 Markings

All markings must be in English on at least 2 sides of each case with the following details:

Saudi Tal  
Name of exhibition  
Name of exhibiting company  
Stand No. / Weight in kgs/ Dimensions in cm: L/W/H

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## Transportation, Censorship & Customs Facilities

# Show Manual

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### 1.9 Packing

Conventional break-bulk cargo, containerised cargo and air-freight will be examined by customs at the point of arrival.

Packing of the highest standard such as bolted returnable cases should be used to provide the best protection for exhibits. Cartons are not recommended.

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### 1.10 Shipping Insurance

It is the Exhibitor's responsibility to ensure that their exhibits are covered by adequate insurance for the shipment, duration, re-packing and re-export from the exhibition.

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### 1.11 Customs Regulations

Standard procedures must be adhered to and exhibitors are warned that attempts to shortcut the system could result in expensive delays.

#### **Importation:**

There is currently no temporary import facility for Exhibition goods. All goods arriving in the Kingdom are liable to duty, which can be reclaimed after the re-export of goods against proper documentation.

#### **Exportation:**

All exhibits on which a deposit has been paid and which are to be re-exported will require customs examination at the port or place of exportation. Customs duty is forfeited on exhibits brought into the country as samples but disposed of on conclusion of the exhibition and not re-exported. A two month prior notice has to be given to Aramex, Jeddah in case the exhibitor wishes to re-export the goods and avail refund of deposit.

#### **Alcohol & Pork:**

Importation of Alcohol and Pork is strictly forbidden as are statues of animals, humans, or idols.

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### 1.12 Certificates of Electrical Conformity

Saudi Arabian regulations require all electrical equipment and accessories to be accompanied by a certificate of conformity which indicates that goods conform to the appropriate standards laid down by the Saudi Arabian Standards Organisation (SASO). These certificates may take up to three months to be issued, you should therefore contact your local Chamber of Commerce immediately for further information. Further information will also be supplied by the Shipping Agents in their Shipping Instructions Manual.

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## Transportation, Censorship & Customs Facilities

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### 1.13 Censorship

All video cassettes and films should be sent by air courier no later than four weeks prior to the exhibition.

Any printed and audio visual material with the following content will be censored or seized and destroyed by the Ministry of Information:

Religious articles

Alcohol and any pictures of it or mention of alcohol in printed matter

Pictures of ladies exposing any part of their bodies, statues of human beings, birds, animals and idols.

#### **IMPORTANT NOTES:**

All import clearance is subject to the local customs authorities' approval. For any kind of restricted items, if shipment were held, the organiser will not be liable for any damage or loss. Other items are subject to the approval by the local authorities. Most of the restricted commodities are given below:

Alcoholic beverages or any printed mention of alcohol

Narcotics

Food products related to pork

No religious artefacts of any kind

Publications or other material showing pictures of ladies exposing any part of their bodies

Communications and satellite equipment (permission will be required by the Ministry of Information of the Kingdom of Saudi Arabia)

Goods on "temporary entry" (require approval from Saudi Arabian customs authorities in advance).

### 1.14 Official Courier

Aramex is our appointed Official Courier:

#### **ARAMEX**

PO Box 15802 Jeddah- 21454 - Kingdom of Saudi Arabia

Telephone: + 966-2-920027447 (Ext: 2300)

Telefax: + 966-2-6834881

E-mail: marouf.jaber@aramex.com

Contact: Mr. Marouf Jaber – Cargo Manager

Mobile: + 966 (0)504-672380

The worldwide network of Aramex has been informed about the same, and you can contact the local Aramex office for your courier service. The Aramex staff on site will also be available to service your requirements during the exhibition.





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## Transportation, Censorship & Customs Facilities

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# Show Manual

<b>Section</b> <b>I</b>
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### **I.15 Indemnity**

The Organisers may be held responsible by the Authorities in Saudi Arabia for the payment of any customs levy, tax, fine or other monies due from an exhibitor. Accordingly, exhibitors must undertake to indemnify the Organisers from any payment which they are called upon to make to the Authorities on the exhibitor's behalf. Please complete and return Form No. 1.

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ASTD MENA Conference & Exhibition 2013

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# ASTD MENA Conference & Exhibition 2013

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## Accommodation and Travel

# Show Manual

**Section**  
**2**

### 2.1 Official Hotel

The Organiser has appointed Hilton Hotel, Jeddah as a partner hotel. For booking or more information, please find the contact details below:-

**Hilton Hotel Jeddah**  
North Corniche Road  
P.O.Box 128428 Jeddah 21362  
Saudi Arabia  
Fax:+966 (0)2 6590000  
E-Mail: majed.abbar@hilton.com

### 2.2 Coach transfers

Exhibitors utilising the arrangements of the recommended hotel(s) will be met upon arrival at the airport and transferred to the appropriate hotel(s).

Coaches will also operate daily from each hotel and from the Exhibition Centre exclusively for exhibitors who have made their arrangements through the recommended hotel(s).

Application for travel and or hotel accommodation should be made directly to the recommended hotel(s) by completing Order Form 6.

### 2.3 Air Travel

It is possible to reach Jeddah on almost a daily basis from many Western European countries. Direct services operate from Amsterdam, Athens, Barcelona, Copenhagen, Frankfurt, Geneva, London, Madrid, Paris, Rome, Zurich and Istanbul.

From New York a non-stop service to Jeddah is available, otherwise from North America a direct connection to many of the above European cities should limit the journey to not more than a two flight itinerary between the US and Canadian gateway cities and Jeddah. Direct services also exist from many Eastern capitals including Bombay, Hong-Kong, Jakarta, Karachi, Kuala Lumpur, Manila, Singapore, Seoul and Taipei. The national carrier is Saudia and further information regarding their flight details can be obtained from Saudia.



### 2.4 Passport and Visa - General

All persons visiting Saudi Arabia must be in possession of a passport valid at least six months beyond their estimated stay.

Certain occupational designations are sensitive to the Saudi authorities and can cause undue delays sometimes resulting in the refusal of visa issue, it is therefore advisable to check this point with the organiser.

Visas are not required by GCC nationals. All other nationalities require a Single Entry visa (valid for 2 months) to enter Saudi Arabia. Women delegates are unlikely to gain visas to enter Saudi Arabia, though this depends on status. It must be noted that any person holding a passport with any indication of travel to Israel will result in refusal of entry to Saudi Arabia. **OBTAINING A VISA INVOLVES RECEIVING A LETTER OF INVITATION (OR VISA NUMBER) FROM SAUDI ARABIA TO ENTER THE KINGDOM**

First, complete the enclosed Visa Application Form 2 and fax this to Al Harithy in Jeddah, making sure that you clearly indicate the city in which you will collect your visa.

Second, apply to the Consular Section of the Embassy of Saudi Arabia in your country (or nearest country) for a Business Visa Application Form. When you have received this, complete in line with the instructions and hold on to this Form (see Notes below).

When your application is processed by Al Harithy, a visa number will be issued and will be faxed to you, which will serve to notify you that the Consulate in your country has received the visa number.

You then need to take your completed Business Visa Application Form, together with your copy of the visa number to the Consular Section of the Embassy of Saudi Arabia in your country you so designated. Local processing by the Consulate should take 2-5 working days depending on the country.

All visitors to Saudi Arabia are strongly advised to carry their passports at all times.

### 2.5 Application Format for Visitors Without Saudi Sponsor

"Organisers Conditions for" Assisting in Visa Application:

No visa application can be accepted later than 45 days prior to opening of the exhibition. Application assistance is limited to commercial exhibitors only and, if required, by special arrangement with the Organisers, a limited number of their selected VIP's. Government and quasi-government bodies must apply through normal diplomatic channels. Arrangements cannot be made for visitors, standfitters, designers, forwarders and other



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## Accommodation and Travel

# Show Manual

**Section**  
**2**

support service agency staff.

### IMPORTANT

The Organiser will accept ONLY ORDER FORM NO. 2 for Visa Application.  
No other handwritten documents nor copies of passport will be accepted.

### Notes

#### I

Note carefully the procedure and visa fee payment laid down by the Embassy of Saudi Arabia in your country.

#### II

Delays can be expected at certain times of the week. It should be noted that the Ministries in Saudi Arabia work from Saturday to Wednesday whereas Embassies (other than in Muslim areas) work from Monday to Friday - therefore, unless applications are timed between Saturday and Wednesday, there will be a four day loss plus the normal procedural time required.

#### III

Delays will also be encountered if submission is made during Islamic holidays. These normally occur twice a year and for varying periods and dates check Islamic holiday periods for appropriate dates and duration.

#### IV

There appears to be reluctance in acceptance of certain categories of trade or professional descriptions i.e. Photographer, Journalist, Carpenter, Electrician. Suggested alternatives or additions would be – Technician, Engineer, Specialist, Consultant, Manager or Representative. However, in this respect it is most important that the passport, application and visa details correspond exactly.

#### V

The applicant's company letter requesting visa should be as per the following format:

*"We should be grateful if a business visa could be granted for (applicant) who is a full time senior executive in this company. The reason for his proposed visit is to participate at the exhibition with (name of company) whose address is (address).*

*(Applicant's company) is financially responsible for the applicant's visit and undertakes to ensure that he will abide by the Rules and Regulations of the Kingdom of Saudi Arabia."*



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### 2.6 Health Requirements

It should be noted that although current health regulations do not require passengers to be vaccinated against Smallpox and Cholera, these regulations are prone to fairly frequent change. It is therefore recommended that all persons visiting Saudi Arabia are in possession of documents certifying vaccination. Yellow Fever vaccination is only required if arriving within 6 days after leaving or transiting countries, any parts of which are infected areas. It is advisable to take the appropriate precautions and specialist recommendations.

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### 2.7 Personal Customs Facilities

Visitor's personal effects are not subject to duty. Free import of the following is permitted: 400 cigarettes or 100 cigars and a reasonable quantity of perfumes.

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Video tapes and print material are retained on entry to Saudi Arabia by the custom authorities and a receipt issued. When satisfied as to the content of this material the authority will release these items and these can be reclaimed. As the time factor involved in clearing tapes is variable, due consideration should be given to this factor especially when tapes are for the particular need of meeting promotional schedules.

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### 2.8 Currency Regulations

There is restriction on large amount of currency that may be taken into or out of the country and it is advisable to check with the banks in your country and banks in the Kingdom of Saudi Arabia.

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### 2.9 Insurance

Travel insurance is strongly recommended. Please check this with the relevant airline you are travelling.

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ASTD MENA Conference & Exhibition 2013

Show section  
Manual **T** **HREE**



# ASTD MENA Conference & Exhibition 2013

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
Tel: +966 (0)2 654 6384 Fax: +966 (0)2 654 6853 E-mail: ace@aceexpos.com

## Space only Stands, Exhibition Procedures & Services

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### 3.1 Official Standfitting Service

The Organiser has appointed ACE Creative as the official contractor for the supervision and construction of the shell scheme to the exhibition and provides full on-site technical and stand services

All "space only" exhibitors must submit 45 days prior to the exhibition, drawings (in triplicate) showing all details of their proposed design for approval by the Organiser / contractor who reserves the right to reject a design likely to block or unreasonably affect nearby exhibitors' sites in any way.

Detailed information on all aspects of standfitting and other services are set out below and on Order Forms 8,9 and 10

### 3.2 Shell Scheme

The shell scheme provides you with a basic stand shell construction suitable for customising to your individual requirements. The shell scheme is equipped with Octanorm system rear and dividing walls, fascia board bearing your company name and stand number, carpeting and three spotlights.

#### *Rear and dividing walls*

2500 mm high comprising 1000 mm panels, white finish, set in aluminium frame (Octanorm system).

No fixings may be made to the walls, special brackets are available to carry the exhibitor's own display panels, signs etc. from the top of the wall.

Exhibitors may fix their own lightweight photos, technical information sheets etc., direct to the wall panel with double sided adhesive tape or similar materials provided that such materials can be removed at the close of the exhibition without damage to the wall panels.

#### *Fascia*

350 mm deep fitted at 2150 mm to underside from floor level, to each open side. Comprising: Aluminium frame with infill panel, fitted between dividing walls, with additional supports at corners and where fascia exceeds 4 meters in length.

#### *Fascia Name Panel*

2000 mm wide x 100 mm high finished white with exhibitor's name only in standard lettering, fitted to shell scheme fascia. Where the stand frontage exceeds 6 meters an additional name panel will be fitted. Please enter details for name panel on Order Form 8.

No alteration to the shell scheme name panel will be permitted, nor will exhibitor's display material be applied to the fascia.





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### *Floor Covering*

Exhibitors who have reserved shell stands will be supplied with carpet tiles laid directly to the floor.

### *Roof Beams*

30 mm deep, 100 mm wide aluminum beams will be fitted between the top of the rear wall and the rear of the fascia.

### *Not Included*

Platforms, ceiling grids or electrics, other than the single phase 110 or 220 volts 60 hz connections, are not included in the shell stand contract between the Exhibitor and the Organiser.

### 3.3 Optional Display Aids and Furniture

To provide shell scheme exhibitors with an economical standfitting and display service, a range of display aids and furniture are available on a rental basis. Exhibitors are advised to order immediately to avoid disappointment. Details are set out and illustrated on the following pages.

### 3.4 Space Only Stands

Exhibitors occupying "space only" stands are reminded that no standfitting or electrics, other than the 110/220 volts single phase electrical mains supply and connection, are provided by the Organisers. The show stand contractor would be pleased to quote for standfitting and display work on receipt of your instructions.

All exhibitors taking 'space only' must provide the Organiser with a drawing (in triplicate) showing all details of their proposed design for approval prior to implementation.

It is the responsibility of exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their stand area.

All materials used in the construction of any item of standfitting or display work must be fireproofed or made of non-inflammable material and must conform, in all respects, with local regulations.

Exhibitors who have reserved a 'space only' stand are reminded that, where their stand adjoins or abuts another exhibitor's area, the back of a dividing wall, panels or exhibits which can be seen, must be painted white or masked to present a clean appearance.



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Exhibitors providing their own displays must ensure that these are completely finished, including pre-mounting of samples, exhibits lettering, photographs etc, on plywood or other suitable board before delivery to site. Standfitting and display work to 'space only' stands may not exceed 2400 mm in height and must be contained within the size of limitations of their allocated space. Any central features can be built to a maximum height of 5000 mm but need to be pre-approved by the Organiser.

There is no height limit on stands being erected by exhibitors who have reserved outside sites. However, dimensioned drawings of any stand design to exceed 4000 mm in height must be sent to the Organiser for approval.

The Organiser / contractor reserves the right to reject a design likely to block or unreasonably affect nearby exhibitors' sites in any way.

### 3.5 Official Electrical Installation and Lighting

The official site contractor, ACE Creative, is responsible for the supervision and installation of the official shell scheme electrical services and provides a full on-site technical service and maintenance, in addition to having overall responsibility for all electrical work including all stand electrical work carried out through exhibitors' own sub-contractors.

The standard supplies of on-site generated electrical current are:  
Single phase 110 volts 60 hz and Two & Three phase 220 volts 60 hz.

The official contractor will be solely responsible for the installation of electrical cables and necessary switchgear between the main source and exhibitors' stands. The provision of a single phase mains supply terminated by suitable switchgear is included in the shell scheme contract.

General lighting is provided to the pavilions and outside areas of the exhibition and basic lighting is provided to individual shell scheme stands. However, additional lighting may be considered necessary and exhibitors are recommended to assess their needs in this respect. In the case of 'space only' stands, where no stand lighting is provided, to achieve an effective display, exhibitors are advised that specific illumination of their stands may be required.

No charge is made for single phase electrical mains supply and switchgear, but stand installation and three phase supplies will be charged extra and needs to be specially ordered from the contractor.



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## Space only Stands, Exhibition Procedures & Services

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Electrical installations on shell scheme stands are fastened with special clips and brackets to fit aluminum extrusions, under NO circumstances may exhibitors modify this work or carry out their own installation.

Standard 2 pin sockets and plugs are made available as part of electrical provision.

Where pre-fabricated electrical units form part of any exhibitors' display arrangements, such installations must conform with IEE Regulations and be subject to inspection and approval by the contractor, before a connection to the main supply is made.

It is not possible for exhibitors to obtain local skilled labour on site for the installation of electrical equipment. Charges for fitting will cover the supply on hire, installation, maintenance and removal at the close of the exhibition. All electrical charges for the supply of additional light fittings and power installations are payable in advance when invoiced by the contractor.

Who reserves the right to disconnect any installation which is regarded as dangerous or likely to cause annoyance to visitors or other exhibitors.

Full details and charges of electrical services available are set out on Order Form 10.



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## Furniture and Display AIDS



**ACE CREATIVE** provides a complete solution for exhibitors' needs with an extensive range of furniture and display aids available on hire,

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 PO Box 40740, Jeddah 21511, KSA  
 Tel: +966 (0)2 6546384 Fax: +966 (0)2 6546853  
 E-mail: acecreative@acexpos.com

<p><b>A-S</b></p> <p>Shelf Unit (adjustable 3 shelves) 300 x 1000 mm</p>	<p><b>B-H</b></p> <p>Brochure Holder 130 x 325 x 300 mm</p>	<p><b>B-HB</b></p> <p>Brochure Holder Large 130x325x1500 mm</p>	<p><b>C-L</b></p> <p>Lockable Counter(Full Door) 900 x 500 x 900 mm</p>	<p><b>C-R</b></p> <p>Reception Counter(Curve Style)</p>
<p><b>C-S</b></p> <p>Counter without door 900 x 500 x 900 mm</p>	<p><b>D-L</b></p> <p>Lockable White door 965 x 2100 mm</p>	<p><b>E-B</b></p> <p>Bar Stool 410 x 1000 mm</p>	<p><b>E-C</b></p> <p>Standard chair (Blue, red, yellow, light green) 450 x 530 x 820 mm</p>	<p><b>E-L</b></p> <p>Lounge Chair 750 x 500 x 750 mm</p>
<p><b>E-L-D</b></p> <p>Lounge Chair Double 1500x500x1500 mm</p>	<p><b>E-L Set</b></p> <p>Lounge Chair Set 2-Single, 1-Double &amp; Table</p>	<p><b>G-S</b></p> <p>Glass Cabinet Small 350 x 400 x 1600 mm</p>	<p><b>G-L</b></p> <p>Glass Cabinet (Large) complete Glass 500 x 1000 x 2000 mm</p>	<p><b>P-G</b></p> <p>Grid Panel 900 x 1200 mm</p>
<p><b>P-W</b></p> <p>Panel (white) 965 x 2350 mm</p>	<p><b>R-S</b></p> <p>Small office type Refrigerator 500 x 500 x 830 mm</p>	<p><b>S-F</b></p> <p>Showcase Counter, 1 shelf, with frosted glass storage 900 x 500 x 900 mm</p>	<p><b>S-G</b></p> <p>Showcase Counter, 1 shelf, complete Glass 900 x 500 x 900 mm</p>	<p><b>S-S</b></p> <p>Showcase Counter, 1 shelf, with Storage 900 x 500 x 900 mm</p>
<p><b>T-C</b></p> <p>Table Circular (Red, Blue, Yellow) 800 x 600 x 800 mm</p>	<p><b>T-L</b></p> <p>Low Coffee Table 950 x 650 x 400 mm</p>	<p><b>T-S</b></p> <p>Table Square (Red, Blue, Yellow) 800 x 600 x 800 mm</p>	<p><b>T.V 21" Multi System</b></p>	<p><b>Plasma Screen 42"</b></p>



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### 3.6 Manning of Stands

Exhibitors are required to keep their stands manned with a sufficient number of qualified personnel at all times. The Organiser shall not be liable for any damage and/or loss that may occur as a result of non-observance of this rule.

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### 3.7 Gas & Air

No gas and air welding shall be carried out in the exhibition hall. The use of industrial gases of an inflammable or toxic nature for demonstration purposes will not be permitted within the exhibition hall.

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### 3.8 Product Demonstrations

Product demonstrations or presentations shall be conducted with the prior approval and at an acceptable sound level to be determined by the Organiser.

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### 3.9 Storage

There is no provision for storage facilities on site for packing and crating materials, cases, surplus materials or other properties of the exhibitor. The exhibitor must make prior arrangements with the Recommended Freight Forwarder for safekeeping of these items.

Gaps or partitions between stand panels and walls, as well as corner areas, should not be utilised as storage or additional exhibit space.

---

### 3.10 Cleaning and Waste Materials

General cleaning of the aisles will be carried out every day prior to opening and during the show. All exhibitors shall be responsible for ensuring the cleanliness of their individual stands. The Organiser's cleaning contractor shall be responsible only for general cleaning and maintenance.

During build-up and break-down, exhibitors, or their appointed contractors, shall be responsible for the removal of unwanted materials from the exhibition hall.

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### 3.11 Insurance

Exhibitors are advised to insure all display aids and furniture ordered for three times the hire value shown on the Order Form 8.

Any items missing or found damaged at the close of the exhibition may be charged by the Organiser at full replacement value.

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### 3.12 Local Skilled Labour

It is not possible for exhibitors to obtain local skilled labour on site in connection with the erection of their stand and display unless prior arrangements are concluded with the Organiser.

Companies whose exhibits do not form part of a national group should make prior arrangements with the Organiser for the design and construction of their stand.

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## Show Manual

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### Admission of Goods and Personnel to Exhibition

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#### 4.1 Visitor Entry

The Organiser will supply free of charge, complimentary invitations for mailing out to actual and potential customers. Additional invitations can be ordered by completing and returning Order Form 7.

Admission to the exhibition is free to trade buyers and re-entry will be permitted as frequently as desired during the business hours of the exhibition. All visitors will be required to complete a registration form before admission.

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#### 4.2 Exhibitors' Identification Passes

Exhibitors' personnel entry badges will be supplied by the Organiser and issued free to directors, executives and stand representatives of exhibiting companies. These badges are not transferable.

Strict security will be maintained at the exhibition and personnel may experience difficulty in gaining entry to the exhibition if they are not in possession of the necessary badges.

All exhibition badges can be collected from the Organiser's office upon arrival at the exhibition.

---

#### 4.3 In-Hall Freight Handling

For insurance and security reasons, and to ensure proper control and co-ordination of freight, only the Official On-site Contractor shall be permitted to operate lifting equipment within and around the exhibition hall.

---

#### 4.4 Delivery of Exhibits

The Organisers will not accept delivery on behalf of any exhibitor or the safekeeping of such items after delivery.

The Organisers shall designate specific loading/unloading areas which will be under the supervision and direction of the Official On-site Contractor and the Exhibition Security Officers.

Exhibitors may arrange with the Official On-site Contractor for the unpacking and uncrating of exhibits, as well as handling, storage, or disposal of entries.

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## Admission of Goods and Personnel to Exhibition

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### 4.5 Build-up / Break-down of Exhibits

Goods to be brought in and out of the exhibition hall shall be inspected for security reasons.

Build-up/Break-down of exhibits and props must be handled by the Stand Contractor and/or Exhibitor.

Entry and exit of exhibits during the exhibition hours shall not be permitted. Removal, delivery or replenishment of exhibit items may only be carried out daily before the opening time of the exhibition.

Proper receipts must be issued on sale of exhibits. Without receipts, exhibits will not be allowed out of the exhibition premises on the closing day.

During the exhibition or move-out period, all exhibit items and props of the exhibitors should not be removed from the exhibition premises until after 10 pm on the last day of the exhibition.

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## Publicity, Exhibition Guide & Promotional Campaign

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### 5.1 Publicity

The exhibition will be held under the patronage and with the support of the appropriate Saudi Arabian official bodies and will be supported by a carefully planned major promotional and publicity campaign carried out by the Organiser, details of which are set out under "Publicity and Promotional Campaign" .

---

### 5.2 Exhibition Co-operation

It is an established fact that exhibitors who take steps on their own account to augment the Organiser's publicity will obtain far greater value from participation in the exhibition than those who neglect such an opportunity.

By conducting their own separate mailing, mounting a specific publicity campaign and paying special attention to the distribution of promotional material, exhibitors can greatly increase the level of response they receive from local visitors.

Local advertising can also attract the right visitors to a specific company as opposed to the exhibition in general.

A fully staffed press office & business centre will be in operation throughout the exhibition.

---

### 5.3 Official Catalogue (Exhibition Guide)

The printed Exhibition Catalogue will contain an exhibitor list, an exhibition floor plan and multi indexing for country representation or product category.

All exhibitors are eligible for one free listing of company contact details and corporate profile. Where provided by exhibitors, individual exhibitor contact details and corporate profiles will be listed alphabetically.

Data for free catalogue listings must be supplied in the approved format before the stated closing date for entries. Failure to do so will result in your company not being listed.

Please complete Official Guide entry, Order Forms 3 & 3b, and return this by email to [info@acexpos.com](mailto:info@acexpos.com)

Exhibitors may also consider advertising in the catalogue. Full page advertising in colour or mono raises the profile of the exhibitor considerably and rates charged are very cost effective. Full details and prices are shown in Form 4.

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### 5.4 Publicity and Promotional Campaign

To ensure that all exhibitors reap maximum benefit from their participation, the Organiser has put into effect a specially formulated promotional campaign to focus on delivering professionals and buyers to the exhibition. The Organiser has spent time building up its databases so that the key players are invited through direct mail, advertising in the trade press and general media promotion.

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### 5.5 Visitor Targets

The Organiser's promotional campaign will pay particular attention to the Kingdom of Saudi Arabia, and will also cover selected neighbouring states.

The aim of the Organiser's campaign is to bring the exhibition to the attention of the specialist and influential audience from the public and private sectors that has the authority to buy, to specify, and to recommend the products and services on display.

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### 5.6 Methods of Operation

#### *Research Programme*

Special attention has been paid to the development of comprehensive lists of visitor targets in the public and private sectors.

These lists are regularly up-dated and revised from sources including:

Contacts established during promotional visits to the region.

Lists obtained through Embassies, Trade Associations and Chambers of Commerce.

Lists obtained through specialist media.

Databases established through registered visitors.

#### *Production of Print Material*

Some 50,000 complimentary invitation mailers will be produced for distribution by the Organiser.

In addition, VIP invitations will be produced and distributed to selected visitor targets throughout the region. A limited quantity can be made available to exhibitors upon demand.

#### *Direct Mailing Campaign*

A carefully researched direct mailing campaign will be carried out to the names and addresses identified in the research programme.



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The prime target area of the mailing will be Saudi Arabia and neighbouring Gulf States, with potential visitors receiving complimentary invitations.

*Advertising* - Our candidate media list is as follows:

<i>Title</i>	<i>Language</i>	<i>Primary Circulation Area</i>
Al Sharq Al Awsat	Arabic	International
Arab News	English	Saudi Arabia
Okaz	Arabic	Saudi Arabia
Saudi Gazette	English	Saudi Arabia
Madina	Arabic	Saudi Arabia
Al Watan	Arabic	Saudi Arabia
Al Hayat or Al Eqtisadia	Arabic	Pan-Arab
Specialist Publications	English/Arabic	Pan-Arab
General Business	English/Arabic	Pan-Arab
Magazines		

### *Radio Broadcasts*

If applicable, radio broadcasting in the Arabic language advertising the exhibition at prime time on the leading radio station MBC-FM.

### *Electronic Signboards*

Strategically placed electronic signboards in both Jeddah and Makkah if applicable.

### *Media Campaign*

Direct fax, mail, sms and e-mail campaigns targeted at leading buyers, businessmen & professionals.

### *Public Relations Activities*

The publicity campaign will be complemented by a programme of public relations activities which will pay special attention to:

*Liaison with Embassies of Exhibitors in Saudi Arabia*

*Promotional visits*

*Briefing of Media*

*Press Office*



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## Publicity, Exhibition Guide & Promotional Campaign

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### *Liaison with Embassies*

National Embassies of exhibitors will be fully briefed on the exhibition, and requested to help in the promotion campaign by displaying and distributing print material.

### *Promotional Visits*

Prior to the exhibition a series of promotional visits shall be made throughout Saudi Arabia. The objectives will be to:

Establish direct personal contact with potential visitors from both the private and public sectors.  
Continue the programme of liaison with embassies, local media and bodies such as Chambers of Commerce and business societies.

### *Briefing of Media*

A continuous programme of Press Releases with full details of the exhibition will be supplied to Arabic and English language media in Saudi Arabia and neighbouring states. Local newspapers will be encouraged to produce special supplements and all local media will be invited to the opening ceremony.

### *Press Office & Business Centre*

A press office & business centre will be open throughout the exhibition to provide a point of contact for exhibitors and local and specialist international media.

### *How Exhibitors Can Plan*

There are a number of simple and inexpensive ways in which exhibitors are requested to contribute to their own targeted promotion campaign. These include:

- Distribution of Promotional Material
- Advertising in Special Newspaper Supplements
- Presentation of Attractive Stand Displays
- Distribution of Promotional Giveaways

Each exhibitor will be provided with 100 complimentary invitation mailers with additional mailers being provided on request (see Form 7)

### *Exhibitors from the Arabian Peninsula:*

Please prepare a mailing list of established and potential customers. Each complimentary invitation has a space for you to stamp your company name and stand number. It is recommended that you undertake this mailing from the Middle East one month before the Exhibition.



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## Publicity, Exhibition Guide & Promotional Campaign

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### *Exhibitors with Agents or Associates in the Arabian Peninsula:*

Please ensure that your agents or associates are fully briefed on your participation.

You can also assist them to draw up a list of your leading customers in Saudi Arabia and neighboring states and to mail them with an invitation on which you can stamp your company's name and stand number.

### *Exhibitors with no representation in the Arabian Peninsula:*

In consultation with your Embassy in Saudi Arabia, Trade Association or your local Chamber of Commerce, you can prepare a list of perhaps 50-100 potential customers for your products from Saudi Arabia and the neighbouring states.

Please mail this one month before the Exhibition with a complimentary invitation on which you can stamp your company name and stand number.

The effect of this mailing will be greatly enhanced - at only a moderate cost to you - if you enclose a short letter in Arabic describing your products and your objectives in participating.

### *Advertising and Special Supplements*

Details of the Organiser's campaign appear above and we recommend exhibitors wishing to supplement this campaign to give consideration to these publications (see Section 5.6 - *Advertising*).

Details of Arabic and English language newspapers producing special supplements can be sent to you on request.

### *The presentation of your Stand Display*

Exhibitors are recommended to use both the Arabic and English languages in their stand displays and all catalogues and company brochures should have some Arabic content.

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If you should require further information on any aspect of the visitor promotional campaign for the Exhibition, please do not hesitate to contact:

Publicity Officer  
Al Harithy Company for Exhibitions  
PO Box 40740  
Jeddah - 21511  
Saudi Arabia  
Tel : +966 (0)2 654 6384  
Fax : +966 (0)2 654 6853  
E-Mail: [publicity@acexpos.com](mailto:publicity@acexpos.com)  
Website: <http://www.acexpos.com>

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### 6.1 Security

General 24 hours security arrangements for the exhibition will be controlled by the Organiser in conjunction with the local authorities. Whilst the Organiser will make all reasonable arrangements for security coverage, they decline the responsibility for any loss or damage which may occur.

The responsibility for the security of a stand, its exhibits and contents (including personal property) is that of the exhibitor, and appropriate insurance should be effected.

It is strongly recommended that small items of equipment and personal effects are not left on the stand at any time whilst it is unattended.

### 6.2 Fire Precautions

Suitable arrangements are made for the installation of standard-type fire extinguishers at vantage points throughout the exhibition. There will also be clearly marked emergency exits and emergency fire (pressurised pump) hoses.

### 6.3 Insurance

As detailed in the Rules and Regulations, the exhibitor is responsible for insuring his exhibits and property against all risks, both in transit and on location at the exhibition. These should include:

Personal injury

Third party claims

Expenses incurred and / or losses of any kind resulting from the abandonment or postponement of the exhibition.

Medical expenses and baggage cover.

Value of the stand and its fittings etc.

### 6.4 Ground and Floor Loading

The ground loading on undisturbed areas is 2000 lbs (900 kgs) per square metre. Exhibitors who require a load safety margin in excess of this figure must consult the Organiser to make special arrangements.



### 6.5 Maintenance of Mechanical Exhibits

Where possible, maintenance should be carried out during exhibitor preparation hours before the exhibition opens to trade buyers.

In exceptional circumstances permission will be granted for maintenance or repair work to be undertaken at pre-agreed and specified hours, providing the Organiser has been notified 12 hours in advance. This will enable arrangements for the admission of workmen and the provision of area lighting, if necessary, to be implemented.

Any charges incurred by the Organiser for such arrangements will be shouldered by the exhibitor concerned.

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### 6.6 Cleaning

The Official Cleaning Contractor appointed to the exhibition and the Organiser will have sole rights to all cleaning requirements in the exhibition grounds. He will provide general cleaning of the exhibition entrances, paths, internal gangways and all areas other than allocated exhibitor space.

Exhibitors who wish their stands to be cleaned need to make arrangements with the cleaning contractor directly.

Any exhibitor likely to produce a significant quantity of waste material whilst demonstrating his exhibits must give full details to the Official Cleaning Contractor in order that special arrangements can be made for its removal .

It is essential that paths and internal walkways are kept clear of waste material and other obstructions at all times. Exhibitors are therefore requested to directly deposit all waste material in the rubbish skips provided which are normally located adjacent to pavilion entrance.

It is also the responsibility of the exhibitor to consult with his freight agent to ensure that crates are quickly disposed off, or stored until required for re-shipment at the end of the exhibition. No packing cases may remain in the hall or exhibition stands during the exhibition.

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# ASTD MENA Conference & Exhibition 2013

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
Tel: +966 (0)2 654 6384 Fax: +966 (0)2 654 6853 E-mail: ace@acexpos.com

## Supplementary Services and Information

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# Show Manual

**Section  
6**

### 6.7 Telephone and Fax Services

Telephone and Fax services are available at the Business Centre for national and international calls. Charges will be based on distance and duration.

Note: All incoming and international calls will be via the Business Centre switchboard. Calls within the Kingdom can be direct dialed from the stand.

Dedicated international lines can be made available. Please contact the organizer for details.

#### *On Site Fax Services*

A CONFIDENTIAL incoming and outgoing fax facility is provided on site, solely for the use of exhibitors. This is located in the Business Centre.

The service will be manned by Arabic & English speaking staff fully experienced in typing and conversant with all telephonic procedures.

Exhibitors will be directly invoiced by the Organiser for payment prior to the close of the exhibition.

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### 6.8 PA System

The system extends throughout the Exhibition area.

Its use is limited only to the Organiser's official announcements. Exhibitor's or visitor's private announcements or messages will not be permitted.

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## Supplementary Services and Information

# Show Manual

**Section**  
**6**

### 6.9 Florist

The Organiser has appointed a leading local florist as the official supplier for the exhibition. Exhibitors should book this service by completing the relevant section of Order Form 7. Exhibitors can finalize their requirements on site at the florist's stand prior to show opening.

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### 6.10 Photography

The Organiser's official photographer will be available for all photographic requirements. Exhibitors should indicate whether they require this service to the Organiser by completing the relevant section of Order Form 7 and finalize their requirements on site prior to show opening.

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### 6.11 Film/Video/Audio

Exhibitors are reminded that all video tapes and slides will be subject to the scrutiny of the customs authorities, and that sufficient time should be allowed for official clearance.

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### 6.12 Postal & Courier Services

Air and surface mail services are in operation between Jeddah and most parts of the World. Courier services are also available to most parts of the World. Airmail letters and parcels are dispatched daily and take 5 to 7 days to reach the major countries. Exhibitors are advised to dispatch all mail by air.

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### 6.13 Refreshments

Arrangements have been made for the provision of a food and beverage service on site, including a fast food service and centrally situated cafeteria.

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### 6.14 Exhibitor's Car Park

A controlled car park is provided for the use of exhibitors. Entry will only be gained by showing an exhibitor's badge at the entrance gate.

No private cars are permitted on the exhibition grounds except for Official Organising staff and VIP permits. In all areas of the venue a speed limit of 10 km per hour exists and must be strictly adhered to.

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### 6.15 Internet Access

Exhibitors requiring Internet Access should contact the Official ISP booth located in the Foyer on entry to the exhibition.

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ASTD MENA Conference & Exhibition 2013

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# ASTD MENA Conference & Exhibition 2013

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## Regional Information

# Show Manual

**Section**  
**7**

### 7.1 Climate

Jeddah is warm and humid for most of the year. Temperatures seldom rise above 38°C. (100°F) but humidity can exceed 90%. During the winter season, (mid-November - mid April) it is usually acceptable by European standards and the prevailing north-west wind does help to relieve the heat.

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### 7.2 Clothing

Light weight suits are adequate for most of the year. The Organiser suggests exhibitors should ensure that a sufficiency of light clothing is carried including cotton shirts.

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### 7.3 Languages

Arabic is the official language although English is widely spoken in business circles.

Legislation by the Government of the Kingdom of Saudi Arabia has decreed that companies tendering or dealing with Government Departments within the country must submit letters, reports, documents etc., in Arabic only.

As a rule, few language problems arise in hotels, banks, large and medium sized shops, airline booking offices and supermarkets, as most appear to have a knowledge of many European languages, particularly English and French. However, difficulties can arise with taxi drivers and small shops in the fringe areas.

Apart from European and American newspapers which are readily available in most hotels and large bookshops, there are local Arabic and English language daily newspapers on general circulation. Many shops and road signs are shown in both Arabic and English.

Language barriers are rarely encountered during the exhibition period and although interpreters are available, they are seldom required.

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### 7.4 Religion

Islam is the only religion practiced. The dictates of the Quran are strictly followed. It would be most unwise to contravene them in any way.

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### 7.5 Currency

The Saudi Arabian Monetary unit is the Riyal which is divided into 100 Halalabs. Notes are issued in 1,5,10,20,50,100,200 and 500 Riyal denominations. Coins are issued in 10,25,50 and 100 Halalabs.

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## Regional Information

# Show Manual

Section  
7

**7.6 Banks** Most of the major international banks are represented in the Kingdom. Business hours are 9:30 - 4:30 pm Saturday to Wednesday, Thursday & Friday are weekly labour holidays.

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**7.7 Credit Cards** All major credit cards are widely used in Saudi Arabia in almost all the hotels and retail outlets.

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**7.8 Newspapers** In addition to a wide range of Arabic language newspapers there are two national daily English language newspapers: Arab News and Saudi Gazette.

There are several English language magazines produced locally that give information on commercial activities and guide to local current events. Hotels and news agents stock most of the major international dailies and periodicals.

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**7.9 Radio** The Saudi Arabian Radio Service broadcasts news, music and light entertainment in Arabic, English and French.

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**7.10 Television** In addition to Arabic broadcasting, Saudi Arabian Television's Channel 2 broadcasts in English and features a variety of mainly American films and serials. Daily news programmes are broadcast in both French and English. Also Satellite/Cable television is available in the major hotels.

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**7.11 Driving** As there are a number of difficulties in connection with temporary private motoring in Saudi Arabia, business visitors are well advised not to hire a self drive car on arrival.

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**7.12 Communications** Saudi Telecom, the national telephone company & Mobily, provide an efficient international direct dial system. Top class hotels usually have a direct dialing system in each room.

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## Regional Information

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# Show Manual

**Section**  
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### 7.13 Hours of Business

The Kingdom of Saudi Arabia is 3 hours ahead of Greenwich Mean Time.

Embassies (generally) 8:00 am - 3:00 pm Saturday-Wednesday

Banks 9:30 am - 4:30 pm Saturday-Wednesday

Government Depts. 7:30 am - 3:00 pm Saturday-Wednesday

Thursday and Friday are official holidays

Business Houses and Shops (no standard hours) approximately:

9:00 am - 1:00 pm & 4:30 - 11:00 pm daily.

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## General Conditions

# Show Manual

**Section**  
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### 7.14 General Conditions

1. In these conditions the term "Exhibitor" means the signatory of this Contract and includes all employees or agents or J/Vs of such and the term "Exhibition" means that described on the reverse hereof. "The Organisers" means Al Harithy Company for Exhibitions.
2. The Contract must contain details of the proposed exhibits and the names of any other company represented by the exhibitor whose products are to be shown or whose services are to be referred to on the stand.
3. No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side. When a payment for space is not made when due any previous deposit may be forfeited and the space reallocated by the Organisers.
4. Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them nor may advertisements of firms who are not bona fide Exhibitors be exhibited on any stand. Only those products, services and companies mentioned on the Contract may be incorporated in the stand.
5. In the event of any Exhibitor committing an act of bankruptcy or of a limited company being wound up the Contract with him shall be determined and all monies already paid shall be retained by the Organisers.
6. Every Exhibitor shall occupy the space allotted to him by 10.00 a.m. on the day prior to the opening of the Exhibition. In the event of default from any cause whatsoever the Exhibitor shall pay to the Organisers a further sum in liquidated damages equal to the total charge for the space and the Organisers shall have the right to deal with the space in any way they think best.
7. Exhibits shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. Phonographs, radios or other sound devices operated in a manner objectionable to the Organisers shall be prohibited. Exhibitor shall not permit raffles, donations or other unusual promotional measures unless pre-approved by the Organisers.
8. The Organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
9. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them, which has been altered or damaged in any way.
10. The Organisers will not be responsible for the safety of any exhibit or property of any Exhibitor for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, civil disturbances, explosion, force majeure, or any other cause not within the control of the Organisers. As the Organisers will accept no responsibility for any of the matters aforesaid, the Exhibitors must cover themselves by insurance in respect thereof to any extent available.



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## General Conditions

# Show Manual

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**11.** Under no circumstances shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement or abandonment of the Exhibition by reason of the happening or any of the events referred to or otherwise, or of the exhibition building becoming wholly or partially unavailable for the holding of the exhibition for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by the Exhibitor, or such part thereof as the Organisers shall consider necessary. If, in the opinion of the Organisers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building or any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as to the size and position, as to which any modification, substitution, or re-arrangement they consider necessary shall be determined by the Organisers.

**12.** Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to trade visitors and the public. No exhibits may be removed before the end of the exhibition without the written permission of the Organisers, which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The exhibitors shall indemnify the Organisers against any loss by reason of delay or damage to the exhibition building.

**13.** The signature of the Contract and its receipt by the Organisers is deemed conclusive evidence of the Exhibitor's agreement to pay the full fees due from that moment. The Contract is non-cancellable by the Applicant. The Exhibitor further acknowledges that the Organisers, having incurred expenses as a result of the contract, are not required to refund any of the fees agreed to on the reverse side and that the Organisers are entitled to any unpaid amounts that may be owing by the Exhibitor to the Organisers.

**14.** The Organisers are not responsible to assist the Exhibitor in obtaining passport and visa, for entrance into the country. The fact that the Exhibitor is unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract and it is clearly understood that no refunds whatsoever will be made. The Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country. Such substitution shall be the sole responsibility of the contracting Exhibitor.

**15.** The Organisers are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country. Exhibitors are urged to adequately insure all shipments.

**16.** Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or which might provide noxious fumes or which make use of or display any other materials, which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitor or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.



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General Conditions

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**17.** The Exhibitor shall observe and comply with the arrangements detailed in the "Exhibitors Manual" and comply with all government laws, rules, regulations, and ordinances in force in the Kingdom of Saudi Arabia including those prohibiting retail sales and lady exhibitors present in the stands. The Organisers cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in Jeddah in accordance with Saudi Laws and regulations.

All Communications are to be addressed to:  
Al Harithy Company for Exhibitions  
PO Box 40740, Jeddah 21511 – Kingdom of Saudi Arabia

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# ASTD MENA Conference & Exhibition 2013

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## 8.1 Return of Order Forms

All forms must be photocopied and returned to the address outlined on the Order Form prior to the period indicated.

All forms must outline the Exhibitors' name and stand number.

Form 1 - Indemnity

Form 2 - Visa

Form 3a - Catalogue Entry

Form 3b - Catalogue References & Categories

Form 4 - Catalogue Advertisement

Form 5- Freighting

Form 6 - Travel Arrangements

Form 7 - Additional Services

Form 8 - Shell Scheme Fascia Name Panel

Form 9 - Optional Display Aids & Furniture

Form 10 - Electrical Installation & Lighting

## 8.2 Check List

FORM NO.	DESCRIPTION	RETURN TO	DEADLINE
1	Indemnity and Authorised Signatories	Al Harithy	
2	Visa	Al Harithy	
3(a & b)	Catalogue Entry	Al Harithy	
4	Catalogue Advertisement	Al Harithy	
5	Freighting	Show Carriage Aramex	
6	Travel Arrangements	Recommended Hotels	
7	Additional Services	Al Harithy	
8	Shell Scheme Fascia Name Panel	ACE Creative	
9	Optional Display Aids & Furniture	ACE Creative	
10	Electrical Installation & Lighting	ACE Creative	

13/11/2012



# ASTD MENA Conference & Exhibition 2013

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## Form I - Indemnity

# Show Manual

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Please retain a copy of this form for your files

Please complete this form and mail or fax to: Al Harithy Company for Exhibitions PO Box 40740, Jeddah 21511, KSA. Fax +966 2 654 6853

### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

This form may only be signed by a Director or Partner of the exhibiting company.

Signature of Executive \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

### Indemnity

We hereby indemnify Al Harithy Company for Exhibitions from and against customs levy, tax, fine or any other payments which Al Harithy Company for Exhibitions are called upon to pay to the Authorities in the Kingdom of Saudi Arabia on our behalf in any way connected with the exhibition.

### Waiver

We hereby waive any and all claims that we may have against Al Harithy Company for Exhibitions of any kind whatsoever, in anyway related to the storage and display of exhibits/equipment during the exhibition whether during, before or after regular show hours.



# ASTD MENA Conference & Exhibition 2013

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## Form 2 - Visa

# Show Manual

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Please retain a copy of this form for your files

Please e-mail the completed form to: samialnumari@acexpos.com & info@acexpos.com

### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

First Name \_\_\_\_\_ Second Name \_\_\_\_\_ Family Name \_\_\_\_\_

Passport No \_\_\_\_\_ Age \_\_\_\_\_

Date of Issue \_\_\_\_\_ Date of Expiry \_\_\_\_\_

Nationality \_\_\_\_\_

Nationality of Origin if any \_\_\_\_\_

Religion \_\_\_\_\_

Activities of the Company \_\_\_\_\_

Position in the Company \_\_\_\_\_

Saudi Embassy or Consulate to which the visa should be sent for endorsement \_\_\_\_\_

- 1 Visas for females cannot be applied for as exhibitors or visitors.
- 2 Kindly ensure that exhibitors do not have an entry stamp on their passports from the Govt. of Israel as they will not be admitted to the Kingdom of Saudi Arabia.
- 3 The organiser will fill the above particulars in special forms and apply to the Ministry of Foreign Affairs. If approved the organiser will receive a Visa No. or letter of invitation (where applicable) that will be faxed to the exhibitor. The exhibitor will then do the necessary visa formalities at the Saudi Embassy/Consulate in the country, to which the visa has been sent, to stamp the visa on the passport prior to travelling.





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## Show Manual **Section 8**

### Form 3a - Catalogue Entry

Please retain a copy of this form for your files

Please e-mail this completed form to [info@acexpos.com](mailto:info@acexpos.com) in MS Word format

#### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

Product Index Select up to 3 from the list on Form 3b

Country Represented \_\_\_\_\_

Signature of Executive \_\_\_\_\_

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

Confirmed exhibitors are eligible for one free catalogue listing in English and may also supply a duplicate in Arabic.

#### **Company Profile**

A maximum of 100 words can be accepted. Longer texts will be cut without editing. Forms received after the published closing date can not be accepted. Entries should be forwarded (clearly typed) by e-mail.

In this case you should include all data requested on this page as an MS Word file attachment. Arabic entries must duplicate all English data.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please note that we cannot be held responsible for mistakes resulting from illegible handwriting.



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## Form 3b - Catalogue References & Categories

# Show Manual

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### Reference Category

- 101 HR Consulting Firms
- 102 Employment Agencies
- 103 Placement Firms
- 104 Training & Professional Development Companies
- 105 Employee Benefits Provider
- 106 Education Provider
- 107 Publishers
- 108 Software and Computer Hardware
- 109 Insurance Companies
- 110 Hotels
- 111 Relocation Agencies
- 112 Corporate Travel Agents / Business Travel Agents
- 113 Banks
- 114 Miscellaneous

Select the category that  
most closely describes your  
area of activity

Use the appropriate  
reference number when  
completing Form 3



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## Show Manual **Section 8**

### Form 4 - Catalogue Advertisement

Please retain a copy of this form for your files

Please e-mail this completed form to [info@acexpos.com](mailto:info@acexpos.com)

#### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website http:// \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

#### To book your advertisement:

Please circle the reference number in the chart for the advertisement type & position required together with payment.

E-mail your Ad. in high resolution 300dpi to [info@acexpos.com](mailto:info@acexpos.com)

Signature of Executive \_\_\_\_\_

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

Advertising in the exhibition catalogue is a very effective way of promoting your company to a highly targeted readership. Catalogues are used extensively by exhibition visitors to locate specific exhibitors or pavilions and are then retained as a valuable source of contact information.

Ref.	Position	Size (cm)	US\$	SR
1	Foldable Cover	30 x 21	5,000	18,750
2	Book Mark	6 x 17	4,000	15,000
3	Inside Front Cover (IFC) Full Page / Colour	15 x 21	2,000	7,500
4	Inside Back Cover (IBC) Full Page / Colour	15 x 21	1,500	5,625
5	Inside Full Page / colour	15 x 21	750	2,825



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## Form 5- Freighting **Show Manual** **Section 8**

Please retain a copy of this form for your files Please complete this form and mail or fax to:

Freight Forwarding Agent: SHOW CARRIAGE LTD Exhibit House, Dunmow Road, Nr Felsted, Essex, CM6 3LD UK. Tel: +44-1371-820820 Fax: +44-1371-820720 e-mail: ian@showcarriage.com  
Customs Clearing Agent: ARAMEX PO Box 15802 Jeddah- 21454 – K.S.A. Telephone: +966-2-6910000 Fax: +966-2-6834881 e-mail: saeed.hamdan@aramex.com

### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

### Order for Lifting & Handling

No. & Type of Package \_\_\_\_\_  
Description of Goods \_\_\_\_\_  
LxWxH (cms) \_\_\_\_\_  
Gross Weight (kg) \_\_\_\_\_

We will require the following, tick as applicable:

- Cranage/Forklift to offload/load
- Erection of exhibits
- Storage
- Unpacking/Packing
- Customs Clearance Formalities
- Transport (from/to) \_\_\_\_\_ / \_\_\_\_\_
- Overseas forwarding (surface, air)  
(from/to) \_\_\_\_\_ / \_\_\_\_\_
- Approximate Value of goods \_\_\_\_\_ (currency?)





# ASTD MENA Conference & Exhibition 2013

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## Form 7 - Additional Services

Please retain a copy of this form for your files

Please complete this form and mail or fax to: Al Harithy Company for Exhibitions PO Box 40740, Jeddah 21511, KSA. Fax +966 2 654 6853

### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

PUBLICITY MATERIAL  50  100   
(See Section 5.6)  
If you require additional free mailers, please indicate the quantity

FLORIST  YES  NO   
(See Section 6.9)  
Please indicate if you will require this service

PHOTOGRAPHY  YES  NO   
(See Section 6.10)  
Will you require colour photographs during the Exhibition and would like the Official Photographer to visit your stand?

Please complete this form & fax or e-mail to Al Harithy Company General Contractors PO Box 40740, Jeddah 21511, KSA Fax: +966 (0)2 6546853 e-mail: acecreative@acexpos.com

*Note: This form can be completed on-line at <http://www.acexpos.com/forms/>*

### Complete All Items

Company

Name : \_\_\_\_\_

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

\_\_\_\_\_

Tel : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_

Stand No : \_\_\_\_\_

Area M2 : \_\_\_\_\_

Signature of Executive \_\_\_\_\_

Name : \_\_\_\_\_

Position: \_\_\_\_\_

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

### ORDER FOR FASCIA NAME

The following are details of lettering to the Shell Scheme Fascia Name Panel. Please use a typewriter or print in block capitals. Ensure that any abbreviations are correct as we will reproduce precisely as instructed.

#### Name in English


#### Name in Arabic if required

Exhibitors are reminded that only their registered name or trade name will be on the Shell Scheme Fascia in standard style **HELVETICA** Medium Capital Letters.

# ASTD MENA Conference & Exhibition 2013

Al Harithy Company General Contractors P.O.Box 40740, Jeddah 21511, Kingdom of Saudi Arabia  
Tel: +966 (0)2 654 6384 Fax: +966 (0)2 654 6353 E-mail:form@acexpos.com

## Form 9 - Optional Display Aids & Furniture

Show  
Manual

Section  
8

Please complete this form and mail or fax to : Al Harithy Company General Contractors P.O.Box 40740, Jeddah 21511, KSA. Fax +96626546853

Note: This form can be completed on-line at <http://www.acexpos.com/forms/>

Complete All Items		Quantity	Code	Item	Size L x W x H	Price		Total	
						US\$	SR.	US\$	SR.
Company Name : _____		_____	A-S	Shelf unit (adjustable 3 shelves)	300 x 1000 mm	40	150	_____	_____
Address : _____		_____	B-IIS	Brochure holder small	130 x 325 x 300 mm	10	35	_____	_____
Tel : _____		_____	B-HB	Brochure holder Large	130 x 325 x 1500 mm	30	100	_____	_____
Fax : _____		_____	C-L	Lockable counter(full door)	900 x 500 x 900 mm	75	280	_____	_____
E-mail : _____		_____	C-R	Reception counter(curve style)		100	375	_____	_____
Stand No : _____		_____	C-S	Counter without door	900 x 500 x 900 mm	60	225	_____	_____
Area M2 : _____		_____	D-L	Lockable white door	965 x 2100 mm	60	225	_____	_____
<p>All prices are net on hire, subject to our conditions of business. Last-minute changes are subject to availability. A payment in full by cash or cheque to the order of Al-Harithy Company for Exhibitions Ltd. must accompany this order form. For bank transfers, please ask for account details.</p>		_____	E-B	Bar stool	410 x 1000 mm	20	75	_____	_____
		_____	E-C	Standard chair(blue,red,yellow,light green)	450 x 530 x 820 mm	12	45	_____	_____
		_____	E-L	Lounge chair Single	750 x 500 x 750 mm	110	415	_____	_____
		_____	E-LD	Lounge chair Double	1500 x 500 x 1500 mm	180	675	_____	_____
		_____	E-LS	Lounge chair set "Single/Double/table"		400	1500	_____	_____
		_____	G-S	Glass cabinet (small)	350 x 400 x 1600 mm	100	375	_____	_____
		_____	G-L	Glass cabinet (large)	500 x 1000 x 2000 mm	160	600	_____	_____
		_____	P-G	Grid panel	900 x 1200 mm	15	55	_____	_____
		_____	P-W	Panel (white)	965 x 2350 mm	40	150	_____	_____
		_____	R-S	Small office type refrigerator	500 x 500 x 830 mm	80	300	_____	_____
Signature of Executive _____		_____	S-F	Showcase counter, frosted glass storage	900 x 500 x 900 mm	80	300	_____	_____
Name : _____		_____	S-G	Showcase counter, 1 shelf, complete glass	900 x 500 x 900 mm	75	280	_____	_____
Position: _____		_____	S-S	Showcase counter, 1 shelf, with storage	900 x 500 x 900 mm	85	320	_____	_____
Time of Receipt		<input type="text"/>	T-C	Table circular (red, blue, yellow)	800 x 600 x 800 mm	60	225	_____	_____
Date of Receipt		<input type="text"/>	T-LS	Low coffee table small	500 x 650 x 400 mm	30	110	_____	_____
			T-LB	Low coffee table Big	950 x 650 x 400 mm	40	150	_____	_____
			T-S	Table square (red, blue, yellow)	800 x 600 x 800 mm	60	225	_____	_____

### Note:

- 20% additional price on above rates for orders placed 7 days before the show .
- 30 % additional price on above rates for orders placed 1 day before the show and subject to availability of material.
- Payments for the orders to be made in full, part-payments are not accepted.

	US\$	SR.
<b>TOTAL</b>	_____	_____



# ASTD MENA Conference & Exhibition 2013

# Show Manual

## Section 8

ACE CREATIVE Al Harithy Company General Contractors P.O.Box 40740, Jeddah 21511, Kingdom of Saudi Arabia  
Tel: +966 (0)2 654 6384 Fax: +966 (0)2 654 6953 E-mail:form@acexpos.com

### Form 10- Electrical Installation

Please complete this form & fax or e-mail to Al Harithy Company General Contractors PO Box 40740, Jeddah 21511, KSA Fax: +966 (0)2 6546853 e-mail: acecreative@acexpos.com

**Note: This form can be completed on-line at <http://www.acexpos.com/forms/>**

Complete All Items		Quantity	Item	Price US\$	Price SR	Total US\$	Total SR
Company	_____	_____	100 watt general purpose spot light (lamp)	30	110	_____	_____
Name :	_____	_____	1.25 M. Fluorescent fitting (lamp)	35	130	_____	_____
Address :	_____	_____	15 amp socket	30	110	_____	_____
	_____	_____	<b>TWO PHASE 220 V</b>				
Tel :	_____	_____	10 amp two phase main	55	200	_____	_____
Fax :	_____	_____	15 amp two phase main	105	400	_____	_____
E-mail :	_____	_____	30 amp two phase main	145	540	_____	_____
Stand No :	_____	_____	40 amp two phase main	165	620	_____	_____
Area M2 :	_____	_____	<b>THREE PHASE 220 V</b>				
		_____	10 amp three phase main	95	350	_____	_____
		_____	15 amp three phase main	145	540	_____	_____
		_____	30 amp three phase main	210	780	_____	_____
		_____	40 amp three phase main	300	1,125	_____	_____
		_____	60 amp three phase main	675	2,500	_____	_____
		_____	80 amp three phase main	600	2,250	_____	_____
		_____	100 amp three phase main	875	3,280	_____	_____
		_____	<b>THREE PHASE 380 V</b>				
		_____	15 amp 380 v three phase main	240	900	_____	_____
		_____	30 amp 380 v three phase main	350	1,300	_____	_____
		_____	40 amp 380 v three phase main	475	1,780	_____	_____
		_____	60 amp 380 v three phase main	850	3,180	_____	_____
		_____	80 amp 380 v three phase main	990	3,700	_____	_____
		_____	100 amp 380 v three phase main	1,400	5,250	_____	_____
		_____	Telephone (x)	300	1,125	_____	_____
		_____	T.V 21" Multi System	95	350	_____	_____
		_____	Video VHS Multi System	65	250	_____	_____
		_____	Stand for T.V/Video	30	110	_____	_____
		_____	Plasma Screen 42"	670	2,500	_____	_____

All prices are net on hire, subject to our conditions of business. Last-minute changes are subject to availability. A payment in full by cash or cheque to the order of Al-Harithy Company for Exhibitions Ltd. must accompany this order form. For bank transfers, please ask for account details.

Signature of Executive \_\_\_\_\_  
Name : \_\_\_\_\_  
Position: \_\_\_\_\_  
Date: \_\_\_\_\_

- Notes:**
- 20% additional price on above rates for orders placed 7 days before the show .
  - 30 % additional price on above rates for orders placed 1 day before the show and subject to availability of material.
  - Payments for the orders to be made in full, part-payments are not accepted.

	US\$	SR.
<b>TOTAL</b>	_____	_____

# ASTD MENA Conference & Exhibition 2013

## Furniture and Display AIDS



**ACE CREATIVE** provides a complete solution for exhibitors' needs with an extensive range of furniture and display aids available on hire,

Al Harithy Company General Contractors  
 PO Box 40740, Jeddah 21511, KSA  
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 E-mail: [acecreative@acexpos.com](mailto:acecreative@acexpos.com)

 <b>A-S</b> Shelf Unit (adjustable 3 shelves) 300 x 1000 mm	 <b>B-H</b> Brochure Holder 130 x 325 x 300 mm	 <b>B-HB</b> Brochure Holder Large 130x325x1600 mm	 <b>C-L</b> Lockable Counter(Full Door) 900 x 500 x 900 mm	 <b>C-R</b> Reception Counter(Curve Style)
 <b>C-S</b> Counter without door 900 x 500 x 900 mm	 <b>D-L</b> Lockable White door 965 x 2100 mm	 <b>E-B</b> Bar Stool 410 x 1000 mm	 <b>E-C</b> Standard chair (Blue, red, yellow, light green) 450 x 530 x 820 mm	 <b>E-L</b> Lounge Chair 750 x 500 x 750 mm
 <b>E-L-D</b> Lounge Chair Double 1500x500x1500 mm	 <b>E-L Set</b> Lounge Chair Set 2-Single , 1-Double & Table	 <b>G-S</b> Glass Cabinet Small 350 x 400 x 1600 mm	 <b>G-L</b> Glass Cabinet (Large) 500 x 1000 x 2000 mm	 <b>P-G</b> Grid Panel 900 x 1200 mm
 <b>P-W</b> Panel (white) 965 x 2350 mm	 <b>R-S</b> Small office type Refrigerator 500 x 500 x 830 mm	 <b>S-F</b> Showcase Counter, 1 shelf, with frosted glass storage 900 x 500 x 900 mm	 <b>S-G</b> Showcase Counter, 1 shelf, complete Glass 900 x 500 x 900 mm	 <b>S-S</b> Showcase Counter, 1 shelf, with Storage 900 x 500 x 900 mm
 <b>T-C</b> Table Circular (Red, Blue, Yellow) 800 x 600 x 800 mm	 <b>T-L</b> Low Coffee Table 950 x 650 x 400 mm	 <b>T-S</b> Table Square (Red, Blue, Yellow) 800 x 600 x 800 mm	 T.V 21" Multi System	 Plasma Screen 42"