



Exhibitors Manual

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Dear Exhibitor,

On behalf of the Organising Committee, we would like to express to you our warmest welcome and trust that this important exhibition will meet your marketing plans in the region.

This document has been designed to provide you with all the information you may need to achieve an easy and successful participation.

It is our objective to make your involvement in this exhibition as smooth as possible and to assist you in saving time and resources during the process. In order to do that and for you to benefit from all the mentioned information, you are kindly requested to comply with all the instructions and to ensure that all the appropriate forms are submitted before the deadline dates.

In case you need any further information, please contact us and we will be very pleased to assist in any way that we can.

Again on behalf of the organising committee, we would like to wish you a fruitful and profitable participation and look forward to meeting you at the exhibition!

Kind regards,



Amir Hussein

Event Manager

BME Global Ltd

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Pre Event

Check list

Communication

An event mostly consists of communication. Professional advertising and press relations are therefore a decisive factor in the success of your participation.

Now that you are signed up as an exhibitor at the event, it is time to announce it and invite new and existing clients to come to your stand. You can do this by newsletters, postal invitations, on your website, by word of mouth and via social media such as Twitter and Facebook.

CLIENT DATABASE – Use your existing client dataset early on; let them know that you're exhibiting and that you have visitor invites.

WEBSITE – Update your website homepage with an announcement of your participation, add the exhibition to your events page and link to the event website. Simply make sure it is easy for your clients to attend the event and find your stand. If you don't have an events page, why not create one or add it to your company news page.

CREATE A BUZZ – Give people a reason to visit with special offers available onsite only, announcing live demonstrations on your stand and/or a competition as well as free giveaways.

NETWORKING EVENT – Bring visitors to your stand; plan a drinks reception, with nibbles and presentations. Let your clients know about it, promote it on social media and let your event manager know the details and they can assist with promoting your event to pre-registered visitors.

SOCIAL MEDIA – If you have a company Twitter, Facebook or LinkedIn page, tell your followers that you are exhibiting. Add links to the visitor registration page on the event website and create a discussion about your participation.

E-INVITES* – As soon as you receive your e-invite, send it out to as many clients and contacts as possible, it is always useful to resend it closer to the event as a reminder.

SIGNATURE BANNERS* – Make sure you add the event signature banner to the signature of your companies emails to maximise your clients and contacts knowledge of your participation at the event.

*Can be found in the documents section of the online exhibitor's portal.

Conception and Construction of a Successful Event Stand

First of all, fine tune the overall concept of your event stand so that it represents your goals. The main focus of the concept behind the stand should be a convincing design – attractive, inviting and perfectly in tune with your objectives for the event.

With an individually designed stand, you can most precisely implement your own design ideas; BME Global Ltd. has a dedicated in-house stand design team with over 10 years experience in stand design and construction.

Event Goals

Take some time to carefully consider exactly what you would like to accomplish at the event. Steer your presence in the direction with the best prospects for success. In addition to your stand construction and activities, your communication measures in the run-up to the event should also be oriented towards your goals.

CONTACTS – Establishing contacts with sales and cooperation partners, acquiring new customers, maintain relationships with regular and existing customers, reaching new target groups and finding new employees.

BUSINESS – Fine-tuning your price ranges, business initiation, closing deals and analyzing export opportunities and new markets.

IMAGE – Strengthening your image, raising your public profile and presenting interesting new products.

INFORMATION – Visiting experts' conferences and seminars, identifying developments, niche markets and trends and analyzing the completion and market situation.

Visas

BME Global Ltd. will assist exhibitors in obtaining visa pre-approval number/ invitation letters only if all necessary information is supplied by the due deadlines on the online exhibitor's portal. The information provided will be submitted to the Ministry of Foreign Affairs in Saudi Arabia in order to obtain a visa pre-approval number/invitation letter which is required for your visa application.

Once the visa-preapproval number/invitation letter is granted, you will need to apply for a visa in your local Saudi consulate directly, submitting this pre-approval number/ invitation letter. It is the sole responsibility of the exhibitor to take care of his/her visa requirements and should allow sufficient time for the application procedure.

It is not the responsibility of BME Global Ltd. to assist with visa applications at the exhibitor's local Saudi Arabian consulate.

BME Global Ltd. will not take any responsibility if the entry visa to Saudi Arabia was not granted; it will not constitute a basis for cancellation of the exhibition contract and it is to be clearly understood that there will be no refund made whatsoever to the Exhibitor. However, the exhibitor may substitute another party or company who meets the entry government formalities necessary for entry into the country. Such substitution shall be the sole responsibility of the contracting exhibitor and subject to approval by BME Global Ltd.

The acceptance and/or the rejection of this visa request are under the authorities of the Ministry of Foreign Affairs in Saudi Arabia and/or your local Saudi Consulate. Please contact your local Saudi Consulate as soon as possible for visa requirements and application procedure.



During the Event

How to Turn Your Presence into a Competitive Advantage

In addition to interesting exhibits, your stand should also present your company's philosophy.

Here are the most important key words for a successful exhibition stand:

CONCEPT – Get your message across with a thought-through concept.

DESIGN – Harmonize your stand with your corporate identity.

COLOUR – Use the colours to reflect your corporate identity.

EFFECT – Work with large, easily readable messages.

PICTURES – Use pictures and photos – after all, a picture is worth a thousand words.

ATTENTION – Stand out with a creative eye-catcher.

TECHNOLOGY – Present yourself visually – with films, multimedia applications and demonstrations.

LIGHT – Use illumination to accentuate important areas of your stand.

DECORATION – Flowers and plants create an inviting atmosphere.

FUNCTIONALITY – Equip your stand with enough meeting areas, maybe with a coffee station and seating area.

CONSUMERS – Are you mainly addressing professionals or consumers? Be prepared for different needs of visitors and the general public.

EVENTS – Hold your own events at your stand between 10am and 6pm. (Please pay attention to application formalities).

OFFICE SUPPLIES – Do not forget a stapler, scissors, double-sided adhesive tape, memo pads, markers, pens, paperclips etc. A cutter knife will be very handy to open packages.

Catering on your Stand

It is always a good initiative to offer visitors something tasty keep them longer at the stand. You can offer for example free gastronomic specialities of your region – possibly with a cooperation partner. However, you are not allowed to sell food or beverages. Please speak with your event manager to find out more about catering options.

Events at your Stand

Please make sure that all your stand events are notified to your event manager. Events can take place between 10am and 6pm but are only allowed to take place in your assigned areas – not in the aisles. Please make advance arrangements with your stand neighbours regarding amplified music, lectures, etc.

Your Stand Staff is an Important Factor for Your Success

If you would like to successfully reach your customers, you should plan on having enough staff at your stand – but they also have to be well-qualified.

It starts with a friendly smile – and it continues well past the signature at the bottom of the contract; those who come to your stand should feel welcome right from the start. Friendly, professional employees who know exactly what is important to your company are one of the most important factors for your success at the event.

There are Four Key Positions for Stand Operations

In order to ensure the success of your participation, we recommend that you keep four key positions filled. If you have a smaller stand, several positions can be carried out by one employee.

CATCHER – Attracts the attention of visitors who are passing by. This can be a friendly host with candies or a clown with a rubber microphone; the possibilities are virtually endless.

CHECKER – Personally greets every visitor. He will clarify the reason for the visit; is the visitor only interested in give-aways? Does the visitor want to sell something? Or could this be a potential customer who can be immediately directed to the seller?

SELLER – Does what his/her name says: This person is optimally trained to answer all questions about your products.

TRACKER – Immediately puts the data from the visitor's business card into the database and writes a follow-up email afterwards.

Well-Prepared Staff is a Plus You Can Plan

Train your stand staff in the following topics:

- Trade show objectives and target groups
- Cooperation partners and interested parties
- 30-second description of your offer
- Communication skills
- Writing dialogue reports
- Stand orderliness and code of conduct
- Clothing, accessories and name tags
- Duty schedule, hierarchies and precise assignment of responsibilities
- Activities and special events during the trade show

Successful Communication Tips for your Personnel

QUESTIONS – Never ask “can I help you?” Such dialogue is doomed to end with a “No” right away. Ask “How may I help you?” This is how you build a dialogue.

PRESENCE – Every employee should always be approachable. Do not eat at the stand; this is what breaks are for. Do not stand around in the corner, go right to the visitors and engage them actively.

CONCENTRATION – A time limit is critical. Good trade show talks are goal-oriented and content-driven.

NOTES – Take notes about every contact and record all subsequent communication. Then the follow-up business after the event will work out well.

Basic ‘Don’ts’ to Remember When Exhibiting

First impressions are everything. Potential visitors and other exhibitors will be judging everything you do, and a small sign of unprofessionalism could be all that is needed to scare away a potential client.

DON’T be dressed casually. Smart business attire or a company uniform is the best way to look professional.

DON’T sit in the corner of your stand. Stand up and appear welcoming to potential visitors.

DON’T eat lunch at your stand. Take it in turns to take a break and eat in the designated lounge areas.

DON’T start to break your exhibition stand down until the official closing of the event, you could just miss that very important visitor and it is also unfair to your fellow exhibitors.



Post Event

What is included in my participation?

Follow-up Quickly and Evaluate Carefully

The reliability, speed and content of your reaction give potential customers insight into your company's style of doing business. Use your contact data as a basis for direct follow-up actions. The following actions should be finished no later than a week after the end of the event:

- Thank you mailings for visiting your stand
- Establishing telephone contact and scheduling appointments
- Submitting detailed business offers
- Sending promised documents
- Sending your trade show final report to journalists

In-depth Evaluation

You should be very thorough in your trade show follow-up. Living up to the promises made at your stand will determine the enduring success of your event participation. An evaluation of your presence and a comparison with previous efforts will enable you to assess your event participation and recognize room for improvement and enhance future efforts.

EVALUATION – In order to analyze your trade show contacts, you should continually process your dialogue reports, transaction documentation and business cards.

COMPILATION – When you compile the contact data in your database, create a solid foundation for goal-orientated and target group specific follow-up actions.

COMPARISON – Request event exhibitor and visitor analysis to get a measure of your own success.

CRITICISM – Be open to suggestions: which ideas and suggestions came from visitors, employees and stand staff?

INTERESTS – Evaluate the trade show contacts according to interest groups in order to respond to clients' interests adequately.

RELATION – Compare the number of contacts you invited to the actual number who visited your stand.

STAFF – What is the relation between the number of stand personnel and the number of trade show contacts?

STAND CONCEPT – Was your concept as effective as you had expected it to be? How did it fare in comparison to your competitors' trade show presence?

TRENDS – How were your new ideas and products received by the public? Which trends came from other trade show participants?

LEARNING EFFECT – What did you learn about your competitors?

Shell Scheme

Exhibitors who have ordered Shell Scheme will receive a stand to the following specification erected by the official stand contractor:

Floor Covering

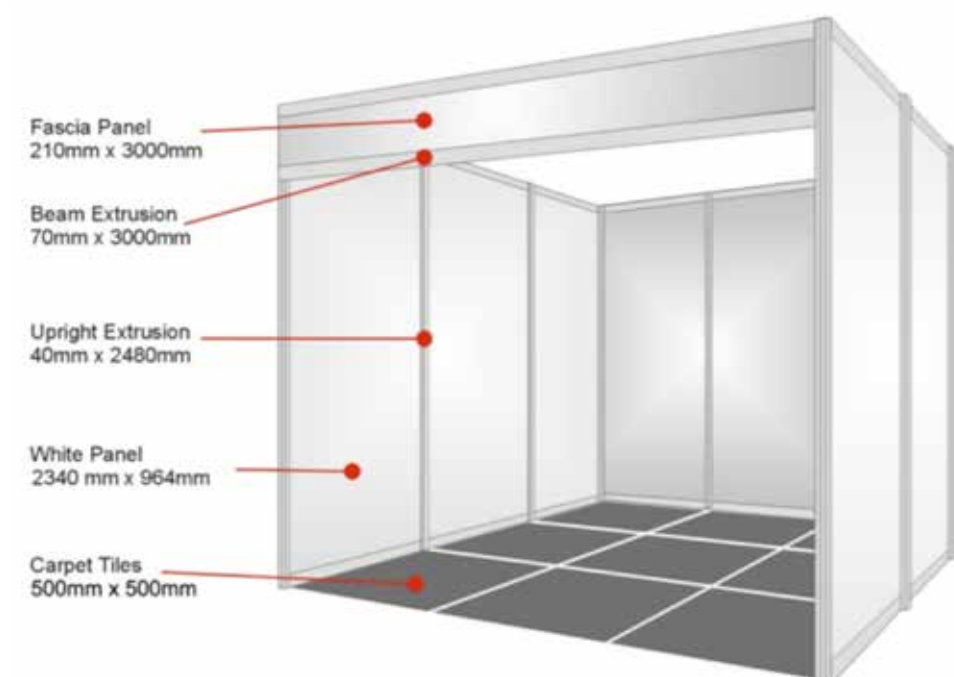
Coloured carpet will be laid on the floor over the entire area of the stand unless carpet is already provided by the venue.

Walling

2.5m high by 1 m wide panels with a white plastic finish set in an aluminium frame. Exhibitors can affix lightweight photos, technical information, sheets, etc. directly to the Shell Scheme walls with double sided adhesive pads or similar, provided such materials can be removed at the close of the exhibition without damage to wall panels. No fixing is to be made to the walls; brackets are available for exhibitors' panels, signs etc.

Fascia

300mm deep at 2.2m height to the underside comprising aluminium frame with panel fitted to each open elevation with additional supports at corners where fascias exceed 4m in length.



Name Board

A maximum of 30 characters may appear on the name board. Only standard lettering will be used and no logo will be featured on the fascia. All shell scheme exhibitors are required to submit their fascia name via the online exhibitors' portal (please see Online Exhibitors Portal section for further details).

Roof Beams

70mm deep aluminium beams will be fitted at the top between the rear wall and rear fascia.

Electricity

With each 12sqm, two 100w spotlights are fitted behind the fascia. One 13amp/220V electric socket is also provided. Additional electricity sockets or spot lights should be ordered in the online store of our exhibitor portal at an extra cost (please see Online Exhibitors Portal section for further details). Costs of electricity consumed are included within the rental charge.

Furniture

1 table and 2 chairs are provided with each 12sqm stand. Additional furniture can be ordered from the online stores of our exhibitor portal at an extra cost (please see Online Exhibitors Portal section for further details). Please note that no furniture will be placed on the stand until full payment has been received.

All materials used in the construction of stand fitting and display must be fireproofed and must conform in all respects with local regulations.

It is strictly prohibited to affix nails, hooks, tacks, screws, adhesives, or similar items to the shell scheme floors, walls, ceiling or other parts of the premises, nor to paint or disfigure any parts of the stand or other parts of the premises.

No suspensions are to be made from the ceiling of the exhibition hall without the written approval from the organisers.

Exhibitors occupying shell scheme stands must ensure that all internal stand fittings, exhibits and displays are contained within the shell scheme structure and do not exceed 2.4 metres in height.

To order any additional light fittings or electrical installations, please contact the organisers or visit the furniture store located on the online exhibitors portal.

Space Only

Stand fitting and display work to Space Only sites should not exceed an overall height of 4 metres. Exceptions are only allowed with the organisers' written permission. Applications should be made in writing to the organisers and must be accompanied by a scale drawing.

A double-decker (a split level stand comprising of an upper storey built above the main ground floor stand) will be charged at 50% of your 'space only' rate per square metre, on top of the cost of the exhibition space.

Exhibitors arranging their own stand fitting are reminded that, where their stand joins another exhibitor's area the back of any dividing walls, panels or exhibits must be painted white and masked to present a neat appearance.

It is the responsibility of Space Only exhibitors to make their own arrangements for the following:

- Fascia names
- Stand numbers
- Floor covering for their area
- Main power supply
- Electrical & lighting requirements

The company name and stand number must be clearly shown on each open front of the stand.

All main site electrical work must be carried out by the official electrical contractor. Exhibitors are not permitted to connect or otherwise interfere with the electrical, gas or water fittings of the halls and shall not introduce into or use any supplementary equipment for the generation and supply of electricity, or for the means of artificial lighting and generating power. All internal stand electrical work must be inspected and/or tested by the organisers' official electrical contractor prior to turning on the electricity supply. Standard power supply is included for 'Space Only' stands consisting of 220v single phase. If you require an alternative power supply please confirm and order your requirements on the online exhibitor portal.

All Space Only exhibitors must submit a plan with dimensional drawings and construction designs of their proposed stand design to the organisers for approval as soon as possible and no later than 3 weeks prior to the event. Please complete the "Stand Design" form in the online exhibitor portal. The organisers reserve the right to amend or reject a design likely to unreasonably affect nearby exhibitors' sites in any way.

It is strictly prohibited to affix nails, hooks, tacks, screws, adhesives, paint or similar items to any parts of the premises apart from within your own stand area. All materials used in the construction of the stand fitting and display must be fireproofed and must conform in all respects with local regulations. Exhibitors are held responsible for any damages caused by their "appointed contractors"

Online Exhibitor Portal

In due course all Exhibitors will receive log-in details for the online exhibitors' portal specifically designed for the event. The online portal will contain a copy of this document together with further information on the venue, freight shipping, local hotel accommodation and stand contractors. The exhibitors' portal will also include all forms and applications that Exhibitors are required to fill for the event together with their deadlines. Exhibitors are reminded that information required must be received by specified deadlines in order for the services to be delivered, and that if information is not received by the organisers by these dates the exhibitor will be presumed not to require the services in question.





Rules & Regulations

Deadlines

The information BME Global requires you to provide must be received by set deadlines shown on the online exhibitor portal in order for us to deliver the services to you. You **MUST** complete all required compulsory forms at the earliest available opportunity.

Any exhibitor that does not supply the required compulsory information by the specified deadlines will be presumed not to require the services in question. BME Global Ltd. cannot be held responsible and in some cases additional costs may be incurred to proceed after the deadline date.

Standard Payment Terms

50% of the invoice is due within 7 days of the invoice date, 50% due 60 days before event. After 60 days prior to event, 100% is due on receipt.

When paying by bank transfers, all transfer charges must be paid by the client (party transferring the funds). All bank transfers must be clearly marked with the invoice number.

Failure to meet these payment terms may result in exhibitors not being allowed to occupy their space or stand and the cancellation of your booking, you will be liable to any applicable cancellation charges.

IMPORTANT

Payments for additional chargeable services must be transferred to BME Global Ltd. account at least 6 weeks prior to the event to enable BME Global to properly supply the service(s) requested.

Exhibitor Badges

Exhibitor badges are to be worn at all times during the event including the build-up and break down. Badges can be collected from either the exhibitors registration desk or the organisers office. Security will be maintained at the exhibition site and exhibitors without their badges will not be allowed to enter the exhibition hall. Please note that your exhibitor badge will not permit entry in to the conference halls.

Exhibitor badges will be provided for your stand personnel for free access to the exhibition hall. Exhibitors are required to provide details of all personnel from both the exhibitors company and associated companies who will be at the exhibition stand where exhibitor badges will be in English only and limited to 5 badges per 12sqm maximum.

Applications for exhibitor badges can be made via the online exhibitors' portal. Any exhibitor who fails to submit their personnel names by the due date on the online exhibitor's portal will be charged a USD 100 administration fee for onsite printing.

Exhibitions Centre Property

The placement of posters, banners, stickers or anything similar on walls, floors, ceilings or columns of the venue will not be permitted without prior written authorization from BME Global Ltd. where charges may be applicable. It is also strictly prohibited to drill holes or affix nails, hooks, screws, pins, staples, adhesives, paint or similar items to the floors, walls, shell scheme stands or other parts of the premises. If any damage is caused by exhibitors to the property of the exhibitions centre they will be responsible for any repairs.

Exhibitors must ensure that the aisles adjoining the stands are not blocked during build up and break down, to a degree which inhibits the movement of other exhibitors and freight. BME Global Ltd. reserves the right to restrict the area of scaffolding or equipment and limit the times during which they shall remain in the halls or on the stand.

Please ensure that you are prepared with help for the build up and break down of your stand, as it will not be possible for exhibitors to obtain on-site services or labor for the erection of their stands and displays unless prior arrangements have been made. If on-site services or labor is required, please contact BME Global Ltd. giving at least one months notice.

Stand Area Limitations

The walkways around stand areas are not display space and must not be used for the display of signage and wares as it will prevent reasonable access for visitors and staff and may constitute a hazard under emergency situation. Your exhibits should be displayed in such a way as not to obstruct the general layout of the exhibition or the view of adjacent stands. All tables and chairs must also stay within the stand area.

Fire exits must not be blocked by exhibitor material and equipment. Access to wall mounted fire hoses and extinguishers must also be maintained and the storage of boxes and materials other than a limited amount of printed matter is not allowed behind stalls.

Electrical Regulations

All site electrical work must be undertaken and approved by the official electrical contractor through the organisers.

Exhibitors installing electrical accessories for their own displays must ensure such installations conform to the exhibitions centre regulations and will be subject to inspection and approval before connection to the mains supply. Users should take care to fit voltage stabilisers to their installations for applications requiring high quality power supply such as computing.

BME Global Ltd. reserves the right to disconnect any installation, which in their opinion is dangerous or likely to cause annoyance to visitors or other exhibitors.

The switches and control boxes on stands must remain accessible at all times to the technical personnel of the electrical contractors.

Three phase, Two-phase and/or connection to 24-hour supply can be ordered in the online store of exhibitor portal and will be charged extra. Any on-site purchases will be charged at 50% more than the online store price.

In the case of space only stands where no stand lighting is provided, exhibitors are advised that specific illumination of their stand is considered essential to achieve an effective display.

Cost of consumed electricity is included in the rental charges for both shell scheme and space only stands.

Prices for fittings will cover the supply on hire, its installation, maintenance & removal at the close of the exhibition.

All electrical equipment must be inspected and/or tested by the organisers' official electrical contractors prior to turning on the electricity supply.

Relocation

BME Global Ltd. reserves the full power to allocate exhibition space at the exhibition. 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 of the situation and area of any particular stand even if already allotted and contracted. The exhibitor shall accept such new allotment of space in substitution of that originally allotted to them.

Hazardous Goods

Exhibitors may not bring into the exhibition area, or have on their stands, any substances that may be a cause of harm to the public or be liable to start fire or explode. BME Global Ltd. may, at their absolute discretion, demand the removal of, or have removed, any such products at the exhibitor's expense.

BME Global Ltd. reserves the right to alter any of the rules & regulations herein at any time as they consider necessary for the orderly operation of the exhibition. The exhibitor shall abide by the rules & regulations of the exhibition as they have been incorporated for the successful management of the event.

Exhibitors may not have compressed air units on their stands. If compressed air is required it must be applied for through BME Global Ltd. Please speak with your event manager who can take you through the risk assessment guidelines.

Fire Precautions

The use of naked flame, volatile or any other items that could be considered a fire hazard is prohibited unless special written permission has been obtained from BME Global Ltd. All materials used in constructing any wall or floor or ceiling shall be either non-combustible or flame resistant plastic & boarding. All materials used for decorative finishes for stands must be able to pass a test for flammability of for surface spread of flame, must be taught to a solid backing and secured at floor level, must not ignite when subjected to a flame after 10 seconds and must not have an afterglow when subjected to a heat source for 10 seconds.

Any person discovering an outbreak of fire should immediately notify the organiser's office, a member of the security team or an official of the exhibition centre.

First Aid

Any person requiring first aid treatment should contact a member of the BME Global Ltd. team at the registration desk, a member of the security team or an official of the exhibition centre.

Official Contractors

The services of the contractor are for the convenience of exhibitors, BME Global Ltd. will accept no liability in respect of any contract entered into between exhibitor and such contractor for the negligence or default of any such person, their labour and agents. In adherence to safety requirements, only BME Global Ltd. official contractor may carry out electrical installation. The responsibilities of the official contractors are as follows:

- To construct standard shell scheme stands.
- To supply additional furniture, optioned display items and additional electrical fittings.
- To control the activities of outside contractors, under the organisers' supervision.
- To advise on construction, design and stand decoration, and to build contracted stands as ordered by exhibitors and approved by the organisers.

Unofficial Stand Contractors

Exhibitors may appoint their own contractors for stand design and construction (subject to approval in writing by BME Global Ltd.). In such cases the exhibitor must notify the organisers 3 weeks prior to the event. Exhibitors are responsible and liable for their appointed contractors' observance of all rules & regulations. Entrance badges will be issued on site for official contractors and appointed outside contractors. No other person is permitted to enter the building during construction and clearance. Exhibitors are held responsible for any damages caused by their 'approved contractors'.



Ladies as Exhibitors

Ladies interested to be presented as exhibitors in Saudi Arabia should be available in a closed section of the stand where they can meet females only. Please see Hints & Tips section for further clothing rules.

Children

No person under 16 years of age can be admitted to the exhibition during the build-up or breakdown. This rule applies to exhibitors, contractors and visitors and will be rigidly enforced to comply with safety regulations. Please note that no childcare facilities are located on-site.

Insurance

Exhibitors are fully responsible for obtaining insurance protection for their exhibits, property and personnel against all risks. Equipment should be insured both in transit and on location at the exhibition site for the entire period of the exhibition.

Storage

There is no facility for you to store unwanted goods such as crates and packing materials on-site, please ensure you arrange for the removal from site of any items you do not wish to keep on your stand.

Exhibitor Information Desk

The exhibitor information desk will be open from the first day of the build-up for general enquires and information, it will also be where exhibitors collect their exhibitor welcome pack and badges. The exhibitor information desk will be located in the registration area.

Fabrics used in Displays

Textile fabrics used for interior display purposes on the stand must be **fire retardant** or purchased already treated by use of approved chemicals. Certain fabrics need not be fire proofed i.e. wool, twill or felt. Textile fabrics used for interior decorative purposes within stands must be fixed taut and or in tight pleats (not draped) to a solid backing and secured 3 inches above floor level and not touching any light fittings. Cellulose paints are flammable and must not be used for stand dressing, water based paints must be used.

Waste Management

All exhibitors and contractors must ensure that they do not discard sharp objects and must ensure that nails and screws are not left sticking out of waste wood – these must be removed or hammered flat. BME Global Ltd. is committed to ensuring that the exhibition is as environmentally responsible as possible. Please help us by keeping waste to a minimum, recycling waste where possible and reporting any incidence of fly tipping.

If you are a shell scheme exhibitor, your stand will be delivered to you in a clean state in the readiness of the event opening. Any waste generated during the dressing of your shell scheme should be placed safely in the aisles for the cleaning contractor to remove prior to the event opening.

All waste must be removed from the exhibition hall. Any items of waste or stand fitting left in the hall at the end of the event will be treated as waste and disposed of. Any removal costs will be charged to the exhibitor in question.

Exhibition Timetable

Please refer to the timetable for the build-up and breakdown schedule. The design of your space only stand must be such that it can be erected and dismantled within the published build-up and breakdown periods. It is important you contact the event manager if you foresee any problems keeping to this schedule.

It is the responsibility of the exhibitor or their appointed contractor to ensure the stand is being built to the correct floor markings. Please check with the event manager or exhibition manager if you are in any doubt regarding your allotted floor space.

Maintenance

Under no circumstances will maintenance work be permitted on stands during the exhibition opening hours. If at any time during the exhibition opening days you need to carry out maintenance work to your stand after the exhibition has closed, please apply with your event manager by 13:00 hrs on the same day for authorisation.



Work Equipment and Tools

Exhibitors and contractors have a duty to ensure that all tools are fit for purpose and safe for use. Equipment and tools must be stored safely when not in use. All dangerous moving parts such as circular saws must be guarded with controls to prevent unauthorised use. The use of battery powered tools is strongly encouraged to reduce trailing cables and risk of electrical hazards. Those using mains powered tools must ensure that cables are not trailed across aisles.

Disability Discrimination

Where exhibitors have a platform on a stand a reasonable adjustment is to incorporate a ramp into the platform on the stand. If it is not possible then a signed point should be created where disabled people can be served off the platform at ground level. Whatever the content of the stand is, it needs to be accessible to all.

Please note the following when designing your stand:

- Ensure that your stand incorporates enough space for wheelchair access
– 1.2 meters aisle width is deemed sufficient though only 750mm for an internal door suggesting that 750mm would be enough.
- The gradient of any ramp should be no greater than 1:12.
- If a stand is double-decker, then it is probably not practical to offer lifts. Therefore please ensure that any services – such as refreshments can be brought downstairs on a tray for those that need it.
- Serving counters should have a low access point no higher than 750mm or a lap tray should be provided for convenience.



Helpful Tips

Tips

Local Time

The time in Saudi Arabia will be GMT +3; 8 hours ahead of New York, 11 hours ahead of Los Angeles, 9 hours ahead of Mexico City, 3 hours ahead of London and 1 hour ahead of Cairo. It will be 5 hours behind Beijing and 2.5 hours behind New Delhi.

Dress Code

Saudi Arabia does not have a dress code set by law; however there are customs and norms that one should follow when you are in the Kingdom.

Men should wear a thobe, trousers or jeans and avoid shorts where possible. Wearing shorts could draw unwanted attention. Men should not wear tank-tops in public areas.

Women must wear an “Abaya” (long black robe) at all times in public areas and are encouraged to cover their hair so they do not attract any unwanted attention.

Languages

Arabic is the official language in Saudi Arabia although English is frequently and commonly used for business.

There are many Arabic dialects; Classical Arabic – the language of the Qur’an, was originally the dialect of Mecca in what is now Saudi Arabia. An adapted form of this, known as Modern Standard Arabic, is used in books, newspapers, television, radio, mosques and in conversation among educated Arabs from different countries (for example, at International events/gatherings).

Visas

With the exception for certain citizens of the Gulf Cooperation Council (GCC) countries, all visitors to Saudi Arabia must obtain a visa.

To apply for a visa for the upcoming event you must contact your event manager to obtain the necessary documentation to allow BME Global Ltd. to submit on your behalf a visa permission request (Invitation Letter or eNumber) from the Ministry of Foreign Affairs in the Kingdom.

Once you are granted the visa permission you must check the website of your local Saudi Arabian embassy or consulate for instructions on submitting the visa application with your passport to obtain the final visa stamp in your passport.

Please note that the process of obtaining the visa permission from the Ministry of Foreign Affairs can take between 2-5 weeks and the process of obtaining the visa stamp at your local embassy or consulate takes 2-3 days depending on the country.



Currency

The local currency in Saudi Arabia is the Saudi Arabian Riyal (SAR). Riyal banknotes, written in Arabic and English, are issued in denominations of 1, 5, 10, 20, 50, 100, 200 and 500 riyals. The riyal is divided into 100 hallalabs, coins are issued in denominations of 5, 10, 25 and 50 hallalabs. The conversion rate from SAR to USD is 3.75.

It is our recommendation that you make sure you exchange some currency to riyals before your arrival to cover airport expenses such as baggage handlers and taxis as ATM points are limited within the airport terminals. There will be opportunities to exchange your currency for Saudi riyals at banks, hotels and with exchange bureaus.

If you intend to exchange traveller's cheques, always carry your original purchase receipt with you as some places that change cheques will require it. There is usually a service charge of about SAR10 per transaction. Please note that traveller's cheques may not be accepted in all locations.

Shopping

Markets in Saudi Arabia are called "Souqs" (traditional market). Bargaining is customary and expected in the souq, though some salesmen speak English, if you do not want to test your Arabic skills, you can take along paper and a pen to write down prices or use a calculator. It is advisable not to settle for the first price and remember to carry cash in Saudi riyals if you think you might want to buy something. However in malls and modern markets items are labelled with a fixed price and credit cards are more widely accepted.

Useful Arabic Words and Phrases

Good morning	Sa-bah Al-khair
Good morning (reply)	Sa-bah Al-nur
Good afternoon/evening	Mas-sa Al-khair
Good afternoon/evening (reply)	Mas-sa Al-nur
Hello	Mar-ha-ba
Hello (peace upon you)	As-sa-lam A-lay-kum
Hello (upon you be peace) (reply)	Wa A-lay-kum As-sa-lam
Welcome	Ah-lan
Goodbye	Ma Sa-la-ma
Please (male)	Min Fad-lak
Please (female)	Min Fad-lik
Thank you	Shu-kran
You're welcome	Af-wan
How are you?	Kayf-hal-ak?
Fine (reply to how are you?)	Al Ham-du-lil-Lah
Yes	Na'am
No	La
Do you speak English?	Tata-kal-lum Ing-lee-zi?
My name is	Ana Is-mi
Mosque	Mas-jid
Police Station	Ma-ha-ta Ash-shur-ta
Pharmacy	Sayee-da-lia
Hospital	Mus-tash-fa
Hotel (then hotel name)	Foon-dook
Shop	Doo-Kan/Ma-hal
Hot	Su-kh-on/Haar
Cold	Ba-rid
Receipt	Fatoora





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