

SFE | Saudi
Franchise
Expo

المعرض السعودي الدولي للإمتهياز التجاري

EXHIBITOR GUIDE



4-6 FEBRUARY 2019



Riyadh Convention & Exhibition Center

Riyadh, Saudi Arabia

www.saudifranchiseexpo.com

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

 **SUNAIDI**
expo and conferences

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GENERAL INFORMATION

- **Deadline Checklist**
- **Show Location, Dates & Times**
- **Build-Up**
- **Breakdown**
- **Show Office**
- **Your Booth Includes**
- **Official Show Contractors**

DEADLINE CHECKLIST

The below list summarises what you need to consider when organising your show participation, required deadlines, and contact details of the relevant suppliers that you will need.

DETAILS	COMPANY RESPONSIBLE	DEADLINE
Commercial Visit Visa / Visa Authorisation Code Request	Sunaidi Expo	30th Dec. 2018
Freight	BCC Logistics	20th Dec. 2018
Visitor Invitation Cards Request	Sunaidi Expo	15th Dec. 2018
Catalogue Listing and Advertising	Sunaidi Expo	20th Dec. 2018
Stand Designs	Arab Expo	10th Dec. 2018
Exhibitor Badges Request	Sunaidi Expo	20th Dec. 2018

SHOW LOCATION, DATES & TIMES**LOCATION**

Riyadh, Convention and Exhibition Center, KSA

SHOW DATES & HOURS

Monday 4th February 2019
16:00 till 23:00

Tuesday 5th February 2019
16:00 till 23:00

Wednesday 6th February 2019
16:00 till 23:00

OPENING CEREMONY

Monday 4th February 2019
20:30

GENERAL INFORMATION

- **Deadline Checklist**
- **Show Location, Dates & Times**
- **Build-Up**
- **Breakdown**
- **Show Office**
- **Your Booth Includes**
- **Official Show Contractors**

BUILD-UP

Access for Space Only Contractors	2nd February 2019 13:00
Access for Wooden Stand Exhibitors	4th February 2019 08:00
All stands to be completed by (For Space only)	3rd February 2019 22:00

Break Down

All exhibitor products and materials should be removed by	6th February 2019 23:00
Dismantling and removal of stands	7th February 2019 07:30
All stand's fitting materials and contractor equipment to be removed by	7th February 2019 16:00

SHOW OFFICE

Project Admin, Areej Zrazou

T. +966555065199

E. areej.zrazou@sunaidiexpo.com

Operations Manager, Mahmoud Sahli

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mahmoud.sahli@suaidiexpo.com

Marketing Manager, Diala Ibrahim

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GENERAL INFORMATION

YOUR BOOTH INCLUDES

- Deadline Checklist
- Show Location, Dates & Times
- Build-Up
- Breakdown
- Show Office
- **Your Booth Includes**
- Official Show Contractors



WOODEN STAND PACKAGE

- 1 x 16amp power socket main power supply
- 2 x lights
- 1 x unlockable counter
- 1 x table
- 3 x chairs
- 1 x waste bin

UPGRADED WOODEN STAND PACKAGE

- 1 x 16amp power socket main power supply
- 2 x lights
- 1 x unlockable counter
- 1 x table
- 3 x chairs
- 1 x waste bin
- **+ 3 x shelves**
- **+ country flag on fascia**

SPACE ONLY STAND PACKAGE

- 1 x 16amp power socket main power supply

For any additional request, please contact

Mahmoud Sahli
Operation Manager
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mahmoud.sahli@suidiexpo.com

GENERAL INFORMATION

- Deadline Checklist
- Show Location, Dates & Times
- Build-Up
- Breakdown
- Show Office
- Your Booth Includes
- Official Show Contractors

OFFICIAL SHOW CONTRACTORS

Stands, Furniture, Carpet, Cleaning, Display Rental & Electrical, Audiovisual & Computer

Operation Manager

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Customs & International Shipping

BCC Logistics

Ziad Zgheib

Fairs and Exhibitions Supervisor

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Publicity & Press Room / PR Services

Contact our Marketing Manager

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Videography & Media Production Services

Contact our Marketing Manager

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- Visa FAQ's
- Regional Information

VISA FAQ'S

When is my deadline for visa submission?

Your deadline is usually two months before the exhibition.

How do I submit my application?

You will be able to submit your application through our online manual. Only exhibitors and delegates can have their visa submitted. Full payment for the stand is required in order to receive the visa authorisation code.

Who requires a visa to visit Saudi Arabia?

All travelers wishing to visit Saudi Arabia require a visa apart from the following groups:

- Nationals of Bahrain, Kuwait, Oman, Qatar and United Arab Emirates
- Holders of re-entry permits and 'Landing Permits' issued by the Saudi Arabian Ministry of Foreign Affairs

All business travelers require a business visa for entry into Saudi Arabia. Business visas are issued to the following individuals:

Business People, Investors, Representatives of Companies, Managers, Sales Managers, Sales Representatives, Accountants, Production Managers, Administrative Managers, and Consultants

Which countries currently have restricted entry?

Holders of an Israeli passport or passports with Israeli stamps inside as well as holders of Afghani, Bangladeshi, Syrian, Iranian, Iraqi, Qatari, Palestinian, Yemeni, and Thai passports.

Who can obtain a visa?

Visas can be obtained for an event for exhibition staff and delegates only and not for visitor. Chances of obtaining a visa is higher for females over 30 years old.

What are the rights granted by the Saudi Arabian Business Visa?

This visa is for people who want to participate in business meetings, conferences and other business purposes in Saudi Arabia. The visa is only for single entry. Visa holders are not allowed to work or seek employment in Saudi Arabia.

GENERAL INFORMATION

- **Visa FAQ's**
- **Regional Information**

What is the process required in order to obtain a visa for Saudi Arabia?

Visa applicants must complete the visa form from the online manual. All visa applicants require approval from the Ministry of Foreign affairs, which is given in the form of a Commercial Visit Visa / visa authorisation code. The Commercial Visit Visa / visa authorisation code is obtained by the organisers after receiving the visa form and necessary requirements from the visa applicant. Once received, you will need to contact the Saudi Embassy or consulate in your country in order to be directed to the Official Visa Authorising Agent in your country. Then the visa applicant must contact Official Visa Authorising Agent in order to prepare all requirements and schedule appointment for submission.

What documents are required in order to obtain a visa for Saudi Arabia?

1. A passport valid for at least six months, with at least two (2) clear visa pages adjacent to each other.
2. Visa authorisation code / invitation letter attested by the Chamber of Commerce and/or approved by Saudi Ministry of Foreign Affairs.
3. One recent passport size colour photograph with a white background.
4. Certificate of Employment / Support Letter confirming visa applicant's job title/profession.

How do I apply for the visa?

Having filled in the online form, the visa application methods available to you are as follows:

- Exhibitors should provide all required documents along with application form before 30th October 2018.
- Reed Sunaidi Expo will provide you with an Commercial Visit Visa / visa authorisation code so that you can process your application.

Exhibitors should respect above deadline in order to avail the visa with no delay.

Once you receive the Commercial Visit Visa / visa authorisation code, you must submit it to the Official Visa Authorising Agent in your country.

What happens if I reserve my space late?

You have 2 options available to you:

- Reed Sunaidi Expo will still issue you with Commercial Visit Visa / visa authorisation code that you can submit to the Official Visa Authorising Agent However, there is no guarantee that your visa will be issued in time.
- Reed Sunaidi Expo will not be responsible for any visa which will not be approved. No refund can be made.

GENERAL INFORMATION

- **Visa FAQ's**
- **Regional Information**

What is the cost of a visa?

Sunaidi Expo will not charge for visa applications if you submit your documents within the timeframe advised. However, mandatory visa fees are charged by Ministry/Government for all visa applicants. For rates, please contact the Saudi Embassy within your area.

Sunaidi Expo requires ALL paperwork to be submitted 2 months before the opening day of the event in order to guarantee a visa on time. Each exhibitor will be granted 2 visa applications per 9m2. Additional visas can be discussed on a case-by-case basis.

How long do I have to activate the visa once it is granted?

The validation period of the Saudi Arabia Business Visa is three months from the date it is issued and is only valid for single entry.

How long is the visa valid for once I'm in Saudi Arabia?

The visa stay period starts from the first day of entry into Saudi Arabia until your exit. Business visas are usually 30-day visas. However, US passport holders may be issued multiple-entry visas valid for 5 years

Why can't I apply now?

Business visas have a limited time period stamped on them, and the visitor must adhere to the timeframe. In most cases, a visa will allow the visitor 3 months from the date of issue to use the visa and visit Saudi Arabia – therefore, applicants cannot begin the visa application process too early, as the visa will potentially run out.

What happens if I don't get my visa?

If you have applied for your visa by the deadline given by the organiser, and you do not receive approval from the Ministry of Foreign Affairs, before the event, then the organisers will refund space rent paid.

FOR VISA INQUIRIES, CONTACT:

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GENERAL INFORMATION

- Visa FAQ's
- Regional Information

Local Time

Saudi Arabia is four hours ahead of UTC (Co-ordinated Universal Time – formerly known as GMT) and there is no daylight saving.

Language

The official language of the country is Arabic, although English is the official business language. English is widely used and most road and shop signs, restaurant menus, etc. are in both languages.

Local Currency

The monetary unit is the “Riyal”. The currency is also referred to as SAR (Saudi Arabian Riyal). The Riyal has been tied to the US dollar at a midrate of US \$1 – SAR 3.75.

Exchange rates of all major currencies are published daily in the local newspapers.

Local Currency

Banks offer the full range of commercial and personal banking services.

Banking hours: • Sunday to Thursday 09:00 - 16:00
• Friday and Saturday Closed

Most banks operate ATMs, also known as Cash Points or Service Tills, which accept a wide range of cards. Common systems accepted: American Express, Cirrus, Global Access, MasterCard, Plus System and VISA. ATMs can be found in all shopping malls, at the airport, at petrol stations and at various street-side locations. stations and at various street-side locations.

Culture

KSA's culture is firmly rooted in the Islamic traditions of Arabia. Among the most highly prized virtues are courtesy and hospitality; visitors are sure to be charmed by the genuine warmth and friendliness of the people. Visitors should be aware of local sensitivities and customs.

Religion

Islam is the official religion of KSA.

Customs

It is strictly forbidden to import drugs and pornographic material and items. Punishment is severe for offenders.

The importation of alcohol into the Kingdom Of Saudi Arabia is NOT PERMITTED.

Health Requirements

Health certificates are not required for entry into Saudi Arabia except for visitors who have been in cholera or yellow fever infected areas. However, it is always wise to check health requirements before departure as restrictions may vary.

On the Road

Drivers and their passengers in the front and back seats of a vehicle must by law wear seatbelts. Failure to do so will result in a heavy fine.

It is an offense to drive and use a mobile telephone unless it is hands free.

- Types of badges

TYPES OF BADGES

Exhibitor Badges

Exhibitor badges provide access to the exhibit floor prior to, and during open hours of the Show and will distinguish booth personnel from visitors. These badges include the exhibitor's name, title and company, and a barcode.

Exhibitors should order exhibitor badges for limited number of employees, or manufacturer's reps that they plan to have working in their booth during the Show. Booth personnel should be advised that their exhibitor badge identifies them as accredited members of the exhibiting organisation and provides extended hours of admission to the Show floor.

Exhibitors should have due regard for these privileges and the fact that discarded or lost badges can be misused in the wrong hands. The improper uses of these badges make it more difficult to provide protection of intellectual property, products and exhibits.

Trade Visitor Badges, Non-Trade Visitor Badges, Media Badges

Visitor badges only provide access to the exhibit floor during the open hours of the Show. They are equipped with a barcode – containing the visitor's contact details and demographic information.

Buyer / Visitor Badges

Buyer / Visitor badges will be sent only to the high profile decision makers approved by the organisers to allow them to enter the show with a fast track registration. Exhibitors could nominate their VIP guests via Online Manual system and the VIP Guests will be able to claim their badges onsite as long as business card is provided.

- Types of badges

Ordering badges

Advanced online registration allows exhibitors to order badges for their booth personnel and make changes and additions to existing registrations until the time of Build-Up.

Badges requested online will be available for pick-up onsite during the Build-Up time.

Exhibitor badges which were pre-registered online will allow exhibitors to have faster access to their stands.

To register, Exhibitor should login to the system using the Exhibitor Online Manual credentials provided by the Show team, choose the Badges Order form and provide the exhibitor personnel names.



REGISTER ONLINE



REQUEST EXHIBITOR ONLINE MANUAL CREDENTIALS

Onsite Exhibitor Registration

Booth personnel can be added to an exhibiting company registration and receive a badge onsite before show opening hours.

GENERAL INFORMATION

• **Overview**

- Exhibitor Profile in the Official Show Catalogue
- Customised Invitations
- Exhibitor Web Banners
- Press Exposure
- Download Sponsorship Packages

OVERVIEW

Exhibitor Profile in the Official Show Catalogue	Online Profile & Upgrades	Official Show Catalogue Exhibitor Web Banners
Premium Value Packs	Exclusive Advertising Opportunities	Print Advertising Opportunities
Digital Marketing Opportunities	Other Marketing and Sponsorship Opportunities	Press Exposure

Contact Marketing Team

Diala Ibrahim
Marketing Manager
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- Overview
- **Exhibitor Profile in the Official Show Catalogue**
- Customised Invitations
- Exhibitor Web Banners
- Press Exposure
- Download Sponsorship Packages

EXHIBITOR PROFILE IN THE OFFICIAL SHOW CATALOGUE

How it works

The official Show Catalogue is distributed at the entrance to the showfloor. Visitors use the Show Catalogue to locate exhibitors by name, and by the product category, and it is one of the most widely used resources at the show and after the show.

Exhibitor profile in the show catalogue is a free marketing tool available to any exhibitor.

To manage your listing in the catalogue, please login to your online profile in [Exhibitor Online Manual](#)

ONLINE PROFILE & UPGRADES

Your online profile is very important because it is what people will find when they search for you on our website. In addition, your profile information is what will appear in the printed Show Catalogue. Any changes to your listing that you would like to appear in the printed Show Directory must be made by **10th December 2018**.

Exhibitor profile in the Online Listing is a free marketing tool available to any exhibitor.

To manage your Online Listing, please login to your online profile in [Exhibitor Online Manual](#)

**UPDATE YOUR ONLINE PROFILE
TO ENSURE THAT YOU WILL
BE LISTED CORRECTLY
IN THE DIRECTORY**

- Overview
- Exhibitor Profile in the Official Show Catalogue
- Customised Invitations
- Exhibitor Web Banners
- Press Exposure
- Download Sponsorship Packages

CUSTOMISED INVITATIONS

Online Invitation Emailers

These free passes will be customised with your company name and logo. Customised invitations links will be sent to you by email, so you can share with your prospects.

In order to request customised invitations please contact:

diala.ibrahim@sunaidiexpo.com

Print Invitations (available to local exhibitors only)

Show team will print invitations and will be collected by the exhibitor by 4th January 2019.

Please send a request via [Exhibitor Online Manual](#)

EXHIBITOR WEB BANNERS

Online Invitation Emailers

Email diala.ibrahim@sunaidiexpo.com with your booth number to receive a customised banner via e-mail.



ORDER CUSTOMISED WEB BANNERS WITH YOUR BOOTH NUMBER

- Overview
- Exhibitor Profile in the Official Show Catalogue
- Customised Invitations
- Exhibitor Web Banners
- **Press Exposure**
- **Download Sponsorship Packages**

PRESS EXPOSURE

Show media updates

If you have new products that will be introduced at the Show, we would like to include them in the periodic Show Update press releases that we send to visitor database and key Industry publications. The last Show Update will be sent in mid-October. Please send your information to:

diala.ibrahim@sunaidiexpo.com

Your press releases on the Show's website

Press releases concerning new products introductions, important company news or any feature at the show that are worth sharing with the industry professionals may be posted on the show website via [Exhibitor Online Manual](#).



DOWNLOAD SPONSORSHIP PACKAGES

- Booth Layout Approval
- General Information & Venue Regulations

BOOTH LAYOUT APPROVAL

Exhibitors should be sure that all final stand designs are within the construction guidelines outlined in this manual and then submit them for Show Management approval. Submissions should include plans, drawings, or photos showing dimensions of constructed stand and placement of displays and equipment.

Exhibitors with “Space Only” Stands must submit the following specifications:

- 3D or Perspective view
- Floor Plan and Elevations with all relevant dimensions
- Detailed drawings and sectional drawing if necessary
- Structural details and Structural Calculations for Double Deck and Complex structure
- Electrical layout
- Rigging and Hanging structures details
- Material specifications

Designs must be received together no later than **10th December 2018**. Stand construction may not commence without approval.

Show Management reserves the right to prohibit the installation of any stand which does not meet the regulations.

FOR QUERIES, CONTACT

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Operation Manager

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GENERAL INFORMATION

- Booth Layout Approval
- General Information & Venue Regulations

GENERAL INFORMATION & VENUE REGULATIONS**Venue Lighting**

General lighting is provided within the halls.

Fire Regulations

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

Hanging Banners Above the Stand

Exhibitors wishing to install and/or display banners above their stands must forward adequate drawings showing the design, dimensions and location together with the stand design to Organisers for approval.

Exhibitors will be charged USD 135 / SAR 500 for each hanging point.

The banner should be provided by the exhibitor, be made of fabric and weigh less than 5kgs and have sleeves top and bottom. Please also provide pipe for insertion in the sleeves.

The banner must be confined within the borders of the space contracted for by the Exhibitor.

Personnel Safety Regulations

Contractors using climbing boom lifts and gantries must be wearing appropriate safety harnesses and helmets. All persons entering the halls during build up and break down must wear the appropriate footwear, such as boots or shoes. Sandals and flip flops are not acceptable.

Damage to the Venue

No projections of display material, exhibits or furniture into the aisles will be permitted.

It is strictly forbidden to affix nails, tacks, screws, adhesives, paint or similar items to the floor, walls, ceiling or other parts of the premises. It is not permitted to drill into the floor of the exhibition halls. The cost of damage to the venue property will be taken from the Security Deposit.

Only the following tapes are recommended: Doublesided /Carpet Adhesive tapes: EUROTAPPE, EUROCEL and ADVANCE TAPE.

Damage to the floor from poor quality adhesive tapes will be charged and the amount will be taken from the Security Deposit.

GENERAL INFORMATION

- **Booth Layout Approval**
- **General Information & Venue Regulations**

Floor Loading Capacity

The venue's floor loading capacity is upto 1000 tonnes. Please ask the Organiser for further details.

Aisle Carpet

All aisles within the halls will be carpeted.

Compressed Air

The compressor must be located outside the hall. Compressors must be super silent and not a noise nuisance. Compressors more than 1 year old must be in good working order and have proof of being inspected and tested during the previous year.

Ceiling Heights

The height from the floor to the bottom of the roof structure (lowest beam) is 5.0m

Maintenance of Exhibits During the Exhibition Open days

The maintenance of exhibits must be undertaken outside of exhibition hours. In this case, exhibitors or their contractors should notify the Organisers so that the Venue Security Officer is made aware.

The use of trolleys and the movement of exhibits during exhibition opening hours are strictly forbidden.

The Organisers reserve the right to remove or alter any part of a stand or exhibit at the exhibitors expense if, in their opinion, it is necessary to do so in the interests of the exhibition.

Space Only Stand Construction

Stand fitting Contractors may commence work from **13:00 on 2nd February 2019**

Exhibitors should complete the online form for Space Only exhibitors (Stand Design & Contractors Details) by the deadline given and prior to the contractor's arrival on-site.

It is in the exhibitors' interest to appoint a contractor with reputable credentials. Should advice be required, the Suna-idi Operations team would be happy to make recommendations (see page 9).

Exhibitors should ensure that their contractor prefabricates the stand prior to arrival on-site to avoid completion delays and penalties.

Floor Coverings & Platforms

- It is the responsibility of Space Only Exhibitors to provide their own floor covering on the stand.
- It is recommended that Exhibitors place a platform on the floor to disguise cables. The platform should be no less than 18mm thick and the corners should be rounded off.
- Wheelchair access should be available.

GENERAL INFORMATION

• Booth Layout Approval

• General Information & Venue Regulations

Stand Walls

- Stand walls must be no higher than 4 meters.
- Perimeter walls on an aisle should be no longer than 4m without a natural break of 1.8m in width.
- Where a stand joins another and where the wall is higher than the neighbouring wall (no more than 4m), the visible area must be painted in a neutral colour to present a neat appearance on the neighbour's side.
- Branding and advertising is not permitted on this part of the wall.
- The back wall of a neighbouring stand may not be used.

Special Features and Double Storey Stands

- Special features and double-storey stands may be built to a height of 5 meters. Any double-decker stands constructed without approval and then found not to be within the standard health and safety regulations will not be permitted to open until the stand has been made safe
- Foundations may not be drilled into the floor and suitable anchorage must be installed
- Stand designs showing specifications including structural calculations to support the design must be sent no later than 10th December 2018. Doublestorey stand designs must receive approval from the structural engineer appointed by venue

- Exhibitors must provide proof of suitable insurance to the Organisers before construction can commence

Mains Power Supply (Space Only)

- Mains supply to Space Only Stands are not included
- The standard supplies of electrical current available in the exhibition halls are:
 - One Phase 220V
 - Two Phase 220V
 - Three phase 220V
- Exhibitors installing their own power connections to their displays must ensure such installations conform to the IEE Regulations will be subject to inspection and approval by the Official Electrical Contractor before connections to the mains supply
- The organisers reserve the right to disconnect any installation that, in their opinion, is dangerous or likely to cause annoyance to visitors or other exhibitors
- Prices cover fitting, power consumption, installation, maintenance and removal at the close of the exhibition
- Three phase supplies and 24 hour connection will be an extra charge

GENERAL INFORMATION

- **Booth Layout Approval**
- **General Information & Venue Regulations**

- The position of the cable and distribution box should be clearly marked on the grid plan. Full payment must accompany the application.

Security Deposit

As a requirement, all Space Only Exhibitors have to provide a security deposit at the rate of US\$ 50.00 per 1sqm of booked raw space, with a minimum amount chargeable of US\$ 500.00 and a maximum amount chargeable of US\$ 3,000.00. This amount shall be used in full or in part to pay for any delayed penalties resulting from repair of damages of venue or other expenses incurred such as clearance of litter, off cuts and obstruction.

Issue a KSA SAR cheque

A current dated KSA SAR cheque favouring Sunaidi Exhibitions and based on above calculation should be issued by the exhibitor or its local contractor.

Please use the exchange rate of **SAR 3.75 = 1 USD**.

This KSA SAR cheque can be collected from the Organiser's office in the event of no claims from the venue management and upon the Organiser's approval or clearance and not later than 45 days after the close of the event.

- Sunaidi Exhibitions will release any remaining amount after deducting the penalties incurred from any of the following:
- Events clearance of left out litter, off cuts,

obstruction of space and repair of damages.

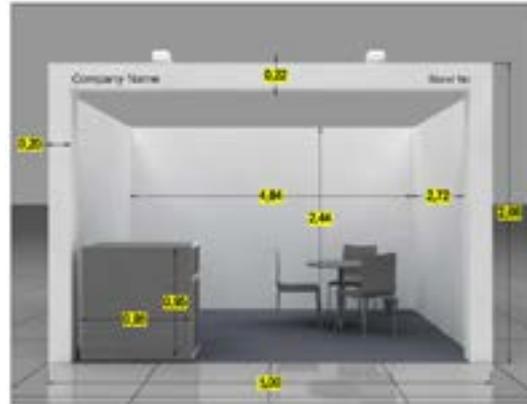
For more information about Security Deposit, please contact the Organisers.

- If you have a contractor to build your stand, you can instruct them to provide the Security Deposit as they are the one who is responsible for building and clearing the site.

GENERAL INFORMATION

- Booth Layout Approval
- General Information & Venue Regulations

Wooden Stand Package, Design and Dimensions



Arab Expo has been appointed as the Official Stand Contractor and will be responsible for the building of the wooden stand option. They will provide full on-site management and technical services.

Exhibitors occupying wooden stands must ensure that all internal stand fittings and displays are contained within the structure and do not exceed 2.4 meters in height.

No display materials or logos may be fixed to the walls and fascia panels without the approval of Arab Expo.

No fixtures may be attached to the walls, but brackets are available for exhibitor display panels and signs.

Please contact Mahmoud Sahli, Operations Manager, for bracket requirements.

Exhibitors may affix lightweight photographs and technical information sheets etc. directly to the walls with good quality double-sided adhesive pads or similar, provided such material can be removed without damage to the wall panels.

[See the diagram in this section for the design, dimensions and inclusions of the wooden stand. Please contact Mahmoud Sahli, Operations Manager, for stand specifications, and designs that include branding options.](#)

Wooden Stands will be available to exhibitors at 8:00 AM on 04th February 2019.

Furniture Hire & Stand Fitting Extras

Arab Expo, the Official Stand Contractor, is able to offer quality furniture and stand fitting extras for hire. An illustration of furniture items available is shown in the Exhibitor Online Manual.

To order furniture pieces and additional wooden stand materials please complete the online form

[Orders received after the specified return date will be subject to a 20% surcharge](#)

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GENERAL INFORMATION**• Booth Layout Approval
• General Information
& Venue Regulations****Breakdown of Stands & Exhibits**

- The exhibition will close at Wednesday
22:00 on 06th February 2019
- All items should be removed by Wednesday
22:00 on 06th February 2019
Items or materials remaining
in the halls after this time will be removed at the
cost of the exhibitor
- The official on-site freight handler BCC Logistics will
bring the empty packing cases into the halls when
all the visitors have left the halls
- Exhibitors should pack and secure any small
valuable exhibits, remove wall mounted graphics
from the standard wooden stand walls and empty
rented cupboards immediately after the show closes

DO NOT LEAVE ITEMS IN THE CUPBOARDS OVERNIGHT.

- All hand carried items should be removed from the
halls after closing.
- The Organisers will not be held responsible for any
items that get missing during breakdown

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GENERAL INFORMATION

- On-site Offices
- Visitor Admission
- Exhibition Security
- Fire Appliances and Information
- Banner Advertising and Rigging Services
- Banking Services / ATM's
- Floral and Plant Hire
- Freight
- Furniture Hire / Electrical Supply / Additional Shell Scheme Services Opening Ceremony
- Photography / Video
- Prayer Rooms
- Media Centre
- Cleaning Services
- Temporary Staff
- Toilet Facilities
- Lost & Found
- Storage of Materials Booth Furnishings & Rental Exhibits
- Installation & Dismantle Labor

ON-SITE OFFICES

OFFICE	SERVICE	OFFICE HOURS
Organiser's Office	Help Desk/ Onsite Support	10:00 – 20:00
Arab Expo	Electrical Power/ Furniture Hire	11:00 – 18:00
BCC Logistics	On-site Handling & Lifting	10:00 – 17:00

Visitor Admission

For fast track entry to the exhibition, visitors should register Online or present their business cards at the entrance. Visitors may pre-register online before 20th January 2019.

Exhibition Security

General security arrangements for the exhibition will be controlled by the Organisers in conjunction with the local authorities in Riyadh. Security personnel will patrol the exhibition halls in general, but their duties will not include special attention to individual stands.

Exhibitors should exercise due care and attention with regard to safety of their exhibits. Therefore, we strongly advise to keep all valuable items and smaller exhibits, which may be easily stolen in a secure place. If your displays are valuable and sensitive and you wish to hire security personnel to attend to your stand exclusively, whether for the open period

and/or overnight, please check with the Organisers for further details.

It is recommended that a member of staff is present on the stand at least half an hour before the exhibition opens and until all visitors have left the hall. Under no circumstances should a stand be unmanned during the open periods of the exhibition. While the Organisers will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage which may occur, and it will be the Exhibitor's responsibility to arrange security for their stand, its exhibits and contents including personal property. Appropriate insurance coverage should be arranged.

Fire Appliances and Information

Fire Extinguishers are provided in various locations around the halls. Please locate the nearest extinguisher and follow the instructions attached. Exhibitors will be provided with full instructions regarding the fire, emergency and accident procedures prior to the opening of the show. Please ensure that these are passed on to all stand personnel and contractors.

Banner Advertising and Rigging Services

Exhibitors / contractors are responsible for rigging / truss lighting above their own stands. PERMISSION MUST BE GRANTED FROM THE ORGANISER BEFORE COMMENCEMENT OF WORK.

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Banking Services / ATM's

The nearest ATM is located in Riyadh Convention and Exhibitions Center Hall Gates 2 & 3

Floral and Plant Hire

An official Floral / Plant supplier will be appointed for the show. Please contact the Operations Manager, Rabie Al Jamal, for further details.

Freight – Courier deliveries / On-Site Handling / Lifting / Forwarding / Customs

See Shipping & Move-in section.

Furniture Hire / Electrical Supply / Additional Shell Scheme Services

Please contact the Operations Manager, Rabie Al Jamal, for further details.

Opening Ceremony

On the opening day of the show, the halls will be closed to ALL persons until 2 hours prior to the show opening for a security check. Once the security check is complete, then only Exhibitors displaying their exhibitor badge will be allowed admission through the appointed entrance. The official opening ceremony will take place on 27th November 2018 at 20:30.

The dignitary in attendance will be announced prior to the

exhibition. A number of VIP's and Government officials will be formally invited to attend.

Exhibitors are requested to be on their stand during the opening ceremony in order to receive the VIP party.

Photography / Video

If you require photography or videography, please contact the Organisers directly for an individual quotation.

Prayer Rooms

Please consult the venue floorplan or contact the Organiser's office for the location of the venue Prayer Rooms.

Media Centre

Please consult the venue floorplan or contact the organiser's office for location of the Media Centre.

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Cleaning Services

General cleaning of the aisles and common areas is the responsibility of the Organisers. For booth cleaning services, kindly order through Exhibitor Online Manual.

Temporary Staff

Please contact the Organisers before the event for your temporary staff requirements.

Toilet Facilities

Ladies & Gentlemen's toilet facilities are available throughout the venue.

Lost & Found

Please call the Organiser's Office to report lost and found items. Kindly be informed that organisers will not be responsible for lost items.

Storage of Materials

Cavities and spaces around stands must not be used for storage of empty crates, cartons, boxes or packaging materials.

Exhibitors bringing material into the halls for display purposes must make appropriate storage arrangements for any spare materials or packaging.

The area behind the stands is designated utility areas, and

do not form part of the exhibition / is not sold space. It is the requirement from Riyadh Civil Defense to keep a 1 meter clear gap between stands and the walls.

Direct arrangements for storage of empty materials and show consumables should be made with the Official Freight Forwarder (See Shipping & Move-in section). Otherwise, Exhibitors must arrange for their cartons and cases to be transported back to their own premises.

Al Faisaliah Hotel Riyadh reserves the right to remove / dispose of any cartons, cases, and / or packing materials left in the Exhibition Halls / behind stands. Any costs incurred will be borne by the Exhibitor.

Booth Furnishings & Rental Exhibits

Exhibitor Online Manual allows exhibitors to order furniture, displays, flowers, and other services via online platform. To check online forms and place the order please login to Exhibitor Online Manual.

Installation & Dismantle Labor

During build up and break down, it is essential that paths and internal walkways are kept clear of rubbish and other obstructions at all times. It is the responsibility of the Exhibitor to make arrangements with the Official Freight Handler to have crates and packing materials stored if they are required at the end of the exhibition.

GENERAL INFORMATION

- Booth Layout Approval
Official Shipping &
Freight Contractor

OFFICIAL SHIPPING & FREIGHT CONTRACTOR

International Shipping Instructions

Sunaidi Expo
Kingdom of Saudi Arabia

The Organisers have appointed BCC Logistics as the official freight forwarder & on-site logistics handling agent.

BCC Logistics will advise on all freight clearing, handling and transportation requirements you may have.

If you have any queries relating to these instructions or any other shipping queries, please contact the official freight forwarder, BCC Logistics, directly.

BCC Logistics

Contact: Ziad Zgheib

E. ziad.zgheib@bcclogistics.com

T. +966 11 460 2997

M. +966 53 321 4969

[download shipping guidelines & exhibition handling tariff document](#)

GENERAL INFORMATION

- Practical Tips
- Hosting A Successful Booth

PRACTICAL TIPS**ORDER IN ADVANCE**

When planning and ordering exhibitor services of any kind, it should be noted that a substantial “late order penalty” of 20% will be applied to any orders placed at the service desks on-site or after the advance order deadline.

WARN FREIGHT CARRIERS

Freight carriers should be informed in advance about the logistics involved in delivering or picking up shipments from the venue.

STAY ON SCHEDULE

It is the exhibitor’s responsibility to supervise the job has been done and to notify the service team. If exhibitor has any problem during any phase of the Show which cannot be resolved by the appropriate service contractor, the exhibitor should seek out the Show Manager or Operations Manager for assistance. It is the exhibitor’s responsibility to supervise the job has been done and to notify the service team. If exhibitor has any problem during any phase of the Show which cannot be resolved by the appropriate service contractor, the exhibitor should seek out the Show Manager or Operations Manager for assistance.

HOSTING A SUCCESSFUL BOOTH**START TODAY**

Take advantage of the pre-show marketing tools, including press releases, to let customers and prospects know you will be exhibiting and invite them to visit your booth. Target your booth and promotion to the people who will be the most interested in your products. Be sure to meet with staff in advance so that everyone knows the company objectives for the event.

BE ALERT

Engaging visitors with the eye contact and a friendly greeting may incline them to stop when they otherwise would have passed by. No one will be attracted to a booth with personnel that seem disinterested. Avoid using mobiles, eating, and sitting in the booth.

KEEP POSITIVE

A smile and a good attitude go a long way to attract visitors and keep them interested in what you have to say.

SELL IT

Knowledgeable people should be on the hand in the booth at all times to answer questions and possibly make the sale of the year. Empty booths do not generate sales leads and can be frustrating to a potential customer looking for information.

THANK YOU FOR YOUR TIME



المعرض السعودي الدولي للاحتياز التجاري

4-6 February 2019

Riyadh Convention & Exhibition Center

www.saudifranchiseexpo.com