



The Interiors 2017
Bahrain International Exhibition and Convention Centre
25 – 27 April 2017

EXHIBITOR MANUAL

Organised by:



PO Box 1100, Manama, Bahrain
Tel. +973 1729 9123
Fax. +973 1729 9155
Email: info@hilalce.com

Your contacts:

Ahmed Suleiman - Exhibition Director
Cheryl D'Souza – Office Manager
Rohan Steven – Operations Manager
Rathul Ramesh – Operations Manager

Gulf Interiors 2017

Welcome to the Gulf Interiors 2017. We thank you for exhibiting at the show and are delighted that you are an integral part of this successful event.

It is important that you read this manual thoroughly to familiarize yourself with all the exhibitor rules, details and the services available. We would recommend that you nominate one person as the Exhibition Coordinator in charge of your stand preparation.

Your co-coordinator can liaise with the organizers and contractors when necessary and ensure prompt and accurate completion of all requirements and order forms.

Please take a copy of each completed order form for your records and submit the original to the contact address indicated on each order form.

The manual is divided into sections and is simply designed for easy reference:

- Section 1 : Exhibition Time Table**
- Section 2 : Freight & transportation of Exhibits**
- Section 3 : Stand Construction & Exhibition Services**
- Section 4 : Supplementary and General Stand Services**
- Section 5 : Travel and Accommodation**
- Section 6 : Free Promotion and Publicity**
- Section 7 : Admission to the Exhibition**
- Section 8 : General Terms and conditions**

A list of approved contractors is provided. Order Forms need to be provided by the deadline dates otherwise we cannot guarantee to provide services for forms received after the deadlines.

We are dedicated to your success at this event. Should you have any further queries relating to your participation at the exhibition that cannot be found in this manual, please contact Tel: +973 17299123 Fax: +973 17299155 and email: info@hilalce.com

We look forward to a very successful show.

Hilal Conferences & Exhibitions

Section 1: Exhibition Timetable

1.2 Opening Times

Gulf Interiors 2017 will take place from **25th - 27th April 2017**.
The exhibition is open to trade and business visitors from 10:00 am to 9:00 pm.

1.2 Construction and Dismantling Timetable

Build-Up

Saturday 22 April 2017	8:00 am – Midnight	Only for exhibitors building their own stand
Sunday 23 April 2017	8:00 am – Midnight	For all exhibitors
Monday 24 April 2017	8:00 am – 8:00 pm	

Important: For security reasons under no circumstances will exhibitors be allowed to work in the hall beyond 8:00pm on 24th April 2017.

Dismantling

Thursday 27 April 2017	9:30 pm – Midnight	Halls open for removal of products exhibits and stand
Friday 28 April 2017	8:00 am – 2:00 pm	Fittings and equipment's must be cleared by 2:00 pm

Important: Shell scheme stands will be dismantled from 10:00 pm on Thursday, 27th April. Exhibitors occupying these stands are advised to remove their displays soon after the doors are closed to visitors on Thursday 27th April 2017.

Goods left unattended during the breakdown without any instructions to freight forwarding and onsite handling contractors will be moved from the hall. It is the exhibitor's sole responsibility to ensure that all their items are removed from the stands. Neither the organizers, its contractors nor the Exhibition Centre will be responsible for any goods left unattended during the build-up or breakdown.

If the stands and items are not removed on time, this will affect the return of the performance bond

Section 2: Freight, Transportation and Logistics

2.1 Freight and onsite handling contractors

Bahrain International Cargo Services have been appointed as the Logistics Service Provider for the Gulf Interiors 2017

BICS provides comprehensive shipping and handling services for all exhibition goods to Gulf Interiors 2017 and will be able to assist you in all your freight, clearing, handling and transportation requirements both inbound and outbound.

To avoid problems and additional expense, please read the set of guidelines very carefully and send your documents and exhibits to BICS as per the deadlines given below.

Communication

Direct all shipping enquires, information & documents to:

Bahrain International Cargo Services
Name: Sathian kottukkal
Office Telephone: +973 1782 8620
Mobile number: +973 36537674
Email: Sathian.kottukkal@kanoo.com

Section 3: Stand Construction & Exhibition Services

3.1 Official Stand Fitting Contractor

The Organizers have appointed City Neon Middle East WLL as its official stand fitting Contractor:

City neon (Middle East) WLL
PO Box 2490
Manama
Kingdom of Bahrain
Tel: +973 17 590 191
Fax: +973 17 594 716
Email: milan@cityneon.com.bh
Contact: Milan

3.2 Shell Scheme Package

The official stand fitting contractor will be responsible for erecting the shell scheme stands booked by exhibitors who do not wish to build their own stand. The shell scheme package includes: (per 9 sqm stand)

- Wall panels
- Needle Punch carpet flooring
- Fascia board with cut-out standard lettering
- 13 amp single phase power point
- 40W fluorescent tubes installed at the back of the fascia board (x2)
- Wooden pylon with illuminated front at the perimeter of the booth
- Square table
- Meeting chairs (x2)
- System lockable cabinet
- Wastepaper basket

Section 3: Stand Construction & Exhibition Services



Any damages to the wall panels will be charged to the Exhibitor by the Official Contractor

Exhibitors booking this package will have their company name and stand number featured on their fascia in English only. **Complete Order Form 3**

3.3 Space Only Exhibitors

3.3.1 All Contractors/ Exhibitors building their own stand will be required to submit a Performance Bond to the Official Contractor **Complete Performance Bond Form**

While Exhibitors may appoint their own contractor for the purpose of stand building all electrical supplies must be installed by the exhibition official contractors. Exhibitors are requested to ensure that their respective contractors observe all rules and regulations. Exhibitors are reminded that they would be responsible for all actions, observance of rules and regulations of their contractors during the entire exhibition from the period of build-up to tear-down of the exhibition. Failure to adhere to the rules may affect the return of the Performance Bond

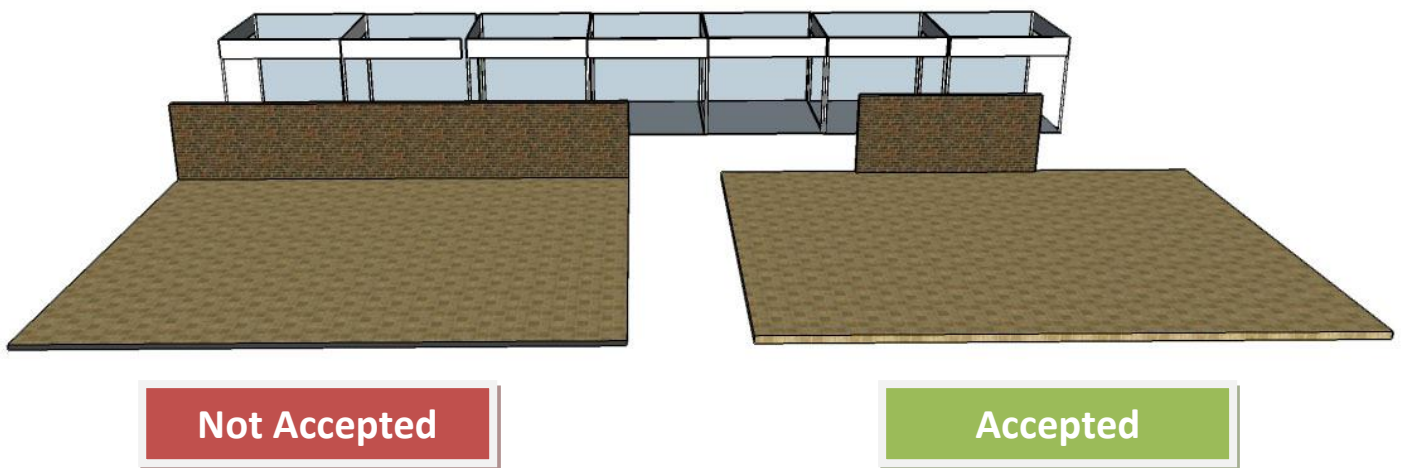
3.3.2 Building an exhibition stand is like building a business premises, you have to comply with local building regulations, make sure that you are ok for health and safety, have sufficient electricity supply and most importantly also make sure that it is built by the deadline date. Here are the basic rules that you need to comply with

1. Exhibitors building their own stands must submit a detailed drawing of their stand to the Organizers by **15th April 2017** for inspection and **written approval**.
2. Exhibitors employing stand fitting contractors must advise the Organisers the name of the contractor including their contact details. **Complete Form 4** Stand fitting contractors must take an appropriate Public Liability Insurance policy; otherwise this liability will be the responsibility of the Exhibitor.

Section 3: Stand Construction & Exhibition Services

3. The Organisers will not provide on-site services or labor for the erection of stands and displays unless prior arrangements have been made.
4. Exhibitors building their own stands cannot start building the stand without the Organisers' written Approval. Without this approval, you could involve extensive alterations to your stands at your own cost.
5. The **maximum** stand height allowed is 3.75 meters.
6. Any design for a structure exceeding 2.5 meters in height next to a shell scheme Stand must be submitted to the Organisers for approval at least six weeks in advance. If approved, the structure will be restricted to a distance of one meter away from the dividing walls of the neighboring stands.
7. Suspension of part or all of any structure from the hall roof structure is not permitted.
8. **Space reserved by Exhibitor of a full "island stand" with 4 sides open will be required to maintain 4 sides open access to public view. Any wall enclosing the stand should not exceed 50% of the length or width of the size of the space purchased. .**

EXAMPLES OF ACCEPTABLE SPACE STAND CONFIGURATIONS/DESIGNS



IF YOU ARE IN DOUBT ABOUT YOUR PROPOSED DESIGN, PLEASE CONTACT THE ORGANIZERS.

9. Detailed drawings of the stand including perspective, full dimensions, sides/front/ back elevations, plan structural and materials information should be sent to:
Hilal Conferences and Exhibitions
PO Box 1100, Manama, Bahrain

Alternatively, drawings can be sent via email as a pdf or jpeg attachment to info@hilalce.com or rathul@tradedearabia.net

Section 3: Stand Construction & Exhibition Services

10. The Organisers reserve the right to reject a design that is found not conforming to the building rules and regulations and which may affect the other exhibitors' stands in any way.
11. Where no drawings and full calculations have been submitted and approved, the stands may be subjected to onsite engineering inspection and may be subjected to adjustments on site, the cost of which will be borne by the exhibitor.
12. All materials used in stand construction must be properly fireproofed in accordance with local Regulations. Normal international safety standards apply.
13. The Stand Contractor must supply their own Distribution Box for connection of electricity.

3.4 Electrical Power Supply

Space Only Contracts have already been provided as part of the space only package - 30 amp single phase / 15 amps 3 phase.

If you require additional power **Complete Form 5**

3.5 Floor Surface and Loading

The floor of the exhibition hall has a smooth acrylic paint finish concrete surface and no form of fixing to the floor is permitted. Any damage caused to the floor surface or any part of the exhibition centre will be charged to the exhibitor.

The maximum permitted weight of exhibits is 1,785 kg/m² or 365 lbs/ft². This maximum weight shall not be exceeded in any circumstances. Pointed or dynamic loads will not be allowed in the exhibition centre unless prior approval from the Organisers is obtained.

3.6 Height and Access of Exhibits

3.6.1 Maximum Height of Exhibits

In Organiser's shell scheme stands - 2.50 meters

In Exhibitor's own stand - 3.75 meters

3.6.2 Access

The largest goods entrance door to the exhibition hall measures 3m wide x 3.6m high.

3.7 Compressed Air

Exhibitors requiring compressed air should obtain permission from the Organisers.

Section 3: Stand Construction & Exhibition Services

3.8 Hazardous Items

3.8.1 General

Any exhibit or process which generates noxious or toxic fumes, exhaust or smoke shall be so arranged as to have an effective exhaust system properly connected to the fumes exhaust system of the exhibition hall or to the outside atmosphere and be sited pursuant to approved locations. Full details of the exhibit or process and proposed exhaust system shall be submitted to the Organisers for prior approval one month before the first day of the exhibition.

3.8.2 Internal Combustion Engines

The use of compressors, sprayers, auto trucks and similar plants powered by internal combustion engines is prohibited during the exhibition.

3.8.3 Radioactive Materials

It is prohibited to display equipment of any kind that incorporates radioactive materials.

3.9 Machinery & Equipments

All machinery and other apparatus intended to be operated during the exhibition must be fitted with guards or other means of protection subject to the approval and the satisfaction of the Organisers to ensure public safety. The machinery and equipment shall only be demonstrated or operated by persons authorised by the exhibitor and shall not be left running in the absence of such persons. The Organisers shall be advised of such authorisation.

Welding, metal cutting, grinding and brazing may only take place within the hall if a written consent has been obtained in advance from the Organisers. Machinery shown as part of a display should be guarded to ensure that members of the public are kept at a safe distance.

The use of un-insulated catenaries or un-insulated pole low voltage lighting systems is prohibited. Electrical equipment shall be guarded to prevent accidental contact with live metal, moving parts, live terminals and accidental short circuiting.

Exhibitors are not permitted, and shall not permit others, to connect or otherwise interfere with the electrical, gas, water, or other fittings of the halls and shall not introduce into or use in the halls any supplementary plant for the generation or supply of electricity or for artificial lighting or for generating power.

It is prohibited to take electrical supplies from the sockets located in the exhibition hall walls.

3.10 Working Exhibits

All pressure vessels or equipment under pressure must conform to their safety standards and regulations.

The Organisers reserve the right to determine the acceptable sound level and extent of the demonstration for working exhibits and audio-visual presentations in the event of complaint from other exhibitors.

Section 3: Stand Construction & Exhibition Services

3.11 Relocation of Stands

The Organisers reserve the right to relocate exhibitors' stand areas, without liability, should it be deemed necessary for whatever reason. Where possible the Organisers will endeavor to advise the Exhibitor of any such relocation in writing prior to the Exhibition build-up.

3.12 Stand Boundaries

Exhibitors must not place any display material, dividing wall, exhibit or any part of their stand construction beyond their contracted space boundary. Any such encroachment of space will be deemed chargeable by the exhibition organizers to the exhibitor.

3.13 Platform Floors

Bahrain International Exhibition Centre requires that all platform floors have adequate wheelchair access. All corners must be rounded off, and the use of metallic/aluminum edging strip is prohibited.

3.14 Aisles and Gangways

Exhibitors must ensure that all gangways adjoining the stand are not blocked during build up and breakdown to a degree which inhibits other exhibitors and freight. The exhibitor is also responsible for ensuring that no product or display is placed in the aisle adjacent to his stand during the open hours of the exhibition.

No part of the stand or exhibit including fascia, signs, lighting, corner posts or other fittings shall project into, or overhang any gangway or adjacent stands, obscure any fire or exit signs, or be suspended from the roof, without prior approval from the Organisers. Additionally, any display or other items attached must not project over the frontage of space taken by another exhibitor.

3.15 Carpet and Carpet Tape

All scheme stands are carpeted in grey. Space only stands are not carpeted and it is the exhibitor's responsibility to lay an appropriate floor covering.

All carpet tape should be industry standard and should not leave a residue on the hall floor after use. All tape must be removed during break-down and **charges for non-removal and damages will be levied to all relevant contractors and exhibitors.**

3.16 Fabrics and Decorative Finishings

All textile materials used for decorative finishes to stands:

- Shall be able to pass a test for flammability or for surface spread of flame
- Shall be fixed taught or in tight pleats to a solid backing
- Shall be secured at floor level
- Shall not ignite when subject to a flame after 10 seconds
- Shall not have an afterglow when subjected to a heat source for 10 seconds

Any paint used should be water based and the use of paint sprayers in the halls is not permitted.

Section 3: Stand Construction & Exhibition Services

3.17 Restrictions

It is strictly prohibited to affix nails, hooks, tacks, screws, adhesives paint or other similar items to the floor, walls, ceilings or other parts of the premises.

3.18 Banners

Banners may only be suspended above the exhibitors own stand and will be subject to the Organisers' and BIEC engineer's approval. For every 8 sqm, an installation charge of BHD 60 is charged. Any banner size exceeding 8 sqm will be charged additionally at BD 12 per sqm. All Banners must be supplied ready for hanging. Exhibitors must supply banners with hanging support, loops and casting.

All banners must be delivered to the organizer's office on Saturday, 22 April 2017 by 8:30 am as installation begins by 10:00 am of the same day. Banners delivered after the deadline will be charged an additional fee of BHD 15 per banner.

3.19 Distribution of Promotional Materials

Exhibitors are not permitted to distribute promotional materials anywhere in the exhibition Hall (including the car park) except from their stands. In addition, affixing any advertising material anywhere in the hall is prohibited except on the exhibitor's stand.

3.20 Alteration of Display Materials/Exhibits

Exhibitors providing their own displays must ensure that these are completely finished before the show opens. Exhibitors are not permitted to alter their displays or exhibits during the open periods of the show. Any alterations should be carried out when the exhibition is closed to visitors and only with permission from the Organisers.

Section 4: Supplementary & General Stand Services

4.1 Furniture

Exhibitors who wish to hire furniture for their stand should **Complete Form 7**

4.2 Audio Visual Equipment

Audio visual equipment is available. – LEDs, Projectors, Screens, Laptops, Sound System.
Complete Form 8

4.3 Mobile Broadband Internet

Wireless internet connection is available at the exhibition centre for free. Exhibitors may opt for a dedicated wireless mobile internet broadband by **Completing Form 8**

4.4 Lifting and Handling

Lifting equipment is available from Bahrain International Cargo Services, the onsite handling contractor.

Section 4: Supplementary & General Stand Services

4.5 Water and Waste

The Bahrain International Exhibition Centre has limited facility for piped water or drainage. If water is needed on the stand, please inform the Organisers immediately since the relocation of the stand may be necessary. Fresh water can be supplied which must be hand carried to the stands.

4.6 Cleaning

The Organisers are responsible for the cleaning of gangways and common areas each day, including the cleaning of the exhibition stand floors. It is the responsibility of the exhibitors to clean the furniture and exhibits on their stands.

4.7 Security

24-hour security is provided by the Bahrain International Exhibition Centre. Security guards will patrol the exhibition hall in general, but their duties will not include attention to individual stands. Exhibitors are advised to take adequate precautions and ensure that all articles and valuable items are insured. The Organisers will not be held responsible for the safety of articles of any kind brought into the exhibition hall by the exhibitors, their staff or any person whatsoever (see Section 8.6 – Insurance)

4.8 Temporary Staff / Employment of Labour

The Organisers can make arrangements for temporary staff including receptionists, general assistants, labourers etc. at extra cost. **Complete Form 8**

It will not be possible for exhibitors to obtain on-site services or labour for the erection of their stands and displays, unless prior arrangements have been made.

4.9 Flowers and Plants

Flowers and plants are available on hire from Magic Touch who are the official florists. Please contact Vincent on 33906286 for more information.

4.10 Photography

The official photographers for Gulf Interiors 2017 are National Images, they will be available throughout the show. Exhibitors who require stand photography are recommended to contact them in advance of the show.

4.11 Catering / Restaurant

Food and beverage service will be available in the exhibition hall during the build-up and show days. For additional catering requirements, please contact the Organisers. During the exhibition, the organizers will provide a number of pre-paid vouchers to exhibitors to use for its staff. The use of vouchers should be limited to consumption of food and beverages at the Exhibition centre and not for take-away or domestic use.

Section 4: Supplementary & General Stand Services

4.12 Car Parking

Ample car parking facilities are available in the exhibition centre, free of charge.

4.13 Transportation

Taxi service is available in Bahrain. It is advisable to take a call taxi service by calling telephone number 1768 2999 or 1746 1746 and book the service early.

Section 5: Travel and Accommodation

5.1 Visa Requirements for the Kingdom of Bahrain

Visas are required by all visitors to Bahrain regardless of purpose of visit except passport holders of the GCC states – Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Visitors requiring visas for Bahrain should visit the website www.evisa.gov.bh, for up-to-date visa requirements and procedures.

5.2 Hotel Accommodation

Special rates with a number of hotels have been arranged for exhibitors. Download the Booking Form (from our website-www.gulfinteriorsexhibitions.com.) for the hotel of your choice and submit directly to the hotel.

Section 6: Promotion & Publicity

6.1 Pre-Event Promotion

6.1.1 Advertising

The Organisers will conduct an extensive visitor promotion campaign to attract potential visitors throughout the Middle East and internationally through advertisements.

6.1.2 Media Relations

A full schedule of media activity will be co-ordinated by the Organisers before and during the show. Exhibitors are encouraged to supplement this with their own news stories, press releases and product photographs which should be sent to the Organisers. Submit your press releases and images via email to sarah@tradedarabia.net.

6.1.3 Direct Mail Marketing

A direct mail of visitor promotion flyers and invitation tickets will be mailed out to thousands of potential visitors which include decision makers, buyers and specifiers, trade and industry professionals, government and diplomatic officials, etc.

Section 6: Promotion & Publicity

6.1.4 Newsletters

Visitor promotion newsletters will be published and mailed to potential visitors to provide them with information on what they can expect to see at the event.

Exhibitors are encouraged to submit editorial preview materials and photographs for possible inclusion in the newsletters. Submit your additional contents and images via email to sarah@tradedearabia.net

6.1.4 e-Profile

Each exhibitor is provided with an individually designed e-profile for marketing purposes. E-profile is created subject to the input of the exhibitor. Please send your company's logo along with your information to cheryl@tradedearabia.net or **Complete Form 1**

6.2 Show Directory / Catalogue

The show catalogue will be printed in English & Arabic.

The catalogue will be given free of charge to visitors during the exhibition and a quantity will be distributed in advance to selected media and decision makers to further promote the show.

6.2.1 Catalogue Entry

Each exhibitor is entitled to a maximum of 100 word entry describing the products & services of the company. **Complete Form 1** and submit it immediately together with a high resolution image of your Logo. It is important that all details on the form are legible and accurate. Utmost care is taken in the production of the catalogue. The Organisers cannot be held responsible for any errors in the catalogue entry for whatever reason.

6.2.2 Catalogue Advertising

Exhibitors wishing to take catalogue advertising should **Complete Form 9**

6.3 Exhibition Daily Newsletters

Exhibition Daily Newsletters will be published during the show days which will be distributed to all the visitors of the show. Exhibitors are invited to submit editorial material to the Organisers for possible inclusion in the newsletters. This service is free of charge.

The Organisers reserve their rights editorial control of the newsletters and may reject any material to the organizers submitted by exhibitor.

Section 7: Admission to the Exhibition

7.1 Admission Rules

The exhibition is open to trade and business visitors only. Exhibitors must ensure that all promotional activities is aimed at the appropriate visitor sectors.

The general public and children under 12 will not be admitted under any circumstances. Children will be allowed only with the permission of the organisers.

Section 7: Admission to the Exhibition

7.2 Visitor Invitations

Exhibitors will be issued with 100 free visitor tickets for selected distribution. Extra invites may be ordered from the Organisers at small charge to cover printing cost.

7.3 Exhibitor Badges / Contractors Badges

Exhibitors, their staff and contractors will be issued with badges which must be worn at all times in the exhibition hall for security reasons. **Complete Forms 4 & 10**

The organizers reserve the right to refuse admission to the show at all times.

Section 8: General Terms & Conditions

8.1 Sale of Exhibits

Gulf Interiors is a business to business exhibition. Consumer selling is not allowed in the exhibition. Products sold from stand cannot be taken/delivered until the exhibition is closed.

8.2 Payments

Exhibitors will not be allowed to occupy their contracted space unless full payment is made.

8.3 Limitation of Liability

The Organisers, their contractors or agents shall not be liable for the safety of exhibitors, their servants, agents, contractors or invitees during the exhibition nor for any exhibits, articles or other property of whatever kind brought into the exhibition by the exhibitors, their servants, agents, contractors or invitees or members of the public.

The Organisers are not responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, siting or removal of exhibits, or for the failure of any services or amenities provided by the exhibition centre management or other third parties.

8.4 Insurance

Exhibitors should ensure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles of any kind, public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The exhibitor by their participation at the Exhibition hold the Organisers harmless in respect of all costs, claims, demands and expenses to which the Organisers may in any way be subject as a result of any loss or injury arising to any person or property howsoever caused as a result of any act or default of the exhibitor, his servants, agents or contractors or invitees. If the Organisers so demand the exhibitor shall provide proof to the Organisers that the exhibitor has adequate insurance cover.

Section 8: General Terms & Conditions

The period for such insurance shall run from the time the exhibitor or any of his, agents or contractors first enters the exhibition grounds, and to continue until he has vacated the exhibition grounds and all his exhibits and property have been removed.

8.5 Group Stands

Contracting parties for group stands are responsible for ensuring that all exhibitors within their group are fully aware of, and agree to abide by, these terms and conditions and by the rules and regulations of the exhibition.

8.6 Sub-Letting

The exhibitor must not transfer, dispose or part with, or otherwise sublet the whole or any part of his allotted space, whether for financial considerations or otherwise without prior knowledge and approval of the organizers. The exhibitor must, if he is an agent, distributor or licensee, state at the time of contract the names of the principals for whom he is agent, distributor or sole licensee.

8.7 Force Majeure

The Organisers shall not be liable to the exhibitor by reason of any cancellation or part-time opening of the exhibition, either as a whole or in part, for any non-performance of their obligations under this contract or for any amendments or alterations to all or any of the rules and regulations of the exhibition in each case to the extent that such occurrence is due to any circumstances not within their control.

8.8 No Smoking

The Bahrain International Exhibition and Convention Centre is a **No Smoking** area. Smoking within the exhibition hall is strictly prohibited.

Authorised Contractors and Suppliers for Exhibition Services

Official Stand Contractors

Cityneon (Middle East) WLL

PO Box 2490, Manama, Kingdom of Bahrain

Tel: +973 1759 0191

Fax: +973 1759 4716

Email: lan@cityneon.com.bh

Contact: Marcus Chua

Enhanced Shell Scheme Contractors

Northstar Media

Tel : 39614868

Email : jayaprakash@tradedearabia.net

Contact : Jayaprakash

A.V Equipment

Northstar Commerce

Tel : +973 38402125

Email : rohan.steven@tradedearabia.net

Contact : Rohan Steven

Freight Forwarding and Onsite Handling

TBA

Plants and Flowers

Magic Touch

Vincent

973 3390 6286