

# GENERAL INFORMATION & GUIDELINES

## **SERVICE COSTS**

Order all services and send shipments by the published advanced deadline to insure timely installation, delivery on-site and to avoid late charges. Contractors will charge for late ordering. Moreover, provision of required equipment and services will be subject to stock availability. Reference the [Exhibitor Action Checklist](#) for a listing of upcoming deadlines.

## **WIRELESS INTERNET**

Free wireless service operated by the HKCEC is available at the exposition venue 'HKCEC\_Free\_WiFi'. The wireless connection may fail or become slow and/or unstable during the exhibition period, and will disconnect if the connection is idle for over 30 minutes. The usage is limited to 60 minutes upon registration. If you require continuous access and a stable connection it is strongly recommended to order a dedicated broadband line Internet service.

## **EXHIBITOR SERVICE MANUAL & CO-EXHIBITORS**

Each lead exhibitor will receive a link to the Online Exhibitor Service Manual, co-exhibitors **are not** sent a link to the manual. If you have a company that will be sharing your space, it is your responsibility as the lead company to make sure they are aware of all rules and regulations. Exhibitor Appointed Contractors/Stand fitters will get access to the online manual upon request.

## **EXPOSITION COLORS**

Walk-On Packages and Premium Walk-On Packages for the Seafood Expo Asia will include white partition wall and blue carpet.

## **SECURITY**

The exposition will maintain security service and the Organiser and the Exhibition Venue Management will take all reasonable security precautions to provide a secured environment during the move-in, show open and move-out periods. However, all exhibitors are advised that they should take sensible steps to protect their property. Any precautions you take are in your best interest as neither Diversified Communications nor any appointed contractors are responsible for any loss or damage to any goods at any time during the exhibition.

- **All persons in the exhibit hall must wear a badge at all times**, including during move-in, exposition days, and move-out. Exhibitors are responsible for ordering badges for their workers and staff.
- Security guards will walk through the halls at the close of the exposition each day to clear them of all visitors and personnel. **Only exhibitor personnel who have requested special permission will be allowed in the halls after closing. All exhibiting personnel will be required to vacate the halls within 30 minutes following the close on exposition days.**
- Any thefts or damage must be reported to Security or the Show Organiser's Office immediately. Losses and damages for insurance claims need to be reported, in writing, to the Organiser and the police within 24hrs.

### **To help ensure effective security at the exposition, please follow these guidelines:**

- Delegate one member of your stand personnel to be responsible for your company's safety and security at the exhibition. Do not leave cash, handbags, phones, valuables, etc., in drawers, cupboards or on open exhibits on your stand. Do not leave wallets in unattended clothing.
- Exhibitors are recommended to use locks to secure notebooks or computers on display and a lockable cabinet to store personal belongings and anything valuable.
- Check all lockable desks and cupboards before leaving your stand.

- Please note that build-up and breakdown days are high risk periods. You are recommended to work in pairs so that the stand is manned at all times.
  - On exposition open days make sure your stand is manned prior to the official opening time and do not leave your stand at night before the hall is cleared of all visitors.
  - At the end of each day, remove anything of value that can be easily removed. Should you have small valuables which you wish to leave on your stand, you are advised to provide yourself with lockable steel cabinets or other safe storage areas.
- The Organiser does not guarantee the safety and security of exhibitor property or goods and shall not in any way be liable or responsible for any theft, loss or damage thereof. The showcases, cabinets and other storage facilities as provided by the Organiser in any part of the Exhibition Venue including, without limitation, Stands, Space and Raw Space are for exhibition purposes only. The Exhibitors are solely responsible for the safety and security of all their property or goods stored in such showcases, cabinets and storage facilities at all times. All property and goods, including without limitation all Publicity Material brought by Exhibitors into any part of the Exhibition Venue including, without limitation, Stands, Space and Raw Space are brought at the Exhibitor's risk.

Exhibitors are allowed to hire security guards for their own purposes during the exhibition period. Under the Standard Terms and Conditions of Licence of the Hong Kong Convention and Exhibition Centre (HKCEC), exhibitors may procure additional security guards from the official security contractor only. To obtain more details and cost information, exhibitors can contact Ms. Fiona Wong at +852.2582.7387 or [fionawong@hkcec.com](mailto:fionawong@hkcec.com). Requests must reach HKCEC at least three week before the exhibition; otherwise a late order surcharge will be levied.

### **PRODUCT SAMPLING /SEAFOOD REMOVAL**

Due to regulations surrounding veterinary inspections and non-consumable product, no visitors are allowed to leave the Seafood Expo Asia with seafood products. Please DO NOT give visitors any seafood products from your stand to take home with them as it will be confiscated at the doors by security upon their exit of the halls. Any distribution and consumption of seafood products is under sole and entire responsibility of the exhibitor with no recourse toward the Organiser or its designated agents. Refer to your freight forwarder for guidelines on seafood imports.

Exhibitors are not permitted to leave the exhibition hall with product during the exposition open hours. If you need to leave the exhibition hall with goods/items during exposition open hours, you will need to obtain Security Clearance. This can be obtained from the Organiser's Office located in Room G503 outside Hall 5BC (onsite telephone number: +852 2582 8366).

### **STAND CLEANING**

Walk-On Package and Premium Walk-On Package Stands will have their stand cleaned each evening; Raw Space Exhibitors are required to arrange their own stand cleaning.

The Organiser will be responsible for the general cleaning of the exposition hall and hall passage way each day after the Exhibition. After the exposition closes each day, exhibitors should place any refuse from their stand into plastic bags. These tied plastic bags may then be placed either in a bin in the stand or in the aisles within two hours of closure for removal by night cleaning staff. Under no circumstances shall refuse be placed in the aisles other than in plastic sacks, or at other times that as stipulated above.

If you need rubbish removed from your stand during the exposition hours, please visit the Organiser's Office located in Room G503 outside Hall 5BC (on-site telephone number: +852.2582.8366).

Note: Any excessive or additional cleaning other than what have been stated above will be charged by the HKCEC.

### **WASHING/SINK FACILITIES**

There will be a sink preparation area available within the hall for exhibitors to use.

Exhibitors must not use any other areas for clean up, utensil washing or food preparation other than the designated sink prep facilities. Exhibitors are prohibited from using the restrooms to fill or empty buckets of water or to wash utensils.

### **WASTE REDUCTION AND RECOVERY MEASURES**

To protect our environment, the following guidelines on Waste Reduction and Recovery are recommended:

#### ***Waste Avoidance and Minimization***

Setting up of exhibition stand: Use re-erectable stand to reduce the amount of waste generated

Selection of decoration material: Use environmentally-friendly materials (e.g. recycled materials).

Production of publicity materials: Print publicity materials on recycled paper. Minimize the number of publicity materials printed.

Distribution of bags: When distribution of bags is necessary, use re-usable bags or bio-degradable bags instead of plastic bags.

#### ***Waste Reuse and Recycling***

Reuse: Collect unused publicity items, decoration materials, admission badge holders etc for reuse or recycling.

Recycling: Put recyclable materials including waste paper, plastic bottles and aluminum cans into the waste separation bins provided by the Event Organiser.

### **GENERAL BEHAVIOR**

Exhibitors should always behave in a courteous and business-like manner throughout the exhibition. They must pay respect to visitors and other exhibitors. Exhibitors should welcome all visitors to their stands. Under no circumstance should they act in a discriminatory way or prevent certain visitors from approaching their stands.

Exhibitor badges are not transferable and should be worn or put on at all times for security reasons. Exhibitors are expected to respect the right of all other exhibitors. They are prohibited from entering other exhibitors' stands unless they are being invited.

### **MANAGING YOUR STAND**

All activities must be contained within the area described in your Application for Exhibit Space.

No selling or promoting will be allowed in the aisles or other public areas.

Visitors viewing video monitors must be in your exhibit space and not crowded in the aisles.

Loudspeakers and carnival tactics will not be allowed - Please be a considerate neighbor.

**Promotion of other events is not allowed.**

### **SMOKE-FREE POLICY**

The Hong Kong Convention and Exhibition Centre is a smoke-free venue. Smoking is not allowed in any areas within the exhibition halls at any time or at any location designated for exhibition area.

### **PAGING SYSTEM**

Although the exposition is opened to all invited and registered visitors, the public address system in the halls is to be used solely for Organisers', police and security announcements. Exhibitor and visitor announcements are prohibited. Please provide your co-workers and family members with hotel information and phone numbers where you may be reached while at the exposition.

### **TRAINING**

Potential customers are only a few feet away in the aisle; however, they will not come to you without encouragement. Train your exhibit personnel to seek out those who appear to be interested in your product. A successful sales staff person takes the initiative and uses creativity to meet the individual customer's needs. Your trade show investment will be a success if your exhibit personnel are motivated and enthusiastic.

### **SOLICITATION BY NON-EXHIBITING COMPANIES**

For the protection of all exhibitors, only those companies whose Application for Exhibit Space has been approved by the exposition Organisers will be allowed to present and promote their products at the Seafood Expo Asia. If a representative from a non-exhibiting company is seen soliciting business on the exposition floor, please request a business card from that person and give it to an Exposition Organisers' representative. We will take the necessary steps to curtail this activity.

### **PROTECTION OF INTELLECTUAL PROPERTY RIGHTS**

All exhibits and the packages inclusive of publicity material or any part of the display on the Exhibitor's stand must not violate or infringe any intellectual property rights including but not limited to trademarks, copyrights, designs, names and patents, whether registered or otherwise. Exhibitors are required to comply with regulations as outlined by the Hong Kong Intellectual Property Department – <http://www.ipd.gov.hk>.

### **PHOTOGRAPHING, VIDEO RECORDING, TELECASTING, ETC.**

No photography, filming, sound or video recording, telecasting and broadcasting will be allowed in the exposition venue, unless approved in advance in writing by the Exposition Organiser. Photographing and/or video recording of the exhibitor's own stand may be permitted with prior approval from the Exposition Organiser.

### **ANIMALS/PETS**

Live animals and pets, with the exception of guide dogs for persons with visual impairment, are not permitted into any part of the Exhibition Venue except in conjunction with some form of exhibit or display, subject to the approval of the Organiser. If you intend to display live animals/pets, please contact the Organiser in advance for approval consideration.

### **BALLOONS & POSTERS**

Gas-filled balloons, with the exception of helium filled balloons, are prohibited.

The Organiser has the right to remove any flyers, posters, or signs which in the opinion of the Organiser does not conform to the purpose and image of the Exposition.

### **LASER PRODUCTS**

Any person demonstrating or using laser products shall:

- Observe the Relevant Legislation and Regulations
- Submit not later than one month before the first day of the Licence Period for full approval
- Provide suitable fire protection equipment and warning notices as required by the HKCEC

### **SOUND LEVEL/ LOUD HAILERS/ ODORS**

No noisy work or work producing objectionable odors will be permitted during the exposition hours.

Exhibitors with music in their stand should keep the level to an acceptable level.

All audio/visual equipment must be sited and be kept at the minimum level. Exhibitors are responsible for

supervising the actions of all visitors and employees operating audio/visual equipment located in their exhibit area. Exhibitors must ensure noise generated at their stand is kept to an acceptable level and does not cause inconvenience to visitors or other exhibitors. The exhibitor has the responsibility to ensure that the demonstration sound level should not exceed 50Db(A). The Organiser reserves the right to intervene and stop the demonstration immediately if the sound level causes any disturbances to other exhibitors and visitors. In the event of any disagreement and/or dispute, the Organiser's decision is final.

### **PERFORMANCE OF MUSIC AT THE SHOW**

Any musical performance, including the use of music recording for demonstration or as background music requires the permission of:

- a) The Composers and Authors Society of Hong Kong Ltd  
18/F, Universal Trade Centre, 3 Arbuthnot Road, Central, Hong Kong  
Tel: +852.2846.3268; Fax: +852.2826.3261  
Email: [general@cash.org.hk](mailto:general@cash.org.hk)  
Website: [www.cash.org.hk/en/home.do](http://www.cash.org.hk/en/home.do)
- b) Phonographic Performance (South East Asia) Ltd. (For recorded music only)  
Unit A, 18/F Billion Centre Block A,  
1 Wang Kwong Road, Kowloon Bay, Hong Kong  
Tel: +852.2861.4318; Fax: +852.2866.6869  
Website: [www.ppseal.com/tc/home.html](http://www.ppseal.com/tc/home.html)
- c) Hong Kong Recording Industry Alliance Ltd. (For recorded music only)  
22/F, Shanghai Industrial Investment Building, 48-62 Hennessy Road, Wan Chai, Hong Kong  
Tel: +852.2520.7000; Fax: +852.2882.6897  
Email: [general@hkria.com](mailto:general@hkria.com)  
Website: [www.hkria.com/en/index.aspx](http://www.hkria.com/en/index.aspx)
- d) Such other relevant bodies which are entitled to grant the relevant permission from time to time.

All fees and expenses associated with musical performance are the responsibility of the exhibitor.

### **DISMANTLING YOUR EXHIBIT**

Exhibitors must not remove any of their exhibits on display from the stands until the exposition is officially closed at 17:00 on 10 September 2015.

At the close of the exposition, all custom exhibits must be removed from the Halls at the expense of the exhibitor. It is the responsibility of exhibitors to fix any damage caused to the flooring (and exhibition stand for Walk-On Package exhibitors) inclusive of marks by paint and adhesive tapes, etc made by the exhibitors, its agents or contractors. Pre-inspect your area to ensure there are no damages before stand construction begins. The Organiser will pass to the exhibitor any charges for the cost of fixing, restoring or renewing any damage to the exhibition halls caused by exhibitors, their staff or their contractors.