



9th QS-APPLE

Seoul, Korea
October 30–November 1, 2013

Co-hosted by Sungkyunkwan University (SKKU)

NINTH QS ASIA PACIFIC PROFESSIONAL LEADERS IN EDUCATION CONFERENCE AND EXHIBITION

The Prime Conference and Exhibition for Top International Educators in Asia, Europe, America and Australasia

www.qsapple.org

EXHIBITOR'S MANUAL

Name of Exhibiting Company: _____

Name of Contact Person: _____

Company Address: _____

Telephone Number: _____ Fax Number: _____

E-mail Address: _____

We acknowledge receipt of the Exhibitor's Service Manual for
"9th QS-APPLE 2013" Exhibition

Signature / Company Stamp

Date

Please return this page by email or fax upon receipt of this Exhibitor Service Manual to:

9th QS-APPLE 2013

c/o QS Asia Quacquarelli Symonds Pte Ltd

20 Sin Ming Lane #02-61

Midview City, Singapore 573968

Tel: (65) 6457 4822

Fax: (65) 6457 7832

Attention: Ms Crystal Tan/Ms Kim Tan

Email: crystal.tan@qs-asia.com/kim.tan@qs-asia.com



CONTENTS

This Exhibitor Service Manual is designed to assist in your preparation for the upcoming “9th QS-APPLE 2013” Exhibition. You should have a full set of the Exhibitor Service Manual which comprises of the following:

INFORMATION/SCHEDULES

- Contact details
- Checklist
- General information
- In-Hall operations schedule
- Rules & regulations

APPENDIX

- Hotel reservation forms
- Freight forwarding/Shipping of materials
- Exhibitor profile form
- Fascia name form
- Furniture & equipment rental form
- Audio/visual equipment rental form
- Electricity and lighting rental form
- Service location plan
- Complimentary delegate registration form
- Exhibition hall floor plan

Note:

Exhibitors are strongly recommended to study the contents of this Exhibitor Service Manual carefully and act on all relevant matters promptly so that your requests can be processed smoothly. Please remember to make a copy of the order forms for your reference before submission.



CONTACT LIST

ORGANIZER:

c/o QS Asia Quacquarelli Symonds Pte Ltd

Address:

20 Sin Ming Lane, #02-61

Midview City, Singapore 573968

Ms Crystal Tan

Events Executive

Tel: +65 6457 4822

Fax: +65 6457 7832

Mobile: +65 9697 1799

Email: crystal.tan@qs-asia.com

Ms Kim Tan

Events Manager

Tel: +65 6457 4822

Fax: +65 6457 7832

Mobile: +65 9766 1090

E-mail: kim.tan@qs-asia.com

**For all inquiries about technical matters and on-site operations,
please contact Pico North Asia Ltd
Ms June Kim**

OFFICIAL STAND BUILDER/CONTRACTOR: -

PICO NORTH ASIA Ltd.

4F Sangwon Bldg. 165-11 Samsung-dong,
Kangnam-ku, Seoul, Korea 135-090

Phone: 82-2-558 3240

Fax: 82-2-561 3005

Email: info@kr.pico.com

www.pico.com

**Hall operations, shell scheme package enhancements, bare space stand design,
exhibitor's queries & orders**

Ms June Kim

Tel: +82-2-558-3240 (ext 107)

Fax: +82-2-561-3005

Email: qs-apple2013@kr.pico.com



CHECKLIST

IMPORTANT

All forms must be completed and returned by exhibitors, even if the services are not required or not applicable. For services not required, simply indicate **“Not Required”** across the forms. Services cannot be guaranteed for forms returned late. Exhibitors who contract for space after the stipulated deadlines are to return the forms immediately.

Rates reflected in this manual are subject to a 10% VAT charge unless indicated otherwise.

Orders are valid only when accompanied with payment received in **FULL**. Orders without payment will not be entertained.

S/N	DESCRIPTION	SUBMISSION DEADLINE
1	Hotel reservation form	September 28, 2013
2	Exhibitor profile form	October 1, 2013
3	Freight forwarding/Shipping of materials	October 5, 2013
4	Fascia name form	October 11, 2013
5	Furniture & equipment rental form	October 11, 2013
6	Audio visual equipment rental form	October 11, 2013
7	Electricity & lighting rental form	October 11, 2013
8	Service location plan	October 11, 2013
9	Complimentary delegate registration form (Registration fee waived for ONE exhibitor delegate)	October 11, 2013



GENERAL INFORMATION

THIS EXHIBITOR'S SERVICE MANUAL FORMS PART OF THE TERMS AND CONDITIONS STATED IN THE CONTRACT FORM.

1. Venue

Sungkyunkwan University
53 Myeongnyun 3(sam)ga, Jongno-gu,
600th Anniversary Building, Level 5
Seoul, 110-745, South Korea

2. Operations/Event Schedule

Build-up	:	October 29, 2013 8:00 am–6:00 pm (Official contractor: Pico North Asia Ltd)
		3:00 pm–7.00 pm (Other non-official booth contractors engaged by exhibitors for special design construction)

Exhibitor registration & move-in	:	October 29, 2013	3:00 pm–7:00 pm
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Exhibition	:	October 30, 2013	8:30 am–9:00 pm
		October 31, 2013	8:30 am–6:00 pm
		November 1, 2013	8:30 am–2:00 pm

Teardown	:	November 1, 2013	2:00pm–4:00pm
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Admission

October 30	Open to delegates only
October 31	Open to delegates only
November 1	Open to delegates only

3. Stand Cleaning

The Organizer is providing general cleaning of stands and gangways. All exhibitors are responsible for their own removal of bulky stand materials or crates/pallets during exhibition build-up and teardown. Exhibitors are reminded not to obstruct the gangways with their exhibits during the build-up. The Organizer reserves the right to invoice any exhibitor for any removal of excessive stand materials that are left behind by them. **No crates, cartons or packing materials are allowed behind the exhibitor's booths along the walls of the exhibition hall.**



4. **Security**

General hall security will be provided by the Organizer during the build-up, show days & tear-down. However, the Organizer is not able to provide protection against theft. It is the responsibility of the exhibitors to ensure that their valuables, i.e. money, handbags, wallets are safe kept (out of sight and reach) and are removed from the hall daily. The exhibitor is fully responsible for any items lost or stolen at their own booth and to make a police report to file for any necessary claims.

5. **Insurance**

Please be advised that the exhibitor is responsible for any injury sustained by any person/s while working or visiting the booth during this period. All exhibitors are advised to take up insurance coverage against theft or loss of goods and third party injury.

6. **Food & Beverage**

The venue owner does not permit any outside catering within their premises. Please arrange with the Organizer if you need any catering services during the event.

7. **Power Supply & General Lighting**

The Organizer will provide general hall lighting during the exhibition period.

Supplies to stands will be switched off at source 30 minutes after the exhibition closes each day. **Exhibitors requiring 24 hours supply must indicate their request in writing. Any additional costs incurred will be borne by the exhibitor.**

8. **Electrical Installations & Fittings**

Please note that only the Official Stand Builder/Technical Services Provider can execute electrical wiring/fittings in the booths/hall. Exhibitors and independent contractors must note that **all power outlets are for single machine/product use**. These power outlets are not allowed to be used for illumination purposes (e.g. spotlights/downlights affixed in existing display showcases etc). **USAGE OF MULTI-PLUGS AND EXTENSION CORDS IS STRICTLY PROHIBITED.**

The Organizer reserves the right to refuse connection to any exhibitors whose equipment is deemed unsafe.

9. **Escalators and Lifts**

There is only 02 passenger lifts available for use at Sungkyunkwan University. Please kindly move in all the exhibit items to the exhibition area which is located at the 5th level of the International Building by **October 29, 2013.** Usage of passenger lifts for transporting goods during the event days is prohibited. Furthermore, please take note that individual package/exhibit should not exceed 1000KG and/or (L)170cm x (W)100cm x (H)200cm.



10. Freight Forwarding

Schenker Singapore (Pte) Ltd has been appointed the Official Freight Forwarder for the 9th QS-APPLE Conference and Exhibition 2013. Please refer to the attached shipping manual for your shipping needs.

Please **DO NOT** send your items to the venue directly without notifying the organizer or Schenker Singapore. It is strongly recommended to use our Official Freight Forwarder for storage and delivery services to ensure your materials arrive on time on the day of move-in. It is important to take note of the consignment deadline indicated in the shipping manual.

The organizers will not be responsible for any shipment delay should you be engaging your own preferred courier/freight forwarding service.

Contact (for International exhibitors):

Schenker Singapore (Pte) Ltd
Fairs & Exhibitions Department
2 Changi South Street 2
Singapore 486759
Tel: +65 6245 5355
Fax: +65 6245 5385
Mr. Joseph Lam / joseph.lam@dbschenker.com

Contact (for Korean exhibitors):

Schenker Korea
Fairs & Exhibitions Dept.
Sangick Park (Sangick.park@dbschenker-kr.com)
Jungjoo Kang (jung-joo.kang@dbschenker-kr.com)
Youngsun Woo (young-sun.woo@dbschenker-kr.com)
Seungjun Lee (seung-jun.lee@dbschenker.com)
Tel: +82 32 744-0429
Fax: +82 32 744-0604

11. Exhibitor Badges

Each exhibition booth package includes **ONE** complimentary full exhibitor/delegate badge which entitles you to all conference sessions, morning/afternoon coffee breaks, lunches and Networking Buffet Dinner from October 30–November 1 2013. Please complete the registration form(s) for your ONE complimentary delegate and paying delegates, if any, and fax or email to the Organizer at +65 6457 7832, register@qs-asia.com by the stipulated deadline.

Each booth helper is chargeable at US\$360 (*No admission to conference sessions*).

Badges **must be worn at all times** during this period. For security reasons, these badges are **strictly non-transferable**.



12. Exhibitor Profile in 9th QS-APPLE The BOOK

All exhibitors will receive a 50-word profile listing in The BOOK.

The BOOK is the official conference program and exhibition guide. Every delegate will be given a copy of The BOOK and it will also be circulated to the press and distributed widely for publicity purposes.

Please email your profile within a week upon receipt of email confirmation to Ms Crystal Tan at crystal.tan@qs-asia.com or Ms Kim Tan at kim.tan@qs-asia.com

13. Internet Access

Complimentary internet access will be provided to the delegates at the exhibition area throughout the whole event. We also do provide 5 Internet kiosks should you require to do a quick check of emails.

14. Travel & Accommodation

QS-APPLE has negotiated for special rates with our four official hotels that are within proximity of the conference venue. To enjoy this special rate, please select from the four hotel options:

<http://www.qsapple.org/9thqsapple/index.php/host-city-2013-a/official-hotels>,

complete and fax or email the reservation form to the hotel directly with the fax number or email address given on the form itself.

Please note the deadline on the reservation form. All late bookings will be subject to availability at a higher room rate.

Nationals of those countries or regions with which Korea has signed a visa waiver agreement can enter the country without a visa, on the condition that they do not engage in remunerative activities during their stay. Please refer here for list of countries that are exempted from visa application:

<http://www.mofat.go.kr/ENG/visa/application/>

Participants who need a visa to South Korea should apply for it at Korean embassies or consulates abroad prior to entering into the country.

Visa applicants are required to submit passport, application forms, a recent passport-size color photograph, and other relevant documents as determined by their status of stay.

Visa fees are as follows: (Visa fees below are basic rates, please contact the Korean embassy or consulate before applying for a visa)

A. Single entry visa for a stay of no more than 90 days: US\$30

B. Single entry visa for a stay of more than 90 days: US\$50

C. Multiple entry visa: US\$80

Double entry visa: US\$60



If you require our assistance to issue an invitation letter for your visa application, please provide the following details and email to crystal.tan@qs-asia.com:

Name (according to passport):

Passport Number:

Date of Issue:

Date of Expiration:

Country of Origin:

Company/Organization:

Arrival Date (to South Korea):

Departure Date (from South Korea):

For more information on visa requirements, please visit Ministry of Foreign Affairs, Republic of Korea, <http://www.mofat.go.kr/ENG/visa/application/>



IN-HALL OPERATIONS SCHEDULE

BUILD-UP PERIOD	DATE	TIME
Moving-in of Official Stand Builder / Technical Services Provider	Oct 29, 2013	8.00 am to 6.00 pm
Exhibitor Registration & Move-in	Oct 29, 2013	3.00 pm to 7.00 pm
All booths to be ready by	Oct 29, 2013	7.00 pm

EXHIBITION PERIOD	DATE	TIME
Exhibition	Oct 30, 2013	8.30 am–9.00 pm
Exhibition	Oct 31, 2013	8.30 am–6.00 pm
Exhibition	Nov 1, 2013	8.30 am–2.00 pm

TEAR-DOWN PERIOD	DATE	TIME
Exhibitors move out from hall	Nov 1, 2013	2.00 pm–4.00 pm

**The above timing is accurate at time of print and is subject to changes.*

Note:

1. No late work is permitted. Independent stand fitting contractors must complete their work according to the schedule list. Overtime work may not be permitted, and if permission is sought from the Organizer, the contractor has to pay the hall owner the required overtime charges.
2. All exhibits must be in place by **19:00 hours, October 29, 2013**. Please have all crates and cartons unpacked rapidly so they may be removed to storage to keep the aisles clear.
3. Exhibitors will be allowed in the exhibit hall 30 minutes before it opens and may also leave 30 minutes after closing.
4. Exhibitors may begin to pack materials, supplies and literature when the exhibit closes on **November 1, 2013 at 14:00 hours**. It is strictly forbidden to begin dismantling before this time.
5. All display material must be cleared from the exhibit hall by **16:00 hours, 01 November 2013**. Should an exhibitor fail to remove their exhibit, the Organizer reserves the right to remove it at the exhibitors' expense.



RULES & REGULATIONS

The Rules and Regulations listed below are designed for the protection of all exhibitors. Exhibitors and their appointed agents/contractors must observe the rules and regulations stated in this Exhibitor Manual.

Default in Occupancy

Any exhibitor failing to occupy the contracted space is not relieved of the occupation or payment of the full rental of such space. All display systems and equipment/products must be installed completely by **19:00 hours, October 29, 2013**. Unoccupied space may be repossessed by the Organizer for any purpose as they may see fit. Failure to notify the Organizer of cancellation in advance will cause exhibitor to lose the exhibit space.

Reselling/Use of Space

The exhibitor may not assign, sublet or resell; in whole or in part, their contracted space without prior permission from the Organizer. The contracted exhibitor may share this space with affiliated co-exhibitors, providing that the primary identification on the structure is that of the primary exhibitor. All co-exhibitors must comply with all exhibitor conditions and rules and regulations. The contracting exhibitor will be primarily liable for all financial and performance covenants to all parties involved.

Violations and Penalties

The Organizer may, at its discretion, reduce priority points for violation of these rules and regulations. In addition, substantial violations of any of these rules and regulations by the exhibitor shall forfeit to the Organizer all monies paid. It is to the exhibitor's advantage to contact the relevant parties prior to arriving on the show site with any questions.

Upon evidence of any substantial violation, the Organizer may enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which the Organizer may thereby incur.

THE ORGANIZER RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE SHOW AND IN FAIRNESS TO ALL EXHIBITORS.

Liabilities

The exhibitor assumes the full financial liability for damage to the facility or neighboring exhibits caused by the construction of the exhibitor's stand structure. The exhibitor may not apply paint, lacquer, adhesives or other coating to columns, walls or floors of the venue or material provided by the Official Stand Builder on rental basis.



In the event any part of the exhibit hall or material is destroyed or damaged the Organizer reserves the right to cease permitting any exhibitor to occupy the assigned space during any part or the whole exhibition period, or in the event occupation of assigned space during any part or the whole exhibition period is prevented by strike, acts of nature, national emergency or other cause beyond the control of the Organizer, the exhibitor hereby waives any claim against the Organizer beyond a refund of rent paid for the period it was prevented from using the space, less proportionate share of the exposition expenses incurred by the Organizer.

Limitation of Liability/Insurance

The Organizer would like to remind the exhibitor of the limits of liability as agreed to on the original signed contract for the exhibit space.

FILM AND AV DEMONSTRATIONS/CENSORSHIP/COPYRIGHTS

It is the responsibility of the exhibitor who wishes to play audiovisual material at their booth to secure the necessary copyright permit if necessary. The Organizer bears no responsibility for any legal actions, fines, litigation etc incurred by any exhibitor who has not obtained the said permit.

Sound levels must be set at a level that will not interfere with or annoy other exhibitors. The Organizer reserves the right to reduce the sound level and/or switch off any audio/visual display that causes complaints. The Organizer's decision is final if such a dispute arises.

PROMOTION DURING THE SHOW

Exhibitors are not permitted to place stickers, signs or posters anywhere in the hall other than within their own stand. Likewise, exhibitors' representatives are not allowed to distribute brochures, pamphlets etc along the gangways, near entrances/exits and escalators. The Organizer and venue owner have the right to remove anyone flouting this order.

BALLOONS AND FLYING OBJECTS

Exhibitors wishing to use balloons as part of their display must notify the Organizer one month prior to move-in date followed by a written request to the venue owner. The written request should be accompanied by the following details:

- Location of stand displaying the balloons
- Types of balloons on display
- Size/diameter/length of balloons on display
- 3D photo of balloons
- Type of gas used in the balloons
- Material from which the balloon is constructed

The use of balloons filled with safety gas and remote-controlled flying objects in the halls and the grounds are not permitted.

EMERGENCY AND EVACUATION PROCEDURES

1. Emergency Reporting

When fire is discovered:

- Activate the fire alarm
- Notify the local Fire Department by calling 119: it would be helpful to let them know about a sort and scale of the fire
- If the fire alarm is not available, notify the site personnel about the fire emergency by voice communication

2. Firefighting at the early stage

When the size of fire is below 0.2 m²:

- Fight the fire, using fire extinguishers
- Do not use the fire extinguishers, if you are not properly trained in the use of fire extinguishers
- If the fire is spreading rapidly, evacuate the building immediately through fire exits

3. Evacuation

General Information for Evacuation

- Turn off all the electronics
- Do not use elevators, use building stairwells
- Do not enter the stage or go deep inside the site without permission of a fire chief
- Assist any person who is in danger and bring him or her to the safety side.
- Close the door to prevent fire and dispersion of the smoke, but never lock the door
- Drop a safety curtain if it is necessary

Hear an emergency announcement from the stage manager:

- After the announcement, follow the instructions of the safety personnel
- If you can't get to the safety personnel, evacuate the site through the nearest exit
- Evacuation route maps are attached below

If possible evacuation routes are closed:

- Stay in the current place
- Block the space below the door using blanket, socks, towel, etc. to prevent the smoke getting inside
- Lower your posture to the ground and take a short breath
- Call 119 and inform your current location
- Open the window and send a signal for help



9th QS-APPLE

Seoul, Korea
October 30–November 1, 2013

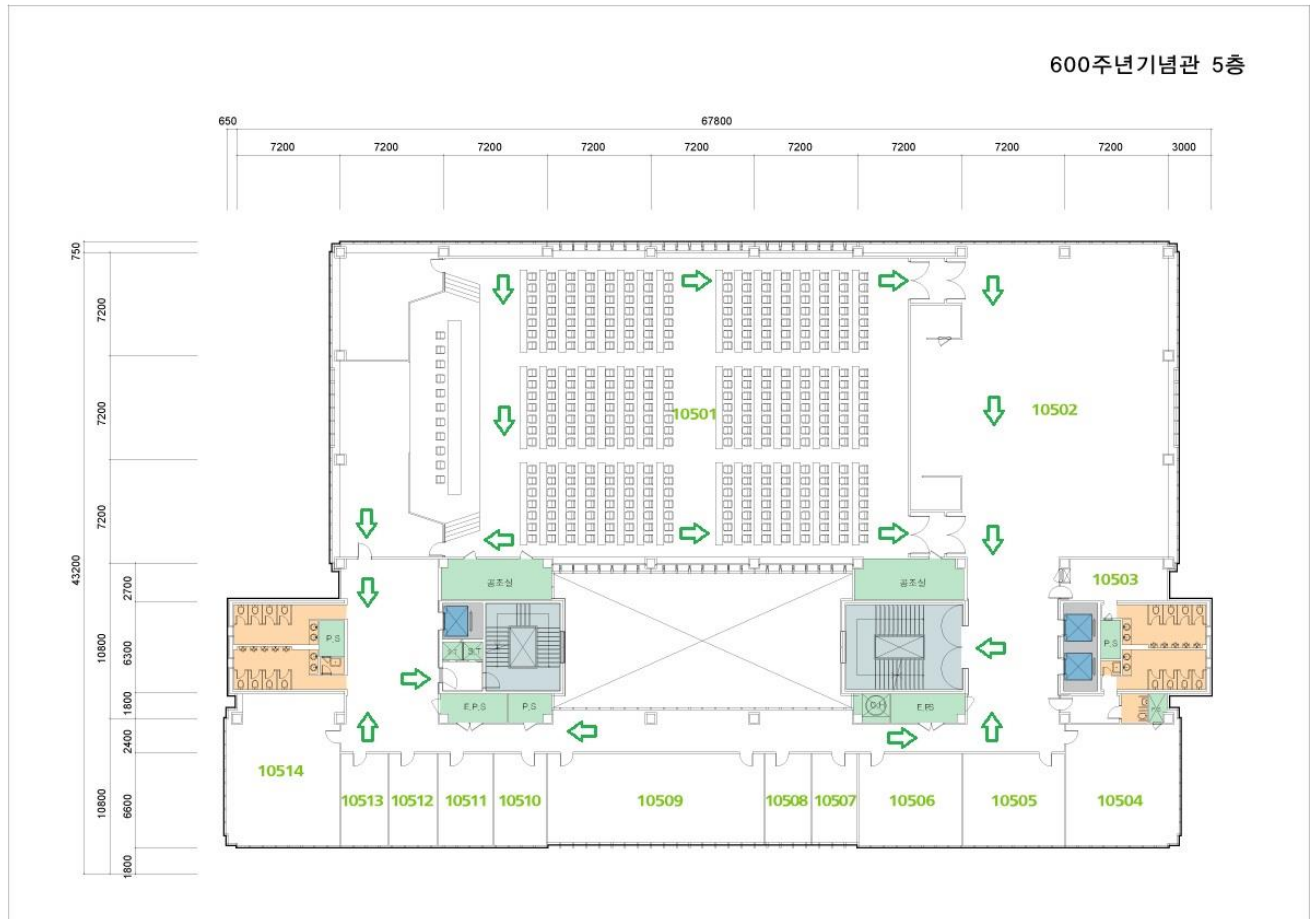
Co-hosted by Sungkyunkwan University (SKKU)

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EVACUATION ROUTE MAP



600th Anniversary Building 5th Floor (Exhibition Area)



SMOKING POLICY

Smoking is strictly prohibited in Sungkyunkwan University. All public areas, inclusive of Foyers, Registration Counters, Meeting Rooms, Organizer's Office, Restrooms, Hospitality Lounges and Exhibition Halls are designated as non-smoking zones.

PHOTOGRAPHY OF EXHIBITS

Photography of exhibits and displayed equipment (other than your own) is strictly prohibited. Please note that other exhibitors have the right to request that photographs are not to be taken without prior permission.

Audio/tape recordings within the exhibit hall or meeting rooms are prohibited. The appointed photographer by the Organizer and the press are exempted from this rule.

STORAGE

The Organizer is unable to provide storage facilities in the hall for any packing cases, surplus materials or other property of the exhibitor. Arrangements for its safekeeping must be made with the Official Freight Forwarder.

REMOVAL OF WASTE

During the build-up and break down days of the exhibition the aisles of the hall must not be obstructed with packing and construction materials or debris. "Bare Space" independent stand contractors or stand interior decorators are responsible for removing their own building waste and off-cuts from the site at the end of each day.

At the end of the exhibition, contractors must remove from the site all the materials, especially the double-sided carpet tape used from their clients' stands, by the respective timings stated in the "In-Hall Operations Time-Table". Should the contractors fail to do so, the funds of their Performance Bond will be used to pay for such removal by the Official Cleaning Agency.

The Organizer reserves the right to charge any exhibitor concerned who has no Performance Bond placed with the Official Stand Builder for removal of excessive waste (stand construction debris, crates/pallets, cartons, packing materials or literature) on the show floor. Exhibitors are advised to remind the stand contractor hired (other than the Official Stand Builder) to remove all material before leaving the hall. Removal of crates and/or cartons remains the responsibility of the exhibitor.

DILAPIDATION

Exhibitors are responsible for the cost of replacing any damage or dilapidation to the Exhibition premises, whether caused by themselves, their agents, and contractors or by any person or persons employed or engaged on their behalf by such agents or contractors.



OPERATION OF STANDS/CONDUCT AND BEHAVIOUR

All exhibition stands must be fully staffed and operational throughout the opening hours of the Exhibition. Exhibitors must not participate in any activity that causes, or is likely to cause, annoyance to visitors or other exhibitors.

All activities of the exhibitor and the exhibiting staff must be confined to the stand or site allocated. No advertising or canvassing for business may take place elsewhere in the Exhibition Hall. This includes the distribution of leaflets, brochures, journals, etc.

FORCE MAJEURE

The exhibition may be postponed, shortened or extended due to any cause whatsoever outside the control of the Organizer. In such an event, the Organizer shall not be responsible for any loss sustained by the exhibitor directly or indirectly attributable to the elements of nature, force majeure or orders and directives by any governmental authority and fees paid by the exhibitor, in full or any part thereof, are refundable at the sole discretion of the Organizer.

AUTHORITY OF PREMISES

In the event of any problems or disputes on-site, the decision of the Organizer, being lessee of the premises, will be final. The Organizer also reserves the right to amend any earlier decision made in order to meet and satisfy any unforeseen or prevailing circumstance for the benefit of the Exhibition and the concerned parties.

PAYMENT OF EXHIBITION SPACE

No exhibitor may begin stand construction or move their exhibits into the Hall or surrounding area until the Organizer has received full payment.

ELECTRICAL SUPPLIES AND INSTALLATION

The standard voltage in Korea is 220 volts.

The outlet has two round holes and is the same type used in France, Germany, Austria, Greece, Turkey, and many other countries.





For safety reasons and the protection of electrical installation at the exhibition premises, all power main installations from source to outlet (exhibition stands) must only be carried out by the appointed Technical Services Provider. All distribution boxes where required and deemed necessary by the Technical Services Provider will be hung or mounted on the walls or structures of the stand. Please inform your stand contractor the positions where such distribution boxes can be mounted. Any deviation from this regulation will only result in supplies not being switched on until the exhibitor submits in writing to the Organizer or the Technical Services Provider to discharge us from any liability whatsoever. The Organizer seeks your kind cooperation in this matter, as it is beneficial to all parties concerned.

Connection of exhibits within the stands may be carried out by the exhibitor's technician, but the Technical Services Provider must inspect them before circuits will be made live.

Each electrical supply provided is intended for one equipment or machine on display. Multipoint socket outlets are not permitted as an overload may be caused, leading to a trip in the incoming power supply. Severe trips may take hours to rectify, thereby causing inconvenience to all exhibitors.

No electrical installation or fittings may be suspended from the ceiling of the hall or fixed to any part of the building structure without the prior permission of the Organizer and the venue owner. If permitted, a fee may be levied.

The Technical Services Provider (in consultation with the Organizer) reserves the right to disconnect electrical supply to any installation, which in the opinion of the Electrical/Safety Officer is dangerous or will cause annoyance to visitors or to other exhibitors.

Please place orders early to facilitate submission of electrical plans to the relevant authority for approval. Late or wrong orders will cause delays in the supply to your stand. Please note that the physical conditions of the exhibition, being different from those of the exhibitor's premises, may affect the electrical supplies and installations and thus allowances must be factored into the orders made.

Exhibitors requiring 24-hour supply must submit in writing their requirement to the Technical Services Provider, at least two (2) weeks prior to the build-up date, and any additional cost due to wiring, consumption, inspection fees, levies, etc, must be borne by the exhibitor concerned.

Requests for any item not listed in the form can be directed to the Pico North Asia Ltd.

Supplies to stands will be from 30 minutes before and 30 minutes after exhibition hours each day. Supplies to stands during the build-up and teardown period are stated in the Time Table of In-Hall Operations.



STAND CONSTRUCTION

Exhibitors and their contractors must take note and adhere to the timings for the build-up and teardown periods stated in the In-Hall Operations Schedule when preparing and constructing their stands and exhibit displays. Extension of these timings may not be possible. If extensions are granted the charges involved would be very costly, and must be borne by the exhibitor or their contractor concerned.

The Organizer has appointed Pico North Asia Ltd as the Official Stand Builder for all Shell Scheme Package stands. An exhibitor may employ a contractor of his choice to construct stand interiors and any free-standing displays or fitments that may be required, subject to the following rules and regulations: -

Exhibitors are responsible for the cost of restoring any damages or dilapidation to the stand structure, floor covering, light fitting, or any part thereof, caused by themselves, their agents or by any person employed or engaged on their behalf.

The fascia is approximately 300 millimeters broad, including the aluminum frame. Exhibitors may add their company logo by arrangement with the Official Stand Builder (Pico North Asia Ltd) at a cost of KRW96,000 per logo. Any changes in the type or colour of the floor covering provided, must be negotiated with the Official Stand Builder. All costs incurred must be borne by the exhibitor.

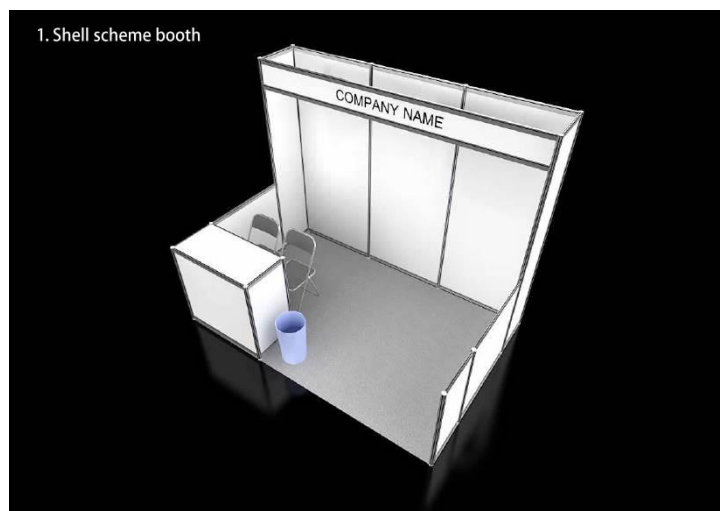
No additional fittings or displays, including additional name boards, covers, logos, balloons, etc are to be attached, nailed, screwed or drilled to the stand structure provided by the Official Stand Builder. If this instruction is ignored, the Official Stand Builder (Pico North Asia Ltd) reserves the right to charge the exhibitor or contractor concerned for any damages to their materials. The Official Stand Builder (Pico North Asia Ltd) may provide assistance in hanging or displaying exhibits on the stand structure whenever possible. Please consult them if you require their assistance. Any costs incurred will be borne by the exhibitor.

No painting, wallpapering or pasting on panels is allowed. Exhibitors who wish to have such work done on the panels must inform the Official Stand Builder, who will provide a quotation and carry out the work. Any double-sided or adhesive tapes belonging to the exhibitor or contractor **must be removed from the panels after the exhibition before leaving the premises.**

No financial credit or item-exchange will be given by the Organizer or the Official Stand Builder (Pico North Asia Ltd) for any Shell Scheme package items not utilized.



Shell Scheme Package



**For Illustration purpose only*

**Subject to change*

Shell scheme stands will be built from Pifex system. The following items will be provided in the package based on a 6 sqm stand (3m x 2m):

Rear and Dividing Walls:

Wall is made of laminated plywood, with aluminum structure. Posters can only be attached using double-sided adhesive tape. No screws, nails, bolts, paints, glue are allowed.

Fascia board:

Your 26 character fascia name will be printed on the board in block letters

Floor Covering:

Floor covering will be needle punch carpet laid directly on the floor

Electrical Items and Furniture:

- One 220V power socket
- Two fluorescent lamps
- One information counter (1030x535x750mmH)
- Two folding chairs
- One waste paper bin

EXHIBITOR APPOINTED STAND FITTING CONTRACTOR

Exhibitors may appoint their own contractor for stand construction, but not for electrical which must be carried out by the Organizer's official contractor. Exhibitors are responsible and liable for their appointed contractor's observance of all rules and regulations, including the strict observance of the build-up and teardown schedule. The Organizer reserves the right to charge any such exhibitor and/or contractor who have violated any rule or regulation or delay in the build-up or teardown, for additional works required as a result of the violation.



STAND BOUNDARIES AND DESIGN RESTRICTIONS

No exhibitor may place any display material and exhibit or allow a dividing wall or any part of their stand design and fitting beyond their contracted boundary. Any design for a structure exceeding 2.5 meters in height must be submitted for approval in advance and will be considered on a case-to-case basis. If approved, this structure will be restricted to an area of 1 meter (3.28 ft) away from the back side walls. Open frontages: All stands, irrespective of height must have at least one half of any frontage facing an open aisle. The maximum height allowed is 6.0 meters. All exhibitors must seek approval from the Organizer for any stand construction that exceeds 2.5 meters in height. Exhibitors occupying perimeter space must include in their design a back wall for their stand. Failure to do this will result in the Organizer building this wall on the exhibitor's behalf and charging the cost to the exhibitor.