

Breakbulk Middle East 2015

Abu Dhabi National Exhibition Centre (ADNEC) Abu Dhabi, UAE

Welcome to Breakbulk Middle East 2015!

At ITE Eurasian Exhibitions FZ-LLC on behalf of Breakbulk US Opco Inc. "Breakbulk Events & Media" we strive to provide you with the best exhibiting experience. We help you get organised by creating an all-inclusive exhibitor's service manual. Everything you need to plan your exhibit is contained within this manual. We encourage you to thoroughly read the Exhibitor Manual (along with the separate Rules & Regulations) to help you disseminate information to your staff, colleagues and customers.

Please make note of these important dates:

Dates	Time	Action	Location
Sunday, 25 October 2015	08:00 – 22:00	Contractor Only Move-in (Raw Space only stands)	ADNEC, Hall 6
Monday, 26 October 2015	08:00 – 22:00	Contractor & Exhibitor Move-In (Shell Scheme stands)	ADNEC, Hall 6
Sunday, 25 October 2015 & Monday, 26 October 2015	08:30 – 17:00	Educational Workshops	ANDEC, meeting rooms
To Be Announced (TBA)	ТВА	Welcome Reception & Networking	ТВА
Tuesday, 27 October 2015 & Wednesday, 28 October 2015	10:00 – 18:00 10:00 – 16:00	Exhibition & Conference	ADNEC, Hall 6

The exhibitor manual contains an **Exhibitor Forms Deadlines' Checklist** to ensure you are submitting all mandatory and relevant information in a timely manner. Kindly keep this information readily available to avoid missing submission dates.

At any time, should you need additional assistance, our exhibition team is here to assist you. A list of our team members follows this welcome letter.

We look forward to working with you over the next few months and seeing you soon in Abu Dhabi, UAE!

Yours sincerely,

Mr. Jeremy M. Luski

Vice President, Event Operations & Registration Services

Breakbulk Events & Media

Ms. Ana Jonic-White General Manager

ITE Eurasian Exhibitions FZ-LLC

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A: ORGANISER CONTACT DETAILS

ITE Eurasian Exhibitions FZ-LLC c/o Breakbulk US Opco Inc. (Breakbulk Events & Media)

Office 3216, Al Shatha Tower, DMC P.O. Box 502778. Dubai. UAE Phone: +971 4 457 2926

www.breakbulk.com/events/breakbulk-middle-east

If you require assistance at any time, our Breakbulk team members are available to assist you!

To receive a Visa Letter of Invitation, each delegate must have a Breakbulk Middle East 2015 registration confirmation. To apply for a Visa Letter of Invitation, please visit http://eservice.adnec.ae/services/visa/

Event Operations & Management:

Mr. Jeremy Luski

Vice President, Event Operations & Registration Services Phone: +1 862 368 9938 (EST)

iluski@breakbulk.com

For any Exhibitor Operations or Technical assistance, please contact:

Global Experience Specialists (GES)

Phone: +971 2 406 4458 (GMT+4) breakbulk@ges.com

Ana Jonic-White

General Manager - ITE Eurasian Exhibitions FZ-LLC Phone: +971 4457 2926, x.7001 (GMT+4)

ajw@ite-eurasian.com

Stand Rendering Approvals, EAC Forms & **Certificates of Insurance (COI) Forms:**

> Ms. Charmein Alagao Bluelemon Events FZ LLE

Phone: +971 56345 8158 (GMT+4) breakbulk.plans@blue-lemon.ae

If an address is required for your Certificate of Insurance (COI) form, please use the one above.

UAE Event Coordinator:

Ms. Nikoleta Hslok Phone: +971 4 457 2926 (GMT+4) nikoleta.hslok@ite-eurasian.com **Event Registration & Customer Service:**

Ms. Joanna Lenck Phone: +1 973 220 4827 (EST) events@breakbulk.com

Event Guide Company Bio Listing, Event Guide Ad & Sponsor Logo (EPS high res & JPEG low res or similar):

Ms. Dee Cariglino

Breakbulk Content Traffic Manager Phone: +1 251 459 0246 (CST) dcariglino@breakbulk.com

Exhibitor & Sponsorship Sales Contacts:

Mr. Hamoud Morshed

Sales Manager, Middle East

Phone: +973 1727 2827 or +966 59 863 6383 (GMT +3)

hamoud@breakbulk.com

Mr. Mohammed Riyad

Sales Director, Middle East

Phone: +973 1727 2827 or +973 3900 1399 (GMT +3)

mohammed@breakbulk.com

Mohamed Samy

Sales Manager, Egypt

Phone: +20 10 9001 2679 (GMT+2) m.samy@breakbulk.com

Mr. Adrian van Beuningen

Sales Director, Europe & Turkey Phone: +1 973 432 553 (EST) avanbeuningen@beakbulk.com

Ms. Christian Thompson

Sales Director, America & South America Phone: +1 713 857 7821 (CST)

cthompson@breakbulk.com

Ms. Hale Çorbacı

Sales Manager, Turkey Phone: +90 212 291 83 10 (GMT +3)

halec@ite-turkey.com

Ms. Sandra Teixeira

Sales Manager, South America Phone: +55 11 5083 6947 (GMT-3)

sandra@breakbulk.com

Mr. Kingsley Ekweariri

Sales Manager, West / East / North Africa Phone: +353 89 952 4754 (GMT+1)

kekweariri@breakbulk.com

Mr. Gary Tang

Asia Manager Phone: +852 2132 9698 (GMT+8)

gtang@breakbulk.com

Ms. Jodi Haigh Sales Manager, South Africa

Mobile: +27837109788 or Phone: +27113936262 (GMT+2)

Jodi@breakbulk.com

Mr. Colin Ho

Sales Manager, Southeast Asia Phone: +603 7842 9863, x.8186 (GMT+8)

colin.ho@ite-ap.com

Mr. Vladislav Pisklov

Sales Manager, Russia Phon.: +7 495 935 73 50, x.4142 (GMT+3)

vladislav@breakbulk.com

Ms. Monika Brzóska

Sales Manager, Poland Phone: +48 61 662 7244 (GMT+2)

monika@breakbulk.com

Mr. Jitender Sharma

Sales Manager, India

Phone: +91 11 4082 8203 (GMT+5:30)

jitender.sharma@itei.in

Ms. Kathleen Pinson

Sales Manager, Breakbulk Magazine Phone: +1 678 954 0552 (EST) kpinson@breakbulk.com

B: Exhibitor Schedule (Important Dates & Times)

SCHEDULE			
SUNDAY, 25 October 2015	08:00 - 17:00 08:00 - 22:00 [*]	Registration Hours (for workshop delegates only) Build-up (Raw space only stands) ¹	
MONDAY, 26 October 2015	08:00 - 17:00 08:00 - 22:00* 18:00 22:00 *	Registration Hours (for workshop delegates only) Build-up (including Shell Scheme stands built by GES) All stand construction must be completed All stands must be ready, cleaned and ready for inspection (including Shell Scheme stands) ²	
TUESDAY, 27 October 2015	09:00 - 18:00 08:00 - 09:45 09:00 - 10:00 TBD 10:00 - 18:00 19:00 - 20:00	Registration Hours (for all delegates) Contractors access only Official Inauguration opening (by invitation only) Exhibition & Conference Hours (no contractors will be allowed during visiting hours) Contractors access only	
WEDNESDAY, 28 October 2015	09:00 - 16:00 08:00 - 09:45 10:00 - 16:00 16:30 - 00:00 22:00	Registration Hours (for all delegates) Contractors access only Exhibition & Conference Hours (no contractors will be allowed during visiting hours) Removal of exhibits and dismantling of stands ³ Equipped stands must be vacated ⁴	
THURSDAY, 29 October 2015	00:00 – 17:00 17:00	Dismantling. Access for Space Only contractors & Official contractors only Convention Centre must be vacated & everything removed from ADNEC ⁵	

^{*}Access to the hall after the close hours requires approval, be advised that fee will be charged by the venue.

- 1. Entry is organised through passes and documents completed in advance.
- 2. A technical, health & safety inspection will be carried out, and all excess products & packaging materials must be removed from the aisles (gangways). Failure to do so will result in the removal of the relevant exhibits.
- 3. Exhibitors found dismantling or packing their stands before show close at 16:00 will incur a fine.
- 4. All materials and exhibitor structures must be removed; otherwise, further responsibility for their storage (or complete disposal of non-reusable structures) will be borne by the exhibitor.
- 5. All exhibitors' and stand builders' materials, structures and waste must be removed from the exhibition centre's territory at the exhibitors' or his stand contractor's expense. Where necessary, the stand contractor /exhibitor should order container/s for the disposal of rubbish in advance.



C: Exhibitor Reminder & Deadlines Checklist

TASK / ORDER	DUE DATE	LINK, EMAIL or FORM	CONTACT INFORMATION	
Book Your <u>Hotel Rooms</u>	Immediate	Please visit <u>www.breakbulk.com/events/breakbulk-middle-east</u> for more information.		
Hotels are based on availability. For ava	ailability, please checi	k the online hotel accommodation	ons system on the event website.	
Apply for <u>Visa</u>	Immediate	Visa Online Application	ADNEC T: +971 2 406 3666 customer.services@adnec.ae	
Organisers are not responsible for your	visa.			
Register your Exhibition Staff	Immediate	Online Registration	Ms. Joanna Lenck T: +1 973 220 4827 (EST) events@breakbulk.com	
This includes any company's representa	atives or temporary st	taff assisting during the event.		
Submit <u>Company Profile</u> for Event Guide	24 September	Please visit www.breakbulk.com/ events /breakbulk-middle- east Exhibitor Manual.	Ms. Dee Cariglino Breakbulk Content Traffic Manager T: +1 251 459 0246 (CST) dcariglino@breakbulk.com	
This is REQUIRED to be submitted by a	all participating exhibit	tors.		
Submit Exhibitor <u>Liability</u> Certificate of Insurance (COI) form	24 September	Email: breakbulk.plans@blue- lemon.ae	Ms. Charmein Alagao Bluelemon Events FZ LLE T: +971 56345 8158 (GMT+4) breakbulk.plans@blue-lemon.ae	
This is REQUIRED to be submitted by a	all participating exhibit	tors.		
Submit Exhibitor Appointed Contractor (EAC) form	24 September	Download & complete from Exhibitor Espresso system	Ms. Charmein Alagao Bluelemon Events FZ LLE T: +971 56345 8158 (GMT+4) breakbulk.plans@blue-lemon.ae	
This is REQUIRED to be submitted by a	all Space Only exhibit	ors or their contractors/builders.		
Submit Stand Rendering with Dimensions	24 September	Email: breakbulk.plans@blue- lemon.ae	Ms. Charmein Alagao Bluelemon Events FZ LLE T: +971 56345 8158 (GMT+4) breakbulk.plans@blue-lemon.ae	
This is REQUIRED to be submitted by a	all Space Only exhibit	ors or their contractors/builders	in pdf or jpeg with dimensions.	
Submit <u>Fascia Panel Name &</u> company's Logo	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is REQUIRED to be submitted by a	all Shell Scheme star	nds.		
Order Electricity	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is an additional REQUIRED purcha	ase for Space Only &	Shell Scheme stands. Costs a	re the exhibitors' responsibility.	
Order <u>Carpet</u>	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is an additional, optional purchase.	Costs are the exhibit	itors' responsibility.		
Order Stand <u>Graphics, Artwork,</u> Roll-up/Pop-up Banners or <u>Posters</u>	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is an additional, optional purchase. Costs are the exhibitors' responsibility.				
Order <u>Furniture</u>	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is an additional, optional purchase. Costs are the exhibitors' responsibility.				
Order Extras & Stand Fittings	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	
This is an additional, optional purchase for Shell Scheme stands only. Costs are the exhibitors' responsibility.				
		<u> </u>	Global Experience Specialists (GES)	
Order Water and Waste (Drainage)	24 September	Complete via the Exhibitor Espresso system	T: +971 2 406 4458 (GMT+4) breakbulk@ges.com	



Exhibitor Reminder & Deadlines Checklist (continued)

TASK	DUE DATE	LINK, EMAIL or FORM	CONTACT INFORMATION
Order <u>Catering</u>	24 September	Download & complete from Exhibitor Espresso system	ADNEC T: +971 2 406 4210 / 4225 (GMT+4) catering@adnec.ae
This is an additional, optional purchase. All food or beverage (including water, co			IEC.
Order Internet (Hi-Speed Wired/Wireless)	24 September	Download & complete from Exhibitor Espresso system	ADNEC T: +971 2 406 3666 (GMT+4) customer.services@adnec.ae
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order <u>Labour (Man Power)</u>	24 September	Download & complete from Exhibitor Espresso system	ADNEC T: +971 2 406 3666 (GMT+4) customer.services@adnec.ae
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order Rigging	24 September	Download & complete from Exhibitor Espresso system	ADNEC Phone: +971 2 406 3813 (GMT+4) adnecservices@adnec.ae
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order <u>Booth Cleaning</u> & <u>Waste Disposal</u>	24 September	Download & complete from Exhibitor Espresso system	ADNEC T: +971 2 406 3666 (GMT+4) customer.services@adnec.ae
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order Fork Lift Services	Immediate	Please visit http://wesevents.com/bbme-2015	WES Group Phone: +44(0)20 8508 2224 mailuk@wes-group.com
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order Shipping / Freight Forwarding Services	Immediate	Please visit http://wesevents.com/bbme -2015	WES Group Phone: +44(0)20 8508 2224 mailuk@wes-group.com
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order <u>Data Capture &</u> <u>Lead Retrieval</u> Equipment	Immediate	Download & complete from Exhibitor Espresso system	Info Salons T: +86 21 51348922 or F: +86 21 51348919 infolead@infosalons.com.cn
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Order <u>Audio Visual</u>	24 September	Complete via the Exhibitor Espresso system	Global Experience Specialists (GES) T: +971 2 406 4458 (GMT+4) breakbulk@ges.com
This is an additional, optional purchase.	Costs are the exhibit	tors' responsibility.	
Hire Stand Security	24 September	Download & complete from Exhibitor Espresso system	ADNEC T: +971 2 406 3666 (GMT+4) customer.services@adnec.ae
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			
Hire Host(s) / Temporary Staff for your stand	Immediate	Download & complete from Exhibitor Espresso system	Hostex Fzc T: +971 50 645 5652 yolla@hostexworld.com www.hostexworld.com
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			
Hire a <u>Photographer</u> to remember your stand & memories!			
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			

D: A to Z Event Information

ADNEC

Abu Dhabi National Exhibition Centre (ADNEC) [Exhibition Hall 6] is located in the Abu Dhabi Diplomatic District off Airport Road and Khaleej Al Arabi Street. The exhibition centre is situated:

- 20 minutes from Abu Dhabi city centre / Corniche
- 15 minutes from Abu Dhabi International Airport
- 50 minutes from Jebel Ali, Dubai



By car

- from Abu Dhabi's Corniche: Khaleej Al Arabi Street (also known as Coast Road/30th Street) and Rashid Bin Saeed Al Maktoum St (also known as Airport Road) are the two main highways that link Abu Dhabi City Centre / Corniche with ADNEC.
- via Rashid Bin Saeed Al Maktoum Sreet (Airport Road): Travel along Airport Road from the Corniche (heading out of Abu Dhabi) until you reach the cross street numbered 29. Go over this street and take the next exit off to the right towards 'East Road' and 'Coast Road'. At the roundabout take the first exit.
- via Khaleej Al Arabi Street: Travel along Khaleej Al Arabi Street from the Corniche (heading out of Abu Dhabi)
 until you pass the iconic Capital Gate tower and exhibition centre on your left hand side. As you pass ADNEC
 you need to move into the right hand lane and take the next exit signed towards 'Corniche' and 'Rashid Bin
 Saeed Al Maktoum St'.
- From Dubai: Leave Dubai on the Sheikh Zayed Road (E11), following the signs for Abu Dhabi/ Jebel Ali. As you leave the emirate of Dubai and enter the emirate of Abu Dhabi the name of the road changes to the Sheikh Maktoum Bin Rashid Road. You stay on this road for approximately 30 minutes, passing Al Raha Mall on your right and the 'coin-shaped' HQ building.
 - About 5 minutes after passing the mall move to the right hand lane. Exit the Sheikh Maktoum Bin Rashid Road, following the signs for Abu Dhabi (E22). Stay in the right hand lane and continue to follow the signs for Abu Dhabi (E22). Once on the E22, continue over Al Maqtaa Bridge, at this point the iconic Sheikh Zayed Mosque should be on your left. You will now be on Airport Road, continue along for 2km until you reach a set of traffic lights (a park will be on your left hand side). Continue straight passing an ADNOC petrol station on your right, and a Carrefour supermarket on your left side. Take the immediate exit to the right after the supermarket, following the signs to the exhibition centre. At the roundabout take the fourth exit and follow signs to the adjacent multi-storey car parks.

By public transport

- Taxi: Abu Dhabi's taxi network is operated by TransAD. To book a taxi through TransAD call 600 53 53 53.
- Bus: a bus stop is located at the back of ICC Hall, on route 040.

For more detailed information on getting to **Abu Dhabi National Exhibition Centre (ADNEC)**, including directions from Dubai, please visit www.adnec.ae/visiting-us.

AIRPORTS & CHECK-IN FROM ADNEC

There are two (2) main airports that serve Abu Dhabi & Dubai – Abu Dhabi International Airport and Dubai International Airport. Abu Dhabi International Airport has an **Expo Check-In** facility located on the ground floor of Car Park A between Exits J & K near the Aloft Hotel entrance. Facility offers both passenger and full baggage check-in. The Expo Check-In serves passengers of Etihad Airways, Gulf Air, Egypt Air, Air India, Air India Express, Pakistan International Airlines, Sudan Airways, Jet Airways, Air Berlin and Air Seychelles. Passengers can check-in within 4 to 24 hours prior to departure*.

*Please confirm check-in opening and closing time with your airline.

AISLES / GANGWAYS

For health & safety reasons and to aid the access of other exhibitors, please keep aisles clear of all stand fitting materials and exhibits during build-up and breakdown. Emergency aisles MUST be kept clear at all times and anything left in any aisles will be deemed as rubbish by the cleaners and removed.

ALCOHOL

The consumption of alcohol is not permitted during the build-up and break down periods.

If you are planning to serve alcohol during exhibition on your stand, you must apply in writing to the **ADNEC Catering Manager** on catering@adnec.ae at least 1 month prior to the event start date in order for ADNEC to apply for a temporary alcohol license for you. The following information will be required for the Alcohol License application: Date of Event, Exact Location Alcohol is to be served, estimated numbers of visitors / guests to be served and timing of the event.

BAKHOOR USAGE

For health & safety reasons the use of bakhoor is very controlled and restricted. Please make sure you are following below quidelines when using bakhoor on your stand:

- Only electrical bakhoor/ electrical incense burner are allowed in ADNEC
- Bakhoor must not be placed in the aisles
- A fire extinguisher (Dry Powder) and water basket/container must be available at the stand and should be easy accessible
- The base plate of the bakhoor must be of steel or non-combustible and fire proof material
- The quantity if incense must be kept as low as possible to avoid activation of Fire Alarms and problems to people with respiratory symptoms and/or allergies

BANK & ATMs

There are numerous ATMs located throughout the centre and a National Bank of Abu Dhabi branch conveniently located within the Grandstand near VIP Entrance.

CUSTOMER SERVICES (BUSINESS CENTRE)

Basic Office Services (photocopying, printing, scanning, fax, etc) are available at the Customer Service Desk located in The Link area of the Atrium.

Opening Hours: 08:30 - 16:00 (Sunday – Thursday)

Phone: +971 2 406 3645 / 3646/3647

CAR RENTAL

National Car Rental is located within the venue on the ground level beneath the Aloft Hotel.

Phone: +971 2 642 5115.

CAR PARKING

There are two multi-storey on-site car parks (Car Park A and Car Park B) at ADNEC, which together can accommodate over 6,000 vehicles. There are also a number of dedicated **disabled parking bays**, which are all, located near to the escalators and entrance doors.

Please note that there is a charge to use ADNEC Car Parks as follows:

•	Up to 30 minutes	Free
•	30 – 60 minutes	AED 20
•	1 – 8 hours	AED 40
•	10 – 12 hours	AED 60
•	12 – 24 hours	AED 80
•	Lost tickets	AED 150



CARPETING

All Shell Scheme stands are carpeted (the colour of the carpet will be chose by the Organiser). Colour change is possible by filling in Carpet Order Form until **24 September 2015**. Orders received after this date are subject to a **20%** surcharge.

Please note: Space Only stands are not carpeted and it is the responsibility of the exhibitors to lay their own appropriate carpet. GES can undertake this if required. Please refer to the Order Form or contact them directly:

Please note: When fixing your own carpet only tape, which does not mark the floor, is permitted. All carpet tape must be removed during breakdown and a dilapidation charge will be levied for any stand not complying.

Global Experience Specialists (GES)

breakbulk@ges.com Phone: +971 2 406 4458

CATALOGUE (i.e. EVENT GUIDE)

You can submit your information for the **Breakbulk Middle East 2015** "Event Guide" online by **24 September 2015**. Please **visiting the exhibitor online manual section at www.breakbulk.com**

CATERING FOR EXHIBITORS

ADNEC can provide a wide range of catering services within the venue. Please refer to the Stand Catering Form for more information and to place an order.

ON-SITE FIXED CATERING OUTLETS:

- · Delimarche Restaurant offering international buffet
- · Food Court in concourse
- Starbucks ouside Hall 6 & 9
- Starbucks in Grandstand

ADNEC Catering

Phone: +971 2 406 4210 / 4225 / 4226 (GMT+4)

catering@adnec.ae

CHILDREN

For Health & Safety reasons children aged 16 and under are not permitted into the halls during build-up or breakdown.

CLEANING OF STANDS

Basic aisle and stand cleaning (vacuuming) is included in your contract.

Please note that this does not include:

- · cleaning of actual exhibits
- cleaning of glass & showcases
- · washing of the floor
- emptying waste baskets
- removal of the protective covering from carpets

Any dry rubbish has to be placed into plastic bags, which must then be placed in the aisles within one hour after Exhibition closure for removal by the cleaning staff. Specialised stand cleaning and additional cleaning services can be ordered from **Stand Cleaning Order Form**.

CONTRACTOR & VEHICLE PASSES

No one will be permitted into the exhibition halls during build-up, opening period or breakdown without the appropriate pass. The contractor and vehicle passes will be issued by the organisers prior to the event start date at the exhibitor services desk in the rear **of Hall 6** or the security gate. Please complete contact Event Coordinator to place your order for contractor passes; this is **compulsory**.

Ms. Nikoleta Hslok

Breakbulk Event Coordinator
Phone: +971 4 457 2926 (GMT+4)
nikoleta.hslok@ite-eurasian.com

DILAPIDATIONS

Exhibitors and their contractors are advised that no fixings can be made to any part of the premises, except by ADNEC's own staff. Any damage to walls, columns, floor, shell schemes, hired accessories or other parts of the premises will be charged to exhibitors.

EMERGENCY AND OTHER IMPORTANT NUMBERS

Please make a note of the below Emergency and other important numbers in the UAE:

 Police:
 999

 Ambulance:
 998

 Fire:
 997

 Abu Dhabi International Airport:
 +971 02 505 5555

 Dubai International Airport:
 +971 04 224 5555

 Taxi (Abu Dhabi):
 +971 600 535353

 Taxi (Dubai):
 +971 800 9090

If you have an emergency on the ADNEC premises, please in the first place call their security control room on +971 2 406 4444. General Emergency Evacuation Plan can be found in the Rules and Regulations information packet.

ELECTRICITY

PLEASE NOTE THAT ELECTRICITY IS NOT INCLUDED IN YOUR SPACE PACKAGE!

Please make sure that you order a sufficient amount of power connection for your stand. Please note that 16 Amp Single phase is included in all orders for Shell Scheme, however if you require more power, you can place order in Electrical Order (Space Only Stands) Form.

ETIHAD AIRWAYS IS OFFICIAL AIRLINE PARTNER

We are proud to announce **Etihad Airways** as official **Breakbulk Middle East 2015** airline. As an airline partner, Etihad Airways is offering special discounts to **Breakbulk Middle East** participants & their travel companions. To make a reservation, please follow these steps & enter a **promotion code** (listed below) that is applicable from where you are departing.

- 1) Visit www.etihad.com
- 2) Select itinerary, dates and class of travel
- 3) Enter the **promotion code** for your country of origin (see below)
- 4) Select "Search flights" & then book your ticket

To Abu Dhabi From:	Business Class	Economy Class	Promotion Code
USA	20%	15%	BRB15
England	15%	XXXXXXXXX	BREAKBULKGBJ
England	XXXXXXXXXX	12%	BREAKBULKGBY
Ireland	15%	15%	BREAKBULKIE
Canada	15%	15%	BREAKBULKCA
Spain	15%	15%	BREAKBULKES
Italy	15%	15%	BREAKBULKIT
Germany	15%	15%	BREAKBULKDE
Netherlands	15%	15%	BREAKBULKNL



- · Fares are valid for travel from your country of origin to Abu Dhabi only.
- Available for booking is Now 03 November 2015.
- Discounts would apply for travel: 20 October 03 November 2015.
- These discounted offers can be booked only through www.etihad.com with the use of a promo code above.
- If you need assistance, please contact Etihad Airways at <u>NYCSales@etihad.ae</u>.

EXHIBITOR REGISTRATION

Please register your personnel (company's representatives, company's sales people, temporary staff, hosts, models etc.) online **AS SOON AS POSSIBLE PLEASE**. The link and login details should have already been sent to you by email. If have not received them, please contact us. **For additional <u>registration fee</u> information please visit** www.breakbulk.com/events/breakbulk-middle-east.

Badges allowance:

- Ten (10) complimentary Exhibitor personnel badges for each 9 sgm stand.
- Twenty (20) complimentary Exhibitor personnel badges for each 18 sgm stand.
- Sixty (60) complimentary Exhibitor personnel badges for each 36 sqm stand.
- Hundred (100) complimentary Exhibitor personnel badges for each 54 sgm stand

Please note:

*Exhibitor personnel badges allow access only to the exhibition hall; they will not permit access to the Conference or Workshops.

*Exhibitors are liable for anyone they register under their company (this includes hostesses or translators).

Ms. Joanna Lenck

Breakbulk Event Registration & Customer Service

Phone: +1 973 220 4827 (EST)

events@breakbulk.com

FASCIA / NAME BOARD PANEL NAME (for Shell Scheme Stands only)

Your company name, stand number and logo will be printed on the fascia panel fixed on the open sides of your stand. Please indicate your company name to be displayed on the fascia panel on Fascia / Name Board Panel Form and send us your high res logo (i.e. EPS) by **24 September 2015**.

Please note: That if you don't provide company name by the deadline, we will use name on your application form.

FIRE & SAFETY REGULATIONS

Please see Appendix I in the Rules and Regulations information packet.

FIRST AID, HOSPITALS and DENTISTS

First Aid point is located between Halls 7 & 8. Operating hours will match event opening times.

To contact First Aid, please call ADNEC Security Control room on +971 (0) 2 406 4444.

Please also see below list of Hospitals and Dentists in Abu Dhabi:

Al Noor Hospital (Private)	+971 02 552 0777	(10 minutes by car)
American Crescent Health Care Center	+971 02 632 5000	(20 minutes by car)
American European Medical Center	+971 02 445 5477	(20 minutes by car)
Corniche Hospital (Government)	+971 02 672 4900	(25 minutes by car)
Gulf Diagnostic	+971 02 665 8090	(15 minutes by car)
New Medical Centre (Private)	+971 02 633 2255	(20 minutes by car)
British Dental Clinic	+971 02 677 3308	,
American Dental Clinic	+971 02 681 2921	
Gulf Diagnostic Centre	+971 02 665 8090	

FLOOR LOADING

The maximum permitted load on the floor is 1,000 kg per m² in all ADNEC Halls, including duct/trench covers. Point loading is not allowed; stress must always be distributed.

FURNITURE (for Space Only & Shell Scheme Stands)

GES can offer you a wide variaty of high quality furniture for your stand. All furniture will be dilvered to your stand during build up days. Please see Furtinture List & Order Form or contact:

Global Experience Specialists (GES)

breakbulk@ges.com

Phone: +971 2 406 4458

Please note: All orders must be submitted before the deadline **24 September 2015**! Orders received after the deadline date will incur a 20% surcharge and are subject to availability.



GRAPHICS (for Shell Scheme Stands only)

If you want your stand-to-stand out even more, there are different Graphic solutions vaialable for you. All orders for graphic works must be submitted before the deadline **24 September 2015!** Orders received after the deadline date are subject to approval by GES. Exhibitors with **Space Only** sites have to contact their stand builder to order their fascia name or other graphics. Please see Graphic Order Form or contact:

Global Experience Specialists (GES)

breakbulk@ges.com Phone: +971 2 406 4458

HEALTH & SAFETY REGULATIONS

Please see Appendix II in the Rules & Regulations information packet.

HOST/ HOSTESS. TEMPORARY STAFF OR TRANSLATORS FOR YOUR STAND

You can book a temporary staff (host/hostess, translator, receptionist, etc.) for your stand through our partner Hostex Fzc. Please see Temporary Stand Staff Order Form or contact them directly for more information:

Hostex Fzc

yolla@hostexworld.com

Phone: +971 4 282 7380 Mobile: +971 50 645 5652

Please note: All orders submitted 48 hours before the event start date are subject to 20% increase!

HOTEL ACCOMMODATIONS

The <u>Aloft Abu Dhabi Hotel</u>, <u>Hyatt Capital Gate Hotel</u> & <u>Premier Inn Abu Dhabi Capital Centre Hotel</u> are right next to the ADNEC, providing easy access to the exhibition centre and the <u>Holiday Inn Abu Dhabi</u> is a quick taxi ride away!

For more details please contact these hotels directly & reference "Breakbulk Middle East 2015" when booking a room!

INSURANCE

EACH EXHIBITOR MUST SEND A COPY OF THEIR INSURANCE POLICY / CERTIFICATE OF INSURANCE

The exhibitor and the contractors he may employ are obliged to take out adequate insurance against third party risks (with a minimum cover 1 million USD single occurrence or **3 million USD** aggregate, at their own costs) before the start of the exhibition and return the order form confirming details of your policy with a copy of your insurance policy (which MUST be in English) to:

Post/Mail:

ITE Eurasian Exhibitions FZ-LLC

Attn: Breakbulk Middle East 2015 certificate of insurance

Office 3216, Al Shatha Tower, DMC P.O. Box 502778, Dubai, UAE

Phone: +971 4 457 2926

Email:

breakbulk.plans@blue-lemon.ae

Subject: BBME2015 certificate of insurance (COI)

Exhibitor shall at their own expense maintain in effect throughout the Event including move-in and move-out days, and provide to Organiser at least thirty (30) days prior to move in to the Event a certificate of insurance showing that there is in effect:

- (i) a Commercial General Liability insurance coverage of not less than 1 million USD single occurrence/ 3 million aggregate USD combined limit for bodily injury and property damage, including coverage for personal injury, broad form contractual liability, operation of mobile equipment, product and liquor liability (where applicable); and
- (ii) automobile liability insurance coverage of not less than 1 million USD combined single limit for bodily injury and property damage, including coverage for non-owned and hired vehicles, including loading and unloading operators, in which Organiser and the Event Facility are named as additional insureds. Exhibitor acknowledges that the certificate of insurance requirement in the foregoing sentence shall not be deemed waived, nor shall Exhibitor be relieved of its obligation to provide such certificate, even if Organiser provides Exhibitor with the benefits hereunder without having received such certificate from Exhibitor. Exhibitor also agrees to obtain and maintain in effect throughout the Event workers compensation and employers' liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. Exhibitor agrees to waive the right of subrogation of its insurance carrier against Organiser and the Event Facility to recover loss sustained for real and personal property."

INSURANCE (continued)

- Exhibitors who don't have an insurance against third party risks (with a minimum cover of 1 million single occurrence USD/ 3 million aggregate USD), will **NOT** be allowed to exhibit.
- The exhibitor takes part in the exhibition entirely at his own risk. The exhibitor indemnifies ITE Eurasian Exhibitions
 FZ-LLC from and against all third party claims resulting from or related to any non- or improper performance
 attributable to the exhibitor or resulting or related to any tort committed by or attributable to the exhibitor.
- ITE Eurasian Exhibitions FZ-LLC accepts no responsibility whatsoever for damages which the exhibitor may suffer as a result of his presence at or participation in the exhibition, including loss of, or damage to, the exhibitor goods.
- ITE Eurasian Exhibitions FZ-LLC accepts no liability for any damage on whatsoever ground, unless the damage is a result of gross negligence or wilful misconduct of ITE Eurasian Exhibitions FZ-LLC or its managerial staff.

ITE Eurasian Exhibitions FZ-LLC is not liable in cases of force majeure. Force majeure also sees to the situations where the improper or non-performance of ITE Eurasian Exhibitions FZ-LLC is a result of (1) an improper or non-performance of suppliers (of goods of services) of ITE Eurasian Exhibitions FZ-LLC, (2) the material used by ITE Eurasian Exhibitions FZ-LLC or by third parties, or (3) an improper or non-performance of the company who leases the exhibition space to ITE Eurasian Exhibitions FZ-LLC.

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INTELLECTUAL PROPERTY RIGHTS

DISPLAY OF UNLAWFUL OR OTHERWISE INFRINGING GOODS

Your participation at the **Breakbulk Middle East 2015** is governed by **ITE Eurasian Exhibitions FZ-LLC** Terms and Conditions. Your attention is drawn to the following articles in the Terms and Conditions:

DISPLAY OF GOODS AT YOUR EXHIBITION STAND

Exhibitors shall:

1. "Not distribute or display any material or product which may be considered by ITE to be defamatory or offensive or which infringes or may infringe the intellectual property or other proprietary rights of ITE or any third party."

Points to note:

- Intellectual property rights include trade marks (such as brands and logos); patents (such as industrial or medical/pharmaceutical inventions); registered designs; and copyright (such as music, film and text).
- You may not be entitled to display goods which contain intellectual property rights which are (i) owned and registered by; or (ii) licensed to a third party.
- Even if you are the registered owner or licensee of an intellectual property right in one country, it is possible that your use of that intellectual property right in the country in which the Exhibition is held may still be a breach of a third party's intellectual property rights. If in doubt, please make the appropriate legal enquiries.
- Under the relevant national or local laws, you may be legally responsible for bringing the goods into the country and displaying them and promoting them at the Exhibition even if you did not manufacture them or do not in fact own them.
- 2. "not at any time do or say anything, or be associated with anything, any party or any statement, which is, or which is widely reported as being, or which may be considered by ITE to be detrimental or prejudicial to or to adversely affect the name, image, reputation or business of ITE or the Event be likely to or bring ITE into disrepute." It is your responsibility to ensure that all goods you display at the Exhibition comply with the requirements set out in Clause F. of the Terms and Conditions.
- 3. Proper Attire and Public Messaging. With respect to cultural differences, we ask that all our exhibitors, their staff and host/hostesses defer to the modest dress while participating in the Breakbulk events. Please kindly refrain from the use of profanity in spoken word or in visual messaging as this is often quite offensive to our delegates. All corporate staff, hostesses, hosts and temporary staff should be dressed in business attire.

POTENTIAL CONSEQUENCES OF BREACH OF CLAUSE F. OF TERMS AND CONDITIONS

Under Clause F. of the Terms and Conditions, ITE Eurasian Exhibitions FZ-LLC has the right to:

- 1. Physically remove any goods which we (or a relevant authority such as a governmental agency or inspector) deem to infringe Clause F.; and/or
- 2. Cancel your right to participate in the Exhibition and close down your Stand/display.

If this happens, you will have no financial or other claim against Organiser. You also may have to compensate ITE in full and without limit for all claims, liabilities, losses, expenses, and charges of any kind incurred by ITE because of any breach by you of Clause F. of the Terms and Conditions.

IF YOU THINK THAT ANY GOODS YOU INTEND TO DISPLAY AT THE EXHIBITION MAY BE UNLAWFUL IN THIS COUNTRY IN SOME WAY (INCLUDING REGARDING INTELLECTUAL PROPERTY), PLEASE OBTAIN LEGAL ADVICE IMMEDIATELY*.

*This note is guidance only and is no substitute for the Terms and Conditions or local laws.



INTERNET ACCESS

Internet and other Telecommunication services can be ordered via the IT & Telecommunications Order Form. ADNEC provides following Internet access services:

Open Air WIFI Access, ideal for:

- individual internet/email access
- small numbers of users on an individual exhibition stand.

On-site IT Support Hotline: +971 (0) 2 406 4666

Internet - Wired, Wireless and Concurrent Connections, ideal for:

- high speed internet access
- dedicated bandwidth for the exhibitor
- demonstrating products from performance intensive web sites

A 10 Mbps Internet Connection will probably meet most requirements and should provide adequate access for at least 10 users.

Please note: Non-ADNEC wireless routers and broadcasts are not permitted within the venue. Any private broadcasts will be ceased.

PHOTOGRAPHY

ADNEC Business Centre offers a pre-bookable photography service.

For bookings please contact on +971 2 406 3645 / 3646 / 3647 or email businesscentre@adnec.ae.

PUBLIC DISTRIBUTION / SPONSORING / SPECIAL EVENTS

All exhibitors are advised that unless they have a contractual agreement with the event organiser, all promotional activities are restricted to the limits of their stand. Under no circumstances can activities take place in the aisles; this includes the use of roaming individuals acting as promotional hostesses. If interested in sponsoring any aspect of Breakbulk Middle East 2015, please contact:

Ms. Nikoleta Hslok

Breakbulk Event Coordinator Phone: +971 4 457 2926 (GMT+4) nikoleta.hslok@ite-eurasian.com

REMOVAL / DISMANTLE OF EXHIBITS

For security and health & safety reasons, the dismantling of stands is not allowed until show closes on Wednesday, 28 October 2015 at 16:00 (4:00 pm). By the end of the last day of dismantling, i.e. Thursday, 29 October 2015, the stand area needs to be completely cleared and any exhibits, structures and rubbish must have been also removed from the territory of the exhibition centre. Failure to comply with these regulations will result in additional charges to the exhibitor.

RIGGING (SUSPENSIONS)

All rigging must be undertaken solely by ADNEC appointed rigging service provider. Please submit your rigging order before the deadline 24 September 2015. Please see Rigging Order Form or contact ADNEC for more details:

ADNEC

adnecservices@adnec.ae Phone: +971 2 406 3813 Fax: +971 2 449 9662

RUBBISH / WASTE DISPOSAL

All exhibits and stand fitting materials must be cleared from the venue. Please note that waste removal is not free of charge and must be ordered separately. Space only stands must leave their space in the condition in which they found it. All rubbish (including carpets, adhesive, etc) must be removed from the stand. All products and installation that are not removed will be disposed by the Organiser and subsequently charged to the Exhibitor.

To order removal of waste material, please refer to the Skip Order Form or contact:

ADNEC

customer.services@adnec.ae Phone: +971 2 406 3666

SALES LEADS TRACKING SERVICE (LEAD RETRIEVAL / DATA CAPTURE) DEVICES

Our Registration partner **Info Salons** can provide you with a unique sales lead tracking and management service. For more information please refer to the Info Lead: Sale Lead Tracking Service Booking Form or contact Info Salons direct

Info Salons - Sammul

infolead@infosalons.com.cn Phone: +86 21 5134 8922

SECURITY

Security guards will patrol the entire exhibition. However, exhibitors should remember that exhibition halls are vulnerable places and should, therefore, take appropriate precautions against theft. If you have any valuables we recommend you to hire security staff for your stand. This is your best guarantee against theft.

Please note: Organisers & venue are not responsible for any damages or losses of exhibitor goods, which the exhibitor may suffer as a result of his/her presence or participation at the exhibition.

To order security staff, please refer to the Security Order Form. Any incidents of theft must be reported to the security control room (+971 02 406 4444) who will coordinate directly with the police.

- Speak to the Organisers' for advice if you have specific concerns. There is no lockable store for valuable items, such as computer equipment overnight. If you have valuable materials on your stand (high-tech material such as plasma screens), make your own arrangements for the night.
- Plan your arrival and departure from the venue during Build-up & Dismantling. Ensure that there are at least two representatives setting up and dismantling your stand, so that the stand is never left unattended during these vulnerable periods. Plan to remove all products and portable items from your stand on the first evening of breakdown.
- Book sufficient staff for your stand during the show. This ensures it is always staffed. Do not ask a neighbouring exhibitor to watch over your stand while you go for a break. They may become busy and not be able to keep an eye on your stand. Never leave your stand unoccupied during the exhibit hours and wear your booth staff badges at all times during the exhibit hours.

- Place a lockable cabinet on your stand. Lock away brief cases, mobile phones, handbags, laptops, etc during the day, even when you are on your stand. If you get busy, you may not notice someone taking them. Please also check all lockable units on your stand before leaving them at night. Always keep the storage room closed and locked and never leave the keys in the locks.
- Do not position desirable items at the front of your stand. You may not always be able to keep an eye on them and they may be easily removed.
- Avoid leaving your stand each evening before visitors are clear of the show. Likewise, ensure your stand is fully manned by the show opening – remember, however, the halls are open each morning from 08.00 hrs for all exhibitors and their maintenance staff.
- Report anything of a suspicious nature to the Organisers or security. Leads can be followed up to avoid incidents of theft.

SHELL SCHEME STANDS

Exhibitors who booked Shell Scheme stand(s) have access to the venue from **12:00 pm on 26 October 2015**. Please ensure your stand is ready for inspection by 22:00 (10:00 pm).

Please note: When decorating wall panels and other equipment on your stand, please use only removable adhesive tape, twin sticks, hooks, or chains. If any damage occurs through the use of inappropriate fixings or decorations, your company will be charged the cost of replacing the panel/equipment.

SHIPPING, FORK LIFT SERVICES & STORAGE

To order Freight Forwarding, Courier Services, Lift Service or Storage, please contact WES Group online ordering system http://wesevents.com/bbme-2015 or contact:

WES Group

Phone: +44(0)20 8508 2224 +44(0)1223 367 618 mailuk@wes-group.com

http://wesevents.com/bbme-2015

COURIER SHIPMENTS

We would strongly advise you to consign your shipment to the appointed freight-handling agent Worldwide Exhibition Specialists (WES Group). The instructions can be found in the order form for freight handling. They will then receive the shipment on your behalf. You need to be aware that this service will attract costs payable by yourselves onsite. Alternatively, consign the shipment to yourselves at your stand at the venue address and agree with the courier company in advance that they will deliver the shipment to your stand. If so make sure you get this confirmed in writing and please ensure that somebody from your stand is there to receive the shipment. Please note that ADNEC cannot accept shipments of deliveries on behalf of exhibitors.

CUSTOMS CLEARANCE

If you send goods from outside the Middle Eastan Union these goods will require customs import into the UAE. This service can also be provided by the appointed freight-handling agent Worldwide **Exhibition** Specialists (WES Group) mentioned above.

COURIER SERVICES

At every exhibition a reoccurring challenges is the delivery of packages prior to the arrival of the exhibitors themselves. Therefore we encourage exhibitors having goods delivered by an outside contractor to have a representative at their stand to collect the goods. letters and packages sent directly to ADNEC should be addressed as follows:

- Exhibiting company name
- Contact name
- Stand # & Hall 6
- Breakbulk Middle East 2015
- ADNEC, Jan Van Riiswiicklaan 191
- BE-2020 Abu Dhabien, UAE

Courier companies must have the full contact details for the recipient of the package: show name, stand number, hall number, company name, contact name & mobile number. We do advise you to use recorded delivery so that a signature is obtained. Deliveries must take place between show hours as under no circumstances neither ADNEC nor the Organiser will take responsibility for receiving the package for you

FREIGHT FORWARDING. LIFTING & STORAGE

Please contact WES Group for the full address details for freight being sent to the holding warehouse facility or directly by truck to the venue. You will be required to supply comprehensive pre-alerts indicating the quantity of the goods, arrival date at the warehouse or venue and the name of the transport company utilised. WES Group can also assist you with storage of all materials as well as provide you with lift service.

SMOKING

It is prohibited to smoke in any halls within the ADNEC. The no smoking rule is valid for all persons present in the halls as well during the build-up, the exhibition and the dismantling. Please be so kind to have your smoking break outside the main entrances, instead of at the emergency exits, which need to remain closed for security reasons.

SPACE ONLY STAND APPROVALS

[Doesn't apply to Shell Scheme stands provided by GES]

Please send your renderings / drawings with dimensions of your estand in .pdf format before 24 September 2015 to:

Ms. Charmein Alagao **Bluelemon Events FZ LLE**

Phone: +971 56345 8158 (GMT+4) breakbulk.plans@blue-lemon.ae

Please note: It is required that all of the "space only" for stands being built by non-GES contractors/stand builders be audited by Bluelemon Events FZ LLE. This includes collection; review and approval of all stand renderings/plans with dimensions (i.e. PDF), method statements, structural calculations, environmental policies, public liability certificate of insurance (COI) form, Exhibitor Appointed Contractor (EAC) form with risk assessments. Bluelemon Events FZ LLE will also provide all the paperwork based on the stand plans to the venue and local/government authorities when requested. The completion is when the stands are inspected on-site in Abu Dhabi.

SPACE ONLY STAND APPROVALS

[Doesn't apply to Shell Scheme stands provided by GES] (continued)

Please send in all your required documents / visuals to **Bluelemon Events FZ LLE** before **24 September 2015**. If we have not issued your stand approval before this date **ITE Eurasian Exhibitions FZ-LLC** & **Breakbulk US Opco Inc** "**Breakbulk Events & Media**" have the right to change or cancel your stand at no penalty to us as the organiser.

Please note: that you will receive a separate email from Bluelemon Events FZ LLE regarding your renderings/plans with dimensions as well as other required documents needed.

Please see the document "Additional information for space only exhibitors / stand builders" for more information about stand construction and fitting regulations for space only stands.

VISAS

All foreign nationals, except GCC nationals (Saudi Arabia, Kuwait, Bahrain, Qatar, the United Arab Emirates, Oman), are required a visa upon entry to the UAE. Citizens of the following countries can receive a free 30 day visit visa on entry: USA, UK, France, Italy, Germany, the Netherlands, Belgium, Luxembourg, Switzerland, Austria, Sweden, Norway, Denmark, Portugal, Ireland, Greece, Cyprus, Finland, Malta, Spain, Monaco, Vatican, Iceland, Andorra, San Marino, Liechtenstein, Australia, New Zealand, Japan, Brunei, Singapore, Malaysia and Hong Kong.

Citizens of other countries can apply for a visa online or at their nearest UAE embassy.

Please note: Organisers are not responsible for your Visa requirements and are not in the position to sponsor your Visa applications.

WATER & WASTE (DRANAIGE)

Water and drainage is available at specific locations within the ADNEC from designated floor service pits. Please refer to the Electrical & Water and Waste (Drainage) Order Form or contact:

Global Experience Specialists (GES)

breakbulk@ges.com Phone: +971 2 406 4458

Please note: All water and waste fittings must be accessible at all times in case of emergency.