


HIMSS Middle East
Conference and
Exhibition 2015

31 March - 1 April 2015
The Ritz-Carlton, Riyadh
Kingdom of Saudi Arabia
 #HIMSSME15



HIMSS Middle East 2015
The Ritz-Carlton, Riyadh, Saudi Arabia
31 March – 1 April 2015

SERVICE MANUAL



DEADLINE CHECKLIST

Date Due	To Do	Done ✓
9 February 2015	Sponsorship released if 100% of sponsorship balance is not paid	
13 March 2015	Sponsor profile material due to be included in onsite guide	
13 March 2015	Advertisement Artwork due to be included in onsite guide (If applicable)	
13 March 2015	Speaking Session description due to be included in onsite guide (If applicable)	
13 March 2015	Booth drawing due to HIMSS at slin@himss.org for approval	
16 March 2015	Booth giveaways and Raffle Form due (If applicable)	
16 March 2015	Register your staff for the conference	
29 March 2015	The HIMSS Middle East 2015 Set up begins	
31 March – 1 April 2015	The HIMSS Middle East 2015 Conference & Exhibition	



CONTACT LIST

CONFERENCE MANAGEMENT TEAM



HIMSS Middle East

<http://www.himssme.org/13/>

Exhibit Booth & Sponsorship Sales

Sean Roberts *Senior Manager, Global Business Development*
+65-9299-0802 | gsim@himss.org

Exhibit Services/Logistics/Production

Simon Lin *Manager, International Exhibits*
+65-8338-0280 | slin@himss.org

Media/Press

Sam Ong *Executive, Marketing and Communications*
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SHOW OFFICIAL CONTRACTOR



MARCOM ARABIA

<http://www.marcomarabia.com/index.php>

Shell booths services / Technical and Rental order

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Booth rules and Regulations

1. Inline Booths

An Inline Booth is one or more standard (3m x 3m) units in a straight line.

Height: The maximum height of exhibit walls, fixtures and components must not exceed **2.5m**.

2. Perimeter Booths

A Perimeter Booth is an inline booth with one or more (3m x 3m) booths that are along an exterior wall of the exhibit hall.

Height: The maximum height of any feature within the booth may not exceed a height of **2.5m**.

3. Peninsula Booths

A Peninsula booth is an exhibit at least 18.0 sq. m (6.0 m x 3.0m) having aisles on three sides with one or more display levels.

Height: The maximum height of the back wall facing the neighboring stand can be **3.0m**. Exhibit materials, components and identification signs (other than the back wall) will be permitted to a maximum height of **3.0m**.

Depth: According to international custom, peninsula stands must be built as openly as possible on three sides. Except for the back wall, no other solid walls are allowed at the external boundaries of the stand.

All Peninsula booth plans must be approved by HIMSS and the Ritz-Carlton Riyadh by **13 March 2015**.

4. Island Booths

An Island booth is an exhibit at least 36.0 sq. m (6.0 m x 6.0m) having aisles on all four sides with one or more display levels.

Height: Exhibit materials, components and identification signs will be permitted to a maximum height of **3.5m** provided written approval is received from HIMSS.

Depth: According to international custom, island stands must be built **as openly as possible** on four sides. **No full solid walls** are allowed at the external boundaries of the stand. Because an island booth is separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

All Island booth plans must be approved by HIMSS and the Ritz-Carlton Riyadh by **13 March 2015**.

5. Multilevel and Covered Booths

Are not permitted by HIMSS at Ritz-Carlton Riyadh



6. Hanging Signs

Are not permitted by HIMSS at Ritz-Carlton Riyadh

5. Contractor Regulations

- i. Contractors must dismantle all stands, decoration, branding, all technical equipment and flowers, and the venues should be returned to the Hotel totally empty and clean no later than 11:00 PM, on April 1, 2015.
- ii. The Exhibitor is responsible to communicate all terms and conditions stipulated in this agreement, and will be directly held responsibility to the hotel in case of breach of any terms.
- iii. HIMSS and the Hotel is not responsible of any damage or loss to the exhibitors, contractors or their employees.
- iv. Contractors must obtain HIMSS and the Hotel's written approval for any technical work, such as lighting, audio, decoration... etc., or moving and/or changing the Hotel's furniture or decoration, either inside or outside the venues.
- v. All items used by contractors for decoration must be made of fire-proof materials, as per the regulations of the local civilian defence. The Client must provide the official certificates of those materials, which indicate that those materials are fire-proof.
- vi. Contractors must maintain no damage to the floors, carpets, venues' walls and ceilings, and must cover the floors with using plastic sheeting and/or carpet to protect these assets before entering any equipment or decoration to the venues.
- vii. Any wood or paint work or flower arranging is not allowed inside the function rooms, and can be only done outside the hotel after protecting the ground with plastic sheets, under the supervision of the Hotel.
- viii. Contractors must coordinate the usage of the electrical energy with Marcom Arabia, the Official Show Contractor. All cables must be installed tightly and securely.
- ix.. Contractors must disguise all cables in the venues, especially along the guests' corridors.
- x. Contractors must keep the venues and the Hotel assets clean at all times. All set-up and dismantling trash to be disposed in the loading bay area.
- xi. No poster or banners to be put on the walls without a written approval from HIMSS and the Hotel Management.
- xii. Contractor must dismantle all stands, decoration, branding, all technical equipment, and flowers, and the venues should be returned to the Hotel totally empty and clean no later than **11:00 PM, on April 01, 2015**. Failing to which, an additional room rental fee of SAR 200,000 per day, will be levied towards the exhibitor or its contractor.



xiii. All empty boxes or unused equipment to be properly stored in the designated stores at the Hotel until the end of the event. It is strictly prohibited to store any empty boxes or unused equipment at random around the Hotel premises.

xiv. Contractors must use only the restrooms designated by the Hotel and not allowed to use any other facilities.

xv. Contractors may walk through the venues where the event will be and use only the facilities designated for them. It is strictly prohibited to be at any other places at the Hotel, use the employees restaurant or changing rooms, smoke in places that are not designated for that purpose and to bring any food and beverage from outside the Hotel.

xvi. All displays, exhibits, decorations, equipment and musicians must enter the Hotel through the receiving-entrance and/or security office. Delivery times must be coordinated with the Hotel 3 days prior to the event via Hamad Mustafa Muslem at hamad.muslem@ritzcarlton.com or +966 5 93606077. All persons will be subject to inspection upon their entry or exit from the Hotel.

xvii. Contractors should wear and behave appropriately at all times, according to the regulations and traditions of the Kingdom of Saudi Arabia.

xviii. Contractors must organize the entry of all trucks and vehicles to the ballroom's ramp to avoid traffic.

xix. Any vehicle with oil leakage will not be allowed to enter the Hotel premises.



General Rules and Regulations

HIMSS is committed to the success of all exhibiting companies. Our intent is to have a professional and balanced marketplace during The HIMSS Middle East Conference & Exhibition. Therefore, all exhibitors are expected to adhere to all rules and regulations stated in this service manual and on the back of your exhibit space contract. Objectionable activity will be reviewed by The HIMSS management and may be ceased or changed at any time during the course of the exhibition.

Building Regulations

No nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the exhibition halls or any part of the building.

Demonstrations & Marketing Activities

Exhibitor demonstrations and all marketing/promotional activities must be conducted within the confines of your booth space. Demonstrations should not obstruct the aisles nor prevent access to nearby booths. Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors' booths, or produces sound levels that exceed 75 decibels, will result in a loss of exhibitor points after the first warning. If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures so that the crowd can be accommodated within your booth space. Distribution of pamphlets, brochures, etc. must take place within your booth space only. Orders may be taken during the normal activity on the exhibit floor but retail sales are not permitted.

Direct Selling

Exhibitors are required to remain in their own booth space during exhibit hours. Solicitation outside your booth in any way is strictly prohibited. Orders may be taken during the normal activity on the exhibit floor in your purchased booth space, but retail sales are not permitted.

Subletting

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from HIMSS. Exhibitors must show goods or services manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Sound/Noise

The use of megaphones, loudspeakers, or public address systems by exhibitors is prohibited. The decibel level of sound emitting from your booth must not exceed 75 at the edge of the stand. Speakers must face into the exhibit booth itself and not into the aisles or into neighboring exhibits. Live music is prohibited in the exhibit hall. HIMSS reserves the right to determine at what point sound constitutes interference with other exhibitors and it must be discontinued.

Compressed Gas and Inflatables

Use of compressed gas or any inflatables is not allowed by HIMSS at the HIMSS Middle East 2015.

Move-out/Dismantling

No move-out or dismantling is permitted before 16:00 Wednesday, 1 April 2015. Early move-out will result in a loss of exhibitor points.



Unpaid Booth Balances

Final booth payment is due no later than 3 March 2013. On 4 March 2013, unpaid booth spaces will be released. Any company with an unpaid balance will have their freight refused by HIMSS until the balance is paid in full. If your badges are denied due to your failure to pay the balance on your booth, HIMSS cannot be held responsible.

Children

No persons under the age of 18 are allowed on show floor at any time.

Smoking

Smoking is not permitted by HIMSS in Ritz-Carlton Riyadh or Meeting Rooms during set-up, show days or tear down.

Food & Beverage

The Ritz-Carlton Riyadh is appointed as the sole catering provider at the HIMSS Middle East Conference and Exhibition. Any unauthorized food and beverage are not allowed at the event unless prior approval is given by Ritz-Carlton Riyadh. To get approval, please contact the hotel at Hamad Mustafa Muslem at hamad.muslem@ritzcarlton.com or +966 5 93606077

Property

All persons, including the Delegates, Exhibitors, Sub-contractors and their personnel, who bring property, equipment and/or goods into or onto The Ritz-Carlton Riyadh and/or the Venue do so at their sole risk and expense. HIMSS and The Ritz-Carlton Riyadh do not accept them into its charge or responsibility.

HIMSS or The Ritz-Carlton Riyadh is not responsible or liable for:

- a. any theft, loss, deterioration or other damage in respect of any goods, property or equipment brought into or onto The Ritz-Carlton Riyadh and/or the Venue; and/or
- b. the safekeeping of any property in or on The Ritz-Carlton Riyadh and/or the Venue whether or not the property is deposited with The Ritz-Carlton Riyadh

Please note that if any rules and regulations here as well as the back of your exhibit space contract are violated, a loss of exhibitor points will occur.



EXHIBITION SCHEDULE

Exhibitor Badge Registration Hours:

Tuesday, 31 March 2015 08:00 – 15:30

Wednesday, 1 April 2015 08:30 – 14:00

Exhibit Hall Hours:

Tuesday, 31 March 2015 09:00 – 09:45 (Ministerial Visit)
09:45 – 15:30

Wednesday, 1 April 2015 08:30 – 14:00

**Hall hours may be subjected to changes.*

Exhibitor Move-In Schedule:

Sunday, 29 March 2015 13:00 – 18:00 (Raw Space Exhibitors only)

Monday, 30 March 2015 08:00 – 18:00 (All Exhibitors)

**All booths must be set by 19:00 on 30 March 2015*

Exhibitor Move-Out Schedule:

Wednesday, 1 April 2015 14:30 – 20:00

IMPORTANT: No packing of equipment or dismantling of exhibits is permitted until the exhibition closes at 14:30 Wednesday, 1 April, 2015.

For further information, contact:

Simon Lin
Manager, International Exhibits
+65-8338-0280
slin@himss.org



FAQs

Q. What are the show dates for The Ministry of Health & HIMSS Middle East Conference and Exhibition?

A. 31 March -1 April 2015

Q. What are scheduled exhibition hours for set up, opening and breakdown?

A.

Set up

Sunday, 29 March 2015	13:00 – 18:00 (Raw Space Exhibitors only)
Monday, 30 March 2015	08:00 – 18:00 (All Exhibitors)

Opening hours

Tuesday, 31 March 2015	09:00 – 09:45 (Ministerial Visit)
	09:45 – 15:30
Wednesday, 1 April 2015	08:30 – 14:00

Breakdown

Wednesday, 1 April 2015	14:30 – 20:00
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Q. When are the education sessions?

A.

Tuesday, 31 March 2015	0945 – 1500
Wednesday, 1 April 2015	0900 – 1600

Q. When does exhibitor badge registration open online?

A.: Exhibitor badge registration has opened.

Q. What are the critical deadlines I need to be aware of?

A.

13 March 2015 - Conference guide information due
16 March 2015 – Register your staff for the conference

Q. What kind of attendees will be at this conference?

A. Presenting and attending will be healthcare professionals, who have the buying power for their organisations- providers, payers, suppliers, policy-makers, and government officials. There will also be clinicians, directors, administrators, informatics professionals, and academicians.

Q. What comes with my booth?

A.

Each Space Only booth rental comes with the following items:

- 2 complimentary exhibitor badge per 9 sqm of space rental
- Dedicated exhibition hall hours
- Access to all education programme sessions
- Product or company description in the Onsite Conference Guide
- Participate in targeted pre-show marketing opportunities
- 1 conference delegate bag per exhibiting company



Each Shell scheme booth rental comes with the following items:

- Carpet (Existing ballroom carpet)
- Octanorm System constructed wall panels
- Fascia board with company name
- Power and lighting
- All other benefits mentioned for 'Space Only Booth Rental' above

FAQs

Q. What is the expected attendance for The Ministry of Health & HIMSS Middle East Conference and Exhibition?

A. We anticipate a strong participation of 1800 delegates in 2015.

Q. How do I submit payment?

A.

Credit Card - Please fax your invoice to Attn: Finance at +1-312-915-9209 and include the following information: name on credit card, credit card number, expiration date, amount authorized to charge, and signature of card holder.

Cheque - ***To ensure that all cheque are received and accounted for, they should be mailed to the following address:***

HIMSS
6923 Eagle Way
Chicago, IL
60678-1692

Please allow sufficient time for checks to be received and processed.

Q. How can I see where my booth is located on the exhibit floor?

A. Please contact Simon Lin for a copy of the latest floorplan.

Q. Where can I locate marketing opportunities?

A. To increase attendance and help your company gain more exposure at conference, the conference organizers offer several marketing opportunities for exhibitors. These include direct mail, print advertising, cross-marketing and a public relations campaign. In addition to these, your company will be included in conference materials including the Onsite Guide and the conference web site for a complete list, contact your sales representative:

Sean Roberts, +1-312-590-7101, sroberts@himss.org

Q. What if my company wants to hold an event in conjunction with The Ministry of Health & HIMSS Middle East Conference and Exhibition?

A. If you wish to hold an event in conjunction with The Ministry of Health & HIMSS Middle East Conference and Exhibition, please contact:

Sean Roberts, +1-312-590-7101, sroberts@himss.org

Q: How do I become a corporate member?

A. For information on becoming a corporate member, please contact:

Sean Roberts, +1-312-590-7101, sroberts@himss.org



Q: How can I find information on venues or attractions in Riyadh?

Please contact ArRiyadh Development Authority at <http://www.arriyadh.com>.

Q. How is the weather in Dublin?

A. In April and May the average temperature is 39 degrees C (102 degrees F) in the day and 25 degrees C (77 degrees F) in the night.

Q. What is the closest airport to The Ritz-Carlton Hotel Riyadh?

A. All major international and domestic airlines serve King Khaled International Airport, which is about 30 minutes from the Hotel. This airport is served by Emirates, Cathay Pacific, British Airways, Air France, Lufthansa and Saudia, which provides commuter service from Jeddah and Dammam daily.

Q. What kind of currency do I use?

A. The currency accepted in Riyadh is Saudi Arabian Riyal.

Q. What is the attire for the conference?

A. Business



Booth Giveaways and Raffle Form

Deadline: 16 March 2015

It is required that you notify HIMSS of your intention to raffle or give away any item.

Booth Giveaways

Booth giveaways are effective selling tools when tied to your company's marketing strategy. Please keep in mind these rules and regulations when planning your booth giveaway:

- Balloons of any kind are prohibited in The Four Seasons Hotel Riyadh.
- All food being sold from booth, must be purchased from the catering department.

Booth Raffles

Booth raffles that are extensively promoted draw excitement and traffic to your booth. Please keep in mind the following rules when conducting your raffle drawing.

- All promotional activity must be conducted within the confines of your booth space.
- Aisles cannot be obstructed as a result of your promotional activity.
- Ready access to nearby booths must be maintained at all times.
- Sound level must be kept below 75 decibels.
- Your booth must be large enough, and your booth structure must be oriented so that the crowd can be accommodated within your booth space.
- The use of megaphones, loudspeakers, or public address systems is prohibited.
- Speakers must face into the booth itself and not into the aisles or into neighboring booths.
- Live music is prohibited.
- Exhibiting companies, and their officers, directors, employees, agents, and others working on the exhibitor's behalf are expected to conduct themselves in a professional manner at all times.

We will contact you immediately only if your raffle and/or giveaway item is NOT approved. Please PRINT all information except signature.

Booth giveaway(s):

Item: _____

Item: _____

Item: _____

Booth Giveaways and Raffle Form

Booth raffles(s):

Item: _____

Date and Time of raffle: _____

Item: _____

Date and Time of raffle: _____

Exhibiting Company: _____ Booth #: _____

Contact Person: _____

Phone: _____ Email: _____



I/We have read the guidelines for demonstrations and promotional activity outlined on this page, and on the back of your exhibit space contract. I/We agree to comply with those guidelines, and understand that failure to do so will result in a loss of exhibitor points. I/We assume all liability, and to indemnify and hold harmless and HIMSS AsiaPac from and against any and all liability and claims

Signature: _____

E-mail to:

Simon Lin at slin@himss.org