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EXHIBITOR MANUAL

INTERNATIONAL
FLAVOURS
WORLD-CLASS
BUSINESS



THE WORLD'S BIGGEST ANNUAL FOOD
& HOSPITALITY SHOW

25 - 28 FEBRUARY 2013

DUBAI WORLD TRADE CENTRE

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

Dear Gulfood/Ingredients ME Exhibitor,



This Exhibitor Service Manual is designed to act as your quick reference guide to all relevant aspects of your participation. It includes important dates and times you should adhere to in order to ensure your ordered services arrive in good time.

PLEASE NOTE: SHOW OPEN DATES RUN FROM MONDAY 25TH FEB TO THURSDAY 28TH FEB
NEW COMPULSORY INSURANCE AND INTERNET LISTING REQUIRED BY ALL EXHIBITORS. SEE SECTION 1.28.

The manual is divided into four sections.

EXHIBITOR MANUAL

This contains all the **General Information** for the event including contact details, deadlines and general do's & don'ts. It is also a quick reference guide for finding any information that you or your Contractor may need.

TECHNICAL MANUAL

Divided into five parts for ease of reference; see below for a brief description of what the each section covers:

Contractor Information - which the Contractor must read and act upon.

Electrical Information - required for the Contractor to carry out their electrical duties in a safe and correct manner.

Health & Safety Information - Exhibitors MUST appoint one person to ensure the guidelines under this section are strictly adhered to while participating at this event. It also includes a detailed breakdown of the Dubai World Trade Centre rules & regulations for this exhibition. Please ensure you read the 'Food Hygiene & Safety Requirements' section herein.

Standfitting Information – that Exhibitors must adhere to for stand construction as set out by the organisers of this event. Under this section are clear instructions and information that will help you ensure you are conducting your installation correctly.

Technical Information - that the Contractor will find useful.

MARKETING & PUBLICITY GUIDE

Here you will find how to make the most of your participation at the event by using the many advertising, branding and visitor promotion tools we offer to assist you. Do read this section carefully as many of the opportunities are already included in your stand package – you simply need to activate them!

EXHIBITOR SERVICE FORMS SECTION

This section contains the relevant forms needed for ordering all your services, such as badges, electrics, rigging, stand cleaning and so on.

Please ensure those person/s responsible for the coordination of your stand are given access to this Exhibitor Services Manual and are fully informed paying particular attention to the deadlines for each order form. Please refer to the exhibition timetable and the forms checklist at the front of the Exhibitor Service Forms Section; these can be used as a quick reference guide. We have also given you a step by step guide on how to exhibit successfully at the event.

This manual is not designed to replace our personal service. If you require help or assistance at any time then please feel free to contact us. Thank you for participating at Gulfood/Ingredients ME 2013 and we wish you an enjoyable and successful event.

Best regards,

A handwritten signature in black ink, appearing to read 'Tim Maunder', written over a light blue horizontal line.

Tim Maunder

Senior Operations Manager

Dir Tel: +(971) (0) 4 308 6577

Email: tim.maunder@dwtc.com

USEFUL INFORMATION

TRAVEL TO DWTC

Airport

The nearest airport to Dubai World Trade Centre is Dubai International Airport (DXB). Please visit the website for flight details, airport information, transits and information about the city.

www.dubaiairport.com

Taxi

One of the easiest ways to travel from DXB if you are unfamiliar with the city is to take a taxi. All taxis are licensed and are operated by Dubai Taxi Corporation. Fares are calculated via a meter and all drivers are uniformed. The taxi station at DXB is directly outside the arrivals lounge. If you are already in the city then you can wave for a taxi from the roadside. Please ensure you stay on the pedestrian walkway while doing so!

<http://dttc.dubai.ae>

Metro

Another easy way to travel round the city is the Dubai Metro. You can now get the metro to and from Dubai Exhibition & Convention Centre. Other popular areas in Dubai accessible by the Metro are: Mall of the Emirates (MOE), Dubai International Financial Centre (DIFC), Deira City Centre and the Dubai International Airport.

www.dubaimetro.eu

AT THE VENUE

ATM machines & Banks

Emirates NBD have two branches at DWTC, in Concourse 1 & 2. Both banks have ATM machines on the concourse and the banks are open from 08:00-14:00.

Mobile Phone Shops

There are shops on both Concourse 1 (Axiom) and Concourse 2 (Etisalat) to cater for all mobile requirements.

Money Exchange

Al Rostamani money exchange is located in Concourse 2 and offers good rates on your currency conversions. Open from 08:00-17:00.

Pharmacy

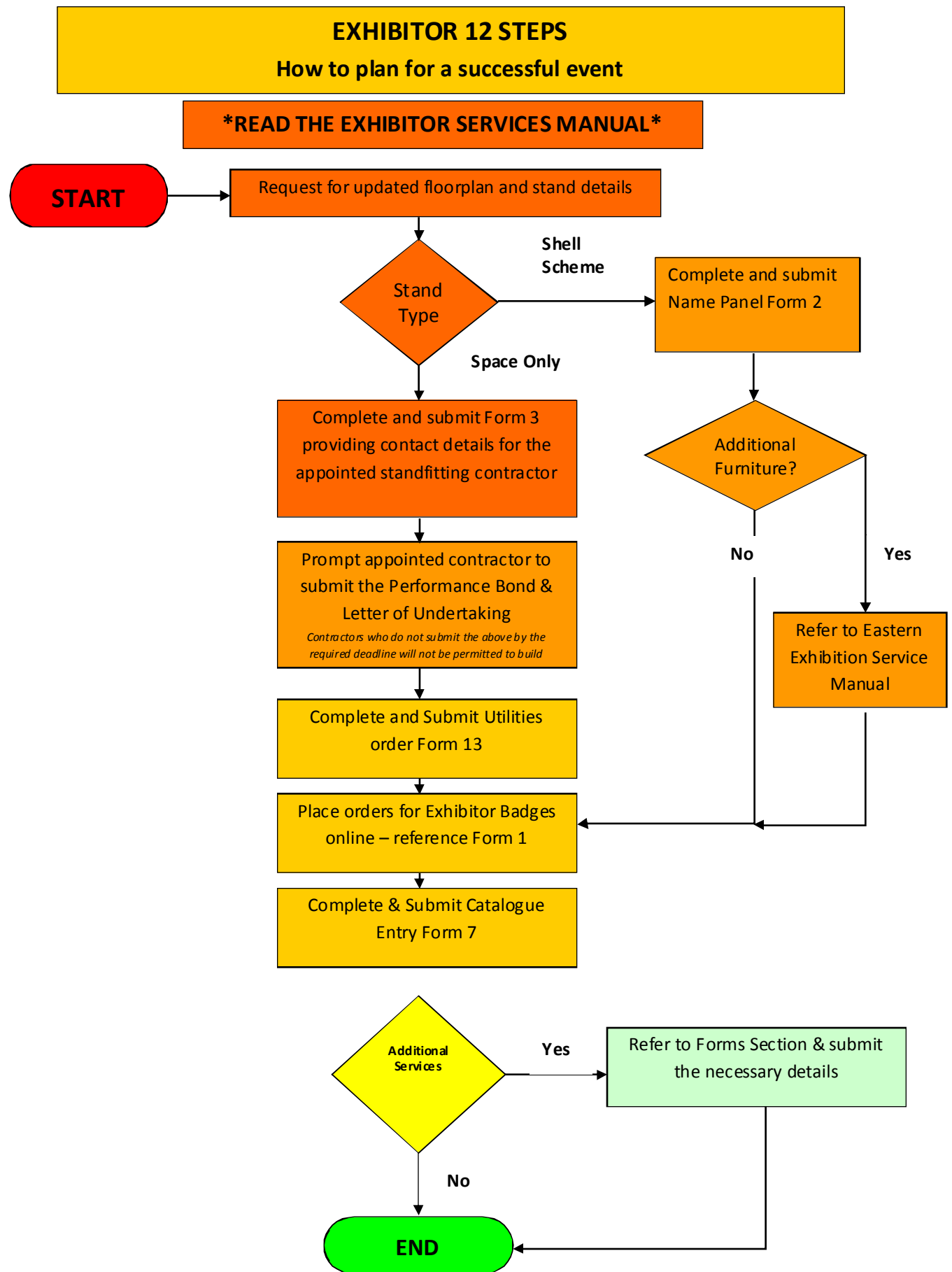
Life Pharmacy is situated in Concourse 2 between Halls 6 & 7.

Post Office

Emirates Post is on Concourse 2 and offers all postal services as well as money transfers and many other services.

VENUE MAP





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EXHIBITOR SERVICE FORMS SECTION

*Please be advised this information is subject to change

PLEASE NOTE SHOW OPEN DATES RUN FROM MONDAY 25TH FEB TO THURSDAY 28TH FEB

EVENT TIMETABLE



BUILDUP

Exhibitors in Zabeel Halls will be contacted by the organiser to be allocated specific build times for Gulfood 2013

Thursday	21 February 2013	08:00	Access for Space Only Contractors
Friday	22 February 2013	08:00	Access for Space Only Contractors
Saturday	23 February 2013	17:00	Access for Shell Scheme Exhibitors
Sunday	24 February 2013	19:00	Space only Exhibitors – All stands, exhibits and displays are to be completed. Shell Scheme Exhibitors – All exhibits and displays to be completed. All Exhibitors – All Standfitting materials and equipment to be removed from halls. All packing materials to be stored on stand or removed from halls.

SHOW OPEN

Monday	25 February 2013	08.00	Access for all Exhibitors
		11.00	Official Opening
		11.00	Show Open to Trade Visitors
		19.00	Show Close
Tuesday	26 February 2013	11.00	Show Open
Wednesday	to		
to	27 February 2013	19.00	Show Close
Thursday	28 February 2013	11.00	Show Open
		17.00	SHOW ENDS

BREAKDOWN

Thursday	28 February 2013	17.30	Once Halls cleared of all visitors Dismantling can begin.
		18.00	Stand power disconnected
		22.00	Shell Scheme Exhibitors to clear stand interiors
Friday	1 March 2013	All Day	Stands to be dismantled. HALL 9 to be cleared of ALL stand materials, packing cases and waste.
		16.00 – Hall 9	
Saturday	2 March 2013	16.00	ALL Halls to be cleared of all stand materials, packing cases, waste and pallet trucks must be removed from the halls.

The Organisers Office will be operating from Hall 4 during the tenancy period.

Contact details will be distributed closer to the show

YOUR ORGANISING TEAM

OPERATIONS	TITLE	CONTACTS
Tim Maunder	Senior Operations Manager	☎ +971 (0)4 308 6577 / 1000
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ADMINISTRATION		
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		💻 Mark.Napier@dwtc.com

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Amanda Slater	Marketing Director	☎ +971 (0)4 308 6661
		📠 +971 (0)4 318 8607
		💻 Amanda.Slater@dwtc.com

OFFICIAL CONTRACTORS LIST FOR GULFOOD 2013

Please contact the DWTC Customer Contact Centre (C3) for all the services provided by DWTC.

DWTC Services

Audio Visual
Data & Telecoms Services
Electrical Orders & Installation
Rigging
Stand Catering
Stand Cleaning
Water & Waste

Contact Details

Dubai World Trade Centre
P O Box 9292, Dubai, UAE
Tel: +971 4 3086333
Fax: +971 4 3188741
E-mail: C3@dwtc.com

On Site: Exhibitor Services Shop – Concourse 1

Official Show Contractor

Eastern Exhibition Services Limited
PO Box 9279, Dubai, UAE
Tel: +971 4 380 9918 Fax: +971 4 380 9912
E-mail: eastern2@emirates.net.ae

Low Temperature Refrigeration

Unit J, Knockmore Industrial Estate
Lisburn BT28 2 EJ N.Ireland
Tel: +44 28 9260 4619
Fax: +44 28 9266 0849
E-mail: mail@lowtempref.co.uk

Official Destination Management Company

Alpha Tours Dubai
Tel: +971 4 294 9888
Fax: +971 4 294 8416
Email: abdullahA@alphatoursdubai.com

On-site Handling &

Shipping and Transportation

UAE Operations and Sales
Airlink International UAE
P O Box 10466, Dubai, UAE
Tel: +971 4 3325334
Mobile: +971 55 2206548
Fax: +971 4 3325155
E-mail: michael@airlink.ae

Shipping & Transportation

UAE Sales Enquiries
Agility Fairs & Events
P O Box 52378
Dubai, United Arab Emirates
Telephone: +971 4 3312003
Fax: +971 4 3310007
E-mail: gjacob@agilitylogistics.com

Floral

Leena Mustafa
Blooms
P O Box 51980, Dubai, UAE
Tel: +971 4 394 6094 / 3321255
Fax: +971 4 394 6093
Email: blooms@emirates.net.ae

Show Guide/Preview

Catalogue entry contact info
ITP
PO Box 500024, Dubai, UAE
Tel: +971 4 444 3000
Fax: +971 4 444 3030
E-mail: catalogues@itp.com
E-mail: Tiffany.eslick@itp.com

General Information

1.1 Address of Venue

Dubai World Trade Centre
(off Sheikh Zayed Road)
PO Box 9292
Dubai
UAE
Tel : (+971) (0)4 332 1000
www.dwtc.com

See Venue Map in Useful Information

Please be advised that DWTC are not responsible for receiving goods or shipments prior to the event. Please contact the Official Freight Forwarder for any storage requirements. ***See the OFFICIAL SERVICES CONTRACTORS listing.***

1.2 Admission - Visitors

Trade Invitations

Complimentary trade invitations will be sent to Exhibitors for mailing to key clients. Exhibitors can extend these invitations to their clients and prospects who will be visiting the exhibition.

The number of trade invitations issued will correspond directly with the size of the stand.

Trade visitors who do not present a complimentary invitation will be required to pay the applicable admission fee.

Trade Visitor Admission Fees

Registered In Advance Online *
Show Pass: AED 125

Onsite Charges
Show Pass: AED 250.00

***Conditions Apply - Subject to proof of Industry credentials, which must be available upon request.**

Please note that this is a new policy for online registration

General public

General Public and persons under that age of 21 are not allowed entry it is a Trade Only event. Please note that there is a 'No Sale of Items' policy in place for this event.

1.3 Advertising

Please complete all the Forms relating to Advertising so you can maximise your attendance at the event.

See Marketing & Publicity Guide

1.4 Badges – Contractor

The following regulation has been introduced by DWTC Protocol and Security Department as required by the Dubai Naturalisation and Residency Department.

Temporary Contractor Badges - Local Contractors (UAE Based)

Individual Application

All contractor staff must report to the cashier's cabin at the Za'abeel service yard to avail of a temporary contractor badge in exchange of a valid proof of identity which can be either a UAE labour card or a UAE national ID card or a UAE driving licence or a UAE government organisation ID card.

This proof of identity will be kept at the cashier's cabin at the Za'abeel service yard until the contractor badge is returned. As of 1 September 2011, each of these contractor badges will be charged AED 20.00 and is valid for a day (from 00:01 to 24:00). A fee of AED 100.00 will be payable at the cashier's cabin at the Za'abeel service yard for any lost contractor badge.

Group Application

A contractor may also apply for DWTC contractor badges for the company's entire team any time before the build-up starts. A representative of the company should submit the application at the cashier's cabin at the Za'abeel service yard along with each staff's original proof of identity (a UAE labour card or a UAE national ID card or a UAE driving licence or a UAE government organisation ID card) that will be kept at the cashier's cabin at the Za'abeel service yard until the contractor badges are returned.

As of 1 September 2011, each of these contractor badges will be charged AED 20.00 and is valid for a day (from 00:01 to 24:00). A fee of AED 100.00 will be payable at the cashier's cabin at the Za'abeel service yard for any lost contractor badge.

Temporary Contractor Badges - International Contractor Badges (non-UAE based)

All contractor staff must report to either the cashier's cabin at the Za'abeel service yard or at Al Wasl reception to avail of a temporary contractor badge in exchange of a passport copy. The badge will be valid for a maximum of 15 days. AED 200.00 will be charged per badge; this AED 200.00 represents an entrance fee of AED 100.00 and a refundable deposit of AED 100.00. The refundable deposit can be claimed upon returning the badge within 15 days from the date of payment. In the event of the badge not being returned to the cashier's cabin at the Za'abeel service yard or at Al Wasl reception, the deposit will not be refunded.

Annual Contractor Badges

Annual contractor badges can be issued for regular contractors working at DWTC. The validity of these badges is 12 months from the time of purchase.

The price of each badge depends on the total number of badges issued for the same company.

As of 1 September 2011, the prices are as follows:

- 0 – 99 badges AED 500.00 per badge
- 100 – 149 badges AED 450.00 per badge
- 150 – 199 badges AED 400.00 per badge
- 200 – 249 badges AED 350.00 per badge
- 250 and above AED 300.00 per badge

In order to apply for annual contractor badges, the contractor's company should provide a soft copy of the following documents:

- A request letter on company letterhead
- A copy of the company trade licence
- A copy of the valid visa and passport (on one page) of each applicant
- A photo (JPEG format) of each applicant
- A staff list using the format shown below

A company representative should submit all the applications to the FM Protocol and Security Department located on level 1 of DWTC Management Offices. Once the badges are issued, the representative should make the payment in advance to DWTC Finance Department Cashier's Office located at Al Wasl Building, level 1 and collect the badges.

The company is responsible for returning the badge to DWTC when the applicant is no longer under their sponsorship. The individual or the company will have to pay a fee of AED 500.00 against a lost badge.

Collection Points

DWTC contractor badges can be collected at:

- Cashier's cabin at the Za'abeel service yard for temporary and international contractor badges
- Al Wasl reception for international contractor badges (this facility will be in operation upon prior approval)
- Loading docks of Sheikh Maktoum, Sheikh Rashid and Sheikh Saeed Halls for pick-up drivers delivering goods (this facility will be in operation upon prior approval)

Notes

- DWTC contractor badge is the property of DWTC and must be used in accordance with the agreed terms and conditions
- Under no circumstances can a contractor be admitted into the halls without showing a valid DWTC contractor badge
- DWTC contractor badge bearers enter the complex at their own risk and DWTC holds no responsibility for any injury to persons or damage to a vehicle or property
- Access by contractors will be restricted to the specific halls wherein build-up and tear-down are required.
- Contractor Badges are valid for build up and tear down period only.

Special Contractor Badges – Valid For the Open Period of the Show

Special Contractor Badges are available to Contractors by paying AED 125 per badge and can be ordered on site. However, these badges will be issued at the discretion of the Organiser and are only for the purpose of essential services to be carried out on the stands. Access will be permitted for one hour prior to the show open & one hour after the show has closed.

1.5 **Badges – Exhibitors**

Exhibitors and their personnel who need to access the Exhibition Halls during Gulfood & IME 2013 must register for an EXHIBITOR BADGE. The number of badges issued to an Exhibitor is dependent on the size of the stand.

Stand Size (sq m)	Less than 6	7 - 10	11 - 15	16 - 25	26 - 50	51 - 100	101 - 120	121 - 170	171 - 200	201 - 250	251 - 300	301 - upwards
Allocation of Badges	3	5	10	15	20	25	30	35	40	50	60	70

- Exhibitor badges are strictly reserved for use by Exhibitors and their stand staff and should not be transferred or “lent” to non-exhibiting personnel. Exhibitor badges requested for visiting clients will not be accepted.
- No request for an Exhibitor badge should be made for any person below the age of 21.
- An Exhibitor Badge permits access to the Exhibition Halls during the build-up, open days of the show and the breakdown.
- Badges must be worn by Exhibitors at all times, as strict security will be maintained on the exhibition site.
- If a badge is lost or misplaced, please report the loss to the Organisers Office. A duplicate badge will be issued on the expressed condition that the lost badge was issued in the first place.
- Please see **FORM 1** for further information on how to register for your Exhibitor badges.

All requests for Exhibitor Badges have to be made ONLINE through our website www.gulfood.com or www.ingredientsme.com commencing from 14 November 2012 to 17 January 2013.

Exhibitors will be provided with a personal log-in as well as a password which will allow access to their secured exhibition area through www.gulfood.com or www.ingredientsme.com

Should you require assistance with regard to your Exhibitor badge request/registration, please e-mail us at savio.mahajan@dwtc.com

All Exhibitors should register at the Badge Collection Point, Hall 3, on arrival at the Exhibition Centre to collect their badges and Exhibitor Information Pack, commencing 10.00hrs on 21 February 2013. Please note that badges will only be issued if all outstanding invoices have been settled and proof of payment can be submitted upon request.

ALL REQUESTS FOR LATE BADGES / ADDITIONAL BADGES OR CHANGES ONSITE, AFTER 17 JANUARY 2013 WILL BE CHARGED @ DHS 125.00 PER BADGE.

1.6 **Banner Advertising**

Banner sites are available for additional advertising purposes:

Any suspension from the ceiling, for branding purposes will attract an advertising cost and must be notified in advance

A. **Banner sites above the Stands**

- The proposed dimensions of each banner must be 2m (width) x 1m (height).
- Please provide the Senior Operations Manager – Exhibitions with the proposed dimensions of the banner above your stand for prior approval.
- The banner should be provided by the Exhibitor, be made of **fabric** and weigh less than 5 kgs and have sleeves top and bottom. Please also provide pipe work for insertion in the sleeves.
- The cost per banner site is AED 1,100 (per sq mtr)
- The rate is for single sided banner only. Double sided, three sided and four sided (box or ring banner) will be charged as per number of sides.
- The banner must be confined within the borders of the space contracted for by the Exhibitors.

B. **Banner Sites inside walls of Exhibition Halls (Subject to availability of site)**

- The dimensions of each banner must be 4m (width) x 2m (height)
- The banner should be provided by the Exhibitor and be made of fabric.
- The cost per banner site is AED 1,250 (per sq mtr)

As per Management policy, please be advised that **all banners hung inside the halls must be done by DWTC Event Services Department at a cost.** Kindly note that all banners must be delivered to Dubai World Trade Centre (L.L.C) 10 days prior to the exhibition. All posters, banners, etc, will be discarded of immediately after the last day of tenancy unless prior collection arrangement has been made and mutually agreed upon. Events Services Department is not responsible for banners not collected within this period. **To place your order, please refer to FORM 5.**

1.7 **Business Centre**

Operated by Spectrum (www.spectrumdubai.com) and located in Concourse 1 between Halls 2 & 3, is open daily from 8.30am to 7.30pm, offering the following services:

Sale of Stationery Items	Faxing – Sending and Receiving	Photocopying
Internet Services	Sale of Telephone & Wifi Cards	Printing of all kinds

1.8 **Car Parking Arrangements**

Free Parking Spaces

To accommodate the influx of Exhibitors and visitors coming to the Dubai International Convention and Exhibition Centre, additional parking spaces are available at Car parks B, C and D opposite the Novotel Hotel and Car park F located opposite Zabeel Hall. ***See map in Useful Information.***

Paid Parking

Dubai World Trade Centre has a paid parking system.

The details are as follows:

Location

- The Multi-Storey car park – levels 3-6

Operational times

- 24/7 operation

Charges

- 06:00AM – 08:00PM - AED10/- Per Hour
- 08:00PM – 06:00AM - AED10/- Flat Rate
- The waiting period between payment and departure is 15 minutes only
- Lost parking tokens are charged AED 150.00

Parking process – Multi-Storey Car Park (Levels 3-6)

- Drive into the car park
- Push the button on the token dispenser at the barrier
- Take the entry token - please keep this with you at all times
- Validate the token at one of the two pay stations located on the bridge links at the car park end
- Insert the validated token at the barrier on exit
- Alternatively, payment can be made in cash to the cashier in the cabins at the barrier

Payment

- Credit card machines will be available at the exit cashier on the fourth floor of the Multi-storey car park.

Taxi Point

Pick – up point for taxis opposite Ibis Hotel.

1.9 **Carpet**

Exhibitors with shell scheme contracts will receive Blue carpet tiles on their stand. All main aisle space will be fully carpeted in Grey.

1.10 **Catalogue Advertising**

See Marketing & Publicity Guide and Form 8

1.11 **Catalogue Entry**

See Marketing & Publicity Guide and Form 7

1.12 **Catering**

Due to Health and Safety regulations of Dubai Municipality and as per Dubai World Trade Centre (L.L.C.) policy, all food & beverage items that are consumed within the exhibition must be supplied by the Dubai World Trade Centre's Food & Beverage Department ONLY. Any food or beverage that is brought in from outside will not be allowed into the venue. For all your onsite stand catering requirements please refer to FORM 16 or contact;

Customer Contact Centre – Helpline

Tel: + 971 4308 6333

Email: C3@dwtc.com

For your convenience the following facilities are available within the Dubai International Convention and Exhibition Centre:

Exhibition Halls

The Cafes are located at the rear of Halls 4, 6, 7, 8 & Zabeel Hall. They serve wide varieties of light snacks, sandwiches, salads and beverages.

Trolley Service

Trolley service with a selection of hot & cold beverages and light snacks is available inside the exhibition halls for your convenience. The trolley comes to you at your stand for service.

Refreshment Carts

Refreshment Carts serving a variety of snacks and beverages are available in the concourse. You can enjoy a hot dog or sandwich or sweet corn etc while moving in the concourse.

Stand Catering

Stand Catering is available in the exhibition halls. You can fill the Booth/Stand Catering Services order form (supplied as a separate document) and give it to the organiser's office or send to us directly by fax or e-mail and we shall make sure that the order is delivered to you at your stand.

This is recommended for your lunch orders and special menus can be provided upon request.

Catering Service

Catering service for your stands is also available. You can hire a waiter/waitress to serve you and your guests at your stand. For further enquiries please contact Customer Contact Centre – Helpline + 971 4308 6333 C3@dwtc.com

Listed below are the details of food outlets within the complex: (the opening times are subject to change)

Coffee Bean & Tea Leaf (Concourse 1)	07:00 – 23:00
Round Table Pizza (Concourse 1)	08:00 – 20:00 (Sun – Thu) and 11:00 – 20:00 (Fri and Sat)
The Hub (Concourse 2)	08:00 – 18:00
Loop Café (Concourse 2)	07:00 – 18:00
Options (Convention Tower ground floor)	12:00 to 15:00 and 19:00 to 01:00
Entre Nous (Novotel)	06:00 – 23:30
Blue Bar (Novotel)	14:00 – 02:00 (Sat – Wed) and 14:00 – 03:00 (Thu - Fri)
Café Cream (Novotel)	07:00 – 23:30
Chills (Novotel)	09:00 – 21:00
Cubo (ibis)	06:30 – 15:00 and 19:00 – 23:00
Chianti's (ibis)	09:00 – 15:00 and 19:00 – 23:00
Sublime (ibis)	12:00 – 02:00 (Fri – Wed) and 12:00 – 03:00 (Thu)
Seven Sands	09:00 – 23:00
The Club Restaurant	12:00 – 22:30
Pool Bar	07:00 – 22:30
Beirut, China and India Xpress	(Concourse 1 or 2) DWTC will operate these themed food counters at its discretion. Their locations and opening times will depend on the exhibitions.

1.13 Commercial Fraud & Trademark Infringement

The Organiser strictly prohibits the display, sale or promotion of counterfeit products. In line with this policy, you may be required to produce proof of authenticity for the displayed on your stand. For more information contact the Dubai Department of Economic Development:

Head Office		Dubai Mall Branch	
	13223, Dubai, UAE		13223, Dubai, UAE
	+971 4 2229922		+971 4 3827777
	info@dubaided.gov.ae		info@dubaided.gov.ae
	+971 4 2225577		+971 4 3827700

1.14 Complaints

If an Exhibitor wishes to complain about anything relating to the exhibition they should immediately consult the organisers in the Organiser's Office.

1.15 Contractor Admission Policy

See Badges – Contractor – General Information

1.16 Customs Clearance

We recommend Exhibitors use the Official Freight Contractors as they have extensive experience in dealing with UAE Customs procedures. Please contact;

Airlink

P. O. Box 10466

Dubai, United Arab Emirates

Telephone: +971 4 3325334

Fax: +971 4 3325155

E-mail: michael@airlink.ae / exhibitions@airlink.ae

Contact: Michael Cornelius

Agility Logistics

P. O. Box 52378

Dubai, United Arab Emirates

Telephone: +971 4 3312003

Fax: +971 4 3310007

E-mail: gjacob@agilitylogistics.com

Contact: George Jacob

1.17 Deliveries

Maintenance of stands and delivery of stock, catalogues, etc., during the exhibition period should be carried out before the exhibition opens or after it is closed to visitors.

1.18 Delivery & Removal of Exhibits

Exhibitors will be able to take over their stands as follows:

- Space Only stands can start delivery as of the first day of tenancy; Thursday, 21 February 2013
- Exhibitors with "Shell Scheme" are prohibited from setting up exhibits, etc, before the times stated in the Timetable unless special permission has been obtained from DWTC.

All exhibits must be positioned on the stand and every arrangement completed by **19.00 hrs on Sunday, 24 February 2013**. The Exhibitor must provide all labour for delivery and removal of exhibits but, in default, DWTC may do whatever it considers necessary at the expense and risk of the Exhibitor.

Any goods that have not been properly placed or unpacked by **19.00 hrs on Sunday, 24 February 2013** will be liable to be removed at the expense and risk of the Exhibitor. DWTC will take every precaution to ensure that goods are carefully handled, but under no circumstances will DWTC accept responsibility for any loss, shortage and/or damage to goods belonging to an Exhibitor, its agents or Contractors, however incurred.

Removal

- Exhibits cannot be removed from the building during the Show without the consent of the DWTC.
- Full breakdown arrangements will be issued to Exhibitors during the Show.

At the close of the Show exhibits can be removed as follows:-

- All "Shell Scheme" exhibits must be removed between **18.00hrs** and **22.00hrs** on **Thursday, 28 February 2013**.
- **All Halls**, any goods remaining after **16.00 hrs** on **Saturday, 2 March 2013** will be removed by DWTC at the Exhibitor's expense and risk. **Hall 9** must be clear by **16.00 hrs** on **Friday 1 March 2013**.

1.19 Disabled Facilities

DWTC has been built with disabled access in mind, but we do ask that Exhibitors and designers assist in maintaining reasonable access for disabled people during events. By disabled we refer to a variety of conditions, not simply wheelchair access; this could mean obstacles that physically challenged people visiting and working at the event may have to face.

- All exhibition halls, meeting rooms and public areas are accessible by wheelchair.

- Car park spaces are also reserved for the disabled.
- Toilets on the ground floor and above Exhibition Halls 6, 7 and 8 also have disabled access.
- All lifts accommodate standard wheelchairs and have low-level buttons.
- Our doorways are wide enough to accommodate standard wheelchairs.
- Visitor wheelchairs are subject to availability and can be borrowed from our Emergency Medical Services Centre, located next to Exhibition Hall 5.

1.20 **Entertainment/Stand Features**

Demonstration and presentation may be performed as an integral part of the stand activity. However, Exhibitors should exercise discretion towards other Exhibitors.

Live Entertainment

Any live entertainment conducted by Exhibitors on stands, will have to be routed through Dubai World Trade Centre to obtain the necessary approval from the Department of Tourism and Commerce Marketing (DTCM).

Please provide a copy of the passport of each performer, together with a photograph, in JPEG format (not exceeding 200 KB per document) with the details of the proposed activity. This will be forwarded to the concerned department who will advise on the relevant costs. Kindly note that it takes a minimum of 15 days to receive the approval and all such requests by be submitted latest by 17 January 2013. Contact the Organiser for more information.

Features

Special features, exhibits and public entertainment programmes at any time throughout the Show may only be incorporated within Exhibitor's activities provided that they are notified to the Organiser no later than 17 January 2013.

Failure to register features may result in permission to proceed being withdrawn

Noise Level

Strict enforcement of the following noise level regulations will be observed. Exhibitors are requested to keep the noise levels of videos, music systems, etc., down. As a rule of thumb to volume levels, they should not interfere with normal conversation on neighbouring stands. **A maximum of 70db will be permitted. If this rule is broken then the Organiser reserves the right to disconnect the power supply. Meters will be used to check the sound levels.**

1.21 **FedEx Service Centre**

FedEx's new World Service Centre comes complete with the FedEx agent on hand, located in the concourse between Halls 3 and 4; open from Sunday to Thursday. Working hours: 9.00 - 13.00 & 15.00 - 19.00. The centre offers all FedEx services from package tracking and tracing to FedEx 10 kg and 25 kg boxes.

Please contact FedEx Customer Service 24-hour Toll Free No. 8004050, for any assistance.

1.22 **First Aid**

DWTC provides an emergency service for persons who may become injured or ill whilst at the Exhibition Centre. In case of medical emergency, please call our First Aid clinic on +971 4 308 6541/ 3086199 giving the exact location of the incident and details if any injury is sustained.

The Emergency Medical Centre is located at the Exhibition Gate Reception next to Hall 5

1.23 **Flowers & Plants**

Flowers & Plants are available for hire from our Official Floral Contractor and will be available from the exhibition halls on the eve of the opening day. Flowers may also be purchased. **See the OFFICIAL SERVICES CONTRACTORS listing.**

1.24 **Food Hygiene & Safety Requirements**

It is essential that all exhibitors follow the guidelines set below and take all the necessary precautions to keep food safe. The company that is participating in food or related exhibitions has a legal obligation to ensure safety of food served in their stand.

Prior Approval

Exhibitors who wish to provide food samples to stand visitors must take prior approval from the Food Control Department of Dubai Municipality.

The following documents are required for the approval:

1. Layout of the stand
2. List of people who will handle food and documented evidence that they have undergone food safety training.
3. List of food products; indicate whether this would involve any preparation in the stand.
4. If food stored or displayed in the stand requires temperature control, provided details of process and equipment used for keeping the food at safe temperature.

Approval must be taken before 31 JANUARY 2013. Additional information may be required by the authorised officer from the Food Control Department.

Note: Prior approval is not required for exhibitors offering to provide samples of low-risk food items like nuts, biscuits, breads and pre-packaged food and beverages that do not need temperature control.

Food Safety Requirements

The particular controls necessary will depend on the type of food. Some examples include:

- Transporting food at the correct temperature, and in suitable containers
- Source of food and traceability
- Protecting food being displayed from risk of contamination
- Keeping food at the correct temperature during storage and while on display
 - cold food below 5 Deg C
 - hot food above 63 Deg C
- Cooking food to the correct temperature
- Avoiding cross contamination between raw and cooked food
- Using separate equipment for raw and cooked food
- Personal hygiene

The controls should be checked regularly. A probe thermometer must be provided for checking that all temperature requirements are met, including where refrigerated or frozen food is provided, transported or stored.

Other requirements

- A copy of Dubai Municipality clearance certificated by Food Trade Unit must be retained in the stand
- Expiry products and production dates shall be clearly printed on all food products
- **Pork products** shall be clearly labelled and kept separately.
- Exhibitors and visitors shall be informed about any food products that are non-halal and this includes pork derivatives and alcohol.

For approvals and further information, please contact Food Control Department officials:

Muhammed Khalid Saeed
Food Health Officer
Email: mksaeed@dm.gov.ae
Mobile: +971 (0)50 8789208

Mr. Ismayil Ali Kutty
Food Health Officer
Email: ichaji@dm.gov.ae
Mobile: +971 (0)55 4750172

1.25 Furniture

The Official Show Contractor offer a range of furniture items such as counters, shelf units, display panels, plinths etc on a rental basis for the duration of Exhibition. Full details, specifications, prices and order forms are available in their service manual. Only the Official Contractor is permitted to supply additional stand fittings & furniture. Please refer to the Official Show Contractor Service Manual.

See the OFFICIAL SERVICES CONTRACTORS listing.

1.26 Hotel Accommodation

ONSITE ACCOMMODATION

Dubai Trade Centre Hotel Apartments (DTCHA), centrally located on Sheikh Zayed Road and adjacent to Dubai International Convention and Exhibition Centre (DICEC), are an excellent choice offering a variety of accommodation options.

Easily accessible from the Metro station, DTCHA are only 10 km away from Dubai International Airport, 5 km from Jumeirah Beach and only 1 km from the famous Dubai Mall with the world's largest fountain.

Available in one, two and three-bedrooms, the serviced apartments are comfortably furnished and can be leased on daily, weekly, monthly or even yearly basis. DTCHA offer access to The Club with a wide selection of indoor and outdoor recreation facilities including swimming pool, kid's play area and kid's pool, tennis court, gymnasium, steam and sauna rooms, and the region's highest outdoor wall climbing facility. Its dining options comprise a multi-cuisine restaurant, a relaxing lounge and al fresco dining at the Pool Bar. Trade Centre Plaza with a wide array of restaurants and cafes is only a short walk away.

Central location, easy access to DICEC and a broad range of accommodation options and impeccable service make DTCHA an ideal choice for Dubai visitors.

Please refer to **FORM 18** to make your booking.

OFFICIAL DESTINATION MANAGEMENT COMPANY

Dubai World Trade Centre (L.L.C) has appointed **Alpha Tours Dubai** to manage all Exhibitor and visitor hotel, flight and tour enquiries and bookings. To benefit from the **preferential travel packages** and **accommodation rates** please see **FORM 20** or contact:

Abdullah Aridi - Sales Account Manager

Email: abdullahA@alphatoursdubai.com

Tel: +971 4 2949888

Fax: +971 4 2948416

Website: www.gulfood.com or www.ingredientsme.com

1.27 Indemnity & Waiver

The Organisers may be held responsible by the Authorities in Dubai for the payment of any customs levy, tax, fine or other monies due from an Exhibitor. Accordingly, Exhibitors must undertake to indemnify the Organisers from any payment, which they are called upon to make to the Authorities on the Exhibitor's behalf.

The Exhibitors also waive any and all claims that they may have against Dubai World Trade Centre (L.L.C.) of any kind whatsoever, in anyway related to the storage and display of exhibits/equipment during Gulfood & Ingredients Middle East 2013 whether during, before or after regular show hours.

For more information see your Exhibition Contract Regulations.

1.28 Insurance – Compulsory Requirement

Events of the type, size, and attendance numbers are exposed to wide range of damaging incidents. Even the smallest incident that occurs within a single stand can affect the entire Event. It is not just about replacement or repair of damaged items, but it is about delivering a world class, successful event while knowing that the required safety net is in place.

DWTC has designed an insurance programme to cover liability towards third parties during the Event. The programme also includes additional cover that we think is appropriate and indispensable for the Event, such as cover for liability arising out of erection and dismantling exhibition stands, cover for the Exhibitor's assets and personal accident cover for the Exhibitor's employees. A schedule showing the cover at a glance, the original certificate of insurance, a copy of the policy, the claim form to be used in the unfortunate event of an accident and the procedure for lodging the claim are all included within this pack.

This insurance cover is **compulsory** under the Space Contract Regulations and DWTC has taken out the cover in line with the provision of the applicable law and the stipulations of the Space Contract Regulations. The cost (AED 550.00) of this cover will be charged to the Exhibitor under a separate invoice and shall be payable in accordance with the Space Contract. If this invoice is not paid, then regrettably we will be constrained to restrict the Exhibitor's access to the venue and Exhibitor Badges will not be issued till payment is made.

Unfortunately, we cannot accept any other specific or event-related or global policy you may already have in place or propose to take in satisfaction of the insurance requirement mandated in the Space Contract Regulations, even if such policy contains matching cover.

However, should you wish to include any additional risks, benefits or cover within the policy, please email your particular requirements to;

Contact: EIIB – Emirates International Insurance Brokers LLC - Mohammed Ahmed

Email: Mohammed@eiib.ae Tel: +971 4396 7777

1.29 Labour & Gratuities

It will not be possible for Exhibitors to obtain on-site services or labour for the erection of their stands and displays unless prior arrangements have been made. If on-site service or labour is required, please contact the Official Standfitting Contractor for the rates. **Advance notice of at least one month must be given.**

1.30 Letter of Undertaking/Performance Bond

The Letter of Undertaking (LOU) must be submitted along with the Performance Bond guarantee document. This is a mandatory requirement for all stand Contractors. For complete details on the Performance Bond and Letter of Undertaking please see *Contractors Information – Technical Manual*.

1.31 Live Entertainment

See Entertainment/Stand Features – General Information

1.32 Lost & Found

The Lost and Found Office is located on Level 1, above Hall 8, and is responsible for the safekeeping of items that have been found at the premises. Items will be returned to the rightful owner upon presentation of reasonable proof of ownership.

The Lost and Found Office operates 24 hours, 7 days a week.

DWTC assumes no responsibility for the care and / or protection of any personal belongings left unattended on DWTC property or for the loss, under any circumstance, including theft, vandalism, or malicious mischief of any such belonging.

Anybody losing property should report the details to the Lost and Found Office as soon as they become aware of the loss. Losses may be reported by phone to the Lost and Found Office or in person, and must be followed up with an official report of loss, theft or disappearance.

Telephone: +971 (0)4 306 4600

1.33 Meeting Rooms

For your meeting room requirements and press conference facilities, please contact;

The Sales Team

Telephone: +971 4 3086639

Fax: +971 4 3188744 / 3322866

Email: sales@dwtc.com

1.34 Night Sheets

Night sheets shall be made of inherently non-flammable material or of a material satisfactorily treated or rendered non-flammable. These must be to Class 1 spread of flame or the appropriate textile or plastic standard.

- While stands are in use during the open period of the show, arrangements must be made for the storage of the night sheets within the area of the stand. They may not be left, although rolled, in any position where they will cause an obstruction or interrupt line of sight.
- For those companies using shell scheme, night sheets are available for hire from the Official Contractors. Please give one months notice.

1.35 Opening Ceremony

On the opening morning of the show the halls will be closed to ALL persons until 2 hours prior to the show opening for a security check. Once the security check is complete then Exhibitors, displaying their Exhibitor badge will be allowed admission through the appointed entrance. This entrance(s) will be advised during the build-up. Please note that Exhibitors will be subject a security search before being allowed admission. All access times prior to opening ceremony are at the discretion of Dubai Police.

1.36 Performance Bond/Letter of Undertaking

The Performance Bond is a mandatory requirement for all stand Contractors working on shows organised by Dubai World Trade Centre. For complete details on the Performance Bond and Letter of Undertaking please *see Contractors Information – Technical Manual*.

1.37 Photography/Video

The official exhibition photographer and camera crew will have the photographic rights within the Exhibition Hall. The photographer will be on site during the event. Private photography/video is permissible but prior notification must be given by the organiser.

1.38 Postal Facilities

Postal Facilities are available from Emirates Post on Concourse 2 opposite Hall 8.

1.39 Prayer Rooms

The men's prayer room is located on level 2 opposite Exhibition Hall 5 and the ladies' prayer room is located on level 2 opposite Exhibition Hall 7. Prayer rooms are also available near Za'abeel Hall.

1.40 Preview Advertising

See Marketing & Publicity Guide

1.41 Prize Draws & Promotions

It is compulsory that permission must be obtained directly, in advance, from the Department of Economic Development, Government of Dubai, to hold prize draws or promotions on your stand during the period of the exhibition. Please contact the Department of Economic Development with details on the proposed mechanism of the draw to enable them to advise you on applicable fees, if any.

We will provide you with the necessary letter confirming your participation at the exhibition. This letter must be attached to the application form. International Exhibitors will need to process this permission through their local office/PR Agency, as the Department of Economic Development requires a local Dubai contact address for follow up purposes.

1.42 Product Launches

As part of the pre-Show promotion, press releases and regular updates will be circulated by our dedicated PR agency. Therefore, if an Exhibitor intends to launch any new products at the show, whether as a World, UAE or GCC debut, please advise our PR agency, in the first instance.

See Marketing & Publicity Guide

1.43 Public Address System

The Public Address System will be used for limited show related' messages during build-up and break-down. During the exhibition, its use is restricted to emergencies only.

1.44 Public Relations

See Marketing & Publicity Guide

1.45 Public Telephones

Public phones are available in the foyers of the venue.

1.46 Rubbish Removal

Any packing material or other similar materials brought into the premises and all debris arising from the construction or dismantling of standfittings, etc, must be removed from the premises by the Exhibitor or its Contractor.

The organiser reserves the right to pass on any charges for the removal of any rubbish not removed direct to the Exhibitor or its Contractor.

DWTC skips for catering refuse are not for Exhibitors or Contractors use under any circumstances. Quotations for skip hire, collection and removal of waste material, standfittings, etc, at the Exhibitor's or Contractor's expense, can be obtained from the DWTC as follows:-

Customer Contact Centre

Telephone: +971 4 3086333

Fax: +971 4 3188741

Email: C3@dwtc.com

1.47 Rule Enforcement

DWTC is committed to ensuring that the Show regulations are enforced consistently.

Due notice/warning will be issued in writing ONCE ONLY and if an Exhibitor continues to be in breach of a regulation after issue of a warning, DWTC may take all and any actions necessary.

1.48 Security

General security arrangements for the exhibition will be controlled by the organisers in conjunction with the local authorities in Dubai. Security personnel will patrol the exhibition halls in general, but their duties will not include special attention to individual stands. Exhibitors should exercise due care and attention with regards to safety of their exhibits. Valuable items and smaller exhibits, which may be easily stolen, should be kept in a secure place. If your displays are valuable and sensitive and you wish to hire security personnel to attend to your stand exclusively, whether for the open period and/or overnight then please contact our Security Department for security services.

Customer Contact Centre

Telephone: +971 4 3086333

Fax: +971 4 3188741

Email: C3@dwtc.com

It is recommended that a member of staff man the stand at least half an hour before the exhibition opens and until all visitors have left the hall. Under no circumstances should a stand be unmanned during the open periods of the exhibition. While the Organisers will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage, which may occur, and it will be the Exhibitor's responsibility for the security of their stand, its exhibits and contents including personal property. Appropriate insurance coverage should be arranged. **See Insurance – General Information.**

1.49 **Stand Catering**

See Catering – General Information

1.50 **Stand Cleaning**

Dubai World Trade Centre (L.L.C) has the exclusive rights for housekeeping services inside the halls. **Stand cleaning is not part of the stand rental cost.** Stand cleaning services will have to be ordered separately from our House Keeping Department. Please refer to **Form 17** for more details.

The Dubai World Trade Centre offers cleaning and waste disposal services for all areas of the exhibition and convention industry. Our fully trained staff are here to advise on all requirements from carpet cleaning, glass cleaning to special waste removal. We offer a one stop shop for all your cleaning requirements with our years of experience in this very challenging industry. We have a commitment to superior service and an eye for details.

- In order to provide the best service we require a minimum of two business days notice prior to the tenancy. Cancellation of service can be done 24 hours prior to service.
- DWTC shall not provide any cleaning material to be used by the Exhibitor.
- All housekeeping service ordered must be paid in full prior to any service commencing. DWTC will accept Visa, Master & American Express cards or cash.
- All service orders during the show must be guaranteed by credit card; any balance of charges due will be billed to this credit card unless payment is received at the end of the show.
- DWTC cannot be held responsible for any loss, claim or damage related to cleaning of exhibits or for items claimed as lost after the event is over.
- Dubai World Trade Centre Housekeeping Department holds exclusive rights to all housekeeping services within the DWTC complex.

Please contact;

Dubai World Trade Centre (L.L.C.)

P O Box 9292, Dubai, UAE

Customer Contact Centre

Telephone: +971 4 3086333

Fax: +971 4 3188741

Email: C3@dwtc.com

For more information on services for Pre-opening and daily cleaning of the stand, please refer to **FORM 17**.

1.51 **Standards**

Each Exhibitor must undertake to erect a stand that is in keeping with the high reputation of the Show. Upon inspection, should an Exhibitor's stand, in the opinion of the Organiser, whose decision is final, fail to be of a quality that reflects the event as a whole, the Organiser has the authority to carry out any actions applicable, of which any costs or expenses are to be borne by the Exhibitor.

1.52 **Storage of Material**

Cavities and spaces around stands shall **not** be used for storage of empty crates, cartons, boxes or packaging material.

Exhibitors bringing material into the halls for display purposes must consider the storage arrangements for any spare materials or packaging.

- The rears of the stands are designated utility areas and do not form part of the exhibition or sold space. It is a requirement from Dubai Civil Defence to keep a 1 meter clear gap between stands and the walls.
- Direct arrangements for storage of empties and show consumables should be made with the Official Freight Forwarder, (**See the OFFICIAL SERVICES CONTRACTORS listing**). Otherwise, Exhibitors must arrange for their cartons and cases to be transported back to their own premises.

DWTC reserves the right to remove/dispose of any cartons, cases and / or packing material left in the exhibition halls/behind stands. Any cost incurred will be borne by the Exhibitor.

1.53 **Vehicle Exhibits**

Exhibitors are required to complete Vehicle Arrival Schedule and return to the Organiser at least 2 weeks before the vehicle is being delivered.

All vehicles and other exhibits must comply with the following, prior to being left unattended on the stand:-

- The fuel tank should contain the minimum amount of fuel which, as a guide, should be just above the reserve.
- The fuel tank must be sealed with a locked cap.
- All batteries within vehicles must either be removed or permanently isolated and made safe during the period of the Show. If there is a requirement to charge a battery it must be done so with an electric charger and not by running the vehicle engine. ***See Batteries – Electrical Information – Technical Manual.***
- Electrical devices such as windows, lights, radios and other electronic equipment must be powered by a means other than the vehicle battery, confirmation of which must be identified in safety management documentation.
- All vehicles must be positioned within the boundaries of the stand so that any protrusions, doors, tail lifts etc, do not infringe the stand perimeter and allow adequate maneuvering space between the cars and the stand edge for visitors and stand staff to prevent the possibility of tripping.
- Apart from delivery and departure during the build-up and breakdown periods, the running of internal combustion engines is strictly prohibited, especially when the public are in the halls during the opening hours of the Show and is particularly relevant on the last day.
- Filling or emptying of fuel tanks on site is strictly prohibited at any time.
- Vehicle exhibits with raising/tipping capacity, be they manual, hydraulic or electric must, at all times, where applicable, have the correct working safety collars, catches and mechanisms.

1.54 **Visa Assistance**

Please note: Visas will not be processed without hotel accommodation.

The following Nationalities do not need to apply for a visa in advance to enter Dubai and can obtain the entry permit on arrival: GCC residents, Andorra, Australia, Austria, Belgium, Brunei, Denmark, Finland, France, Germany, Greece, Hong Kong, Iceland, Ireland, Italy, Japan, Liechtenstein, Luxembourg, Malaysia, Monaco, Netherlands, New Zealand, Norway, Portugal, San Marino, Singapore, South Korea, Spain, Sweden, Switzerland, United Kingdom, United States of America, Vatican. For all other nationalities a visa must be obtained prior to arrival in the UAE

The visa requirements, the relevant forms and the visa rates will be sent to you by the hotel along with the room confirmation number. Upon receipt of the relevant forms, please complete and return them to the email address specified on the form along with scanned, clear copies of all the requested documents.

- The weekend in the UAE is Friday & Saturday.
- The immigration office is closed on these days.
- Please note that some airlines may need the visa to be produced prior to boarding the aircraft. If this is the case please notify us as soon as possible to initiate the visa application process with the hotel.
- Please ensure that your passport is valid for at least 6 months beyond your intended period of stay.
- As per the UAE regulations all hotels charge a visa security deposit of AED 5,000/- for each visa request.
- An additional charge of AED 2,000/- is needed for the following nationalities: Algeria, Libya, Mauritania, Morocco & Tunisia (subject to change by immigration without notice).
- The visa fees and visa security deposit are charged prior to processing the visa. The visa fees are non-refundable if the visa application is unsuccessful or rejected by immigration. The visa security deposit will be refunded once the delegate has left the UAE and the exit stamp page has been emailed or faxed to the hotel. After the receipt of the exit stamp page please allow 3 to 4 weeks time for completion of the refund process.

See Hotel Accommodation - General Information.

1.55 **Website Entry**

See Marketing & Publicity Guide