



EXHIBITION MANUAL

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Your ASIS Coordinator

Alexia van Uytvanck, ASIS International EMEA/AP Bureau, 300 Avenue de Tervueren, 1150 Brussels, Belgium
tel +32 2 645 2674, fax +32 2 645 2671, E-mail: middleeast@asisonline.org.

Reservation Policy

Sponsorship and exhibition reservations are only final and confirmed after the ASIS EMEA/AP Bureau has received a full payment. ASIS International reserves the right to cancel a reservation in the case of non-compliance with payment. Reservations will be taken on a first-come, first-served basis, as long as sponsorship/exhibition options are available. All payment should be received within two (2) weeks after issuing of the invoice. Immediate payment is required for reservations received after 15 December 2014.

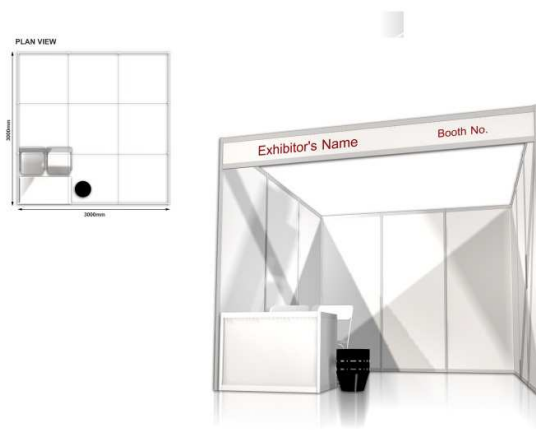
Cancellation Policy

For cancellations received before and on **1 December 2014**, a Cancellation Fee of 50% will apply. The remaining amount will be refunded. Cancellations must be received in writing. Cancellations will not be accepted and refunds will not be given for cancellation received after 1 December 2014.

Exhibition Equipment

i. Size

The size of the exhibition space is specified in the agreement between ASIS International and the exhibitor. All materials and displays belonging to the Exhibitor must fit into this area. The Organiser reserves the right to move or remove material or displays placed outside the allotted area.



ii. Shell scheme

Partitions between the exhibits will be provided. Displays will not be more than 2.5m high. The booth includes 2 chairs, 2 florescent light and a paper basket. One standard electrical outlet will be provided; basic electricity usage and main connection costs are included. Additional furniture should be ordered directly with the stand builder. Please refer to the furniture form attached. Contact: Nilesh Katiyare, Pico International LLC

Tel: +971 4 420 4028 | Fax: +971 4 420 4038 | Mob: +971 52 5772819
nilesh.katiyare@ae.pico.com | www.pico.com

iii. Internet and AV Equipment

The venue provides a basic wifi connection free of charge (up to 1 MB), should you require to have a stronger connection, please contact Praphull Kumar, Conference Manager, InterContinental Dubai Festival City
Tel: +971 4 701 1111 | Direct: +971 (0)4 701 1041 | Fax: +971 4 7012223, E-mail: praphull.kumar@ihq.com

For additional AV equipment, please contact ASIS ME15 appointed AV provider: Mike Bertsch, B&B Technik + Events GmbH, T. +49 2241-9558890, F. +49 2241-9558891, e-mail: bertsch@bb-technik.de

iv. Acknowledgement

The Organiser will acknowledge the Exhibitor/Sponsor in the onsite programme with a 100 word company description (to be provided together with logo upon signature of the contract). Please fill in provided form and send it back to middleeast@asisonline.org. The "name on Fascia" stated in the contract will be used as fascia on the booth, in the onsite programme and on promotional items where applicable unless stated otherwise. This company name will also appear in the list of exhibiting companies on the conference website. A change in the fascia name is possible until 45 days before the start of the event.

v. Registrations

The number of complimentary Exhibitor Staff registrations is stated in your contract. These passes give access to the exhibition area, coffee breaks and lunches, and all educational sessions (except CSO Roundtable).

Tickets to the President's Reception can be purchased at additional cost.

Additional Exhibitor Staff passes are available for exhibitors and sponsors at a discounted rate (550 USD per person)

Registration is done online through the link below:

To get your **Exhibitor Staff complimentary registration**, please insert the following code: **ME15SPOEX** (to be used based on the number of registrations you are entitled to – please refer to your contract for exact number).

Should you wish to have additional exhibitor staff registration, please contact us.

Should you have any questions about the registration process or fees, please contact the ASIS Middle East Registration Department asismiddleeast@mci-group.com

vi. Accommodation

Two room blocks are reserved for the ASIS delegates in Crowne Plaza and InterContinental Festival City. Please note that the number of rooms is limited and reservations are made on first come-first serve basis depending on availability.

Crown Plaza: [ASIS Weblink CP](#)

Crowne Plaza Superior Room	Single	AED	Double	AED
	950.00		1,050.00	

InterContinental: [ASIS Weblink IC](#)

InterContinental Deluxe Room	Single	AED	Double	AED
	1,050.00		1,150.00	

- The above rates are subject to 10% Municipality Fees and 10% service charge.
- Breakfast and wireless internet up to 1MB is included in the above mentioned rates. Room service not included.
- Maximum occupancy per room would be 2 adults and 1 child below 12 years old. Third adult will be charged at AED 250 per room per night including breakfast and AED 200 per room per night excluding breakfast. This is subject to 10% Municipality Fees and 10% service charge.
- The offered rates are applicable only over the above mentioned dates. Pre & Post rates would be subject to availability. Any additional rooms requested over and above the specified number of rooms will be subject to availability at the best available rate.

You may secure your room nights as soon as possible in order to take advantage of these discounted rates.

Space Allocation

The Exhibitor/Sponsor will provide 3 location choices in order of preference. The final allocation will be confirmed upon availability once full payment has been received.

The Organiser reserves the right to move the Exhibitor/Sponsor to a different space (following written notification). Whilst the Organiser will endeavour to keep the Exhibitor/Sponsor in the space originally allocated, changes may be required. Subleasing or Sharing of the Exhibit Space is not permitted without prior written approval from the Organiser.

TST – Technology and Solutions Theatre

The Technology & Solutions Theatre is a parallel track outside of the main programme and is specially designed for exhibitors to showcase their products, services and expertise to the delegates. The theatre, which seats about 20 people, is positioned in a prominent location at the exhibition. Please bear in mind that the promotion of your TST slot is the exhibitors' responsibility. ASIS International publishes the schedule of these presentations on the conference website and on the onsite programme, but we encourage you to spread out the word and invite delegates to attend your session.

Only a limited number of time slots are available, assigned on a first-come, first-served basis. The slots are being confirmed as soon as the official conference programme is announced and upon receipt of payment from exhibitors. Please check the conference [website](#) for available speaking slots.

To confirm your company participation in the TST, please send to the ASIS coordinator not later than **20 January**.

1. Title of the presentation
2. Speaker Bio and photo (limited to 150 words)
3. Summary (limited to 30 words)
4. Abstract (limited to 100 words.)

The TST speaker pass should be arranged as part of your complimentary passes or to be purchased additionally. ASIS International does not grant free access to the TST Speakers.

Food & Beverages

The supply of Food and Beverages is the exclusive right of the venue. Exhibitor/Sponsors may not provide or distribute Food or Beverages not purchased from the venue. Contact: Praphull Kumar, Conference Manager, InterContinental Dubai Festival City Tel: +971 4 701 1111 | Direct: +971 (0)4 701 1041 | Fax: +971 4 7012223, E-mail: praphull.kumar@ihg.com.

Exhibition Hours and Set-Up

By signing the exhibition agreement the company agrees to adhere to the time schedule of materials delivery (logo, company profile etc), set-up and dismantling time communicated by the organization office.

i. Set-up and Dismantling

Sponsors/Exhibitors will have from 09:00 – 16:00 on 15 February 2015 to complete their displays. All displays must be finished, and all boxes and packing material cleared by 16:00 on 15 February.

The Exhibits will close at 18:00 on 17 February. No dismantling is permitted before this time. All materials must be dismantled and packed by 20:00 on 17 February.

Please kindly inform ASIS International EME bureau by the latest **30 January** if you are not planning to use the schell scheme and build your own construction. The company responsible for the installation of your booth, should fill in the IHG Production Compliance Form and send it directly to the venue Praphull Kumar, Conference Manager, InterContinental Dubai Festival City Tel: +971 4 701 1111 | Direct: +971 (0)4 701 1041 | Fax: +971 4 7012223, E-mail: praphull.kumar@ihg.com.

ii. Exhibition Hours:

Sunday 15 February	18:00 – 19:00 (Welcome Drink)
Monday 16 February	08:30 – 18:00
Tuesday 17 February	08:30 – 18:00

Shipment

i. Delivery and Pick-up Deadline for the Exhibition Materials

All shipped material (brochures, documents, pop-up banners etc.) should be delivered to the InterContinental not earlier than the day of the set-up. Packages must be correctly addressed as specified below. The Organiser refuses any responsibility for incorrectly addressed packages or packages that arrive before the agreed delivery date. Packages shipped earlier will be stored and storage fee may apply.

Should Exhibitors wish to ship materials back to their office after the event, all pick-ups of material must be scheduled by 20:00 on 17 February. The venue reserves the right to dispose of materials not picked up by this time. The Organiser refuses responsibility for items not picked up or removed by this time. Hotel does not take responsibility to organize the return shipment or to store the shipment after the exhibition.

ii. Delivery Address and Contact

All incoming consignments must be marked as follows:

Praphull Kumar FOR ASIS
Event Name: ASIS ME15
Intercontinental Dubai Festival City(Next to Marks & Spencer)
Al Rebat Street
Dubai Festival City
Dubai, UAE
Delivery Location : Unloading area at basement/ Banquet Store
Contact Mobile for delivery : +971(0) 56 3417870
[COMPANY NAME, STAND #, CONTACT NUMBER]

iii. Tracking of your Shipment

ASIS International EMEA/AP Bureau does not take responsibility for delivery of the exhibition material shipped by the sponsor/exhibitor.

To ensure safe receipt of consignments, please ensure that the following details are provided to the venue, in advance:

1. Customer Details
2. Consignment Details
 - Tracking or Waybill Number

- Quantity of Packages
 - Weight of the Consignment
3. Delivery Location, Date & Time
 4. Billing Arrangements
 5. All incoming consignments must be arranged under 'Freight Prepaid' and duties / taxes must be borne by the shipper. The venue will not accept any consignments under 'Freight Collect' and in cases where the duties / taxes are under recipient's account.
 6. Neither the venue nor organizer will accept any Cash-On-Delivery consignments on behalf of the customer.
 7. Storage charges may apply for consignments kept in the Center prior and after the event.
 8. If consignments require special handling or special storage facilities, the customer must communicate this request to the venue prior to effecting shipment. The venue will consider the request and try to accommodate wherever possible.

Outgoing consignments

1. The customer should complete all required export documentation, inclusive of commercial invoice & packing list, and Airway bill / Consignment Notes for their consignments.
2. If the customer chooses to use his / her own preferred courier company for outgoing consignments, or if a consignment is sent under "Freight Collect", a processing fee will be charged by the venue.
3. All destination charges like duties / taxes or special permit charges will be the responsibility of the customer or consignee / recipient. Neither the venue, nor ASIS International will not be responsible for any damaged or missing freight.

iv. Packing your Shipment

Exhibitors must mention the event short name (ASIS ME 2015) company name, the exhibition space number and the contact person on each box of their shipment. Failure to do so may result in the loss of the box(es).

If your company purchased Bag insert option, boxes with bag inserts must be marked "Registration Area – Bag Insert" and the company name on each box. Failure to do so may result in the loss of the box(es).

Exhibitors should settle all charges that will be related to the shipping process such as shipping charges, customs fees before the shipping. Neither the hotel nor ASIS International will settle any charges upon receiving the shipment.

Should you have any enquiries about shipment, please contact Praphull Kumar, Conference Manager, InterContinental Dubai Festival City, Tel: +971 4 701 1111 | Direct: +971 (0)4 701 1041 | Fax: +971 4 7012223, E-mail: praphull.kumar@ihg.com

v. Official Partner

The organiser has appointed KRISTAL as an official partner for all transports, freight and logistics for the conference

Kristal bvba - International Exhibition & Marketing Logistics (Mr. Geert Frère), Brucargo 829a - 1931 Zaventem – Belgium. Tel +32 2 7514680 - Fax +32 2 7514720 - E-mail: geert.frere@kristal-logistics.com; www.kristal-logistics.com

Security and Care of Facilities

The organizer will provide standard security measures. However, these should not be relied upon to guard individual exhibits. Neither the Organiser nor the Venue will be responsible for items in Exhibit areas. Exhibitors and Sponsors must have Public and Product Liability insurance which covers their stand.

The Exhibitor/Sponsor will take due care of their allocated area. It is not permitted to fix any displays on walls or pillars, with the exception on partitions provided by the Organisers. Damage caused by the Exhibitor/Sponsor to the venue will be the responsibility of the Exhibitor/Sponsor.

Consideration of other Exhibitor/Sponsors

The Exhibitor/Sponsor will keep noise to an acceptable level at the discretion of the Organiser. Video and audio presentations are permitted. Displays, banners and any other promotional material should not impede the view of or have any negative consequences for neighbouring Exhibitor/Sponsors. Any complaints will be dealt with at the discretion of the Organiser.

Liability

Organiser will bear no liability for personal injuries or property loss or damage to an Exhibitor/Sponsor, its employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from the gross negligence or intentional wrongful acts of ASIS International. Each Exhibitor/Sponsor, in reserving space, agrees to indemnify, defend and hold harmless ASIS International and its agents from any and all claims, liability, damages or expenses (including attorney's fees) asserted against them or incurred by them as a result of, in connection with, or arising from any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts or omissions of the Exhibitor/Sponsor or its agents or employees, contractors, or business invitees, or for breach or non-performance of any provision of this Agreement. The Organiser shall in no event be liable to an Exhibitor/Sponsor for any direct

or consequential damages, and Exhibitor/Sponsors understand and agree that the sole liability of the Organiser to the Exhibitor/Sponsor will be a refund of any amount paid by the Exhibitor/Sponsor to the Organiser.

Promotion

i. Use of ASIS International Name and Logo

Contracted Sponsors and Exhibitor/Sponsors are permitted to refer to their Company as an Exhibitor/Sponsor at the "ASIS 6th Middle East Security Conference & Exhibition" or "ASIS Middle East 2015". Use of the ASIS International logo in promotional materials is not allowed. The use of conference web banners and the ASIS conference thumbnail is permitted and encouraged to promote the event. These materials are sent with this manual.

You may wish to add the banner to your signature or your company website, stating that you will be exhibiting at ASIS ME15. You may also include a note about you exhibiting at the ASIS ME15 in your newsletter. Please do not hesitate to let us know should you need any text or additional graphics to support it.

ii. Use of ASIS Social Network

We welcome your posts about the exhibition or conference on:

- Facebook <https://www.facebook.com/pages/ASIS-Middle-East-Security-Conference-Exhibition/253357838031787>
- LinkedIn https://www.linkedin.com/groups?home=&gid=3053303&trk=my_groups-tile-grp

iii. Promotion of your TST presentation

Please find below a few tips on how to make the best use of this successful marketing opportunity for your company. It is certainly a non-exhaustive list since your own commercial verve will be the best driver.

- 1) Use all your exhibitor staff registrations. The more staff you have onsite, the more potential clients you will be able to reach.
- 2) Let your contacts know that you will be presenting by sending an email to your database or including a reference in your newsletter.
- 3) Post about your session on LinkedIn and Facebook.
- 4) Tweet about your session. The hashtag for ASIS Middle East is #ASISME and our Twitter handle is @ASIS_EMEA.
- 5) Use your exhibition stand and the networking events to maximise face-to-face contact with the delegates and mention the time and theme of your speaking session.
- 6) Prepare flyers highlighting your presentation for distribution at your stand.
- 7) Use the option of 'Give-Away-Distribution' or 'emailing to delegates' to promote your session
- 8) Prepare a poster and put it up on your stand indicating time and the topic of your session.

Important Deadlines

ASIS International does not guarantee that your sponsorship or exhibition benefits be fulfilled in the case that the requested materials are not provided by the deadline. Please also note that all entitlements including confirmation of the selected exhibition space and TST speaker slot will be granted upon the receipt of your exhibition fee.

Logo (in eps and jpg)	Upon signature of the contract
Company profile (100 words, including company contact details and contact person). Please note that company profiles longer than 100 words will be edited.	Upon signature of the contract
Registrations	Please finalize all your registrations by 31 January, 2015
For TST presentation	31 January 2015
Presentation title	
Presentation summary and abstract	
Speaker profile (including job title and contact details)	
Shipment arrival	15 February before 9:00 am

