

# **Saudi Food, Hotel & Hospitality Arabia 2017**

**23 - 26 April 2017**

Jeddah Centre for Forums & Events  
Jeddah, Kingdom of Saudi Arabia

**SHOW  
MANUAL**  
your  
guide to  
participation

### Introduction Letter

*Dear Exhibitor.....*

We are pleased that you will be joining us at this exhibition which we are confident will be successful for all participants. Jeddah Centre for Forums & Events is a "state of the art" facility and you can be assured of the highest levels of support from all of us at Al Harithy Company for Exhibitions, the Kingdom's premier event organisers.

This exhibition manual is a comprehensive guide to participation. Great care has been taken to ensure thorough documentation of all exhibition procedures in a clear and easy to read format. While some elements are common to all shows, others are more specific and we are continually making improvements. We therefore urge regular exhibitors to check all relevant sections of the manual, even those that may seem familiar.

Should you have any queries that are not covered by this manual, please do not hesitate to contact us by e-mail, phone or fax. Communication is the key to efficiency and we suggest that you delegate a responsible member of your staff to be our primary contact. This will avoid confusion and enable us to respond to your requirements faster and more efficiently.

To make the process of participation easier, the manual contains several forms. Because we cannot guarantee to honour forms returned after the due date, we advise you to make particular note of the various dates and deadlines. The forms are essential to your participation in this event and we suggest that you retain a copy of each for your own records.

Assuring you of our personal attention to your requirements at all times.  
Welcome to the show.

Al Harithy Company for Exhibitions



# Saudi Food, Hotel & Hospitality Arabia 2017

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
Tel: +966 (0)12 654 6384 Fax: +966 (0)12 654 6853 E-mail: ace@acexpos.com

## Index & Introduction **SHOW MANUAL**

### General Information

**Title** **Saudi Food, Hotel & Hospitality Arabia**  
Saudi Arabia's 22nd International Event for Food, Beverages & Catering,  
Hotel Equipment, Supplies and Services

**Incorporating:**  
**Jeddah Open Cooking Championship  
& ART DE TABLE**

**Venue** **Jeddah Centre for Forums & Events**  
Madinah Road / Herra Street, Jeddah, Kingdom of Saudi Arabia

**Dates of Exhibition** **Sunday 23 – Wednesday 26 April, 2017**

**Official Opening** **Evening of Sunday 23 April, 2017**

**Daily Thereafter** **Monday 24 - Wednesday 26 April, 2017**  
4 - 10 pm

## General Information

**Organiser** **Al Harithy Company for Exhibitions**  
P.O. Box 40740  
Jeddah 21511  
Kingdom of Saudi Arabia

Telephone +966 (0)12 654 6384  
Fax +966 (0)12 654 6853  
E-mail ace@acexpos.com  
Website <http://www.acexpos.com>

## Affiliations

Member:



Association of  
Event Organisers

Founding Member:



Arab Union for International  
Exhibitions & Conferences

These emblems are your assurance that as an exhibitor or visitor the exhibition you are attending is well organised and promoted to the high standard required by association memberships.

## Exhibition Schedule

<b>Thursday 20 April</b>	9 am	Exhibitors specialised standfitters commence work. Delivery of heavy and bulky goods (only).
<b>Friday 21 April</b>	9 am	Commence delivery of exhibits to store points
<b>Saturday 22 April</b>	4 pm	Shell stands available for exhibitors possession. Commence delivery of exhibits to stands.
<b>Saturday 22 April</b>	10 pm	All exhibits and displays to be completed.
<b>Sunday 23 April</b>		Exhibition Opens
<b>Wednesday 26 April</b>	10 pm	Exhibition Closes
<b>Thursday 27 April</b>	9 am	Commence dismantling exhibits & stands.
<b>Friday 28 April</b>	10 pm	All exhibits, standfitting materials and contractors equipment must be cleared from the exhibition grounds.

This manual provides information to assist you with the presentation & build up of your exhibits. It is strongly recommended that you take note of the details it contains as the organiser cannot be responsible for any difficulties arising from failure to observe the suggested procedures.

The information in this manual is correct at the time of compilation. The organiser is not responsible for any consequences arising from changes after that time.



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SHOW  
MANUAL **O**section  
**ONE**



ACE EXHIBITIONS Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
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## Saudi Food, Hotel & Hospitality Arabia 2017

section

1

SHOW  
MANUAL

### Transportation, Censorship & Customs Facilities

#### 1.1 Recommended Forwarding Agents for Handling Shipment Procedures

Elzeki For Shipping Services EST. is the recommended forwarding agent for handling shipment procedures: They are experienced in handling exhibition shipping into Saudi Arabia. A complete single source responsibility service will be provided from point of origin. Please contact their office for further details about tariffs, shipping deadlines and customs regulations.

##### **Elzeki For Shipping Services EST.**

Mohamed Feda St., Zahrani Building, University Area

PO Box: 13620 Jeddah 21414

TEL.: +966-12-6816777

FAX: +966-12-6024355

Email: elzeki.ksa@overseass.com, fairs@overseass.com, info@overseass.com

www: www.overseass.com

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The recommended forwarding agent will circulate details of shipping procedures and customs documentation to exhibitors. Unless all conditions in the instructions issued are complied with, the recommended agent cannot be held responsible for non-delivery or late arrival of goods. Please complete Form No. 5

#### 1.2 Delivery of Exhibits

##### **For exhibits consigned from abroad**

The agent will advise shipping dates and will issue a comprehensive tariff covering import clearance services and delivery/handling charges.

##### **For exhibits drawn from locally held stocks**

No documentation is required but the move-in of exhibits must be co-ordinated through the organiser's show management office and site installation contractor's office located on-site.

## Transportation, Censorship & Customs Facilities

1.3 Arrival Dates	Method of Shipment	Port of Arrival	Latest Arrival Date
	Ocean FCL/LCL Containers Food and General Cargo	Jeddah	4 weeks before opening
	Air-freight General Cargo	Jeddah	2 weeks before opening
	Air-freight Foodstuff (non-perishable)	Jeddah	4 weeks before opening

\*The Agent is not responsible about any cargo that arrives after the above dates. It is the shipping deadlines mentioned above

1.4 Documentation		
	Invoice	1 original + 2 copies
	Certificate of Origin	1 original + 2 copies
	Packing list	1 original + 2 copies
	Bill of Lading	3 originals + 2 copies
	Insurance certificate	2 copies
	Consignee: Al Harithy Company for Exhibitions PO Box 40740 Jeddah- 21511 - Kingdom of Saudi Arabia Telephone: + 966-12-6546384 Telefax : + 966-12-6546853 C/O. (Exhibition Name) Country Name: _____ Pavilion Name: _____ Hall No.: _____	

The agent cannot clear the cargo that has been consigned in any other manner and it is not possible to amend the consignee once the documents arrive at the sea port or airport at destination.

All required documents should be emailed / faxed to the agent to check & confirm

Please ensure that all documents for sea freight shipment are sent by courier to the agent & air freight attached to air waybill.

### 1.5 Certificates of Origin

- Every shipment needs an original certificate of origin issued and legalized by the Chamber of Commerce or Consulate from place of origin and a legalized invoice.

- The details on the Certificate of Origin must agree with those shown on the invoice and other shipping documents.

All documents must be cleared by:

- Full descriptions of goods, item no.(s), customs tariff no. (hS code), serial no., unit value, quantity, total value, country of origin, packing details, gross weight, net weight and delivery terms (CFR, CIF)
- Although samples of advertising material must have value in invoices for customs purposes only.

### 1.6 Case Markings

Consignee details (Al Harithy Company For Exhibitions)

Name of Exhibitor: \_\_\_\_\_

Name of Exhibition: \_\_\_\_\_

Hall No.: \_\_\_\_\_

Stand No.: \_\_\_\_\_

Case/No: \_\_\_\_\_

Gross weight: \_\_\_\_\_

Dimension: \_\_\_\_\_

Country of Origin: \_\_\_\_\_

### 1.7 Entrance

#### **Importation:**

- There is currently no temporary import facility for exhibition goods. All goods arriving in the Kingdom are liable to duty, which can be reclaimed after re-export of goods against proper documentation.
- But the agent will collect the duties as deposit until the balance is settled with the customs for refund after re-exporting the cargo in case of approval of the custom authority.

#### **Exportation:**

- All exhibits on which deposit has been paid which are to be re-exported will require customs examination at the port place of exportation. Custom duty is forfeited on exhibits brought into the country as samples but disposed of on conclusion the exhibitions and not re-exported. A two month prior notice has to be given to El Zeki EST Jeddah in case the exhibitor wishes to re-export the goods and avail refund of deposit.
- The export cargo must be as the same import cargo to avoid problems with customs.

### 1.8 Remarks

Customs Regulations, Importation Instructions and Censorship:

All pieces must be stamped by the country of origin name and it is not removable (as mention in the documents)  
Made In ( .....)

#### **Alcohol & Pork:**

Importation of Alcohol and Pork is strictly forbidden as are statues of animals, humans, or idols.

Certificates of electrical conformity:

Saudi Arabian regulations require all electrical equipment and accessories to be accompanied by certificate of conformity which indicates that goods conform to the appropriate laws laid down by the Saudi Arabia Standards Organization (SASO).

These certificates may take up to three months to be issued , you should therefore contact your local Chamber of Commerce immediately.

-All Food Stuff must be samples & examined & approved by Minisrty of Health

-Textiles & Clothes must be examined from import controler.

## 1.9 Important Notes

- All video cassettes and films should be sent by air courier no later than four weeks prior to the exhibition.
- Any printed and audio visual material with the following content will be censored or seized and destroyed by the Ministry of Information:
  - Religious articles : Quran
  - Alcoholic articles :
  - Alcohol and any pictures of it or mention of alcohol in printed matter
  - Pictures of ladies exposing any parts of their bodies, statues of human beings, birds, animals, and idols.

All import clearance is subject to the local customs authorities approval. For any kind of restricted items, if shipment were held, the organizer will not be liable for any damage or loss. Other items are subject to the approval by the local authorities.

Most of the restricted commodities are given below:

- Alcoholic beverages or any printed mention of alcohol
- Narcotics
- Food products related to pork
- No religious artifacts of any kind

The Organisers may be held responsible by the Authorities in Saudi Arabia 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. Please complete and return Form No. 1.

## 1.10 Official Courier

**FedEx** is our appointed Official Courier:

<b>Company:</b>	Abdul Latif Jameel
<b>Telephone:</b>	800 246 44 44 +966 12 232 99 99 (for mobile phones and international callers)
<b>E-mail Address:</b>	saudiarabia@fedex.com
<b>Fax:</b>	+966 12 679 17 77 Ext 4444
<b>Website:</b>	fedex.com/sa
<b>Customer Service Hours:</b>	Sunday to Thursday: 08:00 - 22:00 Saturday: 09:00 - 17:00



SHOW  
MANUAL **T**section  
**TWO**

**2.1 Recommended Hotel**

The Organiser recommends the following hotel for the Exhibition:-

**Ramada Hotel**

P.O.Box 7584 Jeddah 21472

Saudi Arabia

Tel: +966 (0)2 6670777

Fax: +966 (0)2 6681251

E-Mail: info@ramadacontinentaljed.com

Accommodation is available at the recommended hotel with discounted rates. Airport pick-up is available from Jeddah Airport for exhibitors booking accommodation with the recommended hotel and daily transfers to the Jeddah Centre for Forums & Events are also available.

To obtain your competitive rates please contact the recommended hotel by filling-up Form No.6 and faxing it directly to the hotel.

**2.2 Hotel Accommodation****RAMADA Continental Jeddah**

Newly re-opened with five star grading, located in the Center of the City, 15 minutes journey from the Exhibition Center, 231 well appointed Guest Rooms including 56 Suites.

RAMADA Continental Jeddah is a modern businessman's hotel providing "WI FI free unlimited Internet access" and free airport pick-up and drop, free transportation from hotel to Exhibition Center and vice versa, and full secretarial facilities.

The hotel offers welcome tray in the rooms, Vintage Coffee Shop, Italian Restaurant, Indian Restaurant, In-house Laundry, Newspapers in the rooms, fully equipped Fitness Club with Sauna and Steam Room (free of charge), and swimming pool. The hotel offers large variety of venues for Banquets, Meetings and Conferences.

RAMADA Continental Jeddah

P.O. Box 7584, Jeddah 21472

Tel: +966-2-6670777, Fax: +966-2-6681251

Email: info@ramadacontinentaljed.com / rsvn@ramadacontinentaljed.com

Website: www.ramadacontinentaljed.com



**2.3  
Coach transfers**

Exhibitors utilising the arrangements of the recommended hotel will be met upon arrival at the airport and transferred to the appropriate hotel.

Coaches will also operate daily from each hotel and from the Exhibition Centre exclusively for exhibitors who have made their arrangements through the recommended hotel(s).

Application for travel and or hotel accommodation should be made directly to the recommended hotel by completing Order Form 6.

**2.4  
Air Travel**

It is possible to reach Jeddah on almost a daily basis from many Western European countries. Direct services operate from Amsterdam, Athens, Barcelona, Copenhagen, Frankfurt, Geneva, London, Madrid, Paris, Rome, Zurich and Istanbul.

From New York a non-stop service to Jeddah is available, otherwise from North America a direct connection to many of the above European cities should limit the journey to not more than a two flight itinerary between the US and Canadian gateway cities and Jeddah. Direct services also exist from many Eastern capitals including Bombay, Hong-Kong, Jakarta, Karachi, Kuala Lumpur, Manila, Singapore, Seoul and Taipei. The national carrier is Saudia and further information regarding their flight details can be obtained from Saudia.

**2.5  
Passport and Visa - General**

All persons visiting Saudi Arabia must be in possession of a passport valid at least six months beyond their estimated stay.

Certain occupational designations are sensitive to the Saudi authorities and can cause undue delays sometimes resulting in the refusal of visa issue, it is therefore advisable to check this point with the organiser.

Visas are not required by GCC nationals. All other nationalities require a Single Entry visa (valid for 2 months) to enter Saudi Arabia. It must be noted that any person holding a passport with any indication of travel to Israel will result in refusal of entry to Saudi Arabia. **OBTAINING A VISA INVOLVES RECEIVING A LETTER OF INVITATION (OR VISA NUMBER) FROM SAUDI ARABIA TO ENTER THE KINGDOM**

First, complete the enclosed Visa Application Form 2 and fax this to Al Harithy in Jeddah, making sure that you clearly indicate the city in which you will collect your visa.

Second, apply to the Consular Section of the Embassy of Saudi Arabia in your country (or nearest country) for a Business Visa Application Form. When you have received this, complete in line with the instructions and hold on to this Form (see Notes below).

When your application is processed by Al Harithy, a visa number will be issued and will be faxed to you, which will serve to notify you that the Consulate in your country has received the visa number.

You then need to take your completed Business Visa Application Form, together with your copy of the visa number to the Consular Section of the Embassy of Saudi Arabia in your country you so designated. Local processing by the Consulate should take 2-5 working days depending on the country.

All visitors to Saudi Arabia are strongly advised to carry their passports at all times.

## **2.6** **Application Format for Visitors** **Without Saudi Sponsor**

"Organisers Conditions for" Assisting in Visa Application:

No visa application can be accepted later than 45 days prior to opening of the exhibition. Application assistance is limited to commercial exhibitors only and, if required, by special arrangement with the Organisers, a limited number of their selected VIP's. Government and quasi-government bodies must apply through normal diplomatic channels. Arrangements cannot be made for visitors, standfitters, designers, forwarders and other support service agency staff.

### **IMPORTANT**

The Organiser will accept **ONLY ORDER FORM NO. 2** for Visa Application.  
No other handwritten documents nor copies of passport will be accepted.

### Notes

I

Note carefully the procedure and visa fee payment laid down by the Embassy of Saudi Arabia in your country.

II

Delays can be expected at certain times of the week. It should be noted that the Ministries in Saudi Arabia work from Sunday to Thursday whereas Embassies (other than in Muslim areas) work from Monday to Friday - therefore, unless applications are timed between Sunday and Thursday, there will be a three day loss plus the normal procedural time required.

III

Delays will also be encountered if submission is made during Islamic holidays. These normally occur twice a year and for varying periods and dates check Islamic holiday periods for appropriate dates and duration.

IV

There appears to be reluctance in acceptance of certain categories of trade or professional descriptions i.e. Photographer, Journalist, Carpenter, Electrician. Suggested alternatives or additions would be – Technician, Engineer, Specialist, Consultant, Manager or Representative. However, in this respect it is most important that the passport, application and visa details correspond exactly.

V

The applicant's company letter requesting visa should be as per the following format:

"We should be grateful if a business visa could be granted for (applicant) who is a full time senior executive in this company. The reason for his proposed visit is to participate at the exhibition with (name of company) whose address is (address).

(Applicant's company) is financially responsible for the applicant's visit and undertakes to ensure that he will abide by the Rules and Regulations of the Kingdom of Saudi Arabia."

**2.7  
Health Requirements**

It should be noted that although current health regulations do not require passengers to be vaccinated against Smallpox and Cholera, these regulations are prone to fairly frequent change. It is therefore recommended that all persons visiting Saudi Arabia are in possession of documents certifying vaccination. Yellow Fever vaccination is only required if arriving within 6 days after leaving or transiting countries, any parts of which are infected areas. It is advisable to take the appropriate precautions and specialist recommendations.

**2.8  
Personal Customs Facilities**

Visitor's personal effects are not subject to duty. Free import of the following is permitted: 400 cigarettes or 100 cigars and a reasonable quantity of perfumes.

Video tapes and print material are retained on entry to Saudi Arabia by the custom authorities and a receipt issued. When satisfied as to the content of this material the authority will release these items and these can be reclaimed. As the time factor involved in clearing tapes is variable, due consideration should be given to this factor especially when tapes are for the particular need of meeting promotional schedules.

**2.9  
Currency Regulations**

There is restriction on large amount of currency that may be taken into or out of the country and it is advisable to check with the banks in your country and banks in the Kingdom of Saudi Arabia.

**2.10  
Insurance**

Travel insurance is strongly recommended. Please check this with the relevant airline you are travelling.



SHOW  
MANUAL **T** section  
**THREE**

**Space only Stands, Exhibition Procedures & Services****3.1  
Official Standfitting Service**

The Organisers have appointed ACE Creative as the official contractor for the supervision and construction of the shell scheme to the exhibition and provides full on-site technical and stand services

All "space only" exhibitors must submit 45 days prior to the exhibition, drawings (in triplicate) showing all details of their proposed design for approval by the Organisers / Contractor who reserves the right to reject a design likely to block or unreasonably affect nearby exhibitors' sites in any way.

Detailed information on all aspects of standfitting and other services are set out below and on Order Forms 5, 6 and 7

**3.2  
Shell Scheme**

The shell scheme provides you with a basic stand shell construction suitable for customising to your individual requirements. The shell scheme is equipped with Octanorm system rear and dividing walls, fascia board bearing your company name and stand number, carpeting and one spotlight of 100 Watts per 3 sqm.

**Rear and dividing walls**

2490 mm high comprising 1000 mm panels, white finish, set in aluminium frame (Octanorm system).

No fixings may be made to the walls, special brackets are available to carry the exhibitor's own display panels, signs etc. from the top of the wall.

Exhibitors may fix their own lightweight photos, technical information sheets etc., direct to the wall panel with double sided adhesive tape or similar materials provided that such materials can be removed at the close of the exhibition without damage to the wall panels.

**Fascia**

350 mm deep fitted at 2150 mm to underside from floor level, to each open side. Comprising: Aluminium frame with infill panel, fitted between dividing walls, with additional supports at corners and where fascia exceeds 4 meters in length.

**Fascia Name Panel**

2000 mm wide x 100 mm high finished white with exhibitor's name only in standard lettering, fitted to shell scheme fascia. Where the stand frontage exceeds 6 meters an additional name panel will be fitted. Please enter details for name panel on Order Form 5.

No alteration to the shell scheme name panel will be permitted, nor will exhibitor's display material be applied to the fascia.

**Space only Stands, Exhibition Procedures & Services****Floor Covering**

Exhibitors who have reserved shell stands will be supplied with carpet tiles laid directly to the floor.

**Roof Beams**

30 mm deep, 100 mm wide aluminum beams will be fitted between the top of the rear wall and the rear of the fascia.

**Not Included**

Platforms, ceiling grids or electrics, other than the single phase 110 or 220 volts 60 hz connections, are not included in the shell stand contract between the Exhibitor and the Organisers.

For technical specifications of a sample shell scheme stand of (3 x 3 sqm), please refer to point 3.13

**3.3  
Optional Display Aids and Furniture**

To provide shell scheme exhibitors with an economical standfitting and display service, a range of display aids and furniture are available on a rental basis. Exhibitors are advised to order immediately to avoid disappointment. Details are set out and illustrated on the following pages.

**3.4  
Space Only Stands**

Exhibitors occupying "space only" stands are reminded that no standfitting or electrics, other than the 110/220 volts single phase electrical mains supply and connection, are provided by the Organisers. The show stand contractor would be pleased to quote for standfitting and display work on receipt of your instructions.

All exhibitors taking 'space only' must provide the Organisers with a drawing (in triplicate) showing all details of their proposed design for approval prior to implementation.

It is the responsibility of exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their stand area.

All materials used in the construction of any item of standfitting or display work must be fireproofed or made of non-flammable material and must conform, in all respects, with local regulations.

Exhibitors who have reserved a 'space only' stand are reminded that, where their stand adjoins or abuts another exhibitor's area, the back of a dividing wall, panels or exhibits which can be seen, must be painted white or masked to present a clean appearance.

**Space only Stands, Exhibition Procedures & Services**

Exhibitors providing their own displays must ensure that these are completely finished, including pre-mounting of samples, exhibits lettering, photographs etc, on plywood or other suitable board before delivery to site.

Standfitting and display work to 'space only' stands may not exceed 2400 mm in height and must be contained within the size of limitations of their allocated space. Any central features can be built to a maximum height of 5000 mm but need to be pre-approved by the official contractor.

There is no height limit on stands being erected by exhibitors who have reserved outside sites. However, dimensioned drawings of any stand design to exceed 4000 mm in height must be sent to the official contractor for approval.

The official contractor reserves the right to reject a design likely to block or unreasonably affect nearby exhibitors' sites in any way.

**3.5  
Official Electrical Installation  
and Lighting**

The official site contractor, ACE Creative, is responsible for the supervision and installation of the official shell scheme electrical services and provides a full on-site technical service and maintenance, in addition to having overall responsibility for all electrical work including all stand electrical work carried out through exhibitors' own sub-contractors.

The standard supplies of on-site generated electrical current are:  
Single phase 110 volts 60 hz and Two & Three phase 220 volts 60 hz.

The official contractor will be solely responsible for the installation of electrical cables and necessary switchgear between the main source and exhibitors' stands. The provision of a single phase mains supply terminated by suitable switchgear is included in the shell scheme contract.

General lighting is provided to the pavilions and outside areas of the exhibition and basic lighting is provided to individual shell scheme stands. However, additional lighting may be considered necessary and exhibitors are recommended to assess their needs in this respect. In the case of 'space only' stands, where no stand lighting is provided, to achieve an effective display, exhibitors are advised that specific illumination of their stands may be required.

No charge is made for single phase electrical mains supply and switchgear, but stand installation and three phase supplies will be charged extra and needs to be specially ordered from the contractor.

Electrical installations on shell scheme stands are fastened with special clips and brackets to fit aluminum extrusions, under NO circumstances may exhibitors modify this work or carry out their own installation.



**Space only Stands, Exhibition Procedures & Services**

Standard 2 pin sockets and plugs are made available as part of electrical provision.

Where pre-fabricated electrical units form part of any exhibitors' display arrangements, such installations must conform with IEE Regulations and be subject to inspection and approval by the contractor, before a connection to the main supply is made.

It is not possible for exhibitors to obtain local skilled labour on site for the installation of electrical equipment. Charges for fitting will cover the supply on hire, installation, maintenance and removal at the close of the exhibition. All electrical charges for the supply of additional light fittings and power installations are payable in advance when invoiced by the contractor.

Who reserves the right to disconnect any installation which is regarded as dangerous or likely to cause annoyance to visitors or other exhibitors.

Full details and charges of electrical services available are set out on Order Form 7.



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section  
3

# SHOW MANUAL

## Space only Stands, Exhibition Procedures & Services

### Furniture and Display AIDS



**ACE CREATIVE** provides a complete solution for exhibitors' needs with an extensive range of furniture and display aids available on hire,

#### Al Harithy Company General Contractors

P.O. Box 40740, Jeddah 21511, KSA  
Tel: +966 (0)12 6546384 Fax: +966 (0)12 6546853  
E-mail: acecreative@acexpos.com

<b>SSS</b>  <b>A-S</b> Shelf Unit (adjustable 2 shelves) 300 x 1000 mm	<b>N/A</b>  <b>B-H</b> Brochure Holder 130 x 325 x 300 mm	 <b>B-HB</b> Brochure Holder Large 130x325x1500 mm	<b>SSS</b>  <b>C-L</b> Lockable Counter(Full Door) 900 x 500 x 900 mm	 <b>C-R</b> Reception Counter(Curve Style)
 <b>C-S</b> Counter without door 900 x 500 x 900 mm	 <b>D-L</b> Lockable White door 965 x 2100 mm	 <b>E-B</b> Bar Stool 410 x 1000 mm	<b>SSS</b>  <b>E-C</b> Standard chair (Blue/red/yellow/light green) 450 x 530 x 820 mm	 <b>E-L</b> Lounge Chair 750 x 500 x 790 mm
 <b>E-L-D</b> Lounge Chair Double 1500x600x1000 mm	 <b>E-L Set</b> Lounges Chair Set 3-Single, 1-Double & Table	 <b>G-S</b> Glass Cabinet Small 250 x 430 x 1800 mm	 <b>G-L</b> Glass Cabinet (Large) 900 x 1000 x 2000 mm	 <b>P-G</b> Grid Panel 900 x 1200 mm
 <b>P-W</b> Panel (white) 885 x 2150 mm	 <b>R-S</b> Small office type Refrigerator 500 x 500 x 830 mm	 <b>S-F</b> Showcase Counter, 1 shelf, with frosted glass storage 900 x 500 x 800 mm	 <b>S-G</b> Showcase Counter, 1 shelf, with Storage Glass 900 x 500 x 800 mm	 <b>S-S</b> Showcase Counter, 1 shelf, with Storage 800 x 500 x 800 mm
<b>SSS</b>  <b>T-C</b> Table Circular (Red, Blue, Yellow) 800 x 800 x 800 mm	 <b>T-L</b> Low Coffee Table 950 x 650 x 400 mm	<b>SSS</b>  <b>T-S</b> Table Square (Red, Blue, Yellow) 800 x 800 x 800 mm	<b>N/A</b>  TV 21" Multimedia System	 Plasma Screen 42"

**SSS** Standard Shell Scheme Furniture

**N/A** Not Available

**Space only Stands, Exhibition Procedures & Services**

**3.6 Manning of Stands** Exhibitors are required to keep their stands manned with a sufficient number of qualified personnel at all times. The Organisers shall not be liable for any damage and/or loss that may occur as a result of non-observance of this rule.

**3.7 Gas & Air** No gas and air welding shall be carried out in the exhibition hall. The use of industrial gases of an inflammable or toxic nature for demonstration purposes will not be permitted within the exhibition hall.

**3.8 Product Demonstrations** Product demonstrations or presentations shall be conducted with the prior approval and at an acceptable sound level to be determined by the Organisers.

**3.9 Storage** There is no provision for storage facilities on site for packing and crating materials, cases, surplus materials or other properties of the exhibitor. The exhibitor must make prior arrangements with the Recommended Freight Forwarder for safekeeping of these items.

Gaps or partitions between stand panels and walls, as well as corner areas, should not be utilised as storage or additional exhibit space.

**3.10 Cleaning and Waste Materials** General cleaning of the aisles will be carried out every day prior to opening and during the show. All exhibitors shall be responsible for ensuring the cleanliness of their individual stands. The Organiser's cleaning contractor shall be responsible only for general cleaning and maintenance.

During build-up and break-down, exhibitors, or their appointed contractors, shall be responsible for the removal of unwanted materials from the exhibition hall.

**Space only Stands, Exhibition Procedures & Services****3.11  
Insurance**

Exhibitors are advised to insure all display aids and furniture ordered for three times the hire value shown on the Order Form 6.

Any items missing or found damaged at the close of the exhibition may be charged by the official contractor at full replacement value.

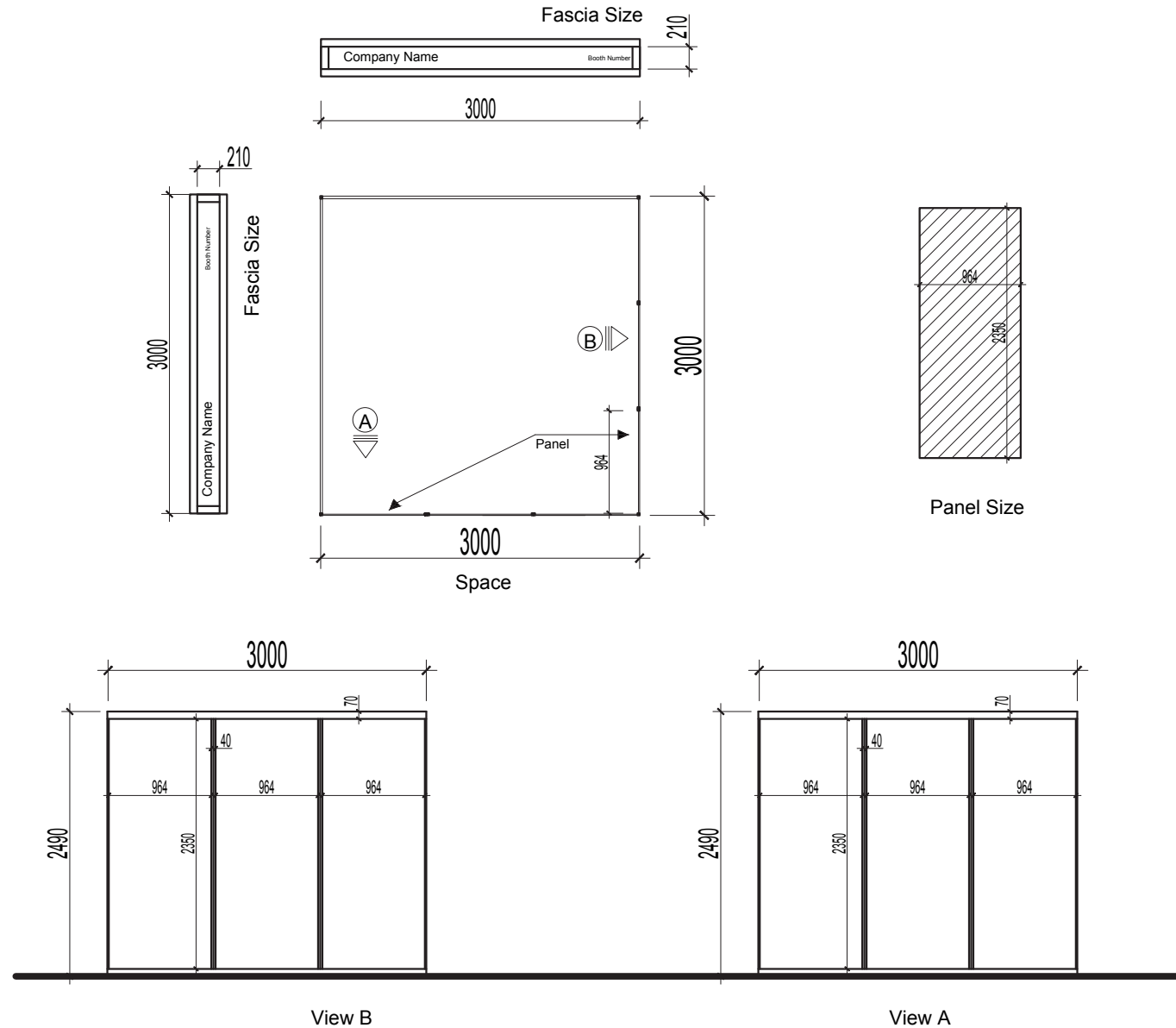
**3.12  
Local Skilled Labour**

It is not possible for exhibitors to obtain local skilled labour on site in connection with the erection of their stand and display unless prior arrangements are concluded with the official contractor.

Companies whose exhibits do not form part of a national group should make prior arrangements with the official contractor for the design and construction of their stand.

## Space only Stands, Exhibition Procedures & Services

### 3.13 Standard Stand Dimensions / Specifications



SHOW  
MANUAL **F**section  
**FOUR**

**Admission of Goods and Personnel to Exhibition****4.1  
Visitor Entry**

The Organiser will supply free of charge, complimentary invitations for mailing out to actual and potential customers. Additional invitations can be ordered by completing and returning Order Form 7.

Admission to the exhibition is free to trade buyers and re-entry will be permitted as frequently as desired during the business hours of the exhibition. All visitors will be required to complete a registration form before admission.

**4.2  
Exhibitors' Identification  
Passes**

Exhibitors' personnel entry badges will be supplied by the Organiser and issued free to directors, executives and stand representatives of exhibiting companies. These badges are not transferable.

Strict security will be maintained at the exhibition and personnel may experience difficulty in gaining entry to the exhibition if they are not in possession of the necessary badges.

All exhibition badges can be collected from the Organiser's office upon arrival at the exhibition.

**4.3  
In-Hall Freight Handling**

For insurance and security reasons, and to ensure proper control and co-ordination of freight, only the Official On-site Contractor shall be permitted to operate lifting equipment within and around the exhibition hall.

**4.4  
Delivery of Exhibits**

The Organisers will not accept delivery on behalf of any exhibitor or the safekeeping of such items after delivery.

The Organisers shall designate specific loading/unloading areas which will be under the supervision and direction of the Official On-site Contractor and the Exhibition Security Officers.

Exhibitors may arrange with the Official On-site Contractor for the unpacking and uncrating of exhibits, as well as handling, storage, or disposal of entries.

## Admission of Goods and Personnel to Exhibition

### **4.5** **Build-up / Break-down of** **Exhibits**

Goods to be brought in and out of the exhibition hall shall be inspected for security reasons.

Build-up/Break-down of exhibits and props must be handled by the Stand Contractor and/or Exhibitor.

Entry and exit of exhibits during the exhibition hours shall not be permitted. Removal, delivery or replenishment of exhibit items may only be carried out daily before the opening time of the exhibition.

Proper receipts must be issued on sale of exhibits. Without receipts, exhibits will not be allowed out of the exhibition premises on the closing day.

During the exhibition or move-out period, all exhibit items and props of the exhibitors should not be removed from the exhibition premises until after 10 pm on the last day of the exhibition.





SHOW  
MANUAL **F**section  
**FIVE**

**Publicity, Exhibition Guide & Promotional Campaign**

**5.1**  
**Publicity** The exhibition will be held under the patronage and with the support of the appropriate Saudi Arabian official bodies and will be supported by a carefully planned major promotional and publicity campaign carried out by the Organiser, details of which are set out under "Publicity and Promotional Campaign" .

**5.2**  
**Exhibition Co-operation** It is an established fact that exhibitors who take steps on their own account to augment the Organiser's publicity will obtain far greater value from participation in the exhibition than those who neglect such an opportunity.

By conducting their own separate mailing, mounting a specific publicity campaign and paying special attention to the distribution of promotional material, exhibitors can greatly increase the level of response they receive from local visitors.

Local advertising can also attract the right visitors to a specific company as opposed to the exhibition in general.

A fully staffed press office & business centre will be in operation throughout the exhibition.

**5.3**  
**Official Catalogue  
(Exhibition Guide)** The printed Exhibition Catalogue will contain an exhibitor list, an exhibition floor plan and multi indexing for country representation or product category.

All exhibitors are eligible for one free listing of company contact details and corporate profile. Where provided by exhibitors, individual exhibitor contact details and corporate profiles will be listed alphabetically.

Data for free catalogue listings must be supplied in the approved format before the stated closing date for entries. Failure to do so will result in your company not being listed.

Exhibitors may also consider advertising in the catalogue. Full page advertising in colour or mono raises the profile of the exhibitor considerably and rates charged are very cost effective. Full details and prices are shown in Form 4.

**Publicity, Exhibition Guide & Promotional Campaign****5.4  
Publicity and  
Promotional Campaign**

To ensure that all exhibitors reap maximum benefit from their participation, the Organiser has put into effect a specially formulated promotional campaign to focus on delivering professionals and buyers to the exhibition. The Organiser has spent time building up its databases so that the key players are invited through direct mail, advertising in the trade press and general media promotion.

**5.5  
Visitor Targets**

The Organiser's promotional campaign will pay particular attention to the Kingdom of Saudi Arabia.

The aim of the Organiser's campaign is to bring the exhibition to the attention of the specialist and influential audience from the public and private sectors that has the authority to buy, to specify, and to recommend the products and services on display.

**5.6  
Methods of Operation*****Research Programme***

Special attention has been paid to the development of comprehensive lists of visitor targets in the public and private sectors.

These lists are regularly up-dated and revised from sources including:  
Contacts established during promotional visits to the region.  
Lists obtained through Embassies, Trade Associations and Chambers of Commerce.  
Lists obtained through specialist media.  
Databases established through registered visitors.

***Production of Printed Material***

Complimentary invitations will be sent to exhibitors for their use to invite potential and existing customers.

In addition, VIP invitations will be produced and distributed to selected visitor targets throughout the region. A limited quantity of VIP invitations will also be sent to the exhibitors for their use.

***Direct Mailing Campaign***

A carefully researched direct mailing campaign will be carried out to the names and addresses identified in the research programme.

## Publicity, Exhibition Guide &amp; Promotional Campaign

The prime target area of the mailing will be Saudi Arabia and neighbouring Gulf States, with potential visitors receiving complimentary invitations.

**Advertising** - Our candidate media list is as follows:

<i>Title</i>	<i>Language</i>	<i>Primary Circulation Area</i>
Al Sharq Al Awsat	Arabic	International
Arab News	English	Saudi Arabia
Okaz	Arabic	Saudi Arabia
Saudi Gazette	English	Saudi Arabia
Madina	Arabic	Saudi Arabia
Al Watan	Arabic	Saudi Arabia
Al Hayat or Al Eqtisadia	Arabic	Pan-Arab
Specialist Publications	English/Arabic	Pan-Arab
General Business Magazines	English/Arabic	Pan-Arab

**Radio Broadcasts**

If applicable, radio broadcasting in the Arabic language advertising the exhibition at prime time on the leading radio station MBC-FM.

**Electronic Signboards**

Strategically placed electronic signboards in both Jeddah and Makkah if applicable.

**Media Campaign**

Direct fax, mail, sms and e-mail campaigns targeted at leading buyers, businessmen & professionals.

**Public Relations Activities**

The publicity campaign will be complemented by a programme of public relations activities which will pay special attention to:

Liaison with Embassies of Exhibitors in Saudi Arabia

Promotional visits

Briefing of Media

Press Office

**Publicity, Exhibition Guide & Promotional Campaign*****Liaison with Embassies***

National Embassies of exhibitors will be fully briefed on the exhibition, and requested to help in the promotion campaign by displaying and distributing print material.

***Promotional Visits***

Prior to the exhibition a series of promotional visits shall be made throughout Saudi Arabia. The objectives will be to:

Establish direct personal contact with potential visitors from both the private and public sectors.

Continue the programme of liaison with embassies, local media and bodies such as Chambers of Commerce and business societies.

***Briefing of Media***

A continuous programme of Press Releases with full details of the exhibition will be supplied to Arabic and English language media in Saudi Arabia and neighbouring states. Local newspapers will be encouraged to produce special supplements and all local media will be invited to the opening ceremony.

***Press Office & Business Centre***

A press office & business centre will be open throughout the exhibition to provide a point of contact for exhibitors and local and specialist international media.

***How Exhibitors Can Plan***

There are a number of simple and inexpensive ways in which exhibitors are requested to contribute to their own targeted promotion campaign. These include:

- Distribution of Promotional Material
- Advertising in Special Newspaper Supplements
- Presentation of Attractive Stand Displays
- Distribution of Promotional Giveaways

Each exhibitor will be provided with 200 complimentary invitation mailers with additional mailers being provided on request.

**Publicity, Exhibition Guide & Promotional Campaign*****Exhibitors from the Arabian Peninsula:***

Please prepare a mailing list of established and potential customers. Each complimentary invitation has a space for you to stamp your company name and stand number. It is recommended that you undertake this mailing from the Middle East one month before the Exhibition.

***Exhibitors with Agents or Associates in the Arabian Peninsula:***

Please ensure that your agents or associates are fully briefed on your participation.

You can also assist them to draw up a list of your leading customers in Saudi Arabia and neighboring states and to mail them with an invitation on which you can stamp your company's name and stand number.

***Exhibitors with no representation in the Arabian Peninsula:***

In consultation with your Embassy in Saudi Arabia, Trade Association or your local Chamber of Commerce, you can prepare a list of perhaps 50-100 potential customers for your products from Saudi Arabia and the neighbouring states.

Please mail this one month before the Exhibition with a complimentary invitation on which you can stamp your company name and stand number.

The effect of this mailing will be greatly enhanced - at only a moderate cost to you - if you enclose a short letter in Arabic describing your products and your objectives in participating.

***Advertising and Special Supplements***

Details of the Organiser's campaign appear above and we recommend exhibitors wishing to supplement this campaign to give consideration to these publications (see Section 5.6 - Advertising).

Details of Arabic and English language newspapers producing special supplements can be sent to you on request.

The presentation of your Stand Display

Exhibitors are recommended to use both the Arabic and English languages in their stand displays and all catalogues and company brochures should have some Arabic content.



## Saudi Food, Hotel & Hospitality Arabia 2017

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
Tel: +966 (0)12 654 6384 Fax: +966 (0)12 654 6853 E-mail: ace@acexpos.com

section

5

**SHOW  
MANUAL**

### Publicity, Exhibition Guide & Promotional Campaign

If you should require further information on any aspect of the visitor promotional campaign for the Exhibition, please do not hesitate to contact:

Publicity Officer  
Al Harithy Company for Exhibitions  
PO Box 40740  
Jeddah - 21511  
Saudi Arabia  
Tel : +966 (0)12 654 6384  
Fax : +966 (0)12 654 6853  
E-Mail: publicity@acexpos.com  
Website: <http://www.acexpos.com>



SHOW  
MANUAL **SIX** section



**6.1  
Security**

General 24 hours security arrangements for the exhibition will be controlled by the Organiser in conjunction with the local authorities. Whilst the Organiser will make all reasonable arrangements for security coverage, they decline the responsibility for any loss or damage which may occur.

The responsibility for the security of a stand, its exhibits and contents (including personal property) is that of the exhibitor, and appropriate insurance should be effected.

It is strongly recommended that small items of equipment and personal effects are not left on the stand at any time whilst it is unattended.

**6.2  
Fire Precautions**

Suitable arrangements are made for the installation of standard-type fire extinguishers at vantage points throughout the exhibition. There will also be clearly marked emergency exits and emergency fire (pressurised pump) hoses.

**6.3  
Insurance**

As detailed in the Rules and Regulations, the exhibitor is responsible for insuring his exhibits and property against all risks, both in transit and on location at the exhibition. These should include:

Personal injury

Third party claims

Expenses incurred and / or losses of any kind resulting from the abandonment or postponement of the exhibition.

Medical expenses and baggage cover.

Value of the stand and its fittings etc.

**6.4  
Ground and Floor Loading**

The ground loading on undisturbed areas is 2000 lbs (900 kgs) per square metre. Exhibitors who require a load safety margin in excess of this figure must consult the Organiser to make special arrangements.

**Maintenance of Mechanical Exhibits****6.5**

Where possible, maintenance should be carried out during exhibitor preparation hours before the exhibition opens to trade buyers.

In exceptional circumstances permission will be granted for maintenance or repair work to be undertaken at pre-agreed and specified hours, providing the Organiser has been notified 12 hours in advance. This will enable arrangements for the admission of workmen and the provision of area lighting, if necessary, to be implemented.

Any charges incurred by the Organiser for such arrangements will be shouldered by the exhibitor concerned.

**6.6  
Cleaning**

The Official Cleaning Contractor appointed to the exhibition and the Organiser will have sole rights to all cleaning requirements in the exhibition grounds. He will provide general cleaning of the exhibition entrances, paths, internal gangways and all areas other than allocated exhibitor space.

Exhibitors who wish their stands to be cleaned need to make arrangements with the cleaning contractor directly.

Any exhibitor likely to produce a significant quantity of waste material whilst demonstrating his exhibits must give full details to the Official Cleaning Contractor in order that special arrangements can be made for its removal .

It is essential that paths and internal walkways are kept clear of waste material and other obstructions at all times. Exhibitors are therefore requested to directly deposit all waste material in the rubbish skips provided which are normally located adjacent to pavilion entrance.

It is also the responsibility of the exhibitor to consult with his freight agent to ensure that crates are quickly disposed off, or stored until required for re-shipment at the end of the exhibition. No packing cases may remain in the hall or exhibition stands during the exhibition.

**6.7  
Telephone and Fax Services**

Telephone and Fax services are available at the Business Centre for national and international calls. Charges will be based on distance and duration.

Note: All incoming and international calls will be via the Business Centre switchboard. Calls within the Kingdom can be direct dialed from the stand.

Dedicated international lines can be made available. Please contact the organizer for details.

**On Site Fax Services**

A CONFIDENTIAL incoming and outgoing fax facility is provided on site, solely for the use of exhibitors. This is located in the Business Centre.

The service will be manned by Arabic & English speaking staff fully experienced in typing and conversant with all telephonic procedures.

Exhibitors will be directly invoiced by the Organiser for payment prior to the close of the exhibition.

**6.8  
PA System**

The system extends throughout the Exhibition area.

Its use is limited only to the Organiser's official announcements. Exhibitor's or visitor's private announcements or messages will not be permitted.

**6.9  
Florist**

The Organiser has appointed a leading local florist as the official supplier for the exhibition. Exhibitors should book this service by completing the relevant section of Order Form 4.

Exhibitors can finalize their requirements on site at the florist's stand prior to show opening.

**6.10  
Photography**

The Organiser's official photographer will be available for all photographic requirements. Exhibitors should indicate whether they require this service to the Organiser by completing the relevant section of Order Form 4 and finalize their requirements on site prior to show opening.

**6.11  
Film/Video/Audio**

Exhibitors are reminded that all video tapes and slides will be subject to the scrutiny of the customs authorities, and that sufficient time should be allowed for official clearance.

**6.12  
Postal & Courier Services**

Air and surface mail services are in operation between Jeddah and most parts of the World. Courier services are also available to most parts of the World. Airmail letters and parcels are dispatched daily and take 5 to 7 days to reach the major countries. Exhibitors are advised to dispatch all mail by air.

**6.13  
Refreshments**

Arrangements have been made for the provision of a food and beverage service on site, including a fast food service and centrally situated cafeteria.

**6.14  
Exhibitor's Car Park**

A controlled car park is provided for the use of exhibitors. Entry will only be gained by showing an exhibitor's badge at the entrance gate.

No private cars are permitted on the exhibition grounds except for Official Organising staff and VIP permits. In all areas of the venue a speed limit of 10 km per hour exists and must be strictly adhered to.

**6.15  
Internet Access**

Exhibitors requiring Internet Access should contact the Official ISP booth located in the Foyer on entry to the exhibition.



SHOW  
MANUAL **S**ection  
SEVEN

**7.1  
Climate** Jeddah is warm and humid for most of the year. Temperatures seldom rise above 38°C. (100°F) but humidity can exceed 90%. During the winter season, (mid-November - mid April) it is usually acceptable by European standards and the prevailing north-west wind does help to relieve the heat.

**7.2  
Clothing** Light weight suits are adequate for most of the year. The Organiser suggests exhibitors should ensure that a sufficiency of light clothing is carried including cotton shirts.

**7.3  
Languages** Arabic is the official language although English is widely spoken in business circles.

Legislation by the Government of the Kingdom of Saudi Arabia has decreed that companies tendering or dealing with Government Departments within the country must submit letters, reports, documents etc., in Arabic only.

As a rule, few language problems arise in hotels, banks, large and medium sized shops, airline booking offices and supermarkets, as most appear to have a knowledge of many European languages, particularly English and French. However, difficulties can arise with taxi drivers and small shops in the fringe areas.

Apart from European and American newspapers which are readily available in most hotels and large bookshops, there are local Arabic and English language daily newspapers on general circulation. Many shops and road signs are shown in both Arabic and English.

Language barriers are rarely encountered during the exhibition period and although interpreters are available, they are seldom required.

**7.4  
Religion** Islam is the only religion practiced. The dictates of the Quran are strictly followed. It would be most unwise to contravene them in any way.

**7.5  
Currency** The Saudi Arabian Monetary unit is the Riyal which is divided into 100 Halalahs. Notes are issued in 1,5,10,20,50,100,200 and 500 Riyal denominations. Coins are issued in 10,25,50 and 100 Halalahs.

**7.6 Banks** Most of the major international banks are represented in the Kingdom. Business hours are 9:30 - 4:30 pm Sunday to Thursday, Friday & Saturday are weekly labour holidays.

**7.7 Credit Cards** All major credit cards are widely used in Saudi Arabia in almost all the hotels and retail outlets.

**7.8 Newspapers** In addition to a wide range of Arabic language newspapers there are two national daily English language newspapers: Arab News and Saudi Gazette.

There are several English language magazines produced locally that give information on commercial activities and guide to local current events. Hotels and news agents stock most of the major international dailies and periodicals.

**7.9 Radio** The Saudi Arabian Radio Service broadcasts news, music and light entertainment in Arabic, English and French.

**7.10 Television** In addition to Arabic broadcasting, Saudi Arabian Television's Channel 2 broadcasts in English and features a variety of mainly American films and serials. Daily news programmes are broadcast in both French and English. Also Satellite/Cable television is available in the major hotels.

**7.11 Driving** As there are a number of difficulties in connection with temporary private motoring in Saudi Arabia, business visitors are well advised not to hire a self drive car on arrival.

**7.12 Communications** Saudi Telecom, the national telephone company & Mobily, provide an efficient international direct dial system. Top class hotels usually have a direct dialing system in each room.

**7.13  
Hours of Business**

The Kingdom of Saudi Arabia is 3 hours ahead of Greenwich Mean Time.

Embassies (generally)	8:00 am - 3:00 pm Sunday-Thursday
Banks	9:30 am - 4:30 pm Sunday-Thursday
Government Depts.	7:30 am - 3:00 pm Sunday-Thursday

Friday & Saturday are official holidays  
Business Houses and Shops (no standard hours) approximately:  
9:00 am - 1:00 pm & 4:30 - 11:00 pm daily.

**7.14  
General Conditions**

1. In these conditions the term "Exhibitor" means the signatory of this Contract and includes all employees or agents or J/Vs of such and the term "Exhibition" means that described on the reverse hereof. "The Organisers" means Al Harithy Company for Exhibitions.
2. The Contract must contain details of the proposed exhibits and the names of any other company represented by the exhibitor whose products are to be shown or whose services are to be referred to on the stand.
3. No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side. When a payment for space is not made when due any previous deposit may be forfeited and the space reallocated by the Organisers.
4. Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them nor may advertisements of firms who are not bona fide Exhibitors be exhibited on any stand. Only those products, services and companies mentioned on the Contract may be incorporated in the stand.
5. In the event of any Exhibitor committing an act of bankruptcy or of a limited company being wound up the Contract with him shall be determined and all monies already paid shall be retained by the Organisers.
6. Every Exhibitor shall occupy the space allotted to him by 10.00 a.m. on the day prior to the opening of the Exhibition. In the event of default from any cause whatsoever the Exhibitor shall pay to the Organisers a further sum in liquidated damages equal to the total charge for the space and the Organisers shall have the right to deal with the space in any way they think best.
7. Exhibits shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. Phonographs, radios or other sound devices operated in a manner objectionable to the Organisers shall be prohibited. Exhibitor shall not permit raffles, donations or other unusual promotional measures unless pre-approved by the Organisers.



8. The Organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
9. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them, which has been altered or damaged in any way.
10. The Organisers will not be responsible for the safety of any exhibit or property of any Exhibitor for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, civil disturbances, explosion, force majeure, or any other cause not within the control of the Organisers. As the Organisers will accept no responsibility for any of the matters aforesaid, the Exhibitors must cover themselves by insurance in respect thereof to any extent available.
11. Under no circumstances shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement or abandonment of the Exhibition by reason of the happening or any of the events referred to or otherwise, or of the exhibition building becoming wholly or partially unavailable for the holding of the exhibition for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by the Exhibitor, or such part thereof as the Organisers shall consider necessary. If, in the opinion of the Organisers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building or any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as to the size and position, as to which any modification, substitution, or re-arrangement they consider necessary shall be determined by the Organisers.
12. Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to trade visitors and the public. No exhibits may be removed before the end of the exhibition without the written permission of the Organisers, which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The exhibitors shall indemnify the Organisers against any loss by reason of delay or damage to the exhibition building.
13. The signature of the Contract and its receipt by the Organisers is deemed conclusive evidence of the Exhibitor's agreement to pay the full fees due from that moment. The Contract is non-cancellable by the Applicant. The Exhibitor further acknowledges that the Organisers, having incurred expenses as a result of the contract, are not required to refund any of the fees agreed to on the reverse side and that the Organisers are entitled to any unpaid amounts that may be owing by the Exhibitor to the Organisers.

14. The Organisers are not responsible to assist the Exhibitor in obtaining passport and visa, for entrance into the country. The fact that the Exhibitor is unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract and it is clearly understood that no refunds whatsoever will be made. The Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country. Such substitution shall be the sole responsibility of the contracting Exhibitor.

15. The Organisers are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country. Exhibitors are urged to adequately insure all shipments.

16. Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or which might provide noxious fumes or which make use of or display any other materials, which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitor or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.

17. The Exhibitor shall observe and comply with the arrangements detailed in the "Exhibitors Manual" and comply with all government laws, rules, regulations, and ordinances in force in the Kingdom of Saudi Arabia including those prohibiting retail sales and the lady exhibitors following the dress code while being in the stand. They are just required to wear the Abaya. The Organisers cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in Jeddah in accordance with Saudi Laws and regulations.

18. Self-driven cars for females are not allowed in the Kingdom. However, Uber, Careem, Easy Taxi services are available in the Kingdom and are offering best services. Please download the applications to avail these services."

All Communications are to be addressed to:

**Saudi Arabia:**

Al Harithy Company for Exhibitions  
PO Box 40740, Jeddah 21511 – Kingdom of Saudi Arabia



SHOW  
MANUAL **E**section  
**EIGHT**

## 8.1 Return of Order Forms

All forms must be photocopied and returned to the address outlined on the Order Form prior to the period indicated.

All forms must outline the Exhibitors' name and stand number.

Form 1 - Indemnity

Form 2 - Visa

Form 3 - Catalogue Entry

Form 3b - Catalogue References & Categories

Form 4 - Catalogue Advertisement

Form 5 - Freight

Form 6 - Travel Arrangements

Form 7 - Additional Services

Form 8 - Shell Scheme Fascia Name Panel

Form 9 - Optional Display Aids & Furniture

Form 10 - Electrical Installation & Lighting

## 8.2 Check List

FORM NO.	DESCRIPTION	RETURN TO	DEADLINE
1	Indemnity and Authorised Signatories	Al Harithy	20/02/2017
2	Visa	Al Harithy	
3	Catalogue Entry	Al Harithy	
4	Catalogue Advertisement	Al Harithy	
5	Freighting	Elzeki For Shipping Services	
6	Travel Arrangements	Recommended Hotels	
7	Additional Services	Al Harithy	
8	Shell Scheme Fascia Name Panel	ACE Creative	
9	Optional Display Aids & Furniture	ACE Creative	
10	Electrical Installation & Lighting	ACE Creative	



# Saudi Food, Hotel & Hospitality Arabia 2017

Al Harithy Company for Exhibitions, PO Box 40740, Jeddah 21511, Kingdom of Saudi Arabia.  
Tel: +966 (0)12 654 6384 Fax: +966 (0)12 654 6853 E-mail: ace@acexpos.com

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## SHOW MANUAL

### Form 1 - Indemnity

Please retain a copy of this form for your files

Please complete this form and mail or fax to: Al Harithy Company for Exhibitions PO Box 40740, Jeddah 21511, KSA. Fax +966 2 654 6853

### Complete All Items

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Stand No. \_\_\_\_\_  
 Area M2 \_\_\_\_\_

#### Indemnity

We hereby indemnify Al Harithy Company for Exhibitions from and against customs levy, tax, fine or any other payments which Al Harithy Company for Exhibitions are called upon to pay to the Authorities in the Kingdom of Saudi Arabia on our behalf in any way connected with the exhibition.

#### Waiver

We hereby waive any and all claims that we may have against Al Harithy Company for Exhibitions of any kind whatsoever, in anyway related to the storage and display of exhibits/equipment during the exhibition whether during, before or after regular show hours.

*This form may only be signed by a Director or Partner of the exhibiting company.*

Signature of Executive \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Date \_\_\_\_\_



# Saudi Food, Hotel & Hospitality Arabia 2017

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## SHOW MANUAL

Form 2 - Visa

Please retain a copy of this form for your files

Please e-mail the completed form to: [khalid@acexpos.com](mailto:khalid@acexpos.com) & [info@acexpos.com](mailto:info@acexpos.com)

### Complete All Items

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Stand No. \_\_\_\_\_  
 Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Date \_\_\_\_\_

First Name \_\_\_\_\_ Second Name \_\_\_\_\_ Family Name \_\_\_\_\_  
 Passport No \_\_\_\_\_ Age \_\_\_\_\_  
 Date of Issue \_\_\_\_\_ Date of Expiry \_\_\_\_\_  
 Nationality \_\_\_\_\_  
 Nationality of Origin if any \_\_\_\_\_  
 Religion \_\_\_\_\_  
 Activities of the Company \_\_\_\_\_  
 Position in the Company \_\_\_\_\_  
 Saudi Embassy or Consulate to which the visa should be sent for endorsement  
 \_\_\_\_\_

- 1 Kindly ensure that exhibitors do not have an entry stamp on their passports from the Govt. of Israel as they will not be admitted to the Kingdom of Saudi Arabia.
- 2 The organiser will fill the above particulars in special forms and apply to the Ministry of Foreign Affairs. If approved the organiser will receive a Visa No. or letter of invitation (where applicable) that will be faxed to the exhibitor. The exhibitor will then do the necessary visa formalities at the Saudi Embassy/Consulate in the country, to which the visa has been sent, to stamp the visa on the passport prior to travelling.



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## SHOW MANUAL

### Form 3 - Catalogue Entry

Please retain a copy of this form for your files

Please e-mail this completed form to [info@acexpos.com](mailto:info@acexpos.com) & [publicity@acexpos.com](mailto:publicity@acexpos.com) in MS Word format

#### Complete All Items

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Stand No. \_\_\_\_\_  
 Area M2 \_\_\_\_\_

Country Represented \_\_\_\_\_

Signature of Executive \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_

Confirmed exhibitors are eligible for one free catalogue listing in English and may also supply a duplicate in Arabic.

#### Company Profile

A maximum of 100 words can be accepted. Longer texts will be cut without editing. Forms received after the published closing date can not be accepted. Entries should be forwarded (clearly typed) by e-mail.

In this case you should include all data requested on this page as an MS Word file attachment. Arabic entries must duplicate all English data.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please note that we cannot be held responsible for mistakes resulting from illegible handwriting

**Form 3b - Catalogue References & Categories**

Select the category that  
most closely describes your  
area of activity

Use the appropriate  
reference number when  
completing Form 3

**Reference - Category****food & beverages**

- 851 Additives
- 852 Bakery Products
- 853 Condiments
- 854 Confectionery
- 855 Dairy Products
- 856 Dried Foods
- 857 Delicatessen & Fine Foods
- 858 Diabetic Foods
- 859 Fast & Snack Foods
- 860 Fats & Oils
- 861 Flavourings
- 862 Flour, Grains, Rice and Pasta
- 863 Fresh Fruit & Vegetables
- 864 Frozen Foods
- 865 Health/Dietary Foods
- 866 Herbs & Spices
- 867 Meat, Poultry & Fish
- 868 Mineral & Carbonated Water
- 869 Mineral Supplements
- 870 Preserves & Honey
- 871 Pulses
- 872 Soft Drinks & Fruit Juices
- 873 Sugar & Syrups

**Hotel & Hospitality**

- 901 Automatic Slicers, Mixers etc.
- 902 Baking Equipment & Accessories
- 903 Bathrooms/Sanitary ware
- 904 Beauty Salons/Spas
- 905 Catering Equipment
- 906 Climate Control
- 907 Cookers
- 908 Cutlery & Crockery
- 909 Display Units
- 910 Food Handling Equipment
- 911 Furniture & Lighting
- 912 Gardens/Patios
- 913 Gymnasia/Saunas
- 914 Hi-Fi & Audiovisuals
- 915 In-house Shops/Boutiques
- 916 Interiors & Decorative Items
- 917 Kitchens & Utensils
- 918 Outdoor Leisure/Sports Areas
- 919 Pest Control & Hygiene
- 920 Public Areas & Function Rooms
- 921 Refrigeration Systems
- 922 Restaurants/Coffee Shops
- 923 Safety, Security & Fire Prevention
- 924 Shop fittings & Displays
- 925 Swimming pools/Jacuzzis
- 926 Vending Machines
- 927 Wall & Floor Coverings





# Saudi Food, Hotel & Hospitality Arabia 2017

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## SHOW MANUAL

### Form 4 - Catalogue Advertisement

Please retain a copy of this form for your files  
Please e-mail this completed form to [publicity@acexpos.com](mailto:publicity@acexpos.com) & [info@acexpos.com](mailto:info@acexpos.com)

#### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website *http://* \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

#### To book your advertisement:

Please circle the reference number in the chart for the advertisement type & position required together with payment.

E-mail your Ad. in high resolution 300dpi to: [publicity@acexpos.com](mailto:publicity@acexpos.com)

Signature of Executive \_\_\_\_\_

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

Advertising in the exhibition catalogue is a very effective way of promoting your company to a highly targeted readership. Catalogues are used extensively by exhibition visitors to locate specific exhibitors or pavilions and are then retained as a valuable source of contact information.

Ref.	Position	Size (cm)	US\$	SR
1	Foldable Cover	30 x 21	5,000	18,750
2	Book Mark	6 x 17	4,000	15,000
3	Inside Front Cover (IFC) Full Page / Colour	15 x 21	2,000	7,500
4	Inside Back Cover (IBC) Full Page / Colour	15 x 21	1,500	5,625
5	Inside Full Page / colour	15 x 21	750	2,825



EXHIBITIONS

# Saudi Food, Hotel & Hospitality Arabia 2017

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## SHOW MANUAL

### Form 5 - Freighting

Please retain a copy of this form for your files  
Please complete this form and mail or fax to:

Freight Forwarding & Customs Clearing Agent: Elzeki For Shipping Services EST., Mohamed Feda St., Zahrani Building, University Area, PO Box: 13620 Jeddah 21414 KSA  
Tel: +966-12-6816777 Fax: +966-12-6024355 e-mail: elzeki.ksa@overseass.com

#### Complete All Items

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Stand No. \_\_\_\_\_  
Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Date \_\_\_\_\_

#### Order for Lifting & Handling

No. & Type of Package \_\_\_\_\_  
Description of Goods \_\_\_\_\_  
LxWxH (cms) \_\_\_\_\_  
Gross Weight (kg) \_\_\_\_\_

We will require the following, tick as applicable:

- Cranage/Forklift to offload/load
- Erection of exhibits
- Storage
- Unpacking/Packing
- Customs Clearance Formalities
- Transport (from/to) \_\_\_\_\_ / \_\_\_\_\_
- Overseas forwarding (surface, air)
- (from/to) \_\_\_\_\_ / \_\_\_\_\_
- Approximate Value of goods \_\_\_\_\_ (currency?)





# Saudi Food, Hotel & Hospitality Arabia 2017

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## SHOW MANUAL

### Form 7 - Additional Services

Please retain a copy of this form for your files

Please complete this form and mail or fax to: Al Harithy Company for Exhibitions PO Box 40740, Jeddah 21511, KSA. Fax +966 12 654 6853

#### Complete All Items

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Stand No. \_\_\_\_\_  
 Area M2 \_\_\_\_\_

Signature of Executive \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Date \_\_\_\_\_

#### PUBLICITY MATERIAL

(See Section 5.6)

If you require additional free mailers, please indicate the quantity

50

100

#### FLORIST

(See Section 6.9)

Please indicate if you will require this service

50

100

#### PHOTOGRAPHY

(See Section 6.10)

Will you require colour photographs during the Exhibition and would like the Official Photographer to visit your stand?

50

100





# Saudi Food, Hotel & Hospitality Arabia 2017

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Tel: +966 (0)12 654 6384 Fax: +966 (0)12 654 6853 E-mail: ace@acepos.com

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# SHOW MANUAL

## Form 9 - Optional Display Aids & Furniture

Please retain a copy of this form for your files

Please complete this form & fax or e-mail to Al Harithy Company General Contractors PO Box 40740, Jeddah 21511, KSA Fax: +966 (0)12 6546853 e-mail: nassim@acecreative.com.sa

### ACE Creative – Al Harithy Company General Contractors

[Redacted]

Name	
Stand No	
Area (m <sup>2</sup> )	

Salesman	
----------	--

Date Received	
---------------	--

Date Sent to Operation	
------------------------	--

#### General Conditions

- All prices are net on hire, subject to our conditions of business. Last-minute changes are subject to availability. A payment in full by cash or cheque to the order of ACE Creative - Al-Harithy General Contractor. For bank transfers, please ask for account details.
- 20% additional price on above rates for orders placed 7 days before the show.
- 30 % additional price on above rates for orders placed 1 day before the show and subject to availability of material.

[Redacted]

QT	CODE	ITEM	SIZE L x W x H (mm)	UNIT / \$	UNIT / SR	TOTAL (\$)	TOTAL (SR)
	A-S	Shelf unit (adjustable 3 shelves)	130 x 1000	40	150	-	-
	B-HB	Brochure holder large	130 x 325 x 1500	35	130	-	-
	C-L	Lockable counter (Full door)	900 x 500 x 900	75	280	-	-
	C-R	Reception counter (curve style)		100	375	-	-
	C-S	Counter without door	900 x 500 x 900	60	225	-	-
	E-B	Bar stool	410 x 1000	32	120	-	-
	E-C	Standard Chair (Blue & Red)	450 x 530 x 820	12	45	-	-
	E-L	Lounge chair single	750 x 500 x 750	110	415	-	-
	E-LD	Lounge chair double	1500 x 500 x 1500	180	675	-	-
	E-LS	Lounge chair set (2 single/1 double/table)		400	1500	-	-
	G-S	Glass Cabinet (small)	350 x 400 x 1600	100	375	-	-
	G-L	Glass Cabinet (large)	500 x 1000 x 2000	160	600	-	-
	R-S	Small office type refrigerator	500 x 500 x 830	80	300	-	-
	S-F	Showcase counter, frosted glass storage	900 x 500 x 900	80	300	-	-
	S-G	Showcase counter, 1 shelf, complete glass	900 x 500 x 900	75	280	-	-
	S-S	Showcase counter, 1 shelf, with storage	900 x 500 x 900	85	320	-	-
	S-D	Storage with white door (Lockable)	1000 x 1000	100	375	-	-
	T-C	Table (red & blue)	800 x 600 x 800	60	225	-	-
	T-LS	Low coffee table (small)	500 x 650 x 400	30	110	-	-
	T-LB	Low coffee table (big)	950 x 650 x 400	40	150	-	-
<b>SPECIAL ORDER REQUEST</b>							
						-	-
						-	-
<b>TOTAL</b>							

Paid Cash By the client  
  Paid By ACE Exhibition  
  Included with the Package  
  Additional Request Billed Separately



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# SHOW MANUAL

## Form 10 - Electrical Installation

Please retain a copy of this form for your files

Please complete this form & fax or e-mail to Al Harithy Company General Contractors PO Box 40740, Jeddah 21511, KSA Fax: +966 (0)12 6546853 e-mail: nassim@acecreative.com.sa

### ACE Creative – Al Harithy Company General Contractors

Name	
Stand No	
Area (m <sup>2</sup> )	

Date Received	
Date Sent to Operation	

#### General Conditions

- All prices are net on hire, subject to our conditions of business. Last-minute changes are subject to availability. A payment in full by cash or cheque to the order of ACE Creative - Al-Harithy General Contractor. For bank transfers, please ask for account details.
- 20% additional price on above rates for orders placed 7 days before the show.
- 30 % additional price on above rates for orders placed 1 day before the show and subject to availability of material.

QT.	ITEM	PRICE - US \$	PRICE - SAR	TOTAL - US \$	TOTAL - SAR
	100 watt general purpose spot light (lamp)	30	110	-	-
	15 amp socket	30	110	-	-
<b>TWO PHASE 220 V</b>					
	10 amp two phase main	55	200	-	-
	15 amp two phase main 40 amp two phase main	105	400	-	-
	30 amp two phase main	145	540	-	-
	40 amp two phase main 40 amp two phase main	165	620	-	-
<b>THREE PHASE 220 V</b>					
	10 amp three phase main	95	350	-	-
	15 amp three phase main 40 amp two phase ma	145	540	-	-
	30 amp three phase main	210	780	-	-
	40 amp three phase main 40 amp two phase ma	300	1,125	-	-
	60 amp three phase main	480	1,800	-	-
	80 amp three phase main 40 amp two phase ma	650	2,500	-	-
	100 amp three phase main	875	3,280	-	-
<b>THREE PHASE 380 V</b>					
	15 amp three phase main 40 amp two phase ma	240	900	-	-
	30 amp three phase main	350	1,300	-	-
	40 amp three phase main 40 amp two phase ma	475	1,780	-	-
	60 amp three phase main	850	3,180	-	-
	80 amp three phase main 40 amp two phase ma	990	3,700	-	-
	100 amp three phase main	1,400	5,250	-	-
<b>AUDIO-VISUAL</b>					
	Full 42" Plasma TV screen (DVD, Stand, Bracket)	670	2,500	-	-
<b>SPECIAL ORDER REQUEST</b>					
				-	-
<b>TOTAL</b>					

- Paid Cash By the client  
  Paid By ACE Exhibition  
  Included with the Package  
  Additional Request Billed Separately

# Saudi Food, Hotel & Hospitality Arabia 2017



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EXHIBITIONS Tel: +966 (0)12 654 6384 Fax: +966 (0)12 654 6853 E-mail: ace@acexpos.com

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## SHOW MANUAL

### Furniture and Display AIDS



ACE CREATIVE provides a complete solution for exhibitors' needs with an extensive range of furniture and display aids available on hire,

#### Al Harithy Company General Contractors

PO Box 40740, Jeddah 21511, KSA

Tel: +966 (0)12 6546384 Fax: +966 (0)12 6546853

E-mail: acecreative@acexpos.com

<p><b>SSS</b></p> <p><b>A-S</b></p> <p>Shelf Unit (adjustable 3 shelves) 300 x 1000 mm</p>	<p><b>B-H</b></p> <p>Brochure Holder 130 x 325 x 300 mm</p>	<p><b>B-HB</b></p> <p>Brochure Holder Large 130x325x1500 mm</p>	<p><b>SSS</b></p> <p><b>C-L</b></p> <p>Lockable Counter(Full Door) 900 x 500 x 900 mm</p>	<p><b>C-R</b></p> <p>Reception Counter(Curve Style)</p>
<p><b>C-S</b></p> <p>Counter without door 900 x 500 x 900 mm</p>	<p><b>D-L</b></p> <p>Lockable White door 965 x 2160 mm</p>	<p><b>E-B</b></p> <p>Bar Stool 410 x 1000 mm</p>	<p><b>SSS</b></p> <p><b>E-C</b></p> <p>Standard chair (Blue, red, yellow, light green) 450 x 530 x 820 mm</p>	<p><b>E-L</b></p> <p>Lounge Chair 750 x 500 x 750 mm</p>
<p><b>E-L-D</b></p> <p>Lounge Chair Double 1500x600x1500 mm</p>	<p><b>E-L Set</b></p> <p>Lounge Chair Set 2-Single, 1-Double &amp; Table</p>	<p><b>G-S</b></p> <p>Glass Cabinet Small 350 x 400 x 1600 mm</p>	<p><b>G-L</b></p> <p>Glass Cabinet (Large) 500 x 1000 x 2000 mm</p>	<p><b>P-G</b></p> <p>Grid Panel 900 x 1200 mm</p>
<p><b>P-W</b></p> <p>Panel (white) 965 x 2350 mm</p>	<p><b>R-S</b></p> <p>Small office type Refrigerator 500 x 500 x 830 mm</p>	<p><b>S-F</b></p> <p>Showcase Counter, 1 shelf, with frosted glass storage 900 x 500 x 900 mm</p>	<p><b>S-G</b></p> <p>Showcase Counter, 1 shelf, complete Glass 900 x 500 x 900 mm</p>	<p><b>S-S</b></p> <p>Showcase Counter, 1 shelf, with Storage 900 x 500 x 900 mm</p>
<p><b>SSS</b></p> <p><b>T-C</b></p> <p>Table Circular (Red, Blue, Yellow) 800 x 600 x 800 mm</p>	<p><b>T-L</b></p> <p>Low Coffee Table 950 x 650 x 400 mm</p>	<p><b>SSS</b></p> <p><b>T-S</b></p> <p>Table Square (Red, Blue, Yellow) 800 x 600 x 800 mm</p>	<p><b>N/A</b></p> <p>T.V 21" Multi System</p>	<p>Plasma Screen 42"</p>

**SSS** Standard Shell Scheme Furniture

**N/A** Not Available