



14 – 17 November 2017

EXHIBITOR MANUAL SPACE ONLY



Dear Exhibitor,

We are delighted to welcome you to the 5th edition of Downtown Design.

This manual provides you with essential information for exhibiting at Downtown Design along with various forms that must be completed at different deadlines. A summary of such forms is listed on page 5 and can be found at the end of the manual.

It is recommended that you nominate a Fair Coordinator to co-ordinate and plan your participation and ensure that he/she reads this manual and fully understands the information and required deadlines. The fair timetable and checklist (Pages 4-5) are a useful start.

Please do not hesitate to contact us if you require any clarification or assistance.

We wish you every success at the Fair.

Yours sincerely,

Rue Kothari
Fair Director

Kelly King
Head of Operations

CONTENTS

DESCRIPTION	PAGES
Fair Timetable	4
Check List - Deadlines	5
Important Contacts	6
Booth Construction	7
Performance Bond	10
Shipping & Logistics Guidelines	11
Display Policy	
Vetting of displayed works	
Offsite storage / Re-Stocking	
Security	
Cleaning	
Delivery of empty crates	
Removal of packed crates	
Security / Passes	14
Security	
Passes	
General Information	
A – Z Guide	16

SCHEDULE

Day	Date	Time	Activity	Who
SET UP				
Wednesday	8 Nov	06:00 –22:00	Unloading	Contractors
Thursday	9 Nov	06:00 - 22:00	Stand construction	Contractors
Friday	10 Nov	06:00 - 22:00	Stand construction	Contractors
Saturday	11 Nov	06:00 - 22:00	Stand construction	Contractors
Sunday	12 Nov	08:00 - 22:00	Set up of display items	Exhibitors
Monday	13 Nov	08:00 - 16:00	Set up of display items	Exhibitors
Monday	13 Nov	16:00	ALL BOOTHS READY – SECURITY SWEEP – VENUE CLOSES	
DOWNTOWN DESIGN – FAIR TIMINGS				
Tuesday	14 Nov	11:00 - 13:00	Press Preview	Press
		15:00 - 18:00	VIP Preview	VIP
		18:00 - 21:00	General Admission	Public visitors
Wednesday	15 Nov	13:30 - 18:00	Trade Admission	Trade visitors
		18:00 - 21:00	General Admission	Public visitors
Thursday	16 Nov	13:30 - 18:00	Trade Admission	Trade visitors
		18:00 - 21:00	General Admission	Public visitors
Friday	17 Nov	13:30 - 21:00	General Admission	Public
TAKE DOWN				
Friday	17 Nov	21:00	Space and package stands to remove all product items from the venue	Exhibitors
Saturday	18 Nov	06:00	All product items to be completely removed from venue	Exhibitors
Saturday	18 Nov	04:00	Custom made stands to be dismantled	Contractors
Sunday	19 Nov	13:00	Custom made stands to be fully dismantled and removed from venue	Contractors

CHECKLIST for DEADLINES

Below is a list of all forms exhibitors must complete as part of their participation in Downtown Design and the deadline by which they must be completed. We appreciate your assistance in meeting these deadlines.

Please send to DT Team- Kelly@downtowndesign.com OR Electra- downtowndesign@electradubai.ae

	Item	TO	DEADLINE
1	Marketing information	DT	As soon as possible
2	Stand design concept – colour 3D renderings	DT	10 April 2017
3	List of stand display products	DT	10 April 2017
4	Technical drawings	Electra	1 August 2017
5	Stand graphics – colour pdf	DT	1 August 2017
6	VIP invitation quantity request with delivery address	DT	1 August 2017
7	Exhibitor pass form	DT	1 August 2017
8	Form 1. Declaration form	Electra	1 August 2017
9	Power/hanging point/ truss order	Electra	1 September 2017
10	Contractor performance bond Those not working with Electra	DT	1 September 2017
11	Contractor pass quantity request with contractor ID/ Passport copies Those not working with Electra	Electra	1 September 2017
12	Contractor working license & Insurance copy Those not working with Electra	Electra	1 September 2017

12	Truck & vehicle details for install & dismantle Those not working with Electra	DT	1 October 2017
----	---	----	-------------------

IMPORTANT CONTACTS

<p><u>Fair Director</u> Rue Kothari M +971 (0)55 717 5782 rue@downtowndesign.com</p> <p><u>Head of Operations</u> Kelly King M +971 (0)50 837 3549 kelly@downtowndesign.com</p> <p><u>Head of Buyer Programme</u> Michael Bendik-Poulsen M +971 (0)55 119 7132 michael@downtowndesign.ae</p> <p><u>Marketing Manager</u> Ramya Chidambaran M +971 (0)50 216 2323 ramya@downtowndesign.ae</p> <p><u>Head of Accounting</u> Muhammad Akram T +971 (0)4 384 2010 muhammad@artdubai.ae</p>	<p><u>Booth Construction & Set up</u> Electra Events & Exhibitions Roxanne Myburgh T +971 (0) 4 4563827 M +971 (0)55 934 2152 downtowndesign@electradubai.ae</p> <p><u>Official Shipper</u> G4S International Logistics David Muggli T +971 (4) 299 3772 M+971 (0)56 681 2338 david.muggli@g4si.com</p>
---	--



SPACE ONLY BOOTH CONSTRUCTION

Official Contractor: Electra Events & Exhibitions

Roxanne Myburgh

T +971 (0)4 4563827

M +971 (0)55 934 2152

downtowndesign@electradubai.ae

Space only description: bare floor, (no walls, no truss, no power, no lights)

Please submit your stand design in the format of 3D colour renderings by **10 April 2017.**

All stand design concepts and variations are subject to final design approval by Downtown Design

- The principle behind the fair layout is to retain the raw industrial quality of the space
- There are no floor coverings used in the aisles and signage will be minimal
- The maximum and minimum height of stands is 3.66m
- Stands must be kept as open as possible with all walls limited to a maximum of 3m length
- All wall colours to be kept as light/bright as possible
- Stand design must include height of flooring/walls overall space, wall colors and graphics to be applied
- **All furniture on all stands must be original pieces and no copies are permitted.**

All technical aspects, are subject to final technical approval by Electra Events & Exhibitions

- It is mandatory to order truss, rigging and power through Electra Events & Exhibitions.
- You are allowed to select your own contractor to build your stand.
 - o Alternatively, Electra events & exhibitions can provide a design and build your stand at extra cost.
- It is prohibited to act in any way which risks the regular construction, organisation and dismantling of the fair
- You are only allowed to access the venue for set-up and dismantling during the timings outlined in the schedule

For contractors not working with Electra please note the following information is required:

- Contractor ID/ passport copies
- Contractor working license & insurance copy
- Truck & vehicle details for install & dismantle



Please note: all crew members must carry valid ID onsite at all times during installation and dismantle

SET UP AND DISMANTLING TIMINGS

UNLOADING		
Contractors can access the venue for construction material delivery during the below dates & timings only		
Wednesday 7 Nov 2017	Start:	23:00
Thursday 9 Nov 2017	Finish:	6:00

CONSTRUCTION DAYS		
Contractors can access the venue for installation during the below dates & timings only		
Thursday 9 Nov 2017	Start:	6:00
Saturday 11 Nov 2017	Finish:	22:00

EXHIBITOR SET UP OF DISPLAY ITEMS		
Exhibitors can access the venue to unpack crates during the below dates & timings only		
Sunday 12 Nov 2017	From 08:00	To 22:00
Monday 13 Nov 2017	From 08:00	ALL BOOTHS READY by 16:00

EXHIBITOR DISMANTLING OF DISPLAY ITEMS		
Exhibitors must pack and remove all items from the venue during the below dates & timings only		
Friday 17 Nov 2017	Start:	21:00
Saturday 18 Nov 2017	Finish:	6:00

CONTRACTOR DISMANTLING		
Custom made stands must be fully dismantled and removed from the venue by 10pm on Sunday 19 November		
Saturday 18 Nov 2017	From 04:00	To 22:00
Sunday 19 Nov 2017	From 06:00	To 13:00

Electra conditions of payment

You will receive an invoice when you order any items through order form 3

All items ordered must be paid 100% in advance according to the billing address mentioned on the invoice

Form 3. Utilities Order

If you require power, truss, hanging ceiling points and/or onsite equipment, you must complete this form and submit it before the deadline

HSE REGULATIONS

All contractors are obliged to adhere to HSE regulations set out by the organisers:

- All staff/workers on-site should carry valid Emirates ID cards.
- All staff/workers need to adhere to Personal Protective Equipment (PPE) regulations as per UAE regulations.
- Site Supervisor to be available on-site at all times.
- All staff working at heights 2m or above must wear construction hard hats, harness & safety belt to anchor at a safe point.
- For construction scaffold structures to work at heights a method statement for installation needs to be submitted for approval.
- Site Supervisor to give safety induction to all workers on-site everyday before work commencement on nearest fire fighting equipment and assembly points in case of any emergency.
- Work scope should be confined to the allotted area only.
- All technical drawings including floor plan, elevations, 3D renders, risk assessment, method statement, HSE plan, security deployment plan needs to be approved prior to work commencement.
- All workers need to be certified and trained in the skill set of using equipment and offering services in a safe manner.
- All electrical equipment used on-site needs to be approved/certified by d3 FM/HSE team and approved plugs/sockets to be used.
- All cables need to be adequately ducted using black duct tape. Cable management is a must and will not be compromised.
- In case of any cable crossings, certified cable ramps to be used to avoid any tripping hazards.
- It is not allowed to work on any live electrical distribution board (DB). Electrical equipment, cables, power supply and isolation has to be as per d3 FM standards.
- All fabrics used on-site need to be fire retardant and the contractor needs to supply a certificate prior to installation.
- Any accidents or injuries to the staff of the main contractor, sub-contractor or personnel in and around the setup area that is a result of any kind of negligence will be the sole responsibility and liability only of the main contractor.
- All contractors working on-site to have a comprehensive insurance coverage against any kind of damage to the venue, accident, injury or loss to anyone on-site at the venue.
- All waste needs to be cleaned and removed by the contractor.

PERFORMANCE BOND

For brands not working with Electra

Before picking up passes and entering the site to build, contractors for those brands not working with Electra are required to deposit a refundable performance bond for each stand they are delivering.

Please submit performance bonds by 1 September 2017.

Full refunds will be made to all companies who adhere to performance bond regulations.

Performance bond rates:

- 1 - Space only exhibitors between 1 sqm to 50 sqm - AED 15,000 / each stand
- 2 - Space only exhibitors between 51 sqm to 100 sqm - AED 20,000 / each stand
- 3 - Space only exhibitors between 101 sqm and 150 sqm - AED 25,000 / each stand

Payments will only be accepted in cash or cheque at Art Dubai accounts office in Dubai Design District (building 7, office 403) between 10:00 to 17:00.

Cheques payable to: Art Dubai Fairs LLC

Please include the following information:

- Contractors Company name
- Full contact details of Contractor
- Exhibitor company name and stand number

Performance Bond Regulations:

- All stands to be fully complete including all painting, fittings and graphics by 4pm on Monday 13 November 2017. Failure to adhere to this will result in 20% of the performance bond deducted.
- Exhibitors/Contractors are responsible for removal of all waste/rubbish from their stand. The cost of removing left material will be deducted from the bond.
- Package stands should have packed and removed everything by 6am on 18 November. Failure to adhere to this will result in 20% of your Performance Bond being deducted.
- Custom made stand should be fully dismantled and out of the tent by 10 pm on 19 November. Failure to adhere to this will result in 20% of your performance bond being deducted.
- All HSE regulations (page 9) to be adhered to. Failure to do so will result in 20% of your performance bond being deducted.

All deposits will be refunded by 30 November.

Please contact our accounts department on +971 4 551 4313 to arrange collection with your original receipt.

Written notification will be given to any exhibitor/contractor in the case that one or more of the regulations are broken and amount that is to be deducted from the deposit.

SHIPPING GUIDELINES

Official Shipper

G4S International Logistics

David Muggli

T +971 (4) 299 3772

M+971 (0)56 681 2338

david.muggli@g4si.com

Time Schedule & Deadlines

Air Freight	Documents	Copies by email PRIOR to sending shipment
	Documents	Originals sent by courier to chosen shipper prior to shipment being sent
	Airport	Dubai International Airport or Dubai World Central
	Freight	Pre-paid
	Latest shipment arrival	26 October 2017 (10 working days before delivery of crates)
Sea Freight	Documents	Copies by email PRIOR to sending shipment
	Documents	Originals sent by courier to chosen shipper
	Sea Port	Jebel Ali
	Freight	Pre-paid
	Latest shipment arrival	16 October 2017
Road Freight	Venue	Dubai Design District d3
	Latest arrival	10 November 2017
	Time	Confirm with G4S your scheduled delivery time

To ensure no delays or undue inconvenience to customs clearance on arrival, it is imperative that shipments meet the deadline.

Shippers

Downtown Design offers the following shipping options for you to choose from:

- Use your own preferred shipper to Dubai and once in Dubai, hand over to G4S to deliver crates into the venue.
- Use G4S from door to door (Import/Export). G4S have offices in various locations and will be happy to provide a complete service.

*Options a & b, please note for any local deliveries or external shippers please contact G4Si to book a loading bay time slot, and equipment for off-loading or move-in as required. A logistics administration fee of 150USD will be charged upon move-in.

Please note:

- G4S International Logistics are the only shippers able to customs clear under the Downtown Design's Bond Waiver. They are also the only company able to operate lifting, handling and site services for Downtown Design. A G4S desk will be on site at all times to respond to any queries you may have.
- In order to ensure safe arrival of all exhibits into Dubai, please follow the guidelines. If paperwork is not completed according to guidelines and procedures followed, exhibitors' shipments might incur delays. Downtown Design and G4S cannot be held liable for delays should the guidelines not be followed.

Under no circumstances will the Organisers of Downtown Design have any responsibility for any claims arising from shipping to and from Downtown Design, and all matters regarding shipping are solely between the Exhibitor and the shipper.

Please note:

OPERATIONS & LOGISTICS GUIDELINES – DURING THE FAIR

Display Policy

Downtown Design asks all Exhibitors to ensure their stands appear clean and uncluttered at all times. To conform to the image of the fair, Exhibitors may not overcrowd their stand with displays. Exhibitors who overcrowd their stands will be asked to remove work and put the work in offsite storage. This policy is designed to give visitors a more beneficial experience.

Vetting of displayed works

Downtown Design endorses exhibitors that displays are true, and provenance and authenticity can be verified; Exhibitors are advised to maintain records of the products they exhibit. As stated in the Terms and Conditions, the fair is expected to exhibit works that are culturally appropriate, and all Exhibitors are required to comply with these standards. If you have any queries regarding this matter, please be in touch prior to shipping the works.

Downtown Design aims for a high standard of exhibition and consistency across the fair. The Organisers and appropriate committees aim to maintain these standards through viewing and discussion with Exhibitors in the set-up days and during the fair. When required, they may ask for changes to be made to a booth.

Offsite Storage / Re-Stocking

Offsite storage is provided free of charge from the date of arrival up to 2 weeks after the fair with G4S; please liaise with your relevant shipper for any transport charges between the fair and the warehouse. Please note that Exhibitors should complete any stand changes at least one hour prior to the daily opening of the show. Please liaise with your shipping company prior to arranging any transport as they will need to get approval from the Logistic Manager. Your shipper will be given a time slot for delivery



which must be adhered to, failure to be on time will mean that the shipper will be given a new delivery slot at the sole discretion of G4S.

Security

Exhibitors must adhere to the security procedures during the entire event. Your co-operation is very much appreciated. Security officers will be provided to patrol the exhibition halls 24 hours a day.

Cleaning

Aisles and Exhibitor booth flooring only will be cleaned without charge.

For any additional stand cleaning requirements, please email kelly@downtowndesign.com to receive a quote.

Rubbish should be left in the waste bin provided in your booth. The cleaners will not remove anything that is not in the bin. Excess waste should be placed in a bag provided and then placed in the aisle once the halls are closed for the night. The cleaners will leave the halls each morning after cleaning and will not return until the next day. The cleaners cannot be held responsible for booth items left in the aisles that are subsequently thrown away as waste.

OPERATIONS & LOGISTICS GUIDELINES – POST FAIR

Delivery of empty crates

Empty crates will again be delivered to your stand at the end of the fair. These will be delivered as quickly as possible by G4S once all the visitors have left the halls on Friday, 17 November 2017.

Outside contractors will not be permitted on site; (apart from those pre-registered with the Organisers) from 4pm 13 November 2017.

Removal of Packed Crates

All crates must be removed from the venue by your chosen shipper before 06:00 on Saturday, 18 November 2017.



SECURITY / PASSES

SECURITY

While the UAE is known to be safe and law-abiding, and every reasonable precaution is taken during the fair to ensure the premises are securely patrolled, the Organisers expressly disclaim responsibility for any loss or damage to property of any Exhibitor from any cause. It is essential that you report any loss sustained from your stand to the Security Officers or Fair Management.

To help ensure good security at the fair, please do follow these guidelines:

- Delegate one member of your staff as the person responsible for your company's safety and security at the exhibition.
- Booths should be manned at all times, especially during set-up and dismantling.
- Clearly communicate to visitors whether books and collateral at your booth are complimentary or not.
- Don't leave valuables, cash, handbags, mobile phones etc. unattended or in unlocked drawers or cupboards. Should you have small valuables which you wish to leave at your booth outside fair opening hours we recommend you use the lockable cabinets or any other safe storage areas to which you have access.

PASSES

Exhibitor Passes

All Exhibitors working in the booths during the fair require Exhibitor Passes. Passes are compulsory in order to gain entry to the fair and must be worn at all times whilst inside the venue. You will be issued a pass that will allow admission to the fair throughout the event.

Exhibitor passes allow access to Exhibitors Halls for the entire period of the Fair; from the first day of build-up to the last day of takedown. Please refer to the schedule on page 4 for timings.

Please complete and return the EXHIBITOR PASSES FORM by 15 August 2017. Exhibitor Passes can be collected from the reception desk located at the fair venue from **10am on Thursday, 9 November 2017**.

Visitors

Please note that Visitors will not be allowed access to the exhibitor halls outside the fair opening times. Should you wish to arrange a meeting with a business partner at your booth outside these hours, please coordinate with kelly@downtowndesign.com, +971 04 563 1428.

Contractor Passes

Any exhibitor using an outside contractor must advise the organisers by completing the CONTRACTOR PASSES FORM for security reasons. The organizer has to authorize all contractors in accordance with UAE Labour Law and will communicate authorization requirements directly to the contractor upon receipt of the completed form from the Exhibitor.

Contractor Passes are compulsory in order to gain entry to the venue and must be worn at all times whilst inside the venue. All contractor staff will be required to carry their original labor cards with them at all times.



Contractor Passes can be collected from the fair reception desk from
10 am on Monday 6 November 2017.

Please note that there are no circumstances (even where sole contractors have been appointed) under which the organisers can either become contractually bound to a contractor or be regarded as a principal or agent in relation to any legal commitment into which an Exhibitor may have entered with a contractor.

A-Z GENERAL INFORMATION

ATM

An Emirates NBD ATM is located in Building 4 of the Dubai Design District (d3).

Audio Visual

A full range of audio-visual equipment can be requested from Electra Events & Exhibitions:

T +971 (0)4 333 1407

downtowndesign@electradubai.ae

Car Parking

Free parking is available.

Catering

During the fair, F&B can be purchased onsite.

Emergency Services

Dial 999 from any telephone for emergency services in Dubai.

Police: 999

Ambulance: 998

Fire: 997

Telephone Directory Enquiries: 181

MasterCard (lost or stolen): +971 (0)4 3322956

VISA (lost or stolen): +971 (0)4 3319690

Organiser's Office

There will be an organiser's office on site where you will find staff on assistance to answer any questions you may have.

For any general administration needs photocopying, printing and/or faxing, please manage this at the business center of your hotel at your own cost. Please note that you will not be able to use the equipment at the organisers office for this purpose, except in emergencies.

In the interests of security, all exhibitors must wear identity passes provided by the organisers at all times during build-up, takedown and open days of the fair. The security staff will not allow you or your staff to enter the fair without a valid pass.

Furniture & Price List

Exhibitors requiring additional furniture can contact Electra Events & Exhibitions.

downtowndesign@electradubai.ae

Insurance



Please note that as per the terms and conditions each exhibitor is responsible for all claims arising from personal injury or damage to property during the build-up and takedown period caused directly or indirectly by the exhibitor or any contractor.

While the organisers will take every reasonable precaution and the premises will be patrolled, the organisers expressly decline any responsibility for any loss or damage that may befall the person or property of the Exhibitor for any reason whatsoever.

We advise exhibitors to take insurance to cover:

- a. Goods in transit i.e. to and from overseas and internal UAE transits
- b. Exhibits and contents of the stand
- c. Public Liability Insurance with a minimum limit of USD 2 million for each and every claim
- d. Interior stand set-up and dismantling
- e. Expenses incurred due to the cancellation or abandonment of the exhibition

Each exhibitor must be able to provide proof of insurance to the organisers during set up days. Without this declaration of relevant insurance cover, exhibitors may not be allowed to participate in the fair.

Internet

Internet is available at the fair free of charge for Exhibitors.

Photography

The fair official photographer will be on-site throughout the fair. 3-4 photographs will be taken of each stand. For additional photography requirements, please arrange a separate photographer.

Post Office / Courier Services

FedEx (Airport Terminal 2):	T: +971 (0)4 2995000 / Free: 8004050 - (24h Open daily)
Emirates Post Office:	T: +971 (0)4 2622222 / +971 (0)4 3340033
DHL (Al Garhoud)	T: +971 (0)4 2995333 / Free: 8004004 - (Open Daily)
UPS (Sheikh Zayed Road)	T: +971 (0)4 3391939 / Free: 8004774

Telephone

Public telephones are not available at the venue, please make your own arrangements to carry mobile phones. U.A.E. SIM cards can be purchased from Etisalat or du stores throughout Dubai.

Terms and Conditions

Terms and Conditions are stated within the "Downtown Design 2017 Terms & Conditions" (further copies on request).

Ticket Policy

Entrance for trade professionals is free upon registration. Trade professionals can either pre-register their visits online on www.downtowndesign.com or register upon arrival at the entrance of the fair.

Storage



There will be small storage space which you are welcome to use although please note these are not very big so you may want to incorporate some storage space into your stand.

Press Centre

The press centre will be Room R05 of Building 5 in the Design District

VIP Event

There is a VIP event opening on Tuesday 14 November between 3pm-6pm, the event is invitation only. Please submit all VIP invitation requests to the team by 1 August 2017.

Refreshments on stands

If you would like to do this, please do order them from our caterer. Details of the caterer can be obtained via kelly@downtowndesign.com