

# EXHIBITOR SERVICE MANUAL

THE LEADING HOSPITALITY & CATERING EXHIBITION



**HOSTEX**  
Cape 2010



## 8 - 10 MARCH 2010

Cape Town International Convention Centre  
South Africa

Open and Closing Times: 10h00 - 18h00 Daily

To qualify for a 20% discount (for services only)  
all forms should be returned with payment on or before 11 February 2010

**This document forms part of your contract to exhibit.  
Please read carefully and complete service forms timeously**



**Please read “IMPORTANT INFORMATION” Section  
before completing the forms in this manual**

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**YOUR CONTACT:**

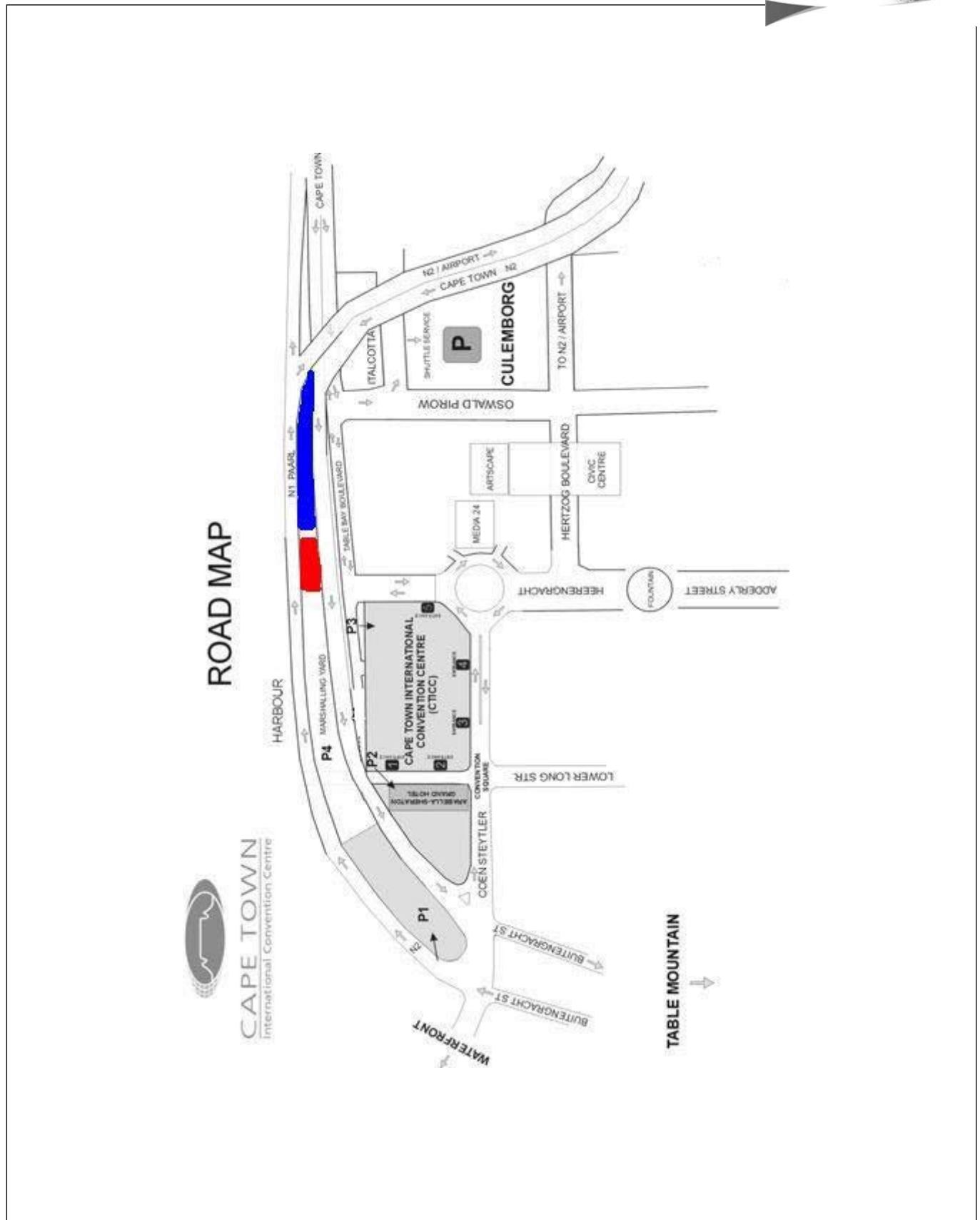
GARY CORIN	Chief Operating Officer
LYNN CHAMIER	Exhibition Director
LINDY TAYLOR	Exhibition Manager
UNA FRONEMAN	Accounts
EMMANUEL PATTY	Operations Manager
MAUREEN MANDINGOANE	Operations Assistant
ROBYN MILLIGAN	Marketing Co-Ordinator

**RETURN DATE: 11 February 2010**

**Specialised Exhibitions (Pty) Ltd**

PO Box 82196, Southdale 2135 • Tel: +27 (0)11 835-1565 • Fax: +27 (0)11 496-1313  
 • e-mail: emmanuel@specialised.com • Website: www.specialised.com • www.hostexcape.co.za

# Directions to CTICC





**the cape town international convention centre**  
a new experience

**airport to centre**

Approximately 21km (20 minutes)

- Exit the Airport and continue for approximately 3km
- Merge onto the N2 HIGHWAY
- Follow N2 STAD / CITY signs
- After approximately 18km move into the lane with M6 / SEA POINT / WATERFRONT sign
- Turn left at traffic light into COEN STEYTLER
- Drive on - the entrance to CTICC will be on your left

## Contact Details

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## YOUR KEY CONTACTS

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Exhibition Director:	Lynn Chamier
Chief Operating Officer:	Gary Corin
Accounts Director:	Eugenie Jooste
Operations Director:	George Rupert
Exhibition Manager:	Lindy Taylor
Accounts Assistant:	Una Froneman
Operations Assistant:	Maureen Mandingoane
Marketing Co-Ordinator	Robyn Milligan

## SPECIALISED EXHIBITIONS CONTACT DETAILS

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### Postal Address

PO Box 82196  
Southdale  
2135

Tel: + 27 11 835 1565  
Fax: + 27 11 496 1313

### Physical Address

IHS Building  
Cnr. Northern Parkway & Handel Rd.  
Ormonde Ext 5  
Johannesburg  
2091  
South Africa

### Bank Details

Specialised Exhibitions (PTY) Ltd  
Nedbank, Siemert Road, Doornfontein  
Account No: 1952 274 516  
Branch Code: 195 205

## **EMERGENCY PROCEDURE**

The possibility of an emergency situation arising in public buildings or places is increasing and there seems no reason to exclude exhibitions. The following procedure must be carried out and adhered to:

### **BEFORE THE EXHIBITION OPENS**

Clear away all extraneous material from the exhibition area such as packaging, containers, etc., and any other goods not essential to the display.

### **WHEN THE EXHIBITION OPENS**

The public address system will be used only for emergency announcements during the exhibition hours and for clearing the exhibition each evening.

Should there be a request over the public address system to clear the halls, the following procedure should be carried out:

Ensure that visitors are directed quickly and calmly to a safe exit. If possible and you have enough staff, escort them to it. Arrange for one person on your stand to search it and look for any suspicious or foreign articles, packages or strange objects. If anything suspicious is found, report it immediately to the Organisers.

### **ON NO ACCOUNT HANDLE THE OBJECT!!**

In the event of a bomb threat, the recipient MUST IMMEDIATELY contact emergency on telephone 10111, then security, and the organisers office.

If the Police advise clearing the hall, a senior member of the Exhibition Organisers will broadcast the following message on the public address system:

***"ATTENTION PLEASE. ATTENTION PLEASE. HERE IS AN IMPORTANT ANNOUNCEMENT. CIRCUMSTANCES MAKE IT NECESSARY FOR EVERYONE TO LEAVE THE BUILDING, PLEASE MAKE YOUR WAY QUIETLY TO THE NEAREST EXIT"***

After this message is broadcast, everyone must make their way to the nearest exit. Both exhibitors and visitors should assemble outside the hall and await further instruction from security personnel and/or the South African Police.

Should the threat turn out to be a false alarm, security personnel will advise you. In this case, exhibitors will return to the hall first and visitors will follow five minutes later.

Thank you.

# **Important Dates and Checklists**

## **EXHIBITION DATES AND CHECKLIST**

- |                                                                   |                                      |
|-------------------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Final Date for Return of Service Forms   | <b>11 February 2010</b>              |
| <input type="checkbox"/> Build-up Period                          | <b>5-7 March 2010</b>                |
| <input type="checkbox"/> Final Move-in Date                       | <b>7 March 2010</b>                  |
| <input type="checkbox"/> Exhibition Dates                         | <b>8-10 March 2010</b>               |
| <input type="checkbox"/> Break-down Period (Limited)              | <b>10 March 2010 (18:00 - 20:00)</b> |
| <input type="checkbox"/> Final Date/Time for Removal of all Goods | <b>11 March 2010 (08:00 - 13:00)</b> |

## **EXHIBITOR CHECKLIST**

- Attendance at Exhibitor Briefing
- Design Stand and Decide Requirements
- Complete Exhibitor Manual Forms
- Submit Manual Forms with Full Payment
- Arrange Date/Time for Move-in
- Staff Training
- Staff Briefing
- Order: Pamphlets/Sales Aids/Stock for Show
- Book Hotel
- Send Customer Invitations
- Arrange Advertising and PR

## **ADVERTISING AND PROMOTIONAL CHECKLIST** *(REFER TO YOUR MARKETING HANDBOOK FOR FORMS)*

- Calculate Ticket Requirements
- Representatives to Telephone Potential Visitors
- Tele-sales to Telephone Potential Visitors
- All Company Advertisements to include Invitations to Exhibition, Exhibition Logo and Date of Exhibition
- Contact Exhibition Organisers for Exhibition Logo
- Take Additional Space in Relevant Media
- Advertising/PR Agencies to be Informed/Consulted
- Copy/Advert for Exhibition Catalogue Entry
- Use all Press Facilities, Exhibition Previews, etc
- Discuss the Possibility of a Competition - Eligible only to Stand Visitors
- Invite Overseas Principals/Agents/Clients/Prospective Clients



## Making an Exhibition of Yourself A Practical Guide for Exhibitors

Even a company that knows nothing about exhibiting would find it difficult to come away from a busy show without generating new business. After all, the business comes to you.

But there are a few simple principles that any company can use to multiply the value and effectiveness of every exhibition they participate in – exhibitors need to do a few simple things before, during and after each show. This guide has been produced to assist you. It highlights the main points you will need to consider and provides you with a checklist that will help you identify when specific tasks need to be actioned. This guide is not designed to replace our personal service, so if you have any questions please do contact the show team.

### **1. Set specific stand objectives**

Remember, exhibitions are trade and marketing tools. Establishing specific, measurable goals is probably the single most important thing you can do before every exhibition. Showcase a new product? Acquire new prospects? Meet existing clients? Promote brand image? Plan the stand to meet the goals. The stand objective will also influence its design with regard to demonstration areas, visitor lounge area, facilities for following up leads etc.,

### **2. Appoint a Stand Manager immediately**

It's essential that co-ordination of, and decisions about, on-stand operations are made by a Stand Manager with the necessary authority, before and during the exhibition. Appoint a Stand Manager and Deputy Stand Manager immediately and ensure that these appointments are communicated to everyone. The Deputy will fill in for the Stand Manager in his/her absence.

### **3. Exhibition Budget**

The breakdown of your exhibition budget should include:

- Space cost, stand design and construction
- Promotion of your participation, including advertising and PR
- Preparation and transportation of exhibits
- On-site entertainment
- Staff transport and hotels
- Demo products
- Staff training

### **4. Good communication is essential**

- Ensure that all internal and external staff involved in the exhibition are kept abreast of all new developments
- Write and disseminate short, informative reports after each meeting
- Hold regular briefing sessions, especially regarding stand staffing and the distribution of responsibilities



## 5. Write a comprehensive design brief

The designer/contractor's brief should include stand objectives, budget, overall dimensions, requirements for stand services. Details of products/machinery to be displayed or demonstrated, company logo standards and colour schemes and special product features must be provided. A written brief gives all parties involved a chance to comment and agree before any money is spent. It also provides a benchmark against which design can be evaluated.

- Devote time to briefing your designers/contractors. Good communication will save time and expense
- Make sure the designers agree to the brief, are happy with it and think it is feasible
- Encourage them to make suggestions – they are the experts and know what works
- Agree payment terms against delivery parameters
- Evaluate the design against the brief
- Don't change the brief without telling the designer/contractor
- Pay attention to detail:
  - Is there a benefit statement?
  - Is the font size on the display panels easy to read?
  - Is your stand design open and welcoming to visitors including the disabled?
  - Does it reflect your company image and culture and other marketing messages?
  - How effective is the impact/finish/lighting/signage of your stand?

## 6. Appointing a reputable designer/contractor

Many contractors have an in-house design service but are happy to work with an outside designer of your choice. Please note that the presence of designers and suppliers in the exhibitor manual is a service to our exhibitors and does not imply any guarantee or recommendation.

## 7. Treat exhibitions seriously

An exhibition is a high-impact communication activity that serves to reinforce a cohesive marketing message. Clear objectives must be set on what is to be achieved and these must be communicated to all staff, it is also a hands-on marketing activity requiring repetitive one-to-one marketing skills. There should be both technical and sales staff on hand for queries.

## 8. Stand staff

The people on your stand will make the difference between a good event and a great event. A highly motivated well-informed team does more than any other factor to differentiate you from the other stands and make an impact on your market. Daily briefings are a must. Remind everyone of your goals, your key messages and the role of each team member. Report on our progress towards your goals. Make adjustments if necessary. Most importantly, keep the energy up and the attitudes positive.

- Stand staff should be properly trained ensuring that the company gets the best out of the exhibition
- Exhibitions for Africa will put you in contact with professional exhibition trainers if require
- Draw up an acceptable roster for staff on the stand
- Set goals for each staff member and reward performance



Stand staff should:

- Be presentable and alert at all times
- Treat every visitor like a VIP – whether he/she looks like a customer or not
- Take regular breaks
- Keep two pairs of shoes. A change of footwear works wonders on tired feet!
- Observe visitors unobtrusively and be open and relaxed in their approach, e.g. “I see you are looking at our model XX. That’s the one with ... but of course it’s just one in the range. The others are over here if you’d like to see them..”

Stand staff should not:

- Congregate into ‘company’ groups which discourages potential visitors
- Hover or pounce or say, “Can I help?” This elicits a negative reply of “No thanks”

## 9. Measure your results

Participating in an exhibition is an outcomes-driven activity that provides measurable results. Refer to your stand objectives and:

- Keep accurate records of all inquiries and follow them through within two weeks
- Establish, where possible, if you would have got the order/met the new clients if you had not been at the exhibition
- Keep the analysis going. Lead times vary and leads can come in 6 months after an exhibition
- Carry out a post-exhibition survey – either through your own staff or a research house. Use e-mail and telephone to establish how widely you were seen. If your message was noted, what customer’s liked/disliked, did/did not understand



## Checklist

Preparation is the key to a successful exhibition. Here is a checklist that will help you deal with all aspects of your preparation for your exhibition participation.

YES	NO	START DATE	FINISH DATE	DONE	
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<b>Stand design &amp; construction</b>
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	1. Nominate a person to assume responsibility
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	2. Prepare a detailed budget
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	3. Decide on objective of exhibition stand
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	4. Identify the product/services to be exhibited
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	5. Write design brief and circulate for approval of involved colleagues
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	6. Identify standfitting options/obtain quotations
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	7. Appoint exhibition stand contractor/designer and brief them
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	8. Decide on special stand features
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	9. Obtain in-company approval of design
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	10. Circulate provisional time-table – ‘counting down’ to opening day
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	11. Brief advertising agents and PR consultants of your participation
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	12. Circulate a list of who will be on site during the build-up and breakdown period to liaise with contractors and organizers
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	13. Ensure display copy and exhibits are properly set up
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<b>Handling of Exhibits</b>
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	1. Arrange for the transportation of exhibits
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	2. Arrange for the storage of empty cases and consumables
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<b>Additional Stand Services</b> <i>(Forms for these services are included in the Exhibitor Manual)</i>
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	1. Order shell scheme
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	2. Order carpeting
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	3. Order electric supplies and lighting. Ensure that there is sufficient supply of the products that will be displayed
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	4. Order telephone lines; data lines; ISDN lines
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	5. Order plants, floral decorations
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	6. Order furniture
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	7. Order stand cleaning
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	8. Order signage and graphics
<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	9. Order water/waste





## General Information

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## Build Up

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- |               |                 |                                                                                                                                                              |
|---------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08h00 - 18h00 | Friday, 5 March | - Exhibitors to commence building stands.                                                                                                                    |
| 18h00         | Friday, 5 March | - Package deal shell scheme structures will be ready for occupation. We recommend that you only bring in valuable and portable items on Sunday 7 March 2010. |
| 08h00-18h00   | Sunday, 7 March | - Stands to be completed.                                                                                                                                    |

## Limited Breakdown

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- |             |                     |                                                                                |
|-------------|---------------------|--------------------------------------------------------------------------------|
| 18h00-20h00 | Wednesday, 10 March | - Exhibitors may pack up.<br>- Porters and trolleys will be provided until 8pm |
|-------------|---------------------|--------------------------------------------------------------------------------|

It is imperative that exhibitors who are unable to have a representative on their stand must arrange a security guard for the breakdown period. 18h00-20h00

- |       |                     |                       |
|-------|---------------------|-----------------------|
| 18h00 | Wednesday, 10 March | - Security will cease |
| 13h00 | Thursday, 11 March  | - Halls to be cleared |

Items not removed will be disposed of by the organiser at the exhibitor's expense.

**PLEASE NOTE: Neither the organisers nor the security operators at Cape Town Convention Centre can be held responsible for any loss or damage to exhibitor property.**

## Carpets

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Exhibitors who have stand package will automatically receive carpets on their stand. Please indicate your carpet colour choice on Form 6. Exhibitors without stand package may order carpets. Indicate your carpet colour choice on Form 6.

## Catering

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A full range of catering services is available through the Cape Town Convention Centre, via the contracted in-house supplier. **No outside caterers will be allowed to deliver food and beverages to stands in the exhibition facilities.**

**Contact: Gail Adriaanse**  
**021 410 5000**  
**email: gail@ctconvention.co.za**

# General Information

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## Constructed Stands

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- Please complete the contractor obligation form on page 26 and ensure that your contractor/s are aware of the rules and deadline dates.
- Stands must be pre-built and only erected on site.
- No construction over and/or in the aisles is permitted without prior approval from the organisers.
- No construction may be attached to any wall or ceiling.
- No bolt, nail or other mechanism may be used to fix any structure to the hall infrastructure in any manner, without prior written approval from the organisers.
- All custom-built stands must be limited to 6m in height, including fittings.
- Detailed plans of custom-built stands must be submitted for approval to both the organisers and the Cape Town Convention Centre by 11 February 2010.
- Exhibitors installing raised platforms must provide an access ramp for disabled people.

## Electrical Hire and Supply

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### STAND PACKAGE

- Includes: shell scheme with company name on the fascia, 1 x 1,5m double tube fluorescent light, 1 x 220 V plugpoint (shared power), carpets, standshield and cleaning for the duration of the show.
- Form 5 showing your preferred location of fittings, must be completed.
- For additional electrical fittings, please refer to Form 5.

### NON-STAND PACKAGE

- In order to obtain an electrical supply connection to your stand, a distribution board must be ordered through Specialised Exhibitions. Please complete Form 5 and 5a.

**NOTE:** Heavy power users should contact Specialised Exhibitions to ascertain whether additional or three-phase power is required. Only the appointed electrical contractor may carry out electrical installation of the distribution boards. You may use your own qualified electrician to wire-up lighting and machinery on your stand, but he must supply the Organisers with a certificate of compliance for your stand before 10h00 on 8 March.

## Exhibitor Badges and Access Cards

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Exhibitor badges may be collected from the organiser's office during the build-up period and must be worn at all times during the show.

Exhibitors who will be making use of their own corporate badges must still display the show exhibitor badge to gain access to the halls. (Exhibitors may have access to the hall two hours before the show opens each morning).

The show will be open from 10h00-18h00. Exhibitors may have access into the halls at 08h00.

## Exhibition Times

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Show hours:                      Monday, 8 March - Wednesday, 10 March 2010                      10h00 to 18h00

Exhibitors may have access to the halls two hours before the show opens.

# General Information

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## Fire Regulations

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The following is an extract from the Fire Department's Regulations document pertaining to exhibitions at Cape Town Convention Centre.

- Plans for custom-built stands must be submitted to the Cape Town Convention Centre at least 21 days before the opening of the exhibition.
- No highly combustible material, such as hessian, straw, paper, polyurethane, polystyrene, etc, may be used in the construction.
- No solid ceilings may be used without prior permission.
- **Exits, aisles, emergency signage and fire equipment are to remain unobstructed at all times.**
- No liquid petroleum gas (lpg) is allowed without prior written approval.
- Excess packing materials are to be stored off site.
- All diagrams that need to be signed off must be accompanied by the full floor layout depicting where the stand is in the plan. The floorplan should preferably be on an A3 size page.
- A certificate of safety is obtained once a double storey stand has been erected/completed.
- That there is at least 9kg Dry Chemical Powder fire extinguisher in each level of the said stand.
- Cape Town Convention Centre will not be held responsible for any loss, damage or injury to exhibits, merchandise, personnel/client or property.

## Floor Loading

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Hall 1 and 4: 1,5 tons per m<sup>2</sup>

Hall 2 and 3: 3 tons per m<sup>2</sup>

## Freight/On-site Handling

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Exhibition Freighting GSM are the official transportation and exhibit handling contractor for this event. They will co-ordinate the movement of international exhibits from their various points of origin through the South African ports to the exhibition stands.

For this exhibition, a complimentary porter service offered for hand carry items from the load bay to the stand and subsequent return, during build-up and break-down days. Where a forklift or other mechanical lifting equipment are required to handle the exhibits, this must be arranged well in advance, and a lifting fee will be charged. We strongly recommend that you co-ordinate the delivery of your exhibits to the venue with Exhibition Freighting GSM in order to secure a delivery time slot and to ensure that they have adequate equipment on site to accommodate you lifting requirement.

*(For contact details and additional information, please refer to Form 18a,b).*

# General Information

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## Insurance

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Specialised Exhibitions does NOT take responsibility for any loss or damage to equipment, exhibits and/or display materials suffered by exhibitors during any phase of the exhibition including build-up and breakdown. However, the organisers are insured for public liability. Exhibitors must therefore adequately insure their own equipment, exhibits and display materials against loss (including theft) or damage, as well as goods in transit insurance. This insurance can be arranged by your own short-term insurance company.

## Marshalling Yard

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The marshalling yard at the back of the halls is meant for vehicles to park only for as long as it takes to offload/re-load exhibits. The vehicle is to then move off site or move to one of the parking lots. Any vehicle found to be parked after offloading/re-loading may have a wheel clamped. CTICC staff will only remove the clamp upon a payment of a R500 fine. These rules have been put in place by the CTICC to facilitate the process of building-up and taking down of exhibitions.

## Parking

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A parking desk will be selling tickets throughout the build-up for the exhibitors.

## Porter Services

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A porter service will be available for exhibitors during the build-up and break down periods. Exhibition Freighting will provide this service and they will be based in the loading bay.

## Rules of the Exhibition

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1. Hostex Cape 2010 is a business-to-business event and the organiser's reserve the right to restrict any loud music or noise causing a disturbance to neighbouring stands.
2. No exhibitor may take possession of the stand space until full payments have been received, including space rental and service requirements.
3. Exhibitors may not hand out pamphlets from any area other than their stand.
4. Exhibitors who have ordered floor space only, may not use shell scheme walls belonging to other exhibitors, and are not allowed to draw electricity from other exhibitors.
5. Long runs of walling, particularly along open perimeters of stands, are not permitted.
6. In the interests of the exhibition as a whole, anything on any stand may be removed or altered if organisers feel this action should be taken. This would be for the account of the offending exhibitor concerned.
7. Exhibitors must get approval from the organisers to have cocktail parties/functions on their stand. No functions on stands will be permitted after show closing time.
8. The organisers reserve the right to restrict the number of, or cancel, presentations or demonstrations causing obstructions in aisles, and/or disturbances to neighbouring stands.
9. Any alterations made on site to service forms submitted prior to build-up will be charged for accordingly.
10. The exhibitor may not sublet any portion of stand space without notifying the organisers.
11. Exhibitors are to be present at their stands when exhibits, goods and wares are received or dispatched to or from Cape Town Convention Centre. All packages should be clearly labelled and show the stand number and hall number.
12. Exhibitors must ensure that their stands are adequately manned during show hours.
13. Exhibitors using stand contractors must apply in writing for earlier access for build-up, which will only be considered providing all payments for space or services have been received.



## General Information

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## Service Forms

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**Deadline Date : 11 February 2010**

Please read through all the service forms contained in this manual. Kindly complete and return them by 11 February 2010. Return these forms on or before this date to ensure that the organisers and their suppliers can provide the best possible service. If you do not return your orders by 11 February, a 20% surcharge will be levied. Services ordered on site will attract a 20% surcharge. **SAVE MONEY AND ORDER NOW.**

## Shell Scheme

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This is not included in the basic “space only” cost. Shell scheme will automatically be supplied if you have ordered the stand package (see Form 10). Alternatively, you may order a shell scheme on Form 11a. Exhibitors may not use the reverse of walls belonging to other exhibitors. The organisers will be using octanorm from Oasys Exhibitions. It consists of 4mm white polypropylene panels with aluminium poles. This system must not be painted or have any sharp objects hammered into it. However, hooks will be available from the organisers office for mounting displays/pictures. Should you wish to have coloured panels, contact the organisers who can arrange this for you at an additional charge.

## Stand Package

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Exhibitors who have ordered the stand package will each receive:

One plug point (shared power), 1 x 1.5 double tube fluorescent light, shell scheme, fascia board, with company name, carpets, stand shield and stand cleaning for every stand booked. Forms 4, 5a, 6 & 11 must be completed.

Exhibitors who have not ordered the stand package (refer to the front of the manual) will have bare floor space, so will need to order services accordingly, including a single phase distribution board for the electrical supply.

## Stand Staffing

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All stands must be open and staffed during show times. All stands must be staffed between:

Monday 8 - Wednesday 10 March      10h00 to 18h00

## Telephone & Information Technology Requirements

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Please contact the CTICC directly with your requirements.

Contact: Zanoxolo Filifilli

Tel: (021) 410 5072

Fax: (021) 410 5191

email: zanoxolo@cticc.co.za

## Water & Waste

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Running hot and cold water and waste disposal can usually be arranged, depending on stand position, for exhibitors requiring this service. Please complete Form 14 & 14a.



## EXHIBITOR SAFETY GUIDES

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### INTRODUCTION

Generic safety guidelines have been developed in order to inform and educate the exhibition industry and the exhibitor on what “best practices” should be used to safely exhibit and in order to avoid any possible liability, injury, accident or loss of life. The following guidelines should be followed when involved in an exhibition, which take into account items of general health and safety.

Before any work should begin on site, the exhibitor and their contractor must evaluate any risk that might be caused by the building of a stand, which looks at probable and possible hazards and dangers and in so doing the exhibitor should be able to put in place plans and procedure to limit or nullify the risk, these steps are essentially the reasonable steps that the exhibitor will take in limiting injury, loss of life, civil liability and public liability.

### GENERAL FIRE SAFETY ASPECTS

The following aspects regarding fire safety are required to be reported to the Organiser prior to start of build-up to the exhibition, to allow for liaison and approval with the Fire & Emergency Services, Metro Police and South African Police Services where applicable. This arrangement is to ensure compliance with all Municipal By Laws and Regulations regarding fire safety.

- All plans for stage sets and designs, such as height of over 500 mm staging, multi-storey, wooden structures, bridges, flammable material and inserts of Polyurethane must be forwarded to the Organiser.
- All flammable and combustible materials and components will be declared for approval and treated with a flame-retardant. A certificate must be obtained and a copy of the certificate must be handed to the Organiser.
- Any hazardous chemicals or flammable materials to be used within the confines of the venue must be declared. These materials shall be stored in purpose made safety containers in minimum quantities.
- Any flammable construction, building and / or other materials shall be treated with a fire retardant substance and certified as such, prior to construction commencement.
- All emergency exits will be kept clear for the duration of the show days and this task has been designated to the Contracted Security Company.
- All fire exits are to be clearly indicated on the event floor plan.

**(Should no certificate or approval be forthcoming, please note that the Fire Department – Emergency Management services – have the right to fine transgressors)**

The Fire & Emergency Services will conduct an inspection of the exhibition on the last day of build-up to ensure compliancy, and should full compliance with regulations not be adhered to, they have the right to hold back on the doors opening for the event or fine transgressors.

### FIRE RETARDATION

The local council by-Laws are quite specific; **THAT NO COMBUSTIBLE MATERIAL with a high fire rating may be displayed at any event.** However if displayed, it must be treated correctly or a low level of combustibility must be attained.

Hessian, thatch and straw are regarded as major fire hazards and exhibitors planning to use these as part of their display will be required to provide a Fire Retardant Certificate indicating that the product has been treated with a fire retarding compound. When material draping is used as part of a display, please ensure the draping does not come into contact with electrical wiring, fittings and/or globes and drops no lower than 5cm above the carpeted floor.

Combustible materials are items such as:

- Combustible materials includes draping/curtaining; backdrops; hay, hessian, thatch, etc., including that being used by the technical (stage, sound, lighting, etc.) contractors.
- As per the Fire and Emergency Services, hay and hessian are banned from the exhibition.
- Combustible material to be treated with a fire retardant substance as approved by the Fire & Emergency Services & SABS standards.
- Certificates from recognised suppliers confirming retardation must be made available and presented on each stand.
- Carpet fire rating as per SANS 10400.

### GAS REGULATIONS

- Only one 9kg gas cylinder is permitted per application, or otherwise approved in writing by the local council.
- Any spare cylinders are restricted to a 9kg cylinder and must be stored outside of the building in a lockable facility.
- A qualified installer (relevant qualification) with the relevant license must install the gas connection and sign the installation off on a Certificate of Compliance.

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- A copy of the relevant license and Certificate of Compliance must be made available to the Fire & Emergency representative and a copy must be supplied to the venue's Safety Officer.
- A 9kg dry power fire extinguisher must be installed in close proximity to the gas cylinder.
- Clear signage must be displayed indicating where the gas cylinder has been installed.
- Clear signage must be displayed indicating where the fire extinguisher has been installed.
- The gas cylinder must be easily accessible and not locked or blocked, this is in the event of a leak or emergency.
- All piping must be in good order, with permanent connections with no leaks.
- The gas cylinder must be disconnected at night or when the stand is not manned.

Final permission can only be granted on site once the above conditions have been inspected. Should the Fire & Emergency representative or the Venue's Safety Officer find any unsafe conditions this will need to be rectified before permission is granted.

## SAFE WORKING PRACTICES

Contractors need to ensure they are working according to the guidelines and regulations as prescribed by the Occupational Health & Safety Act (OCHSA).

It is required that all contractors and sub-contractors adhere to the Safe Working Practices as set out in the act. Staff & contractors shall be vigilant towards health & safety issues to themselves and others in the area and shall observe the following practices which will be monitored and enforced by the Organisers:

- a) The understanding of the Fire & Emergency Services procedures.
- b) The understanding is to ensure aisles leading to emergency exits are kept clear and unobstructed.
- c) The use of hard hats when working or restricting access to dangerous and hazardous areas.
- d) The need to wear suitable protective clothing including eye, ear, foot and hand protection, where relevant.
- e) The safe use and storage of flammable liquids and substances and segregation from waste and other risk areas.
- f) That after use chemicals and liquids are removed from the venue for safe and proper disposal.
- g) Such products may not be disposed of in general refuse areas.
- h) Ensuring portable power equipment is used for the purposes intended with safety guards correctly fitted and used.
- i) Ensuring portable electric tools are used with minimum length of trailing leads and not left unattended with a live power supply.
- j) That forklifts are not used by anyone other than fully trained personnel.
- k) That work is maintained free from general waste material that could be hazardous.
- l) That proper scaffolding is used during construction that safety features are provided, in acceptance with established standards, and tower scaffolding is used and properly constructed.

## STRUCTURAL STABILITY

- a) The structure of the set shall safely sustain the combined dead and imposed loads without any deflection or deformation which will impair stability
- b) All materials used in construction shall be:-
  - Non combustible material
  - Flame resistant timber of any thickness
  - Flame resistant plastic and boarding
  - Chipboard or block board more than 18mm thick
- c) All materials used for decorative finishes to the set shall be:-
  - Able to pass a test of flammability or for surface spread of flame
  - Be fixed taut or in tight pleats to a solid backing
  - Be secured at floor level
  - Shall not ignite when subjected to a flame for 10 seconds
- d) Any paint shall be water based
- e) The use of paint sprayers is not permitted
- f) Cavities and spaces around the venue shall not be used for storage of empty crates, cartons and boxes or packaging materials

## SAFETY GUIDELINES:

- a) The venue will give prior written approval where it is proposed that apparatus involving special risk is to be operated.
- b) No fixing, attachment or penetration of any fabric, structure or floors is permitted.
- c) The venue must give their written approval where any of the following is proposed:
  - Any material, exhibit or substances that are hazardous, noxious, explosive or of an objectionable nature;
  - Items that produce fumes, exhaust or smoke;
  - Operating machinery and apparatus;
  - Use or display of pyrotechnics and lasers;
  - Use or display of radio active materials, flammable liquids, oils and gasses as well as welding or compressed air;
  - The use of balloons and public entertainment including amusement displays, live performances and live animals on display.



## **NATIONAL BUILDING REGULATIONS**

This Code of practice covers provisions for building site operations and building design and construction both permanent and temporary that are deemed to satisfy the provisions of the National Building Regulations. Temporary buildings is defined as any building that is so declared by the owner or structural builder and that is being used or is to be used for a specified purpose for a specified period of time. This includes staging and scaffolding as temporary structures. Before temporary structure can be authorised by the local authorities or by the property owner, the following submissions will be sought:

- Statement of the period of which the temporary building will be operational.
- A site plan.
- Layout Drawings in sufficient detail, to determine the general size, form, materials of construction and the use of the proposed building.
- Any structural detail required determining the structural safety of the temporary building.

For the purposes of the exhibition, it has been determined in discussions with the venue, that any structure built, stage or otherwise is deemed a potential hazard requires a layout plan with all the relevant details.

The submission of this plan to the venue will be analysed and the risk determined. If a recognized stage or stand builder builds the structure, the venue, risk assessor and Emergency Management Services will inspect the structure for safety purposes and may request the authorised builder to provide a Structural Certificate.

If it is determined that there is possible risk to the temporary structure, and to people and items around the structure, the venue has the right as the property owner or Emergency Management Services to not allow person's on the structure.

The Emergency Management Services have a right to issue summons or fines if they are not satisfied with the construction of the temporary structure. The items that fall within these regulations will be monitored by the Safety Consultant and venue as the property owner, and will bring to attention of the Managing Agent, any concerns that may be deemed hazardous.

## **ELECTRICAL PROCEDURES**

Electrical installations must be of a nature to ensure safety in the use of electricity and must be carried out in a competent manner. Where a fault becomes apparent, the equipment must not be used until the fault has been rectified. All electrical equipment brought into the venue must comply with the South African Electrical Regulations and the Occupational Health and Safety Act (85 of 1983) as amended by the Occupational Health & Safety Act (181 of 1983) and the Labour Relations Act (66 of 1985). Should this not be the case, equipment will be removed immediately from the premises at the exhibitor's expense and charges for any damage caused by the faulty equipment will apply.

Due to the strict regulations governing the venue, please take cognizance of the following:

- No Twinflex is permitted.
- No 15 Amp double adapters are permitted. Rather use a SABS approved multi-socket outlet.
- All purpose built stand shell schemes/equipment are to be undertaken by a registered Wireman only and must comply with South African Bureau of Standards and Occupational Health & Safety Acts i.e. Certificate of Compliance to be furnished to the Exhibition Operations Manager.
- Only SABS approved multi-socket or multi-extender plugs or cable may be utilised.
- All wiring systems must be insulated flexible cables with copper conductors that have a minimum cross section area of 1.5 mm<sup>2</sup> e.g. (3 core cable).
- Open Wiring – Insulated single core cables (colour coded differentiating between Live/Neutral/Earth), will only be accepted at a minimum height of 2.4 m and not be subjected to mechanical damage. Electrical wiring across walkways/passages using insulated flexible cables e.g. 3 core cable will only be accepted at a minimum height of 2.5 m. Any metallic structure with electric's affixed thereto must be earthed to a distribution board.
- No joints to trailing cable will be accepted.
- Multiple wiring will not be permitted to terminate to a single plug top 15 Amp (SA 3 pin round plug).
- Lighting is to be looped from fitting to fitting with all terminations being secured and concealed.
- Any termination points necessary on a wire-way need to be insulated and of a mechanical nature i.e. strip connector or screw-it connector (no twisting of wires).
- Stands constructed of a conductive material will be required to be double earthed to the venue's earthing system.
- 15 Amps are allocated per exhibition stand to cater for most exhibition requirements. However should it be necessary to plug in laser printers, heating and refrigeration equipment, additional electrical supply will be necessary. Overloaded usage may cause the incoming power supply to trip excessively. Severe trips may take hours to rectify, thereby causing inconvenience to all Exhibitors.
- Transformers are to be mounted on the structure, walls and/or systems and not placed directly onto the carpeted floor.
- Each electrical supply provided is intended for one item of equipment or machine, on display. Multi-point socket outlets are not permitted as an overload may be caused, leading to a trip in the incoming power supply.
- No electrical installation and/or fitting may be suspended from the ceiling of the exhibition hall or fixed to any part of the building structure without the prior approval of the organisers and the venue, and if permitted, a fee will be levied.

# General Information

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- 30 Amp and 60 Amp, 3-phase power including earth and neutral is available on request. Any power requirements in excess of 60 amps need to be discussed with the Operations Manager.
- Neon Lighting – This lighting may not be installed without prior arrangements and written authorisation from the Operations Manager.
- Fluorescent fittings – must be earthed.
- All electrical fittings and equipment must be SABS approved e.g. Transformers, distribution boards, plugs etc.

## **EMERGENCY PROCEDURES/FIRE REGULATIONS**

Exhibitors must ensure that their staff has been adequately briefed on the emergency procedures, as well as the location of the fire-fighting equipment and emergency exits at the exhibition and must adhere to the following steps:

- Immediately report an incident of concern to the organiser;
- Exhibitors must refrain from touching any objects of concern and from removing exhibits from the venue;
- Do not panic;
- Evacuation of the venue will be announced over the venue's PA System;
- Exhibitors are requested to point out the direction of emergency exits to staff members and visitors in your immediate vicinity;
- Fire escapes are situated in intervals throughout the building and are easily accessible;
- In the event of an emergency at the venue, the following services will be provided:-
- Evacuation Lighting
- Essential ventilation
- Computer systems for building control
- Evacuation security systems
- Fully trained evacuation team
- Pressurisation of fire escape stairwells
- Specialised emergency services
- Please note that all the venue lifts will come to ground and escalators will stop operating.

## **LIABILITY**

The Contractors are personally responsible for the control of their equipment at all times and shall be personally liable for any claims which may be made in respect of injuries which may arise or be caused by the use of this equipment. The exhibitor acknowledges that the layout of the exhibit area and the large numbers of people present in the exhibition halls make it impossible for adequate security to be provided to protect the exhibitor's merchandise and other property. Accordingly, the exhibitor assumes all risk of loss for their merchandise, fixtures, displays and any other property of the exhibitor located in the exhibition area, storage or any other area where access has been provided to exhibitors by the venue, where such loss results from theft, vandalism and/or any other damage caused by any agent, employee of the venue or any other person either authorised or not authorised to be present at the exhibition hall. It is recommended that all exhibitors consult their individual insurance representatives to obtain appropriate insurance coverage.

## **INSURANCE**

It is recommended that insurance cover be taken for the duration of the exhibition to include transport to and from the exhibition venue. The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of their agents or contractors first enter the exhibition hall and to continue until all exhibits and property have been removed. The Organiser carries public liability for visitors, but is not responsible for the insurance of exhibits or display material on stands. Exhibitors are strongly advised to pack and remove from the exhibition hall all portable, appealing and valuable items at the end of each day when the exhibition closes, as this is the time that there is the greatest risk of loss and theft. Items such as cell phones, laptops, TV's, DVD's and video machines must not be left unattended at any time. Exhibitors shall be responsible for making good any loss or damage to any items that they have rented or hired from the exclusive outsourced contractors. EXSA suggests that exhibitors should carry public liability cover in excess of a minimum of R2 million for the purposes of exhibiting at an exhibition and that any contractors appointed should carry the same value of R2 million liability cover.

## **DISCLAIMER CLAUSE**

Neither the organiser, nor the venue or any of its directors, employees or agents, will be liable to the client for personal injury to, or the death of any person, or loss, or damage to any property, of whatever nature, on the property or at the venue, however arising or caused. The exhibitor indemnifies the organiser, the venue and its directors, employees or agents against any claim of whatever nature, which may be against any of them arising out of any of the aforementioned, except where the same was due to gross negligence by the organiser or the venue.