



**&  
SMART HOME**

**3<sup>rd</sup>, 4<sup>th</sup>, & 5<sup>th</sup> June 2009  
Grand Hyatt DUBAI  
UAE**

**ONSITE INFORMATION**

We request you to take the time to read the details as included in this onsite information document which cover all elements regarding your participation at the show. The information herewith will guide and give you details on how you can manage everything smoothly to make your participation a success.

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## Venue

**GRAND HYATT DUBAI**  
**Al Ameera Ballroom**  
**PO Box 7978, Dubai**  
**United Arab Emirates**

Hotel contact: **Ms. Arlette Richter**  
Tel: + 9714 3171234  
Dir: + 971 4 3172259  
Fax: +9714 3172107  
Mobile: +971 50 9026443  
Email: [Arlette.Richter@hyattintl.com](mailto:Arlette.Richter@hyattintl.com)

### ***Show opening times***

Wednesday 3<sup>rd</sup> June 2009, 17.00 hrs - 21.00 hrs  
Thursday 4<sup>th</sup> June 2009, 11.00 hrs - 21.00 hrs  
Friday 5<sup>th</sup> June 2009, 11.00 hrs - 21.00 hrs

### ***Move in***

Wednesday 3<sup>rd</sup> June 2009, Timings TBA for **Space Only Stands**  
Wednesday 3<sup>rd</sup> June 2009, Timings 10.00hrs onward for **Shell Scheme Stands**

***N.B. All stands must be ready for the official Opening at 17.00 hrs on Wednesday 3<sup>rd</sup> June 2009***

### ***Move out***

Friday 5<sup>th</sup> June 2009, from 21.00 hrs - 23.59 hrs

**Please note that NO food can be brought into the exhibition. ALL food and beverages MUST be bought through the catering outlets provided by the hotel.**

## Stands

### **Shell Scheme**

We have a local contractor in Dubai, who will be building the shell scheme stands. We will provide 2 (two) chairs, 1 (one) table, 3 (three) spot lights, 1 (one) power socket (13 amps) and 1 (one) waste bin for every 9 m<sup>2</sup> **SHELL SCHEME** stand. Stands of 18m<sup>2</sup> or above have twice the entitlement. Stands of 27m<sup>2</sup> or above have 3-times the entitlement, and so on.

### **Official Contractor: Top Exhibitions Dubai**

Contact: Mr. Marwan Merhi  
Tel: +971 4 2895 958, Fax: +971 4 289 4480  
Email: [topex@emirates.net.ae](mailto:topex@emirates.net.ae) Website: [www.top-exhibitions.com](http://www.top-exhibitions.com)

Top Exhibitions will provide a white vinyl shell scheme stand, to include a fascia with company name (white background with blue lettering), in a standard typeface. The white vinyl panels have a useable width of 95 cm and a height of 240 cm. The panels will need both male and female Velcro fixings or double sided tape, or if you have heavy objects then you can pre-order chains from the contractor.

**The usable space to fix posters etc. on a panel is 2345 mm (H) and 950mm (W)**

### **Space Only Stands**

Space Only stands include **floor space only**. Exhibitors will be required to bring with them or order through the appointed contractors any furniture, electrics and stand constructing materials. Any exhibitor looking for assistance with the design and build of their space only stands can contact the official contractor Top Exhibitions in Dubai.

**The height clearance for the Al Ameera Ballroom is 4.5 Meters.**

### **Furniture, Electrics, Audio Visual, Plants & Telephones**

#### **Furniture**

Should you require additional furniture can be ordered through Top Exhibitions [topex@emirates.net.ae](mailto:topex@emirates.net.ae) . Please bear in mind that there is limited stock so all extras must be ordered as soon as possible, with full payment.

#### **Audio Visual**

AV equipment can be ordered through our official contractors Top Exhibitions  
Email: [topex@emirates.net.ae](mailto:topex@emirates.net.ae).

Visit the link below for additional Furniture and Electrical/ Audio Visual Order form  
<http://www.top-exhibitions.com/furniture.htm>

#### **Plants**

Grand Hyatt Dubai has florists in-house that can provide with table floral arrangements with costs on application.

#### **Internet & Telephone connections**

Internet connection, the entire ballroom and foyer is Wi-Fi enabled. Pre paid internet cards can be purchased from the Business Centre in the foyer of the Convention Centre.

If you require a telephone connection on your stand please contact Arlette Richter know as soon as possible or latest two weeks prior to the event. Email - [Arlette.Richter@hyattintl.com](mailto:Arlette.Richter@hyattintl.com)

#### **Flooring**

The venue is a hotel ballroom, which has carpeting, and this carpet is multi-coloured.

**All contractors building space only or shell scheme stand have to submit a signed check in the name of Olive Tree Events for Dhs 10,000 as a refundable deposit, which will be help by the company and returned One week after the event. If you are constructing your stand you will need to lay plastic sheeting on which a wooded floor constructed on top of which your stand can be built. Contractor not adhering to these instructions will be charged for any damage caused to the carpet.**

### **Promotional Staff/Hostesses**

Should you require additional promotional staff or hostesses to help at your stand – you may contact Deepa Daryani with your requirements on Tel: +971 4 3522 335 or Email: [tadnetwork04@gmail.com](mailto:tadnetwork04@gmail.com)

### **Logistics**

Our recommended freight forwarder for the show in Dubai is Bridgeway Shipping & Freight Services. If you have any difficulty in shipping your exhibition materials to Dubai you may contact them for all your logistics needs.

#### **Mr. Vijay**

Exhibition Logistics  
Bridgeway Shipping & Freight Services  
P.O.Box 8109,  
Dubai  
United Arab Emirates (UAE)

Ph: +971 4 282 1421

Fax: +971 4 282 2399

Mobile: +971 50 4567008

E-mail: [expo@bridgewayshipping.com](mailto:expo@bridgewayshipping.com)

### **Exhibition Material**

If you are planning to courier or post graphics, stand material or brochures in advance we advise you to send them to your hotel, carefully addressed, with your name to await collection. To avoid problems with customs, we advise you to make sure that all goods are dispatched to **arrive on the day** of the build up.

### **Storage**

There is no space available for storage at venue, empty boxes, etc., should be removed from the stand and taken back to your vehicle, office or hotel.

## **Advertising, Promotion, Marketing and Sponsorship opportunities**

### **Advertising - Show Supplement**

Worldwide Shows & Events will publish a special **Show Supplement** in the Gulf News the leading English language newspaper in the UAE. Copies of the **Show Supplement** will be distributed along with the Gulf News (130,000 copies daily) on Tuesday 2<sup>nd</sup> June 2009, one day prior to the opening of the show. The same **Show Supplement** will also be distributed to all visitors for the duration of the show. Should you want to advertise and book your space before **3<sup>rd</sup> May 2009** you will receive editorial about your company and projects in the **Show Supplement**.

**Format** A-4 (size 202 mm x 273 mm)

### **Advertising Rates**

<b><u>Sizes</u></b>	<b><u>Colour</u></b>
Double Page Spread	Price TBA
Full page	Price TBA
Half page (H/V)	Price TBA

### **Position Loadings**

Back Cover	120%
Inside Front Cover	90%
Inside Back Cover	80%
Centre spread	40%
Specified	30%

**Deadlines: Booking: 3<sup>rd</sup> May 2009 Ad Material: 16<sup>th</sup> May 2009**

### **Dimensions (Width x Height)**

#### **Double spread**

<i>Print area</i>	382 mm x 247 mm
<i>Trim size</i>	404 mm x 273 mm
<i>Bleed size</i>	410 mm x 279 mm

#### **Full Page**

<i>Print Area</i>	171 mm x 247 mm
<i>Trim size</i>	202 mm x 273 mm
<i>Bleed size</i>	205 mm x 279 mm

**Half Page Horizontal** 171 mm x 123 mm

**Half Page Vertical** 83 mm x 247 mm

***Bleed is accepted only for Full Page, Double Page and Gatefolds***

**To book your advertising please contact: Ahmed Yusuf, Director marketing**

**Tel: +44 1865 455 270, Mobile: +44 7733 298 367,**

**Email [ahmed.yusuf@dubaishows.com](mailto:ahmed.yusuf@dubaishows.com)**

### **Public Relations (PR)**

All exhibitors are encouraged to send us press releases, along with photographs giving details of what visitors can expect to find on your stand. To help you do this we have attached a **Press Information form** which you are asked to fill out as soon as possible and return to **Rea Gamboa**, Email: [rea@dubaishows.com](mailto:rea@dubaishows.com) **no later than 3<sup>rd</sup> May 2009**.

This will help kick start the PR efforts and helps us to focus on your offering at the show. All exhibitors are also encouraged to send us your press releases, along with photographs giving details of what visitors can expect to find on your stand.

### **Show Guide – Free Listing**

In addition to the Show Supplement published by Gulf News, we will also be producing a **Show Guide** which includes your company listing with contact details and a brief profile on projects you will be showcasing at the event. Please note this is a free insertion in the **Show Guide** and we encourage you to send us the material **no later than 1st March 2009**. Please complete the **Show Guide form** attached and return to **Rea Gamboa**, Tel: +9714 321 6166, Fax: +9714 321 6164  
Email: [rea@dubaishows.com](mailto:rea@dubaishows.com)

### **Sponsorships**

Selected sponsorships are available, if you would like to know about the sponsorship opportunities available, please contact Ahmed Yusuf Tel: +44 1865 455270, Mob: +44 7733 298 367, Email: [ahmed.yusuf@dubaishows.com](mailto:ahmed.yusuf@dubaishows.com) for more details.

### **Marketing**

Although we will be advertising the show extensively in Dubai, it is very important that you advertise your own developments and services as well. Remember to include the show's title, name of the venue dates and timings clearly on your own advertisements. For the Show marketing and PR schedule please  
Email: [ahmed.yusuf@dubaishows.com](mailto:ahmed.yusuf@dubaishows.com)

### **General Promotions & Competitions**

Competitions are a great way to create more exposure. If you would like to hold a competition and would like to offer a prize - let us know as soon as possible since permission may be required by the local authorities. Please contact Ahmed Yusuf on Email [ahmed.yusuf@dubaishows.com](mailto:ahmed.yusuf@dubaishows.com) for more details or call Tel: +44 1865 455270, Mob: +44 7733 298 367,

### **General Information**

It is customary to give all visitors your business card in the Middle East, so please bring sufficient quantities. For general enquiries it is a good idea to hand out photocopied information and leaflets, which can be duplicated if you run out of copies while you are there. To save on your freight costs, and if you have heavier brochures, we advise you distribute them only to serious clients.

## **Contacts**

Ahmed Yusuf  
Operations Manager (located in UK)  
Tel: +44 1865 455 270  
Fax: +44 1865 437 682  
Email: [ahmed.yusuf@dubaishows.com](mailto:ahmed.yusuf@dubaishows.com)  
Mobile number: +44 7733 298 367

Mike Bridge  
Director  
Tel: + 971 4 321 6166  
Fax: + 971 4 321 6164  
Email: [mike@dubaishows.com](mailto:mike@dubaishows.com)  
Mobile number: + 971 50 8841040

### **Exclusive sales agents**



Website: [www.dubaishows.com](http://www.dubaishows.com)

### **Organized by**





**Press Release Information Form**

Name of Company:

Name of Contact:

Tel:

Email:

Mobile:

Website:

In which Emirates are your properties?

What type of properties are you showcasing at the event?

Are your properties off-plan or completed? If Off-plan date of completion.

Salient features of your properties?

Price range of your properties?

Other information that would be interesting to investors. (Max 250 words)

Return to Rea Gamboa **no later than 3<sup>rd</sup> May 2009.**  
Fax: +971 4 321 6164, Email: [rea@dubaishows.com](mailto:rea@dubaishows.com)



<b>Show Guide Form</b>
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**Show Guide – Free Listing**

Company name:

Contact name:

Position:

Address:

Tel:

Fax:

Email:

Website:

Company profile (50 words)

Brief on projects:

Return to Rea Gamboa **no later than 3<sup>rd</sup> May 2009.**  
Fax: +971 4 321 6164, Email: [rea@dubaishows.com](mailto:rea@dubaishows.com)