

# EXHIBITOR MANUAL

THE BIGGEST INTERNATIONAL  
FOOD, BEVERAGE & HOSPITALITY  
EXHIBITION IN SAUDI ARABIA



Hospitality Salon Culinaire | Barista Competition | Mocktail Competition

STRATEGIC PARTNER



هيئة فنون الطهي  
Culinary Arts Commission

**25-27 NOVEMBER 2024**

**RIYADH - SAUDI ARABIA**

**RIYADH INTERNATIONAL CONVENTION  
& EXHIBITION CENTER**

**+966 920 003 361**

**info@saudihoreca.com**

Organized by



[www.semarm.com.sa](http://www.semarm.com.sa)



**[www.saudihoreca.com](http://www.saudihoreca.com)**

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HORECA is organised by Semark based on a license agreement with Hospitality Services SARL organizer of HORECA long established international exhibition and event.



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Dear Exhibitor,

Welcome to The HORECA Riyadh 2024 exhibitor manual.

This manual contains comprehensive information to help you plan to avoid problems, keep costs to a minimum, and ultimately have a successful event. The manual is not designed to replace our personal service. Our team will be happy to answer any questions, explain the rules, discuss a procedure or offer any special assistance you may require.

In each section you will find information on who to contact for services, how to maximize your exposure at the event, the rules and regulations of exhibiting and much more: It is important that you read this manual thoroughly to familiarize yourself with all the details and the services available.

The manual is divided into seven sections and is simply designed for ease of reference:

**Exhibition Time Line (Build Up, Show Open, Break Down)**

**Section 1: Exhibition & Venue Details**

**Section 2: Stand Construction & Exhibition Services**

**Section 3: Shipping, Censorship, Customs Facilities & Installation of Exhibits**

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A deadline checklist will prompt you to return all the Order Forms for stand services to the relevant contractors on or before the dates specified. This is important, as we can't guarantee that forms received after these dates will be dealt with. The Saudi HORECA Team is dedicated to your success at this event. Should you have any queries relating to your participation at the exhibition that can't be answered in this manual, please contact the Organizers,

Tel: 920 003 361,

Email: [info@saudihoreca.com](mailto:info@saudihoreca.com)

We look forward to meeting you in November 2024 and wish you a very successful show.

Good luck to you all,

**Jad Taktak**

CEO

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### DEADLINE CHECKLIST

The below list summarizes what you need to consider when organizing your show participation, required deadlines, and contact details of the relevant suppliers that you will need.

Details	Deadline
Visa Application:	15 October 2024
Catalogue Entry	27 October 2024
Exhibitor Bags	10 November 2024
Extra electricity	10 November 2024
Promotions & Other forms	10 November 2024

### OFFICIAL SHOW CONTRACTORS

#### Customs & International Shipping

**BCC Logistics**  
 Charly Faddoul  
 Mob. +966 59280 8511, +966 53476 9701  
 Email: charly.faddoul@bcclogistics.com  
 exhibitions.ksa@bcclogistics.com  
[www.bcclogistics.com](http://www.bcclogistics.com)

#### Official Stand Contractor

**SEMARK Stand Contracting**  
 Mohammed Kashaam  
 Exhibition Service Manager  
 M:+966 534835426  
 E: kasham@semark.com.sa  
[www.semark.com.sa](http://www.semark.com.sa)

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## Section 1

### Show Details & Venue

#### 1.1 Show Organizer

##### Saudi Event Management & Marketing Company – SEMARK Group

SEMARK offers integrated marketing and event management solutions, as they have the best understanding of the needs of local and regional markets. SEMARK services include event planning and execution, paying close attention to detail with the aim of perfection, supporting that with the most modern audio, video and lighting technologies.

P.O. Box 12476-4407, Riyadh, KSA

Tel: 920 003 361, +966 11 455 2392

Fax: +966 11 4559545

E-mail: [info@semark.com.sa](mailto:info@semark.com.sa)

E-mail: [info@saudihoreca.com](mailto:info@saudihoreca.com)

#### 1.2 Show Title

The Saudi International Food, Beverage, & Hospitality Exhibition (HORECA Riyadh 2024)

#### 1.3 Date & Time

Type	Date		Time	
	From	To	From	To
Setup	23 Nov 2024	24 Nov 2024	08:00 AM	12:00 AM
Exhibition (Exhibitors)	25 Nov 2024	25 Nov 2024	02:00 PM	10:30 PM
Exhibition (Exhibitors)	26 Nov 2024	27 Nov 2024	12:00 PM	10:30 PM
Exhibition (Visitors)	25 Nov 2024	25 Nov 2024	04:00 PM	10:00 PM
Exhibition (Visitors)	26 Nov 2024	27 Nov 2024	02:00 PM	10:00 PM
Dismantling	27 Nov 2024	28 Nov 2024	10:00 Pm	5:00 PM

#### 1.4 Venue

##### Riyadh International Exhibition and Convention Center

Located on King Abdullah Road, Riyadh, Saudi Arabia



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## Section 2 Stand Construction & Exhibition Services

### 1.5 Building & Dismantling Timetable

#### **Build-Up**

Access for Stand Buildup:	<b>23 November 2024</b>	<b>08:00 am</b>
All stands to be completed by:	<b>24 November 2024</b>	<b>11: 00 pm</b>

Heavy Machinery exceeding 2,000kg must be delivered to stands no later than 24 November - 9:00AM. Exhibitors with goods weighing over 2,000kg or measuring over 2m in any direction must be placed in the stands no later than 24 November 2024.

#### **Dismantling:**

Dismantling and removal of stands starts:	<b>27 November</b>	<b>10.00 pm</b>
All stand's fitting materials to be removed by:	<b>28 November</b>	<b>05:00 pm</b>

**It is the responsibility of each exhibitor to attend his stand during the dismantling to supervise the safe removal of his exhibits.** Neither the organizers, the executing company nor RICEC is responsible for any lost items or damages incurred during the dismantling process. In case any display materials or exhibits, etc.. are not removed within the given deadline, then the organizers, the executing company or RICEC will be obliged to remove all the remaining items at the exhibitor's expense, and without any liability, financial, legal, or otherwise.

### 2.2 Stand Building Regulations

a) All exhibitors building their own stands must submit a detailed scale (1:100) drawing, in duplicate of their stand to the executing company for approval at least one month prior to the show. The scale drawing must be with ground plan, elevation sketches- 3D sketches, total stand weight, material to be used and other necessary details and send the contact details of contractor along with the design.

b) Exhibitors and their stand contractors will not be allowed to commence the stand construction without approved and detailed drawings and calculations as mentioned in point (a) above. As such, an on-site engineering inspection will be carried out to define the conformity with RICEC's rules/regulations. Stands failing to comply with the RICEC engineering requirements may be prohibited from participation.

c) No excavation, drilling or fixing to the floor surface and/or the walls of the RICEC is permitted. It is strictly prohibited to affix nails, hooks, tacks, screws, adhesives, paint or similar items to the floor, walls, ceilings or other parts of the premises or Shell Stand partitions. Any kind of welding, soldering, spray gun painting and grinding inside the exhibition hall is strictly prohibited. The cutting of iron, steel, wood, stone, marble, etc. by electric machines is also not allowed inside the exhibition hall. Exhibitors / stand contractors can use electric high lifter inside the hall; diesel high lifter can't be used inside the exhibition hall. Exhibitors / stand contractors must comply with this rule in order to avoid the suspension of stand building by RICEC.

Drip Trays, sand or wood chip must be laced beneath all machinery / vehicles where there is any possibility of an oil leakage.

e) No part of any stand or exhibits including fascia, Signage, lighting, corner posts or other fittings should project into or overhang any gangway or adjacent stands. Neither should they obscure any fire or exit signs. Additionally, any display or other item attached must not project over the frontage of space taken by another exhibitor.

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f) Exhibitors may not hang any display material from the ceiling, the columns, or the concrete walls of the building without pre-approval from Organizer and the payment. Exhibitors are also not allowed to hang or place any display materials / exhibits or any other items over or in the aisles of the exhibition hall.

g) The organizers and the executing company shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, placement or sitting or removal of exhibits or for the failure of any services or amenities because of official requirements or third parties.

**2.3 Shell Scheme**

If you require exact information which panels are used on your stand, please contact SEMARK. No additional stand fittings or display may be attached to the stand shell structure. Wall panels and other stand materials must be returned after the exhibition without any damage caused by: nailing drilling, wall papering, inappropriate self-adhesive tape etc. So please ensure that you have enough chain, hooks, etc. to hang posters and other display. The cost of repair or replacement of damaged equipment will be charged to the exhibitor.

Please refer to your space application form to see which equipment is already included in the type of stand you have booked. No financial credit can be given for items included in these packages but not utilized. Additional equipment can be ordered, please refer to furniture Rental.

To stabilize construction, it might be necessary to include additional supporting poles and beams or wall panels which are not necessarily shown on our stand layouts. Should you need to remove these supports temporarily due to the delivery of large exhibits on to your stand you must have the permission of the stand constructor and make sure that all possible safety measures are taken.

Parts or exhibits exceeding the dimensions of the stand limits may be removed from the exhibition area by the organizers at the expense of the exhibitor.

The exhibitor undertakes to keep his stand open throughout the duration of the exhibition. He also undertakes not to remove any exhibits or dismantle his stand before the end of the exhibition.

The Organizer reserves that the right to remove any materials or literature considered to be of an obscene or objectionable nature and remove any exhibit it considers to be unsafe. Compensation will not be given.

**2.4 Space Only Stands**

The name of your stand including contact details has to be devised to SEMARK immediately upon receipt of this information. SEMARK does not provide fascia panels for space only sites. The exhibitor and/or his stand constructor have to ensure that the stand prominently displays the name other exhibitor as well as the stand number to the aisles. Exhibitors or their stand builders have to completely remove from the floor any double-sided sticky tape that has been used for carpeting. The cost of repair or replacement of damaged pavilion facilities / equipment will be charged to the exhibitor. Parts or exhibits exceeding the dimension of the stand limits may be removed from the exhibition area by the organizers at the expense of the exhibitor.

The exhibitor undertakes to keep his stand open throughout the duration of the exhibition. He also undertakes not to remove any exhibits or dismantle his stand before the end of the exhibition.

The Organizer reserves the right to remove any materials or literature considered to be of an obscene or objectionable nature and remove any exhibit it considers to be unsafe. Compensation will not be given.

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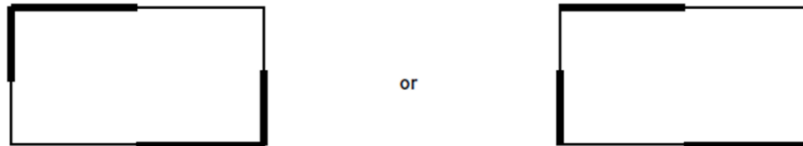
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**For island stands**, each side can be half closed with a maximum height of 4m (see examples below).

For more than 4m, please get the approval from the organizers. If onsite, the stand design doesn't conform to the rules and regulations specified in this manual, the organizer reserves the right to dismantle the stand.

In order to respect all the exhibitors, the stands must be widely opened on the alleys, in a way not to bother the neighbors and allow a wide visibility of the show through the stands.



**For space only stands with back-to-back shell scheme stand**, the maximum height is 2.66m.

**IMPORTANT!**

- The height of a platform on must be included in the total height of the stand
- The official site contractor, as well as the organizers does not ensure workers for exhibitors and sponsors during the setting up of stands.
- It is mandatory to have one of your staff on the stand to receive goods since we cannot accept delivery on behalf of exhibitors and sponsors.
- It is the responsibility of exhibitors and sponsors to make their own arrangements for the provision of a suitable floor covering for the total stand area.

**2.5 Publicity and Promotion**

Any advertising literature or other publicity materials should be distributed from the exhibitor's own stand only. The following publicity measures shall not be permitted on any stand during the exhibition:

- Those that interfere with the flow of traffic.
- 3rd party publicity, unless with prior approval of SEMARK.
- Those that may cause disturbance to other exhibitors, acoustic or optical irritation from audio-visual equipment's.

**2.6 Limited Liability**

The organizer and the venue, their agents and employees shall not be liable for any loss, theft, damage or injury to persons or property during the terms of his agreement from any cause whatsoever. The organizer will not be liable for any printing errors appearing in any literature associated with the event.

**2.7 Indemnity**

The exhibitor shall defend the organizer and the venue from an indemnify against any liability for injury to persons or property arising from any cause whatsoever in connection with participation at the event by the exhibitor, his agents, contractors or employees. The exhibitor should also ensure that he has adequate insurance to cover all liabilities and rights.

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**2.8 Noise level**

Due to unprecedented noise levels from exhibitors’ promotional videos and displays during previous exhibition, please be advised that SEMARK and the local management reserve the right to close down the noise source after a verbal warning.

**2.9 Smoking**

It is strictly prohibited to smoke in the exhibition hall, passages, and storehouses.

**2.10 Fire Safety Regulations**

Exhibitors are responsible for fire safety and compliance with these fire safety regulations during installation, actual operation and dismantling of exhibitions. No naked flames may be used on any stand. The Organizer and the venue have the absolute right to remove or relocate any potentially hazardous materials or decorations. At the end of each working day all pavilions must be cleared of all flammable waste and other materials. All electrical appliances must be disconnected, with the exception of refrigerators and other equipment that must remain in uninterrupted operation. Waste must be placed outside the stand, so that the cleaners can remove it. All fair and exhibition participants shall be required to know and follow fire safety regulations and know how to behave in case of a fire and use first- hand fighting means.

**2.11 Banners, Flags, Balloons**

No suspension may be made from the ceiling of the exhibition hall or to the floor, walls or any other part of the building without the approval of the SEMARK.

**2.12 Deadlines On-Site**

All stand must be ready for inspection by 11.00pm 26 November 2024. Therefore, it is essential that you are present on your stand in the morning of the last day of build up at the latest to ensure that your stand is completely equipped and decorated by that time. Any boxes which have not been unpacked by 5.30pm 26 November 2024 may be removed from your stand at your expense and can only be redelivered to your stand after the official opening and the VIP tour. The removal and packing of exhibits are not allowed before the close of the exhibition.

**2.13 Canvassing**

Canvassing for orders and the distribution or display of printed materials, except by the exhibitor on his own stand, is strictly prohibited. If the exhibitors are in breach of this provision, he may be asked to surrender the said display/printed materials and the right of expulsion may be exercised.

**2.14 Maximum Height & Weight**

**STAND HEIGHTS:**

- a) For space only stands, the maximum heights for walls, display materials, exhibits, etc. must not **exceed 3.5m**.
- b) A floor covering (e.g. Carpet) and also rear and side walls of a minimum height of 2.5 m must be provided by the exhibitor or his stand builder. Construction may not exceed a height of 3.5 m without the written permission from SEMARK , receipt of the proposed stand design , prior to the exhibition. The reverse side of your wall/s has to be fully finished in a suitable way as per the exhibitor on the reverse side’s design and preference if it overlaps the height of those on



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neighboring stands (2.5 m shell scheme).. The outer surface (wall panels 2.5 m height) must be decorated if visible the aisles. No part of the stand structure may extend beyond the boundaries of the site allocated.

Two copies of the technical stand layouts indicating all measurements including heights have to be presented to SEMARK for approval at least one month before set-up unless other data is advised. Please also follow the information about ceiling heights under the Venue.

c) Space only exhibitors, with an island site, are informed that the use of walls are restricted and must provide access to their stands on all sides. The following guidelines must be observed.

Walls shall be:

- i) A minimum of 2m from the perimeter of the stand
- ii) Located as centrally as possible within the stand.
- iii) Electricity supply during building the stand should be requested by form number (7.3)

**STAND WEIGHT:**

The hall floors are made of epoxy coated-screed. The maximum permissible load-bearing capacity of the floors is: 3000KG/sqm.

**2.15 Hall Entrance Dimensions**

All halls can be accessed by vehicles. Each hall has an entrance measuring 4.5m wide and 5.5m high.

**2.16 Relocation**

The organizers and the executing company have full power to allocate exhibition areas and position of exhibition space at the exhibition and they shall be entitled for any reason which in their sole opinion is in the general interest of the exhibition to alter the general layout or the situation and area of any particular stand even if already allotted and contracted and the exhibitor shall accept such new allotment of space in substitution of that originally allotted to him.

**2.17 Fire Regulation**

All materials used in stand construction must be properly fireproofed in accordance with local regulations. Normal international safety standards apply.

**2.18 Operating Exhibits**

The organizers and the executing company reserve the right to determine the acceptable sound level and extent of demonstrations for operating exhibits such as machinery and audio-visual presentations in the event of complaint from other exhibitors. Audio-visual screens should be sited so they can be viewed from within exhibitor’s stands to avoid causing congestion in the aisles.

**2.19 Organizer's Stand Fitting Services**

Exhibitors not wishing to build their own stands may rent the organizer’s stand fitting service from the executing company.

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**2.20 Official Stand Contractor**

Exhibitors requiring stand construction, display services or additional work on top of the organizer's stand fitting service may contact the official stand contractor for a quotation without obligation:

**SEMARK Stand Contacting**

Mohammed Kashaam  
 Exhibition Service Manager  
 P.O. Box 12476-4407, Riyadh, KSA  
 M:+966 534835426  
 Tel: 920 003 361  
 Fax: 01 4559545  
 E: kasham@semark.com.sa

**2.21 Stand Cleaning**

The organizers and the executing company are responsible for the cleaning of gangways and shell scheme stands floor only. Cleaning of purpose built stands, exhibits and furniture is not included.

**2.22 Stand Signboard**

- Space only Exhibitors are requested to display their name and stand number in Arabic and in English.
- Shell scheme package Exhibitors will have their name and stand number featured on their signboard in English (and in Arabic if possible).
- Exhibitors are not allowed to paint or fix stickers or other displays to the organizer's stand signboard.

**2.23 Supply of Electricity, Compressed Air and Water Connection**

- a) The electronic power supply is available 220V single phase and 380V three phase. All exhibitors must order electrical connections through the Stand Contractor and the cost is 500 SAR (without VAT) for the basic electric power supply. See form "Stand Electrics" for details of all extra electrical services and items on hire.
- b) Standard electrical sockets are British standard.
- c) Compressed Air and water are supplied to the stands in the halls via the utility duct located approximately every 6m in the hall floor. Minimum water pressure: 3.5 bar. You can pay 500 SAR (One connection) if you need water connection.

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## Section 3

### Shipping, Censorship, Customs Facilities & Installation of Exhibits

#### 3.1 Shipping Coordinator

##### BCC Logistics

Charly Faddoul

Mob. +966 59280 8511, +966 53476 9701

Email: charly.faddoul@bcclogistics.com

exhibitions.ksa@bcclogistics.com

[www.bcclogistics.com](http://www.bcclogistics.com)

#### 3.2 Shipping Procedures

The agents will circulate details of shipping procedures and customs regulations to all exhibitors. An extract follows giving the most important points of information.

##### I) Move-in of exhibits

The agents and their appointed broker have the sole rights for the handling, installation and removal of exhibits within the exhibition center.

Unless all conditions in the instructions issued are complied with neither they, nor the shippers can be held responsible for non-delivery or late arrival of goods.

##### II) For exhibits drawn from locally held stocks

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

##### III) For exhibits consigned from abroad

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

All goods entering the country must carry a statement of the country of origin in a clearly visible place.

##### IV) Arrival Dates

Contact with Official shipping contractor for the final arrival dates.

##### V) Packing

Conventional break-bulk cargo, containerized cargo and air freight will be examined by customs at the point of arrival. Packing of the highest standard such as bolted returnable cases should be used to provide the best protection for exhibits. Cartons are not recommended.

##### VI) Shipping Insurance

It is the EXHIBITOR'S RESPONSIBILITY to ensure that their exhibits are covered by adequate insurance cover for the shipment to, duration, re-packing and re-exporting from the exhibition.

##### VII) Customs Regulations

Standard procedures must be adhered to and exhibitors are warned that attempts to shortcut the systems could result in expensive delays.

a) Customs Duty: It is now possible to import certain shipments on a temporary importation basis. However, there are strict rules & regulations governing this procedure. We strongly recommend you carefully follow the instructions issued by the recommended Freight Forwarders in their shipping instructions.

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b) Exportation: All exhibits on which a deposit has been paid and which are to be re-exported will require customs examination at the port or place of exportation.

c) Exportation of alcohol is strictly forbidden and Power drinks.

VIII) Certificates of Electrical Conformity

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

IX) Literature

Show catalogues, leaflets, literature, films and other visual aids are subject to inspection and censorship by customs on arrival. It is advisable to send questionable items to the shipping agents, in advance, for consideration.

Any literature depicting nude or semi-clad women are strictly forbidden.

Under no circumstances can goods be consigned to "Saudi Event Management & Marketing Company" or "RICEC".

For Further information, please contact the recommended clearing agent.

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## Section 4 Payment Terms & Insurance

### 4.1 Payments

SAUDI RIYALS or US Dollars is used for all charges settlement. The payment for space only or shell stand is 30% upon signing the Contract, 40% before 90 days prior to the show, and the remaining 30% should be settled 60 days prior to the opening of the show.

Where the Contract is signed after the due date of final payment, as specified in the Contract, the total cost shall be payable by return of the signed contract. The total cost represents only the payment for the site, details of which are set out overleaf and all other goods and services required by the exhibitor shall be paid for by the exhibitor in addition. Exhibitors will not be allowed to take over their space or stands if the payment terms specified in the contract are not followed. These terms can't be varied under any circumstances.

### 4.2 Cancellation of Participation

In the event of the executing company agreeing to any request for release from the contract, the exhibitor will be liable for all of the cost stated in the contract.

This will apply only from the date the executing company receives written notice by letter, fax or telex. In addition, the exhibitor will be liable for any specific cost incurred on his behalf by the executing company. These terms can't be varied under any circumstances. (Please check the terms and conditions of the cancellation policy at the back side of Registration contract.)

### 4.3 Failure to Exhibit

Any organization which, after having signed a contract for exhibition space, fails to exhibit for any reason of the exhibitor's own choosing and has not been released from the contract by the executing company shall be liable for the full amount stated in the contract plus any additional costs incurred by the executing company as a result of such failure to exhibit.

### 4.4 Insurance

The organizers, the executing company or the hall owner themselves will not be responsible for the safety of articles of any kind brought into the exhibition by the exhibitors, their servants, agents or contractors, members of the public or any person whatsoever. Exhibitors shall make sure that they are fully covered by insurance and take out public liability and comprehensive protection. The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of his servants, agents or contractors first enters the exhibition halls, and to continue until all his exhibits and property have been removed.

The exhibitor shall insure, indemnify and hold the organizers or the executing company harmless in respect of all costs, claims, demands and expenses to which the organizers or the executing company may in any way be subject as a result of any loss or injury arising to any person (including members of the public, the organizer's staff, agents or contractors) however caused as a result of any act or default of the exhibitor, his servant, agent contractors or invitees.

A copy of the insurance policy must be submitted to the executing company a week before the buildup of stands. The exhibitors, their agents, staff or stand contractors will not be allowed to commence the stand build up until a copy of the insurance policy provided to the executing company.



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The organizers shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands, for entry, sitting or removal of exhibits, or for the failure of any service or amenities provided by the hall landlord or for the cancellation or part-time opening of the exhibition either as a whole or in part, or for amendments or alterations to all, or any of the exhibition Rules and Regulations caused by circumstances beyond their control.

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## Section 5 Travel, Passport & Visa Requirement

### 5.1 Air Travel

Riyadh is well connected with all major cities of the world thanks to a wide selection of Airlines serving Riyadh's King Khaled International Airport.

### 5.2 Passport & Visa Requirement

All visitors to Saudi Arabia need a valid entry visa to the Kingdom. Exhibitors should obtain a business visa before travelling to the Kingdom of Saudi Arabia.

The organizers and the executing company will assist to obtain business visas for all exhibitors. However, visas are granted at the discretion of the Saudi authorities and assistance is given on the understanding that the organizers and the executing company can't be held responsible if the visa application is unsuccessful.

Please note the following points:

a) By resolution of the Arab League, no Arab state recognizes the validity of a passport containing Israeli stamps.

b) Visas are required by everyone with the exception of travelers holding passports from Bahrain, Kuwait, Oman, Qatar, and UAE.

c) Visas can be obtained through Saudi Arabian Embassies. In countries with no Saudi Arabian diplomatic representation, exhibitors should contact the executing company.

e) Current Government regulations for obtaining a Saudi Business visa for participants at trade shows are as follows:

- Participants requiring assistance with their Entry Visa, must complete "Visa Application" form, and send it to the executing company at least 45 days before the show starting date.

Before completing the "Visa Application" form, please make sure to read the visa instructions on the back of the "Visa Application" form.

- The executing company will submit a list of show participants requiring visas, to the Ministry of Foreign affairs of Saudi Arabia.

- Upon the approval of the Ministry, an approval reference number will be issued and circulated to all concerned Saudi embassies/consulates worldwide. The executing company, will in turn inform all concerned participants.

- Participants will apply for their Entry Visas at Saudi Embassies or consulates in their respective countries, including the approval reference number on their visa application.

- As a result, an entry visa will be issued within days.

f) Exhibitors should apply for their visa at least 6 WEEKS prior to travelling to the Kingdom considering a visit or business visa takes 2 weeks to process from application to collection.

g) The organizers and the executing company can't be held responsible for any exhibitor who fails to obtain his visa on time for the show.

h) The organizers and the executing company in being the sole party responsible for issuing business visas for international exhibitors, are liable towards the Saudi immigration authorities in case of overstay of any exhibitor beyond the allowed period stamped upon receiving the visa or at the port of entry. In case of unauthorized stay, an exhibitor is considered as an illegal subject and could be prosecuted. Furthermore, fines of up to 10,000 SR could be applied against him. **ALL INTERNATIONAL EXHIBITORS WITHOUT EXCEPTION ARE ADVISED TO DEPART THE COUNTRY ON OR BEFORE THE EXPIRY DATE OF THEIR VISA**

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## Section 6 General Information

### 6.1 Press Promotion & Facilities

Full press information activity will be coordinated by the executing company before and during the show within their comprehensive visitor promotion campaign. Exhibitors are encouraged to supplement this with their own news stories, press releases and product photographs, which should be sent to the executing company at least 6 weeks prior to the show. See “Promotions” form. (Page:23)

### 6.2 Media Center

A media center will also be available at the exhibition center.

### 6.3 Photographer

An official photographer will be available at the show. Please coordinate with the executing company.

### 6.4 Show Catalogue

The show catalogue will be printed in English and Arabic and will contain general exhibition information, a layout plan of the stands, and an entry of 100 words from each exhibitor, a product index and exhibitor’s advertisements. Each exhibitor is entitled, free of charge to a 120-word entry describing his products. This must be submitted on “Company Profile” form. (Page: 20) The catalogue will be available to all visitors free of charge. Exhibitor’s attention is drawn to the advantages to be gained from advertising in the catalogue, which will be retained by visitors and used as a source of reference for many months after the show. See “Promotions” form. (Page: 23)

### 6.5 Exhibitor's Badges

Exhibitors and their staff will be issued passes, which must be worn at all times. See form. (Page:21)

### 6.6 Security

The hall owners are responsible for security at the entrances and inside the halls. The Security of stands, the items on display and any other objects located on the stands is not the responsibility of the organizers, the executing company or the hall owner. Exhibitors are responsible for the security of their own Stands and must organize it themselves as they see fit. Items of value and / or those that can be easily removed should always be locked away at night. Exhibitors are advised to take adequate precautions and insure that all articles and valuable items are insured. The organizers, the executing company or the hall owner will not be responsible for the safety of articles of any kind brought into the exhibition hall by the exhibitors, their staff or any person whatsoever.

### 6.7 Prayer Times

Exhibitors must respect the Kingdom’s regulations during prayer time. All activities at the exhibition Centre should be stopped during prayer intervals.



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### 6.8 Restaurant

Restaurants are available inside RICEC.

### 6.9 Car Parking

Ample car parking facilities are available within the exhibition premises.

### 6.10 Direct Sale

In compliance with the regulations of the Ministry of Commerce, direct sale of exhibits is prohibited during the show.

### 6.11 Further Information

For further advice or information, please contact the executing company as follows:

#### Saudi Event Management & Marketing Company - SEMARK

P.O. Box 241226, Riyadh, KSA

Tel: 920 003 361

Fax: 011 4559545

#### Contact: Mohammed Al-Najjar

Project Manager- HORECA Riyadh

Mob: +966 55 444 67 21

E-mail: [m.najjar@semark.com.sa](mailto:m.najjar@semark.com.sa)

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#### Important Deadlines

All order forms must be returned before deadlines.

#### Notes

- All order forms must be completed by Exhibitors and should be sent back on t e-mail mentioned on each form, by the specified date to guarantee optimum service. Services can't be guaranteed for any late submission of forms.
- Order forms must be in typed letters form.
- Make sure all forms highlighted "Required Information / Please fill" are completed.
- Exhibitors requiring special services should fill forms highlighted "Optional".

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## 7.1 Company Profile

Company Name:	
Stand No.:	
Contact Person:	
Tel:	
Mobile:	
Country:	
E-mail:	
Website:	

The company/products description with full address and contact information must type below or send by email in Separate Word File English & Arabic, **before October 25, 2024**. The description sent by fax or hand written will not be accepted. Only MS word files are accepted. (Please type the below empty area)



**\*\*Text must be ready for printing Please keep a copy for your records**

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## 7.2 Stand Signboard (for shell scheme stands only)

This form must be completed by shell scheme Exhibitors only.

Company Name:	
Stand No.:	
Contact Person:	
Tel:	
Mobile	
E-mail:	

Name Board – for shell scheme only (In Capital Letter)	
ENGLISH NAME	
ARABIC NAME	

Please return form by **November 10<sup>th</sup> 2024**. by e-mail

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### 7.3 Exhibitor Badges (Only word Format accepted)

Company Name:	
Stand No.:	
Contact Person:	
Tel:	
Mobile	
E-mail:	

Exhibitors will receive exhibitors’ badges for their staff at the show. Fill in below the names of your staff attending the show (capital letters) and Send by email before **November 10<sup>th</sup> 2024**

PERSON NAME ON BADGE	Job Title	COMPANY NAME

**IMPORTANT**

Make sure not to transfer your personal badge to somebody else. No exhibitor badge will be issued on the first day on site (**November 10<sup>th</sup> 2024**); you will have to fill in a registration form at the entrance of the exhibition and enter as a visitor.

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## 7.4 Stand Electrics

Please return form by **November 10<sup>th</sup> 2024**. by e-mail

Company Name:	
Stand No.:	
Contact Person:	
Tel:	
Mobile:	
E-mail:	
VAT Number	

### SHOW POWER SUPPLY – Compulsory

- Exhibitors / Contractors are required to order mains power supply for the show days.
- Mains power supply will only be activated and energized on the last day of the build-up, a day prior to the show.
- **ELECTRICAL ORDER WILL NOT BE PROCESSED WITHOUT THE COMPLETED GRID PLAN.**

Electricity & Lighting				
Item	SAR	USD	Qty	Total
<b>Mains Power (During the build Up Period)</b>				
16A/230 V	675	180		
32A/230V	1,313	350		
16A/380V	1,688	450		
32A/380V	2,250	600		
<b>Mains Power (During the Show Days- Compulsory for all 'SPACE ONLY' Exhibitors)</b>				
16A/230 V	788	210		
32A/230V	1,575	420		
16A/380V	2,363	630		
32A/380V	4,725	1,260		
63A/380V	10,763	2,870		
125A/380V	18,375	4,900		
<b>Ceiling Cable for Truss Including Main Power</b>				
16A/230 V	1,575	420		
32A/230V	2,363	630		
16A/380V	4,725	1,260		
32A/380V	9,450	2,520		
63A/380V	12,300	3,280		
<b>RCD Panels</b>				
RCD panel 32A/380v- White	2,438	650		
RCD panel 230V- White	1,688	450		
RCD panel 63A/380v- White	2,438	650		
<b>Water Connection</b>	500	134		
			<b>Sub Total</b>	
			<b>VAT 15%</b>	
			<b>Total (Including VAT 15%):</b>	
<p><b>IMPORTANT NOTE:</b> To secure your order, please submit this form to the executing company by e-mail no later than <b>November 10<sup>th</sup> 2024</b>.. All orders should be paid in advance and any order received after the above-mentioned deadline will be subjected to 25% additional charge.</p> <p>Fill the form and send to : <a href="mailto:kasham@semark.com.sa">kasham@semark.com.sa</a> For any further assistance, kindly contact +966 596438192   +966 534835426</p>				

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## 7.6 Promotions

Please return form by **November 10<sup>th</sup> 2024**. by e-mail

Company Name:	
Stand No.:	
Contact Person:	
Tel:	
Mobile:	
E-mail:	

Catalogue Advertising		
Type	Cost USD \$	Cost SAR
<input type="checkbox"/> Back Cover	\$ 2,184	SR 8,188
<input type="checkbox"/> Inside front cover	\$ 1,380	SR 5,175
<input type="checkbox"/> Inside Back cover	\$ 1,380	SR 5,175
<input type="checkbox"/> Inside full page	\$ 690	SR 2,588
<b>Sub Total</b>		
<b>VAT 15%</b>		
<b>Total Including VAT</b>		

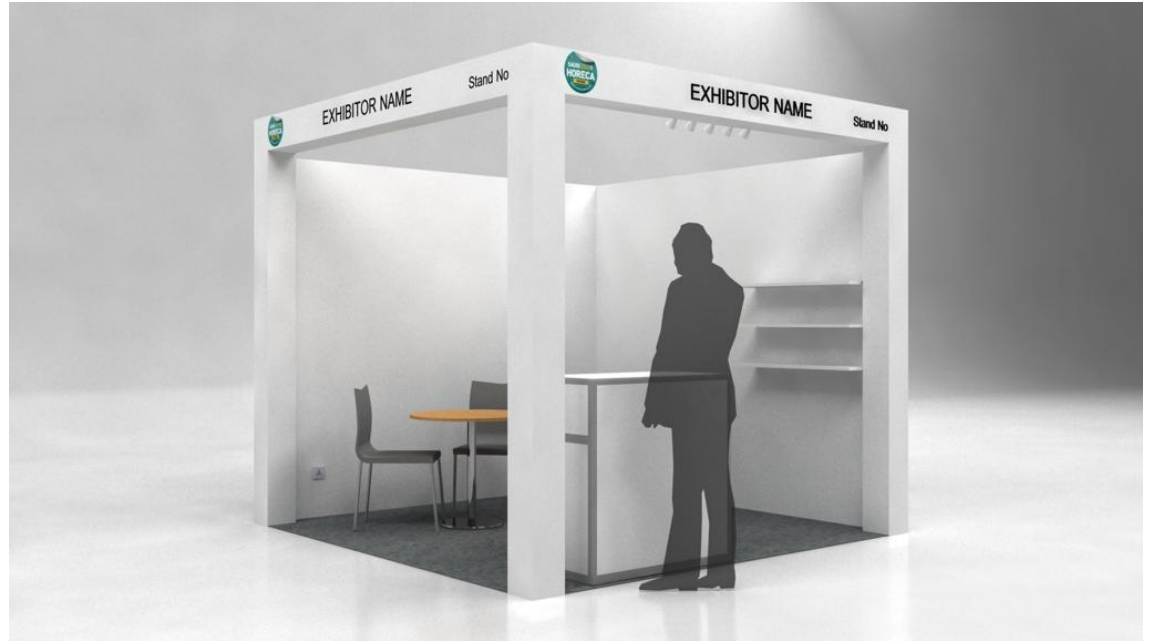
### Show catalogue benefits

- 15,000 Official Exhibition Catalogues will be printed and given free of charge to all show visitors. It will also be circulated to all important visitor sources.
- An advertisement in the Exhibition Catalogue will increase the number of visitors to your booth, by calling visitors attention to the products which are displayed.

### Technical specifications:

- The catalogue size is A5 Vertical
  - Trip Size (Page size): 14.8 cm (W) × 21 cm(H)
  - Bleed : 0.3 cm each side
- High resolution EPS, JPG or PDF Format (300 dpi), Color mode : CMYK
- Orders are valid only when accompanied with payment.

## 7.7 Shell Scheme Specification



For each 3x3 stand, the below items are available:

- 3 Spot lights
- 1 Fascia
- 1 Unit Shelf
- 1 Counter
- 1 Table
- 2 Chairs
- 1 Electric Socket.

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## 7.8 Visa Application

All details are mandatory and the details should be as written in passport  
Fill the below information in Arabic for Arab Countries and English for others.

1. Applicant's Full Name in English/ Arabic:  
(Exactly as written in the Passport)
2. I wish to collect Visa Application from the Saudi Embassy / Consulate in:
  - Consulate City:
  - Consulate Country:
3. Sex (الجنس):  Male(ذكر)  Female(أنثى)
4. Date of Birth (تاريخ الميلاد):
5. Nationality(الجنسية):
6. Place of Birth (محل الميلاد):
7. Religion(الديانة):
8. Job Title (المهنة):
9. Passport Number (رقم الجواز):
10. passport type (نوع الجواز): (ordinary/diplomatic)
11. Passport Issue Date (تاريخ الإصدار):
12. Passport Expiry Date (تاريخ الانتهاء):
13. Passport issuing country (مكان إصدار جواز):
14. Saudi Consulate to apply visa in your country (جهة القدوم):
15. Company Name (جهة العمل- اسم الشركة):
16. Company's Products (Line of Business) (النشاط):
17. Mobile:
18. Email:

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7. Visa Application

**IMPORTANT NOTE:**

1. Before completing this application, please read carefully the instructions on the back of this form.
2. Please fill the Form COMPLETELY and clearly.
- 3- For GCC residents, please send a colored visa and residence card copy with the passport copy

**VISA INSTRUCTIONS**

- In order to avoid the delay or denial of your visa application form, please strictly follow the instructions below prior to filling in the “Visa Request Form”.
- The Visa Request Form must be typed or clearly written in block letters without using any abbreviations. All data requested must be provided.
- If your Job Title or Profession is mentioned in the passport, then the section of “Position in the Company” must be written exactly the same as in the passport.
- Visas can only be obtained through the Saudi Embassy or Consulate in your country. However, exhibitors originating from countries with no Saudi diplomatic representation must contact the organizers before returning this form.
- The visa once issued, can’t be changed, amended, or transferred to any other colleague under any circumstances.
- Upon your visa approval by the local authorities, an approval reference number will be issued and circulated to all concerned Saudi embassies/consulates worldwide. The approval reference number can’t be transferred under any circumstances to any other country which an exhibitor may be visiting. Exhibitors will not be able to collect their visas from Saudi embassies or consulates in countries different from their country of permanent residence.
- In accordance with local immigration laws, Visa Request Forms received from ladies can’t be accepted and will not be processed by the organizers.
- The organizers in being the sole party responsible for issuing business visas for international exhibitors, are liable towards the Saudi immigration authorities in case of overstay of any exhibitor beyond the allowed period stamped upon receiving the visa or at the port of entry. In case of unauthorized stay, an exhibitor is considered as an illegal subject and could be prosecuted. Furthermore, fines of up to SR. 10,000 could be applied against him. ALL INTERNATIONAL EXHIBITORS WITHOUT EXCEPTION ARE ADVISED TO DEPART THE COUNTRY ON OR BEFORE THE EXPIRY DATE OF THEIR VISAS.
- Visa Request Forms that are incomplete or that reach the organizers after the above deadline will not be processed.