

**GE**   
**SMART**  
**ASIA 2017**

**GE**   
**Intelligence**  
Asia Pacific Forum

23 AUGUST, 2017

**22-24 AUGUST, 2017**

Putrajaya International Convention Centre, Putrajaya, Malaysia

**THEME:  
COMMERCIALIZATION &  
COMMODITIZATION OF  
GEOSPATIAL INFORMATION**



# EXHIBITORS MANUAL

Dear Exhibitor,

Thank you for your support to GeoSmart Asia 2017 and GeoIntelligence Asia Pacific 2017 to be held from 22 – 24 August 2017 at PICC, Putrajaya, Malaysia. This exhibitor manual is a valuable resource in preparing for your participation as an exhibitor. Whether it's your first time at our events or you're an experienced exhibitor, the manual is an easy-to-use guide to help make your experience of exhibiting with us a smooth process and ensure that you have a successful show.

**What to do and when...**

- The manual includes all forms and information you need for shipping, set-up and dismantling of your booth
- Please pay special attention to the **Built-up schedule, technical specification** list to prepare for the show
- Be sure to note the deadlines and keep in mind that advanced ordering will save you money and ensure a smooth running show
- All order forms contained on the website should be mailed as directed. Please retain a copy of each form for your records, so that future queries can be addressed quickly and invoices checked easily and accurately

The entire Geospatial Media and Communication team is available to help you, so please feel free to contact us at anytime. We look forward to working with you during the next few months, and we are confident that you will have a successful and profitable show.

Sincerely,



Prashant Joshi  
Vice President APAC

## **TABLE OF CONTENTS**

1. General Information   <b>Section 1</b>	
a. Organiser.....	4
b. Venue.....	4
c. Exhibition Dates & Opening Hours .....	5
d. Opening Ceremony and Exhibition Visit .....	5
e. Currency .....	5
f. Tourist Information .....	5
g. Visa .....	5
2. Technical Information   <b>Section 2</b>	
a. Build-up Schedule .....	6
b. Possession of Exhibit Space .....	6
i. Plan Approval .....	7
ii. Carpentry .....	7
iii. Completion .....	7
iv. Exhibitor Facilities .....	7
c. Booth Inspection .....	8
d. Technical Specification .....	8
i. Building Height .....	8
ii. Floor Material in Exhibition Area .....	8
iii. Electricity .....	8
iv. Suspension and Rigging .....	9
e. Delivery and Removal of Exhibits .....	9
i. Waste .....	10
1. Storage and Waste Material .....	10
ii. Dismantle of Exhibits .....	10
f. Stand Number and Final Allocation .....	10
g. Personal Belongings .....	10

3. Rules, Instructions and Regulations   <b>Section 3</b>	
a. Rules, Instructions and Regulations .....	11
b. Force Majeure .....	12
c. Insurance of Contractors .....	12
4. Exhibitor Registration   <b>Section 4</b>	
a. Complementary Registration .....	13
b. Registration Guidelines .....	13
5. Ordering Through Web-Shop   <b>Section 5</b>	
a. Vender Contact Details for Services .....	14

## General Information ..... Section 1

### Organiser

Local Secretariat : Geospatial Media and Communications Sdn Bhd.  
Box # 632, Lot 4.17, Wisma Central, Jalan Ampang  
50450, Kuala Lumpur, Malaysia

Email : [info@geosmartasia.org](mailto:info@geosmartasia.org)

Phone : +6 03 7859 8411

Head Office : Geospatial Media and Communications Pvt. Ltd.  
A-145, Sector 63  
Noida, Uttar Pradesh  
India. Pin: 201301

Phone : +91 120 4612500

Fax : +91 120 4612555

Contact Person : Tarun Kumar (Exhibition Logistics)

E-mail : [tarun@geospatialmedia.net](mailto:tarun@geospatialmedia.net)

Mobile : +91 9958727957

### Exhibition Venue

Venue : PICC, Putrajaya

Exhibition Area : Utility Hall 2

Address : Presint 5, 62000 Putrajaya  
Malaysia

Phone : +60 3-8887 6000

### **Exhibition Dates & Opening Hours**

Tuesday	22 August 2017	1000 hrs 1800 hrs
Wednesday	23 August 2017	1000 hrs 1800 hrs
Thursday	24 August 2017	1000 hrs 1600 hrs

- ❖ Stands must be staffed at all times during opening hours of the exhibition.
- ❖ If a booth is not staffed when the exhibition opens, the organisers will remove protective covers and will turn on the stand lights.
- ❖ For Buildup and Breakdown Schedule see page number 6.

### **Opening Ceremony and Exhibition Visit**

Exhibitors are invited to the ***Opening Ceremony on Tuesday 22 August 2017 from 1000 hrs*** at Utility hall 2, PICC, Putrajaya, Malaysia.

### **Currency**

The currency in Malaysia is Malaysian Ringgits (MYR). For up-to-date exchange rates, please refer to a currency exchange site on the Internet, e.g. [www.xe.com/ucc](http://www.xe.com/ucc).

### **Tourist Information**

For tourist information in Malaysia, please refer to the following websites:  
<http://www.tourism.gov.my/en/intl>

### **Visa**

Don't forget to check with your travel agent, or with the Malaysian embassy in your respective country, if you need a visa to enter.

## Technical Information ..... Section 2

### Build-up Schedule

Schedule for exhibitors **using the standard stand construction package (Shell Scheme)**

Monday	21 Aug 2017	1600 – 1900 hrs	Bringing in and installation of exhibits. Aisles must be clear and empties & packing materials taken for storage. Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning of aisles.
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Schedule for exhibitors **bringing and building their own stand (Raw Booth)**

Monday	21 Aug 2017	1030 -- 2300 hrs	Bringing in and installation of exhibits. Aisles must be clear and empties & packing materials taken for storage. Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning of aisles.
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**Note: The time for the possession of the stall will be reconfirmed to the exhibitors 3 days prior to the exhibition.**

#### ❖ IMPORTANT

As an exhibitor, we require the following from you latest by 22 July 2017 for the inclusion of the same in our Exhibitor's Profile:

- 100 words company profile in MS Word Format
- High resolution company logo in JPEG
- Contact person name and email id
- Fascia name in MS Word Format

### Possession of Exhibit Space

*Exhibitors using any contractor other than the official stand construction contractor for their stalls will get possession, only if drawings / designs for their stands have been approved by the organizer and the performance bond/security deposit is in place.*

Possession of space will be given to those exhibitors who have made FULL PAYMENT, and have provided performance bonds/ security deposits/Performance Bond to us by 21 August 2017. The cheque will be returned to the exhibitor just after the exhibition gets over and no damage in the property is made. This cheque will be given by the contractor of raw booth, if the contractor is other then official contractor.

Contractual working hours agreed with the PICC does not allow for any delay in leaving the exhibition area after contractual hours. If an exhibitor, his staff, his contractor or his supplier

does not leave the premises at, or before, the times specified, the exhibitor will be held responsible for additional rental fees incurred.

### **Plan approval**

Exhibitors who have reserved 'raw space' and using a contractor other than the official stand construction contractor, must submit the layout design of their stands, for approval by the organiser. This is to prevent costly alterations on site being required by the hall owner and the organizer. Deadline is 22 July 2017.

These plans shall include elevation drawings. One set of drawings duly approved or with suggested modifications, if necessary, will be returned to the exhibitor. Actual construction and display in the stand must strictly conform to the drawings approved by the organiser.

### **Carpentry**

Contractors and exhibitors are requested to strictly observe that carpentry inside the halls during build-up is not permitted. Only assembly of the display and minor finishing/touching up is allowed. Contractors violating this guideline will be prevented from continuing work on the exhibitors stand inside the hall. It's mandatory to use an old flex sheet or plastic sheet on the ground before starting the installation of your raw booth.

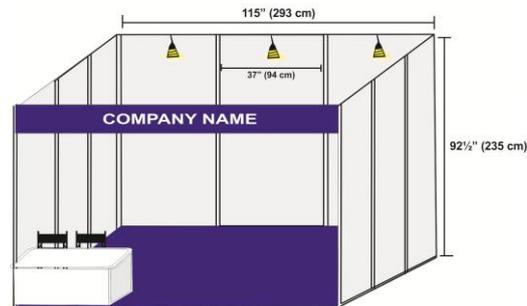
### **Completion**

Installation of stands /booths should be completed by 0800 hrs on 22 August 2017. General cleaning of the exhibition hall will be carried out immediately thereafter for the Hall, to be ready by 1000 hours on 22 August 2017, for inauguration of the exhibition. Exhibitor facilities

As with the registrations, each booth under the build-up booth scheme also comes with some furniture and electricity as per the following chart:

<b>As per sqmt.</b>	<b>Table</b>	<b>Chair</b>	<b>Spot Light</b>	<b>Power point</b>	<b>Dustbin</b>
<b>9-17</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>18-26</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>
<b>27-35</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>3</b>

*Photo impression shell scheme.*



**Please Note:**

- No rebate will be given if the exhibitor decides not to avail any of the above shell scheme provisions
- Exhibitors must order for furniture and extra power supply if required over and above the above entitlement through additionally electricity order form, which will be on paid basis. You can download the form from the website of GeoSmart Asia 2017 and GeoIntelligence Asia Pacific 2017 i.e. [www.geosmartasia.org](http://www.geosmartasia.org)

**Booth Inspection**

Inspection of the booths will be carried out continuously during build-up procedures to make sure that exhibitors have received the services ordered, and to see if the instructions of and on behalf of the organizers and the PICC have been taken into account.

**Technical Specification**

Below are important technical specifications related to the use of your exhibit space, the standard stand construction package, and the exhibition area in general.

**Building Height**

- ❖ The building height is 2.35 m for all shell scheme stand walls and objects inside the stand (height measured from the floor of the hall, not from a technical/raised floor).
- ❖ For **higher raw booth more than 3 m, permission is required** from organiser by submitting the design of the stand before 22 July 2017.

**Floor Material in Exhibition Area**

Objects in a stand which are higher than 2.35 m should be placed at a minimum distance of 0.75 m inward from the stand front, side and back lines. For objects higher than 2.35 m **permission is required** from Organiser.

If you wish to **bring a display system** (e.g. pop-up display) to put up in your stand, please inform organiser with exact measurements (height x width in meter) so we can check if it fits in view of possible height restrictions.

## Electricity

For raw space, power connection from the main distribution box (DB) inside the exhibitors' area will be provided by the official contractor commencing 22 August 2017. **All the exhibitors are requested to order through additional electricity order form for their additional electricity requirement.**

Connection to the exhibitor's equipment from the distribution box (DB) inside the exhibitor's area will be operated by the exhibitors. A work completion-cum-listing report must be provided to the official electrical contractor after the exhibitors have completed their work on 22 August 2017 by 0800 hrs.

Each stand will be provided with electric power at one or more main points depending on the requirement on additional charges. Please log on to [www.geosmartasia.org](http://www.geosmartasia.org), the website of GeoIntelligence Asia Pacific 2017 and GeoSmart Asia 2017 to order the additional electricity for your booth. Exhibitors should use distribution boards, individual isolation switches for exhibits, and insulated cables or metal conduits for connecting power supply to the exhibits.

Exhibitors who use power for general lighting and running of equipment/exhibits in excess of their specified load will attract penalties and/or disconnection.

Exhibitors must install separate and independent switch connections for each exhibit. Alternate connections or throw-over switches are not allowed. Power load is not allowed to be taken from the sockets.

All the main electrical supply points must be kept easily accessible for operation and repairs in the event of emergency. Main electrical supply points should not be concealed or covered.

Exhibitors are advised to install equipments voltage stabilizers/UPS for their sophisticated equipments.

Exhibitors are advised to exercise the highest level of safety precautions and engage the services of only qualified professionals for electrical wiring and installations.

## Suspension and Rigging

PICC does not allow any suspensions and rigging and no fixing is allowed to be made from the ceiling, floor or wall of the exhibition area.

## Delivery and Removal of Exhibits

The delivery and removal of exhibition goods, with the exception of hand-carried materials, should take place via the loading Area of PICC; the following instructions apply for the delivery and loading of goods.

- ❖ Exhibits will NOT be allowed to take out of the exhibition halls during the exhibition period.

- ❖ Removal or delivery of exhibition stores in or out of the exhibition hall is not permitted during the open hours of the exhibition.
- ❖ Such removal, delivery or replenishment of stock may only be carried out before opening hours in the morning or after closing time in the evening. If you wish to remove any item, a “GOODS REMOVAL PASS” must be obtained from the venue duly signed and stamped by the organizer.
- ❖ Goods removal pass: At the close of the exhibition, in order to remove your goods smoothly, safely and easily, the following paperwork must be carried out. Make 4 copies of an itemized list showing equipment and material required to be exited from PICC. These copies must be on the exhibitor company’s letterhead, duly stamped with the company’s official seal and signed by an authorized person. Get all copies attested and stamped by GeoIntelligence Asia Pacific 2017 and GeoSmart Asia 2017 organizer.

## **WASTE**

Exhibitors are advised not to throw waste material from their stands on the aisles. Empty cases /crates should not be left in the aisles to ensure the safety of all SHOW participants.

### **Storage and Waste Materials**

The organizer is unable to provide storage facilities in the hall for packing cases, surplus materials or other property of the exhibitors. Arrangements for safekeeping of such items must be made with the freight forwarder.

During move-in, construction of stands and removal of exhibits, the passageways in the exhibition halls must not be obstructed with packing materials, construction materials or debris. Contractors are responsible for removing their own cuts-offs and waste on each day of build-up and breakdown. Use of passageways behind stalls for storage of empty, waste or surplus material is strictly prohibited.

### **Dismantle Of Exhibits**

The halls have to be handed over to the PICC promptly on the final day of break-down. Shell scheme exhibitors must ensure that their exhibits and stand materials are removed by 1800 hrs on 24 August 2017. The contractor of raw spaces must remove the stand material latest by 2200 hrs on 24 August 2017. The organizer will dispose off any items remaining in the hall beyond this time, and the management will not accept responsibility for any loss or damage. Costs involved will be borne by the defaulting exhibitor.

***As it is impossible to provide complete protection against theft, exhibitors should ensure that their exhibits are properly insured. We do remind you that you are responsible for your exhibits at all times and that they will be at greatest risk during buildup and breakdown. Do not take chances with your valuables- once they are lost, it will be very difficult or impossible to recover them. The organizer will accept no responsibility for losses or damages of any kind. Keep your passport, exhibit goods and laptop etc. under your strict supervision at all times.***

**Stand Number and Final Allocation**

Stand locations and stand numbers will be (re-)confirmed by Geospatial Media and Communications in case it is necessary to change an exhibitor's stand number or stand location, the exhibitor will be notified immediately.

**Personal Belongings**

All exhibitors / participants must take care of their personal belongings at all times. The organizer will not be held responsible for any damage / loss etc.

## Rules, Instructions and Regulations..... Section 3

### Rules, Instructions and Regulations

- ❖ Raw space exhibitors / contractor will also be responsible for the proper behavior of the contractor, if the contractor appointed is other than the 'Official Contractor'.
- ❖ The exhibitors/ contractor will also have to bear any charges levied by the venue PICC for damages caused to property, walls, flooring, etc.
- ❖ Exhibitors' contractors are requested to avoid designs blocking or boxing-in other exhibitors' stands. The back wall shall never be left unsightly.
- ❖ Exhibitors / contractors are not permitted to fabricate or build from scratch, stands inside the halls. They should prefabricate and fit sub-sections of the stand inside the hall. Only finishing and touching up of paint (not complete painting) is permitted inside the hall.
- ❖ Exhibitors/contractors must ensure that finishing/ painting of the stand does not result in spillage.
- ❖ Exhibitors / contractors must remove cut-offs and debris from inside their stand, and ensure that the stand is completed by 0830 hrs 22 August 2017.
- ❖ Exhibitors' contractors are not allowed to block the aisles inside the hall. Packing cases and crates belonging to contractors and exhibitors and material lying on the aisle will be removed under the instruction of the organizer at the exhibitor's cost.
- ❖ No part of any structures may extend beyond the boundaries of the stand allocated to the exhibitor by the organizer.
- ❖ A finished back wall, except in the case of an island or peninsula stand, must be provided.
- ❖ Where 'raw space only' stands rest on a shell scheme package stand, the walls of the shell scheme package may not be utilized by the 'raw space' exhibitor.
- ❖ Nailing or puncturing the shell scheme panels is strictly prohibited. Any such damage will be made good at the expense of the exhibitor.
- ❖ In case of heavy machinery, the maximum height of 2.4 mts. can be accommodated in the hall.
- ❖ Exhibitors are requested to take approval from the organiser for exceeding the height of their booth more than 3 meters.
- ❖ We would highly recommend that you practice cautious with regard to the move in / build up and tear down / move out phase of your exhibitions. We would recommend

the following additional precaution actions to be taken and enforced to contractors and exhibitors to minimize the damage to the Hotel.

- Protection of the carpet by old carpet or plywood for the movement of heavy duty trolley during move in and move out.
- Protection of the carpet particular on the aisle with plastic sheet, plywood or used carpet during build up
- No sanding, sawing, metal cutting, major painting and major construction allowed.

### **Force majeure**

If due to force Majeure or other unavoidable circumstances, the organisers are forced to cancel the exhibition, the exhibitor will not be entitled to claim damages or compensation of any kind. The organisers reserve the right to reschedule the event in the interest of the exhibition.

### **Insurance for contractors & service men**

Exhibitors are liable to cover their own staff and the contractors they hire for booth set up and dismantle for any physical damage on site. In case of any mishap, the organisers will not be liable to bear any such damages.

## **Exhibitor Registration..... Section 4**

### **Exhibitor Registration**

Each booth comes with a certain number of complimentary facilities like Registrations and passes as per booth size. The following chart shows the general guidelines:

<b>Exhibition Area SQM</b>	<b>9-17</b>	<b>18-26</b>	<b>27-35</b>	<b>36-above</b>
<b>Complimentary Delegates</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>As per package</b>

### **Registration Guidelines:**

- Exhibitors will receive a password that will entitle them to register the offered complimentary registrations online at  
  
<http://www.geosmartasia.org /2017/reg/regform.htm>
- Exhibitors are requested to register the names of representatives from their organization availing this complimentary registration not later than 15 July 2017.
- Please note that it is compulsory for each exhibitor to wear their exhibitor registration badge for the duration of the Trade Show
- Identification badges can be collected from GeoIntelligence Asia Pacific 2017 and GeoSmart Asia 2017 conference registration desk at the conference venue on any of the registration days starting from 22 August 2017 onwards

**Vendor Contact Details for Services**

<b>Service</b>	<b>Official Vendor</b>	<b>Order Due Date</b>
Exhibition Fabricator Extra Furniture Electrical and Lighting Additional Electricity Bond and Admin Form	Farah Instant Tradeshows & Exhibitions Sdn Bhd (718308-M) G-48, Perdana Avenue 3A, Kajang Perdana, 43000 Kajang, Selangor, Malaysia Tel : 603-87412599 Fax : 603-87413599 Email : sales@instantexhibition.com	22 July 2017
Fascia Name Form Company Information Form Security Deposit Form	Tarun Kumar (Mr.) Geospatial Media and Communications Pvt. Ltd. Tel : +91 120 461 2500 Mobile : +91 9958 727 957 Fax : +91 120 461 2555 Email: tarun@geospatialmedia.net	22 July 2017
Shipping Manual	Charmaine Louis Agility Fairs & Events Shah Alam, Malaysia Office: + 603 7841 8888 IP: 8602 8865 Mobile: + 6012 728 9059 Fax: + 603 7842 3295 Email: CLouis@agility.com	Please Refer to Shipping Manual