

WELCOME TO THE HIMSS UAE eHEALTH WEEK

8 DECEMBER 2015: INTERCONTINENTAL HOTEL, ABU DHABI

9 – 10 DECEMBER 2015: ACADEMIC MEDICAL CENTRE, DUBAI

EXHIBITOR MANUAL

Detailed information regarding the conference, exhibition and services can be found within this document.

Whilst this document is correct at the time of publishing on the events website, it will be updated from time to time. Therefore, please check back continually in order to ensure that you are kept up to date with all the necessary information you require for exhibiting at UAE eHealth Week.

For further enquiries, please contact a member of the UAE eHealth Week Team whose individual contact details you can find on the [Contacts](#) page. Alternatively you can contact Kerry Lewis-Zovi on the details below:

Kerry Lewis-Zovi
Exhibits Manager
+353 (0) 868 066 558
klewis@himss.org

EXHIBITION SCHEDULE

ABU DHABI	DUBAI
<u>TABLE TOP SET UP</u>	<u>EXHIBITION STAND SET UP</u>
Tuesday, 8 December 06:00 – 08:00	Tuesday, 8 December 18:00 commence
<u>OPEN HOURS</u>	Wednesday, 9 December 06:00 complete
Tuesday, 8 December 08:00 – 16:30	<u>OPEN HOURS</u>
<u>BREAKDOWN</u>	Wednesday, 9 December 08:30 – 16:00
Tuesday, 8 December 16:45 – 18:00	Thursday, 10 December 08:30 – 15:00
	<u>BREAKDOWN</u>
	Thursday, 10 December 15:00 – 18:00

The above information is still to be confirmed, however it will be finalized and updated shortly. Please ensure that you check back regularly to keep track of any updates. Alternatively, please contact Kerry Lewis-Zovi at klewis@himss.org if you have any doubts.

DEADLINE CHECKLIST

The follow table details deadline dates that are relevant to you and your participation at eHealth Week. Please review these dates carefully and put them into your diary.

Due Date	To Do Checklist
Immediately	Submit company profile to be uploaded onto the event website to slin@himss.org
October 2015	Exhibitor and Client Badge Registration is Open
15 November	The following order forms are due to the InterContinental Hotel, for Abu Dhabi: Electrical, Cleaning, Security Services
15 November	The following order forms are due to Pico International LLC. for Dubai: Electrical, Furniture, Audio Visual equipment, Signage services
20 November	Stand Space released if 100% of contract fee is not paid
24 November	Deadline for all orders of following items must be placed with the venue in Dubai: Specific Stand Cleaning and Security requirements
23 November	Freight must be arranged with Agility for Dubai. Deadline for receipt of ALL freight into their warehouse is 27 November .
27 November	Don't forget to register your Exhibitor and Client Badges! Register now
8 December from 06:00	UAE eHealth Week 2015 Table Top begins in Abu Dhabi
8 December from 18:00	UAE eHealth Week 2015 overnight move-in begins in Dubai
8 December	UAE eHealth Week 2015 open day Abu Dhabi
9-10 December	UAE eHealth Week 2015 open days Dubai

CONTACT LIST

CONFERENCE & EXHIBITION ORGANISING TEAM

Exhibition & Sponsorship Sales

Gabriel Sim
Business Development Director
Mobile: +65 9299 0802
Email: gsim@himss.org

Registration

Agnes How
Administrative & Meeting Services
Tel: +65 6664 1189
Fax: +65 6832 7728
Email: ahow@himss.org

Exhibition Service Provider (Dubai)

Pico International LLC
Jude Andrei
Jude.andrei@ae.pico.com
Tel: +971 4 4204028
Fax: +971 4 4204038

Venue in Abu Dhabi

InterContinental Abu Dhabi
PO Box 4171 King Abdullah bin
Abdul Aziz Al Saud Street
Contact: Manny Arellano
Tel: +971 2 666 6888
Direct Tel: +971 2 693 5193
Fax: +971 2 666 5361
Email: manny.arellano@ihg.com

Speaking Opportunities

Sarah Grant
Education Manager
Tel: +65 6664 1183
Email: sgrant@himss.org

Exhibition

Kerry Lewis-Zovi
Exhibits Manager
Tel: +353 868 066 558
Email: klewis@himss.org

Media

Melissa Leong
Manager, Marketing & Strategic Partnerships
Tel: +65 6664 1182
Email: mleong@himss.org

Venue in Dubai

Dubai Healthcare City, Mohammed Bin Rashid
Al Maktoum Academic Medical Centre
PO Box 66566, Dubai, UAE
Contact: Inayath Hassan
Tel: +971 4 324 5555
Direct Tel: +971 4 362 2754
Fax: +971 4 362 4775
Email: Inayath.hassan@dhcc.ae

REGISTRATION

Online badge registration is **Now Open** and will remain open throughout the duration of eHealth Week. Exhibitors will be able to make changes, additions, edits to their exhibitor badges. However you will require your initial reference number and email address used for the registration in order to do this.

Pre-registered badges can be picked up onsite from 8 December 2015. Badges will not be mailed in advance.

Please [Click Here](#) to follow a link to the registration page where you will find all of the details you require to complete your registration:

EXHIBITOR BADGE REGISTRATION SCHEDULE

October 2015 Exhibitor Badge Registration Opens online

EXHIBITOR BADGE REGISTRATION HOURS:

Tuesday, 8 December 2015	14:00 – 20:00
Wednesday, 9 December 2015	08:00 – 16:00
Thursday 10, December 2015	08:30 – 12:00

TYPES OF BADGES

- Exhibitor Badges, complimentary as part of your sponsorship package

EXHIBITOR BADGES

- Allow access into Exhibit Hall during move-in/move-out
- Allow access into Exhibit Hall an hour prior to show opening and an hour post show closing
- Allow access into all education sessions
- Exhibitor badges are issued to company personnel and are designated **ONLY** for those individuals that are representing your company on the exhibit floor
- Complimentary registrations as per your sponsorship level.
- Badges will only be printed with the company name listed on the exhibit application

LOST BADGES

- Lost badges may be duplicated for \$35 per replacement badge.
- Only one duplicate badge will be made per registrant.

For questions regarding Exhibitor and Full Conference Badge Registration, please contact:

Agnes How
Administrative & Meeting Services
Tel: +65 6664 1189
Fax: +65 6832 7728
Email: ahow@himss.org

LOCATION MAP & DIRECTIONS TO DUBAI HEALTHCARE CITY

No.14 = Mohammed Bin Rashid Al Maktoum Academic Medical Centre



Venue Address - Dubai

Dubai Healthcare City, Mohammed Bin Rashid Al Maktoum Academic Medical Centre

PO Box 66566, Dubai, UAE

Contact: Eugene O Campo

Tel: +97 1 4 324 5555

Direct Tel: +97 1 505 454 289

Fax: +97 1 4 362 4775

Email: Eugene.ocampo@dhcc.ae

Directions

Dubai Healthcare City is located in the heart of Dubai and only 4 km from Dubai International Airport

From Sheikh Zayed Road:

- Sheikh Zayed Road (heading North towards Dubai/Sharjah) will become Sheikh Rashid Road
- Leave Sheikh Rashid Road at Exit 56, heading towards Bur Dubai, and join Oud Metha Road
- Leave Oud Meitha Road at the Dubai Healthcare City Exit and follow signage into Dubai Healthcare City

From Emirates Road:

- Leave Emirates Road at Junction 55, heading towards Al Garhoud/Deira
- Join the Business Bay Crossing towards Bur Dubai
- Leave Business Bay Crossing at Exit D73, towards Oud Metha Road and follow signage into Dubai Healthcare City

Venue Address – Abu Dhabi

InterContinental Abu Dhabi

PO Box 4171 King Abdullah bin

Abdul Aziz Al Saud Street

Contact: Manny Arellano

Tel: +971 2 666 6888

Direct Tel: +971 2 693 5193

Fax: +971 2 666 5361

Email: manny.arellano@ihg.com

Abu Dhabi International Airport (AUH) is the closet airport to the hotel. The estimated time to the hotel by taxi is 25 minutes

TECHNICAL SERVICES – INTERCONTINENTAL HOTEL, ABU DHABI

VENUE:

The InterContinental Hotel is the service provider looking after the following services for UAE eHealth Week 2015 in Abu Dhabi.

- Furniture
- Electricity: additional power points, or extension cables
- Specific Kiosk Cleaning (general area cleaning included)
- Specific Kiosk Security
 - We strongly advise that you do not leave valuable items, or pieces of equipment on, or at your stand unattended, or once exhibit hall is closed.
- Internet services
 - Wifi is available at the hotel at a cost of AED95 per connection. Please contact the hotel directly to obtain your wifi code
- Parking spaces

For each of the above services, please contact **Manny Arellano** either by email at manny.arellano@ihg.com , or by telephone directly at: +971 2 693 51 93

The deadline for all orders to be placed with the Hotel is Sunday, 15 November 2015.

TECHNICAL SERVICES - AMC, DUBAI

VENUE:

Dubai Healthcare city, Mohammed Bin Rashid Al Maktoum Academic Medical Centre is the service provider looking after the following services for UAE eHealth Week 2016 in Dubai.

- Specific Stand Cleaning (general cleaning included)
- Specific Stand Security
 - We strongly advise that you do not leave valuable items, or pieces of equipment on, or at your stand unattended, or once exhibit hall is closed.
- Internet services
 - Wifi is available throughout the venue
 - There is no facility for hard line internet at this venue
- Parking spaces

For each of the above services, please contact **Mr Eugene** by email at Eugene.ocampo@dhcc.ae or, by telephone directly at +97 1 505 454 289

EXHIBITS SERVICE CONTRACTOR:

The Official Exhibition Services Contractor is **Pico International LLC**. For each individual service listed below you will find a corresponding form within their event specific manual.

- Furniture, Electrical & Price List
- Electrical
- Audio Visual
- Floral
- Signage

[Click Here](#) to view the manual.

The deadline for all orders to be placed with Pico is Sunday, 15 November 2015.

DELIVERIES

Abu Dhabi

There is no freight company appointed to this event.

You can send your deliveries directly to the venue. Deliveries can only be sent to the venue from 06:00 onwards on Tuesday 8 December.

Important Note: you **MUST** be available at the venue to receive and sign for them. No one else can sign for deliveries on your behalf.

Deliveries must be marked as follows:

- o FAO: recipient of package and MOBILE telephone number for that person please
- o HIMSS ME – eHealth Week UAE 2015 (Abu Dhabi)
- o Company Name:
- o Table Top Number (if applicable) or Final Destination of package(s)
- o How many boxes, or items make up the delivery
- o Venue Delivery address as outlined below

Please use this [delivery docket](#) to attach to your freight.

InterContinental Abu Dhabi

PO Box 4171 King Abdullah bin

Abdul Aziz Al Saud Street

Contact: Manny Arellano

Tel: +971 2 666 6888

Direct Tel: +971 2 693 5193

Fax: +971 2 666 5361

Email: manny.arellano@ihg.com

Dubai

Freight Forwarding & Logistics

Agility Fairs & Events are the appointed Freight and Delivery Logistics Company for this event.

We recommend that you contact them in relation to any shipment, or delivery consignment that you are sending to the event. They will look after all the logistics for you.

Contact: Abu Turab Kuvawala
Business Development Manager
Mobile: +97150 5549926
Direct: +9714 8131485
E-mail: AKuvawala@agility.com

Agility require the airfreight or courier shipments to arrive (7) seven working days before the requested delivery and would need to know the products (with H S Codes) that are being shipped for the event so they can check with customs if any special approvals are required.

Courier shipments can be forwarded to the below address:-

Agility Logistics LLC (Fairs & Events)

15th Floor, Office No 1507
Dubai World Trade Centre Tower
Sheikh Zayed Road
Post Box 36683
Dubai, United Arab Emirates
Tel: +971 4 8131485 / +97150 5549926
Attn: Mr. Abuturab Kuvawala
For: HIMSS Middle East (Dubai)

Airfreight shipments can be forwarded to the below address:-

Agility Logistics LLC C/o

HIMSS Middle East (Dubai)
P. O. Box 36683
Dubai, UAE
Tel: +971 4 8131486
Attn.: Sonu Antony Padua

Notify Party: Exhibitor Name: _____
Stand No.: _____

You can also send your deliveries directly to the venue. However, you **MUST** be available at the venue to receive and sign for them. No one else can sign for deliveries on your behalf. Deliveries can only be sent to the venue from 18:00 onwards on Tuesday 8 December.

Deliveries must be marked as follows:

- o FAO: recipient of package and MOBILE telephone number for that person please
- o HIMSS ME – eHealth Week UAE 2015
- o Company Name:
- o Stand Number (if applicable) or Final Destination of package(s)
- o How many boxes, or items make up the delivery

Email: Eugene.ocampo@dhcc.ae

EXHIBITING RULES AND REGULATIONS

1. TABLE TOPS

A Table top is a single 6ft table with two chairs to accompany it. An exhibitor may place a pop up sign to the rear of their table. Dimensions must not exceed 2000mm wide x 2000mm high

2. INLINE BOOTHS

An Inline Booth is one or more standard (3m x 3m) units in a straight line. The maximum height of exhibit walls, fixtures and components must not exceed **2.5m**.

3. PERIMETER BOOTHS

A Perimeter Booth is an inline booth with one or more (3m x 3m) booths that are along an exterior wall of the exhibit hall. The maximum height of any feature within the booth may not exceed a height of **2.5m**.

4. PENINSULA BOOTHS

A Peninsula booth is an exhibit at least 18.0 sq. m (6.0 m x 3.0m) having aisles on three sides with one or more display levels. The maximum height of the back wall facing the neighboring stand can be **2.5m**. Exhibit materials, components and identification signs (other than the back wall) will be permitted to a maximum height of **2.5m**.

Depth: According to international custom, peninsula stands must be built as openly as possible on three sides. Except for the back wall, no other solid walls are allowed at the external boundaries of the stand.

All Peninsula booth plans must be approved by HIMSS Middle East and the Academic Medical Centre by **13 November 2015**.

5. HANGING SIGNS

Hanging of signs is not permitted at either venue.

RULES & REGULATIONS

It is important to comply with the rules and regulations as an exhibitor at the UAE eHealth Week 2015. As this is a new venue there are naturally changes in policies for participants. Therefore, please be sure to read through all the rules and regulations found in the documents below.

General Rules and Regulations

HIMSS is committed to the success of all exhibiting companies. Our intent is to have a professional and balanced marketplace during the Conference. Therefore, all exhibitors are expected to adhere to all rules and regulations stated in this service manual and on the back of your exhibit space contract. Objectionable activity will be reviewed by HIMSS management and may be ceased or changed at any time during the course of the exhibition.

Building Regulations (Abu Dhabi)

You have been allocated as part of your participation a table top, with two chairs and a power socket. No other form of alternative stand building is permitted at this event. You may also bring with you a display to be installed to the rear of your table top. This can be no more than 2000mm wide and 2000mm high.

Building Regulations (Dubai)

You have been allocated as part of your participation either a 9sq.m or an 18sq.m shell scheme stand within the exhibit hall, with a front counter. No other form of alternative stand building is permitted at this event.

Depending on the location of the stand you chose, you will either have one side open, or two sides open. Please [Click Here](#) to review the standard stand package that applies to you.

Please note: Pearl level sponsors only are permitted to build their own 'personalized' stand at this event. All other sponsors are required to exhibit within the shell scheme that you have chosen.

No nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the venue exhibit halls or any part of the building.

Demonstrations & Marketing Activities

Exhibitor demonstrations and all marketing/promotional activities must be conducted within the confines of your space. Demonstrations should not obstruct the aisles nor prevent access to nearby exhibits. Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors', or produces sound levels that exceed 75 decibels, will be asked to cease. If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough space and orient your activities so that the crowd can be

accommodated within your space. Distribution of pamphlets, brochures, etc. must take place within your space only.

Direct Selling

Exhibitors are required to remain in their own space during exhibit hours. Solicitation outside your space in any way is strictly prohibited. Orders may be taken during the normal activity on the exhibit floor in your purchased space, but retail sales are not permitted.

Subletting

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from HIMSS. Exhibitors must show goods or services manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Sound/Noise

The use of megaphones, loudspeakers, or public address systems by exhibitors is prohibited. The decibel level of sound emitting from your kiosk must not exceed 75 at the edge of the stand. Speakers must face into the exhibit space itself and not into the aisles or into neighboring exhibits. Live music is prohibited in the exhibit hall. HIMSS reserves the right to determine at what point sound constitutes interference with other exhibitors and must cease.

Compressed Gas and Inflatables

Use of compressed gas or any inflatables is not permitted in the venue.

Move-out/Dismantling

No move-out or dismantling is permitted before 16:30 on Tuesday, 8 December in Abu Dhabi and 15:00 on Thursday, 10 December 2015 in Dubai.

Unpaid Balances

Final payment is due no later than Friday, 20 November 2015. On Monday 23 November 2015, unpaid spaces will be released. Any company with an unpaid balance will have their freight and/or deliveries refused by HIMSS until the balance is paid in full. If your badges are denied due to your failure to pay the balance on your kiosk, HIMSS cannot be held responsible.

Children

No persons under the age of 18 are allowed on show floor at any time.

Smoking

Smoking is not permitted by HIMSS or in any location within the venue at any stage.

Food & Beverage

The InterContinental are the sole catering provider at the eHealth Week Abu Dhabi venue. No unauthorized food and beverage company are allowed to provide to exhibits, or sponsors at the event.

The Radisson are the sole catering provider at the eHealth Week Dubai venue. No unauthorized food and beverage company are allowed to provide to exhibits, or sponsors at the event. If you wish to order food specifically for your stand, please contact Cathy Ryan: cryan@himsss.org

Property

All persons, including the Delegates, Exhibitors, Sub-Contractors and their personnel, who bring property, equipment and/or goods into or into either of the Venues do so at their sole risk and expense. HIMSS, InterContinental Hotel and the Academic Medical Centre do not accept them into its charge or responsibility.

HIMSS, InterContinental Hotel or Academic Medical Centre are not responsible or liable for:

- a. any theft, loss, deterioration or other damage in respect of any goods, property or equipment brought into the Venue; and/or
- b. the safekeeping of any property in the Venue whether or not the property is deposited with venue

FAQs

Q. What are the show dates for the UAE eHealth Week?

A. 7 – 8 December in Abu Dhabi & 9 – 10 December in Dubai

Q. When does exhibitor badge registration open online?

A.: Exhibitor badge registration opened in October 2015.

Q. How many delegate attendees are expected to visit the conference?

A.: We would expect to see around 400 delegates.

Q. What kind of attendees will be at this conference?

A. Presenting and attending will be healthcare professionals, who have the buying power for their organizations- providers, payers, suppliers, policy-makers, and government officials. There will also be clinicians, directors, administrators, informatics professionals, and academicians.

Q: How do I become a corporate member?

A. For information on becoming a corporate member, please contact:

Gabriel Sim, Business Development Director. Mobile: +65 9299 0802. Email: gsim@himss.org

Q. What is the closest airport to the InterContinental Hotel, Abu Dhabi Dubai?

A. Abu Dhabi International Airport (AUH) is the closet airport to the hotel. Estimated taxi cost is 130.0 AED. The estimated time to the hotel by taxi is 25 minutes

Q. What is the closest airport to the Academic Medical Centre, Dubai?

A. Dubai Healthcare City is located in the heart of Dubai. 4 km from Dubai International Airport.

Q. Do I need a visa to enter UAE?

A. Please follow the link below to ascertain if you require a VISA to enter the UAE

http://www.emirates.com/ie/english/plan_book/essential_information/visa_passport_information/uae_visas.aspx

Q. If I do need a visa, who do I contact to receive my Letter of Invitation?

A. To receive an official Letter of Invitation, please register and pay for the conference and then email Agnes How. HIMSS Middle East can only provide a Letter of Invitation and proof of conference registration. We are not able to apply for a visa on your behalf.

Q. What kind of currency do I use?

A. United Arab Emirates dirham

Q. What is the attire for the conference?

A. Business