



WELCOME TO THE HIMSS UAE eHEALTH WEEK

31 October – 1 November 2016: Academic Medical Centre, Dubai

2 November 2016: Cleveland Clinic, Abu Dhabi

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 Ms. Lim Bee Ling on the details below:

Lim Bee Ling
Exhibits Manager
bllim-contractor@himss.org



Exhibition schedule

Dubai		Abu Dhabi	
<u>Exhibition Stand Set up</u>		<u>Table Top Set up</u>	
Space Only Exhibitors	21:00 – 06:00 (29 - 30 October)	Wednesday, 2 November	06:00 – 08:00
Sunday, 30 October	18:00 – 23:59	<u>Open hours</u>	
		Wednesday, 2 November	08:00 – 14:30
<u>Open hours</u>		<u>Breakdown</u>	
Monday, 31 October	08:00 – 15:30	Wednesday, 2 November	16:00 – 18:00
Tuesday, 1 November	08:30 – 15:30		
<u>Breakdown</u>			
Tuesday, 1 November	18:00 – 23:59		

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 Ms. Bee Ling at bllim-contractor@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
Immediate	Submit company profile to be uploaded onto the event website to bllim-contractor@himss.org
13 October 2016	Submit custom designed booth dimensional drawings to bllim-contractor@himss.org for approval
17 October 2016	Don't forget to register your Exhibitor and Client Badges! Please refer to the registration letter sent to you along with this manual.
20 October 2016	The following order forms are due to Pico International LLC. Fascia/ Electrical/ Furniture/ Audio Visual equipment/ Signage
29 October from 21:00Hr	UAE eHealth Week 2016 overnight move-in begins in Dubai
2 November from 06:00Hr	UAE eHealth Week 2016 table top set up begins in Abu Dhabi
31 October 2016	UAE eHealth Week 2016 open day Dubai
2 November 2016	UAE eHealth Week 2016 open day Abu Dhabi



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 Romualdez
Jude.andrei@ae.pico.com
Tel: +971 4 4204028
Fax: +971 4 4204038

Venue in Abu Dhabi

Cleveland Clinic Abu Dhabi
Al Falah Street, Al Maryah Island

Contact: Talicia Correa
Tel: +971 2 659 0200
Email: correat@clevelandclinicabudhabi.ae

Speaking Opportunities

Priscilla Heung
Executive, Program
Tel: +65 6664 1183
Email: pheung@himss.org

Exhibition

Lim Bee Ling
Exhibits Manager
Email: blim-contractor@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
University of Medicine and Health Sciences
PO Box 505055, Dubai UAE

Contact: Inayath Hassan
Tel: +971 4 324 5555
Direct Tel: +971 4 362 2754
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 31 October 2016. 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

Online Exhibitor Badge Registration is now open

ON-SITE BADGE REGISTRATION HOURS:

Monday, 31 October 2016	08:00 – 15:00
Tuesday, 1 November 2106	08:30 – 15:00
Wednesday, 2 November 2016	0800 – 14:00

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 and labelled as **EXHIBITOR**



ADDITIONAL BADGES

- Per badge costs AED 1099 / USD 299
- Requested badges for clients can be labeled as **DELEGATE** but strictly only applicable for employee of hospitals, clinics, medical centres, government agencies and academic institutions
- Not valid for vendors, solution providers and consultants
- Name list must be submitted to ahow@himss.org and payment made prior to receiving registration notice

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

Mohammed Bin Rashid University of Medicine and Health Sciences
Al Qassimi Building No. 14, - 1 17th St - Dubai - United Arab Emirates





Venue Address - Dubai

Dubai Healthcare City, Mohammed Bin Rashid University of Medicine and Health Sciences

PO Box 505055 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

Cleveland Clinic Abu Dhabi

Al Falah Street, Al Maryah Island

Contact: Talicia Correa
Tel: +971 2 659 0200
Email: correat@clevelandclinicabudhabi.ae

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

TECHNICAL SERVICES – CLEVELAND CLINIC ABU DHABI

VENUE:

The Cleveland Clinic is the service provider looking after the following services for UAE eHealth Week 2016 in Abu Dhabi.

- 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 throughout the venue
 - There is no facility for hard line internet at this venue
- Parking spaces

For each of the above services, please contact either by email at correat@clevelandclinicabudhabi.ae, or by telephone directly at +971 2 659 0200



TECHNICAL SERVICES - AMC, DUBAI

VENUE:

Dubai Healthcare city, Mohammed Bin Rashid University of Medicine and Health Sciences, 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.

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

The deadline for all orders to be placed with Pico is Thursday, 20 October.



EXHIBITING RULES AND REGULATIONS

1. TABLE TOPS

A Table top is a single 6ftL x 2ftW 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 1500mm 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 (6m x 3m) having aisles on three sides with one or more display levels. The maximum height of the back wall facing the neighboring stand must 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.

Non-shell scheme booth with custom design must be approved by HIMSS Middle East. Please submit 3-dimensional perspectives with scale drawings to bllim-contractor@himss.org by **13 October 2016**

5. HANGING SIGNS

Hanging of sign 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 2016. 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 1500mm 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.

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 15:30 on Tuesday, 1 November in Dubai and 14:30 on Wednesday, 2 November 2016 in Abu Dhabi.

Unpaid Balances

Final payment is due no later than Monday, 17 October 2016. On Tuesday 18 October 2016, 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 Radisson are the sole catering provider at the eHealth Week Dubai venue. No unauthorized food and beverage company are allowed to provide to exhibitors, or sponsors at the event. If you wish to order food specifically for your stand, please contact Cathy Ryan: cryan@himsss.org

Cleveland Clinic are the sole catering provider at the eHealth Week Abu Dhabi venue. No unauthorized food and beverage company are allowed to provide to exhibitors, or sponsors at the event. If you wish to order food specifically for your stand, please contact : Talicia Correa: correat@clevelandclinicabudhabi.ae

Property

All persons, including the Delegates, Exhibitors, Sub-Contractors and their personnel, who bring property, equipment and/or goods into or onto either of the Venues do so at their sole risk and expense. HIMSS, Cleveland Clinic Abu Dhabi and the Mohammed Bin Rashid University of Medicine and Health Sciences, do not accept them into its charge or responsibility.

HIMSS and the venue owners, 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. 31 October – 1 November in Dubai & 2 November in Abu Dhabi

Q. When does exhibitor badge registration open online?

A.: Exhibitor badge registration opens now.

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

A.: We would expect to see around 250 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 Cleveland Clinic Abu Dhabi?

A. Abu Dhabi International Airport (AUH) is the closest airport to Cleveland Clinic. The estimated time to the venue 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 ahow@himss.org. 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



DELIVERY LABEL

DELIVERY ADDRESS

Dubai Healthcare City,
 Mohammed Bin Rashid University of Medicine and Health Sciences
 PO Box 505055, Dubai, UAE

CONTACT INFORMATION:

Mr. Eugene O Campo

Tel: +971 4 324 5555

Direct Tel: +971 5 0545 4289

Email: Eugene.ocampo@dhcc.ae

NAME OF EVENT:

HIMSS UAE eHEALTH WEEK

EVENT DATE:

31 October – 1 November 2016

BOOTH NO.

EXHIBITING NAME:

**ON-SITE
 RECIPIENT NAME:**

CONTACT NO.

NO. OF SHIPMENTS:



DELIVERY LABEL

DELIVERY ADDRESS

Cleveland Clinic Abu Dhabi
 Al Falah Street, Al Maryah Island

CONTACT INFORMATION:

Ms. Talicia Correa
 Tel: +971 2 659 0200
 Email: correat@clevelandclinicabudhabi.ae

NAME OF EVENT:

HIMSS UAE eHEALTH WEEK

EVENT DATE:

2 November 2016

BOOTH NO.

EXHIBITING NAME:

**ON-SITE
 RECIPIENT NAME:**

CONTACT NO.

NO. OF SHIPMENTS: