



# **HIMSS ME UAE eHealth Week 2017**

**Mohammed Bin Rashid Academic Medical  
Centre  
( Dubai )**

**12 – 13 November 2017**

## **EXHIBITOR ORDER MANUAL**



**MANUAL UPDATED AS AT 31<sup>st</sup> JULY 2017**

**PLEASE SUBMIT ORDER FORM**

Name of Company ( Exhibitor ):

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Name of Contact Person:

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Company Address:

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Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email Address: \_\_\_\_\_

We acknowledge receipt of the Exhibitor Manual for  
**“HIMSS MIDDLE EAST UAE eHealth Week 2017”**

\_\_\_\_\_  
**Signature / Company stamp**

\_\_\_\_\_  
**Date**



## CONTENT

The Exhibitor Manual outlines all of the logistical details that will help you to have the most productive exhibiting experience. There can be a lot to do – but the information provided will help you plan your participation in the upcoming HIMSS Middle East 2017 Exhibition in a timely, cost-effective manner.

You should have a full set of the Exhibitor Order Manual, which comprises of the following:

### INFORMATION / SCHEDULES

Contact details

Checklist

Rules & Regulations

### APPENDIX

Fascia Name Form

Electrical Hire Form

Furniture & Accessories Catalogue

Exhibitor Profile Form

### Note:

Exhibitor are strongly recommended to read through all the contents of this Exhibitor Service Manual carefully and act on all relevant matters promptly so that your requests can be processed smoothly. Please remember to make a copy of the orders forms for your reference before submission.

Locations:

Dubai Healthcare City, Building 14

Mohammed Bin Rashid Al Maktoum Academic Medical Centre



## MAIN ORGANIZER:

### HIMSS Asia Pacific

3 Killiney Road #04-04

Winsland House 1,

Singapore 239419

Mr Soo Chee Sin

Exhibit Manager

Tel: +65 6664 1192

Email: [cssoo@himss.org](mailto:cssoo@himss.org)

For all enquiries on technical matters and onsite operations, please contact:

## OFFICIAL STAND BUILDER / CONTRACTOR:

### MARCOM COMPREHENSIVE ARABIA DMCC SERVICES

Mr Daniel Mengisteab

Account & Event Manager

**Tel:** +966 11 200 2722 Ex. (135) | **Fax:** +966 11 200 2721 | **Mobile:** +966 50 010 6217

Email: [daniel@marcomarabia.net](mailto:daniel@marcomarabia.net) / [www.marcomarabia.com](http://www.marcomarabia.com)



## EXHIBITOR ENTITLEMENTS

2mW x 2mD Shell Scheme Booth

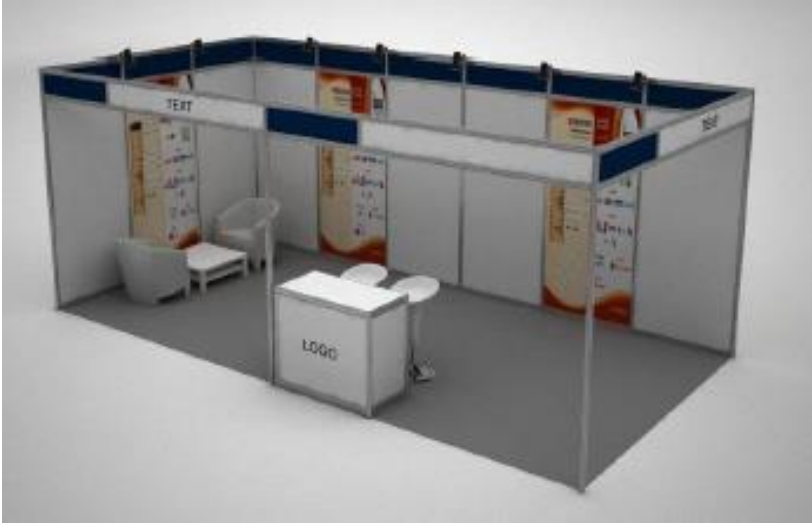


3mW x 3mD Shell Scheme Booth





6mW x 3mD Shell Scheme Booth



- Exhibitor may order direct from Marcom Comprehensive Arabia DMCC Services for any additional requirement, Please contact:

Mr Daniel Mengisteab

Account & Event Manager

**Tel:** +966 11 200 2722 Ex. (135) | **Fax:** +966 11 200 2721 | **Mobile:** +966 50 010 6217

Email: [daniel@marcomarabia.net](mailto:daniel@marcomarabia.net) / [www.marcomarabia.com](http://www.marcomarabia.com)



## **RULES & REGULATIONS**

The rules and regulations listed below are designed for the protection of all exhibitors. Exhibitors and their appointed agents/contractors must observe the rules and regulations stated in this Exhibitor Manual.

### **Electrical Supplies and Installation**

If you require your lighting or power points to be positioned in specific locations on your stand, please mark on the Grid plan. If you do not indicate positions, the fitments will be fixed in positions thought appropriate by Marcom Comprehensive Arabia DMCC Services and any changes will incur charges.

For safety reasons and the protection of electrical installation at the exhibition premises, all power installations from source to outlet (exhibition stands) must only be carried out by the appointed Technical Services Provider, Marcom Comprehensive Arabia DMCC Services. All distribution boxes where required and deemed necessary by the technical services provider will be hung or mounted on the walls or structure of the stand. Please be inform your stand contactor about the positions where such distribution boxes can be mounted. Any deviation from his regulation will only result in suppliers not being switched on until the exhibitor submits in writing to the Organizer or the technical service provider to discharge us from any liability whatsoever. The Organizer seeks your kind cooperation in this matter, as it is beneficial to all parties concerned.

Each electrical supply provided is intended for one equipment or machine on display. Multipoint socket outlets are not permitted as an overload may be caused, leading to a trip in the incoming power supply. Severe trips may take hours to rectify, thereby causing inconvenience to all exhibitors.

No electrical installation or fittings may be suspended from the ceiling of the hall or fixed to any part of the building structure without the prior permission from the Organizer and the venue owner. If permitted, a fee may be levied.

Marcom Comprehensive Arabia DMCC Services (in consultation of the Organizer) reserves the rights to disconnect electrical supply to any installation not supplied and fitted by them from your stand, which in the opinion of the electrical/safety officer is dangerous or will cause annoyance to visitors or to other exhibitors.

Please place orders early to facilitate submission of electrical plans to the relevant authority for approval. Late or wrong orders will cause delays in the supply to your stand. Please note that the physical conditions of the exhibition, being different from those of the exhibitor's premises, may affect the electrical suppliers and installations and thus allowances must be factored into the orders made.

Requests for any items in the form can be directed to the technical services provider, Marcom Comprehensive Arabia DMCC Services.





## Stand Construction

Exhibitors and their contractors must take note and adhere to the timings for the build-up and teardown periods stated in the in-hall operations schedule when preparing and constructing their stands and exhibiting displays.

The Organizer has appointed Marcom Comprehensive Arabia DMCC Services, as the official stand builder for all shell scheme package stands.

An exhibitor may employ a contractor of its choice to construct stand interiors and any free-standing display or fitment that may be required, subject to the following rules and regulations.

Exhibitors are responsible for the cost of restoring any damage or dilapidation to the stand structure, floor covering, light fitting, or any part thereof, caused by themselves, their agents or by any person employed or engaged on their behalf.

No additional fittings or displays, including additional name boards, covers, logos, balloons, etc., are to be attached, nailed, screwed or drilled to the stand structure provided by the official stand builder. If this instruction is ignored, the official stand builder (Marcom Comprehensive Arabia DMCC Services) reserves the rights to charge the exhibitor or contractor concerned for any damaged to their materials.

The official stand builder (Marcom Comprehensive Arabia DMCC Services) may provide assistance in hanging or displaying exhibits on the stand structure whenever possible. Please consult them if you require their assistance. Any cost incurred will be borne by the exhibitor.

No painting, wallpapering or pasting on panels is allowed. Exhibitors who wish to have such works done on the panels must inform the official stand builder, who will provide a quotation and carry out the work. Any double-sided or adhesive tapes belonging to the exhibitor or contractor must be removed from the panel after the exhibition before leaving the premises.

No financial credit or items-exchange will be given by the Organizer or the official stand builder (Marcom Comprehensive Arabia Services) for any shell scheme package items not utilized.

## Shell Scheme Exhibitors

Marcom Comprehensive Arabia DMCC Services has a complete range of furnishings, stand fittings, graphics and lighting to decorate and make your stand exclusive. **Please ensure that any standard items hired by you for the exhibition are supplied by the official contractor – Marcom**

All standard items supplied by other contractor are not authorized and may be removed from your stand. All standard items are supplied by the official contractor – Marcom Comprehensive Arabia DMCC Services and are on a rental basis.





## Fascia

Fascia (1.5m Width) displaying exhibitor name in English and stand no. in white computer cut vinyl stickers. Any exhibitors require having logo on their fascia will be charge as extra cost.

## Electricals

Each booth will have 100W track spotlights and 13 amp square pin power socket.

## Furniture

Each booth is provided with 1 unit of lockable counter, 2 units of barstools and 1 unit of waste paper basket

The fascia, shell schemes and plug points belong to Marcom Comprehensive Arabia DMCC Services. Any damage to this will be for the exhibitor's account. No painting of panels will be allowed unless discussed with the Organizer. No holes may be drilled or hammered into any of the sections – please use double sided tape.

Ensure that electrical products are in good working condition. **NO** Multi-way adapter are allowed. No venue property shall be damaged and exhibitors responsible for this will be held liable for any damages. Any item of display may not project over the frontage of the stand space or allowed to encroach into aisles.

**The following applies specifically to space-only stands: Please ensure that your display is of a high and acceptable standard.** Any exhibit or process which generates noxious or toxic fumes, exhaust or smoke will not be tolerated. In the interest of the exhibition as a whole, it may be necessary to remove or after something in a stand if the Organizer feel this action must be taken. This will be at the expense of the offending exhibitor.

## Graphics and Signage

Marcom Comprehensive Arabia DMCC Services can provide you with graphics and signage's should you require any. Please do advise your requirements so that a quote can be provided for the same. Once the graphics are confirmed, the artwork needs to be send to Marcom in Hi- Res format in order to print. Please fill in the additional order form. Full payment is required before the production/printing of the graphics. Marcom onsite offices will be pleased to provide you with any assistance which you may require, as well as accepting additional orders and outstanding payments.



### **Stand Boundaries and Design Restrictions**

Please ensure the design of your stand befits not only company's standards, but also those of the exhibition. Exhibition Management reserves the rights to disallow stand plans and designs should they be deemed inappropriate. Designs must be of acceptable standard.

No exhibitor may place any display materials and exhibit or allow a dividing wall or any part of their design their stand design and fitting beyond their contracted boundary.

All stands, irrespective of height must have at least one half of any of the frontages facing an open aisle. **The Maximum height allowed is 2.5 meters.**

### **Additional Furniture, lighting, AV Equipment or Plants**

These can be ordered directly from Marcom Comprehensive Arabia DMCC Services on the attached order form. Payment for these additional items will be for the exhibitor's account and paid directly to them before the events.

### **SERVICES GUIDE OF MARCOM COMPREHENSIVE ARABIA DMCC SERVICES**

Please direct any queries regarding services to:

Mr Daniel Mengisteab

Account & Event Manager

**Tel:** +966 11 200 2722 Ex. (135) | **Fax:** +966 11 200 2721 | **Mobile:** +966 50 010 6217

Email: [daniel@marcomarabia.net](mailto:daniel@marcomarabia.net) / [www.marcomarabia.com](http://www.marcomarabia.com)

### **Order confirmation & delivery**

Once your order has been processed, you will be issued a Marcom Comprehensive Arabia DMCC Services invoice, which is your confirmation and must be brought to the exhibition along with proof of payment. Your orders will be delivered to your stand by the Marcom services team, during build – up of the Exhibition.

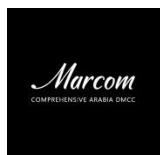
### **Deadline for services orders**

All orders for services must be received before 11<sup>th</sup> October 2016.

There will be a 50% surcharges for orders received after the deadline.

### **Payment**

No services will be supplied or installed until payment is received in full.



**FORM A – SERVICE REQUEST FORM**

Service request form		<b>HIMSS UAE Health 2017</b>	
<b><u>DEADLINE: 20<sup>th</sup> October 2017</u></b>		<b>12 and 13 November 2017</b>	
Company Name :		Stand number :	
Contact person :		Tel :	
Fax :		Email	
Billing address :			

**Return to:**

Marcom Arabia

**Email:** [daniel@marcomarabia.net](mailto:daniel@marcomarabia.net)

**Please retain a copy and return to the email above by 20<sup>th</sup> October 2017 Any orders received after this date will incur a surcharge.**  
**Please complete the information in BLOCK CAPITALS.**

Services list					
Code	Item	Aspects	Unit price USD	Quantity	Total
P354	Rollup	H200XW.85	80.5		
P376	Rollup	H200XW1.2	108		
P380	Pop up	H 300 X W300	1440		
P388	Full Stand Branding on shell scheme wall	2x2m Stand	800		
P389	Full Stand Branding on shell scheme wall	3x3m Stand	1500		
P390	Full Stand Branding on shell scheme wall	6x3m Stand	3000		
E400	LCD	42 "	400		
E402	LCD	55"	600		
E412	Stand for the LCD	1.2 M high	300		
E401	LCD	32"	250		
E436	Laptop (Per day)	Lenovo (I5)	200		
E448	Power extension	3m	25		
C460	HDMI cable	2m	25		
C482	VGA cable	2m	25		
P120	Magazine Rack		50		
P123	Power socket (110 -220)V		60		
<b>Total Cost</b>					

#### Terms and Conditions:

- ❖ Payment 100% along with the Payment Proof before the Event Day.
- ❖ Payment is accepted cash onsite during Setup. In case of short notice request or during the setup.
- ❖ Marcom to nominate one person to be the point of contact for the Coordination.
- ❖ Payment in full must accompany this order. Items will not be supplied if payment is not received in advance.

#### Terms and Conditions:

- ❖ Cancellation of order after the deadline date – 50% cancellation charge.
- ❖ Cancellation of order on event Day or Setup – 100% cancellation charge.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Designation: \_\_\_\_\_



## STAND LAYOUT

(DEADLINE: October 20, 2017)

This form must be completed and returned back to Marcom Arabia

Email: [Daniel@marcomarabia.net](mailto:Daniel@marcomarabia.net)

*Please print in block letters or attach business name card*

Company Name:	
Stand Number:	Hall Number:
Contact Person:	Designation:
Address:	
Telephone Number:	Fax Number:
Email Address:	Mobile Number:

*Please indicate location of the mentioned items on the grid plan (1 square = 0.5 meter)*


Date:

Name:

Stamp and Signature:



(DEADLINE: October 20, 2017)

Email: [Daniel@marcomarabia.net](mailto:Daniel@marcomarabia.net)

The fascia height with aluminum frame is on infill panel. The exhibitors name & stand number in English will be in Arial Bold upper case of 50mmH applied to the left side

Company Name:	
Stand Number:	Show Name: HIMSS
Contact Person:	Designation:
Address:	
Telephone Number:	Fax Number:
Email Address:	Mobile Number:

Please enter below the Company name which you require on the fascia. This will be provided in BLOCK LETTERS, ARIAL BOLD of 50mm high (maximum 24 letters). Please use block letters.

**Fascia Name in English:**

[illegible]

- Any changes on fascia name after the deadline as well onsite, will be an additional charge payable by the exhibitor

### Stamp and Signature

### ADDITIONAL ORDER FORM





**ELECTRICAL LAYOUT**  
(DEADLINE: October 20, 2017)

**This form must be completed and returned back to Marcom Arabia**

**Email: [Daniel@marcomarabia.net](mailto:Daniel@marcomarabia.net)**

*Please print in block letters or attach business name card*

Company Name:	
Stand Number:	Hall Number:
Contact Person:	Designation:
Address:	
Telephone Number:	Fax Number:
Email Address:	Mobile Number:

*Please indicate location of the mentioned items on the grid plan (1 square = 0.5 meter)*


**Date:**

**Name:**

**Stamp and Signature:**

# Furniture - Order Form

Company name:

.....

Contact name: .....Contact number:

.....

Type (event or exhibition):

.....

Event/Exhibition name:

.....

Event/Exhibition date: from ..... to

.....

Venue: ..... Hall number: ..... Stand number:

..... Emirates: .....



20th Floor, Office# 20C,  
Gold Tower, Jumeirah Lake Towers, Dubai, United Arab Emirates  
P.O. Box 336467  
Tel: +971 4 3607784 Fax: +9714 3744326  
Daniel@marcomarabia.net

Reference	ITEAM	Price US\$	Quantity
Lounge Sofas & Armchairs			
S1	White single Sofa	80	
S2	Red /Black Double Sofa	120	
S3	Red/ Black Single Sofa	75	
S4	White Triple sofa	135	
S5	White Single Sofa	80	
CHAIRS			
C1	White leather Chair	40	
C2	White Plastic Chair	35	
C3	RED leather Chair	50	
C4	BLACK Plastic Chair	35	
C5	Black office Chairs	90	

Reference	ITEAM	Price US \$	Quantity
<b>BAR STOOLS</b>			
ST1	White Plastic Bar stool	50	
ST2	White plastic Barstool	40	
ST3	White leather Bar Stool	35	
ST4	black leather Bar Stool	35	
A4	Cushion Chair with red top	40	
<b>TABLES</b>			
B1	Glass Meeting table	60	
B2	Round Meeting Table	50	
B3	Round Bar Table	55	
B4	Square White Table	45	
<b>COFFEE &amp; COCTAIL TABLES</b>			
B5	Meeting table	125	
B6	Red coffee table	80	
B7	Glass coffee table	40	
B8	White wooden Coffee Table	50	
B9	Glass coffee table	85	
B10	Black Glass coffee table	75	
B11	Cube coffee table with top Glass	30	
B12	White wooden Coffee Table	35	
<b>CABINET &amp; SHOWCASES</b>			
SH1	Speech Counter	75	
SH2	Display Counter	60	
SH3	T-showcase	95	
SH4	Glass showcase	100	
SH5	Tall Glass showcase	125	
SH6	Square Glass Showcase	110	
SH7	IKEA Glass showcase	80	

PO1	Podium 50 CM H	30	
PO2	Podium 70 CM	40	
PO3	Podium 100 CM	50	
<b>ACCESSORIES</b>			
AC1	Fridge	110	
AC2	freezer	200	
AC3	Water dispenser	125	
AC4	boiler	30	
AC5	Coffee machine	120	
AC6	Waste bin	7	
AC7	Safe	350	
AC8	Big safe	500	
AC9	plant	100	
<b>DISPLAY</b>			
D1	Description Display	35	
D2	Roll Up	80	
D3	Mirror	75	
D4	Catalog rack	40	
D5	Shelf	15	
D6	Clothes hanger	45	
D7	Business Card Box	25	
D8	Acrylic Catalog rack	15	
<b>Audio &amp; Visual</b>			
AV1	LCD/ LED screen 24"	170	
AV2	LCD/LED screen 32"	250	
AV3	LCD/ LED screen 40"	400	
AV4	LCD/ LED screen 50"	600	
AV5	LCD/ LED screen 60"	800	

AV6	LCD/ LED screen 80"	2000	
AV7	DVD HD	40	
AV8	Blue Ray DVD	50	
AV9	3D & Blue Ray DVD	60	
AV10	Projector with Screen	1200	

#### **Terms and Conditions:**

Payment 100% along with the Payment Proof before the Event Day

Payment is accepted cash onsite during Setup. In case of short notice request or during the setup

Marcom to nominate one person to be the point of contact for the Coordination

Payment in full must accompany this order. Items will not be supplied if payment is not received in advance

Cancellation of order after the deadline date – 50% cancellation charge

Cancellation of order on event Day or Setup – 100% cancellation charge

# Chairs كرسى 소파 Chaises Sedie Sandalye Stühle Sillas



C1. Lather white chair  
Dim. 55 x 60 x 100 cm



C2. White Chairs  
Dim. 50 x 55 x 90 cm H



C3. Red Chair  
Dim. 65 x 60 x 95 cmH



C4. Black Chair  
Dim. 65 x 60 x 95 cmH



C4. Office Chair  
Dim. 65 x 60 x 95 cmH



ST1. Bar Stool  
Dim. 45 x 45 x 75 cmH



ST2. Bar Stool  
Dim. 45 x 45 x 75 cmH



ST3. Bar Stool  
Dim. 45 x 45 x 75 cmH



ST4. Bar Stool  
Dim. 45 x 45 x 75 cmH



A4. Cushion Chair  
Dim. 50 x 50 x 55 cmH



# Tables طاوولات 테이블 Tableaux Tavoli Tablolar Tische Mesas



B1. Glass Table  
Dim. 70 x 75 cmH



B2. Round Table  
Dim. 72 x 75 cmH



B3. Bar Table  
Dim. 60 x 90 cmH



B4. Rectangle Table



B5. Meeting Table  
Dim. 82 x 142 x 75 cm H



B7. Red Table



B9. Coffee Table  
Dim. 45 x 55 x 45 cmH



B11. Coffee Table



B6. Coffee Table  
Dim. 125 x 70 x 45 cmH



B8. Rectangle Table



B10. Coffee Table



B12. Coffee Table





# Sofas كنبه 소파 Canapés Divani kanepeler Sofas Sofás



S1. White Sofa  
Dim. 75x 80 x 95 cmH



S2. Spain Double Sofa  
Dim. 70 x 185 x 95 cmH



S5. White Sofa single  
Dim. 73x 73 x 73 cmH



S3. Spain Single Sofa  
Dim. 70 x 75 x 95 cmH



S4. White Triple Sofa  
Dim. 170x 73 x 73 cmH

# Showcases

منصات عرض 쇼케이스 Vitrines Vitrine Vitrin Schaukasten Vitrinas



SH1. Speech Counter  
Dim. 40 x 32 x 100 cm H



SH2. Display Counter  
Dim. 100 x 50 x 100 cm H



SH3. T- Showcase  
Dim. 100 x 50 x 100 cm H



SH4. Glass Showcase  
Dim. 100 x 50 x 100 cm H



SH5. Tall showcase  
Dim. 100 x 50 x 200 cm H



SH6. Squire Showcase  
Dim. 50 x 50 x 200 cm H



SH6. Squire Showcase  
Dim. 50 x 50 x 200 cm H



PO1. Podium  
Dim. 50 x 50 x 50 cm H



PO2. Podium  
Dim. 50 x 50 x 70 cm H



# Accessories إكسسوارات 부속품 Accessoires Accessori Aksesuarlar Zubehör Accesorios



AC1. Fridge



AC3. Water Dispenser  
Dim. 55 x 50 x 120 cm H



AC5. Cofe Machine



AC7. Safe



AC9. Plant



AC2. Freezer



AC4. Boiler



AC6. Waste Bin  
Dim. 10 L



AC8. Big Safe

# Displays أدوات عرض 표시 | Affiche Visualizza Görüntüler Anzeigen Pantallas



D1. description Display  
Dim. 40 x 30 x 90 cm H



D2. Roll Up  
Dim. 85 x 200 cm H



D3. Mirror



D5. Shelf  
Dim. 100x 30 cm



D4. Catalog Rack  
Dim. 45 x 35x 100 cmH



D6. Clothes hangers



D7. Acrylic Business Card Box



D8. Acrylic Catalog Holder



# Audio & Visual

الأدوات الصوتية والبصرية

오디오 및 비주얼

Audio & Vidéo

Ses ve Görüntü

Audio y Visual



AV1. LCD/LED 24"



AV2. LCD/LED 32"



AV3. LCD/LED 40"



AV4. LCD/LED 50"



AV5. LCD/LED 60"



AV6. LCD/LED 80"



AV10. Projector



AV7. DVD Video HD



AV8. Blue Ray Video



AV9. 3D Blue Ray Video

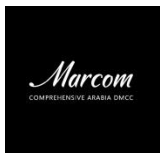


**20th Floor, Office# 20C,**

**Gold Tower, Jumeirah Lake Towers, Dubai, United Arab Emirates**

**P.O. Box 336467**

**Tel: +971 4 3607784 Fax: +9714 3744326**



Electricity request form <b><u>DEADLINE: 5<sup>th</sup> November 2017</u></b>		<b>HIMSS UAE Health 2017</b> 12 and 13 November 2017	
Company Name :		Stand number :	
Contact person :		Tel :	
Fax :		Email	
Billing address :			

**Return to:**

Marcom Arabia

**Email:** [daniel@marcomarabia.net](mailto:daniel@marcomarabia.net)

**Please retain a copy and return to the email above by 5<sup>th</sup> November 2017 Any orders received after this date will incur a surcharge.**  
**Please complete the information in BLOCK CAPITALS.**

**All Electricity orders must be supplied and installed by the official Contractor**

Services list				
Code	Item	Unit price USD	QTY	Total
	100 watt general purpose spot light (lamp)	60		
	50 W. Fluorescent fitting (lamp)	47		
	13 amp socket	58		
Electricity Point				
	16 Amps Single Phase	350		
	32 Amps Single Phase	650		
	16 Amps Three Phase	1000		
	32 Amps Three Phase	1500		
	62 Amps Three Phase	2800		
	<b>Total Cost</b>			



#### Terms and Conditions:

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Designation: \_\_\_\_\_

