



WELCOME TO THE ASCP PATHOLOGY UPDATE 2017

14 – 15 NOVEMBER 2017: ACADEMIC MEDICAL CENTRE, DUBAI

EXHIBITOR MANUAL

Welcome to the ASCP Pathology Update 2017 Exhibitor's Service Manual. Here, you can find all the information you need, such as exhibition hours, rules & regulations, shipping information, etc. to assist you in your planning for this event.

It is every exhibitor's responsibility to read this manual thoroughly and contact HIMSS if you should have any doubts.

Thank you.

Exhibit Manager

Mr Soo Chee Sin

cssoo@himss.org



EXHIBITION SCHEDULE

EXHIBITOR MOVE-IN SCHEDULE

Monday, 13 November 18:00 – 23:59 (All Exhibitors including Shell Scheme Exhibitors)

*All Booths must be set up by 23:59 on 13 November 2017

EXHIBIT HALL HOURS

Tuesday, 14 November 07:30 – 17:30

Wednesday, 15 November 08:00 – 15:30

EXHIBITOR MOVE-OUT SCHEDULE

Wednesday, 15 November 16:00 – 23:59

The above information is still subject to be confirm, however it will be finalized and updated shortly. Please ensure that you check back regularly to keep track of any updates. Alternatively, please contact Mr. Soo Chee Sin at cssoo@himss.org if you have any doubts.



DEADLINE CHECKLIST

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

DATE DUE	To Do	Done ✓
20 October 2017	Sponsorship released if 100% of sponsorship balance is not paid	
20 October 2017	Sponsor profile material due to be included in onsite guide	
20 October 2017	Advertisement Artwork due to be included in onsite guide (If applicable)	
20 October 2017	Speaking Session description due to be included in onsite guide (if applicable)	
20 October 2017	Register online for conference/exhibition pass (registration letter granted separately)	
31 October 2017	Booth drawing due to HIMSS at cssoo@himss.org for approval	
14 October 2017	Exhibitor order forms due to service provider	
13 November 2017 from 1800hrs – 2359hrs	ASCP Pathology Update 2017 Set-up begins	
14 – 15 November 2017	ASCP Pathology Update 2017 Conference & Exhibition	



CONTACT LIST

HIMSS Conference and Exhibition Management Team

Exhibit Booth & Sponsorship Sales

Ms. Suhailah Ishak *Executive, Business Development*

+65-6664 1182 | sishak@himss.org

Exhibit Services/Logistics/Production

Mr. Soo Chee Sin *Exhibits Manager*

+65-6664 1192 | cssoo@himss.org

Media/Press

Ms. Melissa Leong *Manager, Marketing and Strategic Partnerships*

+65-6664-1181 | mleong@himss.org

Speaking Opportunities

Ms. Priscilla Heung *program Executive*

+65-6664-1183 | pheung@himss.org

Registration

Ms. Agnes How *Administrative & Meeting Services*

+65-6664-1189 | ahow@himss.org

Exhibits Service Provider

MARCOM ARABIA

Mr. Daniel Woldemariam, Account Manager

Tel: +966 (11) 2002722 Ext. 135

Fax: +966 (11) 2002721

Mob: +966 (50) 0106217

Email: daniel@marcomarabia.net

Mr. Indrani Dasgupta

Operation Manager - Middle

East Mobile: +971 526515465

Fax: +9714 3744326 Email:

Indrani@marcomarabia.net

Freight Forwarder

Agility Logistics LLC (Fairs & Events)

Mr. Abu Turab Kuvawala

+971 4 8131485 | AKuvawala@agility.com



REGISTRATION

Online badge registration ***will be announce shortly*** and will remain open throughout the duration of Exhibition. 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 beginning on Saturday, 11 November 2017. **Badges will not be mailed in advance.**

EXHIBITOR BADGE REGISTRATION HOURS:

Tuesday, 14 November 2017	07:30 – 16:00
Wednesday, 15 November 2017	07:30 – 16:00

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**
- Please note that badge swapping is strictly prohibited



ADDITIONAL BADGES

- Per badges 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 provider and consultant
- 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 USD\$35 per replacement badge.
- Only one duplicate badge will be made per registrant.

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

Ms. 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



TECHNICAL SERVICES – ACADEMIC MEDICAL CENTRE, DUBAI

VENUE:

Dubai Healthcare city, Mohammed Bin Rashid Al Maktoum Academic Medical Centre is the service provider looking after the following services for ASCP Pathology Update 2017 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 **Marcom ARABIA**. For each individual service listed below you will find a corresponding form within their event specific manual.

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

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

The deadline for all orders to be placed with MARCOM is Saturday, 14 October 2017.



DELIVERIES

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

OR

Contact: Mr Nilofer Sayeed
Mobile: +97156 6833914
Direct: +9714 8131487
Email: NSyeed@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



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 Saturday 11 November.

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 2017
- o Company Name:
- o Stand Number (if applicable) or Final Destination of package(s)
- o How many boxes, or items make up the delivery
- o Delivery address as outlined below

Dubai Healthcare City

Mohammed Bin Rashid Al Maktoum Academic Medical Centre

PO Box 66566, Dubai, UAE



EXHIBITING RULES AND REGULATIONS

1. 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**.

2. 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**.

3. 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.

Non-Shell Scheme booth with custom design must be approved by HIMSS. Your stand contractor shall not be permitted to build your stand if your booth drawings were not submitted and approved. Please send an overhead and an elevated side view with measurements to Soo Chee Sin at cssoo@himss.org by **31 October 2017**

4. HANGING SIGNS

Hanging of signs is not permitted.



RULES & REGULATIONS

It is important to comply with the rules and regulations as an exhibitor at the ASCP Pathology Update 2017. 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 exhibition. **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

No nailing or screwing shall be driven or holes drilled into the floors, walls, doors, pillars or other parts of the structure in the exhibition halls or any part of the building.

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.

Demonstrations & Marketing Activities

Exhibitor demonstrations and all marketing/promotional activities must be conducted within the confines of your booth space. Demonstrations should not obstruct the aisles nor prevent access to nearby booths. **Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors' booths, or produces sound levels that exceed 75 decibels, will result in a loss of exhibitor points after the first warning.** If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures so that the crowd can be accommodated within your booth space. Distribution of pamphlets, brochures, etc. must take place within your booth space only. Orders may be taken during the normal activity on the exhibit floor but retail sales are **not** permitted.

Direct Selling

Exhibitors are required to remain in their own booth space during exhibit hours. Solicitation outside your booth in any way is strictly prohibited. Orders may be taken during the normal activity on the exhibit floor in your purchased booth 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 name plates, 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 18:00 on Wednesday, 15 November 2017 in Dubai

(*Timing Subject to changes)

Unpaid Balances

Final payment is due no later than Friday, 20 October 2017. On Saturday, 21 October 2017, 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 Pathology Update 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, the Academic Medical Centre do not accept them into its charge or responsibility.

HIMSS, 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 ASCP Pathology Update 2017?

A. 14 – 15 November 2017

Q. When does exhibitor badge registration open online?

A.: To be announce shortly

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

A.: We would expect to see around 300 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:

Ms. Suhailah Ishak, Business Development, Executive.

Direct line: +65- 6664 1182

Email: sishak@himss.org

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

A. Is just a 15-minute taxi drive from Dubai International Airport, from which there are many international flights daily.

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 is the weather in Dubai?

A. In November, the average temperature is 31 degrees C (87 degrees F) in the day and 20 degrees C (68 degrees F) in the night.

Q. What kind of currency do I use?

A. United Arab Emirates dirham (US\$1 converts to approximately AED 3.67)

Q. What is the attire for the conference?

A. Business