



# **HIMSS Saudi Arabia Conference & Exhibition 2018**

## **Four Seasons Hotel, Riyadh, Saudi Arabia 07 – 10 October 2018**

# **Exhibitor Service Manual**

Welcome to the HIMSS Saudi Arabia Conference & Exhibition 2018 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](mailto:cssoo@himss.org)

+65 6664 1192



## DEADLINE CHECKLIST

Date Due	To Do	Done ✓
09 September 2018	Sponsorship released if 100% of sponsorship balance is not paid	
09 September 2018	Advertisement Artwork due to be included in onsite guide (If applicable)	
09 September 2018	Sponsor profile material due to be included in onsite guide (if applicable)	
09 September 2018	Speaking Session description due to be included in onsite guide (if applicable)	
09 September 2018	Booth drawing due to HIMSS at <a href="mailto:cssoo@himss.org">cssoo@himss.org</a> for approval	
09 September 2018	Exhibitor order forms due to service providers (Marcom Arabia / Four Seasons Riyadh)	
09 September 2018	Register your staff for the conference	
7 - 8 October 2018	The HIMSS Middle East 2018 Set up begins	
09 – 10 October 2018	The HIMSS Saudi Arabia Conference & Exhibition 2018	

## CONTACT LIST

### CONFERENCE MANAGEMENT TEAM



HIMSS Saudi Arabia Conference & Exhibition 2018

<https://www.himssmeconference.org/ehome/250384/556859/>

#### Exhibit Booth & Sponsorship Sales

**Ms. Suhailah Ishak** *Executive, Business Development*

+65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

#### Exhibit Services/Logistics/Production

**Mr. Soo Chee Sin** *Exhibits Manager*

+65-9684- 8577 | [cssoo@himss.org](mailto:cssoo@himss.org)

#### Media/Press

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

+65-6664-1182 | [mleong@himss.org](mailto:mleong@himss.org)

### SHOW OFFICIAL CONTRACTOR



MARCOM ARABIA

[www.marcomarabia.com](http://www.marcomarabia.com)

#### Shell Booth Services / Technical and Rental Order

**Mr. Daniel Woldemariam** *Account Manager*

**Tel:** +966 (11) 2002722 Ext. 135

**Fax:** +966 (11) 2002721

**Mob:** +966 (50) 0106217

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

### CATERING AND CONFERENCE SERVICES

FOUR SEASONS HOTEL, RIYADH

[www.fourseasons.com/riyadh](http://www.fourseasons.com/riyadh)

**Mr. Mohamed Abdelaziz**

**Tel:** +966 11 211 5000

**Fax:** +966 11 211 5001

**Email:** [mohamed.abdelaziz@FourSeasons.com](mailto:mohamed.abdelaziz@FourSeasons.com)

### REGISTRATION PROVIDER

**4Events**

**Mr Eng. Khaled Alghayth**

**Tel:** +966 92 000 38 78

**Mob:** +966 554266033

**Email:** [k.alghayth@4events-sa.com](mailto:k.alghayth@4events-sa.com)



## **Booth rules and Regulations**

### **1. Inline Booths**

An Inline Booth is one or more standard (3m x 3m) units in a straight line.

Height: 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.

Height: 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.

Height: The maximum height of the back wall facing the neighboring stand can be **3.5m**. Exhibit materials, components and identification signs (other than the back wall) will be permitted to a maximum height of **3.5m**.

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 by **09 September 2018**.

### **4. Island Booths**

An Island booth is an exhibit at least 36.0 sq. m (6.0 m x 6.0m) having aisles on all four sides with one or more display levels.

Height: Exhibit materials, components and identification signs will be permitted to a maximum height of **5.0m** provided written approval is received from HIMSS.

Depth: According to international custom, island stands must be built **as openly as possible** on four sides. **No full solid walls** are allowed at the external boundaries of the stand. Because an island booth is separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

All Island booth plans must be approved by HIMSS by **09 September 2018**.

\*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](mailto:cssoo@himss.org) by **09 September 2018**

### **5. Multi-level and Covered Booths**

Are not permitted by HIMSS at Four Seasons Hotel Riyadh

### **6. Hanging Signs**

Are not permitted by HIMSS at Four Seasons Hotel Riyadh



## 7. Contractor Regulations

- i. Contractors must dismantle all stands, decoration, branding, all technical equipment and flowers, and the venues should be returned to the Hotel totally empty and clean no later than **23:59, on 10 October 2018**.
- ii. The Exhibitor is responsible to communicate all terms and conditions stipulated in this agreement, and will be directly held responsible to the hotel in case of breach of any terms.
- iii. HIMSS and the Hotel is not responsible for any damage or loss to the exhibitors, contractors or their employees.
- iv. Contractors must obtain HIMSS and the Hotel's written approval for any technical work, such as lighting, audio, decoration etc., or moving and/or changing the Hotel's furniture or decoration, either inside or outside the venues.
- v. All items used by contractors for decoration must be made of certified fire-retardant material, as per the regulations of the local civilian defence.
- vi. Contractors must maintain no damage to the floors, carpets, venues' walls and ceilings, and must cover the floors with using plastic sheeting and/or carpet to protect these assets before entering the venues with any equipment or decoration.
- vii. Any wood or paint work or flower arranging is not allowed inside the function rooms, and can be only done outside the hotel after protecting the ground with plastic sheets, under the supervision of the Hotel.
- viii. Contractors must coordinate the usage of the electrical power with **Marcom Arabia** - the Official Show Contractor. All cables must be installed and secured correctly to the local work standard.
- ix.. Contractors must disguise all cables in the venues, especially along the guests' corridors.
- x. Contractors must keep the venues and the Hotel assets clean at all times. All set-up and dismantling trash **ARE NOT ALLOW** to be disposed in the loading bay area or around the hotel premises.
- xi. No poster or banners to be put on the walls without a written approval from HIMSS and the Hotel Management.
- xii. Contractor must dismantle all stands, decoration, branding, all technical equipment, and flowers, and the venues should be returned to the Hotel totally empty and clean no later than **23:59, on 10 October 2018**. Failing to which, an additional room rental fee of SAR 200,000 per day, will be levied towards the exhibitor or their contractor.
- xiii. It is strictly prohibited to store any empty boxes or unused equipment at random around the Hotel premises.
- xiv. Contractors must use only the restrooms designated by the Hotel and not allowed to use any other facilities.
- xv. Contractors may walk through the venues where the event will be and use only the facilities designated for them. It is strictly prohibited to be at any other places at the Hotel including using the hotel employees' restaurant or changing rooms, smoke in places that are not designated for that purpose and to bring any food and beverage from outside the Hotel.



**xvi.** All displays, exhibits, decorations, equipment and musicians must enter the Hotel through the receiving-entrance and/or security office. Delivery times must be coordinated with the Hotel 3 days prior to the event via **Mr. Mohamed Aabdelaziz** at [mohamed.aabdelaziz@FourSeasons.com](mailto:mohamed.aabdelaziz@FourSeasons.com) or Tel: +966 1 211 5000 All persons will be subject to inspection upon their entry or exit from the Hotel.

**xvii.** All Contractors should wear Hi Vis Vest, closed in shoes (not thongs or scandals) and behave appropriately at all times, according to the regulations and traditions of the Kingdom of Saudi Arabia.

**xviii.** Contractors must organize the entry of all trucks and vehicles to the ballroom's ramp to avoid traffic.

**xix.** Any vehicle with oil leakage will not be allowed to enter the Hotel premises.

### **8. Carpeting and Secondary Flooring**

There are existing ballroom carpeting throughout the exhibition halls. Please note that all exhibitors and contractors should must lay hardboard over the affected area of carpet before laying your own carpeting or secondary flooring. Carpet damaged as a result of stand materials or the building and removal of stands will be charged. Please be aware that carpet brought in to furnish exhibition stands becomes waste after the exhibition and must be removed and disposed of by the stand contractor.

## **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 HIMSS Middle East Conference & 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 The HIMSS management and may be ceased or changed at any time during the course of the exhibition.

### **Building Regulations**

No nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the exhibition 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 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 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 booth must not exceed 75 at the edge of the stand. Speakers must face into the exhibit booth 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 it must be discontinued.

### Compressed Gas and Inflatables

Use of compressed gas or any inflatables is not allowed by HIMSS at the HIMSS Middle East 2018.

### Move-out/Dismantling

No move-out or dismantling is permitted before **18:00 Wednesday, 10 October 2018.**

*\*Hall hours may be subjected to changes.*

### Unpaid Booth Balances

Final booth payment is due no later than 09 September 2018. On 10 September 2018, unpaid booth spaces will be released. Any company with an unpaid balance will have their freight 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 booth, 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 in Four Seasons Hotel Riyadh or Meeting Rooms during set-up, show days or tear down.

### Food & Beverage

Four Seasons Hotel Riyadh is appointed as the sole catering provider at the HIMSS Middle East Conference and Exhibition. Any unauthorized food and beverage are not allowed at the event unless prior approval is given by Four Seasons Hotel Riyadh. To get approval, please contact the hotel – **Mr. Mohamed Abdelaziz** at [mohamed.aabdelaziz@FourSeasons.com](mailto:mohamed.aabdelaziz@FourSeasons.com) or +966 1 211 5000

### Property

All persons, including the Delegates, Exhibitors, Sub-contractors and their personnel, who bring property, equipment and/or goods into the Hotel/or the Venue do so at their sole risk and expense. HIMSS and Four Seasons Hotel Riyadh do not accept them into its charge or responsibility.

HIMSS or Four Seasons Hotel Riyadh is not responsible or liable for:

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



## EXHIBITION SCHEDULE

### **Exhibitor Badge Registration Hours:**

Monday, 08 October 2018	13:00 – 18:00
Tuesday, 09 October 2018	08:00 – 16:30
Wednesday, 10 October 2018	08:30 – 16:30

### **Exhibit Hall Hours:**

Tuesday, 09 October 2018	09:30 – 17:30
Wednesday, 10 October 2018	09:00 – 17:00

*\*Hall hours may be subjected to changes.*

### **Exhibitor Move-In Schedule:**

Sunday, 07 October 2018	13:00 – 18:00 (to following day on 08 <sup>th</sup> October) (Raw Space Exhibitors only)
Monday, 08 October 2018	08:00 – 22:00 (All Exhibitors)

*\*All booths must be set by 22:00 on 08 October 2018*

### **Exhibitor Move-Out Schedule:**

Wednesday, 10 October	17:00 – 23:59
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**IMPORTANT:** No packing of equipment or dismantling of exhibits is permitted until the exhibition closes at 17:00 Wednesday, 10 October, 2018.

## **FAQs**

**Q. What are the show dates for HIMSS Saudi Arabia Conference & Exhibition 2018?**

A. 09 – 10 October 2018

**Q. What are scheduled exhibition hours for set up, opening and breakdown?**

A.

#### **Set up**

Sunday, 07 October 2018	13:00 – 18:00 (to following day on 08 <sup>th</sup> October) (Raw Space Exhibitors only)
Monday, 08 October 2018	08:00 – 22:00 (All Exhibitors)

*\*All booths must be set by 22:00 on 08 October 2018*

#### **Hall Opening**

Tuesday, 09 October 2018	08:00 – 17:30
Wednesday, 10 October 2018	08:30 – 17:30

#### **Breakdown**

Wednesday, 10 October 2018	17:00 – 23:59
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**Q. When are the education sessions?**

A.

Tuesday, 09 October 2018	10:00 – 17:30
Wednesday, 10 October 2018	09:00 – 17:30



**Q. When does exhibitor badge registration open online?**

A.: Registration is now open.

**Q. What are the critical deadlines I need to be aware of?**

A.

09 September 2018 - Conference guide materials due (Advertisements, company profile and speaker information)

09 September 2018 – Register your staff for the conference

**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. What comes with my booth?**

A.

Each **2m x 2m Shell scheme** package comes with the following items:

- Two complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website
- Carpeting (Existing Ballroom Carpeting)
- Octanorm Systems Wall Panel – 4 meters run
- Vinyl Sticker Cut-out for Fascia Company name and booth number
- 1 no. Reception Counter
- 1 nos. High Stools
- 1 no. Waste Basket
- 1 no. 13amp power point
- 2 nos. Arm Spotlights

Each **3m x 3m Space Only** package comes with the following items:

- Five complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website

Each **3m x 3m Shell scheme** package comes with the following items:

- Five complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website
- Carpeting (Existing Ballroom Carpeting)
- Octanorm Systems Wall Panel – 9 meters run
- Vinyl Sticker Cut-out for Fascia Company name and booth number
- 1 no. Reception Counter
- 2 nos. High Stools
- 1 no. Waste Basket
- 1 no. 13amp power point
- 3 nos. Arm Spotlights



**Each 6m x 3m Space only package comes with the following items:**

- Ten complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website

**Each 6m x 3m Shell scheme package comes with the following items:**

- Ten complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website
- Carpeting (Existing Ballroom Carpeting)
- Octanorm Systems Wall Panel – 18 meters run
- Vinyl Sticker Cut-out for Fascia Company name and booth number
- 2 no. Reception Counter
- 4 nos. High Stools
- 2 no. Waste Basket
- 2 no. 13amp power point
- 6 nos. Arm Spotlights

## **FAQs**

**Q. What is the expected attendance for HIMSS Saudi Arabia Conference & Exhibition 2018?**

A. We anticipate a strong participation of 1300 delegates in 2018.

**Q. How do I submit payment?**

A. Credit Card - Please fax your invoice to Attn: Finance at +1-312-915-9209 and include the following information: name on credit card, credit card number, expiration date, amount authorized to charge, and signature of card holder.

Cheque - ***To ensure that all cheque are received and accounted for, they should be mailed to the following address:***

HIMSS  
6923 Eagle Way  
Chicago, IL 60678-1692

***Please allow sufficient time for checks to be received and processed.***

**Q. How can I see where my booth is located on the exhibit floor?**

A. Please email to [cssoo@himss.org](mailto:cssoo@himss.org) and request for a copy of the latest floorplan.

**Q. Where can I locate marketing opportunities?**

A. To increase attendance and help your company gain more exposure at conference, the conference organizers offer several marketing opportunities for exhibitors. These include direct mail, print advertising, cross-marketing and a public relations campaign. In addition to these, your company will be included in conference materials including the Onsite Guide and the conference web site for a complete list, contact your sales representative:

**Ms. Suhailah Ishak, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)**

**Q. What if my company wants to hold an event in conjunction with HIMSS Saudi Arabia Conference & Exhibition 2018?**

A. If you wish to hold an event in conjunction with HIMSS Saudi Arabia Conference & Exhibition 2018, please contact:

**Ms. Suhailah Ishak, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)**



**Q: How do I become a corporate member?**

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

**Ms. Suhailah Ishak**, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

**Q: How can I find information on venues or attractions in Riyadh?**

Please contact AR Riyadh Development Authority at <http://www.arriyadh.com>.

**Q. How is the weather in Riyadh?**

A. In April, the average temperature is 35 degrees C (95 degrees F) in the day and 20 degrees C (68 degrees F) in the night.

**Q. What is the closest airport to Four Seasons Hotel Riyadh?**

A. All major international and domestic airlines serve King Khalid International Airport, which is about 30 minutes from the Hotel. This airport is served by Emirates, Cathay Pacific, British Airways, Air France, Lufthansa and Saudia, which provides commuter service from Jeddah and Dammam daily.

**Q. What kind of currency do I use?**

A. The currency accepted in Riyadh is Saudi Arabian Riyal.  
US\$1 converts to approximately SAR3.75

**Q. What is the attire for the conference?**

A. Business wear. Women are encourage to wear Abayas