

## Important Information

### Dates of the Abu Dhabi International Book Fair:

2-7 March 2010

### Opening Hours:

2-4 March,  
9 am - 1 pm and 5 - 10 pm  
5 March, Friday: 4 - 10 pm  
6-7 March: 9 am - 10 pm

### Venue:

Halls 7, 8, 9 and 10, Abu Dhabi  
National Exhibition Centre [ADNEC],  
United Arab Emirates

### Address for Shipping the Exhibition

#### Materials:

Abu Dhabi International Book Fair  
ADNEC (Abu Dhabi National Exhibition  
Centre), Al Musaffah Road, Abu Dhabi,  
United Arab Emirates

### Postal Address:

KITAB  
Abu Dhabi International Book Fair  
P.O. Box 2380, Abu Dhabi  
United Arab Emirates  
**Phone:** +971 2 621 2975  
**Fax:** +971 2 621 5772  
**Email:** info@adbookfair.com  
**Website:** www.adbookfair.com

### Address for Courier Services:

KITAB  
Abu Dhabi International Book Fair  
Cultural Foundation, Khalidiya,  
Abu Dhabi, United Arab Emirates

### Entrance Fees:

Admission is free of charge for the  
general public.

### Public Transport to the Fair:

Abu Dhabi has a public transport system.  
Buses run frequently between many  
stops in central Abu Dhabi and the  
Abu Dhabi National Exhibition Centre  
(ADNEC).

### Hotels and Visas:

A wide range of options for hotel  
reservations will be offered to Exhibitors  
through the official travel agency, and for  
those who need a visa the Organiser will  
help in obtaining it.

# Registration Information

## [Addresses](#)

Exhibitors may have more than one address: the **company address** should be the exhibiting company's place of business and the same as the **catalogue address**. If you need a different **invoice address** on your invoice, you can give this to us as well.

## [Catalogue Entry](#)

The catalogue entry you have submitted with your stand registration will be used for the Abu Dhabi International Book Fair print and online catalogue at [www.adbookfair.com](http://www.adbookfair.com). You can make changes; notify us by e-mail, fax or post – but please always in writing. **The deadline for the print version of the catalogue is 2 January 2010.** Changes received after this date will be incorporated in our online catalogue database.

## [Co-Exhibitors](#)

Anyone who does not wish to rent a stand of their own can attend as a Co-Exhibitor on the stand of another company. In this case, we need a separate registration for the relevant company. Payment of the flat-fee for Co-Exhibitors (see Price List) entitles the Co-Exhibitors to their own stand sign, their own catalogue entry and an Exhibitor pass.

## [Company Profile](#)

You can promote your company with a brief profile of no more than **150** keystrokes in length, which will also be included in the print and online catalogue.

## [Corner Stand, Peninsula Stand, Island Stand](#)

**Corner** stands are those with sides opening onto one lengthwise aisle and one side aisle. A **peninsula** stand has three sides facing onto three aisles and is only available for stands of **16 sqm** or more. A **block** or island stand is a stand of **40 sqm** or more with four aisles running alongside the four open sides of the stand, and the Exhibitor may choose only between a special design stand (according to Organiser regulations) or an upgraded shell scheme stand. If you want one of these special stand types, please note your request on your registration form. Although we will try to meet your request, we are unfortunately unable to guarantee the allocation of a corner, peninsula or island stand.

## [Electricity Supply](#)

Electricity supply is included in the stand rental fee for the shell scheme. This refers specifically to the use of the 1 kW electrical socket included on the stand. Additional kW supply with the installation of connections must be ordered and will be charged separately for the supply and installation.

## [Invoices](#)

Following receipt of your registration and our internal processing, we will send you a confirmation of your application, followed by an invoice.

## [Keyword Listing](#)

The keyword listing is part of registration and is a voluntary entry. But we do recommend as detailed an entry as possible, since this information is relevant for the search engine of the online Abu Dhabi International Book Fair catalogue.

## [Registration Form](#)

The registration form consists of 3 pages. Your registration is only valid if you have completed the form in full, signed and returned it to us by fax, email or post.

## [Registration Deadline](#)

Registration deadline is **2 December 2009**. We will accept registrations after this date, but it may be difficult to take account of specific requests for stand locations.

## [Pre-Registration](#)

Even those Exhibitors who have pre-registered will be required to fill out an official registration form. The data will be entered into the Exhibitors' Catalogue and is therefore of major importance. Once the stand allocation process has been completed, the Organiser only grants reservation of a space for a limited period of time. If the Exhibitor does not return the completed registration form before the registration deadline, the Organiser is entitled to allocate the space to another applicant without prior warning, even if the Exhibitor has given a previous verbal or written commitment to participate.

## [Shell Scheme Stands](#)

For information on the shell scheme stands of the Abu Dhabi International Book Fair, please see "Shell Scheme Packages 2010". The use of the Abu Dhabi International Book Fair's shell scheme stands is optional and included in the basic stand rental fee. When renting the empty floor space for custom-designed stands, a different price applies (see Price List).

## [Raw Space \(Floor Space\) Packages](#)

Includes floor space only. Power and carpet are not included and should be ordered separately. Exhibitors choosing raw space packages receive free entry in the exhibitor catalogue, a copy of the exhibitor catalogue and exhibitor badges (quantities are dependent on stand size).

## [Standard Furnishings](#)

All shell scheme stands are provided with a basic furniture package according to the stand size (see "Shell Scheme Packages 2010"). Additional furniture can be rented from our service contractor.

## [Stand Heights](#)

The usual height is **2.50 m**. Official authorisation is always required for stands exceeding this and must be requested again every year. In all cases, detailed plans (floor plan, cross-section and views) showing the exact measurements must be submitted to us by 25 January 2010 at the latest. The "Technical Regulations" that are part of the Participation Terms & Conditions apply. At least 50 percent of the wall looking onto an aisle must be left open.

## [Stand Location](#)

We make every effort to take into account as far as possible your wishes for a specific position or for certain neighboring stands. In the case of requests for stand vicinity, please enter the name of the requested neighboring company on your registration form. Please be aware that it is not always possible to comply with all location requests or give any fundamental guarantee of a specific stand location. In the event of more far-reaching changes, we do try to inform you in advance; in the case of smaller shifts (e.g. within an aisle), this is unfortunately impossible.

# Price List

This price list is part of the Participation Terms & Conditions. The following prices are binding and not subject to any tax. The square metre prices are inclusive of a shell scheme stand, electricity supply (1 socket), a certain amount of spotlights, carpet, a stand sign, as well as a basic range of furniture.

The stand may also be rented without shell scheme (= space only). Please see price below:

Shell scheme stand (row, corner, peninsula, island)	US \$ 290 per sqm
Upgraded Shell scheme stand (row, corner, peninsula, island)	US \$ 310 per sqm
Space only	US \$ 240 per sqm
Co-Exhibitor's fee (1 Co-Exhibitor free of charge, maximum 10 Co-Exhibitors, 1 Co-Exhibitor only for each 4 sqm)	US \$ 75 each
Trade Visitor fee	US \$ 50
Logo in print and online catalogue (jpg format, 60x60 pixel)	US \$ 55 each
Stand at the Business and Rights Centre	US \$ 1400 per stand

## Advertisement Fees

(for details please email: ifawad@kitab.ae)

Media	Print Run	Price* US \$	Booking Deadline
Exhibitors Catalogue	3,000	1,500	24 Dec, 2009
Exhibitor Manual	600	1,300	24 Dec, 2009
Calendar of Events	10,000	2,200 - 2,500	24 Dec, 2009
Banner on Website	Depends on impressions	1,000 - 6,500	One week prior to the scheduled 'go live date'
Show Daily (five issues)	5,000 per issue	Full page: \$1500 Half page: \$1300 Quarter page: \$1000	2 Feb, 2010

\* Depending on position.



**Application  
Deadline  
2 December  
2009**

The Abu Dhabi International Book Fair exhibits products of the book trade from all over the world and particularly the Arab World. It showcases the world of books and serves to promote the sale of books and rights within the international book trade. It is organized by "Kitab", P.O. Box 2380 Abu Dhabi, UAE ("the Organiser").

These terms and conditions apply to all applications made by prospective Exhibitors and form part of the stand rental contract upon the Organiser's acceptance of the application. By submitting an application to the Organiser, the prospective Exhibitor agrees to be bound by the provisions contained herein.

## 1. Duration

### 1.1

The Abu Dhabi International Book Fair 2010 ("the Fair") is scheduled for Tuesday, 2 March, to Sunday, 7 March. Times of opening are daily: **Tuesday, 2 March - Thursday, 4 March:** 9am - 1pm & 5pm - 10pm, **Friday, 5 March:** 4pm - 10pm, **Saturday, 6 March - Sunday, 7 March:** 9am - 10pm.

### 1.2

The Organiser may postpone the Fair for good cause, change its duration and times of opening, exclude the general public, cancel the Fair entirely or close it earlier than scheduled. Irrespective of all or any such changes, contracts with the Exhibitors remain in effect in their entirety and the Organiser's claim to stand rental fees remains valid.

## 2. Exhibitors

### 2.1

All national and international publishing companies may exhibit at the Fair. In addition, countries may organise collective national exhibitions. The producers of newspapers and periodicals of educational material, audio-visual products, book clubs, wholesale book-sellers, literary agents, printers, service providers to the book trade and related organisations may also rent stands.

### 2.2

Any Exhibitor whose right to use its = name and/or trademark is disputed, may exhibit provided that it can demonstrate its right to use the name and/or trademark by order of a court of law of the UAE or if the use of said name and/or trademark at the Fair has been authorised in writing. This shall also apply to book trade exhibits included as part of collective national presentations.

### 2.3

Applicants may be excluded from the Abu Dhabi International Book Fair if they are the subject of bankruptcy or insolvency proceedings before any court of law. If any such proceedings are initiated following registration for the Fair, the Organiser is to be informed without delay. Stand rental fees which have already been paid to the Organiser will be restored to the Exhibitor and the contract with the Organiser will be cancelled.

## 3. Exhibits

### 3.1

Only products of the book trade may be exhibited at the Abu Dhabi International Book Fair.

### Products Exhibited

- **Audio/Audio books**
- **Books**
- **Calendars/posters/postcards**
- **CD-Roms/cassettes/DVDs relating to books**
- **E-Books and digital materials**
- **Manuscripts**
- **Maps**
- **Newspapers/magazines/journals & periodicals**
- **Online books**
- **Software relating to books and publishing**
- **Literary agency services**
- **Stationery suppliers**
- **Printed material & printing services in relation to books**
- **Paper suppliers**
- **Copywriting services**
- **Equipment related to "printing & book production"**
- **Cultural projects/initiatives that support the book industry (e.g. translations)**
- **Non-book articles related to the book trade**
- **Bookshop management software and equipment**

### 3.2

The Organiser does not apply any form of censorship, but is subject to the censorship laws of the UAE.

### 3.3

It is not permitted to exhibit any works which have been banned from production, distribution or import by a court of law in the UAE, or similarly in a court of law abroad, if this judgment has been declared enforceable in a court of law in the UAE. The Organiser reserves the right to remove titles which are prohibited by the law of the UAE.

### 3.4

It is not permitted to promote or advertise any such items that are excluded from the Fair.

### 3.5

Publications that have been officially indexed as liable to corrupt the young must not be accessible to juveniles.

## 4. Registration, Contract and Stand Allocation

### 4.1

Registrations to participate must be made in writing using the form supplied by the Organiser ("Registration Data for 2010"). The completed form must be returned to the Organiser by 2 December 2009 ("Deadline") at the latest.

### 4.2

Provisional written applications that may be linked to reservation requests are invalid if a formal registration using the Organiser's official forms is not submitted by the stated deadline.

### 4.3

Alterations or provisos made by the Exhibitor on the registration forms, on these terms and conditions, or in connection with the same are null and will be disregarded.

### 4.4

Several Exhibitors may share a stand. Each Exhibitor must complete a separate registration form. Registrations must be submitted together and meet the deadline (see 4.1). The stand rental fee must be paid by a single Exhibitor (main Exhibitor). Each additional Co-Exhibitor (e.g. representatives) will be charged a Co-Exhibitor's fee (see Price List).

### 4.5

4 and 8 sqm shell scheme stands usually have three side walls. If another shell scheme stand is neighboring and the two exhibitors do not wish to have a partition between their stands, the side wall can be removed on request.

### 4.6

**Registration is legally binding for the Exhibitor. Registration is considered as a contract upon receipt of the invoice and stand confirmation that will be sent to the Exhibitor. If the Organiser is unable to allocate a stand to the Exhibitor due to lack of exhibition space, the Organiser will reimburse the payment on account that has already been made (see 10.2). Before the stand confirmation comes into force, registration may be cancelled by letter, whereby a cancellation fee amounting to 30 percent of the stand rental fee will be charged (see 9.3).**

#### 4.7

Conclusion of the Contract does not entitle the Exhibitor to a specific position, although the Exhibitor's wishes in terms of position, neighboring stands and size will be taken into account wherever possible.

#### 4.8

The Organiser takes no responsibility for the costs of modifications to a stand incurred in the course of any re-allocation caused by overall regrouping.

#### 4.9

The Organiser is entitled to reduce, but not to increase, the requested stand size, in which case the rental fee will be reduced accordingly. To ensure a balanced distribution of stands with regard to subject themes as well as technical factors, the Organiser reserves the right to implement changes in stand location and size, as well as changes to requested corner, peninsula or islands stands. Whilst the Exhibitor may express requests of this nature (see 4.6), the Organiser is under no obligation to comply, nor is the Contract rescinded as a result.

#### 4.10

The exchange of stands between registered Exhibitors requires prior consent of the Organiser in writing.

### 5. Catalogue

Every Exhibitor will be included in the Catalogue when registering before the deadline. Catalogue entry is obligatory. Inclusion in the Catalogue print edition automatically implies inclusion in the online Catalogue ("Catalogue 2010") which will be online for the entire year. The Organiser accepts no responsibility for the completeness and correctness of catalogue entries.

### 6. Stand Fittings

#### 6.1

Stand fittings and furnishings are subject to the attached "Technical Regulations". In the event of failure to comply, the Organiser is entitled to order alterations at the Exhibitor's expense.

#### 6.2

Excess stand height is permitted up to a maximum of 4 m. Official authorisation is always required for a stand height in excess of 2.50 m. The "Technical Regulations" apply.

### 7. Nameplate

#### 7.1

The Organiser will supply all shell scheme stands with a standard fascia board as nameplate for the stand, inscribed with the publisher's company name, stand number and country. Exhibitors with custom-built stands must supply their own nameplates and stand numbers.

#### 7.2

Nameplate inscriptions must correspond to the Exhibitor's catalogue entry.

### 8. Occupation of Stands, Set-Up and Breakdown

#### 8.1

Exhibition halls are open for Exhibitors from Monday, 1 March, 10 am, for the set-up of exhibits. Earlier set-up requires the Organiser's authorisation in writing and is only permitted for custom-built stands.

#### 8.2

Set-up and decoration of stands must be completed by 8 pm on 1 March and the stands must be manned every day of the Fair during opening times (see 1.1). Exhibitors must display their exhibits for the entire duration of the Fair.

#### 8.3

The Organiser has the right to re-allocate stands that are not yet set up at 5 pm on 1 March. There is no reimbursement of stand rental fees already paid. In the event of re-allocation of a stand, 9.3 applies.

#### 8.4

Delivery of packing materials, the packing away of exhibits and the clearing of stands is not permitted prior to the official end of the Fair. Breakdown is not permitted before 10 pm on 7 March.

#### 8.5

If stands are cleared prior to the end of the Fair, the Organiser will impose a breach of contract penalty.

#### 8.6

If a stand is not cleared by the prescribed deadline, the Organiser will impose a breach of contract penalty, and it will be cleared at the Exhibitor's expense. The Organiser accepts no responsibility for stand furniture and fittings that have been left on the stand.

### 9. Rental Fees

#### 9.1

The rental fee for shell scheme stands includes: shell scheme stand, carpet, electricity supply (1 kW), a basic furniture package related to the stand size, a number of spotlights related to the stand size, a number of bench cabinets related to the stand size, power consumption, air-conditioning, waste disposal, general cleaning, a free copy of the Catalogue, a number of free Exhibitor passes based on the stand size and a fascia board inscribed with the name of the company (available for shell scheme stands only). The stand may also be rented without shell scheme stand as space only. The rental fee for space only stands includes: raw space, air-conditioning, waste disposal, general cleaning, a free copy of the Catalogue and a number of Exhibitor passes based on the stand size. Electricity installations (consumption), flooring, stand number and nameplate must be ordered separately and are subject to additional charge.

#### 9.2

The Organiser reserves the right to increase or lower rental fees for all or individual types of stand if unforeseen circumstances require or permit this. Any such increase may not exceed 10 percent.

#### 9.3

Changes of the stand layout requested after the registration deadline are subject to payment of the costs incurred, with a minimum charge of US \$ 140. Changes can only be processed if the Organiser is notified prior to 25 January. If practicable, alterations can be carried out at the Fair itself, but only against advance payment of costs and subject to an additional surcharge.

### 10. Terms of Payment

#### 10.1

Invoices for rental fees and other service charges are payable upon receipt, along with bank charges if any to the Organiser's account indicated on the invoice. Objections can only be considered if raised within three weeks of the date of invoice. The invoice and final stand allocation will be sent to each Exhibitor after completion of the allocation process (see 4.6).

## 10.2

If payment of the invoice is not received within the period stipulated, the Organiser has the right to cancel the Contract, without prejudice to its rights to claim damages or other remedies.

## 11. Terms of Cancellation

### 11.1

If an official withdrawal is submitted in writing prior to receipt of the stand confirmation, the Exhibitor is subject to a handling charge of 30 percent of the stand rental fee [see 4.6].

### 11.2

Following receipt of stand confirmation, this charge increases to 100 percent of the stand rental fee. If the Organiser succeeds in renting the stand that has become vacant to another Exhibitor, the original Exhibitor is required to pay an indemnity charge of 30 percent of the stand rental fee.

### 11.3

The stand rental fee remains payable if the Exhibitor is prevented from attending or sending exhibits to the Fair, for whatever reason.

### 11.4

The organiser has the right to cancel exhibitor participation at any time, and will reimburse any payment that has already been made prior to cancellation.

## 12. Sales

In general, exhibition goods may be sold at the Fair.

## 13. Exhibitor Passes

### 13.1

A special pass is required for access to the exhibition site.

### 13.2

For the use of the Exhibitor's employees engaged in the set-up and breakdown of stand fittings, for its representatives and for use of its stand, the Exhibitor is issued with special set-up and breakdown passes as well as Exhibitor passes that are to be attached to outer clothing in a visible position at all times when on the exhibition site. Exhibitor passes are also valid during set-up and breakdown.

### 13.3

Set-up, breakdown and Exhibitor passes are issued free of charge for every stand on the basis of stand size.

### 13.4

Prior to entering the exhibition site, the name of the pass-holder and the company name must be entered on all passes. These passes are not transferable. Improperly used passes will be withdrawn with no right of appeal.

## 14. Insurance Coverage

Each Exhibitor bears sole responsibility for insuring all stand furnishings and exhibits against burglary, theft, fire and water damage, and against damage incurred in transit to and from the Fair. There is no collective insurance policy.

## 15. Conduct at the Fair

### 15.1

Every Exhibitor shares in the responsibility for the success of the Fair and should refrain from committing actions that may cause disturbance or hindrance to other Exhibitors.

### 15.2

It is the duty of every Exhibitor to cooperate in the prevention of theft.

### 15.3

It is strictly forbidden to bring any kind of weapon to the exhibition site.

## 16. Promotion

### 16.1

The inside surfaces of the Exhibitor's stand may be used for promotion purposes, but only in relation to the exhibits placed on display.

### 16.2

The Organiser is entitled to issue regulations regarding the appearance of outer stand surface areas, taking into account the overall effect. Requests for the hanging of banners from the ceiling of the exhibition halls must be submitted to the relevant service provider. If approved, banners are subject to a surcharge in addition to the costs of the production and hanging of the banner by the service provider.

### 16.3

Outside the Exhibitor's own stand area, it is not permitted to undertake promotional activities either on or in front of the exhibition site.

This includes the use of persons for publicity purposes, as well as the distribution or posting up of advertising material such as leaflets, posters, stickers etc. in hall aisles, on the exhibition site, in the immediate vicinity of the exhibition site or on car parks used for the Fair. It is also not permitted to carry out surveys, tests, competitions, raffles and prize games outside the Exhibitor's stand. The Organiser's own survey questionnaires are excepted from this rule.

### 16.4

Exhibitors and institutions are encouraged to organise their own promotional events. It is not permitted to hold receptions, lectures, press conferences, discussion events, etc. on the exhibition site without the written authorisation of the Organiser.

## 17. Non-Compliance with Terms & Conditions

### 17.1

The Organiser is entitled to exclude the Exhibitor from the Fair in the event of failure to comply with the stipulations of these Terms & Conditions (particularly breach of "Technical Regulations") and of continued breach of Contract despite warnings. In particularly serious cases, this may also include exclusion from future fairs. This shall also apply if items are exhibited that are subject to court bans or if the Exhibitor or his employees have committed or encouraged punishable offences (such as theft or deliberate infringements of copyright).

### 17.2

Rather than ordering exclusion, the Organiser may impose a penalty amounting to 30 percent of the stand rental fee. Participation in future fairs can be made conditional upon payment of any such penalty.

## 18. Place of Contractual Fulfillment, Court and Law of Jurisdiction

The place of contractual fulfillment and exclusive court of jurisdiction for all disputes arising between Exhibitors and the Organiser is the High Court of the UAE. In cases of dispute, the laws of the UAE shall apply.

# Technical Regulations

## 1. General Laws and Regulations, Set-Up and Breakdown

### 1.1 General Laws and Regulations

The Exhibitor shall observe all laws and regulations laid down by the UAE or local authorities, the fire department and/or other national or local laws or regulations which may apply to the planning, building and fitting out of an exhibition stand or to the staging of an event.

### 1.2 Permits

By 25 January 2010 at the latest, stand plans for custom-built stands must be submitted to the Organiser for approval, including floor layout and sectional views showing precise measurements. Applications for permits authorising early stand set-up (for the shell scheme) on 28 Feb or 1 March 2010 must reach the Organiser by 2 February 2010 at the latest.

### 1.3 Stand Set-Up and Breakdown

In general, stand set-up and the delivery of exhibits can start one day before the opening of the Fair. Set-up and fitting-out of the stand must be completed on the day before the opening of the Fair and must be cleared of all items not included on the stand. The set-up of shell scheme stands by the Organiser will also be completed by 6 pm at the latest on 28 February. Any changes requested or complaints made can still be dealt with after this deadline. Breakdown of stands and the delivery of packing materials are not permitted before the official end of the Fair at 10 pm on Sunday, 7 March 2010. Vehicles have access to the Abu Dhabi National Exhibition Centre's loading area at 10 pm on Sunday, 7 March, after which halls and the site are open for breakdown. The halls must be clear of all exhibits, materials, stands etc, by 5 pm on Tuesday, 9 March 2010; otherwise these will be treated as waste and disposed of accordingly at the expense of the Organiser, who will then pass on the cost to the Exhibitor.

## 2. Vehicle Traffic on the Exhibition Site, Emergency Exits, Safety Equipment

### 2.1 Traffic Rules

In order to ensure the smooth movement of traffic during set-up and breakdown and for the duration of the Fair, rules for the organisation and direction of traffic must be observed without fail. Parking is available adjacent to the site on a first come, first serve basis.

### 2.2 Rescue Routes

#### 2.2.1 Fire Fighting Access Zones

Hydrants, the necessary access routes and mobility zones for the fire fighting services and routes marked by no-stopping signs must be kept free at all times. Vehicles and objects left on the rescue service access routes and safety areas will be removed at the expense and risk of the Exhibitor. Hydrants in the halls and on the outdoor area must not be covered over, obscured or rendered inaccessible in any way.

#### 2.2.2 Emergency Exits, Hall Aisles

Emergency exits are to be kept free at all times. The doors along emergency exit routes must be easily opened from inside to their full extent. Exit doors and emergency exits and signs marking these exits must not be blocked, covered over, obstructed, hidden or otherwise obscured. The aisles in the halls must not be blocked or restricted by objects placed in the aisle or extending out into the aisle. These are emergency rescue routes.

### 2.3 Safety Equipment

Sprinklers, fire alarms, fire extinguishers, smoke alarms, fastenings on the hall doors and other safety equipment, their markings and the emergency exit signs must be accessible and visible at all times. They must not be blocked or covered over.

### 2.4 Stand Numbering

Stand numbers are produced by the Organiser in a uniform design and are integrated in the fascia board of the shell scheme stands provided by the Organiser. When providing a custom-built stand or in the case of corner, peninsula or island stands, Exhibitors are obligated to attach stand numbers themselves or to display a notice of their stand number. For the duration of the Fair, stand numbers must not be removed or covered over or rendered illegible in any other way. The fitting out and vacating of the hired area shall only be done in accordance with any written instructions and directions of the Organiser.

## 3. Stand Structure Regulations

### 3.1 Stand Safety

Custom-built stands, fittings of custom-built stands, fittings of shell scheme stands and exhibits as well as publicity fixtures are to be set up with the necessary stability to ensure that public

safety and order, in particular life and health, are in no way endangered. The Exhibitor is responsible for structural safety and obliged to show proof if required. It is not permitted to stabilise stands using neighboring stands or existing hall structures.

#### 3.1.1 Stand Permits

Custom-built stands must be authorised for use. In addition, permits are required for all other stand structures, two-level stands, special installations and constructions.

#### 3.1.2 Changes to Stand Structures in Breach of Regulations

Stands that have not been approved or do not comply with the "Technical Regulations" or technical standards, must be altered or removed. If this work is not completed within the time required, the Organiser is entitled to undertake such changes at the Exhibitor's expense.

## 3.2 Fire Prevention and Safety Regulations

### 3.2.1 Fire Prevention

The exhibition halls are equipped with fire alarms and fire extinguishers.

In the event that the operation of said fire protection systems are restricted by stand construction work, Exhibitors shall be obliged to undertake additional measures in order to guarantee their unrestricted operation, in co-ordination with the Organiser and the responsible fire protection authorities at the sole expense of the Exhibitor.

#### 3.2.1.1 Construction and Decoration Materials

Materials, such as rigid polystyrene foam (Styrofoam), PVC, polycarbonate or similar, that are readily inflammable, drip while burning or form toxic gases shall not be employed. The materials employed shall not contribute to evolution of large volumes of smoke. Special requirements may apply to load bearing structural elements in the interest of safety. All decorative materials shall comply with ADNEC materials rules, i.e. shall be flame-resistant. Normally inflammable decorative materials may be employed on certain sections of stands; provided that they are adequately protected against becoming ignited and neither form toxic gases nor drip while burning.

### 3.2.1.2 Balloons and Flying Objects

Employment of balloons or flying objects filled with a combustible gas in the exhibition halls or on outdoor exhibition areas is prohibited. Employment of balloons filled with inert gas in the exhibition halls or on the outdoor exhibition areas requires approval of the Organiser and the venue.

### 3.2.1.3 Open Fires

Presentations involving the use of open fires, naked flames or light are not allowed.

### 3.2.1.4 Spray Guns

Use of spray guns and employment of nitrocellulose lacquers is prohibited in all exhibition halls.

### 3.2.1.5 Empty Packaging

The storage of empty items of any kind (e.g.- packaging and packing material) on the stands and/or outside of stands within the halls is forbidden. Empty material is to be removed without delay. If required, it can be stored with the contract forwarding agents. The Organiser is entitled to arrange for removal at the expense and risk of the Exhibitor if the latter fails to respond to a request for removal of items stored in contravention of the regulations.

### 3.2.1.6 Dangerous Substances

The Exhibitor shall ensure that no noxious flammable or explosive substances, gases and dangerous materials (including chemical pesticides and insecticides), malodorous substances or radioactive materials are located in or around the hired area or the exhibition centre at any time prior to, during or after the hire period.

### 3.2.1.7 Stand Ceilings

To ensure the effective operation of the sprinkler system, stands must always be open at the top. Ceilings are considered to be open when not more than 50 percent of their area per individual sqm is closed in. Sprinkler-suitable ceilings with a mesh grid of at least 2 x 4 mm or 3 x 3 mm are permitted. The cloth canopy must always be installed horizontally and only in one layer. The sagging down of cloth canopies is to be avoided.

### 3.3 Platforms

Areas that can generally be walked on and are immediately alongside areas lower by more than 0.2 m must be surrounded by banisters, unless linked to the lower areas by steps or ramps. Platforms accessible at a single step

may be no higher than a maximum of 0.2 m. The substructure of the flooring must not consist of flammable materials.

### 3.4 Stand Design

#### 3.4.1 System Stand

The Abu Dhabi International Book Fair Organiser will appoint a stand contractor. The shell scheme stands fitted out with the stand material provided by the Abu Dhabi International Book Fair are standardised in their provision, including a 1 kW electrical power point, a basic package of furniture according to stand size, a number of spotlights and bench cabinets corresponding to the stand size and carpeting, as well as a standard company nameplate (fascia board). At his own expense, the Exhibitor may also order additional services and supplies directly from contracted service providers.

#### 3.4.2 Decoration on Shell Scheme Stands

The attachment of publicity material and decorations to the stand walls and ceiling frames must be carried out in such a way as to avoid any damage to the stand material put at the Exhibitors' disposal by the Organiser (such as through the use of permanent/corrosive adhesive tape or nails). The reconditioning and replacement of damaged, destroyed or lost fittings and stand material can only be carried out by the Organiser at the Exhibitor's expense, or that of his contractor. After the end of the Fair, stand equipment must be returned in perfect condition.

#### 3.4.3 Own Stand Space/Empty Floor Space

The stand may also be rented without the Abu Dhabi International Book Fair's shell scheme and be custom-built by the Exhibitor himself. If floor space has been rented only, this must be left completely empty after the end of the Fair.

#### 3.4.4 Corner, Peninsula or Island Stand

The choice of a corner, peninsula or island stand position is to be noted in writing when registering to attend. However, the allocation of corner, peninsula or island stands cannot be guaranteed by the Organiser.

#### 3.4.5 Ascertainment of Stand Space Features

The rented stand space is marked by the Organiser. After stand allocation, it is the obligation of every Exhibitor to ascertain for himself the position and size of any fixtures, in particular fire alarms, the

position of supply lines, ventilation systems, etc. and, if appropriate, to inform the stand contractor. Stand space must always be adhered to exactly. Lighting appliances, water supply, drainage installations and notices may not project beyond the boundaries of the stand.

#### 3.4.6 Stand Dimensions

The Organiser reserves the right to extend depth to 4 m for stands exceeding 16 sqm in size. In the interest of publishing companies placed opposite, a stand exceeding 4 m in width is not permitted to include a predominantly closed-in wall. At least 50 percent of the wall looking onto an aisle must therefore be left open. For both the Organiser's shell scheme stands and custom-built stands, the measurements listed on the application form are binding. For all interior dimensions 4 cm are to be deducted from the straight axial measurement. In the case of stands over 10 m in width, a tolerance of 50 mm should be applied, i.e. the straight axial measurement stated in the Organiser's plans should be reduced by 50 mm in stand planning and construction. The responsible Exhibitor shall be liable for any costs incurred if reset-up of neighbouring stands is required as a result of incorrect set-up or failure to maintain the exact allocated stand position.

#### 3.4.7 Stand Heights

**3.4.7.1 The Organiser's own** shell scheme stands are 2.50 m in height.

**3.4.7.2 Stands exceeding a height of 2.50 m** (stand structures, promotional material, company logos, names, etc.) are subject to official authorisation including stand light fittings without promotional content and company logos. The maximum stand height (including floors, platforms, decoration and publicity fixtures) is 4 m. This needs to be authorised by a qualified engineer and costs may be incurred by the Exhibitor.

**3.4.7.3 The Organiser reserves** the right to refuse permission for excess stand height in the interests of the overall appearance of the hall or for safety reasons. The decision of the Organiser is final. It will be notified at the latest three weeks following receipt of the stand design plan.

**3.4.7.4 Authorisation is only** valid for the specific designated location and a new application must be submitted every year.

**3.4.7.5 Any raised stand structure** or fitting (walls, lighting, etc.) must be at a distance of at least 2 m from the neighboring stands. It is strictly forbidden to erect anything above and across hall aisles.

**3.4.7.6 If exceeding 2.50 m**, the exterior of rear and side walls must always be plain white and free from any promotional material (colors, logos, company names, etc.).

#### **3.4.8 Floor Coverings**

Standard carpeting is provided by the Organiser. With the authorisation of the Organiser, individual carpeting and other floor coverings may be used for custom-built stands. The Exhibitor's individual carpet must at least be of low-level flammability and be properly laid to avoid accidents. They are to be fixed in place using non-permanent adhesive tape only. Certification as to the class of building materials used must be available at the stand. All materials used, including the adhesive tape, must be removed by the Exhibitor without leaving any residue. The Exhibitor is liable for accidents caused by the improper laying of his own carpeting or floor covering or parts thereof.

#### **3.4.9 Damage to Building Fixtures**

Hall fixtures and technical fittings may not be damaged, dirtied or otherwise altered (e.g. breaking open, cutting, screwing, drilling, driving nails into floors, walls, ceilings pillars, partitions, windows or other structures or fixtures in and around the exhibition centre). Painting, wallpapering and sticking up of items is also forbidden. It is not permitted to use hall fixtures and technical fittings in a load-bearing capacity for either stand structures or exhibits; The Exhibitor is also liable for damage caused by him to the fabric of the venue building.

#### **3.4.10 Suspensions from Hall Ceilings**

Suspension of objects from the hall ceiling is only permitted using the technical fittings intended for this purpose. Suspensions are subject to authorisation and a surcharge and may only be installed by the Abu Dhabi National Exhibition Company. Exhibitors are not permitted to suspend objects from the hall ceiling themselves. Suspensions are only permitted from

above the rented stand area and are not allowed over the aisles. The lowest point of the suspended object must be 3.50 m above ground level. The maximum structure heights also apply to the height of the cross beam system and must also be observed accordingly.

#### **3.5 Request for Structures**

A two-level structure for corner, peninsula and island stands can be permitted by the Organiser but is subject to special authorisation (by the Organiser and the venue) and additional charges. The structure of a two-level stand must adhere to the "Technical Regulations" stated by the Organiser or the Abu Dhabi National Exhibition Company upon request. The Organiser reserves the right to refuse permission for two-level structures in the interest of the overall appearance of the hall or for safety reasons.

### **4. Technical Safety Regulations, Technical Rules, Technical Supplies**

#### **4.1 General Rules**

The Exhibitor is responsible for operational safety and compliance with health and safety and accident prevention regulations on his stand. Set-up and breakdown may only be carried out in accordance with the respective and applicable industrial and trade law regulations.

#### **4.2 Damages**

Any damage caused by Exhibitors or their sub-contractors on the exhibition site, to the fabric of the venues buildings, fittings and equipment has to be reported to the Organiser and will be repaired by the Abu Dhabi National Exhibition Company after the end of the Fair; the cost of which will be forwarded to the Organiser for payment who in turn will then bill the relevant Exhibitor.

#### **4.3 Use of Materials for Work**

The use of bolt-guns is forbidden. The use of woodworking equipment without suction devices for shavings and sawdust is not allowed. The use of cranes and forklift trucks is restricted to the contract forwarding agents only. The use of company's own forklift trucks is banned for safety reasons. If required, forklift trucks and equipment for loading and unloading can be made available for a fee by the official site handler.

### **4.4 Electrical Installations**

#### **4.4.1 Connection**

The main connection to the electricity supply system will be carried out by Abu Dhabi National Exhibition Company official main contractor (Melville). Specific individual Exhibitors' requests will then be carried out by the Abu Dhabi International Book Fair's appointed electrical contractor. It is not permitted to use electricity supplied to neighbouring stands. The Terms & Conditions for electricity supply as set out on the separate order form are binding for all Exhibitors. The electricity supply included in the shell scheme stand rental fee refers specifically to electricity supply from an installed 1 kW socket. All other services such as the installation of wiring and additional kW must be ordered from the relevant contractors and be paid for separately and in advance to the contractor.

#### **4.4.2 Stand Installations**

Temporary electrical installations fitted on stands in addition to the hall's existing electrical system must be fitted and operated in compliance with the relevant regulations. The Exhibitor accepts full liability for damage caused by defective electrical installations. Any conductive stand structural elements must be included in measures taken for protection in the event of indirect contact (earthing of stand). Furthermore, it is only permitted to use cables with a minimum crosssection of 1.5 sqmm Cu. Flat cables of any kind are not allowed. Bare electric leads and crocodile clips are not allowed in low-voltage appliances. Secondary wiring must be protected against short-circuit and overloading.

**4.4.2.1** The switch and fuse boxes on the individual stands must be installed in a visible and permanently accessible position. Installation inside locked cabinets is not allowed.

**4.4.2.2** Transformers for low-voltage appliances must not be concealed from view or access. Only approved transformers with an overload fuse are permitted.

**4.4.2.3** All lighting systems and lights must be switched off before leaving the stand in the evening.

#### **4.4.3 Safety Measures**

For particular protection, heating and heat generating electrical items (hotplates, spotlights, transformers, etc.)

must not be installed on flammable, non-heat resistant or heat-conductive surfaces. According to the level of heat generation, appliances must be placed at an adequate distance away from flammable materials. Lighting units must not be attached to flammable decorations or the like.

#### 4.5 Water Supply

The possibility of a supply point cannot be guaranteed. The order deadline is 25 January 2010. Any costs incurred for under floor plumbing work required for the supply will be charged to the Exhibitor direct by the installation contractor and is payable in advance. Water supply connections can only be carried out by the official plumbing contractor.

#### 4.6 Pressurised gas cylinders, fuels

Pressurised gas cylinders containing flammable or inert gases such as nitrogen, helium, argon, or any other flammable liquids as well as fuels are not permitted.

##### 4.6.1 Lighter pastes, gels and other fuels

Heating and cooking appliances fuelled by wood, coal, gas, flammable liquid or lighter paste or gel are not permitted.

#### 4.7 Catering

The Abu Dhabi National Exhibition Company and/or its designate has the exclusive right and responsibility for all catering within the exhibition centre.

4.7.1 The Exhibitor shall not be entitled to sell or arrange or procure the sale or dissemination of food, refreshments and/or beverages, unless authorised in writing by the Organiser and venue on such terms may be stipulated by the Organiser and venue.

4.7.2 Food and/or refreshments required for purposes of the event shall be supplied exclusively by Abu Dhabi National Exhibition Company and/or the catering company nominated by Abu Dhabi National Exhibition Company. The Exhibitor shall not purchase any food or refreshment from third parties, unless the prior written consent of the Organiser and venue has been obtained and on such terms as may be stipulated by the Organiser and venue.

## 5. General Information

### 5.1 Advertising at the Exhibition Site

Stickers may not be offered or distributed either on the stand or elsewhere in the exhibition site. It is also forbidden to use any type of sound equipment if this interferes with nearby stands – this includes audiovisual presentations.

Advertising of any kind is not permitted at the exhibition site (see Terms & Conditions for Participation, 16).

### 5.2 Venue Regulations

In addition to the regulations set by the Abu Dhabi International Book Fair, the venue regulations of the Abu Dhabi National Exhibition Company apply to the entire exhibition site. The Exhibitor is responsible for operational safety and compliance with health and safety and accident prevention regulations on his stand. The Exhibitor is liable for all damages incurred by the stand structure and the operation of the stand, including any damages caused by the exhibits on the stand. During the entire setup and breakdown period, activities within the halls and the outdoor area should not be disrupted/tampered with in any way. Personnel assigned to these activities are to be advised of particular dangers. During set-up and disassembly as well as during the Fair, hall aisles must be kept free as rescue routes.

#### 5.2.1 Supplementary Provisions

Abu Dhabi National Exhibition Company staff representatives and agents shall at all times have free and unfettered access to the leased area upon presentation of their Abu Dhabi National Exhibition Centre identity card or tags or upon presentation of a written authorisation signed by any manager or director of Abu Dhabi National Exhibition Centre.

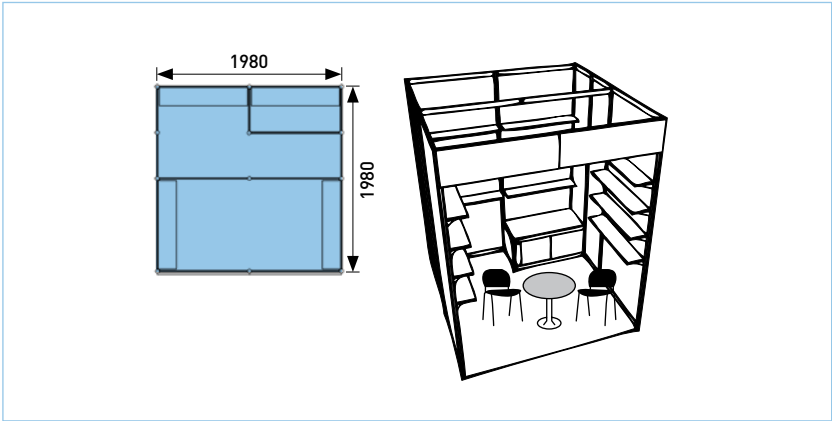
5.2.2. The Exhibitor shall not under any circumstance give, pledge or promise any staff employed or engaged by Abu Dhabi National Exhibition Company gratuities, gifts, donations or remuneration of any kind.

5.2.3. The Exhibitor shall notify the Organiser as soon as he gets knowledge of the expected visit of any special guests or VIPs, such as members of parliament or state dignitaries, celebrities, royalty and other dignitaries.

### 5.3 Liability

The Organiser shall not be responsible for the safekeeping, storage, use or otherwise of any property brought into the convention centre. Property belonging to the Exhibitor or third parties shall be brought into the exhibition centre at own risk and the Exhibitor indemnifies the Organiser and will not hold it liable against any and all claims, losses or damages that may be suffered by any person in relation hereto.

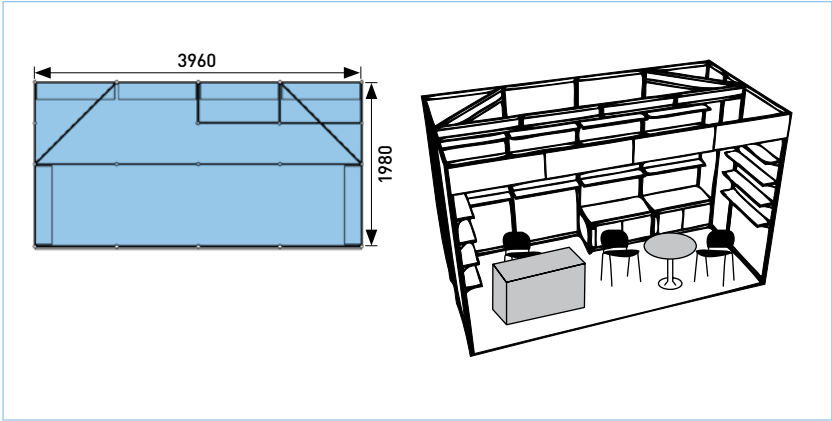
All stand sizes must be in 4 sqm units at a price of US \$ 290. – (no taxes apply) per sqm. The use of the shell scheme is included but not obligatory. Please tick the appropriate stand from the list or note your requested stand size under "Larger stand".



**Stand Size: 4 sqm**  
**Width: 2 m, Depth: 2 m**

Includes back and side walls, up to 16 bookshelves, 1 stand sign, 1 bench cabinet, furniture package: 2 chairs, 1 counter or table, 1 wastepaper basket, 2 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 2 exhibitor passes.

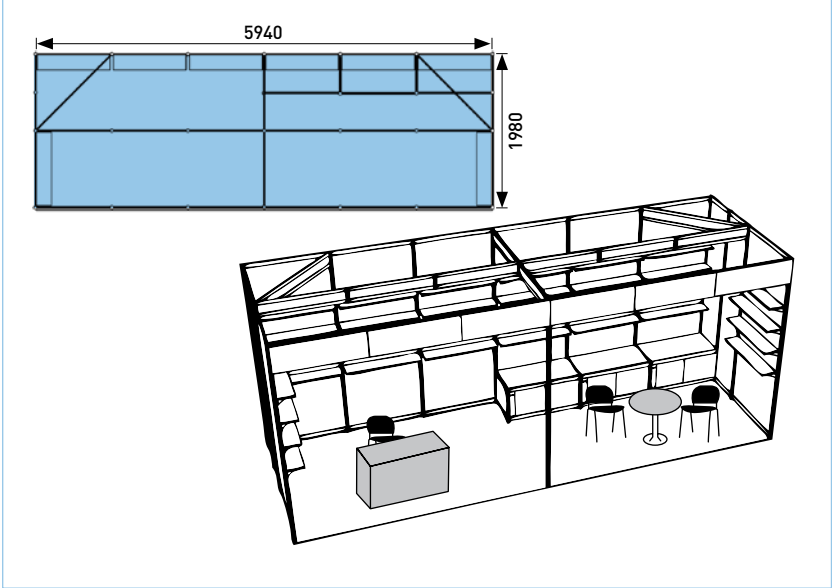
**Price: US \$ 1,160**



**Stand Size: 8 sqm**  
**Width: 4 m, Depth: 2 m**

Includes back and side walls, up to 24 bookshelves, 1 stand sign, 2 bench cabinets, furniture package: 3 chairs, 1 counter, 1 table, 1 wastepaper basket, 4 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 3 exhibitor passes.

**Price: US \$ 2,320**

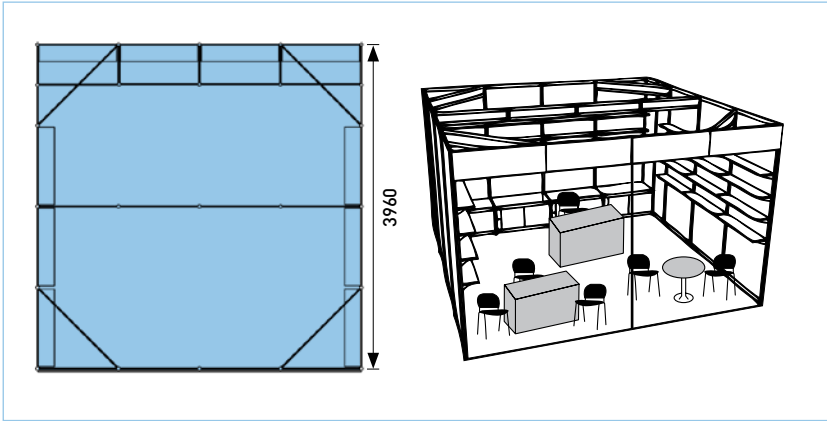


**Stand Size: 12 sqm**  
**Width: 6 m, Depth: 2 m**

Includes back and side walls, up to 32 bookshelves, 1 stand sign, 3 bench cabinets, furniture package: 3 chairs, 1 counter, 1 table, 1 wastepaper basket, 6 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 4 exhibitor passes.

**Price: US \$ 3,480**

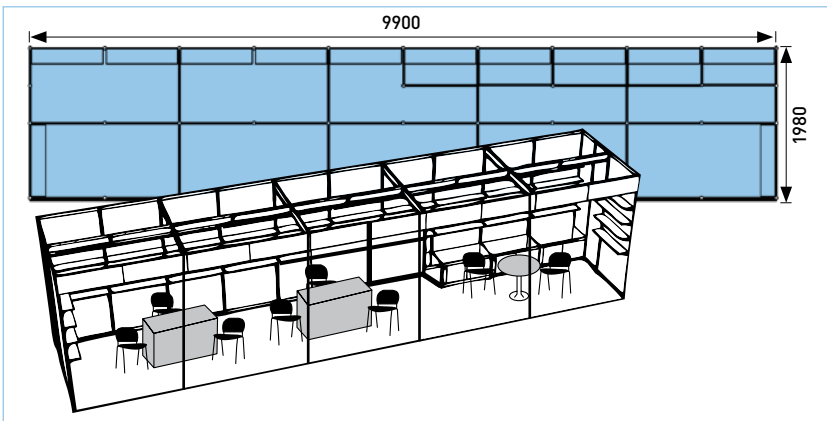
**For technical and static reasons, construction style may differ.**



**Stand Size: 16 sqm**  
**Width: 8 m, Depth: 2 m**  
**or Width: 4 m, Depth: 4 m**

Includes back and side walls, up to 40 bookshelves, 1 stand sign, 4 bench cabinets, furniture package: 6 chairs, 2 counters, 1 table, 2 wastepaper baskets, 8 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 5 exhibitor passes.

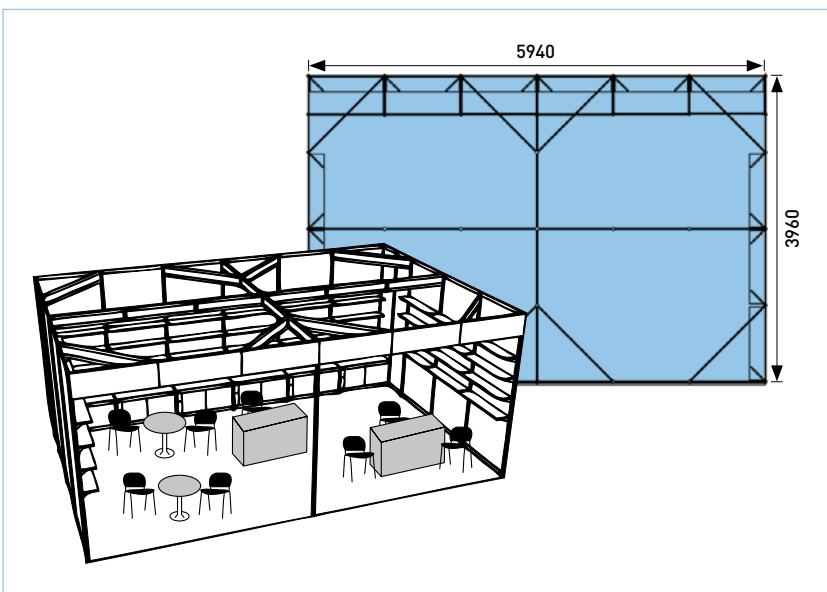
**Price: US \$ 4,640**



**Stand Size: 20 sqm**  
**Width: 10 m, Depth: 2 m**

Includes back and side walls, up to 48 bookshelves, 1 stand sign, 5 bench cabinets, furniture package: 8 chairs, 2 counters, 1 table, 2 wastepaper baskets, 10 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 6 exhibitor passes.

**Price: US \$ 5,800**



**Stand Size: 24 sqm**  
**Width: 12 m, Depth: 2 m**  
**or Width: 6 m, Depth: 4 m**

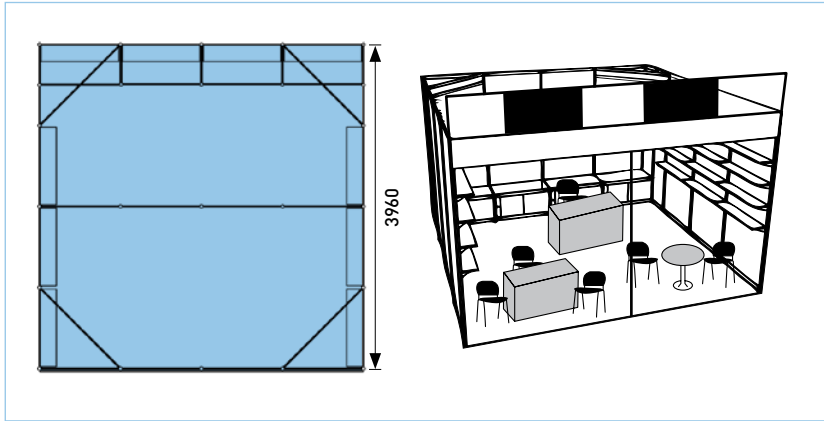
Includes back and side walls, up to 56 bookshelves, 1 stand sign, 6 bench cabinets, furniture package: 8 chairs, 2 counters, 2 tables, 2 wastepaper baskets, 12 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 6 exhibitor passes.

**Price: US \$ 6,960**

**For technical and static reasons, construction style may differ.**

# Upgraded Shell Scheme Packages

The upgraded shell scheme stands are available for 16, 24, 32, and 40 sqm. For stands of 40 sqm and above the Exhibitor may choose only between a special design stand (according to Organiser regulations) or an upgraded shell scheme stand.

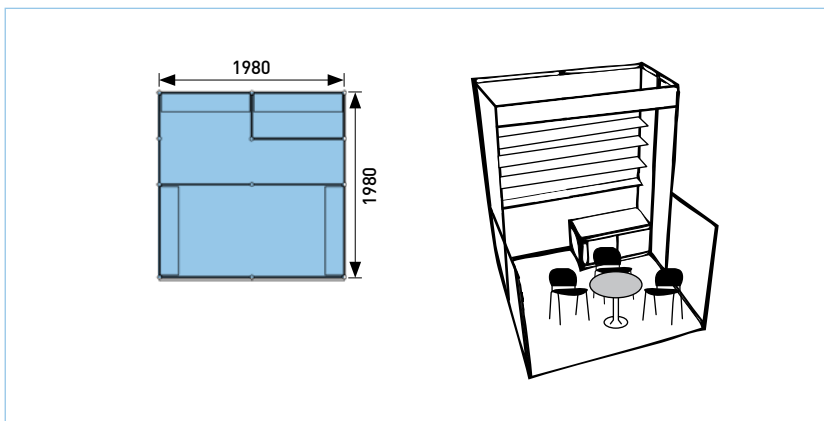


**Stand Size: 16 sqm**  
**Width: 8 m, Depth: 2 m**  
**or Width: 4 m, Depth: 4 m**

Includes back and side walls, up to 40 bookshelves, 2 special stand signs, 4 bench cabinets, furniture package: 6 chairs, 2 counters, 1 table, 2 wastepaper baskets, 10 spotlights, carpet of 2 colors, electricity, 2 sockets, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 5 exhibitor passes.  
**Price: US \$ 4,960 (310 US \$ per sqm)**

## Stands at the Business and Rights Centre

The relaxed atmosphere of the Business and Rights Centre makes it easy to strike deals with publishers and agents. ADIBF 2010 offers stands inside the Business and Rights Centre, where only the Exhibitors, and registered trade visitors, can access the centre. The Business and Rights Centre will host the "Spotlight on Rights" office, offers assistance with questions on rights and networking in Arab and international book markets, and is equipped with communication and meeting facilities.



**Stand Size: 4 sqm**  
**Width: 2 m, Depth: 2 m**

Includes back and side panels, up to 4 bookshelves, 1 stand sign, 1 bench cabinets, furniture package: 3 chairs, 1 table, 1 wastepaper basket, 2 spotlights, carpet, electricity, 1 sockets, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 2 exhibitor passes, free wireless internet connection, free access to all professional events.  
**Price: US \$ 1,400**

**New**