



international exhibition  
**BUSINESS-INFORM**  
**2015**

**EXHIBITORS MANUAL**

«**BUSINESS-INFORM**»

**International Exhibition**

**May 19-21, 2015**

VDNKh (All-Russia Exhibition Center / Exhibition of Achievements of the People's Economy),  
Pavilion #69 (second floor)

**Exhibition Organizer:**  
Information Agency "Business-Inform"

## **DEAR EXHIBITORS!**

To make your participation in **Business-Inform** exhibition as successful as possible we compiled this Exhibitors Manual.

The aim of the Manual is to present the exhibitors with complete information about participation rules, conditions and terms of floor-space and additional services ordering and payment.

Please read the information from the Manual attentively and follow its guide-lines. This will facilitate your preparation for participating in **Business-Inform** exhibition.

Please pay your attention that it is important to comply with the terms set in the Exhibitors Manual, since this will allow us to fulfill your wishes in the most efficient manner.

**NOTE:** If your company has several employees or departments responsible for delivery of exhibition materials and exhibits, booth construction or its design, please pass this Exhibitors Manual to all of them. Should you have any questions concerning the information in the Manual feel free to contact us.

### **Project contacts:**

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***See You at the Exhibition!***

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# Exhibition Site

## The Passage to the Exhibition

The access to the exhibition and all Business-Inform 2015 events will be allowed upon showing original exhibition badges.

You can receive your badge in the FRONT DESK area on the 2-nd floor upon the entrance to the exhibition.

## Place and Time of the Exhibition

Business-Inform 2015 exhibition will take place at VDNKh (All-Russia Exhibition Center / Exhibition of Achievements of the People's Economy) Area (**pavilion #69**, second floor ) during **19-21 May 2015**.

## How to Get to the Exhibition

### 1. Getting to the All-Russia Exhibition Center

○ By subway (metro) – VDNKh metro-station (If arriving from the city center, after exiting the train go to the right-hand side exit, (“All-Russia Exhibition Center/ Exhibition of Achievements of the People's Economy exit”))

Address: 129223, Prospect Mira 119, VDNKh (Exhibition of Achievements of the People's Economy) Area

### 2. Getting to the pavilion #69

Pavilion 69 can be reached by walking.



# GENERAL INFORMATION

## Exhibition Schedule

### CONSTRUCTION WORKS

May 17-18, 09:00 – 19:00

### EXHIBITORS ARRIVAL

May 18, 11:00 – 19:00

### PREPARATIONS FOR EXHIBITION OPENING

(for Exhibitors)

May 19, 09:00 – 10:00

### EXHIBITION WORKING TIME

May 19, 10:00 – 18:00

May 20, 10:00 – 18:00

May 21, 10:00 – 15:00

### EXHIBITS COLLECTION

(for Exhibitors)

May 21, 15:00 – 16:00

### DECONSTRUCTION WORKS

May 21, 16:00 – 19:00

May 22, 09:00 – 14:00

## FRONT DESK

On the 2nd floor of the pavilion, upon the entrance to the Business-Inform Exhibition, you can find our managers, who will answer your question, help you solve your problems, and will provide fulfillment of the orders on the spot.

## EXHIBITION AREA ACCESS

**Exhibitors Badges:** Exhibitors badges are necessary to receive access to the Business-Inform exhibition area. You will need to order required amount of badges beforehand via [bizinform@sforp.ru](mailto:bizinform@sforp.ru) Badges will have the name of your company and the number of your booth.

Badges are given away in the **FRONT DESK** area on the 2<sup>nd</sup> floor upon the exhibition entrance.

**Giving away of badges will take place on May 18, 12-00 - 18-00**

**And on May 19, starting from 10-00**

**Invitation Tickets:** To acquire invitation tickets exhibitors need to send the application to Business-Inform ([bizinform@list.ru](mailto:bizinform@list.ru)) beforehand.

Also invitation tickets can be printed by exhibitors themselves upon automatic registration on the "Business-Inform 2015" Exhibition's web-site starting from **20th of April 2015**.

# EXHIBITION RULES AND GUIDELINES

⇒ Booth personnel. Only the staff and the official representatives of the exhibitor-company are allowed to work on the booth. The booth personnel must wear badges given by the exhibition administration.

⇒ Work on the Exhibition. Following the safety rules and preventive fire-fighting regulations is the integral condition of exhibitor's participation in the exhibition. All the responsibility for following these regulations is solely and completely placed on exhibitor's representative(s). During the work of the exhibition, the noise level of promotional events with the use of audio and video equipment, taking place at the booths, shouldn't exceed 75dBs. Should there be complaints about high level of noise from the other exhibitors; the organizer has a right to switch of the noise-source after giving a verbal warning.

⇒ Promotional materials. The distribution of promotional materials or other types of promotional activities should be done by the exhibitor **strictly within the limits of the exhibitor's booth**. The exhibitor should organize the work of his exposition in a way that wouldn't disturb the flow of visitors through the passages and wouldn't violate the rights and safety of other exhibitors and visitors.

⇒ The placement of promotional materials advertising off-site exhibition events as well as placement of the advertising and promotional materials of companies, organizations, establishments, and institutions that are not directly participating in the exhibition, anywhere on the exhibition site is **strictly prohibited**.

⇒ Clogging of passages and booth area. Any presentation or activity that can lead to the disturbance of visitors-flow through the passages or preventing visitors from accessing nearby booths will be stopped for a time-period specified by the exhibition administration. For the safety and convenience of the visitors viewing the presentation or any other promotional activity the exhibitors must provide enough space on the booth.

⇒ Property damage. The exhibitor is responsible for any damage to the floor, walls, and columns of the building, standard booth equipment, or property of other exhibitors. Exhibitors must not use paint, varnish (lacquer), adhesives and other types of surface coating materials for floor, walls, columns of the building, and for standard booth equipment.

⇒ Failure to comply with space renting requirements. If the exhibition space remains unoccupied after the term specified for exposition construction, the exhibition administration retains a right to use the unclaimed area for its own needs.

⇒ Security staff. The organizer of the exhibition provides twenty-four-hour protection of public order on the exhibition, while not performing the protection of exhibits or other exhibitor's tangible property. The organizer is not responsible for disappearance, or damaging of the exhibits and other exhibitor's tangible property, as well as for the personal or property damage inflicted on the exhibitor's personnel if it is not directly organizer's fault.

Booth construction. The general booth construction company at the Business-Inform 2015 exhibition is Den Expo Ltd. If the construction and equipping of booths and/or other construction works are performed by third party company, hired by the exhibitor, this company must follow rules set in the "Main requirements for Performing Exhibitions at VDNKh", "Electrical Work Rules", and "Exhibition Center Premises Fire Safety Measures Guidelines" documents.

**No booth parts, flags, sign-boards, or other equipment should exit the area defined by the contract. The administration retains the right to remove such elements at exhibitor's expense.**



⇒ The exhibitor is obliged to vacate and restore to the initial state the area rented from the Organizer at exhibitor's expense no later than allowed by the renting terms

⇒ Formal acceptance and hiring out of rented exhibition areas are formalized by the certificates signed by the delegated persons from both parties.

⇒ **Safety rules and preventive fire-fighting regulations:**

During the booth construction period it is allowed to use portable electrical tools, plugged into sockets of mobile electric units.

During cabling it is allowed to use electrical equipment and cables complying with Russian safety standards.

An open pass must be provided to the grid equipment.

The booth construction must be carried out within the area rented by exhibitor. The passages must remain clear of equipment, packages, and construction waste. During field painting the floor surface and surface of the walls adjacent to the booth must be securely covered with polyethylene film or other covering material.

During and after the construction the exhibitor (or its construction company) is obliged to:

- to remove all packaging materials to specially allotted area, and the construction waste to the bunkers;

- to get the floor surface cleaned if it was contaminated during construction;

- not to exceed allowed stress-load per one square meter of the exhibition area;

Should the stress-load be exceeded, or if the exhibit (or its fixing device) is not stable, the exhibitor must inform general construction company, Den Expo Ltd., during the application for participation, and receive permission from Den Expo Ltd., for placement of the exhibit.

**It is prohibited:**

- to perform construction in the placement areas of stationary electric units, fire reel boxes, telecommunication boards and other engineering equipment;

- to change during the exhibition the design of cabling without agreement with administration and use undeclared electrical appliances;

- to connect self-reliantly to any of the electricity, water, and compressed air sources;

- to open self-reliantly any air and water supply valves, to switch on electricity supply in electrical units;

- to move, open, dismount, disassemble portable and stationary electrical units and to connect to them without permission.

- to fix booth components to the pavilion's metal-ware using fasteners and tape and to fix booth components to the floor (or asphalted surface) using anchor bolts;

- to use wood-working and polishing tools without dust-collectors;

- to use metal-cutting instruments without formal permission for performing fire-hazardous works;

- to use pressure vessels that hasn't passed the inspection;

- to cover building structure elements, floor or asphalt surface with paint, varnish, or glue or other hard-to-remove substances;

- to make holes in building structure elements, floor or asphalt surface.

The responsibility for complying with preventive fire-fighting regulations during construction (deconstruction) of equipment and performing of exhibition and other events is laid upon executive representatives of organizing company and exhibitors participating in the above-mentioned events.

All equipment and materials used during exhibition and decoration of expositions must be certified.

The passages in the exhibition hall must be no less than 3 meters wide, and the distance from exposition to the equipment must be no less than 1 meter. Carpets, carpet-walks and other covering

must be firmly attached to the floor. Temporary storage of inflammable waste and package is not allowed. Disposable containers are being utilized, and reusable packaging is stored in the warehouse.

**Within the exhibition premises it is not allowed:**

- to use inflammable materials for booth decoration without fire-resistant coating;
- to use home extensions, non-standard (self-made) electrical appliances;
- to place projection devices and floodlights (soffits) closer than 0.5 meter to the inflammable elements or spray-nozzles of firefighting sprinkler system, to wrap lamps in paper, cloth and other burnable materials;
- To use diffusers for spot lights made of organic glass, polystyrene and other easily inflammable materials;
- to block the ways to the fire-alerting devices, vents and fire extinguishers;
- to install and use vessels containing inflammable gases;
- to demonstrate exhibits using open fire;
- to disrupt the integrity of firefighting sprinkler systems' spray nozzles;
- to smoke in place not provided for it (smoking is only allowed in specially equipped areas);
- to perform fire-hazardous works without agreement of the general construction company, Den Expo Ltd. (welding, soldering, metal cutting, etc.);

All other issues not mentioned in this manual that may arise during construction (exhibition, deconstruction) must be solved on the spot together with Business-Inform managers and main construction company, Den Expo Ltd., representatives.

In case of failure to comply with the above rules, Business-Inform management retains the right to force the exhibitor to remove its exposition.



## SPACE ONLY BOOTH INFORMATION

If you are renting space only, you are responsible for constructing, equipping and furnishing your booth. **The booth design must be made in accordance with the exhibition rules.** If the design doesn't meet the requirements, the construction will be prohibited. In case of having the booth construction and/or installation works done by the third-side company, this company must follow all rules and prescriptions mentioned on the page 5 of this Exhibitors Manual. Please send to the Business-Inform Agency the information about the construction-company that will work on your rented area **no later than 20 of April 2015.**

*The organizer doesn't provide furniture to the exhibitors who chose to rent space only booth area.*

### BOOTH SCHEME

Space only exhibitors must present their booth schemes

**The scheme must include:**

- 1) The name of the company, number and the size of the booth
- 2) Total amount of kilowatts consumed by booth equipment.
- 3) Color of carpeting

### PUBLIC SERVICES

**Electricity:** Space only booth will be supplied with power source. Its price includes sockets in quantity according to the metering area of the booth up to 1kW per socket. To order additional sockets and kilowatts write it in your application form and send it to [bizinform@sforp.ru](mailto:bizinform@sforp.ru) **no later than 20 of April 2015.**

If you plan to leave your equipment plugged for 24 hours, you will need to order a special socket. The standard voltage at the exhibition is 220V, but you can order 380V voltage.

### SECURITY

**Security:** The security guards are placed near exhibition entrance and near assembly gates. The exhibition administration is not responsible for the safety of the exhibitors' exhibits.

### BOOTH CLEANING

**Cleaning:** To order your booth cleaning please indicate it in your application form.

### ACCREDITATION

The third party organizations, hired for construction of your booth must necessarily pass the **accreditation** at MONTAZHNIK Production Association. Website: <http://www.montazhnik.ru/> (Technical documentation control section)

# STANDARD BOOTH INFORMATION

“Standard booth” includes fully equipped booth with all necessary furniture. You can see on page 10 of this Manual types of standard booth planning. You can also plan the booth yourself by placing walls and furniture where you want it. You can make a written order and we will help you with making a booth scheme. Standard kitting includes walls, electric sockets, spot-lights, carpets and the name of your company on the frieze panel. If you want to order any additional furniture, please indicate it in your application form.

**Please Note:** Your booth planning must be sent to is no later than **14 of April 2015**, and all the changes must be sent to Business-Inform no later than **20 of April 2015** [bizinform@sforp.ru](mailto:bizinform@sforp.ru)

## BOOTH SCHEME

**The scheme must include placement of:**

- all furniture, including standard booth equipment and additional equipment as well as a frieze panel inscription;
- lighting, sockets;
- open sides according to the coordinates of your booth on the floor plan.

**Please note: The equipment not indicated on the scheme will not be installed.**

## PUBLIC SERVICES

**Electricity:** Standard booth will be supplied with power source. Its price includes sockets in quantity according to the metering area of the booth up to 1kW per socket. To order additional sockets and kilowatts write in your application form. If you plan to leave your equipment plugged for 24 hours, you will need to order a special socket. The standard voltage at the exhibition is 220V, but you can order 380V voltage.

## OTHER EQUIPMENT AND SERVICES

Extra services and additional equipment are rented only for the duration of the exhibition, based on your order. Should you have any questions feel free to ask: [bizinform@sforp.ru](mailto:bizinform@sforp.ru)

## COMPANY NAME

The name of your company (no more than 15 characters), written in Latin or Cyrillic will be placed on a frieze panel on the open side of your booth.

## SECURITY

**Security:** The security guards are placed near exhibition entrance and near assembly gates. The exhibition administration is not responsible for the safety of the exhibitors' exhibits.

## BOOTH CLEANING

**Cleaning:** To order your booth cleaning please indicate it in your application form.

It is prohibited to use T-junctions, extensions, and plugging of devices, which are more powerful than declared.

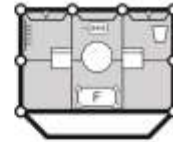
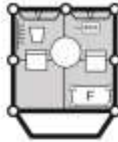
**The exchange of one piece of equipment for another, its usage on other booths, and money return for unused equipment included in the standard set are not provided.**

Carpeting color – grey by default. Frieze panel inscription color – blue by default.

# STANDARD BOOTH EQUIPMENT

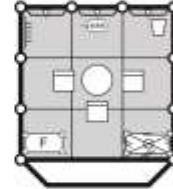
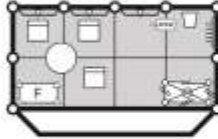
## 4-6 sq.m.

Booth perimeter walls  
Booth area carpeting  
Frieze panel  
Frieze panel inscription (up to 15 letters/characters)  
Chair - 2 pcs.  
Round table, d-0.75m - 1 pcs.  
Front desk (1.0x0.5m, h-0.75m) - 1 pcs.  
Wall shelf 1x0.3m - 2 pcs./3 pcs.  
Spot light 100w - 2 pcs.  
Waste bin - 1 pcs.  
Coat rack wall type - 1 pcs.  
Socket unit 220 v - 1 pcs.



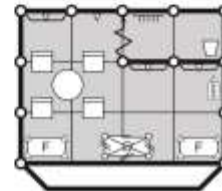
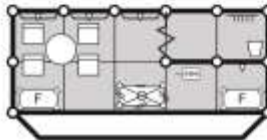
## 8-9 sq.m.

Booth perimeter walls  
Booth area carpeting  
Frieze panel  
Frieze panel inscription (up to 15 letters/characters)  
Chair - 3 pcs.  
Round table, d-0.75m - 1 pcs.  
Front desk (1.0x0.5m, h-0.75m) - 1 pcs.  
Wall shelf 1x0.3m - 3 pcs.  
Showcase with backlighting (2glass shelves), (1.0x0.5m; h=2.5m) - 1 pcs.  
Spot light 100w - 3 pcs.  
Waste bin - 1 pcs.  
Coat rack wall type - 1 pcs.  
Socket unit 220 v - 1 pcs.



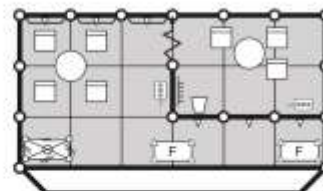
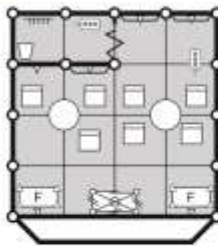
## 10-12 sq.m.

Booth perimeter walls  
Booth area carpeting  
Frieze panel  
Frieze panel inscription (up to 15 letters/characters)  
Chair - 4 pcs.  
Round table, d-0.75m - 1 pcs.  
Front desk (1.0x0.5m, h-0.75m) - 2 pcs.  
Wall shelf 1x0.3m - 3 pcs.  
Showcase with backlighting (2glass shelves), (1.0x0.5m; h=2.5m) - 1 pcs.  
Spot light 100w - 4 pcs.  
Wall panels 2.5x1m - 2 pcs.  
"Harmonica" door unit - 1 pcs.  
Waste bin - 1 pcs.  
Coat rack wall type - 1 pcs.  
Socket unit 220 v - 1 pcs.



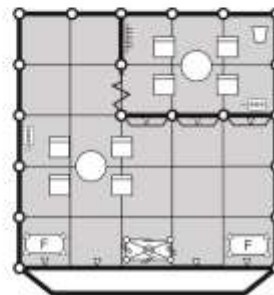
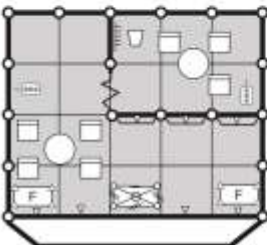
## 16-18 sq.m.

Booth perimeter walls  
Booth area carpeting  
Frieze panel  
Frieze panel inscription (up to 15 letters/characters)  
Chair - 7 pcs.  
Round table, d-0.75m - 2 pcs.  
Front desk (1.0x0.5m, h-0.75m) - 2 pcs.  
Wall shelf 1x0.3m - 3 pcs.  
Showcase with backlighting (2glass shelves), (1.0x0.5m; h=2.5m) - 1 pcs.  
Spot light 100w - 6 pcs.  
Wall panels 2.5x1m - 2 pcs./4 pcs.  
"Harmonica" door unit - 1 pcs.  
Waste bin - 1 pcs.  
Coat rack wall type - 1 pcs.  
Socket unit 220 v - 2 pcs.



## 20-25 sq.m.

Booth perimeter walls  
Booth area carpeting  
Frieze panel  
Frieze panel inscription (up to 15 letters/characters)  
Chair - 7 pcs./8 pcs.  
Round table, d-0.75m - 2 pcs.  
Front desk (1.0x0.5m, h-0.75m) - 2 pcs.  
Wall shelf 1x0.3m - 3 pcs.  
Showcase with backlighting (2glass shelves), (1.0x0.5m; h=2.5m) - 1 pcs.  
Spot light 100w - 7 pcs.  
Wall panels 2.5x1m - 4 pcs.  
"Harmonica" door unit - 1 pcs.  
Waste bin - 1 pcs.  
Coat rack wall type - 1 pcs.  
Socket unit 220 v - 2 pcs.



# STANDARD BOOTH ADDITIONAL EQUIPMENT

					
Wall panel 2.5x1.5m	Wall panel 2.5x1.0m	Wall panel 2.5x0.5m	Wall unit curved R=1.0m	Wall unit curved R=0.5m	
					
Wall unit with glass 2.5x1.0m	Wall unit with glass 2.5x0.5m	Jalousie (blinds) 2.5x1.0m	Wall unit with curtain	"Harmonica" door unit	Swinging door
					
Wall shelf 1.0x0.3m	Paper holder	Coat rack floor-type	Coat rack wall-type	Floor lifting sq.m.	Freezer
					
Front desk 1.0x0.5m; h=0.75m	Front desk with sliding hatches (1 shelf) 1.0x0.5m; h=1.0m	Reception desk 1.0x0.5m; h=1.0m	Radial reception desk R-1.0m; h=1.0m	Radial showcase R-1.0m; h=1.0m	Showcase 1.0x0.5m; h=1.0m
					
Showcase with backlighting (2 glass shelves) 1.0x0.5m; h=2.5m	Showcase with backlighting (2 glass shelves) 0.5x0.5m; h=2.5m	Radial showcase with backlighting (2 glass shelves) R-1.0m; h=2.5m	Radial showcase with backlighting (2 glass shelves) R-0.5m; h=2.5m	Metal shelving (3 shelves) 1.0x0.5m; h=2.5m	Metal shelving (5 shelves) 1.0x0.5m; h=2.5m
					
Round table d=0.75m	Bar chair	Chair	Cooler	The chain guard; m	Waste bin
					
Spot light 100 W	Bracketed lamp 150 W	Socket unit 220v	Socket 380v	Electric board	