



EXHIBITOR'S MANUAL "CHILDHOOD PLANET 2014"

"EXPOFORUM INTERNATIONAL"

April 24 – 27, 2014

Exhibitor's Manual. List of contest

General information	3
Terms of participation	
1. How to apply	5
2. Participation fees	6
3. Technical certification for individual construction	7
4. Group exposition	7
5. Exhibition catalogue	7
6. Promoters accreditation	8
7. Invoice payment	7
8. Cancellation/ rented space cut.....	8
9. Exhibition regulations	8
10. Cargo customs registration	9
11. Security service	9
12. Copyright	9
ATTACHMENT (registration forms)	10

The following manual has been specially designed for trade fair participants to facilitate the process of exhibition registration. The following information is equally important to the companies, already working in Russia and those, planning to enter Russian market.

The manual contains general information and forms' samples, applicable for various exhibition services. A detailed study of this document will give you answers to the most questions regarding the trade fair. Please, keep the copies of all forms you submit: it will enable us to deal with you problem faster and check the correlation between our invoice and your order.

Please, note!

We kindly request you to comply with prescribed time frame, required for the documents submission, so that we are able to provide a qualitative and well-timed service.

EXHIBITION VENUE

Exhibition Organizer: "ExpoForum International" Ltd
 Exhibition location: "LENEXPO" Exhibition and Congress Center
 Address: Russia 199106 St. Petersburg, Bolshoy pr. V.O. 103, pavilion 8-8A
 Сайт: www.planet.expoforum.ru

CONTACT INFORMATION

Service/Contact person	Phone/fax	E-mail	Web page
Exhibition director			
Eugenia Tsifirova	7 (812) 240-40-40, ext. 219 + 7(921) 443-26-52	E.Tsifirova@expoforum.ru	www.planet.expoforum.ru
Exhibition manager			
Alena Novokshonova	7(812) 240-40-40, ext. 259 +7 (921) 3340863	A.Novokshonova@expoforum.ru	www.planet.expoforum.ru
Technical/construction manager			
Iosif Dmitriev	7 (812) 240 40 40 ext. 267 +7 (921) 781 10 35	i.dmitriev@expoforum.ru	www.expoforum.ru
Individual booth design/construction			
Eugeny Tulkin	7 (812) 240-40-40, доб. 238 +7 (921) 973-68-84	tulkin@expoforum.ru	www.expoforum-design.ru
Technical certification for individual booths			
"EF-Design" Ltd Michael Karasev	7 (812) 321-28-54	otk1@ef-desgn.ru	www.expoforum-design.ru
Touristic services			
Zhanna Rogulina	7 (812) 240-40-40, доб. 223	J.Rogulina@expoforum.ru	www.expoforum.ru
Customs and cargo transportation			
"Pan Balt Service" Ltd	7 (812) 322 6098 7 (812) 322 6034	info@pan-baltservice.spb.ru	www.pan-baltservice.ru
Security service			
"Megapolis 78" Ltd	7 (812) 321-26-84		
Catering service:			
"Caramel Catering" Ltd	7 (812) 946-46-68 +7 (921) 967-14-50	info@caramel-catering.ru	www.caramel-catering.ru



EXHIBITION SCHEDULE

PERIOD	DATE, TIME	
Exhibition booths construction	April 22, 2014 9:00 – 22:00	Booth construction and allied services
	April 23, 2014 15:00 – 22:00	Exhibitors' registration and set up
Exhibition work hours April 24, 2014	09:00 – 11:00	Exhibitors are allowed to the exhibition premises
	11:00 – 19:00	Exposition is open to public
	13:00	Official opening ceremony (stage, pavilion 8) (indicated time is subject to change)
	19:00 – 19:30	Exhibitors leave exhibition premises
Exhibition work hours April 25 – 26, 2014	10:00 – 11:00	Exhibitors are allowed to the exhibition premises
	11:00 – 19:00	Exposition is open to public
	19:00 – 19:30	Exhibitors leave exhibition premises
Exhibition work hours April 27, 2014	10:00 – 11:00	Exhibitors are allowed to the exhibition premises
	11:00 – 16:00	Exposition is open to public
	16:00	Exposition closes
	16:00 – 22:00	Booths' dismantling
Dismantling April 27, 2014	9:00 – 18:00	Booths' dismantling

Please note! Exponents are charged €3,40 per hour for every sq m of rented space if they extend booth construction/dismantling period, the charge is minimum of €169.50 EUR/hr. Indicated rate is subject to VAT 18%/

TERMS OF PARTICIPATION

Please note! Every exponent, taking part in “Childhood Planet 2014” is to accept and follow all rules and regulations indicated in the **General Terms of Participation**, applicable to all events conducted at the premises of “LENEXPO” Exhibition and Congress Center, and **Terms of participation** indicated in the following Manual and regarded as an inseparable part of Public Agreement (Offer). In case of any violation the Exponent is not allowed to take part in the Trade Fair.

Exponents take part in the Trade Fair in accordance with their rented space, otherwise the exponent is charged for unauthorized space occupation.

1. HOW TO APPLY:

The company, willing to take part in the Trade Fair is to submit to the Organizer a fully filled and signed Application Form (FORM 1), form for additionally requested equipment (if needed) and catalogue information (FORM 9).

Advanced booking is available on-line at www.planet.expoforum.ru. Please, pay attention to the fact that on-line application **cannot be regarded as an official document**, but be used for booth’s reservation.

All application documents are to be found at www.planet.expoforum.ru. Filled and signed application forms are to be scanned and e-mailed to A.Novokshonova@expoforum.ru.

Please, do not hesitate to contact us if there are any questions regarding the above-given information!

- Participation fees and pavilions’ plan are subject to change if there are unbearable technical issues.
- Participants are allowed to start booth dismantling only then the Event is officially closed to public attendance.
- The Exponent is not allowed to transfer any rights or obligations resulted from this public agreement to the third parties.

Application forms submitted via fax or e-mail are regarded legally equal to the authentic applications, which are to be submitted to the Organizer at the Trade Fair.

3. PARTICIPATION FEES

Compulsory registration fee €188,80 including VAT 18% covers the following expenses:

- ☼ Information in the official exhibition catalogue in Russian and English languages (not more than 500 symbols each);
- ☼ Information about the exhibiting company at www.planet.expoforum.ru (company name, logo and address);
- ☼ 10 visitor tickets for free exhibition attendance;
- ☼ One ticket to the evening reception;
- ☼ Participant’s registration package
- ☼ Exhibitor’s vehicle admission for construction and dismantling days;
- ☼ Free admission to all Trade Fair events, except for those which require personal invitation
- ☼ Admission badges for Exhibitor’s booth staff members (1 badge per 2 sq m) ;
- ☼ General security service at “LENEXPO” premises;
- ☼ General cleaning service (passageways and public zones) (booth cleaning is not included);
- ☼ General Trade Fair advertising, publishing materials and etc;
- ☼ Exposition decoration;
- ☼ General electric supply, pavilion heating and air conditioning.

Equipped booths (standard construction) - please, refer to the “Standard Booths’ Catalogue”

Raw exhibition space (from 20 sq m) – € 141,60 including VAT 18 %

Raw outside space (front of the pavilion) – € 76,70 including VAT 18%

Additional charges for special booth types:

Booth Type	Minimal booth size	Open sides	Additional charge %
General booth	2-6 sq m	1	0%
Corner booth	9 sq m	2	+5%
Peninsular booth	12 sq m	3	+7%
Island booth	20 sq m	4	+10%

Distant participation - €401,20 including VAT 18 %.The fee includes:

- 🌸 Company’s information listed in the official exhibition catalogue;
- 🌸 Company’s advertising materials at the exhibition premises;
- 🌸 **2 exhibition admissions** for Company’s promo-staff for the period of exhibition.

4. TECHNICAL ACCREDITATION FOR INDIVIDUAL BOOTH CONSTRUCTION

According to the "General conditions of participating in exhibitions (events) at the territory of LENEXPO". The General Constructor of LENEXPO Exhibition and Congress Center is "EF-Design" Company, which implements mounting, dismounting and decorative design of both standard and non-standard stands. When ordering the raw exhibition space and using the service of different design/constructing company, please be sure that your project gets the technical control certificate. All details are published at <http://ef-design.ru/eng/tech-control/>

The constructors who failed to undergo constructed booth accreditation are not allowed to start mounting at the exhibition premises.

We strongly recommend you to grant technical accreditation no later than March 24, 2014. When granting technical booth accreditation before **March 24, 2014** you receive a 50% discount to the official accreditation rate. If technical booth accreditation is received after April 10, 2014 the official rate grows by 50%. If technical accreditation is received after April 20, 2014, the official rate grows by 100%.

5. GROUP EXPOSITION

Group booth/exposition is possible to be organized at the Trade Fair. The Group Exposition Organizer is to provide the list of participating companies and all essential information no later than 30 days prior to the Exposition mounting.

Group exposition organizer pays 1 registration fee for every participating company. The organizer also bears full responsibility for observance of the **General Conditions of Participation** by all his exhibitors.

Group exposition organizer is obliged to provide all necessary information about all the exhibitors which is to be included into the official exhibition catalogue.

6. EXHIBITION CATALOGUE

Every exhibiting company can submit the following materials

- 🌸 Short company information (**Form 9**)
- 🌸 Company logo (not compulsory). Technical requirements: EPS, CDR, JPEG; 200*200 pix
- 🌸 Colored advertising module (additional charge) (**Form10**)

All materials are included into the catalogue upon a full participation payment.

Please, submit all catalogue information before **March 24, 2014** via e-mail at A.Novokshonova@expoforum.ru.

If the Company violates submission date, the Organizer is in the right to publish Company's information according to the submitted Application Form 1 and does not bear the responsibility for discrepancy possible to occur.

7. PROMO PERSONNEL

Promo personnel distributing promo-materials at the exhibition premises must provide accreditation badges. Promo personnel without accreditation badges will be immediately removed from the premises.

While distributing advertising materials promo personnel should not disturb either exhibition visitors or exhibition participants.

8. PAYMENTS

All payments are to be performed within 3 Bank days after receiving the invoice.

All payments are to be made no later than **April 4, 2014**. The invoice is issued by the Organizer according to the submitted Application Form 1.

All money transactions are to be confirmed by the scanned payment copy. Please, indicate 'subject payment' as **"participation in Childhood Planet 2014"**

The booth is regarded as 'booked' for a certain Exhibiting Company only upon a complete 100% payment which includes space rent and compulsory registration fee.

In case of payment dates violation Organizer is in the right to change booth's location upon the note, sent to the Exponent, and refuse to provide services listed in the unpaid invoice.

PLEASE, NOTE! Exponents are not allowed to the premises and booth construction is forbidden to start without a fully performed payment.







9. CANCELLATION

In the company decides to cancel participation before **March 20, 2014** the penalty charge is 50% of total participation fee. If the company decides to cancel participation after **March 20, 2014** the penalty charge is 100% of total participation fee.

If the exponent decides to reduce the size of ordered exhibition space, the Organizer is in the right to change stand location at the Exposition premises upon the Exponent's notification.

If rented and paid space is not occupied by the exponent **12 hours prior to the event opening**, it will be regarded as **"available for booking"** and can be used at the Organizer discretion without any money refund paid to the Exponent.

10. EXHIBITION REGULATIONS

-  Exponent's booth location and booth's activity should not cause difficulties to other exhibition participants.
-  The participant can begin booth dismantling and finish work at the trade fair no later than the Trade Fair officially closes at 16:00 on April 27, 2014. If there is an emergency situation which forces the Exponent Company to leave before indicated time, the Company has to inform the Organizer and receive a signature of Exhibition Director on the Vehicle's admission badge.
-  Stand cleaning can be performed either by the Exponent or Organizer's staff upon a preliminary order at the Exponent's expense.
-  Every Exhibiting Company is to provide its official representative who will be available at the Exhibition premises during the period of Trade Fair including exposition mounting and dismantling days.
-  Each representative has to register and receive Exhibitor Badge.
-  Exhibitor's representative, authorized to sign financial documents, has to be available during the period of Exhibition with a letter of proxy.

11. CARGO TRANSPORTATION AND CUSTOMS SERVICES

All cargo transportation and customs services and related works, performed at “LENEXPO” venue, are to be performed by **Pan-Balt service JSC**, which possesses the exclusive right to performed all customs and logistics operations.

The Exponent or his cargo logistics agents are to conclude a separate agreement with **Pan-Balt service JSC** no later than 2 months prior to the Trade Fair dates.

12. SECURITY SERVICES

A 24-hour security service is provided at “LENEXPO” Venue. The service does not include individual booth and Exponents’ belongings protection. The Organizer doesn't bear responsibility for safety of exhibits and other material values left unattended during the Trade Fair.

Individual security booth service and left-luggage office for day/night period are also available at Exponent’s expense.

13. COPYRIGHT

In case of any public performance (artistic work introduction, phonograms, staged game, declamation, singing, live or screened dance, film or separate shots demonstration) performed at the Trade Fair premises the Exponent bears the responsibility for all necessary copyright agreements and payments are to be made for copyright objects.

In case of any copyright claims made to the Organizer **the Exponent** is to pay all expenses possible to occur including the plaintiff’s claims.

DURING EXHIBITION OPERATING HOURS (APRIL 24-27, 2014) EVERY EXHIBITOR COMPANY HAS TO RECEIVE FROM THE ORGANIZER A NUMBER OF FINANCIAL DOCUMENTS:

- **ACCEPTANCE CERTIFICATE FOR ALL ORDERED SERVICES (2 COPIES);**
- **AUTHENTIC INVOICE AND VAT INVOICE;**
- **AUTHENTIC AGREEMENT SIGNED AND STAMPED BY ORGANIZER**

BEFORE THE END OF TRADE FAIR (NO LATER THAN APRIL 24, 2014) EVERY EXHIBITOR HAS TO SUBMIT TO THE ORGANIZER ONE SIGNED COPY OF ACCEPTANCE CERTIFICATE AND AGREEMENT (IF APPLICABLE).