



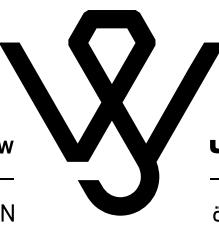
EXHIBITOR MANUAL

The Middle East's premier bi-annual exhibition showcasing the latest designs and trends in watches, gold, precious stones and diamonds.

**WATCH &
JEWELLERY**

MIDDLE EAST SHOW

55th EDITION



معرض الشرق الأوسط

للساعات
والمجوهرات

الدورة 55

28 May - 01 June
يونيو 2025

مركز اكسبو الشارقة EXPO CENTRE SHARJAH

Organised by:



Tel: +971 (6) 5770000
Fax: 971 (6) 5770111
info@expo-centre.ae

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Dear Exhibitors,

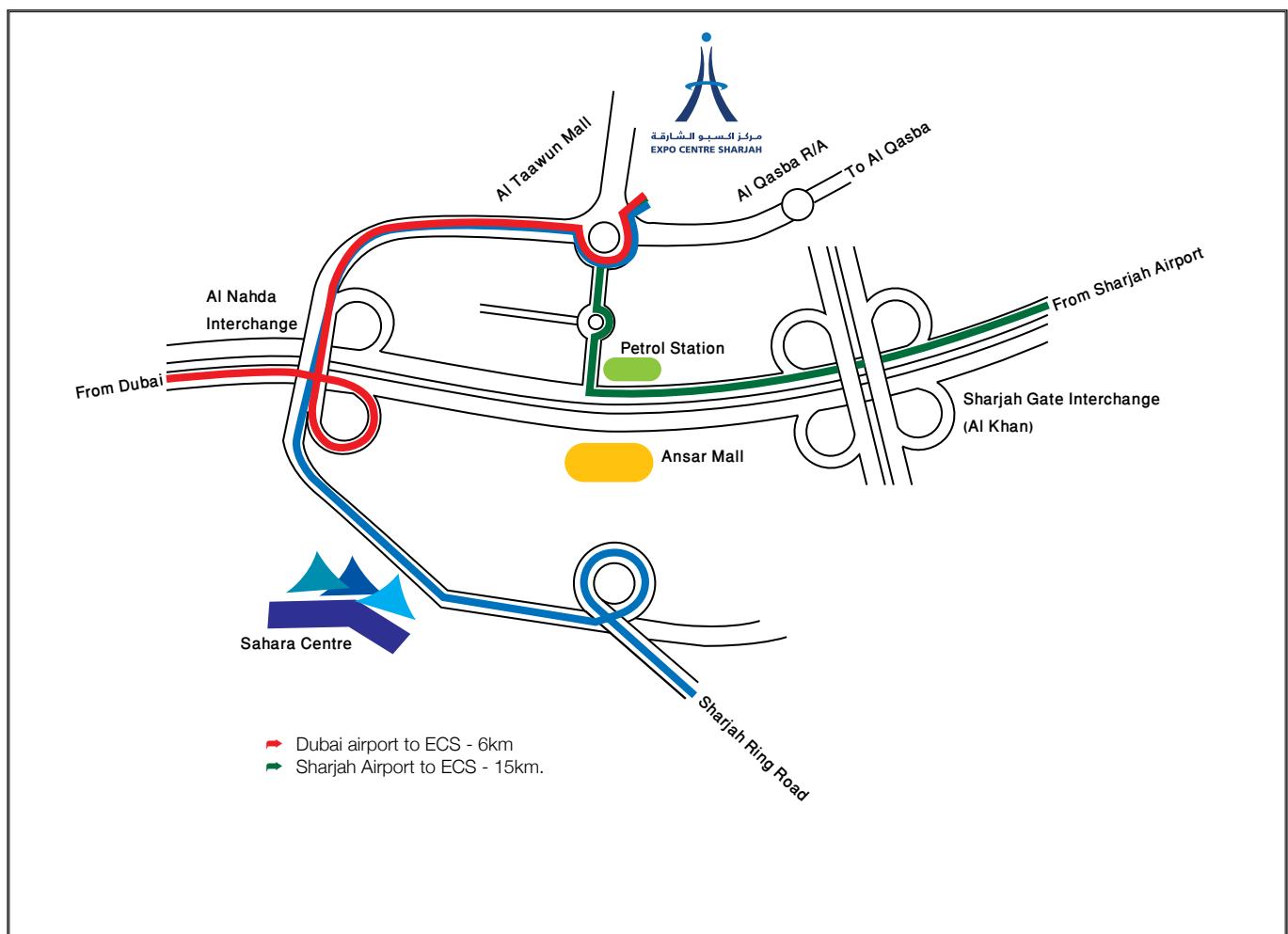
Please take some time to read this manual as it provides important and useful information to all your queries.

All exhibitors must complete all necessary Forms and return them to the respective offices and contact persons as per the deadline dates.

Proper use of the Trade Show Manual ensures that the exhibitors derive maximum benefit from their participation. The Organizers can not undertake to provide a full service for exhibitors unless this manual is properly read and all instructions carried out.

*Sincerely,
The Management*

Expo Centre Sharjah Location Map



3. CHECK LIST

Requirement	Submission Deadline
Furniture (Extra Services)/Display Aids	10 May 2025
Insurance	10 May 2025
Lightings	10 May 2025
Stand Design (Space only)	10 May 2025
Telecommunication	10 May 2025

4. GENERAL INFORMATION

a. ORGANISER'S and CUSTOMER SERVICE OFFICES

Customer Service Office are located along the Central Boulevard, near the main entrance of Al Tawun. The Organizer's and Customer Service Offices are staffed during build-up, exhibition and dismantling days only.

b. BUILD-UP PERIOD

The halls will be closed to all contractors and exhibitors from 9 pm to 12 midnight of the **27 May 2025** for cleaning and maintenance operations.

Contractors to follow the procedures/standards of Expo Centre Sharjah. Late constructions and any extra time taken for booth construction will be charged

The Organizers Office will be staffed from the **27 May 2025**

c. OPENING DAY

Exhibition halls open to visitors at 1.00 pm.

Late display charges of US\$ 500

The halls will be open to exhibitors two (2) hours prior to the Official Opening time. Exhibitors are requested to arrive one (1) hour prior to the official opening.

d. EXHIBITION HOURS :

Exhibition Hours Daily from: 1 pm to 10 pm
 Friday: 3 pm to 10 pm

Official Inauguration **28 May 2025 at 12 noon** (Tentative)

e. PACKING MATERIALS

Please remember to remove empty packing cases during the build-up period, as the housekeeping staff will be cleaning the gangways and the storage areas at the back of the halls on a continuous basis. Your Shipping Agent should be contacted if you require any storage facility.

f. EXHIBITS

Deliveries/collection of exhibits and major stand and display alterations MAY NOT BE carried out during the exhibition hours.

g. RE-STOCKING AND REPAIR

Deliveries or collection of exhibits as well as major stand and display alterations SHOULD NOT BE carried out during the exhibition hours. For security reasons, re-stocking can ONLY be done daily during the specified hours mentioned in the respective exhibition move-in schedules.

Under special circumstances, permission from the Operations Department may be granted for maintenance or repair work only after exhibition hours.

Gate Passes are required should the exhibitor plan to remove any goods from the Exhibition Hall. These passes are available either at the Customer Service office or the Organizer's office, located at the Central Boulevard..

THE SHARJAH POLICE SECURITY CHECKS

Before the official opening of an exhibition, the Sharjah Police will carry out a number of security checks. These checks include:

- * A full search of the exhibition area
- * The use of electronic detection equipment for individuals entering the hall
- * A physical search of all hand baggage

Some delays may be expected and you are therefore advised to arrive at the Exhibition Hall well in advance of the official opening time. Usually access to the halls will be permitted up to two (2) hours in advance of the official opening ceremony.

It is recommended that all display items, brochures, leaflets and posters, etc. should be in the hall prior to the opening day. Large quantities of promotional material will not be permitted into the halls until the official opening is complete and the VIP has left.

For your own convenience and in order to assist Sharjah Police in carrying out these checks you are requested to:

Before leaving the premises

- * Do not leave personal valuables on your stand. Should you need to lock a certain area, please inform Organizer.
- * Ensure all your staff has obtained their Exhibitor Badges.

For the Official Opening

- * Wear your Exhibitor Badge at all times (All Exhibitors are requested to ensure that their badges are collected from the Organizers Office before the **27 May 2025**)
- * Arrive at least 1 hour before the official opening ceremony
- * Have your baggage unlocked and any metal objects easily accessible
- * After admission, check your own area for anything unusual.
- * Report anything you are concerned about to ECS Security

For security reasons, please do not leave your stand unmanned at any time during the exhibition hours.

Gate Passes are required should Exhibitors wish to remove any goods from the Exhibition Halls. These passes are available from the Organiser's office at the central boulevard.

h. TELEPHONES

Exhibitors wishing to avail of telephone or other communication facilities should place their order using the Tele-Communications Equipment Form.

Please contact the Customer Service should you require the code to your instrument.

i. PHOTOGRAPHY

The Official Exhibition Photographer will be in attendance throughout the event.

Exhibitors who require stand photography are recommended to contact the Customer Service.

j. RESTAURANT SERVICES

Refreshments and snacks will be on sale during the build-up period and full cafeteria facilities will be available from **27 May 2025**. The Organizers have arranged an on-site catering service for daily delivery to exhibitor's stands. Exhibitors wishing to offer food and beverages of any kind to their visitors must obtain all supplies from the Official Caterers on site. It is strictly prohibited to bring foodstuff and beverages into the Halls from outside suppliers.

k. NO SMOKING POLICY

Expo Centre Sharjah is a No Smoking Zone. Smoking areas are allotted outside the centre where ample ashtrays are available to keep the area clean.

l. FURNITURE & ELECTRICAL REQUIREMENTS

A team for the extra furniture and electrical items will be at service from the **27 May 2025** to assist Exhibitors with extra orders and will be available at the Customer Service Office are located along the Central Boulevard, near the main entrance of Al Tawun.

Any changes/adjustments in furniture will be allowed only on **27 May 2025** and according to availability. A 20% surcharge will apply to all late or on-site orders of furniture & electrical items.

5. CONTACTS

ORGANIZER:

Expo Centre Sharjah

P.O.Box 3222, Al Taawun Road Opposite Al Taawun Mall Sharjah, United Arab Emirates

Phone: 00971-6-5770000 • Fax: 00971-6-5770111 • E-mail: info@expo-centre.ae • web: www.expo-centre.ae

CONTACT:

Abdul Rahim

Event Manager • Direct: 00971-6-5991190 • Mobile: 00971-55 - 4120900

Hosam Mahmoud Elgohari

Sales Manager • Direct: 00971-6-5991496 • Mobile: 00971-52 - 3928235

Hazal Aydogdu

Sales Executive • Direct: 00971-6-5991454 • Mobile: 00971-50 - 5877797

OFFICIAL STAND BUILDING CONTRACTOR

Expo Centre Sharjah

P.O. Box 3222 Sharjah, UAE

Contact:

Cristina Ureta

Expo Exhibition Design Division

e-mail: cristina@expo-centre.ae

Phone: 00971-6-5991129

Mobile: 00971-50 - 7369484

Syed Rabbani

Event & Venue Services Supervisor

syed.rabbani@expo-centre.ae

Phone: 00971-6-5991169

Mobile: 00971-50 - 6197941

6. COMMUNICATION FACILITIES

Employing cutting-edge communications technology, the column-free exhibition halls technical capabilities include such advanced features as wireless data, Internet and telephone connectivity and an online lead retrieval system for its participants.

ATM machines are available along the central boulevard for use of Exhibitors and Visitors.

Internet Wireless access is available in the Exhibition Halls and in the Central Boulevard for exhibitors and visitors.

Those who need extra connection may inquire and order from the Customer Service Office.

7. SECURITY

The Organizer will engage a security agency to ensure the security at the Exhibition Halls. While we make all reasonable arrangements for security coverage, we are not responsible for the security of a stand, its exhibits and contents (that includes personal property). The mentioned items will be the sole responsibility of the Exhibitor.

All Exhibitors must arrange their own insurance to cover all risks and stages (right from the shipment date till the re-shipment of goods).

It is also recommended that one booth attendant should be present on the stand at least half an hour before the Exhibition opens and again until all visitors have left the halls. The stand should not be left unmanned at any time during the open periods.

In the interest of security, goods may not be removed from the Exhibition Halls without a security clearance form. Security clearance form must be completed and attached to all goods leaving the exhibition. Persons removing the goods must be wearing their badges.

Should you require special security guard service arrangements can be made by contacting the Project Manager on site.

8. TEMPORARY PERSONNEL/BOOTH ATTENDANT

The Organizer can make arrangements for temporary staff including interpreters, receptionist, secretaries and general booth attendants.

Exhibitors requiring above staff should contact the Organizer and arrangements will be made as requested.

9. CAR PARKING

Ample car parking lots that could accommodate 1600 cars are available within the premises of the Expo Centre Sharjah.

10. ADMISSION OF EXHIBITOR STAND PERSONNEL

It is essential that you return the appropriate reply form to ensure your name Badges are available at the registration desk. No personnel will be allowed to enter the exhibition area without the appropriate badge. This includes during build-up and dismantling periods.

11. INSURANCE

The organizer shall not be held responsible for the loss or damage to any property of the exhibitor or any other person caused by theft, fire, defect in the Expo Centre Exhibition Halls, storm, tempest, lightning, national emergency, civil unrest, war, labor disputes, lockouts, explosions, acts of God and general cases of force majeure whether or not ejusdem generis with the foregoing or any cause not within the organizer's control or for any loss or damage sustained in the event that the opening or holding of the exhibition is prevented, postponed or abandoned or if the Hall becomes totally or partially unavailable for the holding of the exhibition due to any of the foregoing causes. The exhibitor shall indemnify and hold the organizer safe and harmless from all loss and damage to person or property and all claims arising out of the exhibitor's stand fittings and for the exhibitor's portion of the shell scheme and for any loss or damage to the basic shell scheme stand.

The exhibitor is advised to take out insurance cover for the purpose of indemnifying the organizer as aforesaid and also to cover itself all risks in respect of the organizer is expressed not to be responsible in these conditions.

If you would like to insure your goods while they are at Expo site, please contact the following:

AL BUHAIRAH NATIONAL INSURANCE COMPANY

P.O.Box 6000, Sharjah UAE

Phone: +971 6 5174444

Fax: +971 6 5748855

12. ADMISSION OF CONTRACTOR PERSONNEL

“Contractor Badges” permitting Non-Official Contractors and their workmen to enter the Exhibition Halls for the purpose of construction and dismantling during the build-up and dismantling periods, will be issued only upon approval of stand design, submission of documents and security cheque.

Please ensure that all your workmen/contractors wear their badges at all times during the build-up and dismantling periods while working on their stands. Workmen without their identification Badges may be denied access to the Exhibition Hall by our Security Personnel.

13. PUBLICITY

An extensive media and publicity campaign is planned by the Organizer in connection with the event. Exhibitors are strongly urged to assist in this campaign by publicizing the Exhibition in their own brochure, press releases and advertisements.

Press coverage will be maintained during the Exhibition, to pass on information, news items and photographs to newspapers in the Gulf Region. Exhibitors are invited to supply suitable publicity materials in Arabic and English (preferably not exceeding 200 words) together with photographs suitably captioned for display and distribution.

14. RULES AND REGULATIONS

The Rules and Regulations stipulated herein are for security and safety reasons. Exhibitors and Contractors must observe the rules and regulations to ensure smooth operation.

a. Stand Fitting Regulations

The Organizer will endeavor to inform the Exhibitor of changes to rules, regulations, by-laws and ordinances that would affect the Exhibition.

I. SHELL SCHEME

All stand fitting and display must be contained within the shell scheme structure and should not exceed 2.5 meters in height. No projections into gangways will be permitted.

No Nailing, Drilling or Painting on the Shell Scheme panels and aluminium components is allowed. Exhibitors who wish to have panels painted or with finishing treatment must order them in advance from the Organizer or the Official Stand Contractor.

Any change to the type or color of the floor covering also requires a permission from the Organizer or the Official Stand Contractor. No financial credit will be given for any Standard amenity that is not utilized by the Exhibitor.

Any Exhibitor occupying an “Island” Shell scheme or Upgraded Stand is not permitted to block more than 50% of any side of the stand. Likewise, a corner booth is not permitted to fully close any part of the corner even if it is to be used for display, so as not to block the view of other stands.

IMPORTANT NOTE: ESSENTIAL BOOTH REQUIREMENT FOR SHELL SCHEME AND UPGRADED PACKAGE STANDS
Exhibitors participating as an individual stand or as part of a pavilion (shell scheme or upgraded packages), will not be allowed to source any additional services viz. furniture, electricals, audio-visual, rigging, telecom, etc from external suppliers/vendors.

Expo Centre Sharjah is the exclusive supplier for these exhibitor-booth requirements. In the event of a failure to do so, Expo Centre Sharjah reserves the right to remove all such goods/items from the exhibitor booth.

II. SPACE ONLY

Stand fitting and display work on “Space Only” stands inside the Hall should not exceed 6.00 meters in height in the Halls and 3.50 meters in the Central Boulevard without the written permission of the Organizers or the Operations Department of Expo Centre Sharjah.

For Stand Building Contractors

No Non-Official Contractor will be allowed to carry out construction or decoration of a “Space Only” stand without the written permission of the Organizer or the Operations Department of Expo Centre Sharjah.

A Non-Official Contractor will be required to pay a refundable “Performance Bond” of Dhs. 100 per square meter of a maximum of Dhs. 20,000 to the Operations Department of Expo Centre Sharjah, before the Contractor’s Badges are issued to start work. This is to guarantee the observance of the Rules and Regulations of the venue and to ensure completion of work, complete removal of debris and to cover any damages done to the Exhibition halls and Exhibits.

Details of the Non-Official Contractor should be filled in the Stand Building Contractor form. This together with the stand design, layout and specifications which was approved at least 30 days prior to the move-in date and the security cheque, should be submitted to the Operations Department to obtain a permission to build.

Non-Official Contractors must ensure that all their workmen wear their badges at all times during the build-up and dismantling periods while working on their stand or they may be denied access to the Exhibition Hall by the Security personnel.

Dimensioned drawings of all Space Only stands must be sent to the Organizer for approval, not later than 30 days prior to the show. The Organizers reserve the right to reject a design likely to unreasonably affect nearby Exhibitor sites in any way.

No part of the stand or exhibits including fascia, signs, lighting, beams and posts or other fittings shall project into or overhang any gangway or adjacent stands, that may obscure any fire or exit signs and exit facility or inhibits the movement of other exhibitors and freight.

Support or Suspension from the ceiling space frame of any structural part of a stand is not allowed without the clearance from the Organizer or the Operations Department.

Exhibitors and Contractors must ensure that all gangways adjoining the stand are not blocked during build-up, installation and dismantling to a degree that the Organizer reserves the right to restrict the area of scaffolding or large equipment and limit the times during which it shall remain in the halls or in the stand.

It is strictly prohibited to affix nails, hooks, tacks, screws, strong adhesive, paint or similar items to the floor, walls, ceilings or other parts of the premises.

No cement, mortar, resins or adhesives may be applied directly to the hall floors.

No excavation, drilling or fixing to the surface of the forecourt will be permitted.

All materials used in the construction of stand fittings and displays shall be either:

* Non - combustible material	* Flame resistant plastic
* Flame resistant boarding	* Timber of any thickness, treated so as to be flame resistant
* Chipboard or block board more than 18mm thick	

All materials used for decorative finishes to stands shall be:

- * Able to pass a test for flammability or for surface spread flame
- * Be fixed taut or in tight pleats to a solid backing
- * Be secured at floor level
- * Shall not ignite when subjected to a flame after 10 seconds
- * Shall not have an afterglow when subjected to a heat source for 10 seconds

All painted structures should be pre-finished (Eg. Puttied, Sanded and Primer-coated) upon delivery into the hall. Any material to be used for finishing of the stand should be water-based.

Sanding and the use of paint sprayers inside the halls are not permitted. The surrounding surface of the stand area must be protected by plastic sheeting if on-site finishing decorations are necessary.

Space Only 'Island' Stands should have access from all sides of the area. Continuous closed stand or wall structure of more than 3.0m length and 2.0m height is not allowed along the aisle unless permission is obtained from the Organizer. The walls bordering the aisles should be of transparent material or designed to appear appealing by including showcases, display settings, graphic walls etc.

It is the responsibility of all Space Only stands located on divided areas to provide their own wall/dividing panels instead of using the back walls of the adjacent stand. Stands without their own dividing wall will not be provided with alternative panels by the Organizer.

Visible areas at the back of the stand must appear clean and in a uniform, neutral color. If the visible wall is adjacent to another stand, it should not display any logo or graphics that advertises on the adjacent side.

Provision for a special ramp for handicapped visitors in stands with a platform is a MUST for stand areas of more than 36 square meters.

b. Floor Loading Capacity

The floor loading capacity in the Halls is 1,500Kgs per square meter. Exhibitors with heavier exhibits should send full details, including the exact position of the exhibit, to the Organizer to ascertain whether special weight-spreading facilities are necessary. Individual load bearing columns etc. should not be located on floor duct covers.

Any damage done to floor-duct covers either by the exhibitor or by their contractor will be charged accordingly.

c. External Display Space

Care must be taken at all times to avoid damaging the brick surface and Exhibitors occupying more space than that reserved will be invoiced for the additional area. Equipment that requires placing either by fork-lift or by crane MUST be handled by the Official Freight Forwarder (see page 10). No vehicles may be driven onto the forecourt of the Halls without specific authority from the Organizers. Track laying vehicles for display may only be moved to their display area on timber sheets to protect the forecourt surface from damage. Drip trays, sand or wood chip must be laced beneath all machinery/vehicles where there is any possibility of oil leakage.

The caps to fuel tanks must either be locked or wired closed.

Mains electrical services will be available to all external locations and only the Official Electrical Contractor (Expo Centre Sharjah) is authorized to provide such services.

Free - standing generators will not be permitted. Special arrangements must be made for the storage of diesel oil for machinery to be demonstrated in action and such fuel must be stored in approved bounded oil storage tanks.

d. Electrical Requirements

1. Expo Centre Sharjah, Technical Division will be solely responsible for the installation of the mains supply cable to each stand, but it is the Exhibitor's responsibility to supply mains distribution board, fused isolator or circuit breaker, fitted with an earth leakage protector of not more than 30Ma.

2. Wiring installations shall be effectively bonded to earth and all wiring shall be 3 core twin and earth, not less than 1.5mm cross section and be in PVC, elastomers or other approved plastic sheeting. Joints shall not be made except when connecting into a circuit and insulated screwed connectors shall be used and totally enclosed in insulated enclosures.

3. The cost of mains supplies to space only, stands are not included in the "space only" price. Orders without their location are not valid and will not be supplied.

Orders received after 10 May 2025 will be subjected to a 20% surcharge

4. Three spotlights and one 10 Amp socket per 9sq.m. are included in the cost of shell scheme stand. Three-phase supplies and connections on 24 hours supply will, however, be charged extra.

5. The standard mains supplies at the Exhibition are: single phase 220 volts 50Hz and three phase 380 volts 50Hz

6. General lighting is provided in the hall. However, additional lighting may be considered necessary and Exhibitors are recommended to consider their needs and order their requirement using Form No. 4.

7. All on-site electrical work must be carried out by Expo Centre Sharjah - Technical Division and, in the event of Exhibitors installing electrics to their own prefabricated displays, such installations must conform with IEE Regulations and will be subject to inspection and approval before connection to the mains supply. The Organizers reserve the right to disconnect any installation that, in their opinion, is dangerous or likely to cause annoyance to visitors or other Exhibitors.

8. Electrical installations to shell stands require special fastening, clips and brackets to fit the aluminum extrusions. Under no circumstances may Exhibitors modify this work or carry out their own installation. Exhibitors are also advised to use ONLY the bulbs provided by the Official Stand Contractor and not to change it to a more powerful bulbs thereby exceeding the normal electrical load of a standard shell scheme stand.

e. Flammable Gases/Toxic Chemicals

Exhibitors wishing to incorporate the use of flammable gases or toxic chemicals as part of their exhibits should check with the Organizers in advance, in order to establish the health and safety regulations and the restrictions which are placed by the Hall authorities regarding such usage.

f. Air - Conditioning

The indoor Exhibition Halls are fully air-conditioned. Air-conditioning will be provided on the last day of the build-up, throughout the exhibition period and the first day of dismantling period.

g. Compressed Air

Compressed air will be provided by the Organizer for any exhibits that require air inflation. The exact location of supply will be known to Exhibitors in due course.

h. Water Supply And Drainage

Water supply is available under floor trunkings. If water supply is essential to exhibits, details must be given to the Official Stand Building Contractor.

i. Presentation of Exhibits

Exhibitors must display their exhibits throughout the period of the Exhibition. No Exhibitor will be allowed to remove exhibits from the Exhibition floor, prior to the official termination of the Exhibition.

j. Delivery of Exhibits

Exhibits should only be delivered to the Exhibition Hall when the stand is constructed and ready. However, in the case of huge machines and other similar exhibits, delivery must be arranged right after the floor marking as carpets will be

laid only when the machine or similar exhibits are brought in and placed as desired by the Exhibitor. The Exhibitor must arrange for an Authorized Representative to be present at the stand to receive the exhibits as the Organizer is unable to accept delivery on his/her behalf, nor can the Organizer be held responsible for the subsequent safe keeping of such items. Machines or similar heavy exhibits MUST BE IN POSITION on the first day of the build-up period and not brought in at any time during the Exhibition period.

k. Removal of Exhibits

Light exhibits may be removed from the Exhibition Hall after the official closing time of the Exhibition on the last day, while heavy exhibits may be removed on the following day from 10 am.

While the Organizer will maintain security surveillance at all times, Exhibitors are reminded that goods will be most at risk at this time and the stands should not be dismantled. All rented items and equipment should be collected by the appropriate suppliers.

The removal of heavy exhibits and the dismantling of stand fittings and electrical installations will commence at 10am the following day. No mechanical lifting or handling equipment will be permitted to enter the Exhibition Halls on the **27 May 2025** for the removal of these heavy exhibits except those used by the Official Contractor or Freight Forwarder.

To avoid congestion and to ensure smooth clearance at exit points, ALL Exhibitors and Contractors removing exhibits, equipment or materials, are required to fill in GATE PASSES (that must be endorsed by the Organizer) to be handed to the Gate Security Officer, before leaving the Exhibition site. GATE PASSES can be obtained from the Organiser's office.

Empty packaging materials will not be allowed inside the halls anytime during the exhibition period.

The removal charges for empty packages including forklift, transportation, labor etc. can be obtained from the Official Freight Forwarder. The empty packages can be re-used for re-packing of goods for re-shipment. Re-packing charges with same boxes and with new boxes can also be obtained from our Official Freight Forwarder.

l. Storage

The Organizer will allocate a storage area within the Exhibition Hall for Exhibition goods during the Exhibition period.

m. Manning Of Stand

The stand must be fully staffed and the exhibits displayed throughout the Exhibition hours. All activities of the Exhibitor and staff must be conducted within the allocated Exhibit space.

The Exhibitor may not undertake, or cause to be undertaken, any activity which, in the opinion of the Organizer is likely to cause any annoyance to Visitors and other Exhibitors.

No Exhibits are allowed to be brought in or taken out from the stand during the Exhibition hours.

n. Stand Cleaning

The Organizer will arrange for the general cleaning of the Exhibition premises and stand by Expo Centre, excluding exhibits. All stands by Expo Centre will be cleaned twice daily - before the opening and after the closing.

Space only stand must arrange for their own stand cleaning or order from Customer Services.

o. Collection of Rented Furniture and Telecommunication Equipment

Exhibitors are requested to ensure that nothing is left inside drawers or cabinets when rented furniture is returned to the Official Stand Building Contractor. The Contractor will collect the rented furniture half an hour after the Exhibition closes on the last day.

p. Film and Audio Visual Demonstration

Audio-Visual equipment may be brought in by the Exhibitor himself, or hired from the Official Stand Building Contractor. When in operation, such equipment must not cause annoyance to Visitors or other Exhibitors through excessive sound or by virtue of its location. The Organizer reserves the right to stop any such audio-visual presentation which, in their opinion, may violate the above.

q. Fire Precautions

The Exhibition Halls are equipped with fire extinguishers and fire hoses.

Exhibitors, who because of the nature of their exhibits require special types of fire extinguishers, must make arrangements at their own cost for the provision of such equipment.

Note: *ALL exhibits and construction materials should be non-flammable materials.*