

# EXHIBITOR MANUAL



***Important:***

*Please pass this document on to the person making the exhibit arrangements.  
For any questions, please contact Reena Kaur at ATM Industry Association,  
+44 1708 747174*

## **Introduction**

The following pages will provide you with all the information you need to ensure a successful exhibition at the Future of ATMs and Payments – Middle East and Beyond 2019. If you have any queries, please do not hesitate to contact us.

We would like to take this opportunity to wish you a very successful event.

## **General Information**

### **Exhibitor Contact Information**

ATM Industry Association  
Reena Kaur, Conference Director – Exhibitions & Sponsorships, Europe, ME and Asia  
Tel: +44 (0) 1708 747174  
Email [reena.kaur@atmia.com](mailto:reena.kaur@atmia.com)

### **Attendee Registration Queries**

ATM Industry Association  
Mary Lawrence, Conference Director, Europe, ME and Asia  
Tel: +44 23 9311 7194  
Email [Mary.lawrence@atmia.com](mailto:Mary.lawrence@atmia.com)

### **Conference Hotel**

Shangri-La  
Sheikh Zayed Road  
Nr Financial Metro Station  
Dubai  
United Arab Emirates  
Phone: +971 4 343 8888

### **Hotel Contact**

Meghna Babajee  
Events Executive  
Shangri-La Hotel, Dubai  
E: [meghna.babajee@shangri-la.com](mailto:meghna.babajee@shangri-la.com)  
T.: +971-4-405 2809  
M. +971-56-7195107

### **Exhibit Company – Stand Set Up**

OK Middle East Productions  
PO Box 454579  
Dubai, United Arab Emirates

Tel: + 971 4 3386690  
Fax: + 971 4 3386691  
Mob: + 971 55 5613369

Email: [amit@okmiddleeast.com](mailto:amit@okmiddleeast.com)  
Web: [www.okmiddleeast.com](http://www.okmiddleeast.com)

### **Location**

**THE HOTEL IS LOCATED ONLY 15 MINUTES FROM DUBAI INTERNATIONAL AIRPORT AND FIVE MINUTES FROM THE WORLD TRADE CENTRE, DUBAI INTERNATIONAL FINANCIAL CENTRE, DOWNTOWN DUBAI AND BURJ KHALIFA. FOR FURTHER INFORMATION VISIT THE HOTEL'S WEBSITE  
[HTTP://WWW.SHANGRI-LA.COM/DUBAI/SHANGRILA/](http://WWW.SHANGRI-LA.COM/DUBAI/SHANGRILA/)**

## **Map**

**View Map** - <http://www.shangri-la.com/dubai/shangrila/>

## **Exhibition Arena**

The exhibition will take place in the Al Bader Ballroom and the conference presentations in Al Noojoom 1 & 2. Please see layout below

The exhibition plan can be viewed online at <https://www.atmia.com/conferences/middle-east/exhibitorsponsor/> and you can also find information in the exhibitor kit.

## **Access**

Access for exhibitors will be from Monday 24<sup>th</sup> June from 1pm. OK Middle East Productions is the exhibitor contractor for this conference and they will set up the exhibit hall on the morning of the 24<sup>th</sup> June 2019. You can visit the exhibition hall only once the shell scheme is set up.

## **Exhibition Deliveries**

Deliveries to the hotel will be accepted 2 working days prior to the commencement of the event. Early deliveries may be refused and returned to the courier; unless otherwise agreed. If you are bringing an ATM, please do not have this delivered until 24<sup>th</sup> June 2019.

All deliveries are to be marked as follows:

Meghna Babajee  
Events Executive  
Shangri-La Hotel, Dubai  
E: meghna.babajee@shangri-la.com  
T.: +971-4-405 2809  
M. +971-56-7195107

- Client contact details: Your contact person onsite
- Booth Number (Use the floorplan for more info)
- How packages are being sent: e.g. box 1 of 3

The above details should be noted on each box.

If you have arranged for your literature to be distributed at the event – please mark the package '**FOR INCLUSION IN CONFERENCE BAGS**'.

## **Shipping**

If you are using an external shipping company. Please can you send me their details and a contact name from the company.

## **Booths**

Booth space 1 – 16, have a shell scheme For attaching graphics or posters etc. to the walls of the shell schemed booths the shell scheme builders only recommend the use of (the hook velcro, double sides tape and sticker material of graphic and posters, can be ordered from our shell scheme providers. Please contact him via email, [amit@okmiddleeast.com](mailto:amit@okmiddleeast.com) or call +971 55 5613369.

If blue tack, staples or pins are found to be used on the panels or sticky tape on the panels or aluminum frame, then you may be charged for repair or replacement.

The shell scheme builders offer a service of producing graphics for the backdrop of the shell. Please contact [amit@okmiddleeast.com](mailto:amit@okmiddleeast.com) for further information or a quote.

## **Power**

Please contact [amit@okmiddleeast.com](mailto:amit@okmiddleeast.com) on how much power you will need for your ATM machines at your booth.

## **Furniture, Electrical and AV**

The hotel can provide you with chairs. If you require any other furniture items, please contact [amit@okmiddleeast.com](mailto:amit@okmiddleeast.com) and he can set you up with access to their online catalogue and ordering system. Each booth will be provided with:

- 1 x 3x2m/6x2 & Quad shell scheme stand construction
- 1 x Fascia board with company name in Black Caps (optional graphics available)
- 1 x Brochure holder
- 2 x Bar stools
- 1 x Trash Basket
- 1 x Counter on Shell Scheme
- 1 x Glass Table
- 2 x Spot Light on Rail (100w)
- 1 x Twin Socket power outlet 1.1kW
- 2 x Spotlights

## **Brochure as to what your stand will look like**



## **Brochure for additional furniture**



### **Exhibit Hours**

Break times can change as the programme evolves. Please see the online agenda for the most up to date schedule:

<https://www.atmia.com/conferences/middle-east/agenda/#2019-06-25>

### **Exhibitor Badges**

These will be available for collection from the registration desk on Tuesday 25<sup>th</sup> June from 8:00am. Please register your exhibitors [here](#)

### **Welcome and networking evening**

The networking evening will be taking place on Tuesday 25<sup>th</sup> June in the expo arena from 5:45pm – 7:15pm. This is a chance to network with the delegates and other exhibitors.

### **Security**

Security will be provided by the hotel and the exhibit hall will be locked during non-conference hours. While show management exercises reasonable care in safeguarding your property, neither ATMIA nor any of their officers, agents, or employees assume responsibility for such property. Do not leave unpacked display materials unattended. Securely fasten all lightweight high-theft-risk items to display boards or lock in showcases. Personal items of value should never be left unattended (esp. handbags, phones, and laptops). During move-out, exhibitors should remain with their goods and merchandise until it is picked up or receipted for in a designated storage area.

### **Liability Insurance**

Exhibitors must make sure the company insurance includes extraterritorial coverage as well as theft, public liability, and property damage insurance covering travel to the show, during the show, and in transporting equipment to its next destination. **ATMIA requires a copy of each company's proof of insurance. Email it to Reena Kaur (reena.kaur@atmia.com) by May 31, 2019.** Exhibitors should be aware that ATMIA take no responsibility for loss, theft, or disappearance of property.

### **Program Advertising**

Your company can now place an ad in the conference program of events. Everyone attending the conference receives a program so your company message is guaranteed to go home with all who attend. Full and half page ad sizes are available in full color.

### **Tear-Down Hours**

You may dismantle your booths at 4pm on the 26<sup>th</sup> June. All booths and other equipment must be out of the exhibit hall by 19:00.

### **Exhibition Collection**

Collections: Goods must be collected by Friday 28<sup>th</sup> June after the event closes. All boxes must be clearly marked with the following information:

Box/Material Collection Labels:

Event Finish Date: Wednesday 26<sup>th</sup> June 2019

Event Name: Future of ATMs & Payments Middle East & Beyond

Location: Shangri-La, Dubai

Stand Number:

Number of boxes:

Courier Company:

Contact name and phone number:

Box destination:

Receiver contact name and phone number:

### **Conference Passes & Registrations**

Each 3m x 2m booth is entitled to two complimentary full conference passes, or three, if you have a double booth and more with a quad booth. The full conference pass allows access to the conference, including entrance into each general session, the exhibit hall, all coffee breaks, lunches, the drinks reception on day one, and provides that person access to the conference presentations after the event. All other full conference passes for people within your company may be purchased for the discounted rate of US\$650 or \$250 for stand only. Name badges should be worn at all times to guarantee access to the exhibit and conference areas.

Please contact [Reena.kaur@atmia.com](mailto:Reena.kaur@atmia.com) for the confirmation number to the exhibitor staff registration.

### **Hotel Reservations**

Please follow the instructions on the [ATMIA hotel website](#)

### **Company Descriptions and logos / advertising copy**

Please complete the company description form by **10<sup>th</sup> May 2019**. Your company information and logo will be distributed on the event app.

### **Cancellation Policy**

**Cancellation Policy for Exhibitors/Sponsors/Advertisers:**

**Timeline:**

**90> days prior to the event**

**45-90 days prior to the event**

**<44 days prior to the event**

**Amount Refunded:**

**\$1,000 administrative fee will be deducted**

**50% cost of booth**

**no refund**

*In the event that ATMIA or the represented organization elects to cancel an event, ATMIA will refund only payment made directly to ATMIA and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor. ATMIA will not refund payment or assume additional costs and liability that result from "acts of God" or criminal activity. All refunds will be issued within six weeks of receipt of written cancellation.*

**Thank you for participating at the Future ATMs & Payments Middle East & Beyond**