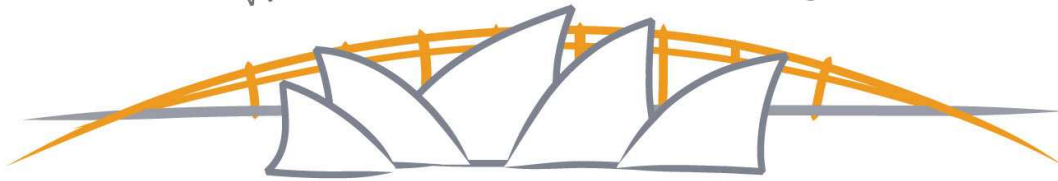


World Federation of Orthodontists



**7th International Orthodontic Congress**

Sydney | Australia | 6–9 February 2010

# Exhibitor's Manual

Sydney Convention & Exhibition Centre  
Sydney, Australia  
6 – 9 February 2010

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# CONTACT PEOPLE

## Who's who

### Exhibition Organisers

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#### ICMS Pty Ltd

Level 3, 379 Kent Street  
Sydney NSW 2000

#### Enquires

##### Contact Name

Mary Younan

Telephone: +61 3 9682 0244  
Facsimile: +61 3 9682 0288  
Email: [execoffice@icms.com.au](mailto:execoffice@icms.com.au)

#### On-Site Enquires

##### Contact Name

Kate Weston

Telephone: +61 2 9290 3366  
Facsimile: +61 2 9290 2444  
Email: [nd@icms.com.au](mailto:nd@icms.com.au)

### Official Stand Contractor

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#### Exhibition Hire

PO Box 120  
Sydney Markets NSW 2129

Telephone: +61 2 9645 7000  
Facsimile: +61 2 9645 5300  
Email: [nina@ehs.com.au](mailto:nina@ehs.com.au)  
Website: [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au)

#### Contact name

Nina Marland

### Venue Contact

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#### Sydney Convention and Exhibition Centre, Darling Harbour

Street Address:  
Darling Drive, Darling Harbour Australia

Telephone: + 61 2 9282 5014  
Facsimile: + 61 2 9288 6414  
Email: [azalan@scec.com.au](mailto:azalan@scec.com.au)  
Website: [www.scec.com.au](http://www.scec.com.au)

#### Contact Name

Agnes Zalan

### Official Logistics Contractor

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#### Agility Fairs and Events

28 – 32 Sky Rd  
MELBOURNE AIRPORT VIC 3045  
[www.agilitylogistics.com](http://www.agilitylogistics.com)

#### International Enquires

##### Contact Name

Angelo Petardi  
Snr International Exhibition Coordinator

Telephone: +61 3 9330 3303  
Facsimile: +61 3 9330 3337  
Email: [apetardi@agilitylogistics.com](mailto:apetardi@agilitylogistics.com)

#### Domestic Enquires

##### Contact Name

Kylie Curran  
Exhibition Coordinator

Telephone: +61 3 9330 3303  
Facsimile: +61 3 9330 3337  
Email: [kcurran@agilitylogistics.com](mailto:kcurran@agilitylogistics.com)

# IMPORTANT DATES

## *Remember these*

### **Exhibition Opening Hours**

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Saturday, 6 February 2010	10:00 – 18:00
Sunday, 7 February 2010	10:00 – 18:00
Monday, 8 February 2010	10:00 – 18:00
Tuesday, 9 September 2010	10:00 – 17:00

- NOTE: We are planning to hold the Welcome Reception on Saturday, 6 February 2010 in the exhibition area from 17:45 – 21:30
- Stand personnel may only enter the Exhibition 30 minutes before and remain 30 minutes after the close of the Exhibition each day.
- Exhibitor badges must be worn at all times and will be available from the Registration Desk.
- *NB: Exhibition hours are subject to change. Exhibitors will be notified if a change in hours occurs.*
- Stands must be secured against theft or damage when the stand is left unattended.

### **Move In and Set Up**

---

#### **Hall 6 Only**

Wednesday, 3 February 2010	07:00 – 21:00	Congress Contractor
Wednesday, 3 February 2010	10:00 – 21:00	Custom Stand Builders

#### **Hall 5 and Hall 6**

Thursday, 4 February 2010	07:00 – 21:00	Congress Contractor
Thursday, 4 February 2010	07:00 – 21:00	Custom Stand Builders
Thursday, 4 February 2010	18:00 – 21:00	General Exhibitors
Friday, 5 February 2010	07:00 – 21:00	Congress Contractor
Friday, 5 February 2010	07:00 – 21:00	Custom Stand Builders
Friday, 5 February 2010	07:00 – 21:00	General Exhibitors

- All Exhibits in Hall 5& 6 must be completed by Friday, 5 February 2010 at 21:00.

## Dismantling and Move Out

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### Halls 5 and 6

Tuesday, 9 February 2010	17:00 – 18:00	General Exhibitors
Tuesday, 9 February 2010	18:00 – 21:00	Congress Contractor
Tuesday, 9 February 2010	18:00 – 21:00	Custom Stands
Wednesday, 10 February 2010	07:00 – 14:00	Congress Contractor
Wednesday, 10 February 2010	07:00 – 14:00	Custom Stands
Wednesday, 10 February 2010	07:00 – 14:00	General Exhibitors

- All stands and packaging material must be removed from Halls 5&6 by 14:00 on Wednesday, 10 February 2010

# GENERAL INFORMATION

## *What you need to know*

### **Accommodation**

---

Special Conference accommodation rates have been secured.

Due to current fluctuations of hotel costs, accommodation prices will only appear on-line and will be the best available to the Congress at this time. We are negotiating with selected hotels to provide an early fee registration and accommodation rate which will be held until **Friday, 2 October 2009**. February in Sydney is a very popular festive time and hotels are usually very busy.

Your company may have already booked accommodation on your behalf. Please check in order to avoid double-bookings. Please note that the deadline for booking accommodation is **Friday, 18 December 2009**. Bookings after this time need to be made directly with the hotel.

### **Accounts**

---

All accounts for Exhibition stands must be paid in full before the event and in accordance with the terms and conditions of the signed contract. Please bring proof of payment with you for late payments.

Exhibitors are reminded that non-compliance with the payment terms and conditions, as specified in the Exhibition Regulations, may result in the re-letting of space to another Exhibitor. **No Exhibitor will be allowed onsite if full payment has not been made.**

### **Arrival**

---

Exhibitors must check-in at the Registration Desk to collect their Exhibitor badges during the Registration Desk hours. The Registration Desk hours are as follows:

- Thursday, 4 February 2010 14:00 – 17:00
- Friday, 5 February 2010 07:00 – 17:00
- Saturday, 6 February 2010 07:30 – 17:00
- Sunday, 7 February 2010 07:30 – 17:00
- Monday, 8 February 2010 07:30 – 17:00
- Tuesday, 9 February 2010 07:30 – 17:00

## **Badges**

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Exhibitors are advised to register in advance by **Friday, 4 December 2009**. Download the registration form on your email. Badges can be collected from the Registration Desk during opening hours.

## **Car Parking**

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The Exhibition Centre car park is conveniently located off Darling Drive, underneath the Sydney Convention & Exhibition Centre's five Exhibition halls. The car park has a height clearance of 1.8m and has direct access to the venue and the many attractions and facilities available in Darling Harbour. For more information regarding rates, please refer to the website <http://www.scec.com.au/location/parking.cfm>

## **Communications and other Centre Services**

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The Sydney Convention & Exhibition Centre can supply the following services to stands: Centre Video Production (CVP), Food and Beverage, Telecommunications, (in Hall 5 and 6, rigging must be carried out by a licensed and approved rigging company), Cleaning Services and Waste Removal, Compressed Air, Phone and Internet Services. Exhibitors requiring any of the above services must fill out the cover page "Exhibitor Account form Exhibition Centre" to go with the required Order Forms located at [http://www.scec.com.au/download\\_centre/orderforms.cfm?categoryID=757#downloadsContent](http://www.scec.com.au/download_centre/orderforms.cfm?categoryID=757#downloadsContent) and must be returned by **Friday, 4 December 2009**.

Contact details for the Sydney Convention and Exhibition Centre are located in the Summary Contact Section of this manual.

## **Custom Stand Design**

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All temporary structures built for exhibitions must comply with the Building Code of Australia and all other statutory regulations current at the time of construction. This includes areas pertaining to egress, fire safety and flammability rating of materials.

All stands must be designed and constructed in accordance with all relevant Australian Standards. Dimensioned plans, including cross-sectional and elevation views, must be supplied for all stands over 2.4 metres in height, or stands designed to support weight other than light advertising material. Artist's impressions of stands are helpful, but may not be sufficient on their own. These plans are assessed to ascertain if the stand will comply with basic minimum standards. This appraisal does not include any measure of structural design or integrity, or include an assessment of construction methods.

The organiser / stand builder is responsible for ensuring that each stand has suitable clearance height below the existing ceiling / catwalk and that the stand is of the correct dimensions to fit the allocated stand size. The Centre will not cross-reference the stand plans with the event floor plan, unless specifically requested.

The Centre's general minimum requirements for stand construction can be found in the Centre's Exhibitor Manual on page 24 – 25 - [http://www.scec.com.au/content/library/Exhibitor\\_Manual\\_FINAL\\_March\\_094.pdf](http://www.scec.com.au/content/library/Exhibitor_Manual_FINAL_March_094.pdf)

## **Delivery Protocol – Deliveries to the venue must not be sent before Wednesday, 3 February 2010**

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Neither ICMS Pty Ltd, 7<sup>th</sup> IOC, Exhibition Hire nor the Sydney Convention and Exhibition Centre will accept responsibility for the safety or well being of any display or product items delivered to the Exhibition Venue. Nor will ICMS Pty Ltd, 7<sup>th</sup> IOC, Exhibition Hire or the Sydney Convention and Exhibition Centre take delivery of such items on behalf of an Exhibitor. Exhibitors should have all goods and Exhibits insured from the day goods are dispatched to the Exhibition, until goods are removed from the Exhibition and received at their return address.

Sydney Convention and Exhibition Centre Loading Dock Staff are unable to deliver directly to your stand.

Deliveries to your stand can only be made during the Exhibitor move in dates/times and all deliveries **MUST** be signed by Exhibitors themselves. The Sydney Convention and Exhibition Centre will not sign for any Exhibitor deliveries.

**Exhibitors are required to be at their stand at the time of delivery. If this is not possible, please discuss your requirements with Agility Fairs & Events as they can handle door to stand transport, as well as pre-show and post-show storage.**

Deliveries to your stand can only be made before and after Exhibition opening hours once the Exhibition is officially open to the Congress delegates. A suitable access time must be arranged as loading dock access is limited and bi-fold doors cannot be opened during operational hours. A representative from the receiving company must be present to receive the delivery.

**Deliveries will be accepted from Wednesday, 3 February 2010.**

**Deliveries before this date should be sent to Agility Fairs and Events.**

## **Deliveries - On Site (Deliveries to the venue must not be sent before Wednesday, 3 February 2010)**

All deliveries, larger than hand held items carried by the Exhibitor MUST be via the Exhibition Centre Loading Dock.

Exhibitors will be responsible for moving all their own equipment. Please be advised to bring your own hand trolleys and pallet jacks if possible. Otherwise, Agility will be operating a forklift service onsite at a cost of \$55 for the first 15 mins and \$50 every subsequent 15 mins. Agility will also provide trolleys and pallet jacks for exhibitor use free of charge.

Exhibition deliveries will only be accepted on site to the Sydney Convention and Exhibition Centre from **Wednesday, 3 February 2010**

Please use the Exhibitor Goods Delivery Label (attached to the email) on all items to be delivered to the Sydney Convention and Exhibition Centre from **Wednesday, 3 February 2010**.

## **Food and Beverage**

The Sydney Convention and Exhibition Centre's food and beverage policy states that the Centre has sole rights for the sale and distribution of any article of food or drink for consumption on site. These rights represent a material commercial value and any item distributed by an organiser or exhibitor (irrespective of outside sponsorship agreements) must be approved by the Centre in writing.

The Centre can assist exhibitors with any requirements for hospitality within an exhibition. The opportunity for exhibitors to entertain key clients can be discussed with Erin McKnight, On-Stand Catering Co-ordinator prior to the event. (+61 2 9282 5123 or [standcatering@scec.com.au](mailto:standcatering@scec.com.au)).

Exhibitors can order stand catering by completing the Stand Catering Order Form ([http://www.scec.com.au/content/library/Stand\\_Catering\\_Order\\_Form\\_20097.pdf](http://www.scec.com.au/content/library/Stand_Catering_Order_Form_20097.pdf)) and the Exhibitor Account Form and return it to the Centre no later than fourteen (14) days prior to the move-in of the event.

## **Insurance**

Exhibitors must ensure that adequate insurance coverage is taken out against the loss, theft or damage of all products brought to the Exhibition. This includes during transportation to and from the event. It is recommended that Exhibitors take out public liability insurance to cover any loss, damage, expense, liability, mishap or injury which may occur within their stand area or in connection with the construction and of their stand.

## **Liability**

Whilst every precaution will be taken, neither ICMS Pty Ltd, the Sydney Convention and Exhibition Centre, 7<sup>th</sup> IOC Exhibition Hire, nor the local organising Committee accept responsibility for any loss or damage which may occur to persons or property at the Exhibition (from any cause whatsoever).

## **Loading Dock / Access for Exhibitors**

Halls 5 and 6 are easily accessed via the Exhibition Centre loading dock.

High Visibility Clothing (HVC) and enclosed shoes are required to be worn at the Loading Dock at all times, Exhibitors who are delivering their own items via vehicle must bring their own High Visibility Clothing. Alternatively the High Visibility Clothing can be purchased from the Exhibition Centre Carpark or Exhibitor Service Desk for \$6.00 each.

Exhibitors and contractors must be made aware of the following regulations concerning vehicle deliveries:

- The Exhibitor must be on site to accept and sign for deliveries. The Centre will not accept goods on behalf of Exhibitors.
- Exhibitor deliveries will not be accepted without correct labelling.
- Drivers must follow traffic and parking directions issued by loading dock personnel at the venue
- Unloading only – NO PARKING. A 15 minute unloading limit applies to all vehicles
- Entrances to the buildings must be kept clear of parked vehicles during operational hours
- The centre accepts no responsibility for the safety of vehicles and their contents whilst in this area
- Only the driver and jockey of any vehicle are permitted to disembark and enter the Centre. No family members, children or pets are permitted access
- Access to deliver and pick up goods is via the Exhibition Centre Loading Dock Darling Drive. All drivers should report to the SCEC Security Officer on duty for directions
- It is a condition of entry to all persons who require access to the loading docks that vehicles, equipment and



personal belongings etc may be randomly searched by Centre Security staff upon entering or exiting the Loading Docks.

- There is a holding lane on the western side off Darling Drive (southern end) where vehicles can wait for Loading Dock access when required. All drivers must stay within their vehicles at all times whilst in the holding lane in order to avoid receiving infringement notices from the NSW Police or Centre Security Staff.

## **Logistics Contractor / Freight Forwarder**

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Agility Fairs & Events has been appointed as the official contractor for domestic and international freight forwarding as well as materials handling services.

Agility can arrange all local, interstate and international transport services including delivery onto each exhibitors' stand at the exhibition venue. Storage of early consignments, packing materials during the exhibition and storage after the exhibition can also be arranged.

Prior to the exhibition, Agility will contact all exhibitors to discuss specific transport and other requirements.

If you are an international exhibitor, Agility can provide the following comprehensive services, tailored to each particular exhibitor's requirements, including:

- International Air and Sea Freight (import and export)
- Courier Services (international)
- Customs Clearance
- Tariff Classification and Advice
- Duty and Sales Tax Assessments
- Documentation
- Bond Store Warehouses

For international forwarding, please contact us for shipping instructions as *Agility Fairs & Events* can arrange event status allowing goods to enter duty and GST free for the duration of the show only. *Agility* can also offer pre-show storage, delivery and on site handling.

### **Please note:**

- If you are using your own transport company, Agility cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider.
- *Agility Fairs & Events* standard trading conditions apply for services provided – it is important that you are aware of these. Services include: transport, crange, forklift, portorage, clearance, delivery, storage, positioning and all other onsite services.

There will be limited on-site storage facilities for packing materials and boxes. It is recommended that exhibitors organise off-site storage with their freight company for all packing crates and freight forwarding materials for the duration of the exhibition. Exhibitors may not leave boxes and packing material in the Exhibition Display Area during the show. *Agility* can arrange off site storage at a cost of \$40.70 per CBM or part thereof.

To request a quote or to book domestic transport services, please complete and return the **“Transport Request Form”** (**see email**)

The *Agility Fairs & Events* team will be in touch with you with full shipping instructions. In the meantime, all enquiries should be directed to:

Agility Fairs & Events  
28-32 Sky Rd  
MELBOURNE AIRPORT VIC 3045  
Tel: +61 3 9330 3303  
Fax: +61 3 9330 3337  
E-mail: [expohelp@exposervice.com.au](mailto:expohelp@exposervice.com.au)

## **Removal of Goods**

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Exhibitors removing goods must wear their Exhibitor badge or company identification badge when removing goods from the Exhibition. Security may request identification in order to verify details.

## **Smoking**

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Please note that smoking is not permitted at the Congress or inside the Sydney Convention and Exhibition Centre.

## **Storage**

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No storage is available within the Exhibition area and Exhibitors are advised to ensure all cartons, boxes and wrapping materials are removed from their stands prior to the opening of the Exhibition. ICMS Pty Ltd, Exhibition Hire and the Sydney Convention and Exhibition Centre are not responsible for storing boxes and display material and cannot be held responsible for the security of any. Exhibitors are solely responsible for goods placed in designated storage areas.

# **SHOWCARDS**

## ***Exhibition made easier***

EXPO!™ RealTimer Enables an exhibitor to have instant data access and results. Moving freely on your stand, RealTimer users can transmit and access data in real-time via the Internet and with your unique login, allows instant on or off site access to the leads taken. In addition you can send and receive e-mails using this device whilst exhibiting. EXPO!™ RealTimer are stand alone units and do not require a computer or power on your stand.

To organise the Showcard system for your company, please complete the Showcards order form in your email. Please note that this will require a minimum number of orders to proceed.

# EXHIBITOR BADGES

## *Don't forget these*

### **Badges**

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It is essential to pre-register all Exhibition booth staff.

Exhibitor Identification Badges are supplied to all personnel working on the Exhibition stand, and should be worn at all times during Exhibition hours for security reasons and for the benefit of visitors attending. They will also be required to gain access to the Exhibition area. The badges have space for your company's name and the individual's name. In the interests of security, they should be worn so they are clearly visible.

Exhibitor registration will be open during the Exhibition move in and set up and during the Congress.

Exhibiting companies will be provided with **two** badges per 9m<sup>2</sup>. Badges will only be issued to employees of Exhibiting companies and **not to registered delegates**.

Exhibitor passes alone do not allow entry into any Congress Sessions, the pass however does allow entry into the Welcome Reception.

To register for your complimentary badges and/or attend any of the social functions please purchase your ticket on the registration form. The number of complimentary exhibitor badges you are entitled to will be listed in your email.

Badges will be available for collection at the Registration Desk and will not be distributed in advance.

**All Exhibitors must be registered no later than Friday, 4 December 2009.**

### **Exhibitor Registration Onsite**

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Exhibitors registering or picking up badges on site will be required to show proof of identity/employment and leave a business card with the Registration Desk staff.

It is the responsibility of each Exhibiting company to provide authorisation for individuals to receive badges.

Individuals requesting badges on site who have not been pre-registered or who do not have proper authorisation will not be issued a badge.

# VENUE INFORMATION

## *Sydney Convention and Exhibition Centre*

### **Sydney Convention and Exhibition Centre**

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The Sydney Convention and Exhibition Centre, Darling Harbour is the largest and most technologically advanced facility in Australia. It has been purpose built to host a spectrum of conferences, international congresses, Exhibitions, gala events, product launches and small meetings.

Sydney Convention and Exhibition Centre is unique because of its ideal location within the Darling Harbour convention area. It is only five minutes from Sydney's city centre and within walking distance of restaurants, shops, and a range of accommodation and entertainment facilities.

### **Venue Policies, Procedures and Maps**

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Please visit the Sydney Convention and Exhibition Centre website to learn more about the venue's policies and procedures relating to exhibitions: [http://www.scec.com.au/download\\_centre/Manuals.cfm?categoryID=651](http://www.scec.com.au/download_centre/Manuals.cfm?categoryID=651)

The Centre's Exhibitor Manual contains further information on exhibitor services; loading dock management; food and beverage regulations and waste and environmental services.

Darling Harbour Precinct and Loading Dock / Goods Delivery Maps are found at:  
[http://www.scec.com.au/content/library/Appendix\\_5.2\\_Maps1.pdf](http://www.scec.com.au/content/library/Appendix_5.2_Maps1.pdf)

### **Hall 5 and Hall 6**

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Halls 5 and 6 are easily accessible via the Exhibition Centre Loading Dock. A Sydney Convention and Exhibition Centre representative will monitor all Exhibitor deliveries.

There are maximum ceiling height restrictions for construction of stand; all goods and materials must fit within the goods lift also.

General Height Clearance:	Hall 5: 10.5m	Hall 6: 4.4m – 7m
Load on Hall floor:	20 kPa	
Load on Roof Structure:	Flags, banners etc can be hung (at your own cost) with prior approval from the Centre Management and Exhibition Managers – ICMS Pty Ltd	
Load on Loading dock:	20 kPa (5kpa at Hall 6 loading area)	

### **Dimensions of Hall Loading**

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Dock Doors:	Hall 5: 2 per hall, 9 metres wide, 6.80 metres high
Power:	All outlets are 30 Amp 3 phase, maximum loading 1000 watt

# YOUR STAND

## *Stand information*

### **Audio Visual Requirements**

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Please contact Exhibition Hire for any audiovisual requirements or visit their website at [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au)

### **Banners and Signs**

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If you require any banners or signs for your stand, we recommend that you contact Sydney Convention and Exhibition Centre for advice and assistance. All rigging must be carried out by the Sydney Convention and Exhibition Centre Staff. Helium balloons must be fixed features of a stand or Exhibit.

Please visit the Sydney Convention and Exhibition Centre website to learn more about the venue's policies and procedures relating to exhibitions: [http://www.scec.com.au/download\\_centre/Manuals.cfm?categoryID=651](http://www.scec.com.au/download_centre/Manuals.cfm?categoryID=651)

### **Canvassing**

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Exhibitors may not canvass or distribute promotional material other than from their Exhibition stand.

### **Carpet**

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Hall 6 is fully carpeted. Exhibitors are responsible for the carpet on their stand and any damage to the carpet will be charged back to the Exhibitor. There is no option for the removal of carpet. In the Hall 5 exhibition, Carpet is not included for floor space only exhibitions. Visit [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au) for a variety of flooring options.

Carpet is only included with the shell scheme package and not floor space only bookings.

### **Competitions**

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Exhibitors wishing to conduct competitions or lotteries can do so only if appropriate licenses and approval are gained from the relevant State Authorities and ICMS Pty Ltd.

### **Contractors**

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The services specified in this manual are available for use by Exhibitors. The Exhibition Organisers are not the agent for either contractors or subcontractors, and will accept no liability for any contract entered into between Exhibitors and contractors for the negligence or default of any such person, their servants or agents.

The Exhibition Organisers have appointed official contractors in order to control the number of people at the Exhibition venue. However, an Exhibitor may appoint their own contractor if they wish. The Exhibition Organisers must approve any contractors other than the official contractor. Unless otherwise stated, Exhibitors are responsible for making their own arrangements for services required.

It is the responsibility of all Exhibitors to see that their contractors or agents are familiar with the Rules and Regulations of the Exhibition. Exhibitors are reminded to observe all regulations concerning the use of Trade Union Labour within the venue, and to ensure their contractors and agents are aware of these and any other regulations that may apply.

It is the responsibility of all Exhibitors to supply all necessary information and details to their contractors. ICMS Pty Ltd, Sydney Convention and Exhibition Centre and Exhibition Hire will not supply contractors with any associated documents.

### **Deliveries**

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Please refer to General Information section for delivery details and instructions.

## **Electrical / Lighting Requirements**

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The official electrical contractor must carry out all electrical supply and connection work. There are a number of options available to Exhibitors for power supply and specialist lighting. Electrical requirements must be ordered through Exhibition Hire.

### **The power supply to Hall 5 in the Exhibition Area is:**

There are over 100 electrical service pits on a 6 x 6 metre grid. Each electrical service pit has one (1) 32 amp 3 phase neutral and earth switch plug socket. Each hall also has access to one (1) 200 amp and five (5) 100 amp 3 phase neutral and earth linked boxes for electrical load exceeding the service pit outlets' capacity.

### **The power supply to Hall 6 in the Exhibition Area is:**

6 x 9 metre grid - 1 x 32 amp 3 phase, 1 x 20 amp single phase.

## **Private Contractor Stands**

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Exhibitors are required to submit their stand layout and design for approval by **Friday, 4 December 2009** to the Congress Organisers. Exhibitors may not be permitted onsite if the design is not received by **Friday, 4 December 2009**.

The Centre's general minimum requirements for stand construction can be found in the Centre's Exhibitor Manual on page 24 – 25 - [http://www.scec.com.au/content/library/Exhibitor\\_Manual\\_FINAL\\_March\\_094.pdf](http://www.scec.com.au/content/library/Exhibitor_Manual_FINAL_March_094.pdf)

## **Furniture**

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For orders or queries, please contact Exhibition Hire or visit their website at [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au)

## **Noise**

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Microphones, sound amplification, machine demonstrations and videos will be permitted where the level of sound causes no annoyance to neighbouring Exhibitors, visitors and sessions. ICMS Pty Ltd will be the sole judge of an acceptable noise level.

## **Partition / Wall Height**

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The standard height for partition walls is 2.4 metres. Floor space only stands MAY NOT exceed this height unless written permission has been obtained from the Exhibition Organisers. Two storey stands will need to be approved by the venue and meet all the regulations in regards to fire and OH & S standards.

## **Plants**

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Please contact Exhibition Hire for assistance with the hire of plants and wall mounted for your stand or visit their website at [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au)

## **Public Liability Insurance**

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Whilst the Conference will provide the necessary security during the Exhibition, neither the Congress nor the Sydney Convention and Exhibition Centre, 7<sup>th</sup> IOC nor any of their staff, employees, agents or other representatives shall be held accountable for or liable for, and the same are released from accountability, or liability for any damage, loss, harm or injury to the person or any property of the Exhibition, however caused or any of its staff, employees, agents or other representatives, nor for goods sent to the Sydney Convention and Exhibition Centre, before or remaining after the Exhibition, nor whilst in transit to or from the Exhibition or during the Exhibition.

In the event of industrial disruption and/or equipment failure due to power supply problems, the Organisers, Committee and/or Sydney Convention and Exhibition Centre will not be held liable and accept no responsibility for loss of monies incurred by Exhibitors or damage to property.

## **SPECIAL NOTE**

Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays. Public Risk Insurance, All Risk Insurance, Employer's Liability, Personal, Accident and Staff Insurance for your stand area should also be taken out.

**Shelving**

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Wall mounted shelving can be ordered through Exhibition Hire.

**Stand Perimeter**

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All display material, furniture and selling aids must be kept within the perimeter of the stand. Any stands exceeding their allocated space will be alerted by the Venue and Security.

# TYPES OF STANDS

## *Shell Scheme Stands*

### **Stand Name Sign**

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One sign bearing the Exhibitor's company name will be entered on each shell scheme stand. The company name style for all modular stands is uniform. Lettering for company names will be in black letters with a maximum of 30 letters. Words such as Organisation, Limited, Brothers etc will be abbreviated. Logos can be included at an additional charge. There is one company name sign per stand. Corner stands have two name signs. **Shell Scheme Exhibitors are to complete the Stand Details Order Form and return it to Exhibition Hire by Friday, 4 December 2009.**

### **Stand Design Restrictions**

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All structures on site will be subject to the approval of the Exhibition Organisers. Floor plans and designs with specifications/measurements MUST be submitted for approval NO LATER than **Friday, 4 December 2009.**

The general clear height in Hall 5 is 10.5 metres and in Hall 6 it is 4.4 – 7metres. Please ensure that you have enough height clearance for your stand.

Where the wall of one stand exceeds the height of an adjoining stand, that portion of the wall in excess shall be clad on the reverse side to present a clean appearance – at the cost of the Exhibitor requiring a higher wall section.

- Materials used in stand construction and design must not be readily ignitable nor be capable of emitting toxic fumes.
- Large spans and solid overhead areas need to be perforated or have breaks between panels / sheets.
- Structures of a two-storey nature are not permitted.

### **Shell Scheme Partitioning**

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Under no circumstances may Exhibitors fasten articles to the stand walls in a manner that may damage them. Any damage caused to panels will be charged to the Exhibitor. Acceptable methods of display fixing are:

- Velcro strips and spots
- Dressmaking pins – no drawing pins or thumb tacs.
- No Bluetac or Adhesive glues on Fronrunner panels please.
- Shelving and compatible hooks – available from Exhibition Hire

These items will not be supplied by either the Exhibition Organisers nor the Sydney Convention and Exhibition Centre. It is the responsibility of each Exhibitor to supply their own display fixing accessories.

### **Modular Walls and Fascia**

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Walls are white in aluminium frame lock frame and are 2.5 metres high. The fascia board is white with black text and 30cm high. Fascia will be installed over all open aisle frontages unless advised in writing prior to installation.

### **Lights**

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Spotlights will be fitted on lighting tracks behind the fascia board to a ratio of 2 x 150 Watt lights per 9m<sup>2</sup>. Feature lighting will ensure you are noticed. If you would like to incorporate some special effects on your stand, please complete the Lighting and Power Order Form and return it to Exhibition Hire.

### **Power**

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1 x 240 volt power point per 9m<sup>2</sup> (maximum loading 4 amp or 1000 Watt) is included in the fee. Should you require additional power please completes the Lighting and Power Order Form and return it to Exhibition Hire.

### **Floor Coverings**

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Carpet is included in the purchase of Shell Scheme. **Exhibitors are responsible for the carpet on their stand and any damage to the carpet will be charged back to the Exhibitor.**



# TYPES OF STANDS

## *Floor Space Only*

### **Stand Name Sign**

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No stand name will be supplied by the Exhibition Organisers. Exhibitors should contact Exhibition Hire for assistance.

### **Stand Design Restrictions**

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All structures on site will be subject to the approval of the Exhibition Organisers. Floor plans and designs with specifications/measurements **MUST** be submitted for approval **NO LATER** than **Friday, 4 December 2009**.

The general clear height in Hall 5 is 10.5 metres and in Hall 6 it is 4.4 – 7metres.

Please ensure that you have enough height clearance for your stand.

Where the wall of one stand exceeds the height of an adjoining stand, that portion of the wall in excess shall be clad on the reverse side to present a clean appearance – at the cost of the Exhibitor requiring a higher wall section.

- Materials used in stand construction and design must not be readily ignitable nor be capable of emitting toxic fumes.
- Large spans and solid overhead areas need to be perforated or have breaks between panels / sheets.
- Structures of a two-storey nature are not permitted.

### **Electrics**

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No power points or lighting will be supplied by the Exhibition Organisers however all power consumed during the Exhibition period has been included in the cost of your application. The official electrical contractor is Exhibition Hire and all work to Exhibitor's stands must be carried out by Exhibition Hire. Should you require any electric and/or power installation, please complete the appropriate Exhibition Hire Order Form.

### **Wall and Signage**

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No walling or signage will be supplied by the Exhibition Organisers. Should you require a company name sign and/or walling, please contact Exhibition Hire.

### **Floor Coverings**

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Hall 6 is fully carpeted. **Exhibitors are responsible for the carpet on their stand and any damage to the carpet will be charged back to the Exhibitor. There is no option for the removal of carpet.** In the Hall 5 exhibition, Carpet is not included for floor space only exhibitions. Visit [www.exhibitionhire.com.au](http://www.exhibitionhire.com.au) for a variety of flooring options.

# 7TH INTERNATIONAL ORTHODONTIC CONGRESS 2010

## SUMMARY & CHECKLIST OF ENCLOSED *For your convenience*

ICMS Forms (Exhibition Organisers) **Friday, 4 December 2009**

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	Date Booked:	Completed <input checked="" type="checkbox"/>
▪ Exhibitor Details	__/__/__	<input type="checkbox"/>
▪ Exhibitor Registration link	__/__/__	<input type="checkbox"/>
▪ Showcard order form	__/__/__	<input type="checkbox"/>
▪ Email custom stand design ( <a href="mailto:nd@icms.com.au;execoffice@icms.com.au">nd@icms.com.au;execoffice@icms.com.au</a> )	__/__/__	<input type="checkbox"/>

Exhibition Hire (Official Stand Contractor) **Friday, 4 December 2009**

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	Date Booked:	Completed <input checked="" type="checkbox"/>
▪ Exhibition Hire Stand Forms	__/__/__	<input type="checkbox"/>

Sydney Convention and Exhibition Centre (Official Venue) **Friday, 4 December 2009** forms are to be downloaded from the website ([http://www.scec.com.au/download\\_centre/orderforms.cfm?categoryID=732](http://www.scec.com.au/download_centre/orderforms.cfm?categoryID=732))

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	Date Booked:	Completed <input checked="" type="checkbox"/>
▪ Application for SCEC Services	__/__/__	<input type="checkbox"/>
▪ Delivery label (see email)	__/__/__	<input type="checkbox"/>

Agility Fairs and Events (Official Logistics Contractor) **Friday, 4 December 2009**

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	Date Booked:	Completed <input checked="" type="checkbox"/>
▪ Booking form	__/__/__	<input type="checkbox"/>
▪ Delivery label (please contact Agility)	__/__/__	<input type="checkbox"/>
▪ Transport request form	__/__/__	<input type="checkbox"/>

## **Terms and Regulations**

1. If the Exhibitors fail to comply in any respect with the terms of this agreement the Organisers shall have the right to sell the space and the Exhibitor shall be liable for any loss suffered by the organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If the Exhibitor fails to occupy the said space by the advertised opening of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability hereunder.

2. No Exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.

3. All Exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-Exhibitor unless written permission has been obtained from the Organisers. No Exhibitor or Sponsor shall provide any delegate or visitor with access to the Internet or e-mail from within a stand or within the venue unless written permission has been obtained from the Organisers.

4. **Dismantling the Exhibits.** Exhibits must not be removed and displays not be dismantled either partially or totally, before the closing time on the last day of the Exhibition. All Exhibits and display material must be removed as soon as possible and by the time indicated

5. Exhibitors shall comply with the rules and regulations stipulated by the Organisers, the venue management, the Health Department and the Metropolitan Fire Brigade and with all relevant State and Commonwealth Acts.

6. The Exhibitor will not damage any walls or floors or ceiling of the Exhibition area in which his stand is located - by nails, screws, oil, paint, or any other cause whatsoever and the Exhibitor shall be liable for, and make good at its own expense, any such damage.

7. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, if the final payment has not been received, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made. No Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.

8. **Exhibitors' Liabilities.** The Exhibitor agrees and acknowledges that the Organiser shall not be liable for and hereby agrees to release and indemnify the Organiser its servants, employees, directors, subcontractors and agents from and against all liability, actions, suits, proceedings, damages, claims, demands, costs and expenses whatsoever (including without prejudice to the generality of the foregoing, any claim for costs, personal or property loss or damage, interest, contribution, indemnity, expenses and any compensation costs and disbursements paid by the Organisers to compromise or settle any such claims), which may be taken or made against or incurred or become payable by the Organisers its servants, employees, directors, subcontractors and agents or any other person or entity arising out of or in connection with the Exhibition howsoever caused whether or not such loss or damage is caused or contributed to either directly or indirectly as a result of any negligent or intentional acts, defaults, or omissions on the part of the Organiser, its servants, employees, directors, subcontractors and agents. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

9. **Insurance Liability.** Neither the Organisers nor the venue owners will be responsible for the safety of any Exhibitor or any other person, any Exhibit or property of any Exhibitor or other person or for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor for any reason whatsoever including but without prejudice to the generality of the foregoing any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, Inevitable accident, force major, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of his stand and all associated equipment and materials.

10. The Exhibitor is responsible for the safety of his products, display and stand. During move-out period, material should not be left unattended at any time.

11. It is the responsibility of the Exhibitor to leave his stand space clean and tidy during the Exhibition and after moving out.

12. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the Exhibition on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.

13. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open the Organisers reserve the right to do so, at their sole discretion.

14. The Organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.

15. **Cancellation of Space:** In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Exhibitors, but only if the following conditions are complied with:

(a) That the request for cancellation is submitted in writing;

(b) That the Organisers are able to re-let the cancelled space in its entirety;

(c) That the reason given for the request of the cancellations is, in the opinion of the Organisers, well founded;

(d) That the Exhibitor agrees that the Organisers shall retain 10 percent of the contract price if the cancellation is accepted more than twelve months before the Exhibition, 50 percent of the contract price if the cancellation is accepted after that time but greater than three months before the opening of the Exhibition and 100 percent of the contract price if the cancellation is accepted within three months of the opening of the Exhibition.

16. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

17. **Conduct of Exhibitors and Representatives.**

**Annoyance:** The Organisers reserve the right to stop any activity on the part of, supplied by, promoted by or facilitated by any Exhibitor that may in the opinion of the Organiser cause any annoyance, loss or damage of any kind to other Exhibitors, Sponsors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition.

**Microphones:** The use of microphones and announcements (amplified or otherwise) is permitted, but the volume must not be such as to cause annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers' opinion any annoyance is being caused.

**Gangways:** Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal.

**Publicity Material:** Any publicity material shall be displayed and/or given away only from within the Exhibitor's own stand. Sponsorship activities shall only occur within the area of the Exhibitor's own stands - roving masseurs, wandering dancers etc. will not be allowed.

**Competing Events:** The Exhibitor shall not arrange competing events against any of the official Conference events without prior written approval by the Conference organiser and the convenor. All requests must be submitted no later than three months prior to the commencement of the Conference.

**Timing:** Exhibitors shall ensure that events arranged by them before and after Conference will not overlap with Conference activities - Breakfast Conferences must finish 15 minutes prior to the commencement of the program, and evening functions not commence until 30 minutes after the end of the program.

18. The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the event of any claim made against the Organisers.

19. **Right of Rejection.** Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Rules and Regulations. The Organisers reserve the right to prohibit in whole or in part and reject any Exhibitor or his representative in the case of failure to comply with the Rules and Regulations. There shall be no return of payment if the Organisers deem such rejection or prohibition necessary.

20. No stand or area within a stand may be sublet in any manner without consent of the Organisers.

21. If there is any inconsistency between the provisions of these Regulations and the provisions of the Sponsorship Prospectus, these Regulations shall prevail.

22. **Law of the Contract.** The Contract is governed in all respects by the law of the State of Victoria and any legal action arising under the Contract shall be litigated only in the appropriate Court having jurisdiction in that State