



# CARTES in Asia 2010

## TECHNICAL GUIDE

**17 and 18 March 2010  
ASIAWORLD-EXPO, Hall 3  
HONG KONG**

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## Venue Information

Cartes in Asia 2010 will be held at:

**AsiaWorld-Expo**, Hong Kong International Airport, Lantau, Hong Kong, China

Hall 3

## 1 PLANNING

### 1.1 Exhibition dates and schedules

Dates	Schedules
Wednesday 17 March 2010	from 9:30 a.m. to 5:30 p.m.
Thursday 18 March 2010	from 9:30 a.m. to 5:30 p.m.

Time of operation of electrical supplies: from 9:00 a.m. to 6:00 p.m.

### 1.2 Conferences dates and schedules

Dates	Schedules
Tuesday 16 March 2010	Official opening 4:00 p.m. to 5:00 p.m.
Wednesday 17 March 2010	10:00 a.m. to 12:30 and 2:00 p.m. to 5:00 p.m.
Thursday 18 March 2010	10:00 a.m. to 12:30 and 2:00 p.m. to 5:00 p.m.

Please see the programme on: [www.cartes-asia.com](http://www.cartes-asia.com).

### 1.3 Move-in and build up period

Dates	Schedules
Monday 15 March 2010	Exhibitors having reserved a space only booth are allowed to enter the exhibition hall from 12:00 a.m. to midnight
Tuesday 16 March 2010	Open for all types of exhibitors from 8:00 a.m. to midnight.

Time of operation of electrical supplies: from 8:00 a.m. to midnight.

### 1.4 Move-out and dismantling period

Dates	Schedules
Thursday 18 March 2010	from 5:30 p.m. to midnight.

All main supplies will be switched off at 5:30 p.m. on 18 March 2010.

## 2 ACCESS TO ASIAWORLD-EXPO

### 2.1 By train : Airport Express / Mass Transit Railway (MTR)

The AsiaWorld-Expo station is located inside the exhibition centre premises. The Airport Express, the dedicated link between AsiaWorld-Expo, Hong Kong International Airport and downtown, provides the

most direct and convenient link to and from AsiaWorld-Expo. Only one minute between the Airport station and AsiaWorld-Expo. Airport Express trains are in service daily from 05:50 to 00:45.

There is a round trip special fare for exhibitors and visitors using Octopus card, you may find more details in the link below.

<http://asiaworld-expo.com/html/en/UsefullInfo/TransportationByLand.html>

## **2.2 By private car**

Driving to AsiaWorld-Expo is easy. Parking for over 1,000 cars car parking is available adjacent to the venue for private car drivers (near to the venue West entrance). For more details, please refer to [www.asiaworld-expo.com/html/en/corners/exhibitorscorner.html](http://www.asiaworld-expo.com/html/en/corners/exhibitorscorner.html).

## **2.3 By taxi**

A taxi stand is located near the East entrance (close to hall Nr. 3). The exhibition centre is served by both urban and Lantau taxis.

Urban taxi charges HK\$ 15 for the first 2 kilometres and HK\$ 1.4 for every 0.2 kilometre thereafter.

Lantau taxi charges HK\$ 12 for the first 2 kilometres and HK\$ 1.2 for every 0.2 kilometre thereafter.

For details of taxi fare, please visit to : [http://www.info.gov.hk/td/eng/transport/taxis\\_table.html](http://www.info.gov.hk/td/eng/transport/taxis_table.html)

## **3 GENERAL SERVICES**

### **3.1 Welcome exhibitor's desk**

Our team will be present at the organiser's office in hall 3 from 16 to 18 March 2010. We will be pleased to answer all your technical and commercial requests.

### **3.2 General exhibition surveillance**

The organiser will take care of general exhibition surveillance. However, in spite of our efforts, all difficulties cannot be avoided completely. The exhibitor is responsible for his/her own booth and should take all necessary measures to protect his/her equipment at any time.

### **3.3 Booth cleaning**

This service is included in the booth rental rate and covers the following :

- Vacuum, sweep and mop booth floor and aisles
- Empty and clean all wastepaper bins

The cleaning service is carried out once daily either before the opening or after the exhibition closes.

### **3.4 Handling**

To manage easily the setting-up and dismantling operation, please do not forget to book your handling service by contacting our goods handling contractor: AGILITY FAIRS & EVENTS LOGISTICS Ltd. (see § 3.7). Your order must be placed before 26 February 2010. 20% surcharge will be imposed by AsiaWorld-Expo after 26 February 2010 and 30% surcharge for any on-site order.

### 3.5 Goods to the fairground

#### 3.5.1 Delivery address & times

AsiaWorld-Expo  
Hall 3  
Cartes in Asia 2010, booth n°.....  
Hong Kong International Airport, Lantau,  
Hong Kong, China

- Arrival of goods. Goods should arrive at AsiaWorld-Expo on Tuesday 16 March 2010, not earlier or later. Make sure that you are at the booth when the goods arrive. The organiser will not take responsibility for any loss or damage to unattended goods.

#### 3.5.2 Important remarks

- Exhibitors must consign their own exhibits/goods to forwarders. The organiser will not be responsible for any forwarding matters. Do not consign exhibits to the organiser or the AsiaWorld-Expo.
- Goods vehicle pass. Any vehicle entering the loading dock must have authorised *GOODS VEHICLE PASSES* issued by AsiaWorld-Expo which are required to be displayed on the vehicle windshield. Each pass is for one vehicle in the specific time period and for single use only.
- Please note that these Goods Vehicle Passes are not parking permits. All vehicles must leave the loading area after loading/unloading their exhibits. The maximum loading and unloading time is limited to 45 minutes. Charges for overtime: 1<sup>st</sup> hour or part thereof: HK\$ 300; every subsequent hour or part thereof: HK\$ 500/hr.

### 3.6 Accommodation

Three hotels have granted a privileged fare to Cartes in Asia 2010 exhibitors and conference attendees. If you wish to make your bookings, please visit: [www.cartes-asia.com](http://www.cartes-asia.com), accommodation section.

### 3.7 Booth building

The booth building company selected to be the official contractor is UNIPLAN HONG KONG Ltd. Please note the following details and feel free to contact them for any additional facilities such as partitioning, lighting, telephone, internet service or furniture:

**UNIPLAN HONG KONG Ltd.**  
22/F, Neich Tower  
128 Gloucester road  
Wanchai, Hong Kong  
Tel: +852 2757 9628  
Fax: +852 2757 9019  
Contact: Ms. Grace LAM  
e-mail: [grace.lam@uniplan.com.hk](mailto:grace.lam@uniplan.com.hk)

Please send the Additional facilities order form to UNIPLAN to get your facilities. The form is downloadable on your Exhibitor Area on <http://www.cartes-asia.com/exhibitor/exhibitor-area>.

### 3.8 Customs & forwarding

To ensure a smooth follow up of your logistics, we recommend you to use the service of a professional forwarding company aware of the Hong Kong customs procedures. On the spot, we have selected the following company as our recommended on site clearing agent, goods handling and official freight forwarder :

**Agility Fairs & Events Logistics Limited**  
29/F, Fook Lee Comm. Centre, Town Place,  
33 Lockhart Road, Wanchai,  
Hong Kong  
Tel. +852 2866 2505 / 2866 2531  
Fax +852 2866 2421 / 2866 2472  
fairs-china@agilitylogistics.com  
www.agilityfairsevents.com

**Contact:**  
**Ms. Hilda Chan**  
Tel. +852 2594 9214  
Fax. +852 2529 1609  
Email: hchan@agilitylogistics.com  
(Wanchai Office)

**Mr. Gordon Lam**  
Tel. +852 3606 1466  
Fax. +852 36061461  
Email: golam@agilitylogistics.com  
(AWE Office)

### 3.9 On-site catering

Self-prepared meats or food and beverages coming from outside are not allowed in the venue.

AsiaWorld-Expo proposes several food and beverage retail outlets from a seaview restaurant to coffee shops and fast-food outlets. During Cartes in Asia 2010, 2 “Pacific Coffee” are open, one between hall 3 and hall 5 and a second one at level 1. The “Arena Kitchen” (Chinese and Western food) is also open at level 1.

A restaurant terrace is fitted inside the exhibition hall for congress participants. The access to this area is granted with the congress pass.

## 4 BOOTH DESCRIPTION

### 4.1 Space only booth

Equipment included in the rental of your area:

- Booth ground marking without partition walls,
- Daily cleaning of your booth,
- General surveillance of the exhibition.

The steps of your preparation:

- Once your booth location has been validated by our sales department, you will receive your key code to access some additional services via your Exhibitor’s area [www.cartes-asia.com](http://www.cartes-asia.com)
- Order the technical services (telephone, fax, internet, furniture, hanging service, power supply, compressed air, water, security service, handling equipment, special cleaning or labours) from the relevant contractor.
- Please note that the forms 1, 2, and 3, should go directly to UNIPLAN.

- If needed, please note that the forms 9 and 12 should go directly to AsiaWorld-Expo to the following contact: AsiaWorld-Expo Help desk, [helpdesk@asiaworldexpo.com](mailto:helpdesk@asiaworldexpo.com), tel: +852 3606 8000, fax: +852 3606 8001
- Booth design submission for approval: It is mandatory to send the dimensioned drawings of your booth design project (floor plan and section plan with all measurements) at least one month before the opening of the show, i.e. by 15 February 2010, to our technical department: [yves.toutain@comexposium.com](mailto:yves.toutain@comexposium.com).

All the forms are downloadable on your Exhibitor Area on :  
<http://www.cartes-asia.com/exhibitor/exhibitor-area>

## 4.2 Booth packages

Equipment and services included in the rental of your area:

- Felt carpet in blue colour
- The infill partition panels are flat light grey colour
- The aluminium structure is silver colour
- Lighting and a 500W socket
- Signboard (please provide your company name to UNIPLAN with the Fascia name form)
- Daily cleaning

In addition to the above, the following services are also provided:

- For 9 sqm and 15 sqm booths: 1 plant, 1 furniture set including 1 table, 3 chairs and 1 literature rack.
- For 25 sqm booths: 1 plant, 1 furniture set including 1 table, 3 chairs, 1 hostess desk, 2 stools and 1 literature rack. A 2 sqm storage room is also provided.

The steps of your preparation:

- Once your booth location has been validated by our sales department, you will receive your key code to access some additional services via your Exhibitor's area [www.cartes-asia.com](http://www.cartes-asia.com).
- Order the technical services (telephone, fax, internet, furniture, compressed air, water, security service, handling equipment, special cleaning or labours) from the relevant contractor.
- Please note that the forms 1, 2, and 3 should go directly to UNIPLAN.
- If needed, please note that the forms 9 and 12 should go directly to AsiaWorld-Expo to the following contact: AsiaWorld-Expo Help desk, [helpdesk@asiaworldexpo.com](mailto:helpdesk@asiaworldexpo.com), tel: +852 3606 8000, fax: +852 3606 8001

All the forms are downloadable on your Exhibitor Area on :  
<http://www.cartes-asia.com/exhibitor/exhibitor-area>

## 5 DECORATION RULES

**IMPORTANT:** To avoid disputes, it is mandatory to submit for approval the dimensioned booth design project (plan and elevation) before 15 February 2010. Please send your documents to:  
[yves.toutain@comexposium.com](mailto:yves.toutain@comexposium.com).

### 5.1 Hall floor and walls

It is strictly forbidden to drill, screw, nail or embed the floor, cladding panels or walls of the exhibition hall. Attaching any exhibit on display to these elements is also forbidden.

Floor loading in hall Nr. 3: 3.3 tons per square metre.

Your booth area must be restored to its original condition. **Any rubbish (carpet, adhesive, etc) must be removed.** Any damage reported during the dismantling period will be invoiced to the responsible exhibitor.

**The exhibitor is personally responsible for his/her suppliers: decorators, installers, contractors, etc.**

## 5.2 Presentation of exhibits

Exhibits on display must not disturb nor damage the neighbouring booths. No exhibit may exceed its booth limits.

## 5.3 Electrical fittings on booths

For obvious safety reasons, it is strictly forbidden to use the utility tunnels, trenches and subways in the hall as a passageway for the booth electrical cables.

## 5.4 Decoration, height of booths, recesses and opening on aisles

Decoration and fittings of the booths must comply with the following prescriptions:

- Heights and recesses

	Heights	Recesses
Adjoining partitions	2.50m	No recess
Partitions or construction items	from 0 to 1.50m	No recess
Partitions or construction items	from 1.50m to 2.50m	0.50m from the aisles and neighbouring booths
Partitions or construction items	from 2.50m to 6.00m	1.00m from the aisles and neighbouring booths
Signboards	6.00m	1.00m from the aisles and neighbouring booths
Light trusses	6.00m	1.00m from the aisles and neighbouring booths

- Opening on aisles

Erecting long walls or screens, using the partitions or temporary walls of neighbouring offices or spaces, which may interfere with the overall view of the hall, mask neighbouring booths or hinder normal visitor traffic on the booth is strictly prohibited.

**IMPORTANT:** Peripheral construction of more than 4.00 linear metres must be positioned 1.00m away from the aisles. A maximum of 4.00 linear metres is allowed along aisles - with a 0.50m recess – independently of the length of the relevant booth side.

## 5.5 Raised floor level

The raised level area must not exceed 40% of the ground booth area.

The structure of booths with a raised level (including signs on booths or towers) must not be higher than 6.00m. Raised levels must imperatively be set back 2.00m from the booth limits and from the neighbouring booths. With this prescription, it remains at least 4.00m between two double storey booths.

## 5.6 Booth sign

Signs must not exceed 6.00m high from the ground. Signs covering a whole wall or used as an adjoining partition are forbidden.

Suspended sign: The highest point of such a sign or its support (when the sign is hanging from a light truss) must not be higher than 6.00m. The sign must be confined within the booth limits and be set back 1.00m from any aisle or neighbouring booth.

Flashing signs are prohibited.

## 5.7 Lighting

The use of revolving or flashing lights is forbidden. Lighting fixtures must be located inside the booth limits, with a 1.00m recess from the aisles and neighbouring booths and no higher than 6.00m.

### **5.8 Hanging from the hall ceiling**

Items suspended from the hall ceiling must be installed by the technical department of the exhibition centre. The requests from exhibitors must be made directly to the official booth building contractor UNIPLAN via the form Nr. 5. Only some special hanging structure may request a separate quote from AsiaWorld-Expo.

All suspended items must comply with the decoration rules (heights and recesses) of the exhibition.

### **5.9 Leaflets and promotion actions**

Without the organiser's agreement, it is strictly prohibited to distribute any literature or to organise any advertising or promotional action outside the booth limits.

### **5.10 Equipment in motion**

For any equipment exhibited in motion, a protection area should be reserved for its manoeuvres so that there will be a minimum distance of 1.00m between the equipment and visitors. This minimum distance can be increased according to the characteristics of the equipment on display.

## **6 INSURANCE**

The exhibitors agree to take out a policy covering all liabilities connected to its activities at the exhibition, for all exhibited objects, with a known and sound insurance company. All exhibited objects must be covered whilst they are off the premises of the exhibitor until the time they will be stored again. The organiser disclaims all responsibility in case of loss, theft, damage and disappearance of objects displayed or for presentation.

The exhibitor having subscribed to an annual insurance policy covering the above risks must provide the organiser, before the exhibition opening, with the corresponding insurance certificate including a disclaimer of recourse clause against the organiser, AsiaWorld-Expo and their respective insurance companies.

## **7 RULES AND REGULATIONS**

We remind you that the "General Exhibition Rules and Regulations" are available on the last page of the exhibition application form that you have signed to register as an exhibitor. This information is also available on the web site and we thank you to pay attention to it.