



The 3rd ARFREE & Exhibition
Towards Competitive Energy Markets
1-2 June 2016, Egypt

المنتدى العربي للطاقة المتجددة وكفاءة الطاقة
Arab Forum for Renewable Energy and Energy Efficiency



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Exhibitors Guide

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1. Introduction

In its 3rd Edition, the “Arab Forum for Renewable Energy & Energy Efficiency”, which will be held back to back the Executive Bureau of the Arab Ministerial Council of Electricity Meeting, offers our exhibitors a unique opportunity to achieve their objectives in a direct and cost-effective manner. Whether you aim to network with decision makers, or expand your brand reach, your target will be met.

By exhibiting at the “Arab Forum for Renewable Energy & Energy Efficiency”, your company will gain exposure with a highly targeted audience, as well as the chance to network with policy decision makers and international key players to promote your corporate image, products & services and stand out as a leader in the regional/international Energy industry.

2. General Information

2.1. Name of the Forum

The 3rd Arab Forum for Renewable Energy and Energy Efficiency (ARFREE)

2.2. Theme

Towards Competitive Energy Markets

2.3. Date, venue

1-2 June 2016, Intercontinental City Stars, Cairo, Egypt

2.4. Attendees

The Arab Forum for Renewable Energy and Energy Efficiency is a Ministerial level Forum. Several Electricity and Energy related Ministers from the Arab region will attend the Forum and open the exhibition. In addition, high level governmental officials and heads of international organizations will attend, speak and lecture at the event.

2.5. Patronage:

The Forum is a high level Ministerial international/political/ technical forum held every two years under the patronage of H.E. the Secretary General of the League of Arab States. It accommodates high level governmental officials, Energy and Electricity Ministers, Heads of International and Regional Organizations, CEOs of top Business Firms and Companies in the Energy fields, and experts from the Arab region and the globe.

2.6. Objective

Energy markets are dramatically changing with new economic perspectives, environmental constraints, technology upscale and evolving trends that are reshaping the global energy map. The Arab region has always been one of the most important energy players, controlling more than 30% of oil and gas reserve and locating in the solar belt wherein the future energy resources are abundant.

The 3rd Arab Forum for RE&EE addresses the current challenges towards future energy market transformation and transition in the Arab region, discussing the future role and impact of RE&EE development at economic, environmental and social levels. The Forum will also highlight the current most recognized positions and strategies towards the integration of RE&EE in the future Arab Energy mix.

2.7. Main Topics

- Policy making perspectives for RE&EE Market expansion in the Arab region
- Upscaling RE&EE markets and the capacities of the financing institutions for de-risking Investments in the Arab region
- Technology deployment for economic scale of local content component and local manufacturing
- Pan-Arab Sustainable Energy Strategy 2030, The Regional Policy and Market Transformation
- Market Drivers and Smoothing the Transition towards Future Energy Mix
- RE&EE technologies and the enabling factors for vigorous markets

2.8. Contacts:

Energy Department -League of Arab States Secretariat

1 Tahrir Square, Cairo - Egypt

Fax. +202 5740331 / +202 5761017

For more information on the exhibition, contact the Regional center for Renewable Energy and Energy Efficiency (RCREEE); exhibition@rcreee.org

3. Exhibitor Benefits

No	Benefit	Standard booth 2,000 € 4 m ²	Premium booth 3,000 € 6 m ²
1	Access to the Forum sessions for 2 days	1	2
2	Invitations to the Gala Dinner and Closing Ceremony	1	1
3	Company profile on the Forum website	100 words	100 words
4	Company logo in the Forum booklet in the exhibitors page	*	*

4. Instructions:

4.1. For the exhibitors, the above benefits will be provided in case of:

- Exhibitors must send their logo to RCREEE in high resolution and short introductory text (up to 100 words) upon contract signature.
- Names of participants in the forum sessions & Gala dinner must be sent to RCREE upon signing the contract.
- All promotional materials (brochures, banner, roll-ups or video), must be displayed only within the allocated area of the exhibitor booth.
- To meet point No.3 in the benefits list, the text should be sent to RCREEE in both English and Arabic Languages by *15 May 2016*, the latest.

4.2. Contract:

By signing the contract, you acknowledge having note of the instructions and terms of payment.

4.3. Deadlines:

Deadlines must be adhered to.

4.4. Cancellation:

Charges for services already supplied will have to be paid in full.

4.5. Invoicing & Payments:

Invoicing will be in EUR or EGP according to the prevailing exchange rate.
No Services can be ordered onsite.

4.6. Onsite Requests:

Should your company need any extra furniture, kindly address the organizer to see the available materials. No furniture and requests can be done onsite.

4.7. Security

The Organizer or any of its suppliers or service providers will not be liable for damage caused to exhibitors' goods or to installations provided by third parties. The Organizer or any of its suppliers or service providers declines all responsibility, in all cases and at all times, for the loss, disappearance or theft of goods.

4.8. Construction Heights

The height of the Stand may not exceed 2.5 meters (fitted stand). Special Design Stands higher than 2.5 meters must be pre-approved by the Organizer.

5. Exhibition Area & Stand

5.1. Valuable Articles

The Organizer takes no responsibility in case of theft. Exhibitors are advised to reduce the possibility of theft by removing articles of value from their stands every day at closing time.

5.2. Suspicious Objects

Any suspicious object found on or near a stand should be reported immediately to the Organizer's office.

5.3. Security

Exhibitors should insure their own exhibit and display materials. Security services will not be liable for damage or loss.

5.4. Stand Numbering

All stands will be marked with stand numbers by the Organizer. Stand number may not be removed or covered by the exhibitor under any circumstances.

5.5. General Lighting, Power Supply, Voltage

The Organizer will provide 2 spotlights, 1 electrical plug, 1 table and 2 chairs per fitted stand of 9sqm. The standard voltage is 220 volts.

5.6. Failures

Any failures in technical supplies shall be notified to the Organizer's office. The Organizer shall not be responsible for any losses and/or damage caused by such failures.

5.7. Stand Safety

Stands, including all equipment, exhibits and advertising materials are to be constructed so as to pose no danger to public safety and order, and in particular to life and health. The exhibitor is responsible for structural safety and if necessary must provide proof of the same.

5.8. Approval of Stand Construction

All stand construction must be provided to the Organizer for approval 30 days prior to exhibition date. Stands must comply with the safety regulations of the Organizer.

5.9. Construction Heights

The height of the stand may not exceed 2.5 meters (fitted stand). Special Design Stands higher than 2.5 meters must be pre-approved by the Organizer.

5.10. Advertising Material

- Markings on stands & exhibits and brand logos shall not exceed specified and/or authorized structural height.
- The whole stand should make an appealing impression. Noise from presentations must not disturb the stand's surroundings.
- Advertisements in newspapers, magazines, inserts, and all other advertising material must receive the Organizer's approval.

5.11. Damage

- Any damage caused by the exhibitor, or any person acting on his behalf, within the exhibition grounds, or to its buildings or equipment, will be remedied by the Organizer at the exhibitor's expense.
- The Organizer or any of its suppliers or service providers will not be liable for damage caused to exhibitors' goods or to installations provided by third parties.
- The Organizer or any of its suppliers or service providers declines all responsibility, in all cases and at all times, for the loss, disappearance or theft of goods.

5.12. Rented Equipment

Equipment provided by the Organizer shall be returned in the same state. Any damaged equipment will be charged to the exhibitor.

5.13. Storage

No storage will be provided during this exhibition.

5.14. Badges

Exhibitors, organizers, and participants will not be allowed inside the exhibition hall without a badge.

5.15. Assembly/ Construction of Exhibition Stands

Setting up of exhibition stands in the exhibition area is limited to assembly only. Construction, woodworking, painting, electrical or major alterations to the stand of any type are not permitted inside the exhibition area.

5.16. Relocation

The Organizers reserve the right to relocate exhibitors stand areas, without liability, should it be deemed necessary for whatever reason.

6. Administrative Regulations

6.1. Media Invitation

Exhibitors are not allowed to send private invitation to the Media without the prior approval of the organizer.

6.2. Product Launch

All product launches must be coordinated with the organizer.

6.3. Stand manning

Stand must be manned at all times. The organizer will not be responsible for any consequences resulting from such action.

6.4. Waste Removal and Cleaning

The exhibition hall will be cleaned daily prior to opening in the morning. Exhibitors must complete their collection of fresh stocks 2 hours before the opening time in order to facilitate the cleaning of the walkways.

6.5. Complaints

Complaints should be directed to the organizing committee.

6.6. Videos & Photography

Photography and videotaping of the Exhibition is only permitted with the prior consent and approval of the Organizer.

6.7. Advertising & Official Information Signs

It is forbidden to conceal any part of advertising boards or official information signage at the venue.

Banners and hanging banners over the Exhibitor's space are not allowed except with approval of the Organizer.

All signs and banners must be mounted securely to stand walls not more than 2.5m, within the stand area.

6.8. Packing of Goods & Bumping out

Packing up of goods is not permitted to commence before the time instructed by the organizer.