



EXHIBITOR MANUAL

INFORMATION & GUIDELINES





1. General Information

EXHIBITION	:	Chillax Asia 2018
ORGANISER	:	Singapore Bakery & Confectionery Trade Association 50 Lorong 24A Geylang, Singapore 577727 Tel: +65 6744 2729 Email: admin@singbake.org.sg
		The Planner Affairs Pte Ltd 50 Tagore Lane, #05-01G Entrepreneur Centre, S787494 Tel: +65 6372 8826 / +65 6372 8827 Email: info@theplanneraffairs.com.sg
CONTACT PERSON	:	(1) Darryl Ng (2) Thomas Tan (3) Kenny Yap Tel: +65 9062 6387 Tel: +65 8818 5625 Tel: +6744 2729
VENUE	:	Suntec Singapore, Convention & Exhibition Center 1 Raffles Boulevard, Suntec City, 039593 Website: www.suntecsingapore.com
EXHIBITION DATES & TIMINGS	:	14th June 2018 (Thursday) – 17th June 2018 (Sunday) 1000 – 2000 hours (14 th – 16 th June 2018) 1000 – 1900 hours (17 th June 2018)
ADMISSION	:	Trade & Public Visitors
EXHIBITOR ATTIRE	:	Business

1. ADMINISTRATION OF EXHIBITION

- 1.1. The exhibition hall will be opened for stand construction from 1300 to 2200 hours during build-up period.
- 1.2. During the exhibition days, Exhibitors are permitted to enter the Exhibition Hall **two** hours before the opening and not more than **one** hour after the exhibition closes.
- 1.3. For security reasons, exhibitors whom require to stay later must obtain permission from show organizer prior to show closure.
- 1.4. On the last day of exhibition, all exhibits and items must be removed from the hall by 2200hours.





2. Stand builder

OFFICIAL STAND BUILDER

KINGSMEN EXHIBITS PTE LTD

Kingsmen Creative Centre, 3 Changi South Lane, Singapore 486118

Tel : (65) 6880 4251

Fax : (65) 6831 1368

Attn : Ms. Faith Garcia

Email : faithgarcia@kingsmen-int.com

The organizer has appointed Kingsmen Exhibits Pte Ltd as the official standbuilder whose responsible for the following:

- Sole authorized contractor to construct standard shell booths for this exhibition
- Sole authorized contractor to rent out furniture for this exhibition
- Render construction design advice on booth and construct with special features according to organizers approval
- Provide captions and other accessories as deemed appropriate by exhibitors
- Install all electrical requirements at the exhibition

NON-OFFICIAL STAND BUILDER

The organizer permits transactions between exhibitors and non-official stand builders. However, in such cases, problems may arise inconveniencing both exhibitors and organizers. Therefore, non-official stand builders are to comply with rules and regulations listed in 2.1.

All non-official stand builders are to submit the layout and special design together with Form E9 to the organizer for approval no later than 3 weeks prior to the official date of exhibition. The approval/rejection will be given in 5 working days.

2.1 Rules & Regulation for Non-Official Stand Builder

All personnel must be equipped with adequate capabilities and the non-official stand builder are to be responsible of their staff and damage (If any) at all times.

The Performa Cheque will be returned once the organizer is agreeable that no damage in any form at the exhibition site together with the property owner.

Co-operate entirely with exhibitors, organizers, hall owner and other contractors for overall success of the exhibition.

If an approved non-official stand builder fails to comply with any part of Rules and Regulation, Organizer instruction, the Organizer reserve the rights to suspect or terminate the construction concerned. In this case, the affected exhibitor will require to select the services from the official stand builder or any other approved non-official stand builder available.





3. Official Freight Forwarder

SINNWANNG EXPRESS ENTERPRISE PTE LTD (co. Reg No 201112096W)
Block 4008 Ang Mo Kio Ave 10 #01-02/03 Techplace 1 Singapore 569625

Tel : (65) 6746 3476

Fax : (65) 6746 3479

Attn : Ms. Linda / Mr Alvin

Email : linda@sinnwanng.com.sg / alvin@sinnwanng.com.sg

Exhibitors are recommended to use the official freight forwarder for the exhibition.

Exhibitors are permitted to use own transport, however any damages to the hall will be borne by the exhibitors.

Kindly refer to **Form E7**

4. IN-HALL OPERATIONS SCHEDULE

BUILD-UP PERIOD	DATE	TIME
1. Official Stand Builder begin to construct stands on	12 th June 2018 (Tuesday)	0800 Hours
2. Non-Official Stand Builder begin to construct stand on	12 th June 2018 (Tuesday)	1300 Hours
3. All electrical fitting to be completed by	12 th June 2018 (Tuesday)	2200 Hours
4. Exhibitors move-in on	13 th June 2018 (Wednesday)	0900 Hours
5. All stands to be operational and exhibits on display by	13 th June 2018 (Wednesday)	2200 Hours

NOTE: KINDLY SUBMIT PERFORMA BOND BEFORE ENTERING THE HALL

EXHIBITION PERIOD	DATE	TIME
1. Exhibition ready for Official Opening	14 th June 2018 (Thursday)	0900 Hours
2. Official Opening	14 th June 2018 (Thursday)	1000 Hours
3. Exhibition hours for Trade & Public Visitors	14 th June 2018 (Thursday) To 16 th June 2018 (Saturday)	1000 – 2000 hours
4. Exhibition hours for Trade & Public Visitors	17 th June 2018 (Sunday)	1000 – 1900 hours

DISMANTLING PERIOD	DATE	TIME
1. Removal of Exhibits	17 th June 2018 (Sunday)	1900 Hours
2. Disconnection of all utilities	17 th June 2018 (Sunday)	1930 Hours
3. Collection of rented items	17 th June 2018 (Sunday)	1930 Hours
4. Dismantling of Stands and Fittings	17 th June 2018 (Sunday)	2359 Hours





5. Rules & Regulation

The rules and regulations stipulated are for security and safety reasons. Exhibitors and contractors must observe the rules and regulations to ensure a smooth operation.

5.1 REGISTRATION OF EXHIBITOR & CONTRACTOR STAND PERSONNEL

For the convenience and easy movement of exhibitors, passes will be issued for use throughout the exhibition period. Passes will be issued free-of-charge to each exhibitor and details of staff manning the stands should be entered in **Form E10**. For security reasons, exhibitors are requested to wear the passes throughout the exhibition period.

5.2 STAND-FITTING REGULATIONS

The following regulations must be observed when preparing a stand presentation:

5.2.1 SHELL SCHEME BOOTH

5.2.1.1 No additional construction of booths may exceed the height of 3.0m. Also, further construction must not be larger than space rented as specified in contract.

5.2.1.2 No free-standing exhibits or items may exceed the height of 2.44m

5.2.1.3 Exhibitors are not allowed to paint on the walls of each booth. In case, certain accessories including stickers need to be affixed on those surfaces, please contact the Official Standbuilder for services.

5.2.1.4 No nailing, draping or hanging of material (of all kind) is allowed on the shell scheme booths or on any structure of the main building.

5.2.1.5 No suspension is to be made from the ceiling of the exhibition hall, nor may any fixing be made to the floor, walls or any part of the building.

5.2.1.6 All electrical requirements including light connections and socket points must be ordered from the Official Standbuilder.

5.2.2 BARE SPACE BOOTH

5.2.2.1 Exhibitors who are renting bare space may have their stands constructed either by Official Standbuilder or approved non-official standbuilder under the following rules (Please see also details in term 2.2.1 regarding Rules & Regulations for non-official standbuilders):





5.2.2.2 NO STRUCTURE ARE TO EXCEED THE HEIGHT OF 5M.

5.2.2.3 No form of ceiling is allowed to be structured over the stands unless approval has been granted by the Organiser.

5.2.2.4 Exhibitors may construct their own stand or exhibition bare space but the company name and booth number must be clearly shown. If they are not presented at the time of exhibition, the Organiser reserve the right to install them on behalf of the said exhibitor in a manner deemed appropriate by the Organiser. All expenses so incurred will be levied on the exhibitor.

5.2.2.5 Exhibitors are held responsible for any damage caused by their non-official standbuilder. The former will have to ensure that the standbuilders comply with the rules and regulations as stipulated by the Organiser.

5.2.2.6 Exhibitors may not place exhibit or distribute material beyond their contracted stand boundary. The permitted stand height is 2.44m. Any design for a structure exceeding 2.44m in height must be submitted for approval at least 30 days in advance and will be considered on a case-by-case basis. If approved, this structure will be restricted to a distance of 1 metre away from the dividing walls of the adjoining stands.

5.2.2.7 Exhibitors are required to send 3 copies of fully dimensioned drawings showing the proposed design of the stand, and plans for electricity connections to the Organiser within time period specified in the Exhibitor's Manual or 30 days before the exhibition date whichever is earlier. The Organiser will approve or reject such proposals within 15 days. The Organiser reserves the right to demand amendment against construction that defers from formerly approved construction plans. This includes possible alterations to conform to the rules of the exhibition hall, or to prevent accidents from occurring to visitors. If exhibitors fail to send in detailed plans on independent booth construction, the Organiser may refuse issuance of construction permits. Exhibitors may opt to choose the standard booth design instead, or may contact the Official Standbuilder to construct the booth.

5.2.2.8 The floor within a booth needs to be covered with a carpet or other appropriate finishing.

5.2.2.9 For safety reasons, the Organiser requires exhibitors to use the services only from the Official Standbuilder for electrical installation. Exhibitors are prohibited both from installing their own lighting and from diversion of electrical power designated for machinery to use for lighting purposes.

5.2.2.10 Exhibitors are not allowed to airbrush or weld metals within the exhibition hall. Please refrain from sawing wood and other construction activities that would cause dust or disturbance to nearby exhibitors.

5.2.2.11 The "Bare Space" Exhibitor may not utilize the walls of the adjacent booths.

5.2.2.12 No suspensions are to be made from the trusses of the Exhibition Hall, nor may any fixing be made to the floor, columns, walls or any other part of the Hall.

5.2.2.13 Where "Bare Space" booth walls exceed the height of adjacent lower booths' walls, the Exhibitor building the higher wall must decorate the rear surfaces.





5.2.2.14 A "Bare Space" booth cannot display name boards over an adjacent Exhibitors back and/or sidewall, but may display it on any aisle facing their location.

5.2.2.15 No part of any structure or exhibit may extend beyond the boundaries of the site allocated. This includes symbols, logos, lighting, floral decorations, and furnishings.

6. SHELL SCHEME PACKAGE – SPECIFICATIONS

6.1 Rear and dividing walls – 2.44m high, comprising of metre-length white laminated plywood panels set in aluminium frame. No fixing may be made to the walls but brackets can be rented from the Official Standbuilder to suspend panels, signs, etc from the top of the walls.

6.2 Fascia board is 1.8mL X 0.3 m, on each open frontage, comprising aluminum frame. Fascia will carry the exhibitor's name and stand number.

6.3 Electrical fitting and furniture – 1 13amp/230V 3-pin power point outlet (fused up to 5amp), 2 fluorescent tubes, 2 folding chairs, 1 information counter and 1 waste paper basket.

6.4 Carpet will be laid direct to the floor. Any change to the type or colour of the floor covering provided, must be by prior negotiation with the Official Standbuilder. Any cost arising is to be borne by the exhibitor concerned.

6.5 No financial credit will be given by the Official Standbuilder for any standard item or furniture not utilized.

6.6 An exhibitor occupying corner booth has an option to have the side panels replaced by fascia board, complete with company's name at no extra cost.

7. ELECTRICAL SUPPLIES

7.1 Power supply to stands will be switched off at source 30 minutes after the exhibition closes every evening and 60 minutes after closing on the final day of the exhibition.

7.2 Exhibitors who require 24 hours electricity supply for their specific requirements should inform the Organiser accordingly in writing.

7.3 The 2 units of fluorescent light and 1 unit of 13amp/230V power point outlet (fused up to 5amp) included in the shell scheme package are provided with electricity supply.

7.4 Cost of electricity consumption is inclusive in all items offered in **FORM E2C**. All electrical installations must conform strictly to the required standard of the safety regulations without exception.





8. ELECTRICAL INSTALLATION

8.1 All prices quoted are at concession rates. The Organiser recommends that exhibitors make full use of the services provided for their convenience, which includes on-site service throughout the exhibition.

8.2 All electrical connections to the main power must be carried out and installed by the Official Standbuilder without exception. Unlisted or unauthorized electricians are prohibited in the exhibition premises.

8.3 Exhibitors or their standbuilders who wish to bring in special light fittings for use on their stands must obtain prior approval from the Organiser before the stipulated deadline in FORM E2C. Applicants must submit the following requirements when applying:

8.3.1 Specifications and its rating in watts/unit of the light fitting.

8.3.2 Total units to be installed.

8.3.3 Layout line drawings of the electrical installations.

8.3.4 Names and identity cards/passport numbers of the attending electrical personnel.

8.4 All power points must be ordered from the Organiser through FORM E2C, otherwise, no power points are allowed in the exhibitors' booth/stand.

8.5 Any illegal connection/adaptation found will be disconnected without prior notice. This includes multi-outlet adaptors. Extensions from the socket point are strictly prohibited.

8.6 No flashing lights will be permitted unless they form an integral part of an exhibit. Sequence-lit displays may be used, subject to approval by the Organiser.

8.7 Exhibitors who apply for 'Bare Space Only', any special designs must be submitted with the electrical order together with their layout plan before the deadline.

8.8 Exhibitors (or their contractors) must submit 2 sets of preliminary drawings of the layout plans and schematic wiring diagrams for approval 30 days before the commencement of the actual installation.

8.9 All electrical orders after the deadline will be subjected to:

8.9.1 Availability of electrical fittings and power supplies, and

8.9.2 A surcharge of 30% for orders received after 7 February 2014 and 50% from 4 February 2014 (On-site).

8.10 The Organiser reserves the right to disconnect the electrical supply to any installations, which in the opinion of electrical consultants, is deemed dangerous or likely to cause annoyance to visitors and/or other exhibitors.





9. DEMONSTRATION AND WORKING EXHIBITS

An exhibitor intending to demonstrate equipment on his stand must:

9.1 Provide the Organiser with full details of any working machinery involved.

9.2 Give proper consideration to the conditions under which the exhibits will be demonstrated.

9.3 Securely install all operating machinery to prevent base slippage and position such machinery so that the operation thereof will not cause intrusion into the gangway or otherwise prove hazardous to visitors.

9.4 Adequately guarding of all moving parts of machinery to prevent injury to persons nearby.

9.5 Ensure that sound levels are at a rating (not more than 75 decibel) causing no interference with, or annoyance to other exhibitors. Organiser reserves the rights to reduce the sound level or switch off audio/ visual display causing problems. Organiser's decision is final in any arising dispute.

10. RADIO TRANSMISSION

Any exhibitor or contractor wishing to use transmitting devices must apply for the use of frequencies for their electronic or radio equipment. All submissions are to be addressed to:

IMDA Singapore – Licensing & Enforcement Unit
10 Pasir Panjang Road, #03-01 Maple Business City Singapore 117438

Tel : +65 6377 3800
Fax : 1800 478 5478

11. FILM / AUDIO VIDEO DEMONSTRATION

Film/audio video equipment may be brought in by the exhibitors or rented from the Official Stand builder. The Singapore Government enforces strict regulations for films/audio video presentations. Exhibitors are to ensure that the presentations do not contain unlicensed materials. Exhibitors wanting their tapes cleared by the Board of Film Censors should contact the Official Freight Forwarder or their own courier service company for assistance. Please ensure that the videotapes or films arrive 1 month before the event. For exemption of censorship for Films, Videotapes or Discs, you may check with our appointed Official Freight Forwarder.

IMDA Singapore – Licensing & Enforcement Unit
10 Pasir Panjang Road, #03-01 Maple Business City Singapore 117438

Tel : +65 6377 3800
Fax : 1800 478 5478

When in operation, such equipment must not cause annoyance to visitors or other exhibitors through excessive sound or by location. The Organiser reserves the right to discontinue any film/audio video presentation that, in their option, is detrimental in the above manner.





12. FIRE PRECAUTIONS

Exhibitors, who because of the nature of their exhibits require a special type of fire extinguisher, must make arrangements at their own cost for the provision of such equipment. Any person on seeing an outbreak of fire, should make immediate use of the fire alarm system, and subsequently make every endeavour to extinguish the outbreak or to confine it by use of extinguishers and/or removal of goods in the vicinity.

13. LIABILITIES AND INSURANCE

Every reasonable precaution will be taken by the Organiser to ensure the security and safety of the exhibition hall and adjacent area. However, the Organiser will not accept responsibility or be under any liability to exhibitors, their employees, contractors or agents in respect of any direct or indirect loss or damage to any exhibit, person or property arising out of their participation in the exhibition. Exhibitors are advised to insure their exhibits against such loss or damage, including risk of fire, thefts throughout all stages of the exhibition.

Exhibitors are requested to provide for their own Third Party Insurance, in regards to their participation in the exhibition and to produce proof of insurance to Organiser if required to do so.

Each exhibitor participating in the exhibition **MUST** indemnify the Organiser against all claims of whatsoever nature which may be made against the Organiser, arising out of or in any way connected with such exhibitors' participation in the exhibition. This provision is specifically deemed as fair and reasonable by their endorsement in the official contract form.

14. DILAPIDATION

The Organiser, in conjunction with the landlord will inspect the exhibition hall before build-up and after tear-down of the exhibition. Exhibitors are responsible for the cost of making good or replacing any damage or dilapidation to the exhibition premises whether caused by them, their agents, contractors or any person or persons employed or engaged on their behalf by such agents or contractors.

Exhibitors occupying Shell Scheme are also responsible for the cost of making good, restoring or renewing any damages or dilapidation to their Shell Scheme structure, floor coverings, light fittings, or any part thereof, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by such agents or contractors. The cost of making good any damage will be assessed by the Official Standbuilder and charged to the exhibitor or subtracted from the performance bond posted by nominated non-official standbuilders.

15. FORCE MAJEURE

The exhibition may be postponed, shortened or extended due to any cause whatsoever outside the control of the Organiser. The Organiser shall not be responsible for any loss sustained by the exhibitor, directly or indirectly, attributable to elements of nature, force majeure or orders and directives imposed by any governmental authority. In the event of such circumstances, the money paid by the exhibitors, or any part thereof, is refundable at the sole discretion of the Organiser.





16. AUTHORITY ON THE PREMISES

The Organiser shall be responsible for and be entitled to act as the owners of the premises throughout the tenancy period. The decision of the Organiser in any problem or dispute will be final.

17. DELIVERY OF EXHIBITS

Exhibits should not be sent to the exhibition hall until the stand is sufficiently readied to receive them. The exhibitor and/or its representative must be present at the stand to accept delivery. The Organiser will not accept responsibility for delivery on behalf of any exhibitor, nor be responsible for the safekeeping of such items before or after delivery.

As access to the exhibition premises is restricted, exhibitors must ensure that the delivery, loading and unloading bays. Vehicles at these loading/unloading bays will be under the supervision and direction of our Official Freight Forwarder and the exhibition security officers.

To avoid congestion, only small items or goods that can be taken out of their cases without risk of damage can be unpacked in the exhibition hall. For major items, exhibitors should arrange with their freight forwarder to unpack them away from the exhibition premises. Exhibit can then be delivered and immediately placed in position on the stand by the Official Freight Forwarder.

18. LIFTING AND HANDLING ON-SITE

For insurance reasons and to ensure proper control and co-ordination of freight, only the Official Freight Forwarder is permitted to work in-hall and operate lifting equipment. Any freight forwarder may deliver goods to the exhibition hall, but they must be handed over to the Official Freight Forwarder for delivery to the booth, unless the consignment can be carried by one man, without mechanical equipment, such as sack-barrows or pallet trucks. If the exhibit is particularly sensitive, the freight forwarder making the delivery to the hall may appoint a supervisor to accompany and maintain a site office within the exhibition hall during the exhibition and the move-in and move-out periods.

19. OPERATION OF STANDS

All stands must be fully staffed and operational during the times the exhibition is open to visitors. The exhibitor must not participate in any activity, which in the Organiser's opinion is likely to cause annoyance to visitors and/or other exhibitors. In particular, audio-visual display equipment must be positioned and the sound level so adjusted as to comply with the requirement.

All activities of the exhibitors and their staff must be confined to the stand/site allocated. No advertising or canvassing for business may take place anywhere in the exhibition hall, nor may staff recruiting be carried out during the exhibition, other than the search for local agencies for the sale of their products.

No hanging of signage "Sales" or "%Discount" or any signage of similar nature is allowed. Hanging of "Special Price" is permitted but NO amount should be stated.

Move-in or removal of exhibits to and from the stand is NOT allowed during the show hours of the exhibition.





20. STORAGE AND WASTE MATERIALS

The Organiser is unable to provide storage facilities on-site for packing residue, surplus materials or other properties of exhibitors. Prior arrangements for safekeeping of such items must be made with the Official Freight Forwarder or the exhibitor's own established local agent.

During the move-in of exhibits, the construction of stands and unpacking of exhibits, the passageways in the exhibition hall MUST NOT be obstructed with packing materials, construction materials or debris. At the end of each day, exhibitors are responsible for seeing that their contractors remove unwanted materials from the exhibition hall.

21. REMOVAL OF EXHIBITS / REMOVAL CHITS

Personal properties and portable exhibits or hand-carried items may be removed from the exhibition hall after closing hours on the final day of the exhibition. While the Organiser will maintain security coverage, exhibitors are reminded that goods will be at the greatest risk during this time. Stands should not be left unattended until all portable items have been removed/packed and hired items and equipment collected by the appropriate suppliers.

The removal of exhibits requiring mechanical assistance will commence according to the time stated above as well as dismantling of stand fittings and electrical installations. No mechanical lifting or handling equipment will be permitted to enter the exhibition hall for removal of these heavy exhibits except those used by the Official 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 up a removal chit (that must be endorsed by the Organiser) to be handed to the security officers before leaving the exhibition hall. Removal chits are obtainable from the Organiser office on-site.

No removal chit is needed if your exhibit is removed by the Official Freight Forwarder.

22. STAND CLEANING

The Organiser will arrange for the general cleaning of the exhibition hall and the floor of exhibition stands, free-of-charge, and prior to the opening of the exhibition and after the exhibition closes daily. However, it is the responsibility of exhibitors to maintain their own stands in a tidy condition at all times. The cleaning contractors are not permitted to touch exhibits.

23. FURNITURE

While exhibitors may obtain furniture from any source they wish, a range of standard items is available on rental from the Official Standbuilder. Please submit your requirements on **Form E3**.

Please ensure that nothing is left inside drawers or cabinets when the furniture is returned

24. VISA

Exhibitors are required to apply for visas to enter Singapore where required. Visa can be obtained through Singapore embassies / high commissions overseas.





25. ORDER FORMS

All order forms have to be submitted to the Organiser and/or the relevant parties by the stipulated deadlines.

