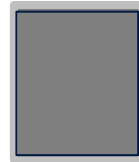


EXHIBITOR INFORMATION

Exhibition catalogue & graphic file requirements

Exhibition catalogue:

- ✓ full page: 170 mm x 240 mm
- ✓ full page with bleed: 180 mm x 250 mm
- ✓ one printed OR digital copy for each exhibitor free of charge
- ✓ issued in English and Farsi language



dark grey = advertisement
(170mm x 240mm)

light grey = bleed
(5mm per side)

Requirements for graphic files:

Colour: 4c - special colours like Pantone or HKS will be converted to 4c

Please use:

- ✓ Adobe: Indesign, Illustrator, Photoshop
- ✓ pdf and eps - highest resolution possible - min. 300dpi

Please don't use:

- ✗ coral draw
- ✗ gif and doc
- ✗ scanned images
- ✗ copies from your website

Important:

- all fonts must be included or converted to curves
- special colours like Pantone or HKS will be converted to 4c

Important for lettering: all fonts must be converted to curves!

Company logo for fascia board or branded cupboard: vectorised ai file

Cleaning fee for self-adhesive posters:

An obligatory cleaning fee applies if self-adhesive stickers are placed on the wall. For installing graphics, please only use sticky tape.

Please send all graphic files to h.ruhland@fairtrade-messe.de.

EXHIBITOR INFORMATION

Industry portal

The agrofood industry portal is a platform where exhibitors can present their company and products and get connected with visitors and other exhibitors before, during and after the event. Visitors can prepare their visit of the exhibition and make appointments with relevant providers.

www.agrofood.fairtrade-messe.com

Benefits:

- Detailed company and product profile – activated 24/7 all year around
- Maximum exposure to targeted buyers
- Search by product categories, company names or countries
- Connect with visitors and other exhibitors
- Make appointments for the event

For further information please contact us:

Phone: +49 30 959 991 232

Email: info@agrofood.fairtrade-messe.com

The industry portal is **available in English and in Farsi!** Thus all exhibitors can present themselves in both languages. Additionally, a customer service for Iranian exhibitors in Farsi is supporting them with their entry. This will be the most important Farsi portal for this industry.

If you would like to have your profile translated by a translation agency, please contact us.

With your registration you **automatically receive a base package** for your presentation in the agrofood industry portal. The editorial team creates a basic entry for you and will then contact you to finalize your profile. You can continuously update your entry, add information, products or services.

What is included?

- ✓ **Company profile** with company name, contact details, hidden e-mail address, hyperlink to your website
- ✓ **Contact person** with name, job title and hidden e-mail address
- ✓ **Company description** max. 2,000 characters including spaces
- ✓ **Hall & stand number**
- ✓ **Product presentation** of two products or services – max. 2,000 characters incl. spaces – one photo each
- ✓ **Product categories** two allocations to your products or services - five allocations to your company
- ✓ **New product** possibility to highlight one product or service as “new”
- ✓ **Banner** for website or email signature – announcing your participation in the exhibition to hyperlink to your industry portal entry
- ✓ **All-year-round** support by the editorial team
- ✓ **Continuous updates** of your company entry possible

EXHIBITOR INFORMATION

Meeting possibilities

If you are interested in booking a seminar room or conference facilities, please get in contact with our Iranian service partner. They will gladly be in contact for your individual offer according to your needs.

PMA (Pars Malik Aria) Co.

Ms. Mona Jalalipour: mona.jalalipour@gmail.com

On-site services

Wireless internet

The following wireless internet accesses are available:

Wireless Internet Access (can be picked-up at the Organizer's Office if ordered in the online manual)

2 Mbps – 5GB Traffic

5 Mbps – 12GB Traffic

10 Mbps – 20GB Traffic

2 Mbps – unlimited traffic

5 Mbps – unlimited traffic

We will be happy to send you a quotation according to your needs. Please clarify your requirements for an offer by sending an email to h.ruhland@fairtrade-messe.de.

Exhibitor badges

Exhibitor badges can be picked up at the organizers office (in hall 38) on the **last set-up day after 3 p.m.** or in the morning of the first exhibition day before the opening of the show.

The exhibition authorities are requesting the following procedure for the exhibitor badges due to safety reasons.

All badges are free of charge and every registered company can order as many badges as needed. Please note, that the badges are required for entering the fairground for free in the time from 18 June until 21 June.

1. **Badges for international exhibitors** only: Send a passport copy for each person you have ordered a badge for.
2. **Badges for Iranian exhibitors** only: Send a passport picture which will be used on your badge
3. **All badges:**
 - Enter the details for each badge (Iranian and non-Iranian) that you require in the [exhibitor badge name list](#). Please note, that the company name must be the name of the officially registered company.
 - Send all files to h.ruhland@fairtrade-messe.de,

EXHIBITOR INFORMATION

Stand space & booth construction

Stand construction approval

If you have booked space only (without booth construction) you need our written approval for the set-up of your stand. If you don't have your approval yet, please contact us: h.ruhland@fairtrade-messe.de

Maximum construction height:

exhibition hall	max. construction height for stands in the middle of the hall	max. construction height for stands close to the wall
31A	3,0 m	3,0 m
35	4,5 m	4,5 m
38	4,5 m	4,5 m
44/1	3,5 m	4,0 m

Electricity

1 kW 220 V is included in the booth construction package. A minimum of 1kW 220V will be invoiced automatically for each booking if no stand construction is ordered. Please order your required electrical installation additionally – **electricity use from neighbouring stands is prohibited.**

Standard equipment of modular booth construction package

Included in each stand:

- ✓ grey carpet
- ✓ white walls, height 2.5 meters
- ✓ design elements with booth number, height 3.0 meters
- ✓ fascia with company name

Example for a row stand:

the colour depends on the registered section

- green – agro
- blue – food + bev tec
- brown – bakery + confectionary
- orange – food ingredients
- magenta – food + hospitality



stand size	12 m ²	15 m ²	18 m ²	21 m ²	24 m ²	27 m ²	30 m ²
table	1	1	2	2	2	2	3
chair	4	4	8	8	8	8	12
waste bin	1	1	2	2	2	2	3
9W LED Spotlight	4	5	6	7	8	9	10
13A / 220V 1 kW socket	1	1	1	1	1	1	1

Please consider the technical guidelines at the end of this document while planning your participation.

General information

Duration of the show

Set-up:	14 – 17 June 2019	8.00 am – 08.00 pm
Exhibition period:	18 – 21 June 2019	10.00 am – 6.00 pm
Dismantling:	22 – 23 June 2019	8.00 am – 08.00 pm

Security

24-hour security is provided by the organisers. Security guards will patrol the exhibition hall in general, but their duties will not include attention to individual stands. Exhibitors are advised to take adequate precautions and ensure that all articles and valuable items are insured. The organisers will not be held responsible for the safety of articles of any kind brought into the exhibition hall by the exhibitors, their staff or any person whatsoever. It is the responsibility of each exhibitor to be on his stand during dismantling to oversee the safe removal of his exhibits.

Entry to the fairground

During the set-up and dismantling time, everyone can enter the fairground for free. For the exhibitor period, you can only enter the fairground for free with a personalized badge. All other persons wishing to enter the fairground have to buy a ticket for the show. This usually costs 40,000 Rial (~1 EUR).

Transport of your exhibition goods

PANEXPO has been appointed by fairtrade as the official freight forwarder for the exhibition. For shipping instructions, freight handling and tariff regulations please contact PANEXPO:

PANEXPO GmbH

Bauernreihe 6
27726 Worpswede
Contact: Mr Michael Horré
E-mail: m.horre@panexpo.de
Phone: +49 (0) 4792 9300 – 22

Visa & Hotel

Our partner for [visa arrangements and hotel bookings](#) is Iran Doostan Tours in Tehran:

Iran Doostan Tours
No. 15, 3rd St. Vali-E-Asr Ave.
P.O. Box 14185-454, Tehran - 14336 Iran
Tel: +98-21-88 71 42 14
Contact: Ms Sara Pourmorshed
Email: mice3@idt.ir
Homepage: www.idt.ir

Iran Doostan Tours will contact you and send you the visa & travel package. They can arrange the reference number which you need for your visa application at your closest Iranian embassy.

IRAN STARTED ISSUING E-VISA for travelers. There is no difference between electronic and normal visas in terms of duration as the new approach provides travelers with a chance to visit the country without any concern. Please check if you are able to apply for e-visa. Follow this [link](#) for the application.

Technical guidelines

1. General exhibition and security matters

The construction of the booth itself and the adequate equipment required for the whole exhibition are the responsibility of the exhibitor, so long as the stand has not been rented from the organiser. Each stand must fit in with the hall's overall picture and, to avoid complications which may arise, it must be authorised by the exhibition management. During the opening times an appointed representative must be present at the stand the whole time.

The exhibitor who has rented the stand guarantees that the construction of the booth, including equipment and decoration, will be completed before 6.00 pm on the day before the beginning of the fair.

Furthermore, the exhibitor who has rented the stand guarantees that no measures to dismantle the booth, including the removal or packing away of single objects, will be undertaken before the fair has been officially closed. The various installation work (electric installation - up to and including the stand's electricity meter, and, water supply and drainage installation - up to the highest level of the flooring) to guarantee supply to each exhibitor will be carried out exclusively by the company contracted by the organiser.

Signposting regarding the destinations of the halls, the halls' numbers, hydrants, advertising displays, emergency exit signs, and signposting regarding the general arrangements concerning supplies, refuse and sewage disposal and anything similar to these must neither be changed, covered up, placed elsewhere, removed, nor the view of these be hindered in any other way. Access to electricity supply connection boxes, the units of the meters, the ends of branched cabling, fire detectors and connections for water supply and drainage must be kept free.

This is also the case if an exhibitor who has rented a stand is obliged to take such facilities into consideration or rents a stand which is separated by an emergency exit.

The organiser has the right to request or to mount lit signposting at the expense of the exhibitor who has rented the stand. Possible changes are subject to authorisation and charges. The design of the stand and equipment must be such that neither visitors nor neighbouring stands are restricted.

The organiser or the contracted companies named by the organiser will, when the planning documents for authorisation have been handed in on time, make an effort to point out any necessary changes within the framework of the inspection process (violations will be corrected at the cost of the exhibitor who has rented the stand). The Commercial Inspectorate requests that for all stands the name of the exhibitor including the company's logo and address must be visible.

2. Preliminary procedures for booth construction - application and granting of a booth construction permit

All constructions and provisions are subject to the written agreement from the organiser or the contracted company named by the organiser.

Special construction parts, construction parts crossing the public's path, heavy objects hung from the hall's ceiling area DIN 1142, platforms to be walked on, raised walkways, rostrums and installations with several levels all require calculation of their statics two times, signed by the client for whom these are being constructed and also require details of the basic construction costs. For canopies and rostrums which require inspection a valid inspection book is necessary before the beginning of construction. The organiser or the contracted company named by the organiser

passes the inspection books and the calculation of the statics on to the Construction Supervisory Office which carries out the inspection. Stand constructions which are higher than 2.50 m must be white and are not allowed to be inscribed or depicted. The stand construction can, in all case, only be permitted following inspection of the passed-on documents. The documents for construction parts requiring proof of their statics must be handed in at least eight weeks before the beginning of the event.

For all other stand constructions, two drawings (ground plans/ frontal plans/ sectional plans, if applicable, construction descriptions) with scaling are to be handed in for authorisation to the organiser or the contracted company named by the organiser responsible for the technical connections.

All installations like electric installations, water supply and drainage installations, ventilation systems, smoke and gas withdrawal systems, air pressure systems, telephone and aerial connections as well as special telecom connections are to be registered within the date hereby requested and are to be marked on two additional ground plans which are to be handed in.

Here, the position of the single stand is also to be marked by the stand number and by tracing of the borders of the neighbouring stand. The title of the event and the hall are to be shown clearly. The exhibitor will receive passes free of charge for his temporary workers during the construction and dismantling periods.

3. Considerations concerning construction and provisions

3.1. Hall space

The organiser or the contracted company named by the organiser provides the hall ground space with the named technical possibilities and conditions at the exhibitor's disposal. The halls are lit during the opening times.

Special agreements are to be made between the organiser or the contracted company named by the organiser and the exhibitor outside the construction and dismantling periods. The general public areas - outside the rented space - are cleaned regularly by the organiser.

3.2. Outdoor space

Along with covered hall space, outdoor space is also available. Fixed constructions like tents, pavilions or anything similar, even for short stand periods, are, without exception, subject to authorisation.

In the dark, the outdoor grounds are provided with road and pathway lighting. The necessary supply connections are provided at distances with irregular intervals. The public pathways are cleaned by the organiser.

The stand space is mostly reinforced (with a concrete or asphalted surface); however, stand space which is grass-covered is not reinforced. A flat area cannot be guaranteed. The exhibitor is solely responsible for the safe positioning of his exhibits and for the acquisition of construction inspectorate permits. When presenting machines and equipment, the valid security regulations must be heeded. Presentations outside the allocated space are not allowed.

3.3. General stand appearance

Sides of stands adjoining the aisles must be of a transparent design. Walls bordering the aisles should be made more interesting by introducing showcases, recesses, displays and so on. Long, closed lengths of stand partitioning are not allowed along the aisles.

3.4. Construction heights

Unless otherwise stated, constructions in the halls at the stand boundaries, less than 1m from the aisles, must not exceed 2.5m height, 1m and more from the aisles 3.5m height. To exceed the maximum height is possible in case of a special permission and approval by the organiser.

3.5. Lightning protection

Construction installations and exhibits which, due to their positioning, area of construction or usage, can be struck by lightning or can be severely impaired following such an occurrence must always be equipped with effective lightning protection systems. Additionally all constructions and exhibits over 15 m high are to be fitted with a lightning protection system according to DIN 57185/VDE 0185.

3.6. Advertising

Advertising is only allowed on one's own stand area. Visual, acoustical and other advertising measures must not hinder the gangways or the neighbouring stands. Laser apparatuses must be registered with the Commercial Inspectorate Office.

3.7. Liability

The exhibitor is liable for eventual damages to the buildings and installations as well as for damages which may occur through their own booth construction or brought-in exhibits. The fastening of things or objects on or in the buildings with screws, plugs, bolts, hooks or anything similar is not permitted. The same goes for the painting of the floor or parts of the building. The organiser is neither liable for disturbances in the public supply network nor for damages which may occur through such disturbances.

3.8. Stands and stand borders

The organiser or the contracted company named by the organiser will mark the rented stand area with the stand number. If the need arises, the organiser or the contracted company named by the organiser will, in the case of single stand rentals and at the exhibitor's cost, provide the necessary stand walls, dividing walls and back walls on the axis lines. Stand dividing walls provided by OCTANORM construction parts system (2.5 m high) can be erected at the exhibitor's cost.

3.9. Bulky and heavy loads

The transportation of bulky or heavy loads to and from the stand as well as possibly necessary foundations, roof supports, load distributors or hollowings at the stand area are to be indicated with the registration and are to be passed on in detail to the organiser or the contracted company named by the organiser.

3.10. Noise generated by machinery

Operation of noisy machinery and other equipment should be restricted in the best interests of all exhibitors and visitors. Noise levels at the boundaries of stands shall not exceed 65 dB(A).

3.11. Floor composition

The capacity potential of the flooring is different in each hall. It is expected that, when the loading capacity of goods to be brought in exceeds 500 kg/m², clear discussions will be made between the organiser or the contracted company named by the organiser. If neither double flooring nor cable channels are available, a massive hall flooring up to 8 cm deep can in certain cases and at the cost of the exhibitor be made as long as this does not involve the forming of the cellar roofing. The covering of the floor with the usual coatings in coordination with the fire protection regulations is permitted as long as the floor is kept free of adhesive rests and fixing materials. Eventual damages (holes, slits etc.) are to be smoothed out at the cost of the exhibitor who has rented the stand.

3.12. Installations (light and power connections)

The sum of the productivity level of all consumption sources (lamps, motors, appliances, etc.) are to be indicated so that a sufficient cross-section of supply line can be calculated.

The mains including the meter will be installed by the organiser or the contracted company named by the organiser at the exhibitor's cost. A direct current supply is to be agreed with this company, which will also add on the additional costs specific to the exhibitor who has rented the stand. Lighting piping systems are to be compensated (single compensation or a double switch system). Distributing cabling leads underneath platform installations are to be transported in channels. Light fittings (piping, beamers, spots etc.) mounted on inflammable foundations are to be installed so that they are flame-proof.

3.13. Installations (water supply and drainage)

Water inlets and outlets up to the upper edge of the booth floor will be installed by the organiser or the contracted company named by the organiser at the exhibitor's cost. Water inlets alone are only permitted with fixed connections for consumer apparatuses. Drainage piping below 50 mm par value will not be installed. Connections outdoors must be agreed with the organiser or the contracted company named by the organiser in good time. Only normal sewage (no chemicals etc.) is allowed to be conducted.

3.14. Installations (town gas 'A')

In case of gas connections the diameter of the piping or the type of gas connection required must be stated. The installation work will be carried out by the gas works according to the material and time required. The installation regulations for the connecting of apparatuses are binding. Waste gas from large apparatuses must be conducted outside.

Installations are only permitted with 'non-flammable materials'. The distances between pipes letting off fumes and flammable materials or anything similar must be at least 0.50 m and, if necessary, be covered with a protective or coat pipe. The piping system and the conduct outdoors must be authorised.

3.15. Gas pressure bottles

It is obligatory that all gas pressure bottles, regardless of whether they are intended for inflammable gases or not, will be authorised. The conditions according to the German Gas Pressure Regulations of February 27, 1980 are binding here (according to these regulations, for example, hose connections between the apparatuses and the bottles are only permitted up to a maximum of 0.8 m). Normally for each stand only one gas pressure bottle of up to 11.0 kg or 10.0 l can be positioned, with the preconditions that the bottle is made safe with a corresponding steel container (also on transport installations) and is protected from heating up and unauthorized access.

3.16. The employment of lasers

The employment of lasers must in all cases be registered with the organiser or the contracted company named by the organiser. An inspection must be carried out by a sworn specialist. The following regulations are applicable here:

- a) VDE No. 0836 and 0837 (draft)
- b) VBG (Verband der Berufsgenossenschaften) laser beams No. 93
- c) DIN 56912, security requirements for stage lasers and stage apparatuses of July 1982

4. Presentations, decorations, smoke and fire, storage and waste disposal

4.1 Presentations, acoustic advertising, projections as well as active games, with lighting and shows

Times for special presentations and shows on the stand must be ordered (free-of-charge) beforehand on a special order form provided by the organiser. Presentations and advertising activities may be carried out only on the exhibitors own stand. It must be shown there is adequate space available for spectators on the stand. Advertising presentations and shows, in particular those involving audio and visual elements must not cause obstructions and interference in the aisles or to neighbouring stands.

The general noise level coming from the stand must not exceed 65 dB(A) at the stand boundary. During the presentation of exhibits or special shows the general noise level may be exceeded by 5 dB(A) for a brief period. Loudspeakers must be directed into the stand, not to the gangways or ceiling.

Infringement of this ruling authorises the organiser at its discretion to forbid such presentations and shows that cause a nuisance or obstructions. If the infringement is repeated, the organiser may terminate the stand rental contract without notice.

4.2. Hung objects

The hanging of objects from the ceiling must generally be coordinated by the organiser or the contracted company named by the organiser. It is generally subject to authorisation and may only be carried out according to DIN 1142.

4.3. Horizontal decorations, covering surfaces over single and collective stands

These are subjects to authorisation, not least to ensure the perfect functioning of rain apparatuses and sprinklers. Each authorisation is subject to the superordinate condition that under no circumstances more than 25 % of the whole of the gross hall area are allowed to be covered.

Exclusively 'non-flammable material' is to be used for these closed areas (according to DIN 4102). Open grid covers are permitted. With respect to the aforementioned the following regulations are applicable to all stands:

- a) Stands of up to 50.0 m² are as a rule not allowed to be covered.
- b) Up to only 25% of the whole stand area is permitted to be covered.
- c) Combined areas must be not larger than 50.0 m² (projected in the ground plan) as one single area.
- d) Several of these single areas can only exist when there is a distance between them (projected in the ground plan). These distances are to be determined for each case separately.
- e) If the designated maximum area is exceeded, a sprinkler must be installed.

4.4. Vertical decorations

Large wall surfaces and coverings may, in principle, only be made from 'non-flammable materials'. Vertically hanging sails and flags of up to 50.0 m² surface area may only be made from 'heavily inflammable materials' (according to DIN 4102; certificate is necessary). When the sails, flags etc. are grouped together, the distance between them must correspond to half of its length and be at least 2.0 m.

Vertical decorations in each stand which are not larger than 50.0 m² can be made from 'heavily inflammable materials' but larger combined surface areas must be of 'non-flammable materials'.

4.5. Smoke and fire

The use of fire or open lighting for cooking or heating purposes is forbidden. No smoking areas are indicated at particular positions.

4.6. Leaving and storage areas

Flammable materials, in particular paper and packaging materials, may not be stored in the halls. Storage containers, skips and vehicles outside the halls may only be placed at a distance (of at least 5.0 m) from the outside wall of the halls, as long as they are not occupying parking space or grassed areas.

4.7. Waste disposal and removal during the construction and dismantling periods

The organiser will only undertake the usual cleaning work after the main cleaning work has been concluded (for example, the removal of paper and light packaging materials).

For this type of waste corresponding skips outside the halls are available to the exhibitor.

It is the responsibility of the exhibitor who has rented the stand or its contracted representative to remove larger amounts of waste such as building rubble and waste materials caused during the construction, dismantling and decorating phases. Adhesive strip markings which remain after the removal of the carpeting in the stand area are also to be removed by the exhibitor who has rented the stand or his contracted representative at his own cost.

Through registration or participation the exhibitor accepts these technical guidelines.

fairtrade Messe GmbH & Co. KG

