EXHIBITION MANUAL

PART 1
General information for
Exhibitors and/or stand builders

VIV Russia 2015
International Trade Fair for
Innovative Animal Production and Meat Processing
(7th Edition)

19 – 21 May, 2015
Crocus Expo Exhibition Center
Moscow – Russia

For a Russian version of the Exhibitor Manual please contact ASTI Group via info@vivrussia.ru
Dear Exhibitor,

We are pleased to present this exhibition manual for the 7th edition of VIV Russia in 2015. This exhibition is a co-operation between VNU Exhibitions Europe BV and Asti Group Exhibition Company. We did our utmost to set-up a useful exhibition manual.

The exhibition manual consists of 4 parts:
- Part 1: General information for exhibitors and/or stand builders *
- Part 2: Order forms for exhibitors with standard stand construction
- Part 3: Order forms for exhibitors with special construction
- Part 4: Order forms for exhibitors with space only*

*) Please note that we do NOT provide this information to stand builders. Each exhibitor is required to share this information with their own selected building company.

To ensure a smooth preparation process, we strongly recommend you to start on time and to adhere to the deadlines stated on the order forms.

IMPORTANT: Crocus Expo Centre and Build Expo do NOT sell items onsite! You are required to make all orders before the stated deadlines. The organisers reserve the right to increase the rates according to any change in cost of labour or materials from the suppliers.

How to use the exhibitors manual and reduce your workload

- All items need to be ordered before the stated deadline. The respective deadline is mentioned on the order form. Orders after the deadline are subject to availability and 100% surcharge.
- All orders have to be signed by the responsible person with a company stamp.
- In case you would like to cancel your additional orders (no later than March 31st) you are required to send us an official letter signed by the responsible person with company stamp. Otherwise the full price needs to be paid. After March 31st it is not possible to cancel or change anymore.
- Please, pay special attention to the Fire Safety Rules. These rules are strictly to be followed by all participants. The control of Fire Safety is realized by local Fire security service.
- Custom regulations are strict in Russia. Incorrect/ inaccurate declaration of either weight or value of exhibits/ items brought into the country will result in a delay. For further details please refer to the section Transportation.

We look forward to welcoming you to VIV Russia 2015!

With kind regards,

VNU Exhibitions Europe BV
Ruwan Berculo
Project Manager VIV Worldwide

ASTI Group Exhibition Company
Nariner Bagmanyan
General Director
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**PART 1:** General information for Exhibitors and/or Stand builders

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1. General information

1.1 Contact & Exhibition information


The International Trade Fair for Innovative Animal production and Feed to Meat processing.

Organizers

Exhibition Company ASTI Group
Barklay Plaza Business Centre
Barklay Street, 6/5
121087, Moscow, Russia
Tel: +7 (495) 797 6914
Fax: +7 (495) 797 6915
E-mail: info@vivrussia.ru
Website: www.astigroup.ru

VNU Exhibitions Europe B.V.
P.O. Box 8800
3503 RV Utrecht
The Netherlands
Tel +31 30 295 2788
Fax +31 30 295 2809
E-mail: viv.russia@vnuexhibitions.com
Website: www.viv.net

Exhibition dates

19-21 May, 2015

Exhibition opening hours

19 May Tuesday 10:00 – 18:00 hrs. Exhibitors from 08:30 hrs.
20 May Wednesday 10:00 – 18:00 hrs. Exhibitors from 09:30 hrs.
21 May Thursday 10:00 – 17:00 hrs. Exhibitors from 09:30 hrs.

Location

“Crocus Expo” Exhibition Centre
Pavilion 2 – Halls 7 & 8
Russia, Moscow

Construction

STAND BUILDERS
* Saturday 16 May - 08:00 – 20:00 hrs.
* Sunday 17 May - 08:00 – 20:00 hrs.
* Monday 18 May - 08:00 – 20:00 hrs.

* The day of large-sized equipment move-in is Saturday 16 May.

EXHIBITORS with pre-arranged construction via VNU/ASTI
* Exhibitors can arrive on the stands on Monday 18 May from 10:00 hrs. onwards.

All stands must be ready on Monday 18 May, 19:30 hrs.

Please note that on construction and dismantling days general security service starts at 20:00 hrs.

Please make sure your contractors and stand decorators are aware of the above schedule. Note that any work that is out of schedule is charged separately, so you are recommended to plan all your activities in advance.
## Dismantling

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>21 May</td>
<td>Thursday</td>
<td>17:00 – 20:00 hrs.</td>
</tr>
<tr>
<td>22 May</td>
<td>Friday</td>
<td>08:00 – 20:00 hrs.</td>
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</table>

- Removal of exhibits and equipment before closing time is strictly prohibited. Exhibitors are requested to stay in their stand until this time as well.
- No small exhibits, personal belongings or valuables are allowed at the stand after the exhibition is closed.
- Contractors or exhibitors who leave exhibits or stand equipment in the hall unattended after the exhibition is closed, will be fully liable for such exhibits or equipment.
- All exhibitors with standard & special stand construction are to remove their exhibits and other belongings from 17.00 - 20:00 hrs. on 21 May to allow stand dismantling. (Big machines will be removed according to the schedule of the transportation company.)
- Any stand equipment left in the stand area after 20:00 hrs. on 21 May 2015, will be considered waste and will be removed and/or destroyed.

## Cleaning for construction or dismantling

**Construction / dismantling hours:**

Stand builders and exhibitors are to remove any waste upon request, if such waste poses any danger to other people. Every day certain hours are to be assigned to waste removal. Waste produced by builders who fail to observe this rule will be removed by the exhibition cleaning personnel at the builders’ expense. In extraordinary cases stand building works may be suspended until waste is removed to the administration’s satisfaction. This rule is binding without any exceptions to ensure health and safety protection and to make sure other builders have unrestricted access to all halls and can work in a clean environment.

**Exhibition hours:**

Before the opening the cleaners will clean aisles between stands. Exhibitors are to gather waste in plastic bags and leave them at the aisles by the stand to have them removed. Exhibitors who need additional cleaning services are recommended to order this service additionally, see the separate order form.

More information will be sent at a later stage.

**Exhibitor party**

None.

**Welcome package**

Exhibitors can collect a welcome package at the organiser’s desk at the exhibition centre on Monday 18 May from 12:00 hrs. onwards.

VIV nominates 25 companies that play an important role in the Russian Animal Husbandry Industry. In the pre-registration we will ask visitors to give their vote:

**Which company is most active in & contributes to the industry?**

During the CEO Cocktail on May 18th we will reveal the choice of the visitors.

5 Awards will be handed out in the categories:

- Poultry Meat
- Pig Meat
- Fish
- Dairy
- Eggs
1.1 Contact & Exhibition information (Continued)

Freight forwarder
Hudig & Veder Forwarding B.V. – The Netherlands
Tel.: +31 (0)10 506 61 88
Fax: +31 (0)10 501 61 85
E-mail: expo@hudigveder.nl
Contact: Mr. Ger Kluter

Travel agent
Reisebuero WELT
Tel: +7 (495) 933 7878 ext. 244
Fax: +7 (495) 933 7877
E-mail: info@welt.ru
Contact: Ms. Julia Klimova

1.2 Exhibition centre information

Location
Crocus Expo International Exhibition Centre
Pavilion 2 – Halls 7 & 8
Website: www.crocusexpo.ru

Surroundings
Location:
The exhibition centre is located on the 65-66km Moscow City Ring Road (MKAD) at the Intersection with the Volokolamskoe shosse highway.

Metro station:
The metro station at Crocus Expo Exhibition Centre is called Myakinino. This is a stop on the Arbatsko-Pokrovskaya line. More information on the metro you can find at http://engl.mosmetro.ru/.

Parking:
The exhibition centre provides sufficient parking space. See the order form.

Supermarket:
The luxurious Crocus City Mall (Tvoy Dom) is a 10-minutes’ walk from the exhibition centre.

<table>
<thead>
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<th>Hall specifications – Building 2 - Halls 7 &amp; 8</th>
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<td>Loading capacity</td>
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<td>Maximum permissible building height</td>
</tr>
<tr>
<td>Maximum stand height allowed</td>
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| Entrance | Main entrance: 8m wide
| | Side entrance: 6m wide |
| Quantity & size of the loading gates | Hall 7: 5 loading gates
| | Hall 8: 5 loading gates
| | Size
| | 4.3 x 4.0 m (h x w)
| | 7.5 x 6.8 m (h x w) |
| Compressed air supply / Water supply | possible |
| Roof supporting frames | Maximum weight:
| | Per 1 suspension point 250 kg
| | Per 1 frame 1.600 kg |
CROCUS EXPO International Exhibition Centre, Pavilion 2, Halls 7 & 8.
65-66 km of Moscow Ring Road (outer side, intersection with Volokolamskoe shosse), Moscow, Russia.

Myakinino metro station, 5 min walk; Tushinskaya metro station, bus 631 & 640
Strogino metro station, bus 631 & 652
2. Practical Information

2.1 Stand construction information

In the following chapters information is provided about the various types of construction.

1. STANDARD stand construction.
2. SPECIAL stand construction:
   a. Theme pavilion
   b. Country pavilions
   c. Enhanced construction – basic
   d. Enhanced construction – plus
   e. Customized construction via organizer
3. Space only.

Read the information carefully and arrange the type of construction that matches your requirements best. **Start your preparations at an early stage as the Russian rules & regulations have a tendency to slow down the process.** Note the various deadlines and follow them strictly.
2.1.1 STANDARD stand construction

The standard stand construction is offered at € 75 per m² with a minimum location size of 12 m². To order this service please refer to the order forms.

Stands will be built using the Octanorm system using aluminium poles and plastic laminated panels. The overall size of one wall panel is approximately 100 x 250 cm and the face size is 96 x 234 cm.

Wall panels and other stand material must be returned after the exhibition without any damage caused by nailing, drilling, wall papering, inappropriate self-adhesive tape, etc. So please ensure that you have enough hooks or chains to hang posters and other displays. Exhibitors are responsible for any stands’ damage during the exhibition. The cost of repair or replacement of damaged equipment is three (3) times the regular rental charge. The keys of the doors or the locks of the cupboards and showcases are available at the Build Expo service desk, which is located in the lobby of the exhibition centre. A deposit is required; 500 roubles for a lock and 500 roubles for a key.

If you wish to construct your own special construction inside the standard stand, then the rules of “space only” apply. Amongst others you have to apply for a certificate for the electricity. See the following chapter about space only construction.

On the next page you find an overview of the furniture that is provided based on the number of m². (The cost of unused materials cannot be refunded.)

Each exhibitor with standard stand construction receives a drawing of their stand. Based on this drawing changes can be made and additional materials can be ordered. See part 2: Order forms for exhibitors with standard stand construction.

Please note that the drawing with the total stand materials needs to confirmed and signed before 31 March 2015.

IMPORTANT: Crocus Expo Centre and Build Expo do NOT sell items onsite! You are required to make all order before the stated deadlines.

For more information, please contact Ms Jinda MEI for Technical Support via e-mail jinda.mei@vnuexhibitions.com.

IMPORTANT: See chapter 8.1. If the stand building regulations are not respected, the Organizer can stop the construction.
Stand models for standard stand construction

12, 15 sqm
- Carpet (standard colour - blue) – according to stand size
- Storage room 1 m x 1 m including:
  - Wall panel 100 x 250 cm – 220 – (1 unit)
  - Folding door, lockable – 240 – (1 unit)
- Fascia name board – (1 unit)
- Information counter 318 or 709 – (1 unit)
- Table – 314 – (1 unit)
- Chairs – 303 – (4 units)
- Coatrack, wall mounted – 331 – (1 unit)
- Waste basket – 377 – (1 unit)
- Spotlights – 510 – (2 units)
- Plug socket – 504a – (220 V, 1 kW) – (1 unit)
- Electricity supply – up to 2 kW

16 sqm
- Carpet (standard colour - blue) – according to stand size
- Storage room 1.5 m x 2 m including:
  - Wall panel 100 x 250 cm – 220 – (2 units)
  - Folding door, lockable – 240 – (1 unit)
  - Fascia name board – (2 units)
  - Information counter 318 or 709 – (1 unit)
  - Table – 314 – (1 unit)
  - Chairs – 303 – (4 units)
  - Coatrack, wall mounted – 331 – (1 unit)
  - Waste basket – 377 – (1 unit)
  - Spotlights – 510 – (3 units)
  - Plug socket – 504a – (220 V, 1 kW) – (1 unit)
  - Electricity supply – up to 2 kW

18-21 sqm
- Carpet (standard colour - blue) – according to stand size
- Storage room 1.5 m x 2 m including:
  - Wall panel 50 x 250 cm – 220 – (1 unit)
  - Folding door, lockable – 240 – (1 unit)
  - Fascia name board – (2 units)
  - Information counter 318 or 709 – (1 unit)
  - Table – 314 – (2 units)
  - Chairs – 303 – (8 units)
  - Coatrack, wall mounted – 331 – (1 unit)
  - Waste basket – 377 – (1 unit)
  - Spotlights – 510 – (3 units)
  - Plug socket – 504a – (220 V, 1 kW) – (1 unit)
  - Electricity supply – up to 2 kW

24-28 sqm
- Carpet (standard colour - blue) – according to stand size
- Storage room 2 m x 2 m including:
  - Wall panel 100 x 250 cm – 220 – (3 units)
  - Folding door, lockable – 240 – (1 unit)
  - Fascia name board – (2 units)
  - Information counter 318 or 709 – (1 unit)
  - Table – 310 – (1 unit)
  - Table – 314 – (2 units)
  - Chairs – 303 – (10 units)
  - Coatrack, wall mounted – 331 – (1 unit)
  - Waste basket – 377 – (1 unit)
  - Spotlights – 510 – (4 units)
  - Plug socket – 504a – (220 V, 1 kW) – (1 unit)
  - Electricity supply – up to 2 kW
Stand models for standard stand construction (continued)

30-35 sqm

- Carpet (standard colour - blue) – according to stand size
- Storage room 2 m x 3 m including:
  Wall panel 100 x 250 cm – 220 – (4 units)
  Folding door, lockable – 240 – (1 unit)
- Fascia name board – (2 units)
- Information counter 318 or 709 – (1 unit)
- Table – 310 – (1 unit)
- Table – 314 – (2 units)
- Chairs – 303 – (10 units)
- Coatrack, wall mounted – 331 – (1 unit)
- Waste basket – 377 – (1 unit)
- Spotlights – 510 – (4 units)
- Plug socket – 504a – (220 V, 1 kW) – (1 unit)
- Electricity supply – up to 2 kW

36-45 sqm

- Carpet (standard colour - blue) – according to stand size
- Storage room 2 m x 3 m including:
  Wall panel 100 x 250 cm – 220 – (4 units)
  Folding door, lockable – 240 – (1 unit)
- Fascia name board – (2 units)
- Information counter 318 or 709 – (1 unit)
- Table – 310 – (1 unit)
- Table – 314 – (2 units)
- Chairs – 303 – (11 units)
- Coatrack, wall mounted – 331 – (1 unit)
- Waste basket – 377 – (1 unit)
- Spotlights – 510 – (6 units)
- Plug socket – 504a – (220 V, 1 kW) – (2 units)
- Electricity supply – up to 5 kW

48-56 sqm

- Carpet (standard colour - blue) – according to stand size
- Storage room 3 m x 3 m including:
  Wall panel 100 x 250 cm – 220 – (5 units)
  Folding door, lockable – 240 – (1 unit)
- Fascia name board – (2 units)
- Information counter 318 or 709 – (1 unit)
- Table – 315 – (1 unit)
- Table – 314 – (3 units)
- Chairs – 303 – (16 units)
- Coatrack, wall mounted – 331 – (1 unit)
- Waste basket – 377 – (1 unit)
- Spotlights – 510 – (7 units)
- Plug socket – 504a – (220 V, 1 kW) – (2 units)
- Electricity supply – up to 5 kW

Please contact us for larger shell scheme stands.
Special construction is used for:
1. Theme pavilion
2. Country pavilions
3. Enhanced construction – basic
4. Enhanced construction – plus
5. Customized luxury construction via organizer

1. Theme pavilions:
2. Country pavilions:
   - The organizer has prepared a design for the entire pavilion.
   - See the separate chapter of order forms to arrange your stand.
   - Stands will be built using the Octanorm system using aluminium poles and plastic laminated panels. The overall size of one wall panel is approximately 100 x 250 cm and the face size is 96 x 234 cm.

3. Enhanced construction – basic:
   - Stands will be built using the Advantec system with a continuous smooth wall surface. The overall size of one wall panel is approximately 100 x 300 cm.
   - For more information, please contact Ms Jinda MEI for Technical Support via e-mail jinda.mei@vnuexhibitions.com.

IMPORTANT: See chapter 8.1. If the stand building regulations are not respected, the Organizer can stop the construction.
2.1.2 SPECIAL stand construction (continued)

4. Enhanced construction – plus

- Stands will be built using the Advantec system with a continuous smooth wall surface. The overall size of one wall panel is approximately 100 x 300 cm.
- For more information, please contact Ms Jinda MEI for Technical Support via e-mail jinda.mei@vnuexhibitions.com.

Stand 32 m² (8x4 m).
The following items are used in addition to the enhanced shell scheme package:
- wall panels to extend the height of the store room;
- lamination of the store room with grey Oracal film;
- lamination of the side walls with full colour printing on self-adhesive film;
- plasma screen;
- bar stools;
- bar tables;

In this structure, the fascia panels are not located traditionally at the aisles, which gives a stand a more open look.

5. Customized luxury construction via organizer

- Customized construction starts from approx. € 200-€ 250 per m² onwards. In case you decided not to take the design, then you are still responsible for the cost of making the design.
- For more information, please contact Ms Jinda MEI for Technical Support via e-mail jinda.mei@vnuexhibitions.com.
2.1.3 SPACE ONLY construction

External stand building companies need to comply with the rules & regulations of Crocus Exhibition Centre and its assigned stand building company Build Expo. It is required to complete the application documents as to obtain the approval certification (accreditation) to build your stand. The set of application documents can be downloaded from the website: www.vivrussia.nl

To avoid stoppage of construction and late electrical connection, please make sure the all documents & payments are completed before the start of the construction time.

- **Russian stand builders** – can contact Build Expo directly as to arrange the certification. The stand builder needs to complete all application documents and send them to the contact person of Build Expo. As they are a Russian company, the arrangements can be made directly between the stand builder and Build Expo. Working with a Russian stand building company is more efficient and saves you costs.
- **International stand builders** – also need to arrange the entire certification process. The stand builder needs to complete all application documents and send them to the contact person of Build Expo. (VIV can recommend a consultancy agency, which can assist you with this process. This is subject to additional cost.)

- In ALL cases the EXHIBITOR needs to order the electricity and water connections with VIV. Please complete the specific order forms in the exhibitor manual. (Ask your stand builder what you are required to order.)
  - VIV has an official connection with your company and NOT with your Stand Builder. Therefore VIV can only be in contact with your company and accept orders via you.
- In ALL cases the EXHIBITOR needs to inform VIV about the contact details of the Stand Builder. (Company name, address, tel./fax, contact person, see separate order form.)
- In ALL cases the EXHIBITOR has to send a copy of the stand design to VIV, latest by March 31st. It needs to include height dimensions and the position of electricity and water points. It needs to be approved by VIV.

**STRICT DEADLINE! You need to order and certify everything no later than 31 MARCH 2015. ORDERS ON SITE CANNOT BE MADE!**

- Only official stand builders are allowed to construct a stand. Exhibitors are not allowed to do the construction themselves.
- If you arrange your own stand construction, then you are required to also bring your own carpet, wall panels (min 2.5m high) and stand furniture, such as tables and chairs. It is not possible to order these items individually.
- For the electricity connection it is required to bring your own electricity box and extension cables or hire it from the venue.
- If you complete the wiring at the location yourself (+ do not forget to prepare a cable of 30m to connect to the central system), then the connection to the central system is free of charge.
- If your stand builder does not have a certified Technician to make the wiring at your stand, then a Technician can be ordered at additional cost via VIV. (In case one of the normal staff knows how to make the wiring, then it is possible to hire supervising support via VIV.) Only certified Technicians or supervised staff are allowed to make the wiring.
- The exhibition centre checks all wirings and charges additional cost for this. The actual cost depends on the amount of connections.
- Upon departure exhibitors or the stand builder have to remove any double-sided sticky tape from the floor, which was used for the carpeting.
- The cost of repair or replacement of damages will be charged to the exhibitor.

**IMPORTANT:** See chapter 8.1. If the stand building regulations are not respected, the Organizer can stop the construction
2.2 Exhibitor & construction badges

Exhibitor badges for Exhibitors

In order to enter the exhibition halls, your staff requires an exhibitor badge. The number of exhibitor badges that will be supplied is related to the location size.

Per 3m² you are entitled to 1 badge. The badges can be ordered via the order form. The exhibitor badges can be collected at the registration desk upon arrival.

These exhibitor badges are valid during the construction and dismantling time as well as during the exhibition.

Please note that these exhibitor badges are only for the staff that is working at your booth during the exhibition. Visiting agents or distributors are required to register as visitors.

Construction and dismantling badges for stand builders

Special construction and dismantling badges have been designed for the construction staff during the construction and dismantling period. The construction and dismantling badges can be picked-up at the Crocus Expo Service Centre desk at the entrance hall of the pavilion. The construction and dismantling badges will be available on the first construction day.

TIP: We recommend you to prepare a name list with passport numbers in advance! (This information is required by Crocus Expo.)
2.3 Expo Match = catalogue

Introduction

At VIV Russia 2015 there will be a printed show planner with company name and stand number only.

Expo Match is the digital catalogue system where you can enter further details of your organisation. The great advantage is that you do not need to complete and return paper forms. You put your information directly into the system.


How does it work?

Complete your Expo Match profile immediately to get full exposure!

1. The Expo Match catalogue is accessible via the overall Client Portal system. (Your individual Client Portal provides you with an overview of all your marketing activities.)

2. Before the exhibition you will receive, in a separate mailing, your personal password and login code which is used to access the Client Portal.

3. Go to our website: www.clientportal.vnuexhibitions.com

4. After accessing the system, select VIV Russia 2015 → My catalogue profile.

5. If you wish to modify or add to your data, you can log in to the system at any time before and during the exhibition.
   * The system is finally closed immediately after the last exhibition day. (Please make final updates before the ending of the exhibition. The final version will remain visible until the next edition starts.)
   * In the show planner we will automatically list the company name that you used in the registration form. If you want to list a different name then please change it in the system before March 31st, 2015.

6. Your data will be saved in our system even after the exhibition. At any subsequent exhibition, we will merely request you to check your data and enter any changes.

Note: The Expo Match catalogue is not linked to the order registration for participation in an exhibition. Your data will therefore not be automatically used for confirmation of participation in an exhibition or other matters. Even if you notify us of any changes in writing, you must enter them yourself in the Expo Match catalogue.

For questions about how to use Client Portal / Expo Match please contact our Customer Service via telephone: +31 (0)30-295 2999 or by email customerservice@vnuexhibitions.com
**2.4 Inviting your clients**

It is in the interest of both you as an exhibitor and the VIV organisation that VIV Russia 2015 attracts a high level of quality visitors. As a service to our exhibitors we offer free invitation cards to send to your clients and business contacts. Entry to VIV Russia 2015 is free for all visitors. There will be NO charge after the exhibition for this service.

In order to safe time onsite, we recommend visitors to pre-register via our website [www.viv.net](http://www.viv.net). The visitor badges can be picked-up upon arrival at the exhibition centre. Visitors have direct access to the fair upon presentation of the badge.

Each exhibitor automatically receives 50 invitations. Additional invitations can be ordered free of charge via the separate order form.

**Free invitations by e-mail**

Or you can send your customers a digital and personal invitation in 5 simple steps using the e-mail invitation tool. This tool can be found on [www.viv.net/russia](http://www.viv.net/russia) under ‘marketing & promotion’. This system has the following advantages:

1. You can include your company information to personalize the invitation.
2. With one click you can send the digital invitation to several customers at once.
3. A serious timesaving solution, which also provides a significant reduction of mailing costs.
3. Transportation

The cost for freight and local on-site handling is NOT comparable with most other countries. In order to avoid unexpected cost increase, please contact Hudig & Veder Forwarding B.V. for a detailed price proposal as well as tips and recommendations in order to reduce costs. Please note that not only costs for transportation need to be budgeted, but also customs clearance costs and onsite handling costs in Moscow.

For goods delivery and exit please contact the freight forwarding company:

Hudig & Veder Forwarding B.V.
Debussystraat 2
3161 WD Rhoon
The Netherlands
Tel.: +31 (0)10 506 61 89
Fax: +31 (0)10 501 61 85
E-mail: expo@hudigveder.nl
Contact: Mr. Ger Kluter

The freight manual will be available from February 2015 onwards.

- International freight / customs cargo will be handled by Hudig & Veder Forwarding B.V. VNU Exhibitions Europe/VIV has approved this company because of their proven quality as full-service providers for show freight. Hudig & Veder Forwarding B.V. works together with the onsite transportation company, with whom they have a good relation.
  - Despite our recommendation you are free to work with other freight forwarders.
    - However, when you work via other channels we have no control and cannot assist you in case problems arise. It is your company’s own responsibility.
    - In all cases we recommend you to ask for a quotation to compare the best offer for you, based on quality, service and pricing.
  - VNU Exhibitions Europe/VIV does not get a commission nor any other kind of financial kickback for the services you book with our partners. We are not in favor such actions and support our exhibitors quest in obtaining a fair price.

- Domestic Russian freight (for Russian exhibitors) will be handled directly by the Crocus Expo Transportation Department.

For the delivery of the goods to the premises of the exhibition you may use the services of another company. However, the organisers are not responsible for a delay in delivery.

It is NOT possible to send any courier package such as DHL or FedEx to the exhibition centre directly. The organisers CANNOT accept or take responsibility for these packages.

If you bring any materials, products, machines, equipment, etc. (yourself via the main entrance) into the exhibition hall, you are required to prepare a letter listing all these goods. See the separate form in the next section. The letter must be prepared on your company letterhead in 3 copies. Upon arrival to the pavilion, please have them signed and stamped at the Organiser’s registration desk (located at the entrance hall of the pavilion).

Note that a pre-paid car pass is required to gain access to the exhibition centre. This can be ordered via the separate order form; see next section.

Please keep one copy till dismantling for the exit of the exhibits. Before exit you need to get exit visa at the Organiser’s Management stand and then at the Service Centre desk. Otherwise the Security Service of Crocus Expo will not allow you to leave the territory of the pavilion!
3. Transportation (Continued)

There is a special transportation route for the delivery of exhibition materials. Please note that a pre-paid car pass is required to gain access to the cargo gates for loading and unloading of exhibits and equipment. This should be ordered in advance using form 7. The pass can be collected at the organiser desk in the lobby of the exhibition centre.

(There is no need to prepare a letter and buy a car pass for the goods which are delivered by the official freight forwarder.)
4. Promotional Information

Introduction

Your Marketing & Promotion activities should already start upon your registration. To get the best out of your participation, schedule your promotion activities in 3 stages:

1. Pre-show promotion.
2. On-site promotion.
3. Post-show promotion.

To support your company goals and objectives and to make your participation more successful VIV has compiled a selection of promotional items that are listed in the order form section.
### 5. Press information

#### Introduction

Part of the publicity campaign for VIV Russia 2015 is a press campaign focused on journalists from trade magazines and journals. On a regular basis we will take care of keeping the international trade press updated about new show topics. You can send us your press information and we will support you in maximising promotion for your participation in VIV Russia 2015.

#### Digital pressroom

Press releases, background articles, photos and logos will be published in the digital pressroom of VIV Russia. The information posted in the pressroom is secured: journalists and editors have to make use of username and password to get access to the information.

#### How to send press information

You can send your press information via one of the chapters in the Expo Match catalogue.

1. The Expo Match catalogue is accessible via the overall Client Portal system. *(Your individual Client Portal provides you with an overview of all your marketing activities.)*

2. Before the exhibition you will receive, in a separate mailing, your personal password and login code which is used to access the Client Portal.

3. Go to our website: [www.clientportal.vnuexhibitions.com](http://www.clientportal.vnuexhibitions.com)

4. After accessing the system, select **VIV Russia 2015 → My catalogue profile → press releases**.

Please do not forget to state your company details in your news item. We recommend to give careful thought about how to compose your text. In all cases it is important to avoid any “old” news!
## 6. Additional services

### 6.1 Hotel accommodation

**Introduction**
For hotel reservations during VIV Russia 2015, please refer to the assigned accommodation agent.

**Travel agent**
Reisebuero WELT  
Tel: +7 (495) 933 7878 ext. 244  
Fax: +7 (495) 933 7877  
E-mail: info@welt.ru  
Contact: Ms. Julia Klimova

### 6.2 Visa application

**Embassies**
For an overview of the Embassies and Consulates of Russian Federation all around the world please have a look at:  
www.russianembassy.net or at www.embassiesabroad.com

**Visa / letter of invitation**
We strongly recommend to contact the Travel Agent on all visa's matters.

Visitors from almost all countries will need a visa to Russia. It cannot be obtained at the border; therefore you should apply for it before travelling.

The granting of a visa is at the discretion of the Russian Consulate.

The travel agent has the power to grant visa support being officially registered with the Ministry of Foreign Affairs. They shall assist you with support for the following types of Russian visas:

**Tourism** or leisure, if you travel to Russia for a short period of time or with the purpose of tourism.

For a tourist visa to Russia, allowing foreigners to travel as tourists, you must have visa support documents (confirmation of a foreign tourist acceptance, tourist voucher and confirmed accommodation for every night of your stay in the country) covering the itinerary and no longer than for the duration of the stay at the hotels. The travel agent provides tourist visa support documents free of charge and on the basis on hotel booking via our company. Your hotel reservation should be paid in advance (invoice or credit card). After they receive your payment and scanned copy of your passport, they will prepare the documents and send them over to your fax or email. If hotel accommodation is not booked through the travel agent, tourist visa support is not provided. Please keep in mind that voucher and/or confirmation are not a visa, they are visa support documents! Visa has to be stamped into your passport by the Russian consulate in your home country! Tourist visa cannot be extended in Russia.

(to be continued on the next page)
6.2 Visa application (continued)

**Business.** if you visit Russia on official or private business, want to stay in Russia longer than for 30 days or need to enter Russia on frequent occasions within a certain period of time.

Having support of the Department for Federal Migration Service of Russia in Moscow, the travel agent offers you assistance in obtaining business invitation for applying Russian business visa. Business visa stamp in your passport gives you freedom of choice of places to stay at. If entering Russia you prefer to stay at a hotel, the travel agent shall have pleasure to book the most suitable one for you. If it is convenient for you to stay at any other place, please remember that within 3 business days you must get registered! The travel agent can assist you with registration. Please keep in mind that visa has to be stamped into your passport by the Russian consulate in your home country before you leave for Russia!

If you travel via Russian cities / towns to any other country, **transit visa** support can also be provided.

**Exhibitors**

If you require an entry visa for Russia please contact the travel agent. You must apply for your visa personally at the Russian Embassy or Russian Consulate in your country of origin.

**Visitors**

If you send an invitation to visitors from countries requiring a visa, please ask your guest to contact the travel agent. The letter of invitation needs to come from within the Russian Federation.

6.3 Sheremetyevo airport

Website airport Sheremetyevo: http://svo.aero/en/

**By train:** A direct train service is provided from the International airport Sheremetyevo to Moscow Byturskaya (Savelovskaya station).

More information you can find on the official website of Aeroexpress. http://www.aeroexpress.ru
7. Terms of payment

Late orders

Late orders may not be possible after the deadline. However, if accepted, a surcharge of 100% will be imposed after the deadline.

Cancellation of participation or services

Based on the General Terms & Conditions:
- Cancellation until 547 days (1.5 years) before the beginning of the exhibition will be charged a cancellation fee of 25% of the incurred costs.
- Cancellation from 547 days until 365 days (1 year) before the beginning of the exhibition will be charged a cancellation fee of 50% of the incurred costs.
- Cancellation from 365 days until 182 days (0.5 year) before the beginning of the exhibition will be charged a cancellation fee of 75% of the incurred costs.
- Cancellation from 182 days (0.5 year) before the beginning of the exhibition will be charged a cancellation fee of 100% of the incurred costs.
- Cancellation during the exhibition will be charged 100% of the incurred costs.

Invoice

The invoice for VIV Russia 2015 will be send on 1 February 2015. The invoices have a due date of 2 weeks.

For additional orders, you will receive an additional invoice.

Payment to VNU Exhibitions

Payment to VNU Exhibitions Europe has to be made in Euros.

by bank transfer to:

ABN AMRO BANK
Daalsesingel 71, P.O. Box 2059
3500 GB Utrecht, The Netherlands
To: VNU Exhibitions Europe
Account NO.: 51 22 21 200
IBAN: NL80 ABNA 0512 221200
BIC: ABN ANL 2A
8. Rules & Regulations

For this exhibition the general terms and conditions of VNU Exhibitions Europe BV apply. The following specific rules and regulations are highlighted for your attention and include the regulations of Crocus Expo.

8.1 Stand building

The drawings for your stand need to be submitted for approval to the Organiser. They will judge your design. With approval, you are ensured of a trouble-free set-up.

To be able to properly judge your stand, we ask you to submit the following drawings with regard to your stand design:
1. required: technical drawings (side, front and top view, with measurements)
2. desirable: commercial drawing, the so-called visuals

The drawings can be sent to: jinda.mei@vnuexhibitions.com

We advise you to check whether the stand design has been sent to us by your stand builder or stand manager. The deadline for stand approval is March 31st 2015.

Minimum stand requirements

Exhibitors building their own stand are required to erect dividing walls at the back of the stand and the sides touching a neighbouring stand. You are not allowed to use the back wall erected by your rear neighbour. The walls should be 2.5 m high. The floor area needs to be covered. Dividing walls between your stand and the neighbouring stand should be 2.5 m high and the floor area should be covered.

Attention! If you are putting down a raised floor and put a 2.5 m on top, your stand will be higher than 2.5 m. If you are putting down a raised floor, detract the height from the total wall height. This ensures the wall not becoming too high.

Stand height

Depending on the height of the hall, it may be possible to build stands higher than 2.5 m, on the condition that you have (as mentioned above) received approval from the Organiser. This is very important, as the height in the hall can differ.

In the interest of your neighbours, you can only build higher than the standard height of 2.5 m from the point 1 m from the neighbouring stand. The dividing walls always have to be 2.5 m high. This prevents any unwelcome surprises for you and your neighbours. You are only allowed to deviate from these measures after receiving writing permission from neighbouring exhibitors. Make sure that any finishing to the back of the wall needs to be done by your stand builder.

Stand closure / Walls

Especially exhibitors with an island stand or end of row stand often run out of wall space. Extra wall space can be created by extending the wall along one of the aisles. This looks like a logical solution, but confronts visitors and front neighbours with a blind wall. If you do run out of wall space, you can erect additional walls on your stand. This cannot be done right next to the aisle, but from the point 1 m within the external stand boundary.

Attention! Each aisle side of a stand can be built up for a maximum of 50%, with a maximum of 5 m, unless the Organiser confirms other agreements in writing. We retain the right to give other instructions without any specific reasons for these changes.
8. Rules & Regulations (continued)

8.1 Stand building (continued)

Aisles
It is prohibited to build your stand into the aisles without prior approval. Your activities also have to be restricted to your stand and any displays are products have to remain inside your stand. This way, the flow of visitors through the aisles is not interrupted, enhancing the safety of both exhibitors and visitors.

Obstacle plan
Please check the floor plan for marks indicating obstacles in your stand. You will have to keep this in mind when designing your stand.

This floor plan was included with the confirmation of your participation. You can also request a detailed floor plan via the online floor plan. All obstacles are indicated on this floor plan.

You are allowed to build around the obstacles, as long as any fire hoses remain visible and accessible. It is prohibited to mount anything to the columns. For more information, contact the Organiser.

Elevated Works
All elevated works at the exhibition are to be approved by the Organizers. Any requests to suspend banners, lighting supports, stand design components, etc. to the pavilion’s ceiling are to be submitted to Organizers. The Organizer defines whether such works are feasible, to arrange all elevated works and charge the Exhibitor for such works. Please note that only elevation workers of the exhibition centre are entitled to perform any elevated works.

Banners with a company information may only be hung from the point **1 m from the neighbouring stand**.

Multi-storey stands
Multi-storey stands are always higher than 2.5 m and are allowed as long as you have informed us of your plans and build up the stand from the point **1 m from the neighbouring stand**. The use of multi-storey surfaces is not free. You will be charged half of the total number of net ‘multi-storey metres’.

**Attention!** The Organizer has to give approval, based on the drawings as submitted by you or your stand builder.

To be able to properly judge your multi-storey stand, we ask you to submit the following drawings with regard to your stand design:
1. required: technical drawings (side, front and top view, with measurements)
2. desirable: commercial drawing, the so-called visuals

The drawings can be sent to: jinda.mei@vnuexhibitions.com

We advise you to check whether the stand design has been sent to us by your stand builder or stand manager. **The deadline for stand approval is March 31st 2014.**

Technology
You can find the technical specifications for the hall on the floor plan.

Technical facilities
Technical facilities (electricity, water and compressed air) are located in the trays or holes in the floor. Make sure you know where they are located on your stand. This way, you prevent unnecessary wiring. Another solution is putting down a raised floor, which gives you the opportunity to hide wires underneath. The online floor plan on the exhibition website contains a detailed drawing which shows you exactly where these holes can be found. Make sure you adjust your stand layout, to prevent loose-hanging cables and wires.
8. Rules & Regulations (continued)

8.2 Entertainment / Music / Presentations

To combine business with entertainment is of course a fun thing to do. However, we noticed an unpleasant trend in which the noise level has gone up severely. To ensure that business conversations can take place in a professional manner the following rules should be maintained:

- **Entertainment/music** (amplified or non-amplified):
  - Only allowed after the exhibition time, **starting from 18:00 hrs.**
  - To allow sufficient time for entertainment/music we have arranged that the hall will be open **until 20:00 hrs.**
  - Only allowed with approval of the exhibition organiser. Please send your request via the order form in this exhibition manual.
  - By violating these rules the exhibition organiser reserves the right to:
    - Stop your activity immediately.
    - Charge a penalty of € 5,000 per day.

- **Presentations** with amplified sound such as microphones and loudspeakers:
  - Only allowed a few times a day and not continuously. Loudspeakers need to face your own stand and not the hallway/neighbours.
  - Only allowed with approval of the exhibition organiser. Please send your request via the order form in this exhibition manual.
  - By violating these rules the exhibition organiser reserves the right to:
    - Stop your activity immediately.
    - Charge a penalty of € 5,000 per day.

8.3 Others

**Admission**

A strict registration system will be in place to ensure admission of trade & business visitors with invitation cards & business cards only. The invitation cards will be free of charges and can be ordered with the Organiser (form 12).

**Advertisement**

The exhibition organiser controls advertisements and promotional activities during the exhibition. The exhibition organiser will offer promotional services such as advertising space, design, making and fitting. Permission must be obtained from the organiser before applying or distributing any promotional material.

**Co-exhibitors / stand sharers**

Please note that “Stand Sharers” are permitted, but must adhere to the General Rules and Regulations of participation and therefore must pay a certain nominal fee in order to cover the compulsory charges for Catalogue Entry and Registration. Please assure that this information is provided well before the event.

**Construction badges**

Special construction and dismantling badges have been designed for the construction staff during the construction and dismantling period. The construction and dismantling badges can be pick-up at the Crocus Expo service desk at the entrance of the exhibition, provided that you have obtained approval for the construction. The construction and dismantling badges will be available on the first construction day.
### 8. Rules & Regulations (continued)

#### 8.3 Others (continued)

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Damage</strong></td>
<td>Exhibitors will be held responsible for any incurred cost for restoration and/or renewal of the exhibition halls or any other part caused by damage, whether caused by themselves, their agents, or contractors, or by any person employed or engaged on their behalf by any such agent or contractor. The exhibition organiser, in conjunction with the exhibition Centre, inspects the site before construction and after dismantling of the area. Damage include (by way of example only) marks caused by or to paint, distemper, mortar or any other adhesive substance, bolt, screw or nail holes, battens, boarding or any other material or substance attached or adhering to the walls, floor, or other parts of the buildings, loose wire or other things left behind. The incurred costs will be assessed by the exhibition centre and be charged to exhibitors via the exhibition organiser. In their own interest exhibitors should satisfy themselves as to the condition of their site both before and after clearance.</td>
</tr>
<tr>
<td><strong>Fire safety &amp; Regulations</strong></td>
<td>Carefully read the instructions for fire safety regulations. See the separate chapter. If “space only” is booked, provide your stand builder with a copy of these regulations. Before delivery of stand construction materials, Fire Certificates, issued by the producer/s of the relevant materials and confirming that these materials are non-flammable or fire resistant/flameproof, must be presented on site to the Fire Police in Russian. Any wooden materials must be soaked with a special liquid, proof of which also needs to be presented in the form of a certificate. In addition to this, the fire police require that the insulation of electrical equipment is measured by a licensed company. Exhibitors and/or their stand builders who do not order electrical work with the organiser have to pay for this measuring themselves.</td>
</tr>
<tr>
<td><strong>Exhibitor badges</strong></td>
<td>In order to enter the exhibition, your personnel and anyone working at the exhibition on your behalf must wear an exhibitor badge. These exhibitor badges are valid during the construction and dismantling period and during the exhibition itself. Exhibitor badges can be ordered via the VIV website and collected upon arrival at the exhibition centre. See the separate order form.</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>The exhibition organiser is not responsible or liable to exhibitors, or their contractors in respect of any direct or indirect loss or damage to any exhibits, persons or property arising during construction, exhibition period and dismantling. Exhibitors are responsible for loss or damage or injury to other property.</td>
</tr>
<tr>
<td><strong>Hazardous Exhibits and Equipment</strong></td>
<td>No hazardous equipment may be used unless approved in writing by Organizers, exhibition centre’s management or, when applicable, local authorities. The Organizers disclaim any liability if no such permits are obtained.</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Security guards will maintain general law enforcement on-site. However they will not be responsible for any loss or damage to the property of exhibitors and their staff. Overnight security (from 18:30 to 09:30 hrs.) will be maintained by guards for the duration of the exhibition. To protect their property against loss or damage, exhibitors will need to book an individual security guard (see the separate order form) or to ensure that their stand is manned from 09:30 to 18:30 hrs. during the exhibition and from 08:00 to 20:00 hrs. during construction and dismantling.</td>
</tr>
<tr>
<td><strong>Smoking</strong></td>
<td>Smoking is only allowed in designated areas. It is not allowed to smoke inside the exhibition hall.</td>
</tr>
<tr>
<td><strong>Storage</strong></td>
<td>Containers and empty crates should be stored at the places designated by the organiser so that they won’t block the aisle, cover the fire-fighting equipment or hinder people from visiting the exhibition. Storing crates will be charged according to the relevant regulations.</td>
</tr>
</tbody>
</table>
8. Rules & Regulations (continued)

8.4 Special for Crocus Expo Center

FIRE SAFETY REGULATIONS

Compliance with the fire safety regulations during the assembling/dismantling and the exhibition periods is the responsibility of the authorised head of the exhibiting company.

1. All the equipment and materials used during set-up and decoration of the stands must be certified.

2. Before the beginning of the exhibition the staff attending the show is instructed on fire prevention and possible fire extinguishing according to the procedure set by the head of the company.

3. In the premises of the exhibition center it is prohibited:
   - to assemble equipment and use materials which are not included in the project documentation;
   - to use flammable materials which are not treated with a fireproofing compound in the stand decoration;
   - to use domestic electrical extension cables, hand-made electrical devices;
   - to set up floodlights closer than 0.58 m from flammable constructions and sprinkler jets, cover lamps with paper, cloth and other flammable materials;
   - to set up thresholds and other constructions preventing free evacuation of people;
   - to block up access to fire alarms, inner fire-cocks and fire extinguishers;
   - to break the integrity of the sprinkler jets;
   - to smoke in prohibited places (smoking shall be allowed in places especially allocated for this purpose);
   - to organise fire activities without approval by The Exhibition Centre Operation Service;

4. In case of fire it is necessary to inform about it by calling 16-67 Security officers, representatives of the Exhibition Centre administration and take measures in stopping the fire using first-hand fire-fighting means.

5. Officials and citizens are liable for the breach of fire safety regulations according to the current legislation.

6. All other issues which remain beyond the scope of the present rules and which might arise during set-up, operation and dismantling of the exhibition shall be settled on the spot by the fire brigade.

7. If the design of an exposition does not meet the present rules, the exhibition management has the right to demand that the exposition is dismantled.

ELECTRICAL INSTALLATION REQUIREMENTS

1. All installation work must be performed by an authorized electrician.

2. Laying lines on the stands must be performed according to "Rules of using consumer electric devices" and following "Safety and accident prevention regulations while using consumer electric devices".

3. Power and light equipment, electrical lines must be assembled and operated according to the rules of setting electrical devices. Electrical lines and cables should be set so that mechanic damages are excluded.

4. Each independent electrical installation (stand, electric unit, etc.) must have a separate device protecting from short circuit and overload (fuse box and RCD - residual currency device). This device shall be set up in an accessible place at the height of 1.8 meter from the floor.

5. Before the exhibition each individual stand builder must present the Exhibition Centre Authorities electric schemes of the stands indicating the necessary power consumption and groups divisions.

6. All power operations at the stands of individual builders must be supervised by the electrician with at least 3rd qualification level. Before connection of the stands an Act of checking the insulation impedance is presented and an Act of divided responsibility is signed.

7. All the fuse boxes necessary for inner power wiring at the stands of individual builders must be equipped with residual currency devices (RCDs). Feeding cabling from the fuse box of the stand up to the point of connection to the Exhibition Centre power network is provided by the builder. The cable is required to have 5 strands.

8. Feeding power cable from the electrical connection box to the RCD must be preserved against mechanical damage (put in the pipe, metal sleeve, and back shell, etc. with the further connection).

9. All wire and cable connections shall be made by means of hot welding with bolted clamps. Connection by means of binding or expansion (prolonging) of power wires with terminals is prohibited.

10. All metal constructions of the stand, metal sleeves, metal pipes of electrical wiring etc. must be grounded.

11. Electrical connection of the stand may be performed only if all these requirements are observed.