

FROM THE EARTH

VENUE: C.T.I.C.C., Cape Town, South Africa

DATE: 16 – 18 OCTOBER 2009

SHOW TIMETABLE

BUILD UP			
TUESDAY	13 October	12h00 onwards	Contractors by appointment
WEDNESDAY	14 October	08h00 onwards	Contractors only
THURSDAY	15 October	08h00 – 19h00	Exhibitors and Contractors

SHOWTIMES			
		Exhibitors	Public
FRIDAY	16 October	08h00 – 19h00	10h00 – 18h00
SATURDAY	17 October	08h00 – 19h00	10h00 – 18h00
SUNDAY	18 October	08h00 – 21h00	10h00 – 18h00

BREAKDOWN			
SUNDAY	18 October	18h30 – 21h00	
MONDAY	19 October	08h00 – 15h00	

GENERAL INFORMATION & RULES FOR CTICC

ACCOMMODATION

In walking distance of the CTICC are the city's major hotels, providing over 3000 rooms of three star quality and above. The CTICC's in-house Hotel Service assists with the planning and booking of accommodation for delegates and exhibitors to ensure they benefit from the variety of available accommodation in close proximity to the CTICC. This is a complimentary service available to all exhibitors.

ALCOHOL

While it is obligatory to offer tastings on your stand during the show, it is strongly recommended that this be kept under strict control, in your own interest and that of the exhibition.

The organisers will have a blanket on and off consumption liquor license to cover the event. Please remember that it is illegal to serve samples or to sell liquor to persons under the age of 18 (eighteen) years. Any violations of the above will result in the immediate termination of our license facilities.

AUDIO VISUAL HIRE

Please refer to the Contactors List for names of appointed suppliers to assist you with localised PA systems, as well as video and equipment hire.

AUTOBANK AND BANKING FACILITIES

An Auto Cash Machine is located in the foyer of the P3 parking basement, as well as the foyer of CTICC. Exhibitors are reminded to make arrangements timeously regarding sufficient change and cash floats. Exhibitors requiring a Speed point credit card facility are reminded that they will need to order a telephone line in order to run their own machines.

BANKING DETAILS – FROM THE EARTH

Bank: Standard Bank
Branch: Helderberg Branch 033012
Account: 072313382
Name: Agri-Expo
Vat No: 4070116522

BANNER HANGING AND RIGGING REGULATIONS

Hanging of banners or flags above stands in the Exhibition Halls is based on mutual agreement between the event organiser and CTICC. **.Permission must be obtained from the Organisers** and the supplier must be fully compliant with all safety regulations.

BUSINESS CENTRE

A Business Centre, bureau de change and travel desk is situated on the ground floor of the CTICC Reception at the Coffee Shop.

Services include:

- Business and secretarial services, i.e. printing, photocopying, faxing, binding, laminating, typing, email service etc.
- A self-service internet and email service, as well as a laptop zone for those who require a connection.
- An international telephone service as well as web conferencing.
- An international courier service.
- A short-term cell phone rental service and the sale of leading business Accessories.

BREAKDOWN

The exhibition will close on Sunday, 18TH October 2009 at 18h00

Breakdown details will be issued in writing on the morning of 18 October 2009. On Monday 19 October, all exhibitors are requested to sign in and to be present on their stand at 08h00. At 08h30, the Show load-out doors will be opened for all exhibitors to load-out.

Exhibitors, their agents and contractors are fully responsible for the stock on their stands from 08h30am on Monday 19 October 2009. Any items not removed by 15h00 will be cleared by the Organisers and stored at the Exhibitor's expense.

BUILD-UP

Build-up for exhibitors commences at 08h00 on Thursday, 15 October 2009. Space only exhibitors may come in earlier if written permission is given. Contact Memory Kalis 021 975 4440 or memory@agriexpo.co.za. All stands must be completed by 19h00, Thursday 15th October to enable final clearing and cleaning of the Venue. All exhibitors and their contractors will be expected to leave the Venue at this time.

Exhibitors should arrange for a representative to be on their stand during the build-up period to receive goods and deliveries. The Organisers cannot accept delivery of any goods on behalf of an exhibitor, nor will the Organisers accept any responsibility whatsoever, for the safety or condition of any items unloaded and/or delivered to the site in the absence of the exhibitor. Whilst the From the Earth Team prides itself on premium security and safety standards, the Organisers cannot accept any responsibility for goods lost or damaged on the exhibition premises.

CARPETS

The packaged stands have carpets of a certain colour allocated relating to the particular lane that your stand is in.

CLEANING

Disposal of soft waste is the responsibility of the Organisers. Bins will be placed for paper and general waste. Refuse bags are available on request at the Office. Cleaning will be done daily during closing time. To eliminate any confusion, only rubbish left in the aisle after closing times, will be removed. If you wish to contract the cleaners to work on your stand, arrangements can be made with the contractors directly contact Zano 021 410 5000

CONTRACTORS LIST

See separate list following

CORPORATE TICKETS

Exhibitors are entitled to purchase Corporate tickets @ R30.00 per ticket. This concession is limited to 15 tickets per company. Please make sure that you complete the Ticket form.

CREDIT CARD FACILITIES

Exhibitors are requested to contact their own financial institutions to arrange credit card facilities. Please note that you require a telephone line on your stand to operate a Speed point Machine.

DAMAGE

The CTICC & the Organisers appreciate that exhibitors need to decorate their stands by means of painting, welding, angle grinding, cutting timber, wallpapering etc. Exhibitors should note however that this is not permitted inside the Exhibition Hall and a specific area will be demarcated in the marshalling yard for this purpose.

DÉCOR

We want to create an 'earthy' atmosphere with the shell schemes as well as the total lay-out of the venue. We kindly request you to decorate your stand in the spirit of "From the Earth".

DELIVERIES AND COLLECTIONS OF GOODS AND EXHIBITS

Exhibitors should arrange for a representative to be on their stand during the build-up period to receive goods and deliveries. Access of all motor vehicles to the loading bays will be strictly coordinated. Once unloading/loading has taken place during the allocated time period, motor vehicles are to be removed from this area to allow other exhibitors access.

The Organisers cannot accept delivery of any goods on behalf of an exhibitor, nor will the Organisers accept any responsibility whatsoever for the safety or condition of any items unloaded and/or delivered to the site in the exhibitor's absence. The Organisers cannot accept any responsibility for goods lost or damaged on the exhibition premises.

Empty packing cases may not be stored on exhibitors' stands and must either be stored in the storage facilities or removed from the exhibition venue, and if required, returned after the closing of the exhibition. Empty packaging constitutes a fire hazard. Please refer to 'Fire Regulations' in this section.

Exhibitors will be responsible for any damage costs incurred through damage to any part of the building, vehicles, stands or exhibits caused by the transportation of their equipment outside and inside the venue. Any damage must be reported immediately to the Organisers' Office.

Deliveries during the Exhibition: Deliveries should be completed at least half an hour before the exhibition opens each day. Deliveries cannot take place during the opening hours of the Exhibition. (Access to the exhibition hall will only be allowed by way of an Exhibitor Badge. Please ensure that you obtain sufficient exhibitor badges in an order to avoid unnecessary disturbance and frustration at point of entry).

ELECTRICAL FITTINGS

Oasys Exhibitions have been appointed as the official electrical contractor to the exhibition and they are the only contractor permitted to carry out electrical installations on site.

All electrical equipment used must comply with the South African Electrical Regulations and the Occupational Health and Safety Act; otherwise it may be removed from the Venue. Any damages caused by faulty equipment will be charged to the Exhibitor.

Important notes:

1. Please do not exceed the wattage draw-off from the power points you have ordered i.e. 500w/plug. If you are not certain of your electrical requirements, please contact Memory at the Organisers' office.
2. The use of ripcord for wiring on stands is not permitted.
3. Socket outlet multi-way adapters are not permitted; multi extender plugs should rather be used.
4. Appliances should be tested by a qualified person prior to electrical connection.
5. All heating appliances including kettles, cookers and heaters, must be thermostatically controlled.
6. All appliances must be switched off before leaving your stand at Show closure.

EXCELLENCE AWARDS

To help maintain the high standard of the Expo trophies for excellence will be awarded in different categories to stand-holders who take up the challenge of marketing themselves and their products in the best possible manner within their means.

EXHIBITOR BADGES:

Exhibitors and their staff will be required to wear an Exhibitor's badge for access to the venue during the Expo. Each 3x3m stand will be issued with 4 (four) exhibitor's badges for the duration of the Expo. Any extra exhibitor's badges can be ordered at R75.00 per badge. These badges are for the sole use of Exhibitors. Please note that this rule will be strictly enforced.

Exhibitors and staff should display Exhibitor badges at all times (including build-up, Expo hours and break-down). Security may refuse admission to anyone failing to produce an official Exhibitor's badge. **Badges will be available for collection at the Organisers' Office at the CTICC as from Wednesday, 14 October 2009.** See "Stand Registration and Ticket form" for orders.

EXHIBITOR BEHAVIOUR

All efforts to advertise, demonstrate and operate an exhibition must be conducted so as not to trespass on the rights of other exhibitors. No exhibit will be permitted to interfere with the use of other exhibits or impede access to them or the free use of the aisles.

FIREARMS

The display and use of firearms is not permitted at the venue. Upon entering the venue all firearms must be declared to security.

FIRE ESCAPES

Fire escapes are located throughout the venue and are demarcated with signage. Event organisers are to ensure that neither the signage nor the exits are obstructed in any way.

FIRST AID

Medical assistance is available from the foyer of the P3 parking basement. A nurse will be on duty from 08:00 – 18:00 from Monday to Friday. Basic first aid requirements (plasters, headache tablets etc) are provided. In an emergency, please contact the duty manager or dial internal number, extension 5006 or external number 410-5006.

FLAMMABLE & HAZARDOUS MATERIAL

Prior written permission is required from the CTICC management and the Fire Department for the use of flammable and/or hazardous material including gasses and liquids. No liquid petroleum is permitted in the CTICC.

FOOD PREPARATION, HEALTH REGULATIONS AND HYGIENE

Exhibitors are reminded that any person providing food or drink, whether for sale or by way of sampling, must comply with the Health Department regulations regarding Hygiene (Details below). Failure to comply with/maintain these standards will be the sole responsibility of the Exhibitor.

The main aim of the regulations is to ensure that all food offered to the public is safe to eat. Preparation of food: No gas cooking may be carried out on stands without prior written consent from the Organisers. Only microwave cooking, boiling and steaming is authorised by the Health Department in the Venue.

For further information or advice on requirements concerning Health, Safety and Hygiene, please contact Kobus Dannhauser on tel: 021 410 5000

FURNITURE HIRE

Exhibitors are responsible for bringing in their own furniture. The organisers will supply Trestle Tables – please fill in your requirements on the "Stand Registration" Form.

Exhibition Furniture Suppliers:

Oasys Exhibitions – Ashleigh Masfen 021 526 3200

HESSIAN / THATCH / STRAW / DRAPING (FIRE HAZARD)

Hessian, thatch and straw are regarded as major fire hazards and exhibitors planning to use these as part of their display at the CTICC, will be required to provide a Fire Retardant Certificate indicating that the product has been treated with a fire retarding compound. When material draping is used as part of a display, please ensure the draping does not come into contact with electrical wiring, fittings and/or globes and drops no lower than 5cm above the carpeted floor.

NB: please note that it is the duty of the CTICC management to ensure, by testing, that the products are suitably treated. Should you require a registered fire contractor for this purpose please contact the CTICC Management.

LIABILITIES

The Organisers and CTICC shall not be liable or responsible to any party for any claim, damage or loss caused to any person as a result of the failure of the Organisers, CTICC or any of its employees, representatives or assigns to comply, or to comply timeously, with any provision/s of the contract of hire. The Organisers / CTICC shall not be responsible for the safekeeping, storage, use or otherwise of any property brought into the convention centre. Property belonging to the Exhibitor or third parties shall be brought into the convention centre at their own risk.

The Organiser and CTICC shall not be liable for any loss, injury or damage, howsoever caused, to goods and/or persons in the convention centre and/or on adjacent sites.

PA SYSTEMS

The official Public Address system will be used to pass messages to Exhibitors and Contractors during the Build-up and Breakdown periods only. During the Show opening hours, announcements will be restricted. Should you require an announcement to be made, please submit a written brief to the Organisers' office. The use of private PA Systems is NOT allowed without prior permission from the Organisers. Radio lapel mike systems are available for hire. See AV Alliance on the [Contractors List](#).

PAYMENT

Payment for Exhibition stands and additional services is required in advance of the Exhibition. Please note that all outstanding balances are due before 23/09/09, and are to be made payable to AGRI-EXPO.

Please Note: There are special discounts allowable for early payments. (10% if paid by 31 July 2009)

Exhibitors will NOT be allowed onto their stands unless the Organisers have received full payment in respect of their stands.

30% of the Booking Fee is Non Refundable in case of cancellation or withdrawal. No refund is made for any withdrawal / cancellation after the 1st OCTOBER 2009

PARKING

- The CTICC offers multi-access parking to exhibitors at **R40** per day per vehicle in P1, for use during the Exhibition Days.
- Exhibitors will be able to purchase these from the CTICC Exhibition Services desk next to the Organisers' Office during build up times. Tickets will only be sold during build up and **not during event days**.
- Exhibitors/Delegates who purchase these tickets will automatically receive free build-up and break-down tickets.

PLUMBING

Exhibitors who require plumbing on their stand must use the CTICC plumber . Please indicate if you require plumbing on the "Stand Registration" form.

PUBLICITY

A full PR and advertising campaign is well underway by Marlene Truter Communications on behalf of the Organisers. **We need as much information as possible regarding your business as well as details of new products that may be launching at the Expo. Kindly forward any material to the Organisers.**

REFRIGERATION

Cooling facilities in the Marshalling yard are available. Please complete the section on "Stand Registration" Suppliers of Fridges for your stand see [Contractors list](#)

SCULLERY/WASHING FACILITIES

Three communal sculleries with hot and cold water will be provided for use by exhibitors to assist in their preparation of foods on their stands. Depending on the siting of your stand, it is possible to have washing facilities on your stand, but the plumbing must be done by the recognized plumber.

STAND SECURITY

The Organisers recommend that exhibitors protect their stand with a safety screen overnight (See Expo Screens on the Contractors List)

SECURITY

The official security contractors appointed for the exhibition are the only security company permitted within the Exhibition Venue.

The Organisers will provide 24-hour security from the beginning of Build-up until the end of Breakdown.

Exhibitors are responsible for the security of their own stands during build-up, the exhibition opening hours and during the breakdown period. In their own interest, exhibitors should arrange for representatives of their companies to man their stands during build-up, Show opening hours and until the exhibition breakdown is completed.

It must be stressed that neither the Organisers nor the security operators at the venue can be held responsible for any loss or damage to exhibitor's property. Please be vigilant.

Companies wishing to arrange additional security for their specific stands are asked to contact the official Security Contractor (CP Security) for a quote, at least 48 hours in advance. Use of the official security contractor is obligatory. – See Contractors List

The following points should be carefully noted:

a) During Build-Up and Breakdown

The Organisers will provide overall security but not individual stand security. With the large numbers of people involved during the build-up and breakdown periods it is difficult to recognise trespassers and, therefore, small valuable items should be protected at all times. Insurance cover is essential. Please have someone on your stand at all times!

b) During the Exhibition Period

Halls will be kept locked overnight and entrance prohibited to all, including exhibitors, from the close of the exhibition each day until Exhibitor Access at 08h00 the following morning.

While every precaution will be taken to ensure tight security measures, the Organisers can at no stage accept liability or responsibility for any loss or damage.

Security provided by the Organisers will cease at 15h00 on Monday, 19 October 2009.

STORAGE

Dry storage will be available, but will be limited. Please complete the "Stand Registration" form if you wish to make use of this facility. There will be a full time attendant supervising stock control from Thursday 15 October until Monday 19 October 12h00.

The Organisers accept no responsibility for the loss, damage or spoiling of foodstuff. Your insurance should cover any such loss.

SUBLETTING

No subletting of stands is allowed without the permission of the Organisers.

TELEPHONE

Temporary Telkom lines may be installed. This can be arranged via CTICC and the "Stand Registration" form must be filled in. The organizers will co-ordinate the installation, but will not take responsibility for the supply or any costs.

TRADE

There will be an area where exhibitors may conduct meetings in relatively quiet surroundings, but will not be for the exclusive use of any one exhibitor.

CONTRACTORS LIST

STAND BUILDERS:

OASYS Innovations 021 526 3200
Contact: Ashleigh Masfen

SECURITY SCREENS:

EXPO SCREENS 021 423 2178
Contact: Floh and Petra Thiele

SECURITY:

CP SECURITY 021 913 6041
Contact: Dougy Fivaz

FURNITURE HIRE:

Oasys Innovations 021 526 3200
Contact: Ashleigh Masfen

Regal Rental 021 511 8874/5
Contact: Louis Bobrow

REFRIGERATION HIRE:

AIRCOMFORT 0833093887
Contact: Gavin Biggs

CLEANING & SERVICES:

CTICC : Zano 021 410 5000

AUDIO VISUAL REQUIREMENTS:

AV Alliance 021 416 5560
CONTACT: Bernadine Swanepoel