



15th – 17th DECEMBER 2014

**OMAN INTERNATIONAL EXHIBITION CENTRE
Muscat, Sultanate of Oman**

EXHIBITOR'S MANUAL

Organizer:



P O Box 664, Postal Code 130, Al Azaiba, Sultanate of Oman
Tel: +968 2478 8933 Fax: +968 2478 5973
www.gfaex.com



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Oman International Exhibition Centre

Acknowledgement:-

We have received the Exhibitors' Manual for GAFAEX 2014, and understand that the Exhibitors' Manual form part of our Space Application and Contract:

Signature	_____
Company Name	_____
Person In Charge	_____
Tel : _____	Fax : _____
Stand No. : _____	Date : _____

Note: Please complete this page immediately upon receipt of this manual, and return by fax or email to:

The Exhibition Organizer



Fax : + 968 2478 5973

Email: trifoil@omantel.net.om

Email: info@gafaex.com



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USEFUL INFORMATION

ORGANIZER	THE VENUE / STAND BUILDER
<p data-bbox="373 517 679 577">Trifol Expo</p> <p data-bbox="384 580 671 678">P O Box 664, P. C. 130, Al Azaiba Sultanate of Oman</p> <p data-bbox="395 712 660 779">Tel : + 968 2478 8933 Fax : + 968 2478 5973</p> <p data-bbox="343 813 713 880">Email : trifoil@omantel.net.om www.trifoil.com</p>	<p data-bbox="940 501 1353 533">Oman International Exh. Centre</p> <p data-bbox="940 535 1299 633">P O Box 117, Postal Code 111 Seeb Airport, Sultanate of Oman</p> <p data-bbox="940 667 1206 734">Tel : + 968 2451 2100 Fax : + 968 2451 2101</p> <p data-bbox="940 768 1294 835">Email : oiec@omantel.net.om www.omanexhibitions.com</p>

The exhibitors are requested to use our appointed agents for timely of service and avoid any delays. The organizers and appointed contractors are with best knowledge of all regulations applying to the exhibition, with the purpose of giving all exhibitors the best possible standard of service for presenting their exhibits and other logistics matters. We do not guarantee and entertain of any follow-up service to the exhibitors if they are using their own contractors.

ABOUT OMAN

Country: The Sultanate of Oman lies in the extreme south-east corner of the Arabian Peninsula between 16.4o N and 26.2o N latitudes and 51.5o E and 59.4 o E longitudes. Oman is bordered on the West by Saudi Arabia and the Empty Quarter, on the North by the United Arab Emirates, on the south by Yemen and on the East by the Gulf of Oman and the Arabian Sea.

Capital: Muscat

Time Difference: GMT + 4 hours

International Dial Code: 00968

Currency: The local currency is called Omani Rial, which is often seen written as RO or OMR. It is divided into 1000 baiza (bz). Cash is the preferred method of payment, but most of the large shops accept major credit cards. Personal cheques are rarely accepted. Currency can be exchanged in the hotels, banks and exchange houses. Please produce your passport for identification purposes when exchanging money or encashing Traveler's

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Cheques. Most of the banks have Automated Teller Machines (ATM) which will accept cards such as VISA, MasterCard, Cirrus and Global Access.

Government & Ruling body: His Majesty Sultan Qaboos Bin Said is Head of State and rules by decree. He is assisted by a cabinet of ministers, Diwan of the Royal Court (the central body of bureaucratic affairs), and the Majlis Ash Shura, a body of representatives elected by the populace.

Population: Approximately 2773,479 around 1,957,336 are Omani nationals (as per the census, Oman.) The remaining are expatriates from Asia, other Arab countries, Europe, USA and many more countries.

Major Economic Sectors: Oil, natural gas, agriculture, and fishing.

Area: The Sultanate encompasses an area of 309500 sq kms. (As per the statistics given in the Oman Ministry of Tourism, website; www.omantourism.gov.om.)

Airport: The Muscat International airport is located at Seeb, 40 km from Muscat city centre & 10 minutes drive from the exhibition centre.

Taxis: In addition to the organized taxi system in the airport and contacts given below are for car rentals. However there are common taxis available on road.

Speed: The average speed limit on roads is 100kms. There are radars kept throughout the highway.

Climate: The climate differs from one area to another; it is hot and humid in the coastal areas in summer, hot and dry in the interior with the exception of higher mountains, which enjoy a moderate climate throughout the year. The climate of the Dhofar Region is also moderate. Generally, the Sultanate has little and irregular rains, though heavy rains fall at times with the exception of Dhofar Region where heavy and regular rains fall between June and October during monsoons.

Religion: Islam, predominantly Ibadhi sect.

Language: Official language is Arabic. English is widely spoken along with Arabic & is the common business language. Other languages spoken include Urdu, Swahili and Baluchi. Most Hotel staff speaks German and French as well.

Culture: Like all the Arab countries, Arab Islamic Culture dominates the life style in the Sultanate. However, being an international market, people of various other nationalities are also present.

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Working Hours: Ministries and Government establishments -7:30 am to 2:30 pm (Sun - Thur, week-end is Friday and Saturday); Private sector companies – 8:00 am to 5.00 am OR 8.00 am to 1:00 pm; 4:00 pm to 7:00 pm (Sunday-Thursday) 8:00 am to 1:00 pm on Thursdays; Markets: 9:00 am to 1:00 pm, 4:00 pm to 10:00 pm; Banks: 8.00am to 1.00 pm, Sunday to Thursday.

Places of Interest: Desert: Ash-Sharqiyah Sands (also known as Wahiba Sands) offer the romantic visitor desert in the accepted sense of the word. Rolling sand dunes, varying from deep red to a rich honey colour sands stretching as far as the eye can see.

Wadis: *Wadi Dayqah* Known as the Devil's Gap, Wadi Dayqah runs through a narrow winding vertical-sided canyon that looks as though the mountain has been split in two. *Wadi Darba*. *Wadi Shab*, The most popular wadi in Dhofar is a place of true natural beauty with caves, pools, waterfalls, wildlife and lush green vegetation and also has a number of gorgeous caves that have been cut by the wadi.

Caves: *Al-Hoota Cave* located in A'Dakhliyah region, the cave is a 2.7 Km tunnel which runs in a north-south direction through the Hajar Mountains and comprises an underground cavern and subterranean lake system. *Majlis Al-Jin*, the second largest subterranean cave Situated on a plateau of Jabel Bani Jabir (A'Sharqiyah) is a chamber known in the world—big enough to fit ten jumbo jets into the floor space and tall enough to stack them four high, the entrance is through one of three inconspicuous openings in the ground.

Wild Life: Oman has a surprisingly varied wildlife, both on land and in the surrounding waters.. As-Saleel Park is a nature reserve located in the town of Al-Kamil Wal-Wafi (A'Sharqiyah), and was established to protect gazelles and plantations of Samr and Ghaf trees (*Acacia tortillas* and *Cineraria*). Jiddat Al-Harasis Reserve is home to the Arabian Oryx and the area is listed on the World Natural and Cultural Heritage register by UNESCO. The warm waters are home to 22 species of Whale and Dolphin.

Sea turtles are attracted to Oman's shores and turtle breeding reserves are located at Ras Al-Hadd and the Dimaniyyat Islands. Oman has a profusion of exotic marine life and some of the best dive sites in the world; in particular, the Hallaniyat Islands and the Dimaniyyat Islands.

Castles & Forts: The country's landscape is punctuated by over 500 hilltop forts and castles, with distinctive regional architecture, that are monuments to a turbulent and fascinating past. They also offer insights into the lifestyles of their original inhabitants and traditional Omani craft and arts. To name few: Nizwa Castle, Nakhl Castle, Rustaq Castle, Sohar Castle, Bahla Castle, The Twin Forts, Jibrin Fort, Khasab Fort, Al-Khandaq Fort etc.

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Beaches: With a coastline of 1,700 Km, Oman offers some of the cleanest, most stunning beaches a visitor could hope to see like Qurum Beach starting below the Crowne Plaza Hotel , Shangrilla Barr Al Jissah Resort & Spa located near Qantab, on the way to Al-Bustan Palace Hotel, As-Sawadi Beach in the Sawadi region which is home to some of the most beautiful long, white beaches in the north of the Sultanate, and not to forget the As-Sawadi Island and Dimaniyat Islands, which host many migratory birds and breeding turtles

Museums:

The Omani Museum contains a wealth of archaeological information, displaying various artifacts; Tel: 24600946; Timings: Sat-Wed 8:30am-1:30pm, 4-6pm, Thursday 9am-1:00Pm. Entry by paying a nominal fee.

The National Museum charts the Al Said dynasty with correspondence and pictures of the five Al Said Sultans. It has a small, but interesting collection of costumes, jewellery and household equipment regional costume, weapons and pots. Tel: 24701289; Timings: Sat-Wed 8am-1:30pm; Thu 9am-1pm. Entry by paying a nominal fee.

The Children's Museum is a large blue and white domed structure, seen from the main highway. The exhibits are interactive and allow children to explore their world using scientific methods. Tel: 24605368; Shatti al Qurum, Timings -Sat -Wed 8:30am-1:30pm, Thu 9am-1 Pm. Fri – Closed. Entry by paying a nominal fee.

The Natural History Museum gives an interesting tour of Oman's flora and fauna. Showcases the botanical gardens & also the country's indigenous species: mammals, insects, birds, and the adjoining whale room houses a huge skeleton of a sperm whale which was washed up on one of Oman's beaches around 27 years ago. Tel: 24641510; Timings: Sat-Thu 9:30am-1:30pm; Entry by paying a nominal fee.

Bait al Zubair is Oman's newest museum and has a vast collection of ancient household equipment, costumes and weapons. Tel: 24736688; Timings: Sat-Thu 9 am-1pm evening 4pm-7pm; Entry by paying a nominal fee.

The Omani French Museum is based in the original French Embassy, Bait Fransa. The exhibits concern the Omani-French relationship over the years and displays furniture, clothes and photographs of the early French diplomats. Tel: 24736613 Timings: Sat-Thu 9am-1pm, 4-6pm, Friday evenings only; Entry by paying a nominal fee.



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Car rental	Tel.	Email	Website
✓ Hertz	24566208	nttoman@omantel.net.om	www.nttoman.com
✓ Mark	24562444	mark@omantelnet.om	www.mark-oman.com
✓ Europcar	24700190	eurmct@omantel.net.om	www.europcar.com

Hospital	Tel.	Email	Website
✓ Muscat Private Hospital	24583600	info@muscatprivatehospital.com	www.muscatprivatehospital.com
✓ Bader Al Samaa Polyclinic	24799761	info@badralsamaa.com	www.badralsamaa.com
✓ Aster Hospital	24618900	muscat@asterhospital.com	www.dmhealthcare.com
✓ Apollo Medical Centre	24787766	apollomct@omantel.net.om	www.apollomuscat.com

Restaurant	Type	Location	Telephone
✓ Mumtaz Mahal	Indian	Qurum	24605907
✓ Automatic	Lebanese	AlKhuwiar/ Qurum/ Seeb	24561500
✓ La Terrazza	Italian	Al Wattayah	24571126
✓ Pavo Real	Mexican	Qurum	24602603
✓ Golden Oryx	Chinese	Darsait	24706128

Fast Food	Telephone
✓ Hardeez	24564642/ 24489575
✓ Kentucky Fried Chicken	24566999/ 24
✓ McDonalds	24565798/ 24482046/ 24701454
✓ Pizza Hut	24483393/ 24565618

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EXHIBITION SCHEDULE

DATE	TIME	FUNCTION
MOVING IN		For Exhibitors setting up & decorating their booths
14 th October 2014	0900 hrs 1800 hrs	Exhibitors may begin decorating their stands Exhibitors to complete stand decoration NOTE : All Exhibitors must leave the exhibition hall by 1800 hrs to allow Organizer's Hall Dressing and Final Cleaning
SHOW DAYS		
15 th – 17 th December		The exhibition is open to <u>Trade Visitors & Professional Only</u> from 1000 – 1300 and 1700 - 2100
<i>Opening Day</i>		
15 th	0900 hrs	Entry for Exhibitors
	0945 hrs	Arrival Chief Guests / Inauguration
		Tour of Exhibition
	1300 hrs	Exhibition closes
	1700 hrs	Show continue until 2100hrs
	2100 hrs	Exhibition Close
16 th – 17 th	1000 – 1300 & 1700 – 2100 hrs	Exhibition open to Trade Visitors
<i>Closing Day</i>		
17 th	2100hrs	Exhibition close to visitors
	2200hrs	Exhibition Hall close
MOVING OUT		
18 st December	0900 - 1800 hrs	Moving Out of Exhibits



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EXHIBITION INFORMATION

Incorporating General Rules & Regulation

1. GAFAEX 2014

The GAFAEX 2014 is a unique event where the global Agriculture, Fisheries and Animal Wealth Industry will converge to exhibit products and services within these key emerging sectors that have earmarked for long term growth.

2. THE VENUE

OMAN INTERNATIONAL EXHIBITION CENTRE (refer Page 3 for contact details)

3. THE DATES & TIME

Moving In 14th December 2014 (0900 – 1800hrs)
Show Days 15th – 17th December 2014 (1000 – 1300hrs & 1700 – 2100 hrs)
Moving Out 18st December 2014 (0900 – 1700 hrs)

NOTE : Exhibitors may enter the exhibition hall at 0900hrs daily during show days

4. THE ORGANIZER

Trifoil Expo LLC (refer Page 3 for contact details)

5. ADMISSION

The exhibition is open for trade, visitors and professional only. Admission is by invitation and registration only.

Children below the age of 18 will not be allowed to enter the exhibition hall.

The organizer reserves the right to refuse admission to any person or remove any persons from the exhibition hall at any such time without giving any explanation. All visitors shall be suitable attired in business attire or traditional /national clothing. Visitors in short or awkwardly attired shall not be allowed entry into the exhibition hall.

6. SECURITY

- The Organizer has taken all reasonable security precautions in the interest of the exhibitors and visitors. However any damage, loss and/or theft of exhibits at the exhibition hall during the moving in, show days and moving out shall not be the responsibility of the Organizer.
- All articles and exhibits shall solely be responsibility of the exhibitors
- The Organizer and the venue management have made arrangement to provide general security round the clock during moving in, show days and moving out. Any special request for additional security is chargeable and to be requested through the Organizer.
- All Exhibitors and contractors shall display identification badges at all time.
- Exhibits shall not be move out from the exhibition hall during the show days.

7. INSURANCE

The Organizer shall not be held responsible for any articles and exhibits that are exhibited by the exhibitors.

Exhibitors are advised to insure their articles and exhibits, and to take up public liability and comprehensive insurance protection. The coverage should commence form the first day of moving in and end on the last day of moving out.

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The exhibitor shall insure, indemnify and hold Organizer harmless in all demands and expenses to which the organizer may in any way be subjected to as a result of injury or losses arising from any person including visitors, staff, agents and contractors howsoever caused from the result of defaults, non performance.

Exhibitors may be required to show proof of insurance coverage when deemed necessary. The Organizer is not responsible for any restriction or condition that may prevent construction, erection, completion, alteration, dismantling, fitting and removal of exhibits or failure to provide any service or amenities provided by the venue owner or for cancellation or part time opening of the exhibition either whole of or in part rules that may be amended beyond the control of the Organizer. Exhibitors must ensure all staffs, agents, servants and contractors are insured against claims for workman compensation.

All Exhibitors shall insure and indemnify the Organizer and venue owner/managers(s) of property harmless in respect of all costs, claims and demand and expenses to which they may be subject to as result of loss, damage to property and injury arising to any persons howsoever caused while the said persons are upon or examining or passing the said liability or risks of the employees, agents or exhibits shall be the responsibilities of the Exhibitors.

8. PAYMENT

Payment schedule shall be in accordance with the specified conditions on the Exhibition Space Application and Contract Form.

Any additional or onsite request must be paid in advance before any service to be rendered.

9. DEMONSTRATIONS AND WORKING EXHIBITS

Exhibitors intending to demonstrate equipment must provide details in writing to the Organizer, review site before demonstrating exhibits, securely install all operating machine to prevent base slippage, control vibration and to position machinery (if any) so that operation will not cause intrusion into the gangway, provide adequate guards to all moving parts that may cause injury and isolate starting devices to prevent operations by unauthorized persons.

10. OFFICIAL CONTRACTOR

The official contractor (Oman International Exhibition Centre) has been appointed to assist exhibitors in the stand building and design. Exhibitors are advised to use their services to attend to their needs

Unless otherwise

- i. Exhibitors may appoint their own stand building contractors subject to the approval of the Organizer and hall owners
 - ii. Exhibitors are advised to deal directly with their contractors unless otherwise stated
- Organizer will accept no liability from whatsoever contract arising from the exhibitors and their contractors including any such contract for default, negligence of any persons, servant or agents.

11. EXHIBITS MOVE-IN

All cargoes/exhibits which are consigned directly to the Exhibition site must arrive at the site on the first day of the moving in date.

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12. DAMAGE OF STAND STRUCTURE AND EXHIBITION PREMISES

No persons under any circumstances shall cut into or through any floor covering or wall nor alter any stand structure except when authorized in writing by the Organizer. All damage to stand structure will be invoiced to the Exhibitor.

13. FAILURE TO EXHIBIT

Exhibitors that have contracted space/stands but fail to exhibit will be liable for specific costs incurred by the Organizer. Failure to exhibit does not release the respective exhibitor from the exhibition contract.

The above terms cannot vary under any circumstances.

14. CUSTOMS REQUIREMENT

We request all the exhibitors to follow the below mentioned requirement in order to get the best service, with regards to clearing your goods at the exhibition centre on time.

Shipping document should be issued with:

Shipper	Yourselves
Consignee	Trifoil Expo
Notify	Official Clearing & Forwarding Agent

14.1 GOODS FROM GCC COUNTRIES (Documents required)

Commercial Invoice: 1 original + 3 copy. The original invoice must be certified by Ministry of Commerce and Industry & should also carry GCC statistical form. Please ensure that the Invoice includes CIF value, manufacturer, Number of packages, gross weight and volume if a separate packing list is not presented.

14.2 For Foodstuff: Health certificate from the origin, legalized by an Omani or any Arab Embassy.

14.3 GOODS FROM OTHER COUNTRIES (Documents required)

Commercial Invoice: 1 original + 3 copy. The original invoice must be legalized by Omani or any Arab Embassy. Please ensure that the Invoice includes CIF value, manufacturer, number of packages, gross weight and volume if a separate packing list is not presented.

Certificate of Origin: 1 original certificate signed by Chamber of Commerce and legalized by Omani Embassy or any other Arab Embassy.

14.4 If the documents are not legalized, you will be charged R.O 75.000 for clearance which is not refundable, unless the legalized documents are produced.

14.5 The original documents should reach the Official Clearing & Forwarding Agent, 5 days prior to arrival of shipment/ exhibition.

14.6 All shipments should arrive at least 7 days prior to the opening of the exhibition & ensure it reaches on a week day as customs office works only from Saturday-Wednesday.

- 14.7 For companies shipping CDs for exhibition purpose, it is mandatory to provide the Official Clearing & Forwarding Agent with the following mentioned documents for obtaining prior permissions: Commercial Invoice and Packing list.
- 14.8 Videocassettes will be detained by Customs for 7-10 days for approval, and cannot be transported to Oman by road.
- 14.9 Exhibitors getting goods along with them VIA road, should provide Trifoil Expo with the following details on the company letter head, so that Trifoil Expo can inform the officials at the border about the same:
- a) Truck number, b) Driver Name, c) Driver's Nationality d) Items loaded/ Packing List
- 14.10 The customs seal put on the goods at the BORDER (Road) should be removed only by the Customs Officer, present at the Exhibition Centre. A fine of R.O. 500 would be charged if the rule is broken.
- 14.11 Official Clearing & Forwarding Co: For freight & forwarding details please refer to the attached leaflet.

15. FIRE REGULATION

All stand fittings must comply with the local regulations and normal international fire safety standards

16. HALL LANDLORDS SPECIAL CONDITION

The landlords have requested the following special conditions:-

- i. All rodent, pest or vermin are not brought into the exhibition hall.
- ii. All live stock or animals must not be permitted into the exhibition hall unless they are connected with the exhibition.
- iii. The landlord may refuse entry into any of the facilities (within reasonable opinion) at such time during the exhibition period
- iv. The landlord will refuse all outside food and drinks brought into its property and will examine its right to impose any rules regarding Food and Beverages. Cafeteria will be open during the exhibition hours

17. STAND CLEANING

Organizer will be responsible for daily cleaning of stand carpets and gangways during the exhibition. During moving in and moving out, exhibitors are responsible for removal of their own materials and rubbish. Storage of empty boxes or packaging materials inside the hall is strictly prohibited at any time

18. PASSPORT FORMALITIES

Visitors must be in possession of national passport or internationally recognized travel documents, endorsed for traveling in Sultanate of Oman and with a period of at least 6 months beyond the time of stay in the Sultanate. Visa application will be processed by the Organizer

ORGANIZER

19. TRANSPORTATION

Local taxis are readily available but please negotiate the rate before entering the taxi
Major international car hire firms and reliable local companies also operate in Sultanate

20. EXHIBITION HALL TECHNICAL SPECIFICATION

Floor loading	- unlimited
Floor finish	- Precast concrete
Maximum exhibit height	- 5 m
Maximum Stand Height	- 5 m
Maximum Booth Construction Height	- 5m
Shell Scheme Height (Standard)	- 2.44m (8ft)
Maximum exhibit heights on standard shell scheme stand	- 2.13m (7ft)

21. UNFORESEEN OCCURANCES

In the event of any unforeseen occurrences that would delay, disrupt or events resulting in cancellation of the exhibition (although much care have been taken to prevent this) the Organizer's decision shall be deemed final.

NOTE

All information is correct at time of printing. The Organizer shall not be responsible for any error or omission.

[Please have your own checklist to avoid any on site delays]



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Visitor Promotion Campaign

FORM 1

Make full use of our Visitor Promotion Campaign! Provide us with the relevant information we require as seen below and we will handle the rest for you.

The information given will be used in our Show Preview and Press Releases. Where appropriate, we will disseminate it to relevant trade magazines and the general press.

1. Product Publicity

4 sets of Product Catalogues (with captioned photo where possible) for the products you wish to highlight at the exhibition. Please attach a short description highlighting the main benefits and users of the products, as well as the product category to.

It would be most helpful if you could inform us of any new products you will be showcasing for the first time in Sultanate of Oman or in the region (press releases and pictures for the product are welcomed).

2. Website

With the increasing use of internet for information, would your company be interested to publicize your website?

YES (please specify) http:// _____ NO

3. Visitors

To attract just the kind of visitors your company would like to see at the exhibition, allow us a brief insight to your vision:

- i. Type of Industry : _____
- ii. Job Profile : _____
- iii. Type of Industry (2): _____
- iv. Job Profile (2) : _____

Company Name	_____
Person In Charge	_____
Tel : _____	Fax : _____
Stand No. : _____	Date : _____

This form to be returned by all exhibitors to:

A & P Campaign

FORM 2

As part of the plan and ongoing A & P campaign to promote high caliber trade buyers & professional to visit the show, exhibitors are encouraged to make use of this advance campaign by providing the information sought by the Organizer below. If you are an agent for a number of principals, list each principal to be represented at the exhibition and the respective products/services.

Name of Principal Company	Country	Products / Services

Seeking Agents or Distributors

Is your company looking into getting representatives for your products/services?

If yes,  YES  NO

1. Type of Representation

 Agent  Distributor  Joint Venture
 Others (Please specify) _____

2. Location

 Oman  Gulf Cooperation Countries (GCC)
 Others (Please specify) _____

Company Name	_____
Person In Charge	_____
Tel :	_____ Fax : _____
Stand No. :	_____ Date : _____

This form to be returned by all exhibitors to:



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Exhibitor's Badges & Fascia Board

FORM 3

The organizer will provide Exhibitor's badges which can be collected from the Organizer's Office on the day of moving in, **14th December 2014**

Please provide below the details of all personnel from your company and associated companies who will be manning the exhibition stand. The quantity of badges will be based on the number of names provided. ***Please provide passport size photos for all the personnel (it is mandatory as per the Oman International Exhibition Centre rules and regulations).*** This is to ensure security measures throughout the exhibition.

We require _____ badges for our staff manning the exhibition stand as follows:

No	Company	Name of Personnel	Job Title
1			
2			
3			
4			
5			
6			
7			
8			

Wordings / Name of Company to be written on the Fascia Board are:-

English	Arabic

Please write legibly or use separate sheet if the space is not enough

Company Name	_____
Person In Charge	_____
Tel : _____	Fax : _____
Stand No. : _____	Date : _____

***Please complete this form as soon as possible for us to process the Name Tag & Fascia
This form to be returned by all exhibitors to:***

