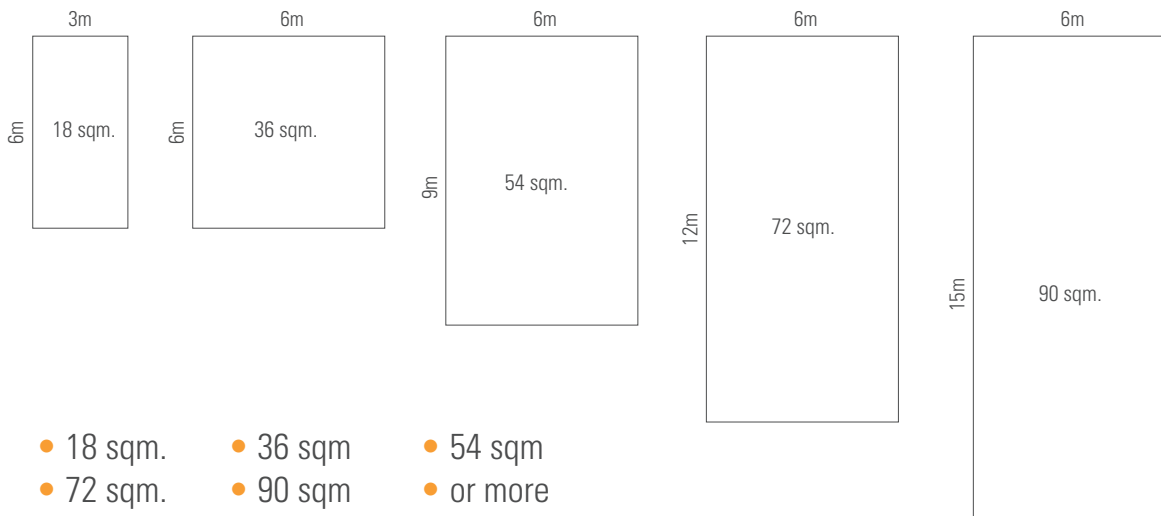


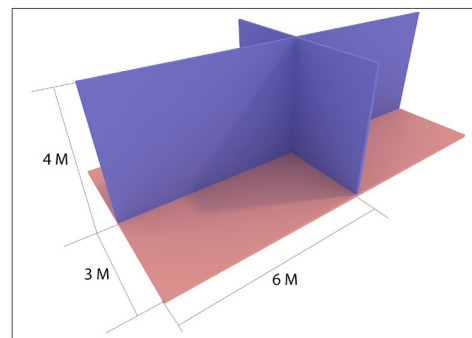
The aim of the guidelines is to make sure that exhibitors utilize their space in an efficient manner and so as not to prejudice other exhibitors.

STAND SPACE TYPES:



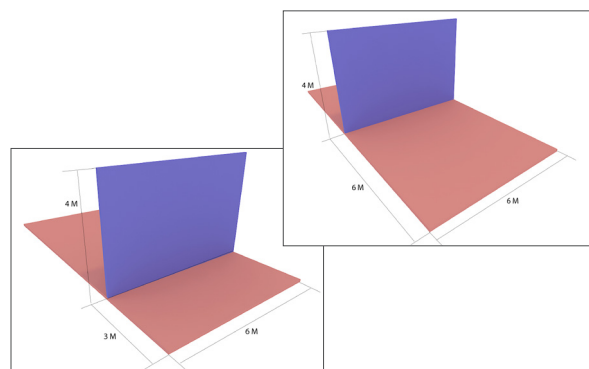
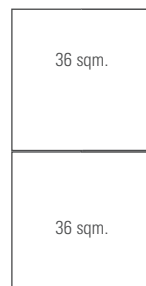
18 Sqm.

- 2 sides open.
- The Height of the Side and Back wall should not exceed 4m.



36 sqm.

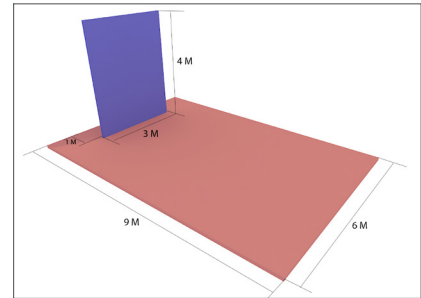
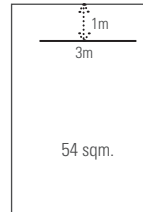
- 3 sides open.
- The Height of the Back wall should not exceed 4m.



54 Sqm.

Back wall:

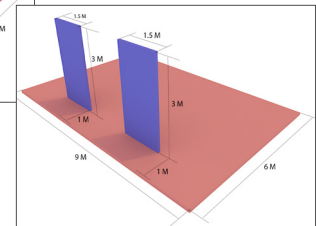
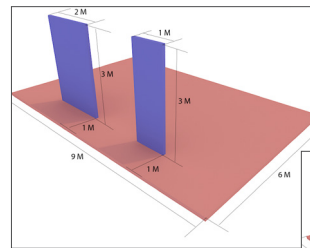
- Back wall should be built at least 1m away from the edge of the allocated space.
- The Height of the Back wall should not exceed 4m.
- The Width of the Back wall should not exceed 3m.



Side wall:

- Side wall should be built at least 1m away from the edge of the allocated space.
- The Height of the Side wall should not exceed 3m.
- The Width of the Side wall should not exceed 3m.

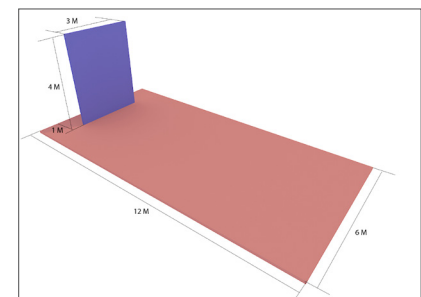
*Options can be 1.5m x 1.5m or 2m x 1m not exceeding 3m.



72 Sqm.

Back wall:

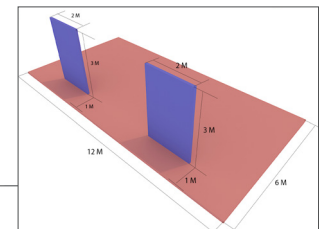
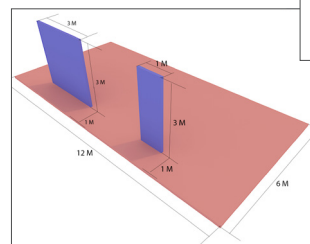
- Back wall should be built at least 1m away from the edge of the allocated space.
- The Height of the Back wall should not exceed 4m.
- The Width of the Back wall should not exceed 3m.



Side wall:

- Side wall should be built at least 1m away from the edge of the allocated space.
- The Height of the Side wall should not exceed 3m.
- The Width of the Side wall should not exceed 4m.

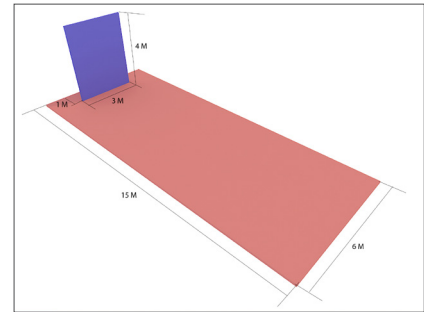
*Options 2m x 2m or 3m x 1m not exceeding 4m.



90 sqm.

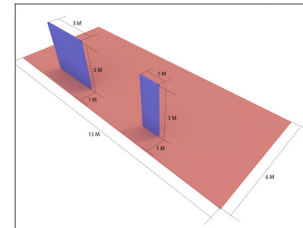
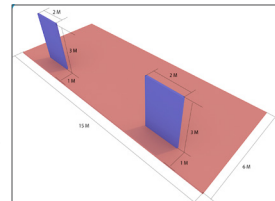
Back wall:

- Back wall should be built at least 1m away from the edge of the allocated space.
- The Height of the Back wall should not exceed 4m.
- The Width of the Back wall should not exceed 3m.



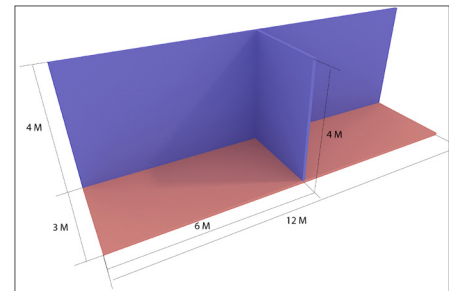
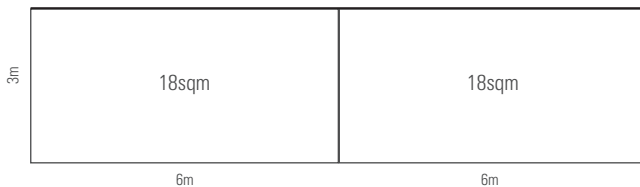
Side wall:

- Side wall should be built at least 1m away from the edge of the allocated space.
 - The Height of the Side wall should not exceed 3m.
 - The Width of the Side wall should not be more than 4m.
- *Options 2m x 2m or 3m x 1m not exceeding 4m.



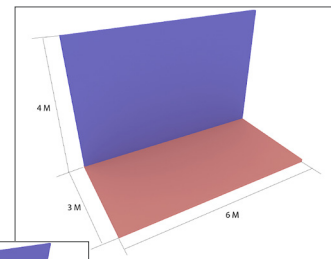
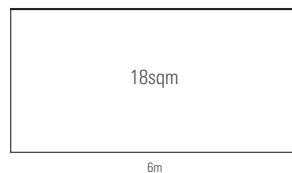
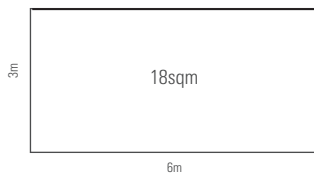
Side Wall Stands:

A.



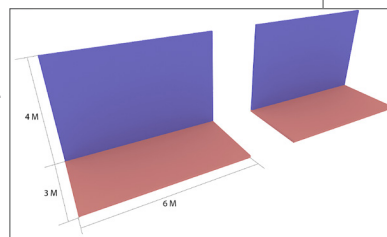
* Height of Back and Side wall should not exceed 4m.

B.



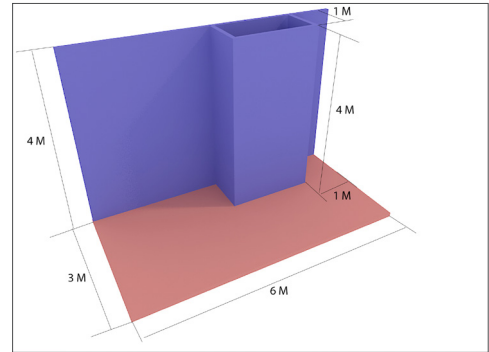
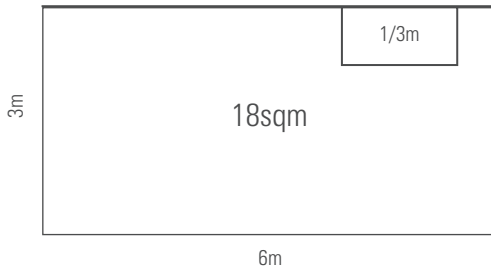
* The Height of the Back wall should not exceed 4m.

* Side walls are not allowed on this type of stand.



Side Wall Stands:

C.



Back wall:

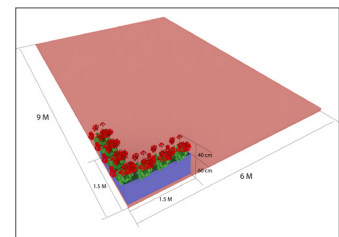
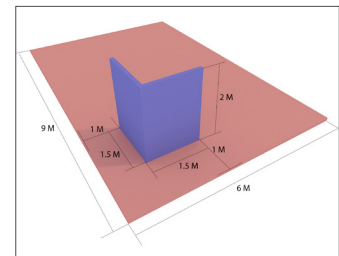
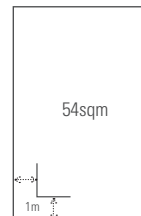
* The Height of the Back wall should not exceed 4m.

Side wall:

- * Side wall should be built at least 1m away from the edge of the allocated space.
- * The Height of the Side wall should not exceed more than 4m.
- * The Width of the Side wall should not exceed 1m and should be connected with Back Wall.

Stand Angles:

- * Angle wall should be built at least 1m away from the edge of the allocated space.
- * The Height of the Angle wall should not exceed more than 2m.
- * You can have flower decoration on the edge or in the corner but the height of the box and the flower should not exceed 1m with a maximum width of 1.5m.

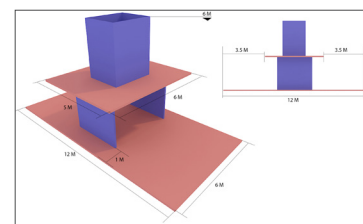
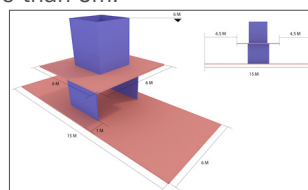


Double Decker Stand:

- Double Decker is only allowed for 72sqm space and above.
- Mezzanine floor size should not exceed 40% of the allocated space.
- The Double Decker Height should not be more than 6m.

Example:

40% of 72sqm = 30sqm mezzanine (6x5m)
 40% of 90sqm = 36sqm mezzanine (6x6m)



- The fee for the Double Decker Stand is AED 1,480 per sqm. An additional amount of AED 1,000 will be charged for processing the approval of the stand design.

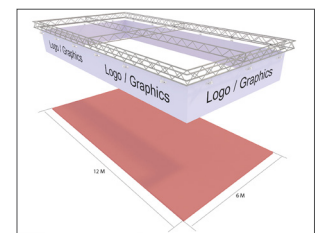
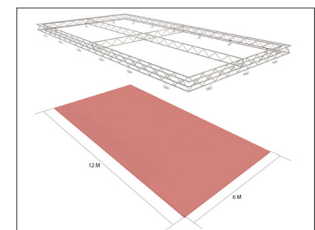
STAND DESIGN GUIDELINES:

Submitting The Stand Designs:

- All stand drawings should be clear and readable and must have a 3D perspective view together with dimensions and sizes.
- Stand design must adhere to the guidelines mentioned above set by the organizers.
- Files must be submitted in either JPEG or PDF formats not more than 3MB to be accepted.
- When emailing your designs and forms please make sure that name of the event, stand number & exhibiting company name is listed on the subject line. Ex: DUBAI DERMA 2018, Stand G04, L'Oreal.
- Detailed stand drawings need to be submitted via email to : exhibit@dubaiderma.com

PREPARING THE STAND:

- Minimum raw space should be 27sqm and above.
- All stands built on a raised platform must have rounded corners to prevent injury and must have wheel chair access. The use of metal angle trims at the edges of raised platforms, for safety reasons shall not be permitted.
- Extending any arch in between 2 blocks above the corridor needs to have approval from the organizers.
- Stand numbers must be properly placed where visitor and exhibitors can properly identify them.
- Banners/rigging is allowed only within the allotted booked space. Aisle ways are the property of the organizer. Any banner/rigging along the aisle should be applied for approval and is subject for advertising charges. (Pls. refer to the Banner and Rigging form).
- Back wall, back of any dividing walls, or panels must be painted white or masked to present a neat appearance.
- Hanging truss is allowed for lighting purposes only.
- Any Graphics, Banners and Logos hanging from the truss are considered as branding. (Pls. Refer to Form 4)
- An exhibitor who booked a Schell Scheme stand with an area of 12 to 15sqm who wish to upgrade into a customized stand is requested to get an approval from the organizers.
- Exhibitors using audio systems, etc., must ensure that volume is not higher than 65 decibels.
- Any designs, out of these guidelines should take approval from the organizers 3 months prior the event date.
- All rigging must be within the perimeter of the stand.
- No Stand structure is allowed to be attached to the DWTC ceiling as either a precautionary, or as an added safety, measure.



IMPORTANT NOTES:

1. All Stand drawings are subject for organizers approval; may not commence until approvals are held by the exhibitors and contractors.
2. In case of all stands, all materials used in the construction of stand fitting and display must be fireproofed and must conform to local regulations in all respects.
3. No projections of display materials or exhibits into the gangways will be permitted.
4. Strict adherence to the Exhibition time table is a must. .
5. The organizer reserves the right to reject, remove or alter anything in, on or forming part of the stand if, in their opinion, it is desirable to do so for the interests of the exhibition.
6. Failure to complete and adhere to the following guidelines will result in stand design rejection and possible penalties.