

**INTERNATIONAL EXHIBITION
OF NON-FOOD PRODUCTS**
for retail chains and marketplaces



EXHIBITOR'S GUIDE

November 21–23, 2024

EC Atakent | Almaty

Kazakhstan

pavilion 11

mayer expo asia

TABLE OF CONTENTS

Contact information	3
Venue	4
Registration for the participation in the exhibition.....	5
Technical specification of exhibition hall 11	5
Terms. Installation-exhibition-deinstallation	6
Access to the exhibition: exhibition badges	7
Business trip certificate.....	7
Procedure of moving-in and moving-out the equipment and exhibited objects.....	7
Involvement of third-party developing companies/contracting companies	7
Contact details of developing companies/contracting companies	8
Standard exhibition stand types with list of included equipment	9
Containers, package.....	10
Equipped display area.....	10
Completing units of the standard exhibition stand	10
Additional services	10
Fire protection.....	10
Noise level	10
Advertising	10
Exhibition stand cleaning services	10
Safety and security	11
List of the nearby hotels to EC Atakent.....	11
Appendix 1. Fire safety rules.....	12
Appendix 2. Requirements for the performance of electrical work.....	13
Appendix 3. Rules for installation of the exhibition work.....	14
Appendix 4. Rules of work in pavilions During installation of the exhibition.....	16

CONTACT INFORMATION

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www.non-food.asia

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Business Program Producer Dormidontova Shezhana Phone: +7 (926) 520-98-91

Technical Director

Yakuba Lilia
Phone: +7 (916) 676-7489

Advertising and PR Director

Ksenia Ionova
Phone: +7 (903) 242-64-83

International Department

Nikovskaya Maria
Phone: +7 (919) 784-19-72

THE VENUE:

Exhibition Centre Atakent-Expo

The Republic of Kazakhstan, 050057 Almaty city, Timiryazev Str., 42, Exhibition **pavilion 11**

By municipal transport:

Stop KBCC Atakent (Timiryazev st.)

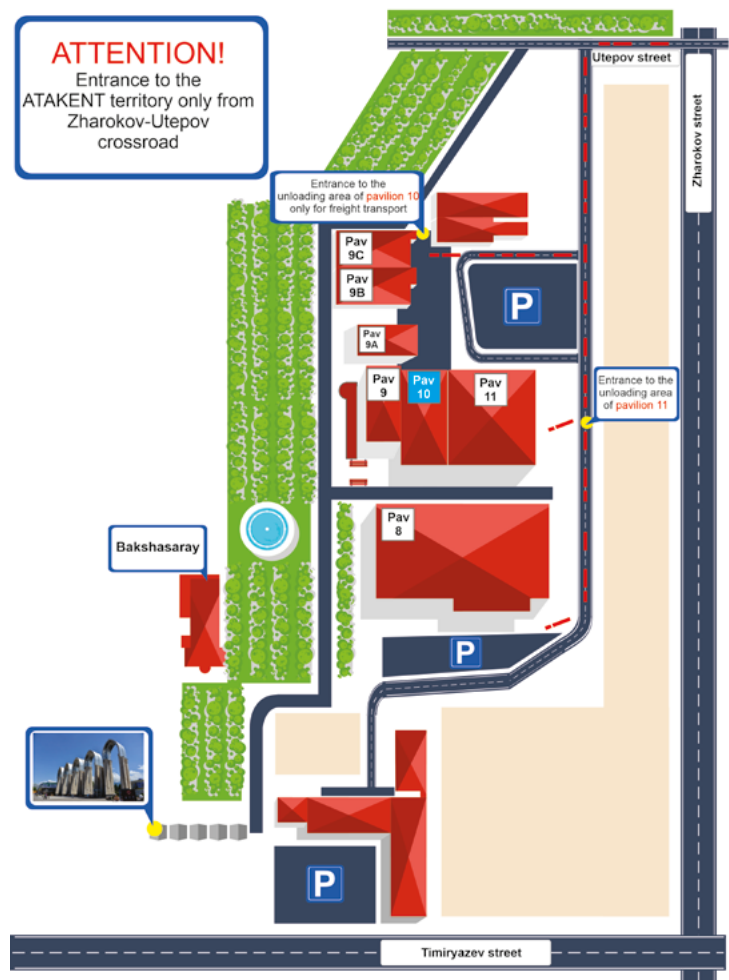
Bus: 32, 45, 70, 124, 205, 18

Trolleybus: 11, 9, 7

By motor transport:

Intersection of Timiryazev and Auezov streets

Entrance to the parking lot from the side of Utepov street (corner of Utepov-Zharokov streets)



General contracting company:

«Atakent-Expo» LLP

Timiryazev Str., 42, Block C, 6 floor,

Business-centre «World Trade Center Almaty»

Tel: +7 (727) 275-09-11

info@atakentexpo.kz

Official forwarding companys:

«Elkaz» Expologistik Kazakhstan» LLP

050057, The Republic of Kazakhstan, r. Almaty

city, Timiryazev Str., 42, pavilion 22, office 10.

Tel.: +7 (727) 250-27-15, 250-74-24, 250-47-42

www.el-kaz.kz, email: info@el-kaz.kz

Contact person:

General director Egorov Vyacheslav

Aleksandrovich

Mob.: +7 (701) 710 13 06

REGISTRATION FOR THE PARTICIPATION IN THE EXHIBITION

To register the participation in the exhibition, the Exhibitor must send an application to «Mayer Expo Asia» LLP (hereinafter referred to as «the Organizer»). The application form is provided by the Exhibition Organizer. The Application shall be submitted in one copy in electronic form and signed by an authorized representative of the Exhibitor.

On the basis of the application, the Exhibition Organizer shall draw up the Contract and submit it to the Exhibitor for signing.

It is allowed to conclude the Contract by exchanging e-mails with the further obligatory exchange of originals of the specified documents.

The integral part of the Contract is this Exhibitor's Guide with all enclosures, changes and additions and GENERAL CONDITIONS OF THE PARTICIPATION IN ALL EXHIBITIONS HELD AT THE CENTRAL EXHIBITION COMPLEX «ATAKENT», General conditions of General contracting company «Atakent-Expo» LLP, which the Exhibitor is obliged to read and to understand the document following this link:

Appendix 1. Fire safety rules (page 12)

Appendix 2. Requirements for the performance of electrical work (page 13)

Appendix 3. Rules for installation of the exhibition work (page 14)

Appendix 4. Rules of work in pavilions During installation of the exhibition (page 16).

Upon the separate application of the Exhibitor submitted within the terms specified in the Contract, prior to the build-up of the exhibition, it is possible to get additional services (for example, provision additional equipment, electrical energy connection, exhibition stand cleaning, etc.). The payment for additional services shall be made against the invoice issued by the Exhibition Organizer within terms specified herein.

The payment for services, including additional services, must be received in full by transfer of money to the account of the Exhibition Organizer no later than October 21, 2024. If this were not the case, neither the Exhibitor nor its developer will be allowed to enter the exhibition site.

TECHNICAL CHARACTERISTICS OF EXHIBITION HALL

Maximum safe floor load 800 kg/m²

Maximum Height of a stand Up to 5 m

Maximum weight of mounting 400kg

TERMS. INSTALLATION-EXHIBITION-DEINSTALLATION

The Exhibitor is obliged to ensure the presence of its authorized representative at the working site.

November 16 SATURDAY	from 09:00 a.m. to 01:00 p.m.	Layout marking
	from 01:00 p.m. to 08:00 p.m.	Installation of exhibition stands
November 17 SUNDAY	from 09:00 a.m. to 08:00 p.m.	Installation of exhibition stands
November 18 MONDAY	from 09:00 a.m. to 08:00 p.m.	Installation of exhibition stands
November 19 TUESDAY	from 09:00 a.m. to 08:00 p.m.	Installation of exhibition stands
November 20 WEDNESDAY	from 09:00 a.m. to 06:00 p.m.	Installation of exhibition stands*
	from 09:00 a.m. to 08:00 p.m.	Arrival of exhibitors, decoration of exhibition stands
November 21 THURSDAY	from 09:00 a.m. to 07:00 p.m.	Exhibition pavilion opening hours ¹
	from 10:00 a.m. to 06:00 a.m.	Exhibition opening hours for visitors
November 22 FRIDAY	from 09:00 a.m. to 07:00 p.m.	Exhibition pavilion opening hours ¹
	from 10:00 a.m. to 06:00 p.m.	Exhibition opening hours for visitors
November 23 SATURDAY	from 09:00 a.m. to 07:00 p.m.	Exhibition pavilion opening hours ¹
	from 10:00 a.m. to 04:00 p.m.	Exhibition opening hours for visitors
	from 04:00 p.m. to 08:00 p.m.	Moving-out of exhibited objects. Build-out ²
November 24 SUNDAY	from 09:00 a.m. to 06:00 p.m.	Deinstallation of exhibition stands
	from 06:00 p.m. to 08:00 p.m.	The exhibition pavilion shall vacated

* The performance of construction work, finishing work and taking out the garbage to areaways on November 20, 2024 after 06:00 p.m. and on November 21, 2024 (in the morning) are not permitted.

¹ It is forbidden to perform installation works, so installation passes are invalid. The Exhibition Organizer does not bear responsibility for the safety of exhibited objects displayed at exhibition stands.

² The Exhibitor is obliged to vacate the exhibition stand from exhibited objects and the equipment belonging to him by the time of commencement of works for the build-out of the exhibition.

If the display area/the exhibition stand is not occupied by the Exhibitor on November 20, 2024 at 08:00 p.m., the Contract for the participation in the exhibition is considered to be terminated unilaterally at the initiative of the Exhibitor (according to the clause 5.1.4.) with the compensation paid to the Exhibition Organizer (according to the article 273 of the Civil Code of the Republic of Kazakhstan) in the amount of 100% of the price of the Agreement and a penalty of 10%. The Exhibition Organizer has the right to make the deduction from amounts received from the Exhibitor. Losses are not reimbursed to the Exhibitor.

The Exhibitor is obliged to obtain the original Contracts/deeds from the Directorate, sign and return them to your Supervisor during the period of the exhibition (from November 21, 2024 to November 21, 2024).

To sign all or any financial and economic documents, the Exhibitor must have the Power of Attorney, the form of which will be sent by the Supervisor to the Exhibitor in electronic format. The original Power of Attorney remains to be kept by the Organizer.

ACCESS TO THE EXHIBITION AREA: EXHIBITION BADGES

Exhibition badges shall be issued to the Exhibitor by the Exhibition Organized only in the absence of arrears in payment of the cost of services/works under the Contract.

Exhibition badges are identification badges, shall be prepared in paper format with an indication of the company name of the Exhibitor and the full name of the person who represents the Exhibitor at the exhibition. Exhibition badge is a permission to the Exhibition centre area during all days of the exhibition including installation/deinstallation period.

!!! Please note that badges will be available on the day of arrival on 20 November 2024 from 9:00 at the Organiser's office in pavilion 11.

!!! Please note the possibility to receive badges in our office after 11 November 2024 from Monday to Friday 10.00-16.00 at the address: Almaty, Mynbayeva str., 151, BC 'VERUM', 5th floor, office 71.

To obtain exhibition badges, it is necessary to fill in the appropriate form of a document in MS-Excel format in advance which will be sent by the Exhibition Organizer to the Exhibitor by e-mail. The form of a document must be completed and sent in electronic format to your Supervisor by October 27, 2024.

BUSINESS TRIP CERTIFICATES

You can register the business trip certificate during the exhibition at the Desk of the Exhibition Organizer located in the exhibition pavilion.

PROCEDURE OF MOVING-IN AND MOVING-OUT OF THE EQUIPMENT AND EXHIBITED OBJECTS

MOVING-IN of exhibited objects to the territory of EC Atakent-Expo will be performed from Zharokova Street. Entrance of vehicles through the main entrance from Auezova Street is strictly prohibited.

For all questions related to the delivery of exhibits to the exhibition, you can contact to the official carrier «Elkaz» Expologistik Kazakhstan» LLP or Sovtransavto JSC.

The Exhibition Organizer does not provide transport and customs services, is not the recipient of the cargo sent by the Participant to the exhibition as exhibits and is not responsible for it.

Import/export of equipment and exhibits during the exhibition is prohibited.

INVOLVEMENT OF THIRD-PARTY DEVELOPING COMPANIES/ CONTRACTING COMPANIES

Third party developer - a legal or natural person who is not a participant in the exhibition, performing the installation of a non-standard exhibition exposition on the territory of the IEC «Atakent-Expo», this organization is obliged to go through the accreditation procedure with the IEC «Atakent-Expo». The accreditation procedure is paid. Conditions for the procedure accreditations are posted on the website <https://www.akr.kz/>

Appendix 2. Requirements for the performance of electrical work (page 13)

Appendix 3. Rules for installation of the exhibition work (page 14)

The stand height should not exceed 2.5 m, except for cases agreed in advance with the Organizers and the Atakent-Expo IEC. No part of the booth structure (including flags, banners, etc.) should extend beyond the limits of the exhibition area occupied by the Exhibitor. It is not allowed to place inscriptions, company logos on the back of panels located on / near the border of the stand, directed towards the neighbors. In case of violation of these conditions, the Exhibition Organizer reserves the right to suspend the installation/

installation of the stand. External surfaces of the structure, visible from the side of the passages between the stands and from the side neighbors of the Exhibitor must be properly decorated (only white color is allowed).

All exhibition stands must be completely installed on November 20, 2024 no later than 08:00 p.m. If the Exhibitor needs additional installation hours, please contact the office of the Exhibition Organizer (it is the fee-based service). The deadline for filing the application for the installation extension is until 12.00 on the day on which additional working hours are expected.

Important information:

Exhibition stand builders receive passes for their specialists on their own at the Atakent-Expo IEC.

ATTENTION! The Exhibition Organizer has the right to demand the termination of work by any person, if there are reasons to believe that the work is performed in violation of regulations, requirements and instructions. The Exhibition Organizer has the right to require such persons to leave the exposition areas. The Exhibition Organizer does not bear responsibility and does not indemnify the Exhibitor for losses incurred as a result of the improper fulfillment of obligations of independent developing companies/contracting companies.

Contacts of developers of Exclusive Exhibition Stands

Company «Expo-Niki»

Mob: +7 707 349 91 50 WhatsApp

Oksana Stolyarova

mng@expo-niki.kz

<http://expo-niki.kz/>

Expro Solutions

Tel: +7 727 232 97 72 / 295 56 18 (ext. 103)

Mob: +7 700 496 91 94 WhatsApp

Alexey Surenikov

ustas@expro.kz

www.expro.kz

Kaz Expo Montage

Tel: + 7 727 2583434 (ext. 290)

Mob.: +7 707 39176 66 WhatsApp

Alexander Minkin

alex@kazexpomontage.kz

<https://kazexpomontage.kz/>

Prime Expo

Margarita Denisenko

Mob.: +7 771 451 55 65 WhatsApp

Tsvetkova Valeria

Mob.: +7 771 451 55 45

prime-expo@mail.ru

<http://www.prime-expo.kz/>

COMPLETE SET FOR THE STANDARD EXHIBITION STAND

IT IS FORBIDDEN to do the following at exhibition stands:

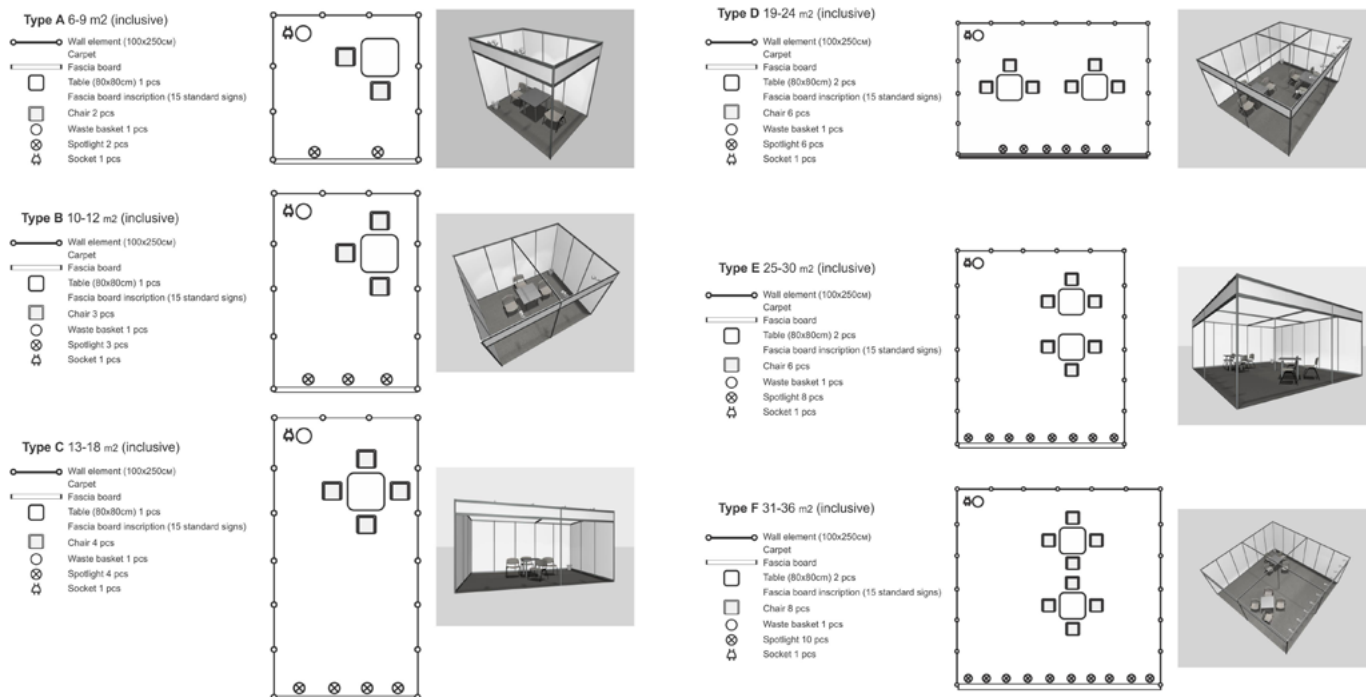
- to make any independent changes and/or complete or partial assembly/dismantling works;
- to use chairs and other furniture as stepladders;
- to make independent modifications of the electrical equipment of the exhibition stand, including any electrical work not agreed with the Master Developer (including the installation of the additional lighting equipment, extension cords and power filters);
- to mount exhibited objects and design elements to the electrical equipment, lamps and other equipment of the exhibition stand;
- to carry out independent pasting of panels, fastening and decoration of panels using adhesive tape and other adhesive materials;
- to use staplers for fixing materials on panels;
- to drill structures;
- to perform the placement or the installation any exhibition equipment and structures, pieces/units of furniture, showcases, advertising banners and any other elements within the exhibition stand which are not belong to completing units of the standard exhibition stand and are not exhibited objects;
- to move in and to move out the equipment transferred for its temporary use.

Presentation and audiovisual equipment is allowed for use by the Exhibitors only after being checked by the specialists of the Technical Support Department of the Exhibition Events of the Atakent-Expo International Exhibition Complex. info@atakentexpo.kz

Abuov Kambar, mob.: +7 707 659 30 97

The Exhibitor bears responsibility for violations of these requirements.

Types of standard exhibition stands and list of equipments included to the standard stands



Stands more than 36 m² equipped with:
 for every 4 m² - 1 spotlight;
 for every 12 m² - 1 table;
 for every 12 m² - 3 chairs;
 carpet, waste basket, socket, fascia board inscription (15 standard sign) are provided free of charge.

CONTAINERS, PACKAGE

Packing-boxes, carton boxes, pallets and packing materials should not be placed at the exhibition stand, because their storage is not allowed by fire safety regulations. The Exhibitor is obliged to independently take them out of the display area on November 09, 2023, but no later than 10:00 a.m.

Please agree the procedure for the performance of unloading and reloading operations, moving-out the equipment and the disposition of garbage from the exhibition pavilions with the developer and the transport agent in advance.

EQUIPPED DISPLAY AREA

The equipped display area is represented by typical projects of standard exhibition stands made from the exhibition-build system. The height of walls is 2500 cm. Complete units of standard exhibition stands depend only on their area.

ADDITIONAL SERVICES

When the Exhibitor submits an application for the provision of additional services/equipment, no stipulated by the contract, after:

- On November 18, 2024, a surcharge of 50% of the cost is applied to the order.
- On November 21, 2024, a surcharge of 100% of the cost is applied to the order.

FIRE SAFETY

All persons, including, but not limited to, the Exhibitors, construction companies/contractors, event participants located on the territory of the Atakent-Expo IEC, are obliged to comply with and be responsible for compliance with:

Appendix 1. Fire safety rules

The Exhibitor shall be liable for violations of these requirements.

NOISE LEVEL

During show programs and audio/video presentations at the booth, the noise level must not exceed 75 dB. In case of complaints from other exhibitors, the Organizers have the right to turn off the noise source or, if this is not possible, the power supply at the Exhibitor's stand.

ADVERTISING

Advertising on the exhibition stand is allowed for goods and services corresponding to the theme of the exhibition, produced or sold by the Exhibitor himself. Placement of any advertising media outside the exhibition stand is allowed only upon receipt of the relevant permission from the Organizer. The Exhibitor can check with his Curator about the possibilities of placing advertising media. The Exhibitor shall be liable for violations of these requirements.

EXHIBITION STAND CLEANING SERVICES

Any work on cleaning floor coverings in the Exhibition Center is carried out exclusively by the Administrative and Economic Department of Atakent-Expo IEC. During the installation/dismantling of the exhibition, developer companies/contractors are obliged to remove the accumulated garbage in bags and store it at the stand.

IT IS PROHIBITED TO DISCHARGE GARBAGE IN AISLES. The collected rubbish will be removed once a day by the Exhibition Centre cleaners. Every day (from 21 - 23 November 2024), until 10 a.m., the aisles between the stands will be cleaned and rubbish will be removed.

Exhibitors are obliged to collect rubbish in plastic bags and leave it at the stand. Individual cleaning of the stand during the exhibition is ordered and paid by the Exhibitor independently. Contact person: Duisenbaev Bakytzhan, mob.: +7 777 046 24 24

SAFETY AND SECURITY

The Exhibition Center provides general security of the exhibition halls during the installation/dismantling and the period of the exhibition. The exhibition hall is closed and transferred under protection no later than 20:00 is removed from protection at 9:00.

Neither the Organizer nor the exhibition center will be liable for any loss or damage to stands, exhibits, goods or personal belongings. The Exhibitor is solely responsible for the safety of its goods and exhibits at the stand.

Individual protection of the booth during the exhibition is ordered and paid by the Exhibitor independently. Contact the Organizer nfa@mayer.kz www.non-food.asia

List of nearby hotels to the Atakent-Expo IEC

The Exhibitor independently books a hotel room.

- | | |
|--|---|
| 1. Best Western Plus Atakent Park Hotel (4*)
https://aphotel.kz/
0.0 km to Atakent-Expo International
Exhibition Complex | 6. Grand Voyage Hotel (4*)
http://www.grandvoyage-hotel.kz/
3.1 km to Atakent-Expo International
Exhibition Complex |
| 2. Rakhat Palace Hotel (5*)
https://rahatpalace.com/
km to Atakent-Expo International Exhibition
Complex | 7. Rixos Almaty Hotel (5*)
https://www.rixos.com/ru/hotel-resort/rixos-almaty
3.6 km to Atakent-Expo International
Exhibition Complex |
| 3. The Ritz-Carlton (5*)
https://www.ritzcarlton.com/
2.0 km to Atakent-Expo International
Exhibition Complex | 8. Garden Park Inn Hotel (4*)
https://gardenparkinn.kz/
4.5 km to Atakent-Expo International
Exhibition Complex |
| 4. Holiday Inn Almaty (4*)
https://holidayalmaty.com/
3.0 km to Atakent-Expo International
Exhibition Complex | 9. Grand Tien Shan Hotel (4*)
https://ts-hotels.kz/
4.8 km to Atakent-Expo International
Exhibition Complex |
| 5. InterContinental Almaty (5*)
https://intercontinental-almaty.almaty-hotel.com/
3.1 km to Atakent-Expo International
Exhibition Complex | 10. Astana International Hotel (3*)
http://astanainterhotel.com/
5.0 km to Atakent-Expo International
Exhibition Complex |

1. FIRE SAFETY RULES

Atakent-Expo IEC

1. The Contractor provides pavilions in proper condition for the exhibition, guarantees the basic conditions of fire safety, taking into account building codes and regulations.
2. The "Customer" is obliged to coordinate the layout of the stands with the "Contractor" before starting the sale of exhibition space.
3. The "Customer" is responsible for fire safety and compliance with fire protection measures during the installation, operation and dismantling of the exhibition.
4. Control over the implementation of these rules is carried out by the "Contractor" and local fire protection authorities.
5. The plan of the stand, which is being built up independently, must be submitted to the technical department of the "Contractor" for consideration no later than the established deadlines for the start of installation.
6. Participants of the exhibition, at the request of the fire department of the Exhibition Center or the "Contractor", are obliged to provide appropriate documentation (characterizing their degree of combustibility) for all construction and finishing materials used in the construction of the stand.
7. Fixed structures of stands can be made of ordinary building materials (with the usual flammability class). Fireproof and hard-to-burn materials should be used for exterior and interior decoration.
8. The carpet should be firmly attached to the floor around the perimeter and at the joints. It must be made of a difficult-to-ignite material (do not catch fire from a burning match or cigarette).
9. It is forbidden to install any structures on the escape routes and the movement of visitors (in the established corridors). It is also necessary to keep access to fire and electrical panels (located near or behind the stand) free. It is forbidden to clutter technological or fire passages, as well as to store materials and containers in them. It is forbidden to place and store materials, clothes, shoes, and other personal belongings outside the installation area of the exhibition stand. For storage of materials and containers, please contact the company "ELKaz" Expologistik Kazakhstan (+7 727 250-27-15) or JSC Sovtransavto (007 915 2909075), the company's service is paid.
10. Storage of flammable and combustible materials, installation of vessels with flammable gases is prohibited on exhibition stands.
11. When laying power grids open (if there is no danger of mechanical damage), it is allowed to use cables with a fireproof or difficult-to-burn outer shell. All connections and branches of wires and cables must be performed by welding, soldering, pressing or special clamps. At the junctions and branches, the wires and cables must be securely insulated.
12. Electric lighting fixtures applicable to Class B2 fire rooms should be used to illuminate the stands. The use of diffusers made of polystyrene and other flammable materials in lamps is prohibited. The distance from the lamps to non-combustible and hard-to-burn surfaces should be at least 40 cm.
13. Electric heaters (electric kettles, microwave ovens, irons, toasters, coffee makers, etc.) can only be used with a fireproof stand (metal, ceramic, fireproof glass stand, etc.)
14. Installation and demonstration of exhibits and processes related to the possibility of fire (welding and soldering work, other types of work related to open fire, flammable solvents, etc.) are subject to coordination with the local fire protection service.
15. Smoking is prohibited in the exhibition halls!
16. The width of the aisles between the stands should be at least 3 and no more than 4 meters.
17. If the design of the exhibition does not comply with these rules, the "Performer" has the right to demand that the participant of the exhibition dismantle the exposition.
18. Every day, after the end of the working day, the stands must be cleaned of combustible debris and materials. It is necessary to de-energize all electrical appliances, with the exception of refrigerators and equipment involved in a continuous technological process. Garbage must necessarily be placed in garbage bags and taken out to the garbage collector in a packed form, with the exception of the largest parts and details. The removal of bulky garbage with a volume of more than 0.5 cubic meters from the territory of the Atakent Shopping Center is carried out by the developer. The garbage collector is located on the south side of Pavilion 10 A.
19. All participants of the exhibition, as well as developers, must know and comply with fire safety measures. For violation of fire safety rules, penalties are applied to the participants of the exhibition and the developers of the stands in accordance with the established procedure in accordance with the legislation of the Republic of Kazakhstan.

2. REQUIREMENTS FOR THE PERFORMANCE OF ELECTRICAL WORK

Atakent-Expo IEC

1. Persons who meet the requirements for electrical personnel and have appropriate qualifications in electrical safety (not lower than the third group) are allowed to carry out electrical installation work and operational maintenance of electrical equipment at the stands of exhibitors.
2. All electrical installation work must be carried out in compliance with the applicable Rules for the operation of electrical installations of consumers, Safety regulations, Fire Safety Rules and Building codes. At the same time, it is necessary to fulfill special requirements due to the peculiarities of exhibition events.
3. Electrical installation works are carried out in accordance with the individual layout of the exhibition stand presented by the exhibitor, which must indicate the locations of points of connection to power sources, locations of electric power equipment and lighting, as well as the maximum load capacities for each unit.
4. From the moment of admission of personnel to installation work, in order to prevent violations, they are supervised by the technical staff of the Contractor.
5. All electrical work on live sections should be carried out only when the voltage is removed.
6. In open areas and in places where people pass, it is necessary to close the cable with special ladders.
7. It is forbidden to lay unprotected electrical wiring and install lighting fixtures on combustible structures.
8. All connections and branches of wires and cables should be carried out only with special clips and connectors, it is forbidden to connect current collectors to the power grid by directly connecting wires.
9. Each stand must be equipped with an electrical panel with protection devices corresponding to the design loads, separately for the lighting network, technological equipment, as well as equipment in need of round-the-clock power supply.
10. All electrical appliances must be connected to UPS (Uninterruptible power supply). The Contractor is not responsible for power outages or voltage fluctuations that occurred through no fault of the Contractor.
11. Free passage must be provided to the electrical distribution input devices.
12. Electric lighting fixtures used for class B2 fire-hazardous premises should be used to illuminate the stands.
13. At the end of the electrical installation work, the Contractor's representative checks the quality of their performance and connects to power sources.
14. Voltage removal from the input device at the end of the exhibition is performed by the electrical personnel of the Contractor at the request of a representative of the exhibitor company or responsible for dismantling electrical equipment.
15. All connecting electrical wires must be double insulated.
16. The Customer is obliged to transfer all information about the electrical loading of the exhibition to the Contractor 20 (twenty) days before the start of installation of the exhibition stands.
17. The dismantling of electrical equipment and the corresponding disconnections at the stand are carried out by the personnel who performed the installation.

Table No. 1. Technical characteristics of the pavilions.

Pavilions	The maximum possible building height of the stand	Maximum possible floor load	Total area (gross)
9 (1st floor)	up to 500 cm under the balcony - up to 250cm	800 kg/m ²	2690 m ²
9 (2nd floor)	up to 400 cm	800 kg/m ²	265 m ²
10	up to 500 cm	800 kg/m ²	3502 m ²
11	up to 500 cm	800 kg/m ²	5856 m ²

3. REQUIREMENTS FOR INSTALLATION WORK

Atakent-Expo IEC

1. To carry out installation work on the stands of the exhibitors, only organizations that have licenses for the right to carry out these types of activities are involved. Organizations engaged in high-altitude work do not undergo the accreditation procedure, but their employees must have a valid certificate /certificate of industrial climbers, as well as other documents, according to the rules of industrial safety.
2. The stand structure should be easy to install and as ready for assembly as possible. It is forbidden to attach anything to the supporting structures of the pavilion. It is forbidden to apply paint, varnish, glue or other hard-to-remove coating on floors, walls and columns of exhibition pavilions. It is forbidden to lean any building structures and materials against the walls, columns, windows and doorways of the exhibition hall. It is forbidden to paste and place information signs on walls, windows, columns, on the floor of the exhibition hall, on fire cabinets and other elements of the interior of the hall, to damage the flooring in pavilions, asphalt concrete and paving slabs of open areas of the ATAKENT Exhibition Center. All stands and temporary structures, including hinged ones, must be installed within the boundaries of the area reserved for the exhibitor. It is not allowed for developers to perform sawing, planing and other carpentry work related to the manufacture of parts of the construction of the exhibition stand, as well as paint and varnish work related to the complete painting of the structure of the mounted exhibition stand.
3. It is forbidden to hang anything (flags, banners, suspensions) from the ceiling structures of the pavilion without the permission of the "Performer".
4. Welding, cutting, and grinding of metals and wood are prohibited in exhibition halls. It is forbidden to punch or drill holes in the walls and floors of the pavilion. If it is planned to carry out painting, whitewashing, etc. (with the release of dust) on the stand, it is necessary to isolate the stand with a construction grid or other protective material that prevents dust from entering neighboring stands.
5. When carrying out installation work in the pavilions, the developers of the exhibition stands must have their own tools, materials and auxiliary technical means, such as a ladder, a ratchet, etc. Also, all employees of the developers must be in overalls with the company logo and protective helmets. It is forbidden to use the stands of other developers and furniture and equipment imported by the participants of the exhibition for construction and installation work, recreation and meals. It is forbidden to take out exhibition furniture and equipment outside the installation area of the exhibition stand. During the installation and dismantling of the stand, the responsible person of the developer must be near the stand.
6. After the dismantling is completed, the exhibition area must be left clean. Dismantling by collapse is prohibited.
7. It is forbidden to exceed the noise level recommended by SanPiN 03.01.97 for enclosed public spaces, equal to 74 Db.
8. All work on the installation and assembly of exhibition stands, unpacking of containers and elements must be carried out within the area rented by the participant (organizer, organizer of the collective exhibition), the passages between the exhibition stands must be free of containers, packaging, building materials, structures, equipment and exhibits.
9. Containers released from cargo (boxes, pallets, pallets, etc.) must be immediately removed from the pavilions outside the territory of the Atakent Shopping Center or to a temporary storage warehouse with appropriate payment of the storage cost.
10. It is forbidden to use transparent and rubberized (black, white) adhesive tape to attach carpet and other coverings to the floor and other structures. It is allowed to use only reinforced tape (reinforced tape).
11. It is forbidden to use trolleys and trolleys with metal or plastic (polyamide) wheels to move goods, exhibits, exhibition equipment, etc. For these purposes, it is necessary to use trolleys with rubber or polyurethane wheels.
12. It is forbidden to apply paint, varnish, glue or other hard-to-remove coating on floors, walls and columns of exhibition halls.
13. It is forbidden to run over or drive through a carpet laid on the floor when transporting goods to exhibition stands.
14. It is forbidden to damage the flooring in pavilions, asphalt concrete and paving slabs of open areas.
15. It is prohibited to dismantle stands by tipping over the structures of the stand to the floor and dropping individual elements of the stand to the floor from a height.
16. At the end of the exhibition and the dismantling of the stand, the developers are obliged to remove from the floor all types of materials used to fix the carpet to the floor. After the dismantling is completed, the exhibition area must be left clean.
17. Fastening of building structures and design elements to the supporting structures of exhibition pavilions should be carried out by specialists in high-rise works. When carrying out installation work at a height of more than 5 m from the floor level, the safety requirements set out in the "Standard instructions on labor protection for workers performing climbing work of the Republic of Kazakhstan" must be met.

18. The presence of minor children in the pavilions during installation and dismantling days is strictly prohibited.
19. The installation of the suspended structure must be carried out in the presence of a representative of the pavilion maintenance company. The maximum weight of the suspended structure should not exceed 400 kg. It is forbidden to attach to the point of insurance elements or parts of the stand, the weight of which exceeds 400 kg.
20. The total load on the suspension or insurance point should not exceed 50 kg.
21. MVK Atakent-Expo LLP has the right to refuse to install a suspended structure or an insurance point in case of lack of technical capability of the pavilion.
22. The distance between two suspended structures or points of insurance must be at least 1 node.
23. Exhibits weighing more than 40 kg are subject to approval by the technical department of MVK Atakent-Expo LLP.
24. The exhibition structure is designed for a certain weight of the exhibit:

Wall Element	3 kg per 1 linear meter
Console shelf	5 kg per 1 shelf
Showcase shelf	3 kg per 1 shelf
10 kg per 1 square meter	10 кг на 1 квадратный метр
Table (80x80 cm), table (70x120 cm)	30 kg per 1 table
Table stand	10 kg per 1 element

25. Loading and unloading operations related to the use of a forklift and/or a crane are carried out only by specialists and means of an accredited organization
26. The free presence of vehicles in the loading/unloading area is strictly regulated:
 - cargo (allowed maximum weight up to 3.5 tons) – 30 minutes;
 - cargo (allowed maximum weight over 3.5 tons) – 2 hours.
 Each subsequent hour spent in the loading/unloading area is paid at the following rates:
 - cargo (allowed maximum weight up to 3.5 tons) – 5000 tg./h including VAT;
 - cargo (allowed maximum weight over 3.5 tons) – 10,000 tenge/hour, including VAT.
 Every incomplete hour is paid as a full one.
27. The "Executor" exercises control over the implementation of these rules.

4. RULES OF WORK IN THE PAVILIONS DURING THE INSTALLATION OF THE EXHIBITION

Attention! All organizations involved in the installation and construction work at the stands of exhibitors and customers are required to undergo the accreditation procedure in the technical department of Atakent-Expo LLP MVK 10 working days before the start of the installation of the exhibition.

Access to the exhibition halls during installation works is carried out strictly by badges. This procedure is introduced in order to improve safety and the general culture of installation work. Before entering the pavilion, each developer must receive badges (pass) from the service department of the exhibition center.

The phone number of the Service department.: +7 727 275 12 57

The responsible person from the developer's organization receives a memo with the rules of fire, electrical safety and the schedule of installation work, after which badges are issued for painting at the rate of 1 badge for every 4 sq.m. of the building area.

Attention! To receive badges, a copy of the identity card or any other document confirming the identity of the responsible person is required. The validity period of the "mounting" badges applies only to the period of installation and dismantling of the stands. These badges are invalid during the exhibition!

All exhibition stands must be fully decorated before 17:30 on the last day of installation of the exhibition, by which time packaging material, boxes, boxes, construction debris must be removed and removed from the pavilion. At 18:00, the general cleaning of the pavilions and the carpet covering of the aisles begins. There will be no installation passes on the opening day of the exhibition. Work on the construction and decoration of exhibition stands can be carried out on the days of installation of the exhibition from 9:00 to 20:00.

The developer pays for the extension of time for each stand at the following rates:

From 20:00 to 00:00

The stand area	In the pavilion
12-30 m ²	1150 tenge / 1 sq.m*
31-50 m ²	650 tenge / 1 sq.m*
51-100 m ²	450 tenge / 1 sq.m*
More than 100 m ²	250 tenge / 1 sq.m

From 00:00 to 09:00

The stand area	In the pavilion
12-30 m ²	1250 tenge / 1 sq.m*
31-50 m ²	750 tenge / 1 sq.m*
51-100 m ²	550 tenge / 1 sq.m*
More than 100 m ²	350 tenge / 1 sq.m*

* - the price is for 1 additional hour

You can place an order to extend the installation time at the Administration of the exhibition center. Applications are accepted until 18:00 of the current day. Payment is made on site.

If you do not have time to finish your stand by the deadline indicated above, it is possible to extend the installation time on the last night before the exhibition. Installation work can begin at 20.00 (after the end of the cleaning of the pavilions) with a 50% markup from the current rate. In this case, garbage collection around the stand at the end of the work must be carried out by the developer of this stand.

On the day of arrival of the participants and on the days of the exhibition, it is prohibited to install suspended elements and structures, as well as work that contributes to the appearance of dust. On the day of arrival of the participants, on the days of the exhibition, as well as during check-out hours, it is prohibited to dismantle suspended elements and structures, as well as large-sized elements of the stand (walls, glass elements, long trusses, etc.).

The administration of the exhibition center

Timiryazeva 42, Pavilion No. 11, ground floor, entrance from the northwest corner

Contact person: Ulikbekova Baktygul Khamzinovna

Tel.: +7 (727) 274 97 96, Mob.: +7 701 410 45 92