

# GUIDE FOR PARTICIPANTS

## VAPEXPO KIEV 2018

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## **Fifth international exhibition of electronic inhalers and vaporizers**

### **VAPEXPO KIEV-2018**

**Exhibition will take place on April 14-15, 2018  
at International Exhibition Centre LLC**

**VAPEXPO KIEV-2018** is a platform for those who looks for the best and wants to be the first to try novelties from the leaders in vape industry.

#### **The participants of the exhibition include:**

- Key international companies;
- Leaders of national vape market;
- Manufacturers of electronic inhalers;
- Experts in the field of marketing and sales promotion;
- Distributors and suppliers of electronic inhalers;
- Vape shops;
- Vape bars;
- Tattoo studios.

#### **Focus areas of the exhibition:**

- 
- Electronic inhalers;
  - Electronic hookahs;
  - Latest novelties from the largest manufacturers;
  - E-liquids and components;
  - Accessories;
  - Tattoo.

### **The exhibition organizer:**

The group of companies under the brand name Smile-Expo has been carrying out exhibition activity since 2006. The company's main activity is the organization of international specialized exhibitions, scientific conferences and seminars in CIS countries and Europe.

## GENERAL INFORMATION

### 1. ORGANIZING COMMITTEE OF THE EXHIBITION:

#### **SMILE-EXPO LLC:**

**Postal address:** 22 Rybalska street, office 8, Kyiv, 01011

**Telephone:** +38 (044) 392-06-96

**Web-site:** [vapexpo.kiev.ua](http://vapexpo.kiev.ua)

#### **Managers:**

Exhibition curator	Myroslava Buzikevich	+38 (044) 392-06-96(872)	<a href="mailto:m.buzikevich@smileexpo.com.ua">m.buzikevich@smileexpo.com.ua</a>
Exhibition manager	Alexander Kolinko	+38 (044) 392-06-96(896)	<a href="mailto:a.kolinko@smileexpo.com.ua">a.kolinko@smileexpo.com.ua</a>
Exhibition manager	Ivan Gritsuk	+38 (044) 392-06-96	<a href="mailto:i.gritsuk@smileexpo.com.ua">i.gritsuk@smileexpo.com.ua</a>
Exhibition manager	Yuriy Kovalenko	+38 (044) 392-06-96	<a href="mailto:yuriykov341@gmail.com">yuriykov341@gmail.com</a>

### 2. OFFICE OF ORGANIZERS AT THE EXHIBITION:

**THE EXHIBITION DIRECTORATE** will be situated in the exhibition pavilion No.1 (entry 1C) of International Exhibition Centre LLC. The representatives of the Directorate will respond to your questions, assist with problem solution and ensure your order placement on the site. You can obtain permits for the inbound-outbound transportation and participants' ID (badges) in the Directorate. Please contact exhibition management in case you have any questions!

### 3. EXHIBITION WORKING HOURS:

<b>EXHIBITION ASSEMBLING:</b>	Friday, April 13, 2018	09:00 – 22:00
<b>PARTICIPANTS ARRIVAL:</b> (TO UNEQUIPPED AREA)	Friday, April 13, 2018	09:00 – 22:00
<b>PARTICIPANTS ARRIVAL:</b> (TO EQUIPPED AREA)	Friday, April 13, 2018	16:00 – 22:00
<b>EXHIBITION WORKING HOURS:</b> (FOR PARTICIPANTS)	Saturday, April 14, 2018 Sunday, April 15, 2018	10:00 – 21:00 11:00 – 19:00
<b>EXHIBITION WORKING HOURS:</b> (FOR VISITORS)	Saturday, April 14, 2018 Sunday, April 15, 2018	12:00 – 20:00 12:00 – 19:00
<b>EXHIBITION DISMANTLING:</b>	Sunday, April 15, 2018	19:00 – 23:00

- Any stand not occupied by 12 p.m. on April 14, 2018 **will be considered vacant**. Please inform the Exhibition organizers ASAP in case you cannot occupy your stand by the time specified.

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#### 4. PARTICIPANT DOCUMENTATION PACKAGE:

1. **Application for participation** – *Form No 1*. Please fill in and submit to *the Exhibition organizers*.
2. **Application for additional equipment** – *Form No 2*. Please fill in case additional equipment or services are required request from the organizer (ask the form from the personal manager)
3. **Application for badges** – *Form No 3*. Access mode will be applied during assembling/dismantling and exhibition holding.
4. **Letter for inbound-outbound transportation of equipment** – *Form No 4*. Please fill in appropriately. The company representative should carry 3 (three) copies.

## STAND INSTALLATION

When ordering **EQUIPPED** exhibition area, its cost includes:

1. Exhibition area (footage - according to the filled application for participation);
2. Standard stand, including carpeting, electricity supply and lighting;
3. General security and cleaning between the stands in the pavilion;
4. Possibility to order additional equipment according to the Form No. 2 for additional fee

When ordering **UNEQUIPPED** exhibition area, the cost includes:

1. Exhibition area (footage - according to filled application for participation);
2. General security and cleaning between the stands in the pavilion;
3. Possibility to order electric supply for stand and additional equipment according to the Form #2 for additional fee

### Please pay attention:

The list of documents for participation in stand construction for the company that carries out stand construction at International Exhibition Centre on its own (Form No.5).

## 1. EQUIPPED AREA / TYPICAL EXAMPLES OF STANDARD STAND CONSTRUCTION

### • **EXAMPLE No.1: (up to 7 sq.m.)**

- Wall panel 1x2.5m (quantity is determined according to the stand scheme).
- Table – 1 pc.
- Chair – 2 pcs.
- Electrical socket 220V (triple, up to 1.5 kW) - 1 pc.
- Spot lamp– 1 pc.
- Trash bin – 1 pc.
- “Company name” inscription – 1 pc.
- Carpeting – stand area.



### • **EXAMPLE No.2: (8 sq.m. min)**

- Wall panel 1x2.5m (quantity is determined according to the stand scheme).
- Table – 1 pc.
- Chair – 3 pcs.
- Information desk (1x0.5x1) – 1 pc.
- Electrical socket 220V (triple, up to 1.5 kW) - 1 pc.
- Spot lamp– 2 pcs.
- Trash bin – 1 pc.
- “Company name” inscription – 1 pc.
- Carpeting – stand area.



### • **EXAMPLE No.3: (12 sq.m. min)**

- Wall panel 1x2.5m (quantity is determined according to the stand scheme).
- Table – 1 pc.
- Chair – 3 pcs.
- Information desk (1x0.5x1) – 2 pcs.
- Electrical socket 220V (triple, up to 1.5 kW) - 1 pc.
- Spot lamp– 2 pcs.
- Trash bin – 1 pc.
- “Company name” inscription – 1 pc.
- Carpeting – stand area.



### • **EXAMPLE No.4: (15 sq.m. min)**

- Wall panel 1x2.5m (quantity is determined according to the stand scheme).
- Table – 2 pc.
- Chair – 6 pcs.
- Information desk (1x0.5x1) – 2 pcs.
- Electrical socket 220V (triple, up to 1.5 kW) - 1 pc.
- Spot lamp– 2 pcs.
- Trash bin – 1 pc.
- “Company name” inscription – 1 pc.
- Carpeting – stand area.



- exhibition structures of OCTANORM type (white wall panels, h=2,5 m);
- one-color inscription on frieze panel (max – 15 characters);
- standard package of exhibition equipment and furniture, according to specifications:

Equipment and furniture	Stand size, sq. m.			
	from 4 to 7	from 8 to 11	from 12 to 14	from 15 to 20
Table	1	1	1	2
Chair	2	3	3	6
Information desk	0	1	2	2
Spot lamp*	2	2	2	2
Electrical socket*	1	1	1	2



Fascia board with inscription on the 1 <sup>st</sup> open side of the stand (company name, city/country; amount of symbols – 15 pcs.)	1	1	1	1
Trash bin	1	1	1	1
Floor covering with a protective layer and sticky tape along the stand	in accordance with the stand size			

\*Please note that the appearance of the equipment may vary from the picture.

In addition to **standard stand equipment**, depending on footage, you may order additional equipment for the stand from *Form No 2* for the exhibition period.

**Within the equipped area, it is PROHIBITED to:**

- Perform assembly and dismantling self-work on a ready stand (including electrical works);
- Perform wall panels covering;
- Use stapler to attach your materials on the panels;
- Perform works associated with structures drilling (other damage);
- Placement of additional lighting or mobile stands having additional electric lines on the standard stands shall be approved by the *General Developer of exhibition (International Exhibition Centre LLC)*;
- Installation of the elements of non-standard stand structures and interior design, not being exhibits (self-construction or design performed by Participant of event having significant impact on stand structure) is possible only by agreement with the *Organizer* after passing a control of project design documentation of exhibition stands;
- Take rented equipment from the stand outside of the exhibition centre;
- When using banners or other draping materials, you need to have certificates of conformity to fire regulations.

\*In case of rented equipment damage, the participating company will be charged the cost of damaged structural elements of the stand and additional equipment. During the exhibition, elements damage report will be made.

The list of actions and works that are prohibited within the territory of the exhibition centre (Form No.6).

**UNEQUIPPED AREA/EXCLUSIVE STAND CONSTRUCTION BY THIRD-PARTY DEVELOPER:**

It is possible for exhibitors to perform assembling and dismantling works and decoration works themselves or employ third-party developers only for construction of exclusive exhibition stands.

**Exclusive stand** is stand where other materials (wood, particle board, fiberboard, fabric, etc.) are used for construction, two-storied stands. Also stands made of exhibition structures on individual design projects and those requiring production of exhibition structures of non-standard type and size can be considered exclusive.

**Covering wall panels, placing logos, increasing the height of the walls, the use of suspended structures, electrodynamic structures, remote-mount frieze panel and other additional elements on the stand listed in the Form #2, do not make the stand exclusive.**

In case you rent unequipped area, you are responsible for the construction, equipping and furnishing of your stand. The stand design should comply with the Exhibition rules and coordinated with *General Developer of Exhibition* in advance. In case of non-observance of the existing rules, the stand setup will be prohibited.

In case of construction and equipment of stands and/or conducting construction and assembling activities by a third-party organization (developer), that organization should comply with all the rules and satisfy the requirements of **accreditation**.

**Accreditation** is based on the results of the examination of project design documentation of exhibition stands and is performed on a commercial basis.

**Please note:**

- If ordering an exclusive stand, its design must necessarily include floor covering, back and side wall panels with a minimum height of 2.5 meters.
- Stand (parts of stand) should not be beyond the leased area.
- Do not place labels, logos or other information on the parts of the stand facing the adjacent stands.
- Hinder side of the stand, visible from the passages and/or neighboring stands must be monochromatic white.
- During installation, it is necessary to remember that the storage of equipment and materials is allowed only within the rented area.
- Before starting the installation, make sure that your stand is located in the correct place according to plan and its size corresponds with project footage. Otherwise, if inaccurate location of your structures on the general layout, you will have to make dismantlement and reassembling of the stand at your own expense.
- After stand dismantlement, the area in the exhibition pavilion should remain in its original form (without debris, adhesive tape, etc.)
  - It is necessary to comply with the list of actions and works that are prohibited within the territory of the exhibition centre (Form No. 6).
  - List of documents for participation in stand construction for the company that carries out stand construction on its own (Form No. 5).

**Please note:**

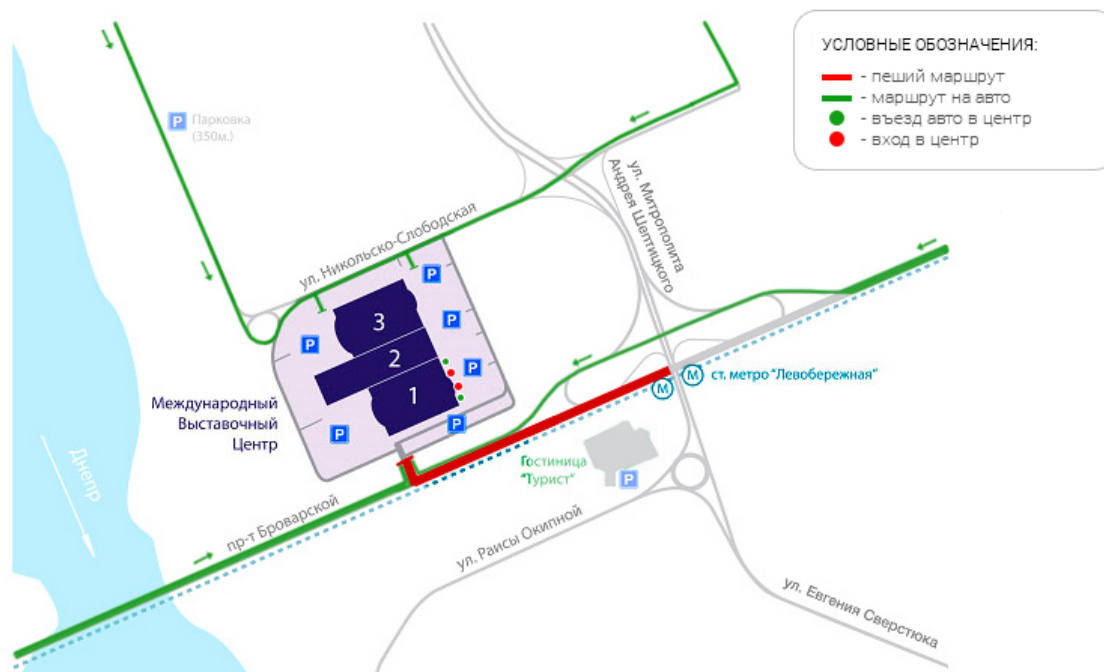
- When completing the *Form No 2*, please consult expert of the *Exhibition Organizer* in order to use stand area more ergonomic and to avoid the ambiguities in the stand scheme.
- In case the Exhibitor has not provided a stand scheme *14 working days* prior to Exhibition installation start, the Organizer reserves the right to construct the stand at its discretion.
- All equipment items are rented for temporary use. The above prices include transportation, assembly and disassembly of equipment.
- If the Exhibitor uses its own audiovisual equipment items (e.g. plasma panels), it should list this equipment in letter for inbound-outbound transportation.
- Installation of advertising transport means, including but not limited to “portable billboards” outside of the stand is possible only on a paid basis and after getting approval from the *Exhibition Organizer*.
- Distribution of promotional materials and/or other actions aimed at promotion of goods/works/services offered by Exhibitor shall be conducted by exhibitor in compliance with the following rules:
  - advertising action can be carried out only after payment of price by Exhibitor to Organizer specified in Form №2, if relevant position is specified in Form №2;
  - any advertising actions carried out by the Exhibitor outside its stand (regardless of whether they are paid according to Form №2 or not), can only be carried subject to agreement with the Organizers in writing;
  - any advertisings action carried out by the Exhibitor both within Exhibitor's stand and out of it, should not in any way violate the rights (block the passage, make noise, smell etc.) of other exhibitors and visitors. The Exhibitor shall organize and operate its exposition and carry out its promotions so as not to hinder movement of visitors in passages and not endanger or infringe the rights of other exhibitors and visitors.
- During the entire period of the Exhibition, the Exhibitor shall not promote any exhibition events held by other persons, i.e. not by the Organizer of the Exhibition, as well as products/services/work offered by any persons not participating in the Exhibition with the Exhibition venue (including the Exhibitor's stand). Violation of this provision will be considered by the Organizer as improper and uncoordinated advertising activity, and therefore the Organizer reserves the right to prevent the spread of such advertising by Exhibitor in any convenient way up to blocking access to Exhibitor's stand.
- To coordinate advertising actions outside the Exhibitor's stand with Organizer, the Exhibitor shall not later than 5 days prior to general holding period of Exhibition apply to Organizer in writing to conform advertising actions. Its application shall state: nature of the promotion, the territory within it is planned to carry out actions, number of promoters (if any), as well as other points that may be important for the use of the Exhibition venue, not occupied with exhibition stands (all information shall be sent to [a.kolinko@smileexpo.com.ua](mailto:a.kolinko@smileexpo.com.ua))

Activity of promoters as well as any other promotional activities outside the Exhibitor's stand shall be coordinated with the Exhibition organizer not because organizer intends to restrict Exhibitors' promotions, but to manage and coordinate advertising campaigns of all exhibitors in order to comply with rights and interests of each Exhibitor.

When considering the above written applications filed by the Exhibitor, the Organizer reserves the right not to agree or agree the promotion described by the Exhibitor subject to certain condition.

## ACCESS TO VENUE

### 1. LOCATION MAP:



### International Exhibition Centre, Kyiv

**Access to the exhibition is allowed for the companies having fully paid for participation!**  
**Companies that have any debts to pay for the exhibition areas and/or ordered additional equipment and services WILL NOT BE admitted to the Exhibition!**

## 2. ORDER OF PASSING:

1. During the assembly/dismantlement, pass of all cars through is free of charge. Passage to the territory the event is held upon presentation of letter for inbound-outbound transportation of equipment (*Form №4*), with the stamp and signature of the director of the organization. Please list the equipment items that needs inbound and outbound transportation, including your own showcases, computers, TVs, promotional materials, etc. The letter should be made in 3 copies and given to the driver performing the transportation. If you have several cars, make sure every car has this letter.
2. Representative of your company should park the car in the parking lot and get stamp "ENTRY ALLOWED" on the *Form № 4* in Organizers Office that allows bringing the equipment items into the pavilion. Unloading of car with exhibits is carried out at loading gates through which the representatives of your company bring equipment.
3. 1st copy of the letter is retained by the Organizers, 2nd one is given to security at the entrance, the third remains with you until the moment of departure from the pavilion.
4. "Entry allowed" is stamped ONLY if you have no debts for exhibition areas and services to Exhibition Organizer!

After unpacking exhibits all the packaging/containers should be removed from the exhibition territory on the day of arrival

### Please note:

- To ensure proper fire safety during the exhibition, **all participants** upon arrival must carry a **certificate of fire safety** (test fire laboratory certificate, conformity certificates) for materials and equipment (banners, decorations, drapes, appliances, etc.) used in the design of the stand. In the case of certificates absence, the Organizers do not bear responsibility for possible conflicts with the fire service and equipment inbound.
- All packaging/containers should be removed from the exhibition **on the day of arrival**.
- Please carry letters for **«inbound-outbound transportation»** of equipment **on the day of arrival**.
- Please do not lose remaining in hands copy of the letter for **«inbound-outbound transportation»** of equipment, as it will be necessary to carry **outbound transportation procedure**.
- You can order additional equipment for the stand during the installation in the Exhibition Directorate **with 100% extra charge**.
- Entry of vehicles into exhibition halls to perform cargo operations by Participants is not allowed.
- Storage of building materials and structures during assembling (dismantlement) is possible only within the exhibition area rented for construction. Passages between the stands shall be kept clear.
- Cleaning of the exhibition areas during assembling and dismantlement (removal of construction waste packages, dust, etc. from work area) is carried out continuously. Event Participants pack the waste in their own garbage bags and put them in the passages.
- Vehicles wash is prohibited in the exhibition centre and the neighbourhood.
- Event Participants, their representatives and agents are fully liable for any damage caused by their acts or negligence, administered to premises or property of International Exhibition Centre, as well as other Participants.
  - Smoking in exhibition pavilions is prohibited.
  - List of documents for participation in stand construction for the company that carries out stand construction on its own (Form No. 5).

## EXHIBITION PROCEDURE

**1. ENTRANCE TO THE PAVILION** for Exhibition participants is granted during the assembling works and working hours of the exhibition:

- on April 13 – from 9:00
- on April 14 – from 10:00
- on April 15 – from 11:00

**ONLY** with participants' passes\*.

**2. REGISTRATION OF EXHIBITION PARTICIPANTS** and issuance of badges for employees who will work on your stand (permanent passes), will take place in *Exhibition Directorate (International Exhibition Centre, Pavilion No.1)* on April 13, 2018.

\*To receive passes please send in advance, **but no later than 14 days prior to the start of the event** Form No.3 to the Organizers by e-mail with a list of employees' names.

### 3. SECURITY AND WORKING TIME ON THE STAND

- Please note:
  - during the exhibition installation, the pavilions are taken under the protection: Friday (April 13, 2018) from 22.00 till 09.00;
  - on the days of the exhibition holding, Saturday (April 14, 2018) from 20.00 till 09.00;
- Staying in sealed halls is prohibited.

**You are kindly requested to ensure the presence of your representative at the stand during the exhibition holding period**

**In order to avoid cases of missing things during the exhibition (arrival, working days, leaving) we kindly ask you to watch your personal belongings and value equipment at the stand!**

**OWNER BEARS RESPONSIBILITY for personal belongings and valuable equipment items during the exhibition!**

### 4. DOCUMENTS EXCHANGE

- Exchange of originals of the agreement and handing over invoice is performed on the first day of the event or in advance.
- Certificate of works performed is issued only after the participant has fulfilled all its obligations under agreement and after proper dismantlement of the stand.
- Handing over invoices to national contractors is carried out at the same time as handing over Certificates of works performed; as regards foreign contractors the invoices are sent or handed over to them by means of mail within 5 days after the event.

### 5. ORDERS FOR ADDITIONAL EQUIPMENT AND SERVICES

- If you need to order any equipment that is not included in the list in Forms №2, please contact manager of the exhibition for information about availability of such equipment and prices.
- Application for additional equipment or services shall be submitted at least 10 days prior to exhibition installation start, unless other terms are specified in Guide for Participants.
- Orders made later than 14 days prior the start of the event, will only be accepted subject to availability of equipment, and only after execution of pre-paid applications.
- Price for applications/orders, additional equipment or services made or modified by Exhibitor not less than 10 (ten) days prior to exhibition installation start, increases by 50% of the price specified in Guide for



Participants. Moreover, price for applications/orders, additional equipment or services made or modified by the Exhibitor less than 5 (five) days prior to the Exhibition installation start increases by 100%.

- Orders made during assembling and exhibition holding shall **be paid with the 100% extra charge**.
- Reasonable claims to time, quality and scope of services provided by the *Organizer of the Exhibition*, are accepted up to the last day of the exhibition assembling. Otherwise, the service is considered to be provided on time, in full and with due quality.

## 6. STAND CLEANING

- Every morning, before the opening of the exhibition, passages between the stands are cleaned. Trash left in front of your stand in a plastic bag or box, will also be removed.
- Cleaning of stands, paid in advance according *Form #2* is made before the opening of the exhibition.
- Order of stand cleaning during the Exhibition installation and holding **is paid with 100% extra charge**.

## 7. PARKING AT THE TERRITORY

- Parking space at the exhibition centre is limited. Parking is subject to availability.
- Parking of vehicles on the territory adjacent to the exhibition centre is allowed from 9:00 to 19:00 in the designated areas. At another time, vehicles are allowed only on the terms agreed with the *Organizer* of the exhibition.

8. **OTHER TYPES OF INSURANCE** shall be performed by event Participants individually. Those forms of insurance agreements are acceptable, which stipulate that the insurer having paid insurance compensation within the amount paid does not receive the right to claim against the Organizer of the Exhibition or International Exhibition Centre LLC.

## 9. MARKETING MATERIALS AND PROMO OFFERS

- Distribution of advertising materials or other advertising activities outside of your stand should be carried out by the Exhibitor only subject to consultation with the Organizer of the Exhibition.
- Exhibitor should organize and operate its exposition in a way that does not interfere with movement of visitors in the passages and do not create a threat or violation of the rights of other exhibitors and visitors.
- **Placement of advertisement of third party exhibition events** as well as advertisement and promotional materials of organizations, institutions, firms and companies that do not directly participate in the exhibition is **strictly prohibited at the entire territory of the venue**. In case of violation of this provision, the Organizer reserves the right to apply the sanctions to the Exhibitor up to and including the closing exhibition stand without payment of any compensation and refund of the sum paid by the Exhibitor to the Organizer for participation in the exhibition.
- Participant should coordinate with the Organizer of the Exhibition the **work of the promoters**. This requirement is not intended to restrict promotions, but to regulate and coordinate advertising campaigns of all the participants.
- If using your own **audio-visual equipment** (plasma display panels), participants need to list it in a letter for inbound-outbound transportation, and provide upon arrival the balance sheet, confirming the presence of the device on the balance of the participating company.

### Form No.6

List of actions and works that are prohibited within the territory of exhibition center for companies performing stand construction on its own, specifying the amount of penalty for each type of violation







**DEAR PARTICIPANTS OF THE EXHIBITION,**

**SMILE EXPO EXHIBITION COMPANY APPRECIATES THAT YOU HAVE CHOSEN  
OUR EXHIBITION TO PRESENT YOUR PRODUCTS.**

**WE HOPE THAT OUR JOINT EFFORTS WILL PROMOTE FURTHER DEVELOPMENT  
OF YOUR BUSINESS AND NEW CONTACTS ESTABLISHED DURING THE  
EXHIBITION WILL BE PRODUCTIVE AND USEFUL.**

**WE WISH YOU SUCCESS AND PROSPERITY!**