



non-food asia expo

**International
Expo & Forum**

November 9-11, 2023

EC Atakent, Almaty, Kazakhstan

EXHIBITOR'S GUIDE

**Business Bridge
between Europe and Asia**

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CONTACT INFORMATION

Mayer Expo Asia

Tel. +7 775 919 78 82

E-mail: nfa@mayer.kz

Web-site: www.nonfood.asia

Head of exhibition

Guseva Elena

Phone: 8-903 5973004

Exhibition Director

Abilova Zhanar

Phone: 8-777 8292269

Business Program Producer

Dormidontova Shezhana

Phone: 8-926-520-98-91

Technical Director

Yakuba Lilia

Phone: 8-916-676-7489

Advertising and PR Director

Ksenia Ionova

Phone: 8-903-242-64-83

THE VENUE:

Exhibition Centre Atakent-Expo

The Republic of Kazakhstan, 050057 Almaty city, Timiryazev Str., 42, Exhibition pavilion 10

Directions:

By municipal transport:

Atakent (Timiryazeva str.) bus stop

By motor transport:

Zharokova str and Utepova str corner



General contracting company: TOO «Atakent-Expo»

Timiryazev Str., 42, Block C, 6 floor, Business-centre «World Trade Center Almaty»

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

info@atakentexpo.kz

Official forwarding company: TOO «Elkaz» Expologistik Kazakhstan»

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

Mobile.: +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 TOO «Mayer Expo Asia» (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 TOO "Atakent-Expo", which the Exhibitor is obliged to read and to understand the document following this link:

[Appendix 1. Fire safety rules](#)

[Appendix 2. Requirements for the implementation of installation and electrical work](#)

[Appendix 3. Rules for working in the pavilions during the installation of the exhibition](#)

[Appendix 4. Rules of work in pavilions During installation of the exhibition](#)

and to meet them.

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 13, 2023. If this were not the case, neither the Exhibitor nor its developer will be allowed to enter the exhibition site.

TECHNICAL CHARACTERISTICS OF EXHIBITION HALLS

Maximum safe floor load	800 kg/m ²
Maximum Height of a stand	Up to 5 m
Maximum weight of mounting	400 kg

TERMS. INSTALLATION-EXHIBITION-DEINSTALLATION

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

November 6, 2023 MONDAY	from 08:00 a.m. to 01:00 p.m.	Layout marking
	from 01:00 p.m. to 08:00 p.m.	Installation of exhibition stands
November 7, 2023 TUESDAY	from 09:00 a.m. to 08:00 p.m.	Installation of exhibition stands
November 8, 2023 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 09, 2023 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 10, 2023 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 11, 2023 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 12, 2023 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 be and the equipment and constructions of exhibition stands shall be built-out and moved-out

* The performance of construction work, finishing work and taking out the garbage to areaways on November 08, 2023 after 06:00 p.m. and on **November 09, 2023** (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 08, 2023 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 09, 2023 to November 11, 2023**).

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.

!!! The Exhibitor not less than 7 days before the installation period please confirm with the Organizer the day of getting the badges. Please pay attention that you can get your badges after October 31, 2023 (Monday Friday) from 10-00 till 17-00 by the address: Almaty, Al-Farabi Street, 19/1, block 3B, 5th floor.

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 25, 2023.

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 Zharkova 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 LLP «Elkaz» Expologistik Kazakhstan».

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 implementation of installation and electrical work](#)

[Appendix 3. Rules for working in the pavilions during the installation of the exhibition](#)

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 08, 2023 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/>

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.

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. iinfo@atakentexpo.kz

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

The Exhibitor bears responsibility for violations of these requirements.










ADDITIONAL SERVICES

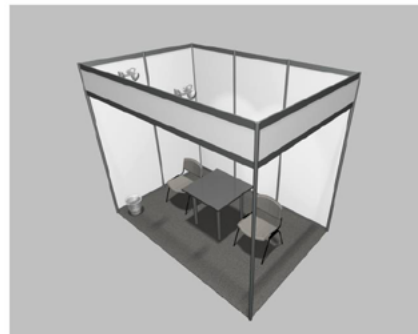
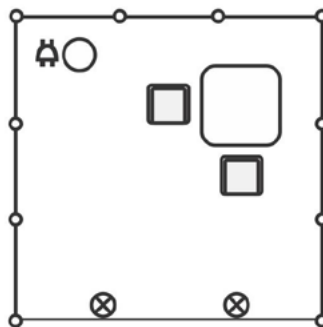
When the Exhibitor submits an application for the provision of additional services/equipment, not stipulated by the contract, after:

- **On November 6, 2023**, a surcharge of 50% of the cost is applied to the order.
- **On November 9, 2023**, a surcharge of 100% of the cost is applied to the order.










STANDARD EXHIBITION STAND TYPES WITH LIST OF INCLUDED EQUIPMENT

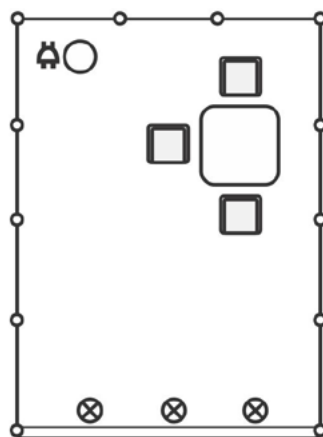
Type A 6-9 m2 (inclusive)

-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 1 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 2 pcs
-  Waste basket 1 pcs
-  Spotlight 2 pcs
-  Socket 1 pcs












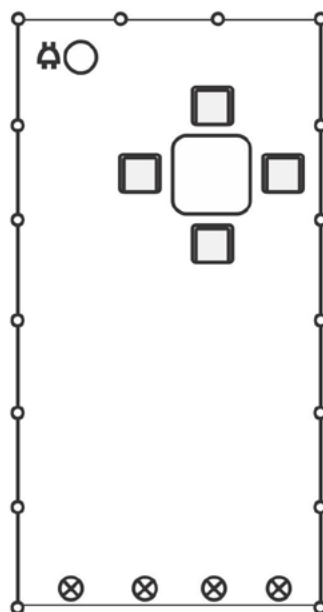
Type B 10-12 m2 (inclusive)

-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 1 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 3 pcs
-  Waste basket 1 pcs
-  Spotlight 3 pcs
-  Socket 1 pcs



Type C 13-18 m2 (inclusive)

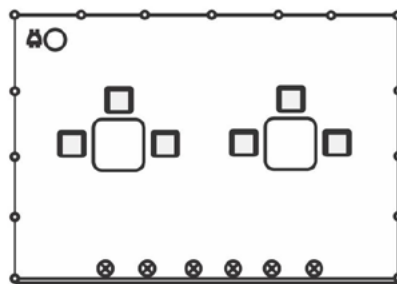
-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 1 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 4 pcs
-  Waste basket 1 pcs
-  Spotlight 4 pcs
-  Socket 1 pcs



STANDARD EXHIBITION STAND TYPES WITH LIST OF INCLUDED EQUIPMENT

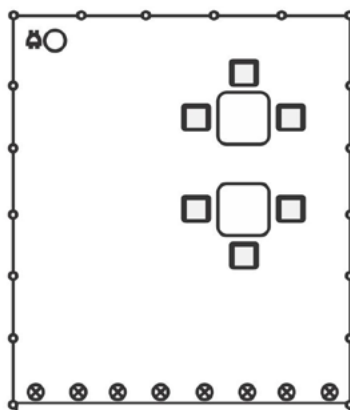
Type D 19-24 m² (inclusive)

-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 2 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 6 pcs
-  Waste basket 1 pcs
-  Spotlight 6 pcs
-  Socket 1 pcs









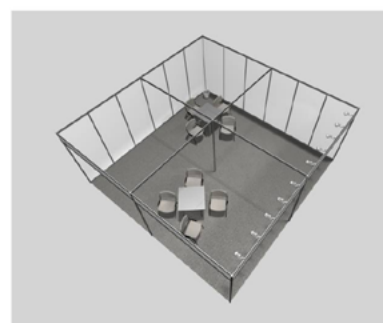
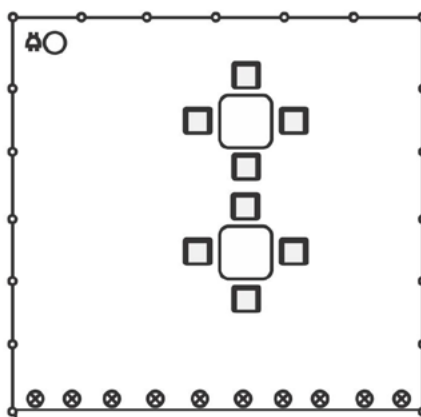
Type E 25-30 m² (inclusive)

-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 2 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 6 pcs
-  Waste basket 1 pcs
-  Spotlight 8 pcs
-  Socket 1 pcs



Type F 31-36 m² (inclusive)

-  Wall element (100x250cm)
-  Carpet
-  Fascia board
-  Table (80x80cm) 2 pcs
-  Fascia board inscription (15 standard signs)
-  Chair 8 pcs
-  Waste basket 1 pcs
-  Spotlight 10 pcs
-  Socket 1 pcs



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.

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 garbage will be removed once a day by the cleaners of the exhibition center. Every day (**from November 9–11, 2023**), until 10 a.m., the aisles between the stands are cleaned and garbage is removed. Exhibitors are obliged to collect garbage in plastic bags and leave it in the aisle 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.nonfood.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

2. Rakhat Palace Hotel (5*)

<https://rahatpalace.com/>

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

4. Holiday Inn Almaty (4*)

<https://holidayalmaty.com/>

3.0 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

6. Grand Voyage Hotel (4*)

<http://www.grandvoyage-hotel.kz/>

3.1 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

8. Garden Park Inn Hotel (4*)

<https://gardenparkinn.kz/>

4.5 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

10. Astana International Hotel (3*)

<http://astanainterhotel.com/>

5.0 km to Atakent-Expo International Exhibition Complex