



## **TRENCHLESS MIDDLE EAST 2024**

### **EXHIBITOR MANUAL**

Thank you for taking the time to read this important manual, it has been created with you in mind, to assist you with practical preparation and organisation for the forthcoming event Trenchless Middle East 2024. This Exhibition will be held at The Jumeirah Beach Exhibition and Conference Centre, Dubai, 5-6 November 2024.

There are various services and order forms to complete which are compulsory so please use the links provided on our website to complete the forms. We have written in deadline dates for your convenience. This Manual is not designed to replace our personal service and if you should have any questions or require special assistance or extra explanation of a process or procedure, then please do call us.

We recommend that you take a few minutes to read through this Manual and familiarise yourself with the contents.

In the meantime, should you have any queries please do not hesitate to contact us.

Wishing you a successful Exhibition at Trenchless Middle East 2024.

Yours sincerely

The Westrade Team

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## Useful Contacts

### Organisers

Westrade Group Ltd  
Carotino House, Bury Lane  
Rickmansworth  
Hertfordshire  
United Kingdom  
WD3 1ED  
Telephone: + 44 (0)1923 723 990  
Website: [www.trenchlessmiddleeast.com](http://www.trenchlessmiddleeast.com)

Email: [kboi@westrade.co.uk](mailto:kboi@westrade.co.uk)  
Contact: Kathryn Boi, Events Manager  
Email: [akeatley@westrade.co.uk](mailto:akeatley@westrade.co.uk)  
Contact: Annabelle Keatley, Events Coordinator

### Sales Team

Email: [pharwood@westrade.co.uk](mailto:pharwood@westrade.co.uk) / [tdorrell@westrade.co.uk](mailto:tdorrell@westrade.co.uk)  
Contacts: Paul Harwood / Trevor Dorrell

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### AV and Equipment Hire

MITRE ART LLC  
P.O. Box 282442, Dubai, United Arab Emirates  
Tel: +971 502 580 539  
Contact: Avantika Trivedi  
Email: [avantika.trivedi@mitreart.com](mailto:avantika.trivedi@mitreart.com)

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### Catering

Jumeirah Beach Hotel  
P.O Box 11416, Dubai, United Arab Emirates  
Website: [www.jumeirah.com](http://www.jumeirah.com)  
Maryam AlFalasi  
Assistant Manager - Conference and Events  
Jumeirah Beach Hotel  
Mail to: [Maryam.alfalasi@jumeirah.com](mailto:Maryam.alfalasi@jumeirah.com)  
Telephone: +97144068619

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### Freight Services

SITE Event Logistics  
SHARJAH MEDIA CITY  
SHARJAH, UAE 6027 AE  
Email: [dean@siteeventlogistics.com](mailto:dean@siteeventlogistics.com)  
Contact: Dean Haddow

Tel: +44 1753 888750

Email: [dean@siteeventlogistics.com](mailto:dean@siteeventlogistics.com)

Contact: Dean Haddow

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### **Trenchless Works Magazine & Show Guide**

Westrade Group Publications Department

Carotino House, Bury Lane, Rickmansworth, Hertfordshire, WD3 1ED United Kingdom

Tel: + 44 (0)1923 723 990

Website: [www.trenchless-works.com](http://www.trenchless-works.com)

Contact: Leigh Abbott

Email: [labbott@westrade.co.uk](mailto:labbott@westrade.co.uk)

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### **Shell Scheme Packages**

MITRE ART LLC

P.O. Box 282442, Dubai, United Arab Emirates

Tel: +971 502 580 539

Contact: Avantika Trivedi

Email: [avantika.trivedi@mitreart.com](mailto:avantika.trivedi@mitreart.com)

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### **Electrical Fittings & Furniture**

MITRE ART LLC

P.O. Box 282442, Dubai, United Arab Emirates

Tel: +971 502 580 539

Contact: Avantika Trivedi

Email: [avantika.trivedi@mitreart.com](mailto:avantika.trivedi@mitreart.com)

## **Event Timetable**

### **INSTALLATION**

Space Only    Sunday 3 November 2024                          10:00 – 23:00

Space Only & Shell Scheme                          Monday 4 November 2024                          08:00 – 20:00

All stand fitting & interiors should be completed by 20:00 Monday 4 November 2024

### **EXHIBITION OPEN PERIOD**

Tuesday                  5 November 2024                  10:00 – 17:00 (all stands must be attended by 09:45)

Wednesday              6 November 2024              10:00 – 16:00 (all stands must be attended by 09:45)

### **DISMANTLING**

All exhibitors    Wednesday 6 November 2024    16:00 - 23:59

N.B. All exhibits and stand fittings to be removed by midnight on Wednesday 6 November 2024

## **GENERAL INFORMATION**

### **Organiser's Forms**

Our organiser forms can be downloaded via the Link on our website.

Form 1 (Represented Companies) – to be completed if you will have other companies represented on your stand, these could be your agents, principals, owners, subsidiaries, dealers or distributors

Form 2 (Exhibit Information) – to be completed if the items listed are relevant to your display

**Form 3 (Health & Safety) and Form 4 (Risk Assessment) are mandatory for all exhibitors**

Please send the relevant forms to Annabelle Keatley [akeatley@westrade.co.uk](mailto:akeatley@westrade.co.uk) . Deadline for all forms: **Friday 4 October**

### **1.1      Payment**

The rent of stand space contracted by exhibitors is payable to the organisers in accordance with the payment schedule detailed on the exhibitor's space contract.

In all cases, space costs must be paid in full prior to the opening of the exhibition.

Please note: no exhibitor will be allowed to occupy stand space prior to full payment of space costs.

## **1.2 Badges & passes**

All exhibitors will be provided with appropriate passes. Exhibitor badges will be valid during the build-up, open and dismantling periods.

Badges will be supplied to named individuals and will be available for collection from the registration desks on site.

## **1.3 Interpreters & Stand personnel**

For interpreters and temporary stand personnel, please contact the Organisers for assistance.

## **1.4 AV and Equipment Hire**

For a list of equipment available on hire and to complete an order, please complete the **Facilities Order Form** downloaded from our Contractor forms link on our website.

## **1.5 Catering**

Details for catering arrangements for your stand will follow.

## **1.6 Car parking**

The Jumeirah Beach Hotel offers valet parking. Parking is on a complimentary basis within the Hotel parking spaces.

## **1.7 Stand cleaning**

Stand cleaning is included in exhibitors' participation costs. The cleaning contractors will vacuum carpets, empty bins, dust furniture/worktops, but are not responsible for cleaning exhibits or display material.

## **1.8 Security**

Although the organisers will be providing adequate security, they cannot be held responsible for any loss, damage or accident, which may occur to the property of either exhibitors or their personnel whilst at the Centre.

Never leave equipment or displays of value unattended, most particularly during the installation and dismantling periods when it is impossible to check ownership of items of equipment being carried into and out of the hall.

## **1.9 Insurance**

Exhibitors are responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties.

In addition it is recommended that exhibitors protect their expenditure against Abandonment and Cancellation or Curtailment of the event due to reasons beyond the organisers' control and/or non-arrival of their own exhibits.

The organisers do not accept responsibility for damage to stands or loss of any property on any stand or anywhere else in the exhibition; or in any course of its delivery thereto or removal therefrom, from any cause whatsoever.

The organisers are not responsible for any loss sustained by exhibitors from fire, theft, damage or any reason; or for personal injury or loss to or by any person employed by the exhibitor or third party.

Exhibitors must cover themselves by insurance for the above and other circumstances as required. Exhibitors are strongly advised to insure exhibits whilst at the exhibition - including display material, personal effects and items on hire including video and computer equipment.

Please also refer to the notes regarding insurance contained in item 19 of the Terms & Conditions.

#### **1.10 Noise**

Exhibitors must ensure that the background music system is kept to a level below 80 decibels and it does not cause disturbance to adjacent exhibitors.

In the case of dispute, the Organisers' decision is always final.

#### **1.11 Terms & Conditions**

Please download and read the Trenchless Middle East 2024 Exhibition Terms and Conditions using the link on our website.

#### **1.12 Internet Access**

There is complimentary public wireless internet of 2MB shared connection.

However, should you require dedicated wired internet this can be arranged through The Jumeirah Beach Exhibition and Convention Centre by completing the **Internet form** that will be available on our website.

#### **Venue**

Trenchless Middle East 2024 will be held at the Jumeirah Beach Exhibition and Conference Centre, Dubai, adjacent to The Jumeriah Beach Hotel.

Located in the Jumeirah Beach area of Dubai, Jumeirah Beach Hotel is just 15 km from the city centre and 25km from Dubai International Airport. The venue features a magnificent, column free exhibition space, with well appointed conference rooms, offering excellent display and meeting facilities respectively.

Exhibit installation is straight forward with easy access at street level.

Exhibitors wishing to view the exhibition hall in advance are advised to contact the venue as below.

[Jumeirah Beach Hotel](#)

Maryam AlFalasi

Assistant Manager - Conference and Events, Jumeirah Beach Hotel

Mail to: [Maryam.alfalasi@jumeirah.com](mailto:Maryam.alfalasi@jumeirah.com)

Telephone: +97144068619

## **2.1 Exhibit access**

Access to the exhibition hall is through the Banquet Cargo Door.

Dimensions 2.7m wide x 2.75m high

## **2.2 Damage prevention**

Exhibitors are requested to take extra care when installing exhibits into the Hall. Where necessary, plastic sheeting, spreader plates, etc must be used to prevent damage to the carpet.

The facility has recently been refurbished and exhibitors will be held responsible for any damage caused to the fabric of the building by themselves, staff, or contractors.

Please refer to Item 16 of the Terms and Conditions.

## **2.3 Height restrictions**

The overall shell scheme height is 2.5m high, although the clear height under the ceiling grid is 2.2m.

The maximum ceiling height in the exhibition Hall is 4m. It is the exhibitor's responsibility to ensure that their equipment and stand fitting can fit within these restrictions.

Please contact the Organisers for any additional information required.

## **2.4 Weight restrictions**

The floor loading is 2,000 kg/m<sup>2</sup>.

Exhibitors must ensure that any heavy items are transported with utmost care to ensure there is no damage to the carpet and also positioned on suitable steel plates to spread the load.

Any damage to the floor and/or the carpet and resultant repair costs will be the responsibility of the exhibiting company.

## **2.5 Directions to the Venue**

Located in the Jumeirah Beach area of Dubai, Jumeirah Beach Hotel is just 15 km from the city centre and 25km from Dubai International Airport. With its premier location on the shores of the



Arabian Gulf, Jumeirah Beach Hotel offers pristine private beaches and unhindered views of Burj Al Arab.

Dubai International Airport - Use the Garhoud Bridge to reach Sheikh Zayed Road. Take the exit from the 4th Interchange towards Al Sufouh Road.

Abu Dhabi - Take the exit from the 4th Interchange of Sheikh Zayed Road towards Al Sufouh Road.

Sharjah & Ajman - Drive straight from Emirates Road till the Arabian Ranches roundabout. Turn right at the roundabout and drive straight through towards Al Barsha and Al Sufouh Road.

Jumeirah Beach Hotel is located in the Jumeirah Beach area of Dubai, 15 km from the main city centre and 25 km from Dubai International Airport. It is well served by taxis and has its own limousine service.

Transport to and from Dubai Airport is complimentary for guests staying in Club Executive, Premium Leisure, Suites, Villas and to Sirius Gold card holders.

### **3.1 Stand numbers**

Exhibitors' stand numbers will be as stated on the organisers' Space Contract Form unless otherwise agreed with the organisers. Only one number will be used.

### **3.2 Exhibition layout**

As the organisers endeavour to accommodate as many individual dimension requirements as possible, the exhibition floor plan may be subject to alteration at any time up to the opening of the exhibition.

All exhibitors affected by layout changes will be notified (see Clause 4 in the Terms & Conditions).

### **3.3 Shell scheme packages**

Exhibitors taking advantage of the shell scheme packages will have the following included:  
Shell scheme stand in aluminium white powder coated profile with white infill panels (2 sided walls for corner booths and 3 sided walls for aisle booths).

The fascia nameboard will have a red background and the exhibitor name in English.

The venue is carpeted.

Furniture Package (up to 15 sq.m.)

1 x info counter 1m width x 0.5m depth x 1m height

1 x table with laminate top, .75m height x .80m diameter

4 x White Stackable Chair.

Furniture Package (per 18 sq.m. and above)

2 x info counter 1m width x 0.5m depth x 1m height

2 x table with laminate top, .75m height x .80m diameter  
8 x White Stackable Chair.

Electrical Package (per 9 sq.m.)

3 x 100w track spotlights

1 x 250w 13amps power socket single phase socket

Electrical Package (per 12 sq.m.)

4 x 100w track spotlights

1 x 250w 13amps power socket single phase socket

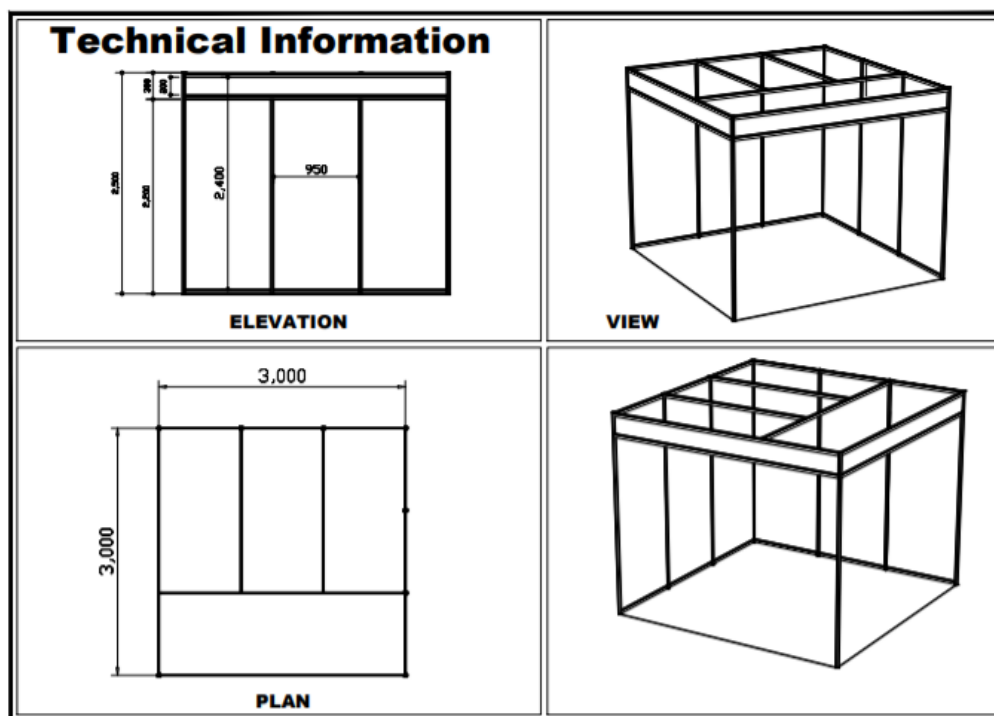
Electrical Package (per 15 sq.m. and above)

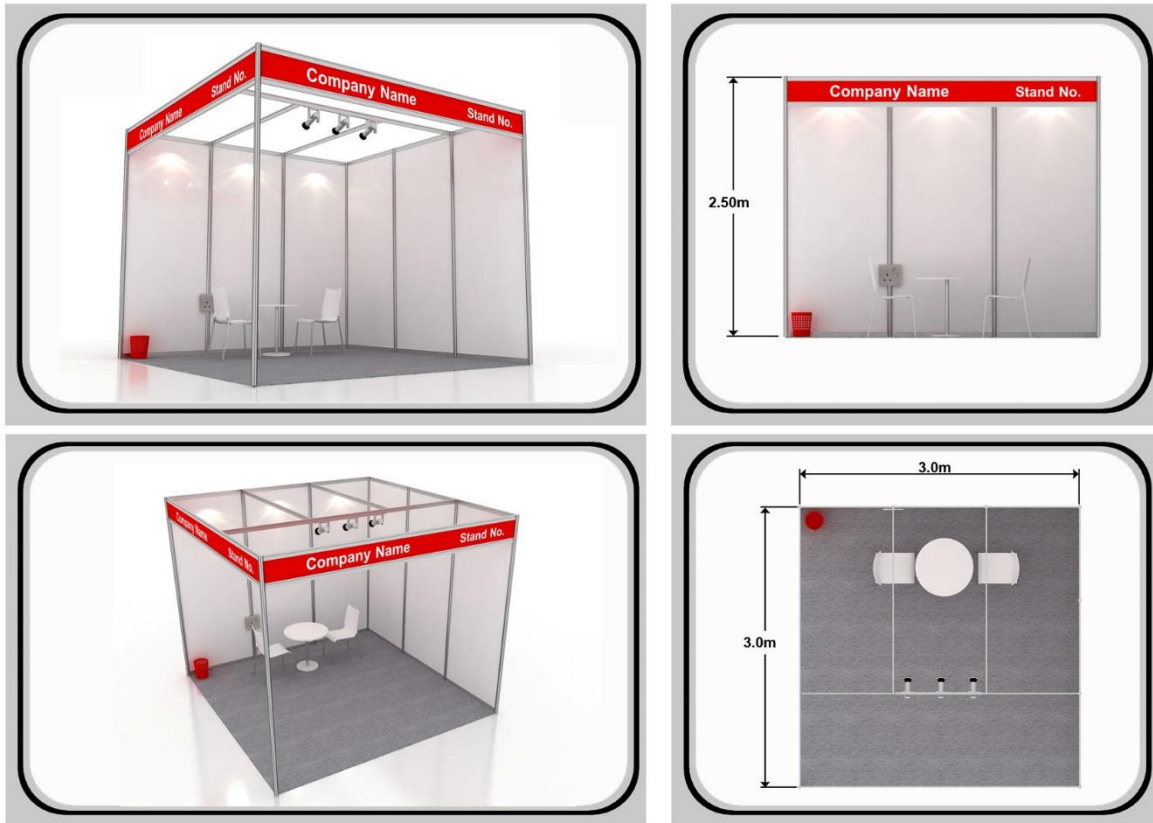
5 x 100w track spotlights

1 x 250w 13amps power socket single phase socket.

Additional wall panels, shelving, doors or features may be ordered via the Shell Scheme Contractor.

**N.B** Please ensure you complete the Shell Scheme Fascia Name Board form available on our contractor forms link on the website and return it to [avantika.trivedi@mitreart.com](mailto:avantika.trivedi@mitreart.com) by **Monday 23 September 2024**





### 3.4 Fixing methods for graphics

The following methods can be used to attach graphics and other display material to shell scheme walls:

Velcro tabs - 'male and female' are required to fix to wall panels.

Hanging chains for heavy items - contact the shell scheme contractor for advice/availability Screws and nails are not acceptable. Any damage caused to wall panels will be charged to the individual exhibitor.

When preparing graphics, please bear in mind that the wall panel inside the aluminium supports is 950mm. Therefore we recommend that graphics are a maximum of 950mm wide.

### 3.5 Carpet

The venue is carpeted. Exhibitors are requested to take extra care to protect the carpet to avoid damage.

### 3.6 Furniture & Electrical fittings

Additional furniture and electrical packages can be hired from the Shell Scheme Contractor.

**Electricity Mains Order Form**– available to download on our website.

All connections to electrical supplies must be made by the official contractor. If a 24-hour electrical supply is required, special arrangements must be made in advance.

A full list of additional items is available in the **Facilities Catalogue** – available to download on our website

Deadline: **Monday 23 September 2024**

### **3.7 Space Only Stands**

The organisers require plans of free design stands, showing the ground plan and elevation (preferably drawn on a 1:200 scale).

Exhibitors should see that such plans are submitted as soon as possible and at least four weeks prior to the show opening, by themselves or any designer or contractor they may appoint. The following conditions apply:

- a) Stands and/or displays must be constructed in accordance with regulations laid down by the Authorities in the Exhibition Terms & Conditions.
- b) The height of any solid wall must not exceed 2.5 m.
- c) Existing signs must be left visible and access left free for fire-fighting equipment.
- d) All stand fitting should be backed-up, where necessary, to present a clean appearance from the gangways and adjoining stands. In the case of part-island sites, exhibitors are required to erect dividing walls to the height of 2.5 m and it is suggested that they liaise with neighbouring exhibitors with regard to the construction and finishing of dividing walls.
- e) All stand fitting must be completed by 20:00
- f) All exhibits, display and waste material must be removed from the site by midnight.

### **3.8 Gangways**

Under no circumstances will exhibits, stand dressings, tables and chairs etc, be allowed in gangways. Such items will be removed without warning. Please make sure that all your exhibits are kept inside your stand area at all times.

### **3.9 Dilapidations**

Exhibitors are responsible for any damage caused by their staff or contractors to the fabric of the exhibition hall, or to the site in general.

## **Shipping**

**SITE Event Logistics** have been appointed by Westrade - organizer of the show as the sole official international freight forwarder and onsite material handling contractor. No other company is permitted to handle freight onsite at the exhibition centre.

Through **SITE's** global office network, **SITE** are able to offer tailored solutions to your shipping requirements. **SITE** will assist all your documentation requirements free of cost to ensure shipments clear customs in time. As the recommended logistics contractor **SITE** will be able to provide the most competitive rates along with priority delivery to stand for clients who book services direct. **SITE** have different options available so please let them know which one you prefer. We recommend utilising **SITE's** advanced receiving warehouse to avoid shipping direct to venue and shipments being misplaced or being stuck in customs.

**Option 1** - Comprehensive all-inclusive freight package – Collected from clients door and delivered direct to stand at the venue.

**Option 2** – All courier shipments to be received at the advanced receiving warehouse prior to the show. SITE will then deliver the shipments directly to each booth.

**Option 3** – Customs clearance and delivery to booth for all modes of transport AIR / SEA / LAND

**Deadlines:**

**All shipments should reach the advanced receiving warehouse by 1<sup>st</sup> November.**

**Please consider the transit time & customs formalities when planning your shipments.**

**AIR shipments must arrive to DXB airport 7 days before the 1<sup>st</sup> day of build-up.**

**SEA shipments must arrive to Jebel Ali port 10 days before the 1<sup>st</sup> day of build-up.**

**All large machinery above 5 CBM or 1000 kg & Self-propelled vehicles must be declared to SITE 10 days prior to the build up so that they can apply for early access to your booth prior to stand construction.**

*It is important to note that the venue cannot support with acting as the importer of record on any shipping documents. Please contact SITE ASAP so they can assist with the receiving address and import instructions.*

## **5.0 Marketing**

Partnership marketing is key to reaching your target markets on the day, the more face to face interactions you have the more sales and business leads are generated and a well thought out media plan ensures we work collaboratively to publicise and promote the event. Trenchless Works is well positioned to help deliver complex media plans, using all available routes to market, including several social media platforms, video content marketing, magazine, website and online advertising. We will help you to promote your company using our networks and connections and associated bodies linking industry networks. For further information please contact Leigh Abbott [labbott@westrade.co.uk](mailto:labbott@westrade.co.uk)

### **Pre-Event Promotion**

Marketing collateral will be sent to all exhibitors for use on your media platforms to promote the event. This will include bespoke graphics, general event promotion, flyers and digital content. You may require additional marketing to suit your campaign efforts, if you are setting up longer more in depth campaigns to support and promote Trenchless Middle East, this can be discussed on a consultation basis. We would expect our exhibitors to take a pro-active role in helping promote the event to prospective and existing clients, as this will potentially benefit sales. For more information please contact Leigh Abbott [labbott@westrade.co.uk](mailto:labbott@westrade.co.uk)

## 5.1 Showguide

All exhibitors should complete their on-line entry using the online Map Dynamics portal using their log in details provided via email, by the deadline date of **Friday 4 October 2024**.

Represented Companies - Make sure you complete this section to list your agents, principals, subsidiaries or distributors who will be represented on your stand. The names of these companies will be included in the 'Quick Reference Exhibitor List' of the catalogue.

### Accommodation

When reserving accommodation, exhibitors are strongly advised to consider the location. Traffic is notoriously heavy in Dubai and we recommend selecting a hotel which is within easy travelling distance.

## 6.1 Headquarter Hotel

The headquarter hotel that the Westrade Team will be staying at is Media Rotana. We suggest booking direct with the hotel as soon as possible to avoid disappointment.

### [Media Rotana Dubai](#)

P.O. Box 503030 Dubai U.A.E  
Hessa Street, Barsha Heights

Tel: +971 4 435 0000

Fax: +971 4 435 0011

## 6.2 Alternative Hotels

Please see the list of alternative hotels below which are close to the venue:

Le Meridien Mina Seyahi Beach Resort & Spa

Hilton Dubai Jumeriah Resort

The Westin Dubai Mina Seyahi Beach Resort & Marina

Holiday Inn Dubai – Al Barsha

The Ritz Carlton

Grosvenor House

Le Royal Meridien Beach Resort

Dubai Marine Beach Resort & Spa

Should you need any further assistance please do not hesitate to contact us.