

Online Service Manual AFL2017

Online Service Manual (OSM) is the system for AFL' Exhibitor for preparation of the booth which contains full of information: General Information, Technical Guideline, Promotional Services, Marketing and Sponsorship for exhibitors and Order forms.

Exhibitor will receive their own username and password within a week after confirmed the stand placement.

Please kindly follow the instruction as follows:

- 1) Go to www.asiafruitlogistica.com
- 2) Place your username and password. If you do not receive your username and password, kindly click "forget password" > put email that you placed as stand organizer in application then the system will send your password in that email.

On the right side, second block, you will see exhibitor information

- **General Information:** details for move in, show day and move out and contact details of our official contractor for venue, freight forwarder and technical service provider
- **Promotional Service:** upgrade for printed catalogue, virtual market place
- **Technical Service Guideline:** rule and regulations for the booth construction with all operation aspect.
- **Logistic Service Guideline:** with contact details of 2 official freight forwarders, instruction to bring the exhibits and stuffs to Hong Kong
- **Instruction Manual of how to use OSM**
 - **Group Organizer (for Main exhibitor who have co-exhibitor):** how to issue username and password for your co-exhibitor
 - **Individual:** for exhibitor who do not have experience with the OSM, this would be your guideline

| Form | Form Subject | Available Until (Surcharge May Apply) |
|--|--|--|
| <u>Promotional Service (Catalogue, Virtual Market Place)</u> | | |
| A1 | Advertising in the ASIA FRUIT LOGISTICA Official Catalogue 2017 (at cost) / | 21/07/2017 |
| A2 | Upgrade Virtual Market Place for Co-Exhibitors (at cost) | 31/03/2018 |
| A3 | Upgrade Virtual Market Place for Primary Exhibitors (at cost) | 31/03/2018 |
| A4 | Virtual Market Place: Advertising Opportunities (at cost) | 31/03/2018 |
| <u>Direct, Press and Sponsoring</u> | | |
| B1 | Online Entrance Vouchers for Clients (at cost) | 18/08/2017 |
| B2 | Order of Advertising Material (Free of Charge) | 18/08/2017 |
| B3 | Press Conference Room (at cost) | 18/08/2017 |
| B4 | Sponsorship and On-Site Advertising Opportunities (at cost) | 18/08/2017 |
| B5 | Technical Seminar during Exhibition (at cost) | 18/08/2017 |
| B6 | Upgrade Digital Press Box | 31/03/2017 |
| <u>Travel</u> | | |
| C1 | Hotels and Room Rates | 18/08/2017 |
| C2 | Visa Support (For Exhibitor) | 04/08/2017 |
| Exhibitor Pass, Events and Stand Organization | | |
| * D1 | Individual Free Exhibitor Passes Error! Reference source not found. | 11/08/2017 |
| D2 | Additional Exhibitor Passes (at cost) | 11/08/2017 |
| D3 | Temporary pass during set up and dismantle ONLY (Not for Contractor) | 04/08/2017 |
| D4 | Registration Form: Shows and Events during Exhibition Hours | 04/08/2017 |
| * D5 | Special Stand Design (Raw Space Exhibitor Only) Raw Space design should submit for organizer review by 14 July 2017 | 28/07/2017 |
| <u>Stand Contraction/ Technical Services</u> | | |

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|-------------------------------|---|------------|
| * E1 | Stand Fascia (complete stand package exhibitor only) | 04/08/2017 |
| E2 | Lighting & Electrical Equipment (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E3 | Additional Furniture (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E4 | Refrigerators (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E5 | Water Supply, Drainage, Compressed Air (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E6 | Audio and Visual Equipment (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E7 | Banner Suspension (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E8 | Telecommunication & Internet (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| E9 | Hosts / Hostesses for Stand (At cost, Surcharge after 4 August 2017) | 04/08/2017 |
| * E10 | Utility Points | 04/08/2017 |
| <u>On-Site Services</u> | | |
| F1 | Stand Cleaning (at cost) | 31/07/2017 |
| F2 | Security Services (at cost) | 31/07/2017 |
| F3 | Catering on Stand (at cost) | 22/08/2017 |
| F4 | Authorization Request: Sample Food and/or Beverage Distribution | 22/08/2017 |
| <u>Music and Performances</u> | | |
| G1 | Sound/Performances on Stand 1 | 31/07/2016 |
| <u>Logistics Services</u> | | |
| H1 | Logistics Service: Heavy and Large Exhibits (at cost) | 14/08/2017 |
| H2 | Logistics Service: Fruit and Perishable Goods (at cost) | 04/08/2017 |
| H3 | Application for Exemption from Registration or Record Keeping Requirement | 18/08/2017 |
| H4 | Application for Registration as Food Importer/ Food Distributor | 18/08/2017 |
| H5 | Vehicle and Forwarder Passes (for product delivery only) | 18/08/2017 |
| J1 | Food Charity | 18/08/2017 |

All Exhibitors required submitting form D1 and D5 (for Raw Space) / E1 (for complete stand package)

Promotional Service (Catalogue, and Virtual Market Place)

Global Produce Events GmbH either produces its catalogues itself or awards exclusive contracts for the production and marketing of such catalogues. Please read more info for full version at www.asiafruitlogistica.com >> Exhibitor service >> see right side with "Catalogue Warning Expo Guide". Below please find our official catalogue publisher for AFL2017.

Our exclusive Partner is Fruitnet Media International/Market Intelligence
In collaboration with Service-Hotline Virtual Market Place /MB Capital Services GmbH

✓ **A1 Advertising in the ASIA FRUIT LOGISTICA 2017 (at cost)**

As in basic catalogue entry will consist of company name, address, stand number, tel, fax and email, branch codes and product key numbers, if you need to add some company profile/products or your logo in printed catalogue version, you can order the premium entry via form A1 (read term and condition in A3 as well)

This official catalogue will be distributed to all visitors and delegates so if you wish to reach and attract them to your stand or let them know more about you, you will be able to place an advertisinginformA2 (read terms and conditions in A3 as well). More info, please contact Mr Artur Wiselka (advertising@fruitnet.com)

Noted for Printed catalogue: we will use basic entry which will consist of company name, postal address, hall and stand number, telephone, fax, email, branch codes, product key numbers from Virtual Market Place (VMP) for the catalogue entry. Please ensure that your company in virtual market place is always updated. (More info, please contact Virtual Market Place at

- ✓ **A4 Upgrade VIRTUAL MARKET PLACE (Co-exhibitor) (at cost)**
- ✓ **A5 Upgrade VIRTUAL MARKET PLACE (Primary Exhibitor) at cost and**
- ✓ **A6 Advertising opportunity (at cost)**

The Virtual Market Place (VMP) is an optimal information and communication platform where exhibitors can present their companies at <https://www.virtualmarket.asiafruitlogistica.com/en> , before, during and after the ASIA FRUIT LOGISTICA. Furthermore, this user-friendly search tools provide visitor a quick and comprehensive overview on the product groups and services of the fresh fruits and vegetables marketing in Asia, company profile and offers of exhibitor are regularly updated.

DIRECT MARKETING, PRESS AND SPONSORING

- ✓ **B1 Online Entrance Voucher for Clients (at cost):**

This voucher offer is an online based system (www.asiafruitlogistica.com). The exhibitor receives voucher codes for the number of vouchers ordered. (Only the actually redeemed vouchers will be invoiced to the exhibitor after the show. **This means that the exhibitor only pays for the vouchers which have actually been used by visitors to enter the show.** The exhibitor may then either:

- Send the voucher code directly to their clients by email, requesting them to register their voucher in the ASIA FRUIT LOGISTICA online registration system, or
- The exhibitor registers each client in the online registration system using the voucher codes and the voucher confirmation letter is sent directly by email to the exhibitor's client.

The exhibitor's clients will receive email confirmation together with "E-Badge" in which they can print this e-badge from your computer and use it as direct access passes during the show. They can collect badge holder and catalogue at counter near each entrance. The voucher codes must be registered in website within **September 2 before HK** noon time plus also receiving the confirmation of registration. Any unused voucher codes cannot exercise or use during the show.

- ✓ **B2 Advertising materials (free of charge)**

visitor flyers (English and Chinese version), sticker. If you expect to send the invitation letter and attached visitor flyer to your potential visitor/buyer, you can order via this form free of charge.

- ✓ **B3 Press Conference Room and B5 Exhibitor room rental**

The room rental for meeting, press conference or networking is available for rent. Please contact Ms. Pimpornravee (pimpornravee@gp-events.com) with date, time, expect attendees, set up style, topic of your meeting then we will be able to quote the rate for you.

- ✓ **B4 Sponsorship and onsite advertising opportunity (visitor bags, banner, etc.).**

There are many onsite advertising opportunity to promote your company or attract your client to visit your stand eg. Advertising in visitor bag, brochure insertion, Wifi/bench/mobile charger/drinking water, escalator advertising and much more. Please find more information in this form. You are welcome to contact us for more info about available item at any time.

- ✓ **B6 Press box**

Enhance your media presence and rent a press box to make available your press releases to PRESS Center onsite at ASIA FRUIT LOGISTICA.

TRAVEL

This section will include information in pdf files for downloading

✓ **C1 Official hotel contact details and special rate :**

Special rate and contact details of our official hotels from 4-5 stars nearby AWE and in the city. Please note that during September is high season in HK , to secure the accommodation, please kindly early book the hotel for your stay as soon as possible. The availability will be first come first serve basis. Please download the reservation form from our website.

✓ **C2 Visa Support**

For some countries, Visa may require and will take longer time to apply. If you need to apply for visa, we would like to recommend you to do it at least 2 months in advance as the process of visa issuing will be different for each country. Please visit our website <http://www.asiafruitlogistica.com/en/HotelAndTravelInfo/> to find out more country list and procedure and you can request the invitation letter by print our the pdf file >> fill in the form and submit to person in charge indicate in the form. There will be 2 options available: 1) need invitation letter only (free of charge) and 2) ask our provider to handle the application (at cost). For more details please read the form in pdf file.

PASSES, EVENTS AND STAND ORGANISATION

✓ **D1 Exhibitor passes (free of charge)* compulsory to fill in by every primary exhibitor.**

Number of badges will be given to exhibitors according to the rented space, calculated on below table:

- Space of 20m2 and below 4 free badges
- Every additional 10m2 1 free additional badge
- 1 co-exhibitor = 1 free badge
- Additional or replacement for badges will cost HKD400 within deadline via online service manual and HKD475 after the dealine/pass during onsite. If you need to order extra badges, please fill in the form D2 (at cost).

✓ **D2 Additional exhibitor passes (at cost HKD 400/pass within the deadline/ HKD475/pass via onsite).**

If you need extra passes from the quota, you can order via this form.

✓ **D3 Temporary passes during Set up and Dismantling period:**

These **temporary passes** are reserved for company staff and allow for access to the fair ground during setup (4* September2017) and dismantling period(8-9**September2017) only. This temporary pass is invalid during show days.

For stand personnel to access the fair ground during show days on 6-8 September 2017 please use **exhibitor passes** (exhibitor pass's order can be found in form D1 and D2). **Kindly note that exhibitor passes can access the exhibition hall during set up, show day and dismantling period, no need to fill in this form.**

For local and overseas contractors please contact our official service provider, "PICO IES GROUP" for special design contractors or "AGILITY FAIRS AND EVENT" / Schenker International (H.K.) Ltd. for freight forwarders/courier company, etc in order to get contractor passes requested separately.

✓ **D4 Shows and Events during Exhibition registration :**

If you have special arrangement or event during the exhibition hours, please complete this form and submit via online.

- ✓ **D5 Special design stand (for primary exhibitor only)** Exhibitors/ Contractor should submit the design by 15 July 2017 to organizer for review and get approve before construction* **Compulsory to fill in for raw space/bare space. (Deadline 28 July 2017).**

This is compulsory form for exhibitor who rent bare/raw space and build your own stand. Please submit the full contact details of contractors and submit the design to us within the deadline. (Kindly go through the rules and regulation in the technical guideline in pdf format).

For some contractors who need to view the order form, see below info (for viewing only):

www.thevista-oem.com/osm

| UserID | Pass ord |
|-------------|-----------|
| GCONTRACTOR | AFL2017GC |

STAND CONSTRUCTION/TECHNICAL SERVICES (at cost)

- ✓ **E1 Stand Fascia:** (* compulsory for all complete stand package only)

If you booked complete stand package, it is compulsory to fill in this form. Kindly note that if we do not receive this form, we will use the lettering name/registered name that you put in the application. Maximum lettering is 25 letters. If you need more or need special character or logo, please order with our technical services provider which indicates in the form.

- ✓ **E2 Light and Electrical Equipment:**

If you order raw space/bare space, you have to order the lighting and electrical equipment for your stand. Please check with your contractors in technical details.

- ✓ **E3 Additional Furniture :** if you need extra furniture for your stand
- ✓ **E4 Refrigerator services**
- ✓ **E5 Water supply, drainage, compress air.**
- ✓ **E6 Audio and Visual Equipment**
- ✓ **E7 Banner suspension**
- ✓ **E8 Telecommunication & Internet**
- ✓ **E9 Hosts/Hostesses for stand**
- ✓ **E10 Utility Points**

ONSITE SERVICES

- ✓ **F1 stand cleaning.**

We provide general cleaning in daily basis. If you would like to have extra stand's cleaning at your stand, you can order from this form.

- ✓ **F2 security services.**

We do have security guard petrol the Hall 3 and Hall 5, however if you have any valuable /sensitive exhibits that need special care, we recommend you to order the security guard. Kindly do not leave any valuable items without any staff manning the stand.

✓ **F3 Catering on stand :**

Please note that all F&B within AWE promises must be order via AWE F&B department. If you need any order, please order via this form.

✓ **F4 Authorization: Sample foods and Beverage Distribution.**

All Food and Beverage is compulsory to order from AsiaWorld-Expo. Some exception is applied for company' products. Please kindly complete this form and submit.

MUSIC AND PERFORMANCE

If you plan to open music, video, etc which is not your copyright, please check on Form G1 for more details.

LOGISTICS SERVICE

If you have any exhibits or construction material, etc to ship to HK, please contact our Logistics Company on this matter (form H1-H5)

FOOD CHARITY

The organizer offers exhibitors the opportunity to reduce this waste and at the same time help needy people by donating the surplus safe-to-eat food. We have agreed with the charity organisation "Feeding Hong Kong" (which is the registered food bank charity in Hong Kong dedicated to redistributing surplus food to people in need) that they collect the surplus fresh produce and food donations onsite from exhibitors who want Feeding Hong Kong to take the donated foods and re-distribute to those in need. The surplus food must be in good condition and safe to eat. If you wish Feeding Hong Kong to collect your food donation, feel free to print form J1 (in online service manual), fill in fill in form and submit to person in charge in the form

CONTACT DETAILS OF SUPPLIERS AND ORGANISER

Technical Service Provider

Pico IES Group will provide Standard shell booth, Special design booth, Electrical & Lighting, Furniture, Equipment & Plants, Communications & Connection, Water and Drainage, Manpower, Translator, etc.. Pico IES Group LTD is the largest construction service company in Hong Kong. 39 years of experience and a proven track record in over 30 markets make PICO to a first class contractor for stand construction and further technical service. Below please find their contact details:

- **Contact person: Ms Sharon Chu**
Email: asiafruit2017@picoiesgroup.com
PICO IES GROUP LTD.
Pico Building, 12A Dai Fat Street,
Tai Po Industrial Estate, T i Po. N.T. Hong Kong

Logistics Services Technical Service Provider

Official Logistics Service Provider is Agility Fairs and Events and Schenker International (H.K.) Ltd. will help your clients to plan their shipment. Exhibitor feel free to choose to work with or/ both with freight forwarder. The scope of responsibilities are Provide professional important information including customs rules and regulations of exhibits to enter Hong Kong, shipping tariff, required documents & deadlines, temporary import goods procedures and other necessary arrangement for fruit & vegetable and other exhibits, Transport from/to airport & seaport to/from venue, Storage prior to exhibition, Cargo insurance , Custom documentation ,Custom clearance for importation and On-site transport at venue. Please note that this is not monopoly services but exhibitors can select the logistics company they would like to work with from home country - venue, however for safety reasons, all onsite handling at venue should be used the service from Agility Fairs and Events or Schenker International (H.K.) Ltd only. However we always recommend exhibitor to use official logistics company to avoid any delay as they have very good experience to handling fresh produces in Hong Kong.

- **AGILITY FAIRS & EVENTS LOGISTICS LIMITED**
Suite 3001-3, 30/F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong
Tel: (852) 2211 8200
Fax: (852) 2866 2421
Contact Person: Mr Bart Chiu / Ms Christina Chan
Email: bchiu@agilitylogistics.com , chchan@agilitylogistics.com

- **SCHENKER INTERNATIONAL (H.K.) Ltd.**
35/F., Skyline Tower,
39 Wang Kwong Road, Kowloon Bay, Hong Kong
Tel. + 852 2585 9572 Fax. + 852 2824 0328 / www.dbschenker.com/cn
Contact: Raymond Ho, Supervisor Tel. + 852 2585 9572
mail: raymond.ho@dbschenker.com

ONLINE Catalogue (Virtual Market Place)

The VirtualMarketPlace® allows customer to present their company all over the world - 365 days a year. This service - customer own entry in the ASIAFRUIT LOGISTICA VirtualMarketPlace - is already included in co-exhibitor fee. This will be online 24 hrs/7 days a week from now till end of April 2018.

- **Virtual Market Place Editorial Team**
Telephone: +49 (0)30/3038 - 2180
Fax +49 (0)30/3038 - 2172
E-mail: content@vmp.asiafruitlogistica.com

PRINTED Catalogue advertisement (hard copy) : Opportunity to publish more info about your company in printed catalogue please contact :

- E-mail: advertising@fruitnet.com

Organizer contact details:

- **All exhibitor inquiry, operations and etc**
Ms.Pimpornravee (Pimm) or Ms. Kanokkan (Kan)
Email: operations@gp-events.com Tel: +662 9414601
- **Visitor registration/ Invoices/ Payment:**
Ms. Claudia Bach /Ms. Irina Mueller
Email: tickets@gp-events.com Tel: +49 30 3038 2373