



7th International Exhibition and Conference for Heating, Ventilation,
Air Conditioning, Refrigeration, Thermal Insulation and Energy
HVAC-R EGYPT EXPO - ASHRAE CAIRO

17 18 19 MAY 2023

Egypt International Exhibition Center
New Cairo - Egypt



EXHIBITOR MANUAL

f HVACR.Egypt
in hvac-r-egypt-expo-ashrae

www.hvacregypt.com
info@hvacregypt.com

Organized by:

Cairo Expo
Marketing & Exhibitions

Member of:



Supported by:



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YOUR EXHIBITOR MANUAL

This manual has been produced to help you prepare for a successful exhibition.

It is important to ensure that you have taken all the necessary actions in accordance with the checklist by the stated deadlines in order to prevent possible delays during the buildup period.

If you have questions or problems regarding any section of this manual, please do not hesitate to contact our exhibition service:

+201275016033

info@hvacregypt.com

+201067500966

hvacregyptexpo@gmail.com

We are here to assist you.

We look forward to a successful event and trust we will all benefit from this venture and business opportunity.

HVAC-R EGYPT EXPO- ASHRAE CAIRO is organized by:

Cairo Expo for Marketing & Exhibitions



Address: 41 Allipiny Axis - Al Haram Street - Giza - Egypt

Mob: +201067500966 - +201275016033

Mail: info@cairoexpo.net

Website: www.cairoexpo.net



<http://ashraecairo.org>

WELCOME TO OUR SHOW

Cairo Expo for Marketing & Exhibitions and ASHRAE Cairo Chapter welcome you as a valuable exhibitor at the 7TH International & Conference for Heating, Ventilation, Air conditioning, Refrigeration, Thermal Insulation and Energy HVAC-R EGYPT EXPO – ASHRAE CAIRO 2023.

Our Exhibitor Manual has been designed to provide you with all the relevant information you need to create your stand and ensure the pre-show planning goes as smoothly as possible.

Nearly 76% of visitors arrive at an exhibition with a fixed itinerary; promoting your presence is about you getting onto that visitors' itinerary.

A well-planned exhibition promotional campaign will accomplish three things:

- Attract visitors to your stand.
- Engage client interaction and business discussion.
- Increase sales at the show and lead generation for future business.

There are various routes to raise awareness amongst your existing client base and prospective new customers to your products pre-show:

- Direct mail and email campaigns using your existing databases.
- Advertising through highly relevant trade publications.
- On your website.
- Social media, Facebook and Twitter.
- Maximize your profile in our marketing campaign.

Working with our customers is very important to us and we can offer you some superb profiling opportunities using our extensive existing marketing vehicles to ensure you have the best show possible. These ranges from catalogue entries, an online presence on Hvacregypt.com – HVACR.Egypt and sponsorship opportunities with a range of packages to suit varying budgets, sponsorship can give you the edge and superb industry profiling.

To discover which promotional opportunities, sponsorship and advertising packages are available; please see pages 22.

GENERAL INFORMATION

ORGANISER: 	Cairo Expo for Marketing & Exhibitions Mob: +2 010- 67500966 +2 012- 75016033 info@cairoexpo.net www.cairoexpo.net	
HEAD OFFICE:	41 El-lebeny St., Mariotia, Haram, Giza Governorate 12512, Egypt.	
EVENT WEBSITE:	www.hvacregypt.com	
EVENT ADDRESS:	Hall No. 1 Egypt International Exhibition Center (EIEC), El Moshir Tantawy Axis – New Cairo, Egypt. 11865 Cairo https://nc-iec.com	
The Venue: 	Phone: 02 24012048 E-mail: info@nc-iec.com Website: www.nc-iec.com ADDRESS: El-MoshirTantawy Axis, Behind El-Moshir Mosque New Cairo Cairo, Egypt. HOW TO GET THERE: Google Location Map	
OPENING HOURS	Monday – Wednesday 11:00 Am – 20:00 Pm	
THE TEAM:	Project Manager:	
	Mr. Mahdy Mohammad Mahdy +201065020377 mahdy@cairoexpo.net	
	Marketing & Advertising	Mr. Emad Abdel Sadek
	Sales:	Head of Int'l Marketing Department +201001422796 emad@cairoexpo.net
		Mrs. Salma Hasan Int'l Marketing Assistant Manager +201110700908 salma@hvacregypt.com
	CEO:	Eng. Mohammad Ghazy CEO +201001693211 ghazy@cairoexpo.net
	Operations Management:	Mr. Tarek Nasry Executive Manager +201065020370 cairoexpo.eg@gmail.com
		Mrs. Salma Hasan Executive Assistant Manager +201110700908 salma@cairoexpo.net
	Exhibitors' technical services:	Ms. Nelly Gouda Office Assistant +201275016033 hvacregyptexpo@gmail.com
		Ms. Dina Mahmoud Office Assistant +201066025401 dina.cairoexpo@gmail.com

Marketing Exhibition Tips	Contractor (if any)	Notes
Promote before the show <ul style="list-style-type: none"> • Develop your pre-exhibition marketing plan. • Let your target audience know you will be at the show, what products you will be promoting and the location of your stand. • Make sure they know the name of the venue and exact dates of the show. • Exhibitions offer fantastic marketing opportunities. They give you a chance to catch up with your already existing customers and to make new ones. • Use a number of different online and offline channels to promote your exhibition stand. 		
Use e-mail marketing <ul style="list-style-type: none"> • One week before the show, use e-newsletter to let everyone know you are attending the event. • Provide all the details of the show and location of your stand. • Include information about special stand features, interactive screens, competitions, special offers and prize draws. 		
Keep it consistent <ul style="list-style-type: none"> • All your promotional material, logo, brand colors, fonts and messages should be consistent. • Everything you include should reflect your brand and remain the same look and feel. 		
Leverage social media <ul style="list-style-type: none"> • Use social media to drive visitors to your exhibition stand. • Post photos of your stand, engage with attendees on your social media channels and join online conversations. • Social Media is a great place to let everyone know that you're attending the show. • If your stand includes any gadgets, interactive games or competitions, make sure everyone knows! • Your Social media feeds should be regularly updated before, during and after the exhibition. 		
Create a hashtag <ul style="list-style-type: none"> • Create a hashtag for your stand. It's a great way to promote your product or host a contest. • Make sure the hashtag is unique and easy to remember. • Include it on your banners, graphics and handouts. • Many shows will have their own hashtag. • Follow the expo official hashtag #HVACREGYPTEXPO and use it before and during the show to keep updated with the latest news and to become part of the exhibition community. 		
Consider QR codes <ul style="list-style-type: none"> • If you want to cut the cost of printed material, you can offer visitors digital handouts. • Your exhibition stand can include a QR code, which can be easily scanned by attendees and lead them to your website or a pdf presentation. 		
Exhibition stand design <ul style="list-style-type: none"> • Use the 3 second rule: You have only 3 seconds to make a great first impression and to grab the attention of the visitor. In those 3 seconds you need to communicate your message, what you do and what you have to offer. All this can be done through your branding, stand design, visuals and text. It's important that your stand design is engaging and eye catching. 		

<p>Improve giveaways</p> <ul style="list-style-type: none"> • At exhibitions, visitors receive many gifts that will never be used or will land in the bin straight after the show. Make your giveaway is relevant and interesting. It should be something the visitor will use over and over again. • Make sure all items you give away are branded with your logo. 		
<p>Follow up</p> <ul style="list-style-type: none"> • It's important to remember that the marketing doesn't end after the exhibition. The sooner you follow up with your leads the better the chance of turning them into sales. • You should stay in touch with your prospects and send follow up emails within one week. 		
Staffing Exhibition Tips	Contractor (if any)	Notes
<p>Pick your team</p> <ul style="list-style-type: none"> • You can't predict trade show traffic, so always be prepared! Arm yourself with the best in the industry, and lots of 'em! You can only talk to one person at once, so if you're tied up in conversation, you really won't want to lose that poor guy's attention whose been waiting for you for the last 10 minutes. 		
<p>Prepare your team</p> <p>Dress to impress</p> <ul style="list-style-type: none"> • Your staff represent the company and need to make a good first impression. If your staff don't usually wear uniforms, don't feel that you need to invest in them just for the show. You can instead choose to wear brand-colored shirts or accessories. • If your stand has a specific theme, it might be a good idea to contribute to that theme with your staff uniform. Staff attire will become part of your advertisement, people will identify it and link it to you exhibition stand. 		
<p>Remember body language</p> <ul style="list-style-type: none"> • Greet visitors warmly and encourage them to explore your booth and products. • If you have to sit down, choose a high stool, which will create an eye level contact. • Remember that facial expressions are important, make sure your team is smiling and responding to what the visitor is saying. 		
<p>Train your staff</p> <ul style="list-style-type: none"> • Exhibitions put you in front of potential customers, so training your staff before the show is essential. • Don't do it one hour before the exhibition, dedicate one day to share your ideas and train your staff. Let them know your objectives and how you are planning to achieve them. • Make sure everyone knows their individual goals. • Train your staff in sales, customer service, spotting prospects and competitors. Your team needs to believe in your product and know everything about it. How much it costs? What are the main features? And who's likely to buy it? It's a good idea to introduce role play exercise. • Practice product demonstrations and ways to engage with visitors. It will make your team feel confident and ready for the show. 		

EXHIBITION PLANNING CHECKLIST

Please print this page and mark your upcoming tasks!

<i>Stand requirements</i>	<i>Due date</i>	<i>Done</i>	<i>Contractor (if any)</i>	<i>Notes</i>
Lighting & Electricity supply - order	15 April 2023		Page no. 21	<u>Mandatory</u>
Extra furniture - order	1 April 2023		Page no. 22	
Extra furniture - payment	15 April 2023		Page no. 22	
<i>Show paperwork</i>	<i>Due date</i>	<i>Done</i>	<i>Contractor (if any)</i>	<i>Notes</i>
Study show manual				
Check limitations, sizes, height, etc.				
Check set-up/breakdown schedule				
Get stand design approval if necessary				
Place stand order with contractor				
Complete all necessary order forms and declarations				
<i>Promotion</i>	<i>Due date</i>	<i>Done</i>	<i>Contractor (if any)</i>	<i>Notes</i>
Promote event on your website, Facebook page etc.				
Prepare your entry for catalogue, submit by deadline				
Notify/invite key clients				
Create press release and distribute				
Create on-line buzz with social media				
Ensure you have sufficient press packs for show				
Notify all staff internally				
Prepare follow-up stories				
Translate promotional materials where necessary				

ARE YOU ON A SCHEDULE?

Important dates

Description	Deadline	Check
Stand full payment	15 th March 2023	<input type="checkbox"/>
Official exhibitor guide listing form	15 th April 2023	<input type="checkbox"/>
Advertisement in the official exhibitor guide (if any) & payment	1 st April 2023	<input type="checkbox"/>
Venue advertisement options & payment	15 th April 2023	<input type="checkbox"/>
Workshop subject and details & payment	15 th April 2023	<input type="checkbox"/>
Electricity supply order form & payment	15 th April 2023	<input type="checkbox"/>
Stand extra furniture order form & payment	15 th April 2023	<input type="checkbox"/>
Stand set up	14 – 15 - 16 May 2022	
Show days	17 – 18 - 19 May 2023	
Dismantling days	20 - 21 May 2023	

MOVE IN & MOVE OUT SCHEDULE

TIMELINE

Date	10AM	11AM	12AM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM
Sun, 14 May, 2023	Exhibitor Set-Up/ Direct Deliveries to Dock												
Mon, 15 May, 2023	Exhibitor Set-Up/ Direct Deliveries to Dock												
Tue, 16 May, 2023	Exhibitor Set-Up/ Direct Deliveries to Dock												
Wed, 17 May, 2023		Show Hours 11 Am – 9 Pm											
Thurs, 18 May, 2023		Show Hours 11 Am – 9 Pm											
Fri, 19 May, 2023		Show Hours 11 Am – 9 Pm										Dismantling 9pm – 12pm (noon)	
Sat, 20 May, 2023	Dismantling/ Freight Load out Fri, 19 May 25, 2023 (9 pm) – Sat, 20 May, 2023 (12 noon)												

SET-UP DAYS

DAY	DATE	TIME	DESCRIPTION	GATE	NOTES
Sunday	14 May		Space only stands build-up		Lasts for 3 days for 24hrs
Monday	15 May	Starts from 10:00Am	Standard stands build-up and	Gate no. 6 next to watania gas station	Lasts for 2 days for 24hrs
Tuesday	16 May		Proceeding with the final build-ups and entering of exhibits		Until 10pm on 16 May

SHOW DAYS

DAY	DATE	Entrance times		Entrance gates	
		Exhibitors	Visitors	Exhibitors	Visitors
Wednesday	17 May				
Thursday	18 May	10:00 am – 09:00 pm	11:00 am – 09:00 pm	Gate no. 2	Gate no. 1
Friday	19 May				

DISMANTLING AND FRIEGHT LOAD OUT DAYS

Starts from	Lasts until
09:00 pm Friday 19 May	12:00 pm Saturday 20 May

STAND DESIGN & CONSTRUCTION

(1) Raw space rental



Overview:

- Raw space exhibitors will be provided with floor space only.
- Exhibitors have to design and construct their own booths, which comply with the venue's rules and regulations, as well as any conditions specified by the organizer before or during the exhibition.
- Exhibitors must select a reputable and experienced contractor on their own to design and construct their booths at their own expense.

Rules & regulations:

- ❖ Exhibitors who build double-dick stands are required to submit a scale drawing of their booth approved by an official consultant, including elevation views and dimensions to be approved by the organizers and the venue.
- ❖ Exhibitors who build their own stands are required to order the main power supply to their booth area.

For reference, please see page no. (21) for the electricity supply order form.

- ❖ The maximum height limit for space only stands is: **5m**, exhibitors wishing to exceed this limit must obtain the organizers' approval. If your stand height exceeds this figure, it will not be allowed to be built.
- ❖ The weight restrictions for the space only stands is **3000kg/sqm**.
- ❖ Please check page no. 21 for full instructions for your stand build up.

SHOW OFFICIAL CONTRACTOR



Zoom Agency is one of the most trusted exhibition stand companies in Egypt. Since they offer in house design and production, they are able to adjust designs to meet our exhibitor's standards. With more than 8 years in the industry, they have the experience you need when you are looking at your options for exhibition stand contractors in Egypt.

Zoom Agency provides SPECIAL rates charges for our exhibitors; please contact the following person to offer you a quote.

Contact person: Hany Salem - +201018189855 / Hany.salem@zoomagency.net
Doaa Hamdy - +201001818989 / Doaa.hamdy@zoomagency.net
Mohamed Emam - +201021788600 / Muhammed.Emam@zoomagency.net

Address: Sheraton El Matar Block 1258 In Front Of Sun City Mall, Cairo, Egypt

Email: info@zoomagency.net

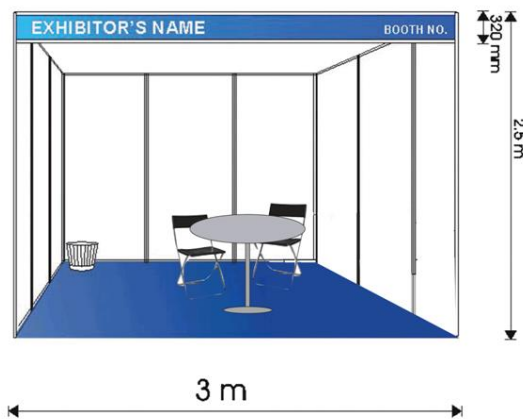
Zoom Agency is dedicated to the highest quality of Exhibition/conferences booth, stages, display stands, interior and exterior designs, podiums & kiosks, delivered by originality, sincerity and honesty.

(2) Shell Scheme stand

Standard Shell Scheme package includes:

- Partition Walls (White Walling)
- Fascia board with company's name
- Carpeted flooring
- 1 table
- 2 folding chairs
- 1 power point (220V – 16A)
- 3 SPOT LED lights
- 1 waste basket and general cleaning

Standard Shell Scheme Layout (3×3m)



- ❖ A shell scheme consists of the temporary walling panels and fascia. Stands have corner and mid-support posts. Fascia posts are provided at intervals not exceeding 4m.m.
- ❖ A standard package includes (220V – 16 AMP). This capacity is just right for daily 'office' work.
- ❖ The maximum height of exhibits in the shell scheme stand is 2.40 m.
- ❖ To order extra furniture, please see reference page no. 21

Shell scheme wallpapers:

- Available by order.
- Cost is determined according the stand size.
- ❖ The stand consists of wall panels supported by a vertical aluminum poles for each 1 meter.
- ❖ Design measurements for each panel: 95 cm wide x 240 cm high.



(3) EIEC plan



- | | |
|-----------------------------|------------|
| ❖ Show hall | Hall no. 1 |
| ❖ Exhibitors' car parking | Parking 2 |
| ❖ Visitors' car parking | Parking 1 |
| ❖ Exhibitors' entrance gate | Gate 2 |
| ❖ Visitors' entrance gate | Gate 1 |
| ❖ Loading doors | Gate 6 |

GENERAL RULES & REGULATIONS

DELIVERY OF GOODS:	<ul style="list-style-type: none"> Exhibitors must arrange in advance for the supply of labor, lifting equipment and storage. If you are intending to have courier deliveries to your stand, it is important that you arrange for a representative of your company to be at your stand to receive them. Neither the Organizer nor EIEC can accept delivery of any goods and also cannot accept responsibility for any goods delivered to unstaffed stands. If you need deliveries during the show days, these can only be made in the FIRST DAY (17 May) between 08:00 - 09:30 AM before the show opens. THERE ARE NO EXCEPTIONS. The loading door measures (5.2m wide × 5.2m high).
Build-up:	<ul style="list-style-type: none"> It is necessary to abide safety factors of the flooring loads and to avoid exceeding their limit (3000 kg/m²) in any way. It is prohibited to use power-saw, cylinders and spray compressor (Doku) inside the exhibition halls. You may use them in the designated places outside the halls. Do not make welding and cutting inside the halls. The allowed height of the constructed stands is 5m, if your stand height exceeds this figure, it will not be allowed to be built. All materials to be used for booth construction, display etc. must meet the fire prevention requirements. These materials shall be compatible with the industrial security, fire resistance and environment insurance, in order to guarantee the security of the show and the safety of the visitors. The halls air conditioners shall not be operated during the build-up time except after the approval of The National Company for International Exhibitions and Conferences (in certain special cases). No cars allowed in EIEC, except the cars used during the build up for lifting and handling equipment. Use thermo-pasts without welding in the stands. The decoration, equipment, installation of interior advertising and arranging the exhibits shall be completed at least 12 hours before the beginning of the exhibition. This shall allow the National Company for International Exhibitions and Conferences to perform the required cleaning works for the exhibition premises. Neither the organizer nor the EIEC are responsible for the exhibits inside the stand after the daily show hours. The build-up ends at 08:00 AM on Wednesday 17 May 2023 to enable final clearing and cleaning of the hall to take place. Exhibitors who have heavy equipment or any other unusual exhibits that have to be moved are to liaise with the organizers in advance regarding this since equipment needs to be in place before carpeting and shell scheme stands being built 2 days prior to the show date. Early exhibitor access will allow for preparing/restocking your stand before the show opens – <u>no deliveries to stands will be allowed once the exhibition opens.</u> Exhibitors are required to be on their stands at least 15 minutes before the show opens in the morning. Access to show halls, for exhibitors gate 2 & visitors gate 1
Electricity Supply:	<ul style="list-style-type: none"> Exhibitors must have electric plates, power switches, cutters suitable for loads. The electrical power supply is 220V, 16A; all exhibitors must order electrical connections through the organizers. Please check reference page no. 21

Cleaning:	<ul style="list-style-type: none"> The organizers are responsible for the cleaning of passageways and shell scheme stands' floors. Exhibitors for the space only stands are required to clean their stands and not leave any wastes inside the booth.
Safety:	<ul style="list-style-type: none"> It is prohibited to use flammable materials in any way. No flammable exhibits shall be allowed inside the hall. No smoking allowed inside the halls, except for the places designated for that determined by the EIEC.
Stand Payment:	<ul style="list-style-type: none"> Payment for stands is required in advance of the Exhibition. Please ensure payment be made before 15th March 2023, as exhibitors will not be allowed onto their stand unless full payment for stand/s has been received.
ARRIVING ON EIEC:	<p>Pick up your passes from the exhibitor registration desks.</p> <p>Ensure you have copies of all orders, invoices and associated paperwork.</p> <p>Ensure your booth has been set up according to HVAC-R Egypt Expo regulations; please be considerate of other exhibitors' sight lines.</p>
EXHIBITOR CAR PARKING:	<ul style="list-style-type: none"> As an exhibitor at the event, you are entitled to a number of free exhibitor car parking passes. The number will be decided on the size of your stand. Car parking passes will be available from the organizer's office on Tuesday 16th May 2023. No overnight parking is permitted around the halls. If you have any questions please contact Mrs. Salma Hasan on salma@hvacregypt.com <p>❖ The exhibitor car park for the event is – parking 2</p>
VISITOR CAR PARKING:	<p>❖ The visitor car park for the event is – parking 1</p> <p>There is a daily charge, please visit EIEC website www.nc-iec.com for further information.</p>
DISABLED FACILITIES:	<p>EIEC is fully accessible and user-friendly for disabled visitors.</p> <p>Please visit EIEC website www.nc-iec.com</p>

- ❖ The National Company for International Exhibitions and Conferences has the right to take down or rearrange any booth that violates the technical requirements, security, safety regulations, public order or public morals, after have the permission by the Organizer.

HOTELS & TRAVEL

OFFICIAL TRAVEL AGENT



Helen holidays Egypt as one of the leading travel Agencies Worldwide has been appointed as the official travel agent for HVAC-R EGYPT EXPO – ASHRAE CAIRO. Located in Cairo – Egypt, in the heart of the Middle East. Blending history and legendary civilizations, Sunny beaches, and magnificent deserts, Helen Holidays Egypt keeps in providing complete travel solutions to our customers with high quality of services & real value for money.

HELEN HOLIDAYS EGYPT has negotiated special discounted hotel rates & Airline tickets exclusively for our exhibitors.

1. Accommodation

Hotel	SGL Room per night based on Breakfast Basis	Double Room per night based on Breakfast Basis
Tulip Family Park Hotel Standard Room	\$ 80	\$100
Royal Maxim Palace Kempinski. Deluxe room	\$200	\$220
DusitThani Lakeview Cairo Deluxe room	\$270	\$290

2. Cairo Sightseeing

Details / Number of Pax	Minimum 1 Pax	Minimum 02-6 Pax
Full Day Pyramids & Egyptian Museum (8hrs) (Exclude entrance inside the Pyramids)	\$150	\$92
Full Day Pyramids & Citadel & Khan (8 hrs) (Exclude entrance to inside the pyramids)	\$150	\$92
Full Day Egyptian Museum & Citadel (08hrs)	\$150	\$92
Full Day The National Museum of Egyptian Civilization & Pharaonic Village (08hrs)	\$150	\$92
Over Day Alexandria from Cairo include (Al-Montazah Palace Qaitbay Citadel (from outside) Abu al- Abbas alMursi Mosque	\$190	\$120

3. Airport Transfer

- From Cairo Airport to New Cairo Area: **\$45** car per way (Sedan Car)
- From New Cairo Area Hotel to Cairo Airport: **\$45** car per way (Sedan Car).

All the above-mentioned tours prices are:

- Per person on **USD**
- Including touristic places entrance fees & Transportation with English speaking guide
- Pickup & Drop off from

The above-mentioned tours prices are excluding:

- Exclude Entrance to inside Pyramid or Mummies room
- Exclude Meals& Beverage

For more details, please contact the following person:

Mr. Amr Saadony

Mob:

+201100985699

E-mail:

info@helentvl.com

4. Visa letter

If you need an invitation letter for the visa application process, kindly send the following:

- (1) **A copy of the passport**
- (2) **Full name**
- (3) **passport number**
- (4) **Egyptian Embassy address where you're applying**

To the exhibition services: Mrs. Salma Hasan – Int'l Marketing Assistant Manager:
+201110700908 – salma@hvacregypt.com

INFORMATION ABOUT EGYPT



Egypt is a north-African country offering a unique combination of breathtaking sceneries, beaches and an impressive cultural heritage. This and its mild winter climate make Egypt a primary tourist destination in Northern Africa. Egypt is famous for its ancient civilization and some of the world's most stunning ancient monuments

Capital: Cairo is the capital of Egypt and one of the most outstanding capitals in the world.

Weather:

Egypt weather is generally hot and dry, with hardly any rain or clouds. Days are commonly warm or hot, and nights are cool.

In Cairo, temperatures can rise as high as 95°F in summer and drop to as low as 45°F in winter. Farther south, the country becomes hotter

Currency:

The Egyptian currency is the Egyptian Pound (Geneih) usually written as L.E. The Egyptian Pound is divided into 100 piasters (Quirsh). It is mainly a paper currency but coins are used recently for the pound & the fractions. There are various denominations of paper money starting from 25 piasters till 200 LE.

Electricity: Electrical current is 220 volts AC, single phase, 50 hertz, electric sockets are the round, two pin European type adapter plugs and transformers are sometimes available at the 5 stars hotels other than that you need to get your own transformer

Time Zone: Egypt Standard Time is 2 hours ahead Greenwich Mean Time (GMT+2).

Egypt operates Daylight-Saving Time between the last Friday in April and the last Thursday in September when the clocks are 3 hours ahead of Greenwich Mean Time (GMT+3).

SHIPPING AND FORWARDING

OFFICIAL FREIGHT FORWARDER



Overseas is one of the leading int'l freight-forwarding firms in Egypt and Middle East. Established on 1988 has more than 900 exhibition worldwide between (pavilions of countries, official for exhibition) export and import.

In order to provide the high quality services for clients.

Overseas has a good relationship with many of professional and cooperated agencies worldwide for handling all export, import shipments and exhibition services.

Overseas provides SPECIAL rates on shipping and handling charges for our exhibitors; please contact the following person to offer you a quote.

Contact person: **Mrs. Shaimaa Shereen**

Mobile: (+201000727436 - +201006545659 - +20 101 425 7054)

E-mail: shaymaa.fairs@overseass.com

Exhibition Logistics: Handling of exhibits before, during and after the exhibition from country of origin, on-site service and returning shipments to their originating locations upon show closing.

Services provided:

(Airfreight – Sea freight – consolidation – warehousing – customs clearance – packing).

EXHIBITOR REGISTRATION

(1) EXHIBITORS' GUIDE LISTING FORM:

Each exhibitor has the opportunity to publish the company description by the alphabetic order in the exhibition official catalogue. Kindly fill in the attached form and send it to salma@hvacregypt.com before **15th April 2023** to ensure that your company will be listed in the official expo guide.

[\(Attachment no. 1\)](#)

(2) EXHIBITORS' BADGES:

Exhibitor passes will allow exhibitors and their staff access to the exhibition during the official expo times and the build-up and breakdown days of the exhibition.

- ❖ Each exhibitor is provided with two badges with their customized company logo and name for each 9sqm.
- ❖ If you do not have your badge or lost your badge, Please go to the registration desk to pick up a new one.

(3) ELECTRICITY SUPPLY - ORDER FORM:

- ❖ Shell scheme stands are provided with 220V – 16A power supply, if you would like to order extra power, it is **MANDATORY** to fill out the form and send it back before **15th April 2023**.
- ❖ **Raw space stands ARE NOT PROVIDED WITH ELECTRICITY, YOU MUST APPLY FOR YOUR POWER SUPPLY AND PAY THE COST BEFORE 15th April 2023.**

[\(Attachment no. 2\)](#)

(4) EXRTA FURNITURE – ORDER FORM:

- ❖ Shell scheme stands are provided with (1 table - 2 chairs – 3 spotlights – company name panel – power plug – carpet –dustbin).
- ❖ Order more from our various items, it is MANDATORY to fill out the form and send it back before 15th April 2023 to confirm your order.

[\(Attachment no. 3\)](#)

MARKETING & PROMOTIONAL OPPORTUNITIES

(1) EXHIBITORS' GUIDE ADVERTISING OPTIONS:

No.	Page Types	Rates
1.	Colored page	US\$ 1250
2.	First page (one chance)	US\$ 1,500
3.	Back Cover (one chance)	US\$ 2,500
4.	Inside Front Cover (one chance)	US\$ 2,000
5.	Inside Back Cover (one chance)	US\$ 2,000
6.	Front folded cover 2 pgs. (one chance)	US\$ 2,500
7.	Back folded cover 2 pgs. (one chance)	US\$ 2,000

❖ The design and total cost must be received by 1 April 2023.

[\(Attachment no. 4\)](#)

(2) Sponsorships packages:

DIAMOND SPONSOR (US\$ 50,000)

1. A premium space as an exhibitor at the hall entrance.
2. Printed 2 flags at the hall gates.
3. One printed pillar at the hall lobby.
4. One printed colored page at the official exhibitor guide.
5. The company logo on the expo main gates.
6. The company name mentioned at the expo FM releases.
7. The company logo on the expo outdoor banners in the major city squares.
8. The company logo on printed invitation cards.
9. The company logo on printed VIP invitation cards.
10. The company logo on the official exhibitors' guide front cover.
11. The company logo on the visitor registration form.
12. The company logo on the visitor badge.
13. The company logo on the official expo bag.
14. The company logo on the official expo block note front cover.
15. One printed colored page at the official bloke note.
16. The company logo on the official expo website.
17. The company logo on the official social media channels.
18. A premium memorial shield as a diamond sponsor.

PLATINUM SPONSOR (US\$ 30,000):

1. One printed flag at the hall gates.
2. One printed pillar at the hall lobby.
3. One printed colored page at the official exhibitor guide.
4. The company logo on the expo main gates.
5. The company name mentioned at the expo FM releases.
6. The company logo on the expo outdoor banners in the major city squares.
7. The company logo on printed invitation cards.
8. The company logo on printed VIP invitation cards.
9. The company logo on the official expo bag.
10. The company logo on the official expo block note.
11. One printed colored page at the official bloke note.
12. The company logo on the official expo website.
13. The company logo on the official social media channels.

GOLD SPONSOR (US\$ 20,000):

1. One printed colored page at the official exhibitor guide.
2. The company logo on the expo outdoor banners in the major city squares.
- 3 The company logo on printed invitation cards.
4. The company logo on printed VIP invitation cards.
5. The company logo on the official expo website.
6. The company logo on the official social media channels

(3) EXTRA ADVERTISING OPTIONS (The Venue):

Check out a wide range of advertising options all around the venue!

- ❖ The design must be received by 15th April 2023

[\(Attachment no. 5\)](#)

(4) WORKSHOPS PROGRAM:

Reserve your slot now in the workshops program at the heart of the event!

- ❖ The subject, lecturer name and total cost must be delivered before 1st April 2023

[\(Attachment no. 6\)](#)

- ❖ Please pick up your favorite option, download form, fill it out and send it to the exhibition technical services at info@hvacregypt.com, or contact [+201110700908](tel:+201110700908) for further information.

MARKETING SOLUTIONS

OFFICIAL MARKETING SOLUTIONS SPONSOR:



As Web Design Company & Marketing Solutions:

Tech Village Company is one of the leading companies in the field of information technology because its goal is the satisfaction of its customers as the company provides many services and these services are: website design, web development, eCommerce website, mobile application development, Domain name registration, Hosting services in addition to digital marketing. in Tech Village our marketing team using all the digital platforms and solutions in marketing and branding for our customers.

Tech village offers marketing solutions options with special rates exclusively for our exhibitors!

Go [check them out](#) and don't forget to mention that you're a proud exhibitor at HVAC-R EGYPT EXPO – ASHRAE CAIRO 2023!



We look forward to welcoming you

17 18 19 MAY 2023

Egypt International Exhibition Center
New Cairo - Egypt