



INDIA'S MOST  
HAPPENING  
**OPTICAL EVENT**

**18-20 August 2018**

Chennai Trade Centre, Chennai, India

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# General Guidelines



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**Dear Exhibitor,**

We are thankful to you for participating at the IIOO EXPO 2018, India International Optical & Ophthalmology Expo at the Chennai Trade Center, #68, Mount Poonamalle High Road, CTC Complex, Nandambakkam, Poonthottam Colony, Nandambakkam, Chennai, Tamil Nadu 600089, India from 18-20 August 2018.

We also take pleasure in presenting to you the Exhibitor's Manual and Order Book.

This manual will provide you all necessary information to make your participation at the event as smooth as possible. Please read this manual carefully as it encompasses all relevant information about the show and addresses many questions that you may have about the services available at the Chennai Trade Centre, Chennai. Please fill them carefully and mail back to us as soon as possible and certainly before the deadline indicated on each form. Wherever required, please ensure to send your payment with the forms as all orders will be processed only against full advance payment.

The rates for various items / services quoted in this manual are correct at the time it is printed. However, if there is any major variation in the rates / charges due to factors beyond our control, the difference will have to be borne by you. While we have taken every care to include all relevant details, please excuse us if there are any omissions or mistakes.

In case you need any further information or clarification in the above regard, please contact us for the same.

While wishing you a very successful participation, we look forward to the pleasure of welcoming you to the IIOO EXPO 2018.

Thanking you,

Team - IIOO Expo



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## INFORMATION, RULES & REGULATIONS FOR EXHIBITORS

### 1. The Event

IIOO EXPO 2018, India International Optical & Ophthalmology Exhibition

### 2. Date of Exhibition

18-19-20 August 2018

### 3. Venue

Chennai Trade Centre  
#68, Mount Poonamalle High Road,  
CTC Complex, Nandambakkam,  
Chennai, Tamil Nadu 600089

### 4. Organisers

#### **S D PROMO MEDIA PVT. LTD.**

2257, 1<sup>st</sup> Floor, Hudson Lane, GTB Nagar,  
New Delhi -110009  
Tel :+91-11-43003757 / 47034600 / 47056500  
Email: [info@sdpromomedia.com](mailto:info@sdpromomedia.com)

### 5. Dates & Time

Exhibition Hall

<b>Build up</b> Bare Space	16th August 2018	11.00 a.m. onwards
<b>Handover</b> Shell Scheme	17th August 2018	1.00 p.m. onwards
<b>Show Time</b>	18th – 19th August 2018	10.00 a.m to 7.00 p.m.
	20th August 2018	10.00 a.m to 6.00 p.m.
<b>Dismantling and Clearance of Exhibits</b>	20th August 2018	Before Midnight

### 6. Admission

a) Professionals, invited guests, trade and business visitors only. Minors and members of the general public will not be admitted. b) No photographic or video equipment is allowed in the exhibition hall unless prior approval from the Organiser.

c) The Organiser reserves the right to refuse admission or to remove any person without giving a reason. This applies also to the build-up and dismantling periods.

d) For safety reasons, children below the age of 16 will not be allowed to accompany exhibitors into the exhibition hall at any time, from build-up through to dismantling period.



### **7. Promotion during the Exhibition**

Exhibitors are asked not to place stickers, signs or posters anywhere in the hall other than within their own stand. Likewise, exhibitors' representatives may not distribute brochures and invitations, etc., along the aisles or near the entrances / exits.

### **8. Demonstrations and Presentations**

In the event of justifiable complaints from other exhibitors, the Organiser reserves the right to determine the acceptable sound level and extent of demonstrations.

### **9. Security**

- a) General Security will be provided by the Organiser around the clock. Exhibitors and their staff will not be allowed in the exhibition hall after the official hours during the period of the show.
- b) All personnel in the exhibition hall must wear identification badges. Exhibitor passes are available from the Exhibitor Services Centre on site.
- c) Security guards will patrol the exhibition site in general, but their duties will not include specific attention to individual stands.
- d) If your displays are very valuable or sensitive and you wish to hire security personnel to attend to your stand exclusively for the build-up and dismantling days, please contact the Organiser for security rates. Please note that you may not use your own staff or personnel from any other security agency other than from the hall landlord's appointed security agency.
- e) For security and safety reasons, exhibit movement in or out of the hall during show hours is not permitted.

### **10. Liability and Insurance**

The organisers will not accept liability for loss of, or damage to any exhibit, materials, machineries, etc. nor for injury to exhibitor's personnel at any time. Exhibitors are strongly advised to take insurance policy covering the following against theft, loss or damage, including the risk of fire, injuries and third party claims etc:

- i) Machinery
- ii) Transit and loading & unloading of machines
- iii) Exhibition personnel
- iv) Third party (visitors)

### **11. Demonstrations and Working Exhibits**

An exhibitor intending to demonstrate working equipment on his stand must:

- i) Provide the organisers with full details in writing of any working exhibits involving moving parts, naked flame, lasers, or other items, which could be hazardous to visitors or the exhibitors.
- ii) Give proper consideration to the safety and conditions under which the exhibits will be demonstrated, as per rules laid down by Ministry of Environment, Pollution Control Act.
- iii) Cause no annoyance to visitors or other exhibitors. Where a high level of noise or other objectionable factor is involved, demonstrations may only take place at the time stipulated by the organisers, who reserve the right to terminate a demonstration at any time.
- iv) Isolate controls so that they cannot be operated by visitors.
- v) Not to use flashing or blinking lights.
- vi) Any other amendment of Acts by Government of India, Ministry of Environment and Pollution Control Act.

### **12. Fire Precaution**

Chennai Trade Centre authorities shall provide fire-fighting equipment at different points in the exhibition halls. Exhibitors are however advised to take due precautions and install necessary safety and firefighting equipment in their stands.

Exhibitors, who, because of the nature of their exhibits, require a special type of fire extinguisher, must take arrangements at their own cost for the provision of such equipment. The organisers will assist and advise, if required



Any person seeing an outbreak of fire, however slight, must make immediate use of fire alarm system and make every endeavor to extinguish the outbreak or to confine it by the use of extinguishers and / or removal of goods in the vicinity.

### **13. Fire Brigade Areas**

The marked areas for access by the fire brigade must not be obstructed by parked or parking vehicles or by storage of exhibits, building and packaging material or the like at any time including exhibition stand setup and dismantling periods

### **14. Fire Extinguishers**

Fire hydrants and fire extinguishers in the halls must not obstructed or made unrecognizable or inaccessible.

### **15. Electrical Installation and Electrical Appliances**

All electrical equipment must comply with the safety regulations. Electric cooker plates, irons, grills, cookers, immersion heaters and other electrical appliances are to be adequately supervised during operations. They must be placed on the fire proof, heat resistant bases so that even in the case of excessive heat, inflammable objects in their vicinity cannot be ignited.

### **16. Safety Lighting**

If exhibition stands or parts of the exhibition hall are darkened for operational/demonstration purpose, sufficient safety lighting is to be provided.

### **17. Packing Material**

Packing material, transport crates and the like which are not needed during the exhibition are to be handed over to the officially appointed freight forwarder of your choice who will store the material for you at a cost. During the stand set-up and dismantling periods, the transport paths in the halls are to be kept free as far as possible, transport and packing material and other equipment which is no longer needed should be removed immediately from the halls.

### **18. Stand Fitting Regulations (For Official Shell Scheme Exhibitors)**

The following regulations must be observed when preparing a stand presentation:

- i) No additional stand fitting or display may be attached to the shell stand structure. Neither nailing nor drilling will be allowed. If you require assistance in hanging or displaying your exhibits, please consult the official shell scheme contractor.
- ii) No painting or wall papering of shell scheme stand panels of shell scheme stands will be allowed in the exhibition halls. Exhibitors who wish to have panels painted must inform the official shell scheme contractor who will provide a quotation for the requirement.
- iii) No free standing fitment may exceed a height of 2.5 meters or extend beyond the boundaries of the site allocated.
- iv) Any change in the type or colour of the floor covering provided must be by prior approval of the architect. The cost must be borne by the exhibitor.
- v) An exhibitor occupying a corner booth has the choice to have either a wall or both sides open on to the aisle.
- vi) No financial credit will be given by the organisers for any package item not utilized.

### **19. Procedure for taking Possession of Shell Scheme Stands / Bare Space Area**

- i) Possession of shell scheme stands/bare space will be given to those exhibitors who have made full payment of all dues including security deposit.
- ii) The exhibitor must send a letter of authorization on his letterhead, requesting the organizers to give possession to his representative named in the letter to take possession of his shell scheme stand/ bare space. The authorization letter must be submitted to the site office of the organizers at the Chennai Trade Centre, Chennai.



## **20. In-Hall Freight Handling**

Only the officially appointed freight forwarders are permitted to work in-hall and handle onsite equipments. Any forwarder may deliver goods to the doors of the hall, but the officially appointed freight forwarders must handle from the point to your booth, unless the item can be hand-carried by one man. This regulation will be strictly enforced and is necessary for reasons of insurance, safety and control.

All services and facilities as mentioned in all the fact sheets & conditions of participation under the heading "General Services and Facilities"

## **21. Electrical Supplies and Installation**

The organiser, in addition to normal stand lighting will provide hall lighting. The standard electrical voltage available for use on stands at the exhibition is 230 volts, single-phase alternating at 50 Hz and 415 volts, three-phase alternating at 50 Hz. A fluctuation of plus or minus 10% can be expected. Exhibitors whose equipment is particularly sensitive should install a stabilizer. Supplies to stands will normally be switched off at source 30 minutes after the exhibition closes each day (15 minutes on the final day).

a) Electric power supply available at the exhibition is as under:

- 1) 3 Phase : 400/440 volts 50 cycles + 10%
- 2) Single Phase 230 volts + 10%
- 3) Frequency : 50 CPS + 3%

The fluctuations mentioned above are only for reference. Larger variation could be expected on some occasions.

b) The event management personnel responsible for supply of power will be entrusted with authority for regulating and controlling the power supply to the exhibition halls and individual stalls.

c) Each stall will be provided with electric power at one or more main points depending on the total load requirement. Exhibitors should use distribution boards for feeding power to their machines. Individual isolation switches should be provided for each machine. Exhibitors should use either armoured cables or metal conduits for connecting power supply to machines.

d) The work of drawing power from main points to machines / exhibits are to be carried out by the exhibitors, at their own cost. Exhibitors may engage the services of their own personnel or authorized electrical contractors for cabling work inside their stall subject to the condition that they are duly licensed to undertake electrical work and their names and addresses are intimated to the organisers before the commencement of work. The service charges of electrical contractors are to be borne by the exhibitors and are payable directly to the contractors appointed by them.

e) The exhibitors should connect power to machines and exhibits as per the requirement given in their applications. Connecting power to the exhibits other than those mentioned in the electricity requisition form or more than the specified load or the load allotted by the electrical department will not be permitted.

f) Exhibitors must install separate and independent switch connections for their machines / exhibits. Alternate connection or throw-over switches are not allowed.

g) In case, power is supplied to the stall from two or more main points, exhibitors must distribute the load as per the capacity of the respective switch boards in consultation with Meroform India Pvt Ltd officially appointed electrical contractors. Exhibitors requiring single-phase power for lighting purpose should carry out necessary wiring from 3-phase outlet through two poles single phase switches if necessary for further distribution.

h) After the electrical wiring work is completed, the exhibitors must obtain a completion report from their electricians or contractors engaged by them and file the same Meroform India Pvt Ltd officially appointed electrical contractors. Actual connected load for individual machines / exhibits are to be mentioned in the report.

i) All the main electrical supply points must be kept easily accessible for operation and repairs in the event of any emergency. Main electrical supply points should not be concealed or covered.

j) Power will be released only after the wiring work is carried out to the standards of Meroform India Pvt Ltd officially appointed electrical contractors.

k) Temporary power supply for erection and testing of machines will be available from 17th August 2018.



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l) The exhibitors are advised to install equipment like voltage stabilizers / UPS for their sophisticated machines / exhibits. If the machines are sensitive to the alignment of the floor, placement of steel plates underneath is recommended.

m) Exhibitors are advised to exercise highest levels of safety precautions and engage services of only qualified professionals for electrical wiring and installations.

n) Meroform India Pvt Ltd does not guarantee uninterrupted power supply nor does the fair authorities of HITE Exhibition Centre. Any failure in regular power supply during the exhibition by unforeseen or any technical reason, no refund of money or any act of omission will be entertained by the organizers.

## **Note:**

1) Exhibitors desiring to have connected power load for demonstration of exhibits and or lighting load for illumination of their stands must complete and submit the necessary form.

2) Flashing lights and neon signs are not permitted.

## **22. Removal of Exhibits**

No removal or delivery of exhibits and other exhibition stores in or out of the exhibition hall is permitted during the open hours of the exhibition. Such removal, delivery or replenishment to stock may only be carried out before opening hours in the morning or after closing time in the evening. If you wish to remove any item of your display from the hall during the show days, a "Goods Removal Pass" must be obtained from the show management office.

## **23. Stand Cleaning**

The organisers will arrange for the general cleaning of the exhibition premises and stand (excluding exhibits and displays) prior to the opening of the exhibition and daily thereafter. It is the responsibility of all exhibitors to keep their own stands tidy. Exhibitors with working exhibits resulting in substantial quantities of waste materials, must inform the organisers in advance so that necessary arrangements may be made for which a charge will be raised.

## **24. Storage & Waste Material**

The organisers are unable to provide storage facilities for packing cases, surplus materials, or other property of the exhibitors. Arrangements for safekeeping of such items at a cost must be made with the officially appointed freight forwarders of your choice. Also, for small entrepreneurs efforts will be made to provide storage space. They too should get in touch with official forwarder of their choice with their requirements. During the move-in, construction of stands and removal of exhibits, the passageways of the exhibition hall must not be obstructed with packing materials, construction materials or debris. Contractors are responsible for removing their own off-cuts and waste each day of build-up and break down.

Exhibitors are requested to place their waste in the aisle for removal by the cleaners. The organisers reserve the right to invoice exhibitors for excessive packing materials and discarded crates or cartons, which will be removed by the cleaners.

## **25. Manning of Stands and General Conduct**

Stands must be fully staffed and operational throughout the open hours of the exhibition. Exhibitors may not participate in any activity, which causes or is likely to cause annoyance to visitors or other exhibitors. In particular, audio / visual display equipment must be positioned and sound levels so adjusted to avoid disturbance to neighbours. In the event of any disagreement, the organisers decision in this matter will be final.

## **26. Damages**

Exhibitors are responsible for cost of making good or replacing any damages or dilapidations to the exhibition premises, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by such agents or contractors.

Exhibitors occupying shell scheme stands are also responsible for the cost of making good, restoring or renewing any damages or dilapidations to their shell stand structures, floor coverings, light fittings, or any part thereof, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by



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such agents or contractors. The cost of making good any damage will be assessed by the official shell scheme contractor and charged to the exhibitor. The organisers, in conjunction with HITEX Exhibition Centre will inspect the halls before build-up and after break down of the exhibition.

#### **27. Force Majeure**

The exhibition may be postponed, shortened or extended due to any cause whatsoever outside the control of the organisers. The organisers shall not be responsible for any loss sustained by the exhibitor, directly or indirectly, attributable to the elements of nature, force majeure or orders and directives imposed by any governmental authority. In the event of such circumstances, the money paid by the exhibitors, or any part thereof, is refundable at the sole discretion of the organisers.

#### **28. Authority on the Premises**

The organisers shall be responsible for and be entitled to act as the owners of the premises throughout the tenancy period. The decision of the organisers in any problem or dispute will be final.

#### **29. Retail Sales Prohibited**

Retail sales is strictly prohibited. Spot orders for the same may be booked and delivered after the exhibition is over. However, free sale of books, periodicals and magazines is permitted.

#### **30. Sales of Exhibits by Indian Exhibitors**

The organizers make it clear that in case the exhibitors prefers to sell the exhibits (inspite of restriction by the organizer) then such sale would be at the risk of the exhibitors.

#### **31. Unforeseen Occurrences**

In the event of any occurrence not foreseen in these Rules and Regulations the decision of the Organiser shall be final.





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### **DISMANTLING INSTRUCTIONS**

To ensure your Company's smooth and trouble free breakdown from the Exhibition, we ask that the following information be passed to members of your staff who will be involved in the removal of your exhibits.

1. The Exhibition closes at 17.00 hrs. on Monday, 20th August 2018. No exhibits or displays may be dismantled or removed before this time.
2. During Monday, 20th August 2018 from 10.00 hrs. Exhibitor's commercial vehicles up to 7 1/2 ton will be allowed to enter the controlled inner area adjacent to the halls. When this area is full all lorries and vans will be held on the Lorry Parks until such time as space becomes available. At 18.00 hrs. exit doors will be opened and portable items may be removed.
3. Please maintain adequate surveillance of your Company's portable items, and for security reasons ensure that they are removed on Monday, 20th August 2018 along with display material and personal effects. The shell scheme will be dismantled from 19.30 hrs on Monday, 20th August 2018. If you have anything on the shell walls or display panels within the shell, they must be removed immediately on the closing of the exhibition, Monday, 20th August 2018.
4. Contractors will be permitted to enter the halls from 19.00 hrs on Monday, 20th August 2018 for the purpose of assisting Exhibitors in the removal of portable items. The electrical supply to your stand will be terminated at 17.05 hrs. Catering equipment, furniture, flowers etc., which have been hired, remain the responsibility of the Exhibitor until such time as they are returned to the source from which they were obtained.
5. Kindly collect remaining Press Material from the Press Office.
6. THE HALLS MUST BE CLEAR OF STANDFITTING INCLUDING WASTE MATERIALS, BY MIDNIGHT TUESDAY, 21ST AUGUST 2018 CHENNAI EXHIBITION CENTRE AUTHORITIES WILL CHARGE EXHIBITORS FOR ANY CARPET TAPE LEFT BY SPACE ONLY CONTRACTORS.
7. DURING THE BREAKDOWN, DO NOT TAKE A CHANCE BY LEAVING VALUABLE GOODS UNATTENDED ON YOUR STAND. THE ORGANISERS CAN ACCEPT NO RESPONSIBILITY FOR THEIR SAFETY.



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### **GUIDELINES FOR ALL EXHIBITORS**

- i) No part of an exhibit should project out of the stand area, nor anything be placed outside the stand area by any exhibitor.
- ii) There should be sufficient free space in the stand for easy and safe movement of visitors. Entry and exit to stands must be at least 3 M wide.
- iii) Grouting, digging in floors or walls is not allowed. Raised wooden platforms of not more than 4 inches in height may be allowed.
- iv) Painting or nailing (use of screws) on the laminated panels supplied under shell scheme, is prohibited. Photographs, charts, etc. may be fixed with adhesive tape, or suspended with nylon thread with the help of clamps (Cyma hooks) hooked on the top horizontal channel.
- v) Multi-level use of space is permitted only at extra fee and subject to approval from architect as well as organizer.
- vi) Whereas no construction will normally be allowed to be of more than 2.5 M high, that part of machinery placed away from the open side of the stand could be higher, as strictly necessary.
- vii) If Audio / Visual equipment is used in the stand, the sound level should be so regulated as not to disturb adjoining exhibitors.
- viii) Exhibitor should endeavour to maintain a high standard of cleanliness, avoid littering and take all necessary care not to disturb neighboring exhibitors. Their co-operation with the organizers in maintaining continuity and keeping with the general aesthetics of the show will be greatly appreciated. It will be obligatory on part of the exhibitor to segregate all waste plastic, glass, metals, wood & paper and eatables in separate polyethene bags.
- ix) All heights details mentioned in these guidelines are from the ground level and not from any raised flooring created by the exhibitors.
- x) Bare Space Exhibitors are responsible for their own stand design and construction. The organizer would be pleased to offer advice and guidance, if required.
- xi) Suspending of display items from the hall ceiling or parts of it is prohibited. Storage of any kind of material behind the display walls is prohibited.
- xii) Height of panel against natural back wall along the periphery of the hall will be allowed upto 5.0 mtrs. subject to availability of height.
- xiii) Access must be given to any fire exit, electrical box, service room etc. falling within the exhibitor's stand area. It is mandatory to leave minimum one opening in the partitions against the natural wall to provide access for electrical fittings etc.
- xiv) Hall columns, roof trusses, air-conditioning vents and all other structures of the hall must not be used as support or be subject to load or stress by the stand structure.
- xv) Woodwork in the halls is prohibited. Platforms / panels and other decorations for the interior must be brought in prefabricated condition. Only assembly and finishing will be allowed in the halls.
- xvi) For Island / 3 side open stalls it is mandatory for exhibitors to design their stands a way that there is no obstruction on any of the open sides. This will ensure free movement and give exhibitors a feel of openness and transparency. Exhibitors are not allowed to obstruct the view or adversely affect the displays of other exhibitors.
- xvii) The officially appointed contractor for the show reserves the right to turn down approval for stands with any of the open sides blocked.



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### **AUTHORISED LOGISTIC AGENTS**



**Orient Marine Lines Pvt. Ltd.**

49, Rani Jhansi Road, New Delhi-110055 - India

Tel : +91 11 45359999, 235114052 / 53 / 54

Mr. Aashish S. Kulkarni ( Mobile : +91-9818683392 )

Email : [aashishk@orientmarinelines.com](mailto:aashishk@orientmarinelines.com)

[www.orientmarinelines.com](http://www.orientmarinelines.com)



**R. E. Rogers India Pvt. Ltd.**

1, Commercial Complex, Pocket H & J, Sarita Vihar,

New Delhi - 110 076 - India

Tel : 91-11- 2694 9801/9802

Mr. Ashutosh Gautam ( Mobile : +91-9716505660 )

Email: [ashutosh@rogersworldwideindia.com](mailto:ashutosh@rogersworldwideindia.com)

[www.rogersworldwideindia.com](http://www.rogersworldwideindia.com)



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**AUTHORISED BOOTH CONTRACTOR**

**meroformi** 

**Meroform (India) Pvt. Ltd.**

No.44, Mount Poonamallee Road,  
Nandambakkam, Opposite to Chennai Trade centre,  
Chennai - 600 089, Ph: 044 2231 4879  
Email: [lakshmanan@meroformindia.com](mailto:lakshmanan@meroformindia.com)  
[www.litmusindia.com](http://www.litmusindia.com)

**Mr. R. Lakshman +91 98400 36707**



**Brand Makers**

ED-7D Pitam Pura, Near Pitam Pura Metro Station  
New Delhi-110034, India  
Tel: +91- 27314717 # 91-11-27314574  
Email: [info@brandmakers.in](mailto:info@brandmakers.in)  
Web: [www.brandmakers.in](http://www.brandmakers.in)

**Mr. Vicky Dhanraj + 91-9999880323**