

# TECHNOPROM 2014

## International Forum of Technological Development

5-6 June 2014  
Novosibirsk, Russia

**EXHIBITOR GUIDE**



# TECHNOPROM

INTERNATIONAL FORUM OF TECHNOLOGICAL DEVELOPMENT

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## EXHIBITION VENUE

**IEC Novosibirsk Expocenter** is the largest international exhibition complex in the Asian part of Russia that corresponds to the highest international standards for business events at different levels.

- Total site area of 230 000 sq. m
- Total floor space in the building is 40 000 sq. m
- Total exhibition floor of two pavilions is 14 400 sq. m
- Area of each pavilion is 7 200 sq. m
- Width - 60 m, length - 120 m, height - 10 m
- Open exhibition floor area is 12 600 sq. m
- Five conference halls with total area of 1 500 sq. m
- Parking lot capacity is 5 000 parking lots



**NOVOSIBIRSK**  
**EXPO CENTRE**

Address: Stantsionnaya St. 104, Novosibirsk, Russia



# EXHIBITOR REGISTRATION PROCEDURE

- A would-be Exhibitor shall carefully review this Exhibitor Guide.
- The Exhibitor fills out and signs the Exhibitor Agreement/Application and informs the organizer of all required value-added services and equipment, necessary technical and desired marketing services.
- The Exhibitor shall pay the bill prior to the exhibition opening; otherwise he will not be given access to the booth.
- The Exhibitor shall provide the original Agreement/Application affixed with the signature and seal on the first day of the exhibition.

## PARTICIPATION COSTS

### Lease of the exhibition space – 41 EUR

Type of stand	Construction cost, EUR
Edge Stand (9 sq. m)	755
Peninsula Stand (12 sq. m)	740
Island Stand (15 sq. m)	705
Collective Stand	On demand
Exclusive Stand	On demand

**\* Two representatives from the company-exhibitor are provided with free participation in the Plenary session**

### Change of booth meterage is possible:

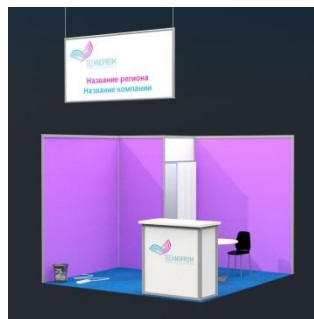
Cost of Stand construction of 4-8 sq. m – 102 EUR / sq. m

Cost of Stand construction of more than 15 sq. m – 62 EUR / extra sq. m

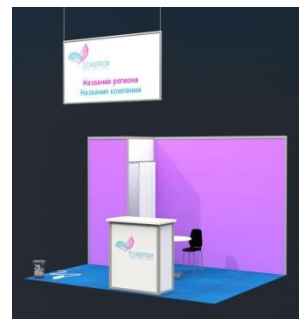
# STANDARD BOOTH ARRANGEMENTS

A **Standard Booth** is a booth made of the standardized exhibition material produced by «Octanorm» and assembled according to the manufacturer's instructions.

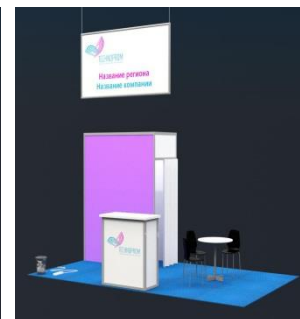
\*Increase of booth meterage is possible



**Edge Stand**  
9 sq. m



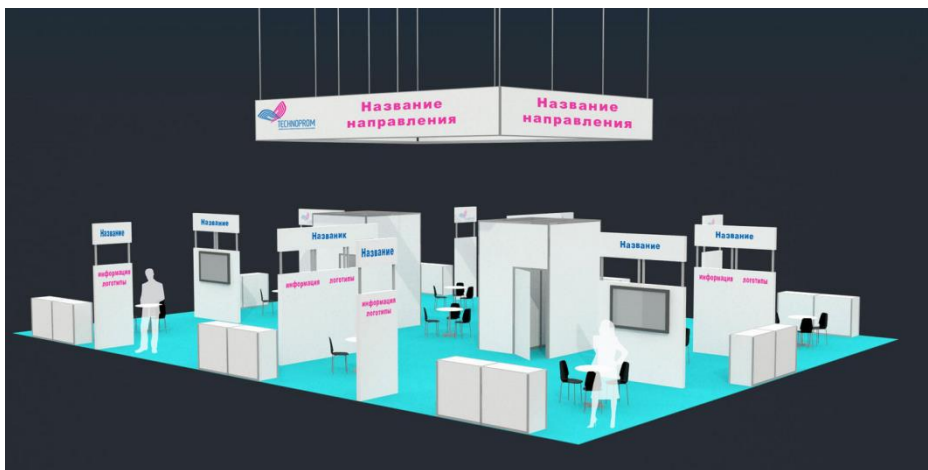
**Peninsular Stand**  
12 sq. m



**Island Stand**  
15 sq. m

Booth kit	Unit	Quantity		
Carpet covering	sq. m	9	12	15
Walls, h=2,5 m	pcs.	7	6	5
Banner on the stand wall(printing and installation)	sq. m	17,5	15	12,5
Folding door	pcs.	1	1	1
Banner with logo and company name, 2x1m (suspension, and printing)	sq. m	1	1	1
Information rack	pcs	1	1	1
Round table	pcs	1	1	1
Exposition chair	pcs	3	3	3
Built-in coat rack	pcs	1	1	1
Energy connection up to 1.5 kW	pcs.	1	1	1

# COLLECTIVE STANDS ARRANGEMENTS



**Collective Stand** is a special format of participation in the exhibition designed for organization that would like to take part as a group of organizations. It is a special Stand constructed by choosing the necessary items of exhibition equipment.

\* The calculation of the cost is on demand.

Item	Unit	Cost, RUB.*
Colored carpet covering	sq. m	300
Suspended panel	linear meter	3 500
Covering with uni-colored film	sq. m	500
Television, plasma, 59"	pcs.	15 200
Fluorescent lamp 90 cm	sq. m	500
Long arm halogen lamp 300 W	pcs.	1 100
Low pedestal 0.5 m / 1 m / 0.5 m	pcs	1 400
Round table	pcs	600
Exposition chair	pcs	300
Energy connection up to 1.5 kW	pcs	2 700
Utility room	sq. m	on demand

# EXCLUSIVE BOOTH CONSTRUCTION



**Exclusive booth** is of a any allowable height up to 7.5 m., made of the certified construction material manufactured by «Octanorm» company and assembled according to the individual design using non-standard equipment and diverse materials, such as plastics, polycarbonate, plastic glass, etc. The cost of the booth is calculated on demand.

Cost of technical supervision and approval for exclusive booth construction is 6 EUR / sq. m

**Exclusive booth construction is on demand**



## Exhibitors catalogue includes:

- official greetings
- list of exhibitors with a description of the activities and contacts
- list of exhibitors according to the exhibition sectors
- block for notes

**Exhibitors Guide contains the plan of the exhibition hall**

**\* circulation of 3000 pcs. Of A4 format**

## The cost of information layout in the catalogue:

Advertisement layout. Catalogue cover, full color	1 printed side- 105x148+5 mm.	205 EUR
Advertisement layout. Inside the catalogue, full color	1 printed side - 105x148+5 mm.	143 EUR
Text information. Name, description	Text up to 800 symbols	62 EUR

## Exhibitors catalogue will be available for:

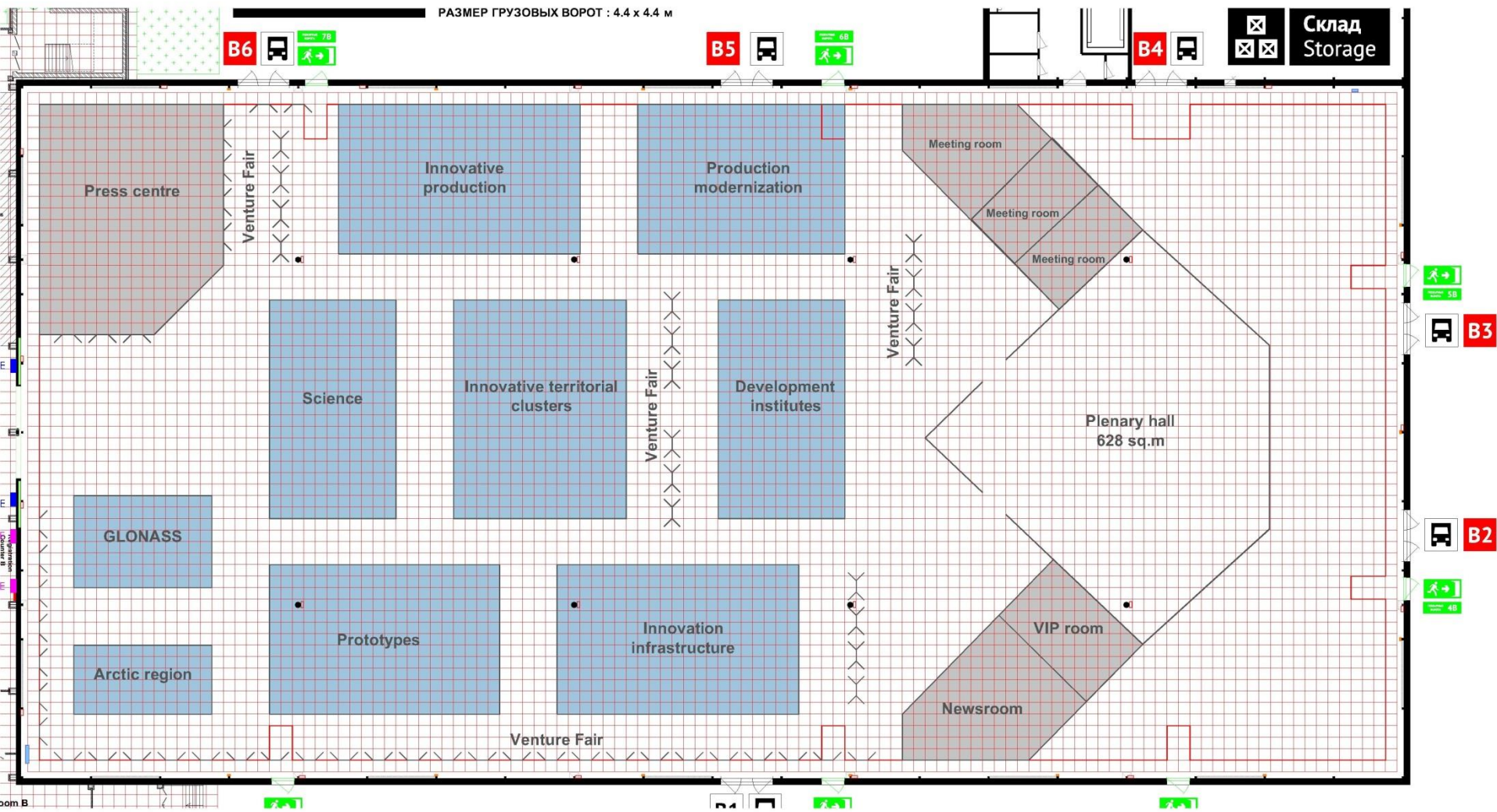
- Federal and regional bodies of the executive authority
- Commission on information support of innovation activity and legislation improvement aimed at investment attraction into innovation economy sector of Working Party under the Chairman of the State Duma of the Federal Assembly of Russian Federation on legislative initiative in the field of innovation policy
- Public and private development institutions
- Exhibition participants

## Layout requirements:

- Files in the formats: CDR/TIFF/JPG, resolution 300 dpi/175 lpi, palette CMYK, text in curves, 5 mm. bleed.
- Logo format: CDR, text in curves.



# EXHIBITION FLOOR PLAN



# LAYOUT REQUIREMENTS

## **Files in the formats:**

CDR, EPS, Ai; text converted into curves;  
TIFF, JPEG (300 dpi, CMYK), in scale 1:1).

## **Layouts requirements for the covering of exhibition panels:**

Layout size: 1000 x 2500 mm. Size of the visible part: 950 x 2380 mm.

## **Calculating the size of the banner to spread it on the booth wall:**

$H = 2400$  mm always for standard rack,  $L = (n \times 990) - 50$ , where  $n$  is the number of wall elements.

Eyelets should be placed every 300mm.

**The size of fascia panel:** 300mm x L, where L is length of the fascia panel.

# GUIDELINES FOR PERFORMING WORKS IN THE BOOTH

## **The Exhibitor is prohibited:**

1. At own discretion to connect to a power supply system other than that dedicated to him.
2. At own discretion to paste color films over exhibition equipment, including full-color films. Pasting of film over the exhibition equipment can be performed only by specialists of IEC Novosibirsk Expocenter. This service shall be ordered to the Service Center and paid separately (see Value-added services provided by the Service center of IEC Novosibirsk Expocenter).
3. To apply sticky dinting materials (two-sided scotch, transparent scotch, adhesive etc.) on the exhibition equipment.
4. To pierce or drill through exhibition equipment.
5. To apply imagery, pictures, inscriptions etc. on exhibition equipment using paint-and-lacquer materials, aerosols, markers etc.
6. To mount to (put on) items weighing more than 10 kg on the exhibition equipment.
7. To block access to group electric switchboards and fire hoses (if those are located in the booth).

In case of damage or breakdown of the equipment the Exhibitor shall reimburse IEC Novosibirsk Expocenter with the cost of new equipment.

After the end of the exhibition day (from 6:00 p.m. to 8:00 p.m.) the exhibitors shall clean the booths and remove the collected litter to the dustbins along the pavilion perimeter.

# GATING SYSTEM, CARGO DELIVERY-SHIPPING PROCEDURE



The carriers and executors of uploading-unloading works are provided access to the territory and in the building only after registration in the Service Center and issue of passes for one occasion.

The equipment necessary for uploading and transportation shall be booked in good time.

At carrying bulky items into/out of the building it is necessary to ensure protection of the floor, flooring of the lobbies, corridors, coating of the doors and doorways as well as protection of door jambs, lift doors and cabins. Any damage to public places as a result of relocation of any personal belongings, carrying into/out of bulky and heavy items shall be recovered at the expense of the party inflicting the damage.

Delivery of goods to IEC Novosibirsk Expocenter shall be executed only through the cargo gates of the pavilions. Entry of freight transport to the territory of IEC Novosibirsk Expocenter shall be executed according to the Cargo Delivery Flowchart.

Uploading-unloading, rigging and demounting works shall be executed in the period from 8:00 a.m. to 8:00 p.m. by specialists of IEC Novosibirsk Expocenter.

**Step 1:** Upon arrival to the territory of IEC Novosibirsk Expocenter in accordance with the Cargoes Delivery Schedule the driver shall leave his freight vehicle in the freight transport holding zone and proceed to the Service Center located in the building of IEC Novosibirsk Expocenter for obtaining a pass to the cargo gate and for paying for unloading/uploading services.

If a driver has missed his turn for unloading, the Service Center shall make all efforts to perform unloading as soon as possible, however it has the right to change the unloading time of the late freight transport to the end of the list.

The Service Center also reserves the right to decline access to the territory of IEC Novosibirsk Expocenter to the transport vehicles whose unloading cannot be executed by the strength of the drivers in the absence of own loaders when unloading services of IEC Novosibirsk Expocenter have not been paid by the Exhibitor. IEC Novosibirsk Expocenter is not responsible for a delay of a freight vehicle.

**Step 2:** At the appointed time the driver, following the directions of the security guards and the Cargo Transport Flowchart in the territory of IEC Novosibirsk Expocenter, drives through the unloading zone to the required gate.

Предъявив Разрешение и товарно-транспортную накладную (ТТН) сотруднику МБК «Новосибирск Экспоцентр», водитель начинает разгрузку. «Новосибирск Экспоцентр» имеет право досмотреть транспортное средство и его водителя и пассажиров, а также груз – в соответствии с ТТН.

Upon production of the pass and consignment note to an employee of IEC Novosibirsk Expocenter, the driver starts unloading. Novosibirsk Expocenter has the right to carry out the examination of the vehicle, driver and passengers as well as the cargo for compliance with the consignment note.

**Step 3:** After unloading the transport vehicle shall leave the unloading zone in accordance with the Freight Transport Flowchart. It is not permitted to stay in the uploading-unloading zone for a time exceeding that specified in the Schedule. Freight transport shall remain in the territory of IEC Novosibirsk Expocenter on the pay parking only.

Uploading-unloading works with the cargoes arrived not in accordance with the Schedule shall be performed last of all if technical opportunity allows.

On the day of arrival, during the event and on the day of departure the delivery of cargoes shall be executed through the freight gate of the warehouse (A4, B4). Transportation of cargoes to the booths during the event working hours is prohibited.

Shipping of cargoes shall be executed as a matter of the routine procedure. The exhibits from the exhibition pavilions shall be carried out starting with light exhibits and from the booths closest to the gates.

The freight transport shall wait for the invitation to unload in the transport holding zone. Upon arrival in the holding zone the driver shall move to the Service Center located in the central lobby of IEC Novosibirsk Expocenter, inform of his intent to pick up the cargo and pay for necessary services. By obtaining a pass for going to the cargo gate the driver shall wait from the security guards a signal to move to the uploading zone.



# FIRE SAFETY GUIDELINES

Each exhibitor bears personal responsibility for fire safety at his/her work place and for:

- keeping his/her work place clean, in a timely manner clearing it from paper and combustible materials;
- turning off the light and electric appliances on departure;
- being able to use primary fire-extinguishing appliances and for knowing the places of their location;
- smoking in specially dedicated places; not discarding cigarette ends and matches to paper baskets;
- informing IEC Novosibirsk Expocenter of any faults found in the functioning of electric equipment, ventilation, water supply and heating;
- in case of fire immediately calling “01”, specifying the place of fire, burning objects and the presence or absence of danger for people, for starting fire-fighting using available fire-extinguishing appliances;
- performing precaution measures when using gas-fueled appliances, household chemistry items, conducting works with inflammable and combustible liquids and other fire-hazardous substances, materials and equipment.

In the territory of IEC Novosibirsk Expocenter it is prohibited to:

- Use home-made electric appliances, defective wiring, to seal up the wiring;
- At own discretion install electric equipment;
- Wrap electric lamps (electric appliances) with paper, cloth and to hang clothes on the wiring;
- Use electric irons, cookers, kettles and other heating devices without trivets made from noncombustible materials;
- Dry combustible items on heating appliances;
- Smoke in places not dedicated for this purpose;
- Leave electric heating devices unattended during the working day and after its end;
- Use the lift during the fires and earthquakes.

For violating fire safety guidelines the Exhibitor shall be punished by the State Fire Directorate in the established manner in accordance with the current legislation.

## SECURITY

The working hours for exhibition pavilions are set by Item 4 of the Exhibitor Agreement/Application. The Exhibitor shall bear responsibility for the safety of exhibits and personal belongings in the booths from the moment of pavilion opening to its closing by the security personnel.



## CLEANING DURING EXHIBITION

During the exhibition the cleaning service conducts cleaning of the passages between the booths several times a day. After the end of the exhibition day (from 18:00 to 20:00) the exhibitors conduct cleaning in the booths and remove the litter to the dustbins located along the pavilion perimeter. After 20:00 the cleaning service personnel remove the dustbins and perform general cleaning of the pavilion passages.

## GUIDELINES FOR ATTENDEES OF IEC NOVOSIBIRSK EXPOCENTER

The guidelines set the rules of conduct for the employees, organizers, exhibitors, tenants and visitors in the territory of IEC Novosibirsk Expocenter and also set the rules of conduct in the public places.

Public places include cloakrooms, water closets, chairs, lifts and escalators, entrances, lobbies and corridors ensuring access to premises and to any stairs, other floor spaces in the building dedicated for joint use as well as access roads, pavements, lawns and other areas adjoining the building.

The visitors are not allowed to conduct any actions infringing the rights of other persons staying in the building.

The children under the age of 14 years can visit IEC Novosibirsk Expocenter only if attended by the adults. Animals are not allowed to the show floors of IEC Novosibirsk Expocenter (except at specialized exhibitions).

In the building of IEC Novosibirsk Expocenter, it is prohibited to ride a bicycle, scooter, skates and other similar vehicles.

Dissemination of advertising materials can be conducted only with permission of IEC Novosibirsk Expocenter.

Smoking in the territory of the complex is allowed in the places dedicated for this purpose.

IEC Novosibirsk Expocenter reserves the right to exclude the troublemakers for an unlimited period of time or prohibit them access to the territory of IEC Novosibirsk Expocenter.

# CARGO DELIVERY AND STORAGE PROCEDURE



Name of the consignee: Siberia Expocenter, LLC

Address: 633102, 104 Stantsionnaya Street, Krivodannovskiy sel'sovet, Novosibirsk, Novosibirsk region,

Call center of Novosibirsk Expocenter: 8-800-555-18-81.

Mobile phone of warehouse complex: +7-983-137-48-10 or +7 983 137 47 86.

It is necessary to specify the name of the exhibition, the date and number of the stand in the comments, notes and on the label of the cargo.

Warehouse workers accept cargo for storage. In order to get the cargo from the warehouse the exhibitor pays for the storage in cash in the service center if IEC Novosibirsk Expocenter on the day of his arrival.

Storage cost is 200 RUB /cu. m/ per day, cost of packaging with stretch wrap is 100 /cu. m/ per service.

## EXHIBITION CARGO TRANSPORTATION



For the purposes of exhibition cargo transportation, customs clearance, and delivery to the booth, you can use the services of Panalpina Welttransport GmbH PAN-FAIRService® Hamburg.

Representative in Moscow:

Mr. Vladimir Bormatov

mob. +7 495 763 9362; E-mail: vladimir.bormatov@pfs.de.

## CAR PARKING GUIDELINES

The car parking located in the territory of the complex can be used exclusively for parking and storage of passenger cars.

The freight transport can be left in the territory of IEC Novosibirsk Expocenter on the pay parking only.

The owners shall park the cars accurately without creating hindrances to other car owners and without blocking the passages. The cars blocking the passages to the gates, evacuation exits, driveways and entrances can be relocated or evacuated to a special parking of IEC Novosibirsk Expocenter with the owner being billed for this.

The speed limit in the territory of IEC Novosibirsk Expocenter is 30 km/h.

The administration of the complex is not responsible for thefts or disappearance of personal belongings from the cars.

## CATERING



In the territory of IEC Novosibirsk Expocenter there are several public catering outlets operated by Fresco Group, which has exclusive rights for conducting catering business in the territory of IEC Novosibirsk Expocenter. Fresco café operates in the hall on the ground floor and a Fresco Group's restaurant with the same name located on the first floor also renders catering services during the events: coffee brakes, business lunches, stand-up meal parties and banquets.

## WORKING HOURS OF THE EXHIBITION

### **Mounting of the exposition**

2, 3 June (from 8:00 a.m. to 8:00 p.m.)

### **Exhibitors check-in**

4 June (from 8:00 a.m. to 8:00 p.m.)

### **Working hours of the exhibition**

5, 6 June (from 10:00 a.m. to 6:00 p.m.)

### **Demounting of the exposition**

7, 8 June (from 8:00 a.m. to 8:00 p.m.)

## WORKING HOURS OF IEC NOVOSIBIRSK EXPOCENTER

IEC Novosibirsk Expocenter works from 8:00 a.m. to 8:00 p.m. (UTC+7) without days off.

Mounting/demounting as well as uploading-unloading works are performed from 8:00 a.m. to 8:00 p.m.

Exhibitors and participants of events can get to IEC Novosibirsk Expocenter from 8:00 a.m. to 8:00 p.m.

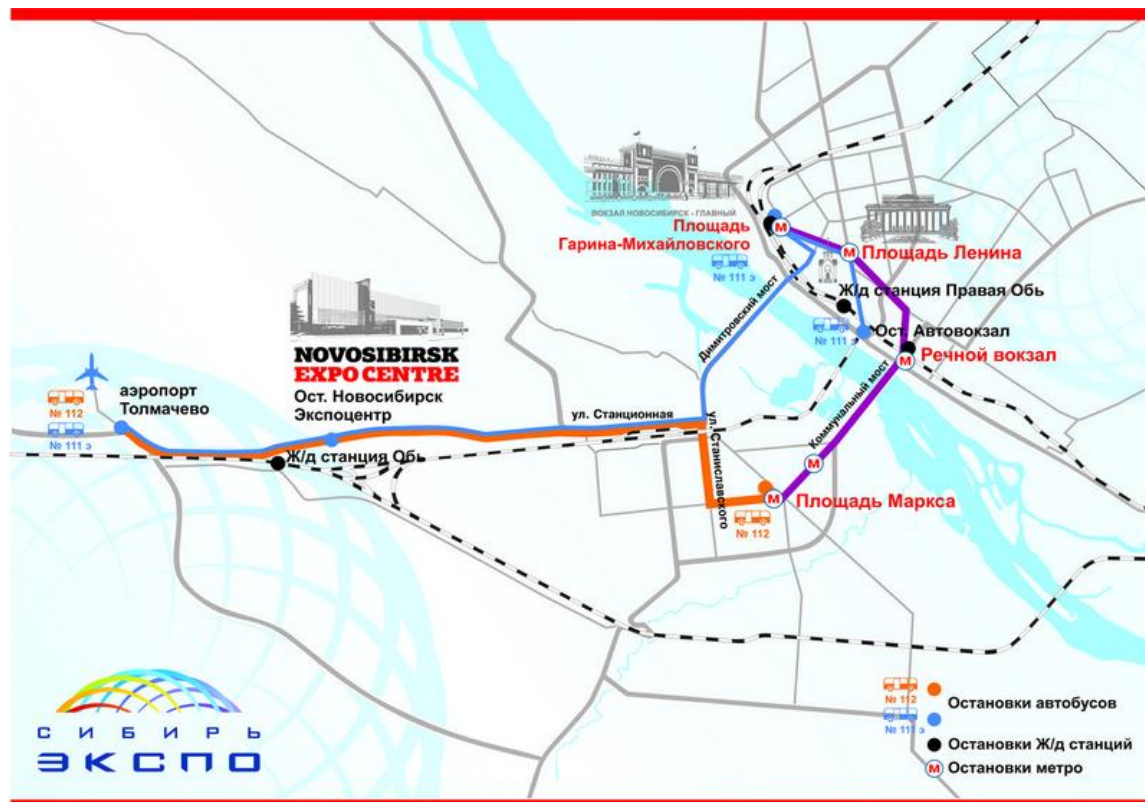
Exhibition pavilions are open for visitor from 10:00 a.m. to 6:00 p.m.

The exclusions are evening events during which IEC Novosibirsk Expocenter works until 11:00 p.m. by a prior agreement with the organizer.

# LOCATION MAP

## Municipal transport:

- Bus No. 112: Mega Shopping Center– Metro station Marx Square – IEC Novosibirsk Expocenter
- Bus No. 111e: Bus station –Vokzal-Glavny bus stop - IEC Novosibirsk Expocenter
- Suburban trains: Vokzal-Glavny railway station, Ob railway station





## CONTACT DETAILS



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# The Concept of the Exhibition of TECHNOPROM 2014 II International Forum of Technological Development



THE SIXTH WAVE OF INNOVATION



# TECHNOPROM

INTERNATIONAL FORUM OF TECHNOLOGICAL DEVELOPMENT

5-6 June 2014  
Novosibirsk, Russia

Event organizer – The Government of the  
Novosibirsk region

### General description of the exhibition:

- Total exhibition area is **more than 2000 sq. m**
- Exhibition area of the Novosibirsk region is **800 sq. m**
- Exhibition area of the regions is **more than 300 sq. m**
- The area of VIII Siberian Venture Fair is **500m<sup>2</sup>**
- Total number of exhibitor companies is **more than 100**

THE SIXTH WAVE OF INNOVATION





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- Total site area of 230 000 sq. m
- Total floor space in the building is 40 000 sq. m
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- Width - 60 m, length - 120 m, height - 10 m
- Open exhibition floor area is 12 600 sq. m
- Five conference halls with total area of 1 500 sq. m
- Parking lot capacity is 5 000 parking lots

Address: Stantsionnaya St. 104, Novosibirsk, Russia



## **Mounting of the exposition**

2, 3 June (from 8:00 a.m. to 8:00 p.m.)

## **Exhibitors check-in**

4 June (from 8:00 a.m. to 8:00 p.m.)

## **Working hours of the exhibition**

5, 6 June (from 10:00 a.m. to 6:00 p.m.)

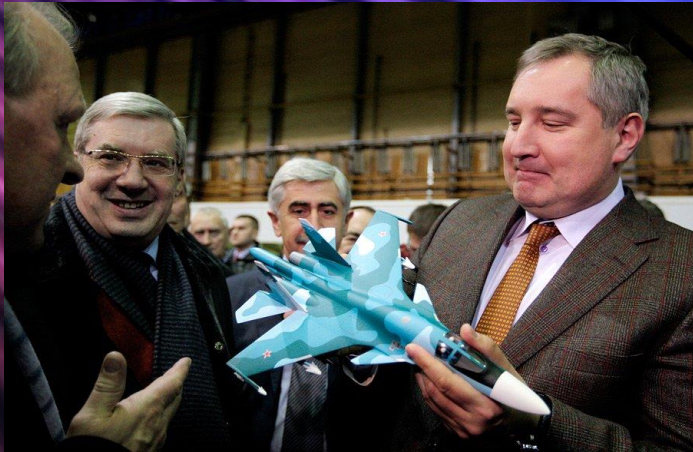
## **Demounting of the exposition**

7, 8 June (from 8:00 a.m. to 8:00 p.m.)

# **NOVOSIBIRSK EXPO CENTRE**



**Exhibition aim** is to encourage the extension of economic relations, to create the conditions for widespread introduction of advanced solutions and latest developments that felicitate the transition of Russian enterprises to **sixth wave of innovation**, new stage of technological development



## **Exhibition objectives:**

---

To introduce innovative and technological potential of innovative companies and industrial enterprises to potential partners

To introduce new products and technologies of research organizations and scientists to potential investors

To present the best practices of clusters development, intracuster cooperation and projects of innovative territorial clusters

To present the objects of innovation infrastructure that promote innovative development of Russian companies

To present programs of public and private development institutions that promote technological development of Russian enterprises

## **The participants of the exhibition:**

scientific organizations and scientists (research institutes, design bureaus, individual scientists and others)

innovative territorial clusters that have passed the competitive selection of the Ministry of Economic Development and Trade

innovation companies; high-tech manufacturing enterprises

objects of innovation infrastructure (industrial and technological parks, business incubators, centers of excellence, technology transfer centers, engineering centers, and other facilities)

development institutions (public corporations, credit and financial institutions, investment funds, consulting companies and other development institutions)





## Exhibition participants will present:

**innovative ideas** (innovative projects that are at an early stage of formation)

**high-tech prototypes** (innovative projects with a prototype, the prototype of the product)

**innovative production** (mass production of innovative products)

**modernization projects** (companies in need of modernization for the production of innovative products)

**innovation infrastructure** (objects of innovation infrastructure of the regions)

**ways of technological development** (programs of public and private development institutions)



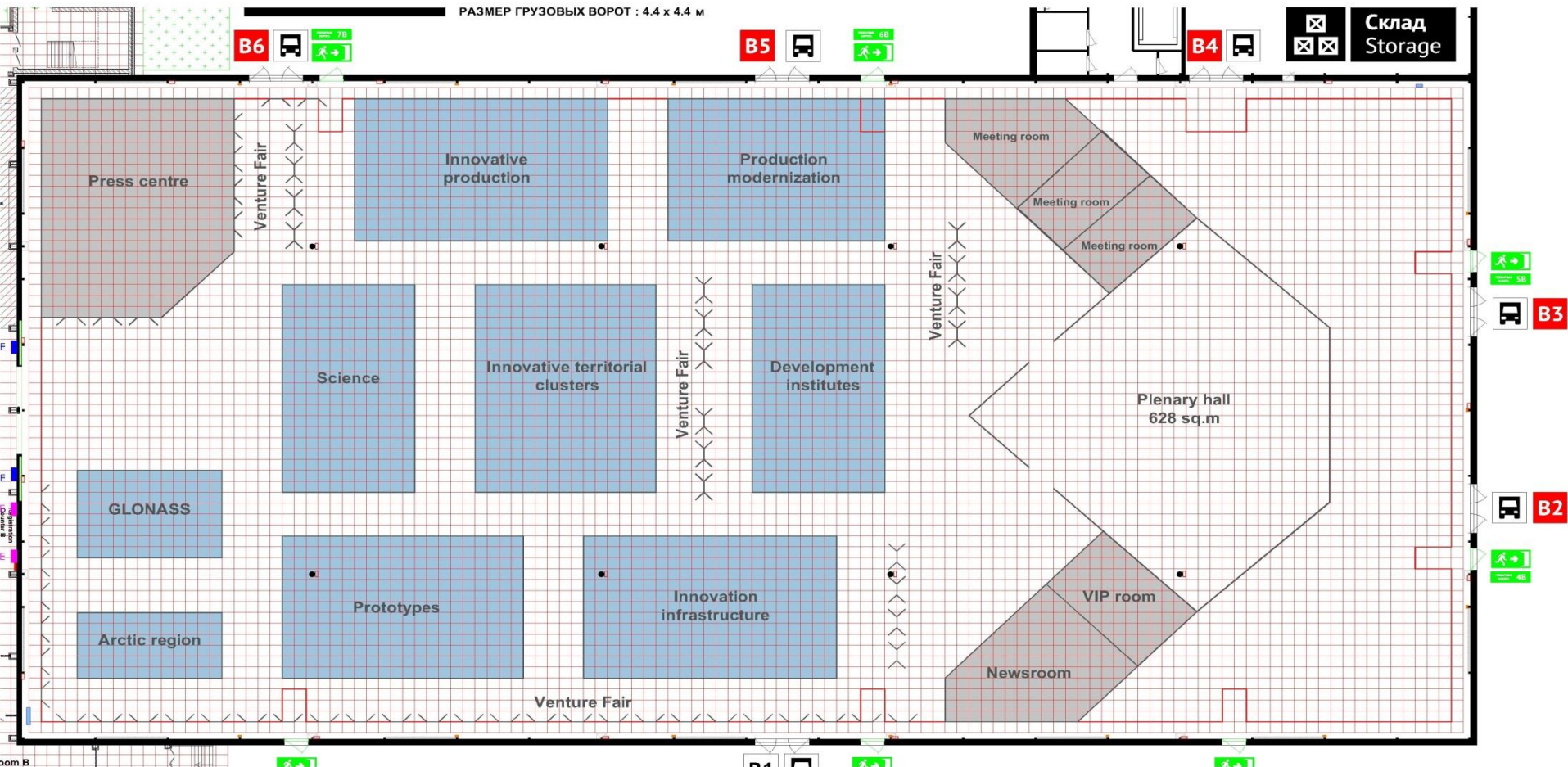
## Sixth wave of innovation (exhibition sectors):

- Robotics and artificial intelligence
- Biotechnologies
- Nanotechnologies
- Optoelectronics
- Laser Technologies
- Global information networks
- Integrated high-speed transportation systems
- Aerospace technologies
- Alternative energy
- Information and communication technologies





# EXHIBITION FLOOR PLAN



# GENERAL EXHIBITION FLOOR PLAN



THE SIXTH WAVE OF INNOVATION

## General participation conditions:

- compliance with one of the types of exhibitor companies represented in the paragraph “Exhibition participants”
- exhibitor must have innovative ideas, prototypes, innovative production, modernization project, the object of the innovation infrastructure, programs and services that contribute to the technological development
- conformity of production and / or activity of exhibitor with the sixth wave of innovation (focal areas of the exhibition)





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Tel.: +7 (383) 209-00-50

[www.siberiaexpo.ru](http://www.siberiaexpo.ru)  
[www.novosibexpo.ru](http://www.novosibexpo.ru)

