EAST LONDON
International Convention Centre
South Africa

Exhibitor Manual

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THE MANUAL

Dear Exhibitor & Event Organiser

This manual has been compiled to assist you in planning a successful exhibition at the East London International Convention Centre.

We trust that you will find the information informative and user-friendly. Should there however be any questions you may have that have not been answered in this manual, please do not hesitate to contact the East London International Convention Centre (ELICC) Administrator on +27 (0)43 709 5020 who will be able to assist you with your enquiry.

We look forward to welcoming you to the ELICC and trust that your exhibition will be an unforgettable and inspiring experience.

Yours sincerely

General Manager
EAST LONDON INTERNATIONAL CONVENTION CENTRE

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- **HEALTH AND SAFETY INFORMATION**

Event organisers, exhibitors and their contractors are to familiarise themselves with all aspects of the Health & Safety guidelines to assist industry members during the planning of events. This document is available to download from the SAACI website at http://www.saaci.co.za/downloads.index.html

1. ACCESS TO THE EAST LONDON INTERNATIONAL CONVENTION CENTRE

East London, also known as Buffalo City, lies at the heart of the Inyathi Buffalo route in the Eastern Cape Province in South Africa. Although it is one of South Africa's smallest major cities, East London is filled with historical depth, a variety of cultures, beautiful people and sandy beaches. It is adjacent to one of these spectacular beaches that the East London International Convention Centre (ELICC) is located.

- By air

East London has a number of flights to major South African cities. Foreign travellers would need to fly to either Cape Town, Port Elizabeth or Johannesburg and then get a connecting flight to East London.

- By bus

Translux, Greyhound, Intercape and the Baz Bus connect East London to the major South African cities.

- By car

East London can be reached by car via the N2 highway, running from Cape Town to Durban. East London is also connected to Bloemfontein via the N6 (and Bloemfontein is connected to Johannesburg via the N1).

- By train

The train station offers connections to Johannesburg as well as Port Elizabeth.

2. ACCOMMODATION

The East London International Convention Centre is located within the Marine Park Complex on the East London Esplanade and incorporates the 261 roomed Premier Hotel Cascades, as well as the adjacent 175 rooms of the Premier Hotel East London, offering a range of accommodation options to complement the ELICC.

Within the Marine Park Complex:

- **Premier Hotel Cascades;**

With Panoramic views of the coastline, Premier Hotel Cascades comprises of 260 rooms and suites offering guests the ultimate in luxurious accommodation. Decorated in a contemporary style which has drawn upon both the local community and the broader South African cultures for inspiration, the public areas and amenities of this pristine property consists of a Reception, Public and VIP Lounges, a Business Centre, Restaurant and Bar area with an

adjacent rim-flow pool and deck area available to all patrons. The hotel facility also includes a state of the art Wellness Spa Centre with spectacular views of the Indian Ocean.

- **Premier Hotel East London;**

Premier Hotel East London offers visitors 175 rooms ranging from Deluxe Corporate accommodation to Luxury Executive suites, all stylishly furnished with the emphasis on luxury. With most of the rooms having sea views, guests can experience some of the most spectacular sunsets over the Ocean.

Featuring the popular Y-Knot pub & restaurant as well as the Three Ships Restaurant, the Premier Hotel East London is bound to offer an array of cuisine to delight every palate.

- **Located 5 minutes from ELICC, Premier Hotel King David;**

Located only a short stroll to East London's Esplanade, and 10 minutes from the airport, Premier Hotel King David welcomes you. This regal hotel offers 80 stylishly decorated rooms ranging from Deluxe Corporate accommodation to luxury executive suites.

Guests staying at this hotel will experience the delectable a-la-carte or buffet meals offered by the Mtombo Restaurant and a wide selection of wines in addition to both local and international spirits and liquers in the Mtombo and Legends Bars.

- **Accommodation with a difference & only 35km from East London: Mpongo Private Game Reserve**

For guests wanting to experience accommodation in a different environment, Mpongo Private Game Reserve part of Premier Hotels Portfolio offers the ultimate in luxury accommodation in the heart of the Reserve. With a choice of two lodges, guests are bound to have an unforgettable experience.

Mpongo offers visitors a guided game drive and self-drive game viewing experience. With elephant, rhino, buffalo, lion and many antelope and bird species, this is an activity that must not be missed.

3. AISLES

The minimum aisle space allowed is 3 meters. No exhibitor shall obstruct or permit any aisle or open space to be used by such exhibitor or such exhibitors agent. If, after notification by ELICC, he shall fail to remove such obstruction immediately, ELICC shall have the right to take such steps as it may consider necessary to effect such removal, at the expense of the exhibitor.

4. ALCOHOL

ELICC is a licensed venue and no alcohol may be brought onto the premises. Should ELICC receive a request for promotional and sponsored alcohol, ELICC reserves the right to charge a corkage fee. In such instances, ELICC needs advance notification and reserves the right to decline such a request, should it feel necessary.

The event organizer undertakes responsibility for the behavior of any person deemed to be staff/suppliers, sub-contractors and/or service providers in their employ whilst on ELICC Premises. The event organizer undertakes to ensure that no unacceptable behavior by

such person, including excessive consumption of alcohol, playing of loud music, use of abusive language or lack of respect for the building, its infrastructure and personnel, occurs whilst on the premises of the ELICC.

5. ANIMALS

No dogs or other animals may be brought onto the premises and as such no animal, bird, insect or reptile will be permitted to form part of an exhibitor or to be sold unless prior written consent of the ELICC, which consent will be at the sole and absolute discretion of ELICC.

6. ASSUMPTION OF RISK FOR EXHIBITORS

The exhibitor should note that although every care is taken to minimize any risk, with the presence and circulation of large numbers of people and the difficulty to effectively supervise over the protection of large numbers of removable articles in many exhibition stands, as well as various other factors, each exhibitor shall assume the risk of injury or loss and/or damage for their merchandise, fixtures, displays, any other property located in the exhibition or storage areas or where access has been provided to exhibitors by the ELICC.

ELICC will provide security personnel for the perimeter of the venue but such personnel shall not be deemed to affect the non-liability of ELICC and its members, officers, representatives, employees and/or the official service providers to modify in any way the assumption of risk and release provided for above.

Exhibitors are to take precautionary measures by ordering security for their specific needs, through the preferred ELICC security service provider. ELICC recommends that exhibitors consult their individual insurance representatives to obtain appropriate insurance coverage.

7. BANNER HANGING AND RIGGING REGULATIONS

The ceiling in exhibition hall is 4.1m in height and does not have any hanging bars available for the hanging of banners.

8. BOOKING PROCEDURE

Enquiry
The requirements of the event organizer are recorded on a booking form by the ELICC.

Initial Quotation

The ELICC provides the event organizer with an Initial quotation which is based on the information available at the time of enquiry.

Provisional Booking

Based on the Initial Quotation, the event organizer submits a request to the ELICC to reserve space. If space is available, and the event is compatible with the ELICC's requirements, this results ina Provisional Booking. This does not constitute a binding agreement. The Contract of Hire is sent to the event organizer with the General Conditions of Hire.

Confirmed Booking

The booking is confirmed once the event organizer has signed the contract and has paid the required deposit. The agreement now becomes binding.

Function Sheet and Final Number Policy

One month prior to the event, the event organizer must provide the ELICC with all full and final information in writing, in order to guarantee compliance. This includes final attendance numbers and equipment and services required. The information is used to compile the function sheet.

The ELICC's policy on final numbers is a 10% allowance permitted to number changes from 15 – 29 days prior to the event and a 5% allowance is permitted to number changes from 72 hours to 14 days prior to the event. NO changes will be accepted to number changes less than 72 hours prior to the event.

Two weeks prior to the event, the ELICC compiles a Function Sheet, which summarises the programe of the event giving full and final details. Major details may not be changed less than 72 working hours before the event. The ELICC will endeavour to cater to extra numbers but this cannot be guaranteed.

Furniture

The ELICC provides standard furniture in all Meeting Rooms. No furniture is provided in exhibition venues except for banqueting or meetings. All other furniture can be sourced on request. The event co-ordinator can provide further information in the regard.

The moving of furniture and fittings in public areas is subject to the prior written consent of the ELICC management.

Vacating the Venue

All equipment, dècor or structures belonging to the event organizer or his/her suppliers & contractors must be removed directly after the function, unless otherwise agreed by the ELICC. Exhibition Halls must be left in the same clean state as they were received.

VAT

The ELICC charges VAT (Value Added Tax) as a standard charge applicable to the services it renders. The VAT rate is presently 14%. All venue hire costs and additional services are exclusive of VAT while Food & Beverage is inclusive of VAT.

Venue Access

The event organizer is responsible for ensuring that all materials and equipment can be accommodated in venues within the ELICC. It should be noted that access to the Exhibition hall and Conference Rooms is restricted and special arrangements need to be made for exhibition access to these areas.

9. BREAK-DOWN OF STANDS

Stands may only be dismantled two hours after the official closing time of the exhibition. Exhibitors are requested to not dismantle their stands before this time and to ensure that dismantling is complete by 17:00 the following day. Should stand not be broken down within the specified period, a full day room hire will be charged.

ELICC and/or The organizers will not be responsible for any loss/damage to items of any nature and exhibitors are to take responsibility for their equipment until the stands are completely cleared.

10. BUILDING

No fittings or detachments are to be made to the interior or exterior walls, ceilings, pillar or floors of the building without prior written consent from ELICC. This includes any equipment or device whatsoever which would be affixed to, or suspended from any structure of the building, and includes attachments that would damage any surface or structure in any part of the building.

11. BUILD-UP OF STANDS

The build-up dates for exhibitors will be determined between ELICC and the organizers. Exhibitors will be notified of the stipulated timeframe and exhibitors are to ensure that all stands are completed within this timeframe. ELICC and/or the organizers will not be responsible for any loss and/or damage and exhibitors are to take responsibility for all equipment and items of a personal nature until everything is cleared from their stands.

12. BUSINESS CENTRE

A Business Centre is located in the administration offices of the Premier Hotel Cascades and the Premier Hotel Regent which is located adjacent to the ELICC. Business Centre services include; telephony, facsimile & photocopy services.

13. CARPETING

The exhibition hall in the ELICC is not carpeted. Should you require carpeting, please arrange this with your service supplier.

14. CATERING

ELICC is the exclusive supplier of food and beverage to all exhibitors. Outside food may not be brought into Exhibition Halls by event organizers or third parties without the express written permission of the ELICC.

Catering orders can be placed with ELICC and the following information needs to be provided in this regard:

- Exhibition and stand number.
- Contact person.
- Contact telephone number/s.

• Food and/or beverage orders.

• Credit/debit card details.

Food items must be ordered at least seven working days before the first day of the exhibition. Under no circumstances will ordered items be returned for credit. Payment must be made via credit card or debit card. No cash will be accepted. The cost of the products and services provided will automatically be deducted from the payment card.

15. CLEANING OF STANDS

The organizer will ensure that the exhibition area is cleaned before opening but exhibitors are responsible for the cleaning of their own stands, unless arranged for and paid for by the organizer. ELICC has a preferred supplier for cleaning and should exhibitors want to make use of this facility, they are to advise ELICC of their intention one month prior to the exhibition.

16. COVERED STANDS

Covered stands are not permitted in the exhibition hall unless prior arrangements have been made with ELICC. Exhibitors are to apply to ELICC for permission in this regard and ELICC reserves the right to request detailed drawings to this effect.

17. DAMAGE

Event organizers are responsible for the cost of making good and/or replacing any damage to the premises, whether caused by themselves, their agents, contractors, sub-contractors or by any person/s employed or engaged on their behalf. Any event organizer found damaging the walls, carpets and/or any structure on the ELICC property will be charged with the replacement value of such items.

The ELICC appreciates that exhibitors need to decorate their stands by means of painting, welding, angle grinding, cutting timber, wallpapering etc. Exhibitors should note however that this is not permitted inside the Exhibition Hall and a specific area will be demarcated in for this purpose.

18. DOUBLE TIER STANDS

Exhibitors utilizing a double tier stand are to provide ELICC with a Structural Engineer's Certificate stating that the stand complies with all the legal/safety regulations. This certificate must be provided for authorization 30 days prior to the exhibition or the event. "Space only" stand builders are to submit a Structural Engineer's Certificate for stands over 3 meters in height with their floor plans incorporating front, side and top elevation to the ELICC for approval at least 30 (thirty) days prior to build-up day. Failure to comply with this requirement may result in refusal of permission to erect the stand.

19. DRAPING

Due to the fire hazard created when draping covers air-conditioning units, smoke detectors or sprinklers, no ceiling draping will be permitted. ELICC however will permit perimeter draping.

20. ELECTRICAL FITTINGS

All electrical equipment brought into the ELICC must comply with the South African Electrical Regulations and the Occupational Health and Safety Act (OHS). Should this not be the case, equipment will be removed immediately from the premises at the exhibitor's expense and charges for any damage caused by faulty equipment will apply. Event organisers are to ensure that no electrical equipment damages or interferes with the ELICC's electrical installation. Electrical fittings have to be installed by the designated ELICC electrical contractor.

21. ELECTRICAL SUPPLY

ELICC shall provide an adequate electricity supply. Only ELICC and appointed electrical Contractors shall have access to the service tunnels and ducts. Event organizers are to confirm the electrical requirements at least 3 months before the exhibition/event.

22. EMERGENCY SERVICES

The ELICC has an evacuation procedure. A Safety briefing is done by our Security Manager on request. Event organisers are responsible for ensuring that all emergency and safety procedures are adhered to. The ELICC reserves the right to adjust emergency services according to the event. A copy of the evacuation procedure is available on request.

Please note that all lifts will home to ground and escalators will stop operating during any evacuation. In an emergency, contact the Duty Manager on +27(0)43 7095016.

23. EQUIPMENT HIRE

ELICC has a preferred supplier for all Audio visual equipment and requests for such equipment can be made by the Venue Manager.

24. EVACUATION

Evacuation procedures will be announced on a dedicated fire / evacuation PA system and will be co-coordinated by the ELICC management and or/the Security Manager.

25. EXHIBITOR BEHAVIOUR

No exhibit will be permitted to interfere with the use of other exhibits or impede access to them or the free use of the aisles. ELICC reserves the right to limit and/or restrict operations which, for any reason, might be considered objectionable, without any liability for refund and/or damage.

26. EXITS

No structure or exhibit shall so be placed or constructed as to impede the ordinary movement of people, nor shall it so be constructed or placed, that the existing exit facilities and signs are obstructed. No object at floor level shall be placed in any exit rout.

27. FIRE ESCAPES

Fire hydrants, fire hydrant signs, exit signs, etc must not be masked or obstructed and at all times, all signs are to be clearly visible and fire hydrants easily accessible.

28. FIRE EQUIPMENT

Exhibitors shall familiarize themselves with the location and use of all available fire equipment in the vicinity of their exhibition facilities. No person shall remove, obstruct or damage any of the provided fire equipment. The Fire Department may, depending on the circumstances of each case, require an exhibitor to provide additional fire equipment.

29. FIRST AID

First Aid Services from registered staff and a medical doctor are available on request.

The Services of a Medical doctor or registered First Aid Staff can be arranged on request. Should you require these services during an exhibition, please advise the ELICC one month prior to the event/exhibition. Basic first aid requirements (plasters etc) are provided at designated First Aid box stations. In an emergency, please contact the Duty Manager or the Banqueting Manager on +27 (0)43 7095016.

30. FLAMMABLE & HAZARDOUS MATERIAL

Exhibitors/ event organizers are to obtain prior written permission from ELICC and the Fire Department for the use of flammable and/or hazardous material. This material will include the use of gasses and liquids. No liquid petroleum is permitted in the ELICC.

Use of Fireworks

A permit is required from the Fire Department for the use of fireworks in displays or demonstrations taking place in or out of doors. This permit must be presented to the ELICC 72 hours prior to the display. Firework displays may only be presented by a qualified pyro-technician and permission will be at the sole discretion of the ELICC.

31. FURNITURE HIRE

ELICC does not provide / hire any furniture. Exhibitors are responsible for their own furniture, alternatively furniture for your stand can be ordered through your stand builder.

32. HESSIAN / THATCH / STRAW / DRAPING (FIRE HAZARD)

Hessian, thatch and straw are regarded as major fire hazards and event organizers planning to use these as part of their display at the ELICC, will be required to provide a Fire Retardant Certificate indicating that the product has been treated with a fire retarding compound. When material draping is used as part of a display, please ensure the draping does not come into contact with electrical wiring, fittings and/or globes and drops no lower than 5cm above the carpeted floor.

33. LIABILITIES

ELICC shall not be held liable/responsible to any party/person for any claim, damage or loss caused to any person as a result of the failure of the ELICC or any of its employees, representatives or assigns to comply, or to comply timeously, with any provision/s of the contract of hire. The ELICC shall not be responsible for the safekeeping, storage, use or otherwise of any property brought into the convention centre and ELICC holds it harmless against any claims, losses or damages that may be suffered by any person in relation hereto.

No liability for any loss, injury or damage, howsoever caused, to goods and/or persons in the convention centre and/or on adjacent sites will be accepted by ELICC. The hirer shall always remain liable to the ELICC for the payment of any and all outstanding costs and charges incurred in respect of or attributable to any sub-hirer or participant, notwithstanding the manner in which payment is effected. In addition, the hirer shall be liable for all penalties, losses or damages charged or levied by any authority, service provider or third party in respect of or attributable to any or all of the sub-hirers or participants, which amounts shall be paid by the hirer to the ELICC on demand.

34. MUSIC AND SOUND

Due to possible evacuations, exhibitors are prohibited to use public address or loud hailer systems. At any time, musical or audio equipment may only be used or demonstrated from a sound proof area. This regulation will be strictly enforced.

35. PARKING

Both open and undercover parking is available at the Marine Park Complex for use of delegates to the ELICC.

36. RESTAURANTS

The Marine Park Complex offers four public restaurants. One located on the first floor with a seating capacity of 200, the second is a 180 seater situated on the mezzanine level, a third restaurant is located in the Premier Hotel Cascades and the fourth is located within the Premier Hotel East London.

37. SPECIAL EQUIPMENT

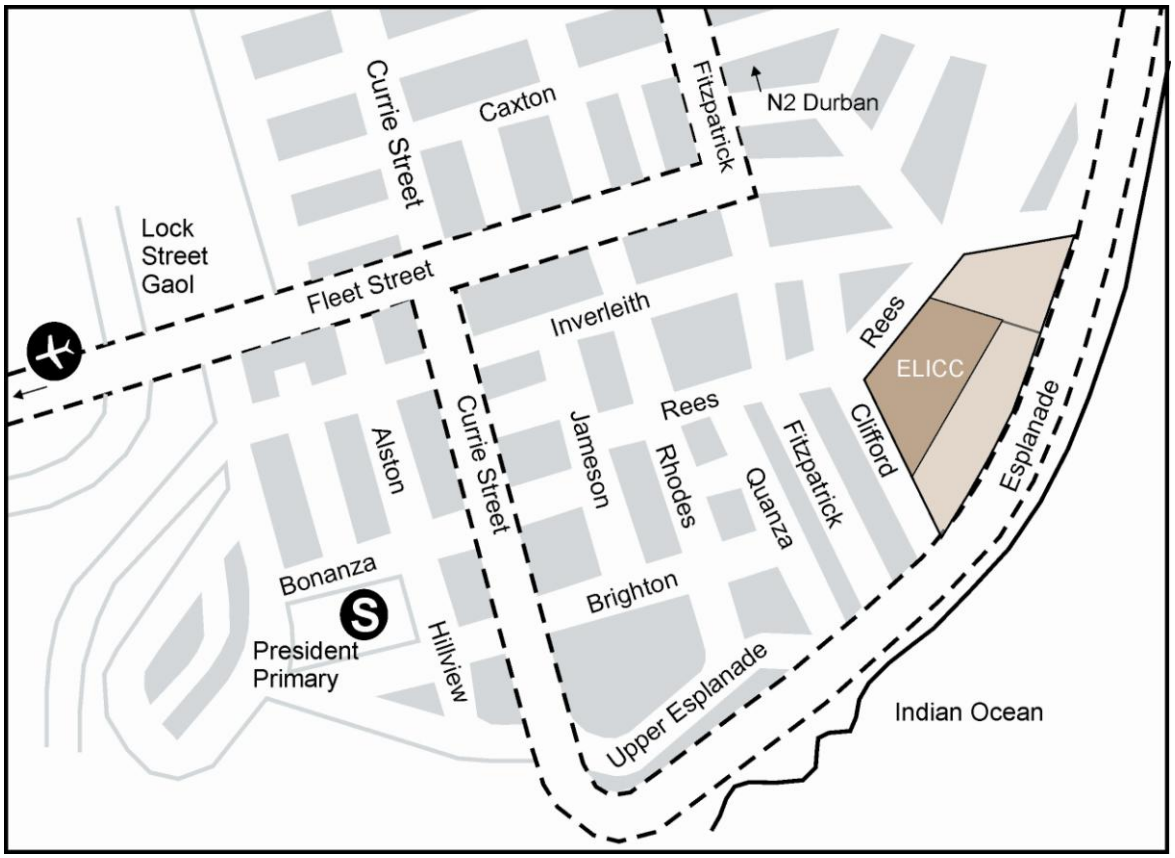
A Cherrypicker is available for use when hanging rigging from the ceiling in the Exhibition Hall, the Auditorium and Conference rooms 01, 02 and 03 and the cost of its usage is for the account of the exhibitor/event organiser.

38. FLOOR PLANS

Please contact the ELICC administrator, Jackie Grobler on tel: +27(0)43 709 5050 should you require any floorplans.

39. MAPS & DIRECTIONS

Directions
FROM EAST LONDON AIRPORT:

- Once you leave the airport area, turn left at the traffic lights onto Settlers Highway
- Follow the Highway into the City centre
- At the Traffic circle at lower Oxford Street, you are to proceed straight ahead until the second set of traffic lights. You are now at the Fleet Street & Currie Street Intersection
- Turn right at this intersection. Continue along this road, you will drive towards the beachfront and the road will make a slight turn to the left
- You will pass the Wimpy on your right

- On your left you will have Clifford Road and the Premier Hotel East London. Turn left into this area
- At the security kiosk turn right and carry along the side of the Premier Hotel East London. You can park in the demarcated parking bays
- Welcome to the East London International Convention Centre