

DESIGN GUIDELINES

SECTION

1.	GENERAL INFORMATION	16
	I. Submission of Layout for approval	16
	II. Encroachment	16
	III. Electrical Fittings on hire	16
	IV. Care of building and equipment	16
	V. Demonstrations of working exhibits	17
	VI. Damages	17
	VII. Fascia Text- Deadline	17
2.	GUIDELINES: RAW SPACE	18
	I. Rules & Guidelines for Design & Construction	18
	(a) Mezzanine	19
	(b) Audio, Visual Films, Video Walls, Stage Shows	22
	II. Electrical Installation Regulations	23
	III. Stand Approval	23
3.	GUIDELINES: BUILT-UP SPACE	24
	I. General Information	24
	II. Rules and Guidelines for decoration	25
	(a) Audio, Visual Films, Video Walls, Stage Shows	26
	III. Electrical Installation Regulations	27
	IV. Stand Approval	27

DESIGN GUIDELINES

1: GENERAL INFORMATION

This document contains several regulations, compliance to which is essential for the setting up of the IREE 2019 professionally. Every Exhibitor must study and follow these guidelines carefully. Should you need clarifications or require advice, please contact the IREE 2019 Co-ordinator who will be happy to offer assistance.

Exhibitors are advised to inform their advertising / construction agents regarding these rules and regulations governing stand decoration. Please note the Organiser will not correspond or deal with agents engaged by the Exhibitor.

The Exhibitor while planning stand design must observe the Stand Construction Regulations described in this section.

1. SUBMISSION OF STALL DESIGN FOR APPROVAL

The Stand drawings along with to-scale mock-ups, complete with details of exhibits, electricity, water and other installations, in 4 copies, must be submitted for the Organiser for approval, latest by **15th September 2019**. The exhibitor shall be bound by the changes / modifications advised by the fair architect (Mr Iftikhar Ali - iftikhar.ali@cii.in) In case of non-receipt of stand drawings by **30th September 2019**, the Organiser is at liberty to allot the stand to another exhibitor. The Exhibitor is liable to pay for the space rentals in full to the Organiser.

2. ENCROACHMENT

The Exhibitor must confine their exhibits within the area allocated. No encroachment on corridors, free space or other facilities provided by the Organiser will be permitted. Each Exhibitor shall follow the centre of the markings on the floor for common sides and outside edge for open sides.

3. ELECTRICAL FITTINGS / FURNITURE ON HIRE

Exhibitors who book space especially for the Shell Scheme are advised to contact the Fair Secretariat for requirements of additional furniture & electrical fittings. All such requirements must be registered by **15 September 2019**. The Organiser will make arrangements with concerned stand contractors to deliver additional furniture directly in the Exhibitor's stand area. **All payments must be made directly to the contractor for additional items.**

4. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their contractors must not damage or deface the exhibition facility or the exhibits and equipment of other exhibitors. Should such damage occur, the respective Exhibitor will be liable to compensate the owner of the property so damaged.

Exhibitors are responsible for the cost of making well or replacing any damages 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.

DESIGN GUIDELINES

1: GENERAL INFORMATION

5. DEMONSTRATION OF WORKING EXHIBITS

An Exhibitor intending to demonstrate equipment at his stand must:

- Provide the Organiser with full details in writing of working exhibits involving moving parts, naked flames, and lasers or of other hazards which could be potentially dangerous.
- Give proper consideration to safety conditions under which exhibits will be demonstrated, including safety guards and screens to prevent accident or injury to visitors and staff.
- Cause no annoyance to visitors or other Exhibitors. If a high level of noise or other objectionable factors are involved, the Organiser reserves the right to stipulate demonstration timings or to terminate a demonstration at any time.
- Ensure that no naked flames are used in any demonstration in the exhibition premises.
- Isolate controls and switches so that machinery cannot be accidentally activated.
- In case of dispute, the Organisers ruling will be final.

6. DAMAGES

Exhibitors occupying Shell Scheme Stands will be held responsible for the cost of making good, restoring or renewing any damages to the 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 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.

Exhibitors are responsible for the cost of making well or replacing any damages 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.

The Organiser, in conjunction with the ground authorities, will inspect the Halls before build-up and after break-down of the Exhibition.

7. FASCIA TEXT for Built Up Space – Deadline

Exhibitors who have booked Shell Scheme (Built-up) space are requested to send **Form No 5** giving the Fascia text for their Stand Fascia latest by **15th September 2019**. On non-receipt of this form organisers are free to take name as mentioned in application form for fascia.

DESIGN GUIDELINES

2: GUIDELINES: RAW SPACE

1. GENERAL RULES & GUIDELINES FOR DESIGN AND CONSTRUCTION

- 1.1 All height details, mentioned in these guidelines, are from the ground level and not from any raised flooring created by the exhibitors.
- 1.2 Exhibitors are responsible for their own stand design and construction. The Organiser would be pleased to offer advice and guidance if required.
- 1.3 The following are strictly prohibited:
- Use of electrical flashes, flashguns etc. However, the Fair Architect may allow Neon signs above 2.5 Mtrs height subject to approval.
 - Cloth Banners.
 - Stage shows or presentations without prior permission in writing from the Organiser & without a concept note on the proposed show.
 - Suspending of display items from the Hall ceiling or parts of it.
 - Storage of any kind, behind the display walls.
- 1.4 The maximum height of the artificial floor should not exceed 10 cm / 4" and any other area raised artificially or for display purpose shall be such that it does not obstruct the adjoining stand.
- 1.5 The maximum height of any stand should not exceed 2.5 mtrs unless approved by the Fair Architect. The following table would give a clear guideline on the permissible heights for branding.

***Area Booked / Branding Heights in meters (Maximum)
Subject to availability***

Area (Sqmts.)	Maximum Height (Mtrs.)
12 – 29	3.0
30 – 60	3.5
61 – 100	4.0
101 & above	4.5

Branding should be done, as per above chart, in centre of the stand / pavilion and are subject to approval from the Fair Architect. All heights are from the natural floor only and should not obstruct the view /orientation of any other stand. Height of panel against the Halls/ Hangar wall will be allowed up to 2.50 mtrs.

- 1.6 Height of side partitions will be restricted to 2.5 Mtrs from the ground. If there is any difference in the level of partitions of any two adjacent stands, (not more a 10 cm.) the exhibitor with a bigger height shall finish properly the portion extending above the neighbouring stand.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

- 1.7 Branding on common wall beyond 2.5 meters is not allowed. However, supporting elements or fittings used for holding branding / Fascia beyond 2.5 meters' height in the centre of a stall, should not exceed 12 inches width alongside the common wall.
- 1.9 Height of panel against Hall / Hangar wall or the periphery of the Hall will be allowed upto 2.5 mtrs subject to availability of Height. In Halls where air conditioning vents are installed along on actual walls, exhibitors are advised to keep the back wall below the air conditioning vents or keep the air conditioning vents open through the back wall into the respective stalls.
- 1.10 Access must be given to any Emergency Exit, 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.
- 1.11 Building of turn- tables/ramps would be permitted after clearance from the Fair Architect. If approved the Height of such a turntable/ ramp must not exceed 1.0 mtrs. Exhibitors wishing to use turn table/ ramps must clearly show the location in their drawings and obtain positive clearance from the Fair Architect failing which they would not be permitted to erect such turn tables / ramps.
- 1.12 Exhibitors may be permitted to erect a Conference/ Meeting Room within their area along side the natural wall upto 2.5 Mtrs height. The area of the meeting room may be upto 20% of the total area booked by the exhibitor. The location of the Conference / Meeting room would require specific clearance by the Fair Architect. However, for stands with all sides open, the conference room shall have clear transparent glass/ acrylic without any blinds/ curtains above 1.2 Mt. Height.
- 1.13 **Mezzanine Construction**
- **Construction of Mezzanine is not permissible**

DESIGN GUIDELINES

2: GUIDELINES: RAW SPACE

- 1.14 Covering of Outdoor area beyond the meeting room area (10% of stand area subject to a maximum of 50 sqms) is not allowed. Exhibitors may cover beyond their conference area only after paying an additional amount of 25% of the space rental for outdoor area for the entire covered space.
- 1.15 **It is necessary that panels erected against outer glass walls in the Halls be properly finished on both sides. Exhibitors failing to do so would be penalised INR 1000 per running meter. Covering would be done upto 2.5 mts height.**
- 1.16 All open or unfinished sides of the exhibit space which may appear unsightly must be covered or the Organiser will have them covered at the Exhibitor's sole expenses @ INR 1000 per sqm. Any portion of the Exhibit bordering another Exhibitor's space must have the backside of the portions finished and not carry any identification signs or other marks that could detract from the adjoining exhibit.
- 1.17 All exhibit floor space must be fully carpeted or covered.
- 1.18 **Woodwork is prohibited in the Halls. Platforms/ Panels and other decorations for the interior must be brought in prefabricated condition. Only assembly and finishing will be allowed in the Hall. Spray painting inside the Exhibition halls is strictly prohibited and any exhibitor doing so shall bear the risk of disconnection of power supply to the stand.**
- 1.19 For Island / 3 side open stalls it is mandatory for exhibitors to design their stands in such 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. For the meeting room, solid Partitions upto 1.2 mtrs and see-through glass / clear acrylic partitions for the balance 1.3 mtr on top may be used.
- Organisers reserves the right to turn down approval for stands with any of the open sides blocked.**
- 1.20 No solid partitions will be allowed within 2.0 mtrs from the aisle in stands
- 1.21 **A maximum of 70% of Stand area may be used for exhibits and the balance 30% must be left free for circulation. The Exhibitors shall not arrange the display of material in a way that would obstruct the passage area.**
- 1.22 **Natural Pillars falling within stand area may be covered to a height of 3.0 mtrs only. Stands with over 500 sqm area may cover pillars upto a height of 5 / 6 mtrs subject to approval and availability of height.**

DESIGN GUIDELINES

2: GUIDELINES: RAW SPACE

- 1.23 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.
- 1.24 Exhibits over 2.5mt Height must not be placed on any raised height.
- 1.25 There is no restriction on height and weight of exhibits on display except imposed by the load bearing capacity of the floor and height of entry doors. The same should be checked with the organiser before finalising large/heavy exhibits for display.
- 1.26 **Any presentation/ demonstration/ exhibit likely to attract groups of 10 or more persons must be located towards the centre of the stand and clearly shown on stand drawings. If the location of such an exhibit results in blocking of the Aisles, the aisle space thus blocked shall be billed to the exhibitor.**
- 1.27 It is mandatory for the exhibitors to inform the Organiser if any of their exhibits comply with the following: -
- Exhibit configuration is 10 sqms or more.
 - Exhibit exceeds 2.5 mtrs in height or 3 mtrs in length.
 - Exhibit material exceeds 3 tons.
 - Exhibit contains liquid fuel / natural gas / propane.
 - Exhibits requiring water for demonstration purposes.
- 1.28 The Organiser reserves the right to change/alter/remove any exhibit interfering with the aesthetics of the exhibition or hinders the public in any way.
- 1.29 Grouting is not permissible in any Halls. Exhibitors are advised to submit relevant drawings for clearance. Any damage to floor or structure, fittings etc. will be charged @ INR 1000 per hole.
- 1.30 To avoid inconvenience to other exhibitors and to enable the Organiser to complete repair work of passages, cable ducts etc., before the exhibition starts, exhibitors are requested to move in their exhibits within stipulated time given.
- 1.31 **AUDIO VISUAL FILMS, VIDEO WALLS, STAGE SHOWS**
- **Stage events / shows – It is not permitted by Venue Authorities to organise any stage events.**
 - The Organiser reserves the right to regulate or restrict exhibits within a reasonable sound level or the sound level of 60 DB peak on sound level meters (ANSI Type 2) on the SLOW meter position at 3 mtrs distance. The sound speakers must not be placed higher than 1.5 mtrs. They must be positioned downward and inward towards the centre of the exhibit booth or display area and may not be pointed towards the aisle. The Organiser reserves the right to restrict exhibitors the use of sound and other devices which are not permitted by the venue authorities may interfere with the best interest of the fair environment.
 - The organiser reserves the right to disconnect the supply of electricity to any exhibitor violating the above guidelines.

DESIGN GUIDELINES

2: GUIDELINES: RAW SPACE

2. ELECTRICAL INSTALLATION REGULATIONS

- 2.1 Raw Space exhibitors must apply separately for the power connection as per their requirement. No electricity will be provided if exhibitor does not apply. For details please refer Form 4.
- 2.2 Electrical wiring and installation must be done by Exhibitors through registered professional technicians using proper wiring switches etc. so as to ensure safety. The Organiser shall not be responsible or liable in case of any mishap due to use of sub - standard material or unskilled labour.
- 2.3 All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed means of cable joints will be permitted.
- 2.4 Lamps and appliances with high temperature surfaces should be guarded and used well away from combustible materials.
- 2.5 No light fitting or other appliance may be suspended from the roof of the exhibition hall.
- 2.6 The Organiser reserves the right to disconnect any installation, which in their opinion is dangerous or likely to cause annoyance to visitors or other Exhibitors.
- 2.7 In order to take care of voltage fluctuations, the Exhibitors are advised to fix up constant voltage transformers or insulation Transformer or stabilizers for CNC and other sensitive machines. Exhibitors are encouraged to use MCB wherever necessary. The main supply points and electrical installations in the stand should be kept open for easy access and should not be concealed.

3. STAND APPROVAL

- 3.1 The decision of the fair architect about the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawings only.
- 3.2 **Exhibitors must submit 4 copies of the design of the stand clearly detailing the design along with the floor plan for approval, latest by 15th September 2019. A penalty of INR 50,000 will be levied on drawings received after this date. The drawings must also clearly show layout of exhibits, logo details, supporting stand electrical points etc. and clearly indicate wall / panel height, exhibits, meeting rooms etc.**
- 3.3 In case any pre-fabrication is done by any Exhibitor before the approval of the design by the fair secretariat, the Exhibitor shall be bound by the changes / modifications advised at the time of approval of the design and to change the said pre-fabricated structure or any other feature so as to adhere to the basic designs guidelines.
- 3.4 An exhibitor whose design has been approved by the Fair organiser may only commence erection on or after the due date. No exhibitor shall be allowed to start work on their stands without the prior approval of the plan. The decision of the Fair Architect as regards to the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawing only.
- 3.5 The exhibitors must keep one copy of the approved drawing at the work site.
- 3.6 All displays will be inspected during the set-up days and any exhibitor deviating from the regulations must make modifications as suggested by the Fair Architect on his own expense prior to the show opening.
- 3.7 **All exhibitors stand must be completed in all respects by 1800 Hrs on 21st October, 2019.**

DESIGN GUIDELINES

3: GUIDELINES: BUILT-UP SPACE

1. General Information

1.1 **Features:** The Shell Scheme stands would be provided with the following:

- Rear and dividing walls of 2.5 mts. ht.
- Fascia with company's name on open stand frontage(s).
- Floor covering with synthetic carpet.
- Every 12 sqms Built Up booth includes the following items of basic furniture: - Fascia, Carpeting, 4 Spot Light, 1 Cabinet, 1 Reception Table, 3 Chairs, 1 Waste Paper Basket, and One 5 Amp Power Socket.

1.1 a) **Technical Specification of Stands**

The structure of the stand is made of Octanorm system with following specifications

Maximum Height of the Stand	2.50 mtr
Clearance Under fascia	2.20 mtr
Axial distance between vertical aluminium columns	0.99 mtr
Width of Panel	0.95 mtr
Overall width of Fascia	0.30 mtr
Diameter of Vertical aluminium column	0.04 mtr

b) **Maximum Permissible Height for Built up Stand**

The maximum height of any stand should not exceed 2.5 mtrs unless approved by the Fair Organiser. The following table would give a clear guideline on the permissible heights for branding.

Area Booked / Branding Heights in meters (Maximum) Subject to availability

Area (Sqmt.)	Maximum Height (Mtrs.)
12 – 29	3.0
30 – 60	3.5
61 – 100	4.0
101 & above	4.5

Branding should be done, as per above chart, in centre of the stand / pavilion and are subject to approval from the Fair Organiser. All heights are from the natural floor only and should not obstruct the view /orientation of any other stand.

1.2 **Power for Demonstration:** Apart from light fixtures, one 5 Amp Power socket (for TV, Fridge, computers etc.) will be provided in each booth of 12 Sqm. In case additional power is required for demonstration or running of machinery / exhibits, the exhibitors must inform the Organiser vide **Form No 4** before 15th September 2019.

1.3 **Additional Furniture on Hire:** A comprehensive range of standard items, including wall panels to form office enclosures, shelving, display panels, etc. may be hired from the Official Shell Stand Contractor. The Price List for additional furniture etc. will be available nearer to the show dates.

DESIGN GUIDELINES

3: GUIDELINES: BUILT-UP SPACE

1.4 Discussion Room: Additional fitments for a discussion room (maximum 20% of space) will be provided free of charge to Exhibitors who have booked an area of 48 Sqm and above. Exhibitors are requested to plan the location for this as per their display arrangements and submit the detailed drawing showing the location of conference room at the earliest but not later than **30th September 2019**.

1.5 Ceiling: Ceilings shall be open but will be braced for stability where necessary.

2. RULES AND GUIDELINES FOR DECORATION

2.1 Shell Scheme stands will be provided in accordance with the specifications mentioned. Please note that the internal dimensions of the Shell Scheme area are approximately 5 cm smaller than the contracted area as the walls are contained within circular upright aluminium members within the booth area.

2.2 Alterations are not allowed in the Standard Shell Scheme structure.

- No Alterations may be made in the standard Shell Scheme Fascia.
- No alterations / removal of panels / podiums / etc. will be allowed.
- Private furniture / carpets etc. are not permissible
- Raising the floor artificially or construction of wooden flooring is not permissible
- Major woodwork, if any, must be approved in advance by the Fair Architect before starting such work.

2.3 The following are **strictly prohibited**.

- Use of electrical flashes, flash guns and neon signs.
- Cloth Banners, Velvet Banners or Velvet Covers on the panels / table.
- Stage shows or presentations without prior permission in writing of the Organiser.
- Painting, Colouring, Wallpapering and Sticking of Thermocole cut letters, Nailing or drilling of panels. If you require assistance in hanging or displaying your exhibits, please consult the Official Shell Stand Contractor of your Hall. Exhibitors would be charged @ INR 1500 per panel for any damages to panels.
- Suspending of items from the Hall ceiling or parts of it.
- Storage of any kind behind the display walls.
- Digging, grouting or cutting of the floor.
- Raising the height of the back wall/ fascia for promoting the company name / logo.

2.4 No additional out sourced stand fitting or display may be attached to the shell stand structure.

2.5 All interior stand fittings must be contained within the shell stand structure, and must not exceed 2.5m height. No free-standing equipment may exceed a height of 2.5m or extend beyond the boundaries of the site allocated.

2.6 It is mandatory for Exhibitors with 2 or 3 or 4 side open stands, to arrange display in such 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.

2.7 A minimum of 30% of Stand area must be left for circulation. Exhibitors shall not arrange the display of material in a way that will obstruct passage areas.

DESIGN GUIDELINES

3: GUIDELINES: BUILT-UP SPACE

- 2.8** Natural pillars falling within stand area may be covered to a height of 2.5 mtrs.
- 2.9** Exhibits of over 2.5 mtrs height must not be placed on any raised platform.
- 2.10** There is no restriction on height and weight of exhibits on display except imposed by the load bearing capacity of the floor and height of entry doors. Please refer technical specification of exhibition halls. The same should be cleared by the Organiser before finalising large / heavy exhibits for display.
- 2.11** Any presentation / demonstration / exhibit likely to attract groups of 10 or more people must be located towards the centre / rear portion of the stand and clearly shown on stand drawings.
- 2.12** It is mandatory for the exhibitors to inform the Organiser if: -
- Exhibit configuration is 10 sqms or more.
 - Exhibit exceeds 2.5 mtrs in height or 4 mtrs in length.
 - Exhibit material exceeds 3 tons.
 - Exhibit contain liquid fuel / natural gas / propane.
 - Exhibits require water for demonstration purposes.
- 2.13** To avoid inconvenience to other exhibitors and to enable the Organiser to complete repair work of passages, cable ducts etc., before the exhibition starts Exhibitors are requested to move in their exhibits within the stipulated time.

2.14 AUDIO VISUAL FILMS, VIDEO WALLS, STAGE SHOWS

- **Stage events / shows – It is not permitted by Venue Authorities to organise any stage events.**
 - The Organiser reserves the right to regulate or restrict exhibits within a reasonable sound level or the sound level of 60 dB peak on sound level meters (ANSI Type 2) on the SLOW meter position at 3 mtrs distance. The sound speakers must not be placed higher than 1.5 mtrs. They must be positioned downward and inward towards the centre of the exhibit booth or display area and may not be pointed towards the aisle. The Organiser reserves the right to restrict exhibitor's use of sound and other devices which may interfere with the best interest of the fair environment or not permitted by the venue authorities.
 - The organiser reserves the right to disconnect the supply of electricity to any exhibitor violating these guidelines.
- 2.15** The Organiser reserves the right to change/alter/remove any exhibit interfering with the aesthetics of the exhibition or that which hinders the public in any way.

DESIGN GUIDELINES

3: GUIDELINES: BUILT-UP SPACE

3. ELECTRICAL INSTALLATION REGULATIONS

- 3.1** Electrical wiring and installation required for connecting machine (s) for demonstrations purpose must be undertaken by Exhibitors employing registered professional technicians using proper wiring switches etc. to ensure safety. The Organiser shall not be responsible or liable in case of any mishap due to use of sub - standard material or unskilled labour.
- 3.2** All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed means of cable joints will be permitted.
- 3.3** The Organiser reserves the right to disconnect any installation, which in their opinion is dangerous or likely to cause annoyance to visitors or other Exhibitors.
- 3.4** In order to take care of voltage fluctuations, the Exhibitors are advised to install suitable constant voltage transformers or insulation transformer or stabilizers for CNC and other sensitive machines. Exhibitors are encouraged to use MCB wherever necessary.

4. STAND APPROVAL

- 4.1** Exhibitors must move in as per schedule given in section 2 (Pre-Fair Period) of the Exhibitor Services Manual, provided space rent, deposits and other dues have been paid in full to the Organiser.
- 4.2** Exhibitors booking over 48 sqms of space must submit 4 copies of the design of stand showing elevations and plan for approval, by **15th September 2019**.
- 4.3** All stands will be inspected during the set-up days and any Exhibitor deviating from the regulations must make modifications as suggested by the Fair Architect on his own expense, prior to the show opening.
- 4.4** **All exhibition stands must be complete in all respects by 1800 Hrs on 21st October 2019.**

**For technical/ design related queries please contact
Mr. Iftikhar Ali at iftikhar.ali@cii.in**