



The Biggest
Medical
Exhibition
& Conference
In Egypt
& All Africa

Show Manual

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Introduction Letter

We are pleased that you will be joining us at this exhibition which we are confident will be successful for all participants.

EgyMedica International Medical Exhibition & Conference will be held in Cairo International Convention Center and you can be assured of the highest levels of support from all of us at Green Land Company for Organizing International Exhibitions and Conferences.

This exhibition manual is a comprehensive guide to participation. Great care has been taken to ensure thorough documentation of all exhibition procedures in a clear and easy to read format.

Should you have any queries that are not covered by this manual, please do not hesitate to contact us by email, phone or fax. Communication is the key to efficiency and we suggest that you delegate a responsible member of your staff to be our primary contact. This will help avoid any confusion and enable us to respond to your requirements faster and more efficiently.

This guide is to assure you that we will have all of our personal attention towards your requirements at all times.

Welcome to EgyMedica
Green Land Company

General Information

Organizer **Green Land Company for Organizing International Exhibitions & Conferences**

35 Oboor Buildings - Salah Salem - Heliopolis - Floor (13)

Cairo - Egypt

Telephone (+2) (02) 20822108 – 20822109 – 20822137

Fax (+2) (02) 20822108

Mobile Number (+2) 012 83 6338 14 – (+2) 010 03 6483 29

(+2) 012 23 1043 05 – (+2) 011 44 8446 35

E-mail info@greenlandexpo.net – info@egymedica.com

www.EgyMedica.com
www.greenlandexpo.net



Exhibition Preparation Schedule

Tuesday 2 nd May	From 10:00 AM	Specialized standfitters commence continuous work until 08:00AM in 4 th of May (work for 46 complete hours) <i>for raw space only.</i>
Wednesday 3 th May	11:00 AM – 11:00 PM	Delivery of goods and equipment. <i>For shell scheme.</i>
Saturday 6 th May	After 07:00 PM	Commence work on clearing all stand fitting materials and equipment from CICC.

Exhibition Schedule

Thursday 4 th May	10:00 AM – 07:00 PM	Exhibition First Day (Opening).
Friday 5 th May	10:00 AM – 07:00 PM	Exhibition Second Day.
Saturday 6 th May	10:00 AM – 07:00 PM	Third and Last day of Exhibition.

Scientific Conference Schedule	Registration	Conference Hours
Thursday 4 th May	From 9:30 AM	10:00 AM – 05:00 PM (2 Coffee Breaks)
Friday 5 th May	From 9:30 AM	10:00 AM – 05:00 PM (2 Coffee Breaks) (11:30AM – 12:30 PM Friday Prayer)
Saturday 6 th May	From 9:30 AM	10:00 AM – 04:00 PM (2 Coffee Breaks)

Conference Topics

The conference will be held in cooperation and under the patronage of the
Egyptian Ministry of Health.

- Egy Medical Imaging: Radiology Conference
- EgyLab: Laboratories Conference
- EgyDental: Dental Conference
- Intensive Care Unit (ICU) Conference



Conference Topics

Basic Course of Ultrasound in Obstetrics and Gynecology

Main Topics:

- Fetal biometry 1st Trimester Scan 2nd & 3rd Trimester.
- Bleeding with pregnancy placenta and amniotic fluid.
- Biophysical Profile.
- Basic Gynecological Ultrasound.





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O Section NE

**Transportation, Censorship
& Customs Facilities**

1-1

Samehco Int'l Forwarding & Exhibition Services.

Recommended International
Shipping/Freight
Forwarding Agent/Official
Courier

- 32 Andalos St.
 - Heliopolis 11341, Cairo, Egypt.
 - Tel. +202 24543155 – 24537131 – 24537132
 - Email: sameh.guirguis@samehco.com; info@samehco.com
 - Contact : Mr. Sameh Guirguis
 - Member: IELA (www.iela.org) - IATA - FIATA – EIFFA
-

1-2

Shipping Dates

All shipments, equipments, and tools should be planned to be shipped **before 4th of April 2017** to avoid any delay or any problems with the customs and regulations. And this can easily be arranged with the shipping company.

1-3
Documentation

The exhibitors must consider the shipping of all equipment to the country using an intermediary (**Samehco Int'l Forwarding & Exhibition Services**), and they should note that any equipment especially medical tools and equipment, should not be delivered with any of the exhibitor personnel or any of their staff members to avoid any delay and confusion.

1-4
Certificates of Electrical
Conformity

Egyptian regulations require **all electrical equipment and accessories** to be accompanied by a **certificate of conformity** which indicate that goods conform to the appropriate standards laid down by the Egyptians standards organization. These certificates may take up to three months to be issued, you should therefore contact your local chamber of commerce immediately for further information.

1-5
Censorship

All of the following are restricted commodities and should not be brought into the country:

- Drugs
- Weapons
- Radioactive materials
- Inflammable materials
- All internationally banned substances



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T Section Two

Accommodation & Travel

2-1

Booking

Recommended

Hotel Booking Companies

- www.Booking.com

Trivago

- www.trivago.com
-

2-2

Passport & Visa

To get the **visa permit**, the organizer will send the exhibitor an **invitation letter**. Then the exhibitor must go to the Egyptian embassy in their country (or the closest country) to continue the procedures to get the visa. Therefore the individual must have a passport valid **at least six months** beyond their estimated stay.

All visitors to Egypt are strongly advised to carry their passports **at all times**.



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T Section THREE

**Official stand fitting, furnishing requirements
Electrical Installations & Lighting**

3-1
Official stand fitting
Service

The organizer is responsible for the supervision and construction of the official shell scheme to the exhibition and provides full on-site technical and stand services.

Detailed information on all aspects of stand fitting and other services are set out below.

3-2
Shell Scheme

The shell scheme provides you with a basic stand shell construction suitable for customizing to your individual requirements.

The shell scheme is equipped with 2 chairs, 1 table, 2 power supply, and 3 spotlights **for each 9 Sqm.**

The **minimum** for a Shell Scheme Booth is **9 Sqm.**

A fascia board bearing your company name and stand number.

3-3
Raw space

Exhibitors occupying “Raw Space” stands are reminded that no stand fitting or electrics other than the 220 volts 60 Hz **single phase** electrical mains supply and connection, are provided by organizers.

We would be pleased to quote for stand fitting and display work on receipt of your instructions.

All exhibitors taking “**Raw Space**” must provide the organizer with a **drawing** showing all details of their proposed design for approval prior to implementation.

The **minimum** for a Raw Space Booth is **27 Sqm.**

It is the responsibility of exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their stand area.

The organizer reserves the right to reject a design likely to block or unreasonably affect nearby exhibitors sites in any way.

3-4
Optional Display Aids
& Furniture

To provide shell scheme exhibitors with an economical stand fitting and display services, a range of display aids and furniture are available on a rental basis. Exhibitors are advised to order immediately to avoid any unavailability of products.

Exhibitors should rent the extra furniture by completing the relevant section in the order forms and mentioning the Item(s) Codes(s).










Code	Description	Price - \$
EF01	Information Counter 100 x 50 x 100 cm	275
EF02	Information Counter 100 x 60 x 100 cm (2 levels)	500
EF03	Information Counter 100 x 50 x 100 cm (curved)	450
EF04	Lockable Counter 100 x 50 x 70 cm	350
EF05	Small Showcase 100 x 50 x 50 cm	350
EF06	Large Showcase 100 x 50 x 200 cm	500
EF07	Tower Showcase 50 x 50 x 200 cm	350
EF08	Shelves Stand 100 X 50 X 100 cm (2 Shelves)	350
EF09	Free Magazine Rack Stand (A4)	150
EF10	Desk 120 x 60 x 80 cm	350
EF11	Folding Door	20
EF12	Wooden Shelve 100 x 30 cm	50
EF13	Sloping Wooden Shelve 100 x 30 cm (45°)	75
EF14	Bar stool Red / Black height 65 - 86 cm variable	200
EF15	Metal Chair	75
EF16	Metal Chair	75
EF17	Special Chair	150
EF18	Director Chair	150
EF19	Sofa Chair White / Brown	250
EF20	Sofa White / Brown	600
EF21	Bar Refrigerator	400

Code	Description	Price - \$
EF22	Presentation Refrigerator	-----
EF23	Table 80 x 80 x 75 cm	150
EF24	Round Table Silver / Green / Black diameter 70 cm or 80 cm	200
EF25	Coffee Table 50 x 50 x 50 cm	100
EF26	Drinking Table diameter 60 cm or 70 cm	250
EF27	Platform 100 x 50 x 50 cm	150
EF28	Platform 50 x 50 x 50 cm	150
EF29	Platform 100 x 100 x 50 cm	150
EF30	Water Dispenser	300
EF31	Water Boiler	75
EF32	Coffee Machine	150
EF33	Spot Light (100 Watt)	50
EF34	Halogen Light (250 Watt)	75
EF35	Power Socket (220 V)	50
EF36	Desk Ashtray	20
EF37	Stand Ashtray	75
EF38	Garbage Bin	20
EF39	Flowers height 50 cm or 70 cm	75
EF40	Plastic Folding Chair	50
EF41	Glass Panel with Shutter	200

Extra Furniture List

 EF 01	 EF 02	 EF 03	 EF 04
 EF 05	 EF 06	 EF 07	 EF 08
 EF 09	 EF 10	 EF 11	 EF 12
 EF 13	 EF 14	 EF 15	 EF 16

 EF 17	 EF 18	 EF 19	 EF 20
 EF 21	 EF 22	 EF 23	 EF 24
 EF 25	 EF 26	 EF 27	 EF 28
 EF 29	 EF 30	 EF 31	 EF 32

 EF 33	 EF 34	 EF 35	 EF 36
 EF 37	 EF 38	 EF 39	 EF 40
 EF 41			

3-5
Manning of Stands

Exhibitors are **required to keep** their stands manned with a sufficient number of qualified personnel during the period of the exhibition (when open to trade buyers). The organizer shall **not be liable** for any damage and/or loss that may occur as a result of non-observance of this rule.

3-6
Electrical Installations

The organizer is responsible for **supervision and installation** of the official shell scheme electrical services and provides a full on-site technical services and maintenance, in addition to having overall responsibility for all electrical work including all stand electrical work carried out through exhibitors' own sub-contractors.

The standard supplies of on-site generated electrical current are:
220 volts 60 Hz **single phase**.

There is also **three phase** electrical installments with *extra fees*.



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Section FOUR

**Admission of Goods
& Personnel Exhibition**

4-1 The Organizer will supply **free of charge**, complimentary invitations for mailing out to actual and potential customers.

4-2 Exhibitors' personnel **entry badges** will be supplied by the organizer and issued **free** to directors, executives and stand representatives of exhibiting companies. These are not transferable.
Exhibitors Identification **Strict security** will be maintained at the exhibition and personnel may experience difficulty in Passes gaining entry to the exhibition if they are not in possession of the necessary badges.
All exhibition badges can be **collected** from the **organizer's office** upon the arrival at the exhibition.

4-3 **Delivery:**
Delivery, Build-Up, The organizer **will not accept** delivery on behalf of exhibitors nor is responsible for safekeeping of & Break-Down of Exhibits such items after delivery.
There are specific loading/unloading areas which is under the supervision of the **official On-site contractor**.
Exhibitors may **arrange with the official contractor** for the unpacking and crating of exhibits, as well as handling, storage, or disposal of entries.

4-3

Delivery, Build-Up,
& Break-Down of Exhibits

Build-Up & Break-Down:

Goods to be brought in and out of the exhibition hall shall be **inspected for security reasons**.

Build up/Break down of the exhibits shall be **handled by the official on-site contractor** and/or the exhibitor.

Entry and exit of bulky exhibit items during the exhibition hours needs a special permit from the organizer. But it is recommended to be before or after the exhibition hours.

Proper receipts must be issued on sale of goods and equipment and given to the buyer, **otherwise**, the buyer will not be allowed to leave the exhibition grounds with the goods.

During the exhibition or move-out period , all exhibit items and props of the exhibitors **should not be removed from the exhibition premises until after 7:00PM** on the last day of the exhibition.



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Section FIVE

**Publicity
& Promotional Campaign**

5-1 Exhibition Co-operation

It is an established fact that **exhibitors who take steps on their own** account to augment the organizer's publicity will **obtain far greater value from participation** in the exhibition than those who neglect such an opportunity.

By conducting their own separate mailing, mounting specific publicity campaign and paying special attention to the distribution of promotional material, **exhibitors can greatly increase the level of response they receive from local visitors.**

Local advertising can also attract the right visitors to a **specific company as opposed to the exhibition in general.**

5-2
Official Catalogue

The printed Exhibition Catalogue will **contain All information about the exhibition**, exhibitor list organized in an alphabetical order after the sponsors list, an exhibition floor plan, and exhibitors advertising.

The **information** needed from the exhibitor can be **filled out and sent to**

egymedica@egymedica.com

All the information will be **color printed** in the official catalogue **with full company details** as provided by the exhibitor's company.

Exhibitors are also **recommended to advertise** in the catalogue. Full and half page advertising in color **raises the profile of the exhibitor considerably** and rates charged are very cost effective.

In case of extra advertising, please send the ad with the following details so it can be added:

16x24 cm

300dpi

JPG format

And it will cost 375\$ for every half page

All needed catalogue information and catalogue advertising data should be sent **before 20th of April 2017**

All exhibitors will receive a total of **5 catalogues for free** from the organizer, a **participation award** with the exhibitor's **company name on it**, and a **giveaway** with the exhibition name on it.

5-3
Publicity and promotional
campaign

To ensure that all exhibitors reap **maximum benefit** from their participation. The organizer has put into effect a specially formulated **promotional campaign** to focus on delivering professionals and buyers to the exhibition. The organizer has spent time building up its databases so that the key players and government officials are invited through direct mail, advertising in the trade press and general media promotion.

5-4
Visitor Targets

The organizer's promotional campaign will pay **particular attention** to the Arab Republic of Egypt, African countries, and Arabian countries.

The aim of the organizer's campaign is to bring the exhibition to the attention of the **specialist** and **influential audience**, and **Decision Makers** from the public and private sectors that has the authority to buy, to specify, and to recommend the products and services on display.

Expected visitors for EgyMedica 17th session will be over **50,000 visitors**.

There will be a total of **400 exhibitors** from **15 countries** worldwide.

5-5

Methods of operation

Research Program

Special attention has been paid to the development of comprehensive lists of visitor targets in the public and private sectors of the visitor target countries.

Production of Print Material

120,000 complimentary **invitation mailers** will be produced for distribution by the organizer.

In addition, a number of **VIP invitations** will be produced and distributed to selected visitor targets throughout the region.

Social Media

EgyMedica will be advertised on its official **Facebook** page, **Twitter** account, and **Instagram** account.

5-5

Newspaper

Methods of operation

- Al Ahram (National, international and Arab Press) 4 Issues
- Al Gomhuria (National Press)
- Al Akhbar (National Press)
- Al Masry Al Youm
- El-Watan (4 Issues)

Magazines

- All Hospital Needs Magazine (Medical Magazine – China) 2 Issues
- Consultac Magazine (Medical Magazine – China) 6 Issues
- Trade Proven (Medical Magazine – India) 9 Issues
- Trade Winds (Medical Magazine – Taiwan) 2 Issues

5-5
Methods of operation

TV & Radio

- Al Mehwar (Satellite TV)
- El Masria (Satellite TV)
- Sehaty Channel (Satellite TV)
- Dream TV
- Sada El Balad
- Al Kahera Wal Nas
- Ten TV Channel (Satellite TV)
- El Sehha Wal Ghezaa
- Nogoom FM Radio (40 Spot)
- Radio Masr (30 Spot)

Outdoor

- October Bridge
- El Mehwar Road
- Nasr City - Heliopolis – Mohandessin
- Ring Road - Main Cairo Entrances - 6 October City Entrances
- Number 300 on the chassis Salah Salem Road and Al-outerstrad size 3X1 month before the exhibition

5-5 Methods of operation

Liaison with embassies

National Embassies will be briefed on the exhibition details, and requested to help in the **promotion campaign** by displaying and distributing print material.

How exhibitors can plan

There are a number of simple and inexpensive ways in which exhibitors are recommended to contribute to their own targeted promotion campaign. These include:

- Distribution of promotional material.**
- Advertising and special supplements.**
- The presentation of stand displays.**

5-6 Banner advertising

Banners are available for **additional advertising** purposes.
there are various and different ways of **extra advertising** material that can be found on our **website** in the following link

<http://egymedica.com/extra-advertising.html>

Please **contact the organizers** after choosing the items from the website to determine the cost.



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Section SIX

**Supplementary Services
& Information**

6-1
Security

General **24 Hours** security arrangements for the exhibition will be controlled by the organizer in conjunction with the **local authorities**. Whilst the organizer will make all reasonable arrangements for security coverage, they decline responsibility for any loss or damage which may occur.

The responsibility of the security of the stand, its exhibits and contents (including personal property) is that **of the exhibitor**, and appropriate insurance should be effected.

It is strongly **recommended** that small items of equipment and personal effects are not left on the stand at any time unattended.

Note: The exhibition is covered by **security cameras** for 24 hours.

6-2
Fire Precautions

Suitable arrangements are made for the installation of standard type **fire extinguishers** at vantage points throughout the exhibition. There will also be clearly marked **emergency exits** and **emergency firehoses**.

6-3
Cleaning

The **official cleaning contractor** appointed to the exhibition will be responsible for all cleaning requirements in the exhibition grounds. They will **provide** general cleaning of the exhibition entrances, paths, internal paths, and all areas other than allocated exhibitor space.

It is essential that paths and internal walkways are kept clear of waste material and other obstructions at all times.

There will be **one free of charge** recycle bin inside each booth so exhibitors are required to use it as intended. You can find additional trash cans in the extra furniture section and it could be rented depending on the exhibitors needs.

6-4
PA System

The system extends throughout the **entire exhibition grounds**. Its use is limited only to the **organizers announcements**. Exhibitor's or visitor's messages will not be permitted.

6-5
Florist

The organizer has appointed a leading local florist as the **official supplier for the exhibition**. Exhibitors should book this service by completing the relevant section in the order forms.

6-6
Photography

The organizer's **official photographer** will be available for all photographic requirements. Exhibitors should indicate whether they require this service or not to the organizer by completing the relevant section in the order forms.

6-7
Film/Video/Audio
Equipment Rent

There will be TVs, VCRs and plasma screens **available for rent** for the exhibition time period. Exhibitors should book the equipment they need by completing the relevant section in the order forms.

6-8
Refreshments

Five star catering services will be available in the second floor of the exhibition including fast food services, desserts, and drinks.

6-9
Exhibitor's Car Park

A **controlled car park** is provided for the use of the exhibitors. Entry will be gained by showing an exhibitors' badge at the entrance gate.

Every exhibitor will be granted a **free of charge parking service for one car** only.

Additional cars for exhibitors or other personnel will cost 20 EGP and it will be for and collected by the CICC at the entrance gate and the organizer is not responsible for any additional charges after the finalization of this show manual.

6-10
Internet Access

Internet access will **be available for all** exhibitors and visitors with **no password** needed.
The access point will be named ***EgyMedica***.

6-11
Extra Services

Inside the exhibition ground and/or by the help of the organizer; the following services will be available:

- A booth for **booking and confirmation** of travelling services.
- A booth for a **tourism** company.

The following items will also be available for the exhibitor to request in the relevant section in the application form:

- **Ushers** (males and females)
- **Translators** for all languages.



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Section SEVEN

Regional Information

7-1
Climate

Cairo has a moderate climate for most of the year. Temperatures are between **24°C and 31°C** (75°F and 87°F) during the exhibition period. Which is acceptable by European standards.

The climate for this period will be at the middle of the spring so it would be recommended to visit the **Tourist sites** during your stay around the time of the exhibition.

7-2
Clothing

Light to medium Clothes are recommended for the exhibition period.

7-3
Languages

Arabic is the official and mostly used language in Egypt, although **English** is widely spoken in business circles.

You can easily **hire translators** with the help of the Organizers by completing the relevant section in the order forms as described in section six.

7-4 Currency

The **Egyptian Pound** monetary unit is the official currency for Egypt although **US Dollar** is widely used in hotels and other retailers.

The Egyptian pound is divided into **100 Piasters**. Notes are issued in 1, 5, 10, 20, 50, 100 and 200 Pounds. Coins are issued in 25, 50, 100 Piasters.

7-5 Banks

Most of the **major international banks** are represented in Egypt.

Business hours for most of the banks are from 08:30AM to 05:00PM from Sunday to Thursday.

7-6 Credit Cards

All **major credit cards** are widely used in Egypt in almost all hotels and retail outlets.

7-7 Communications

Foreigners can easily find **direct dialing service** to all countries with country codes guide in most of the hotels.

7-8 Hours of Business

Embassies (generally)	8:00AM – 03:00PM
Banks (generally)	8:30AM – 05:00PM
Government Sector	8:00AM – 03:00PM

7-9 Transportation

There are various transportation methods in Egypt and the following are the **most comfortable and cheapest** methods:

You can easily order using the mobile app which could be downloaded from the App store and Google Play:

- **Uber**
- **Careem**



The cheapest and easiest way to travel around Cairo:

- **Cairo Metro**



Orders Form

Section
B

Complete all Items

Company Name _____
Address _____

Tel. & Fax _____
Email _____
Booth Number _____
Area in Sqm _____

Signature of _____
Executive _____
Name _____
Position _____
Date _____

Please fill the corresponding box with ☒ or ☒ if you want that extra service, if you do, then please type any extra information in the corresponding field (Item Code, Service info, etc...)

- ☐ Extra Furniture _____
☐ Extra Advertising _____
☐ Extra Translation Services _____
☐ Florist _____
☐ Photography _____
☐ Equipment (LCD/LED, VCR, Etc..) _____
☐ Ushers Number req.: _____
☐ Catalogue Advertising _____

Company Name in English

Company Name in Arabic if required

Catalogue Entry Details

Section
B

Complete all Items

Company Name

Address

Tel. & Fax

Web Page

Email

Booth Number

Area in Sqm

Contact Person

Designation

Signature of
Executive

Name

Position

Date

Company Profile:

Booth Board

Company Name in English

Company Name in Arabic if required



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Organizer General Information

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