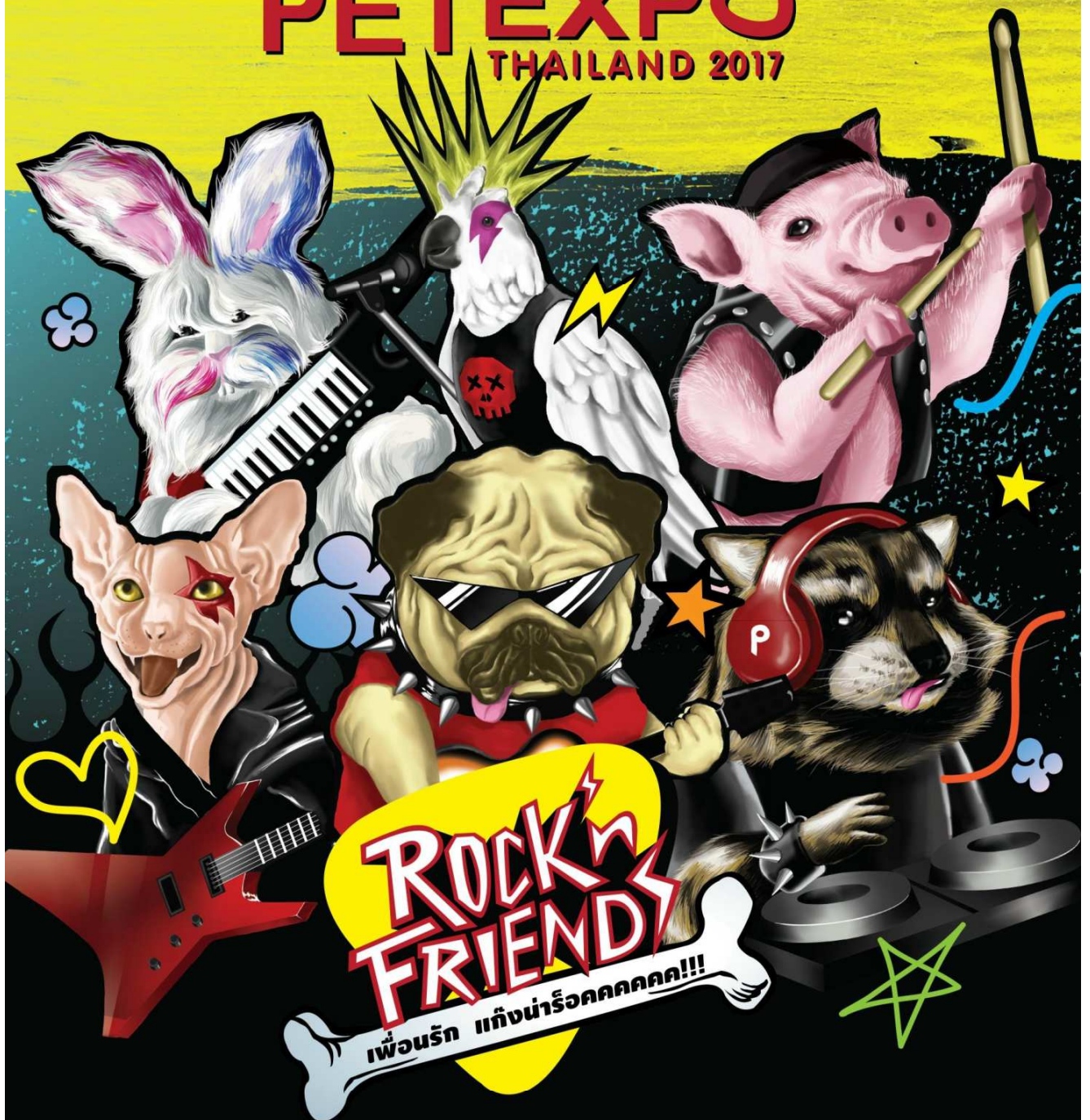


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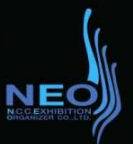


EXHIBITOR'S MANUAL

25 - 28 MAY 2017

at QUEEN SIRIKIT NATIONAL CONVENTION CENTER, BANGKOK

Organized by:



Dear Exhibitors of Pet Expo Thailand 2017

Progressing to 17th Anniversary of “Pet Expo Thailand 2017”, the prestigious pet event that gathers all pet’s lover need all under in one roof. It is the largest showcase with comprehensive range of pet products and services in Thailand. It will be held from May 25 – 28, 2017 at Zone C 1st - 2nd Atrium and Plaza, Queen Sirikit National Convention Center, Bangkok, Thailand under management of N.C.C. Exhibition Organizer Co., Ltd. (NEO)

The Organizer has specially prepared this information & order manual to assist exhibitors in their participating in Pet Expo Thailand 2017. **Exhibitors are requested to read the manual carefully** and thoroughly in order to be familiar with the preparations and procedures for the exhibition.

To facilitate your participation and ensure smooth operations, exhibitors must adhere strictly to the regulation and submit the order form **within April 27, 2017.**

Should you have any queries, please do not hesitate to contact person in charge whose name and numbers have already in this manual, for assistance. During the show time, you are able to contact the organizer at **Organizer room 3 at Zone C 2nd Floor.**

We look forward to assisting you and to welcoming you to Pet Expo Thailand 2017.

N.C.C. Exhibition Organizer Co., Ltd.

Tel : +66 (0) 2 203 4211 – 4216

Fax : +66 (0) 2 203 4250 – 1

Website: www.petexpo thailand.net

E-mail : petexpo@qsncc.com

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General Information

- 1. The Exhibition** : Pet Expo Thailand 2017

The leading pet event that bring together service providers, retailers, buyers and distributors to promote their products and services as well as interact with the potential customers and build business contacts. It will offer a fabulous chance to the visitors to discover and array of products, gain more knowledge and learn new techniques to meet their pet lover lifestyle.
- 2. Date** : May 25 – 28 ,2017
- 3. Vanue** : Zone C 1st - C 2nd Atrium and Plaza, Queen Sirikit National Convention Center
Address: 60 New Radchadapisek Road, Klongtoey, Bangkok 10110 Thailand
Tel : +66 (0) 2 203 4211 – 6
Fax : +66 (0) 2 203 4250 – 1
- 4. Opening Hours** : Exhibition Opens 10.00 - 20.00 hrs.

During the exhibition period, exhibitors are welcome to enter the hall 1 hours before the opening and can stay up to an hour after the closing to check on their stands and exhibits. In case of any early move-ins and/or overtimes please contact the organizer in advance.
- 5. Entrance Fee** : 20 Baht/Person/Day
- 6. The Organizer** : N.C.C. Exhibition Organizer Co., Ltd. (NEO)

Address : Queen Sirikit National Convention Center
60 New Radchadapisek Road, Klongtoey, Bangkok 10110 Thailand
Tel : +66 (0) 2 203 4211 – 16
Fax : +66 (0) 2 203 4250 – 1
Website : www.petexpo-thailand.net
E-mail : petexpo@qsncc.com
- 7. Contact Person** : For all inquiries regarding Pet Expo Thailand 2017, please contact the organizer N.C.C. Exhibition Organizer Co., Ltd.

Contact Person:

Ms. Waewwara Boonyapanasarn	Ext. +66 (0) 2 203 4214
Ms. Nittaya Phuphung	Ext. +66 (0) 2 203 4216
Ms. Suphaphon Tiwong	Ext. +66 (0) 2 203 4211

They are able to be contacted at Organizer room 3, Zone C 2nd Floor during May 25 – 28, 2017

8. Objectives:

- To enhance business opportunity and increase sales for participants in fast growing pet industry.
- To promote and educate to basic of raising pet efficiently.
- To present a wide array of knowledge and entertaining activities for pet lovers.

9. Exhibit Profile:

- | | |
|---------------------------------|---------------------------|
| - Pet Food | - Souvenir for Pet Lovers |
| - Pharmaceutical and Supplement | - Pet Hotel |
| - Pet Care Products | - Pet Hospital |
| - Grooming Equipment | - Pet Training |
| - Toys and learning tools | - Bedding and House |
| - Treats and Snacks | - Clothes and Accessories |

10. Visitor Profile:

- | | |
|-----------------|------------------|
| - Pet Owner | - Pet Enthusiast |
| - Trade Buyers | - Suppliers |
| - Public | - Pet Trainers |
| - Veterinarians | |

11. Advertising:

- Advertising on TV (TV Spot) on popular local TV Program and Local TV channel
- Advertising on Radio (Radio Spot) aiming at Top Rating Radio Channel during peak timeslot.
- Outdoor Advertising e.g. MRT Light box at Kamphaeng Phet station and Information Board at QSNCC
- Direct E-News to target group
- Website : www.petexpothailand.net
- Social media : Facebook, Twitter, YouTube, Community Board

Note: Subject to change without notice.

12. Venue Management

N.C.C. Management & Development Co., Ltd.
Queen Sirikit National Convention Center
60 New Radchadapisek Road, Klongtoey, Bangkok 10110 Thailand
Contact : Ms. Neeranuch Chusing
Tel : +66 (0) 2 229 3214
Fax : +66 (0) 2 229 3222
E-mail : neeranuch.chu@qsncc.com

Contact : Ms. Kulvadee Phatanakaew
Tel : +66 (0) 2 229 3215
Fax : +66 (0) 2 229 3222
E-mail : kulvadee.pha@qsncc.com

13. Official Contractor / Official Electrical Contractor

N.C.C. Image Co., Ltd.

Queen Sirikit National Convention Center

60 New Radchadapisek Road, Klongtoey, Bangkok 10110 Thailand

Contact : Ms. Kewalee Phenprayoon

Tel : +66 (0) 2 203 4163

Fax : +66 (0) 2 203 4117

E-mail : kewalee.phe@nccimage.com

Contact : Mr. Kowit Ngamkasem

Tel : +66 (0) 2 203 4149

Fax : +66 (0) 2 203 4117

E-mail : kowit.nga@nccimage.com

In-Hall Operation Schedule

Building – Up (May 23 -24 , 2017)	Date	Time
Move-in of Official Contractor	May 23, 2017	08.30 A.M. – midnight
Move-in of Special Design, Approved Stand Fitting Contractors (raw space only)	May 23, 2017	01.00 P.M. – midnight
Move-in of all Exhibitor	May 24, 2017	08.30 A.M. – midnight

Show Day (May 25 – 28, 2017)	Date	Time
Hall Opens For Exhibitors	May 25 – 28, 2017	09.00 A.M. – 10.00 A.M.
Hall Opens For Visitors	May 25 - 28, 2017	10.00 A.M. – 08.00 P.M.
Exhibitors close the booth	May 25 – 28, 2017	08.00 P.M. – 09.00 P.M.

Dismantling Period (May 28, 2017)	Date	Time
Move-out of exhibits and stands	May 28, 2017	08.00 P.M. - midnight

Please take note of the following points:

1. Exhibition hall will open for constructing the booth 01.00 P.M. – midnight of May 23, 2017 and 08.30 A.M. – midnight of May 24, 2017.
2. During the exhibition period, exhibitors can enter the hall 1 hours before the opening time and remain not more than 1 hour after the closing time.
3. There is only one loading entrance located at loading Atrium.
4. Only trolleys must be used to move-in and move-out of any exhibits or decoration items at the loading doors of the exhibition hall (Event Hall).
5. Exhibitors may finish all stand construction and decoration before midnight on May 24, 2017. No further construction will be allowed after midnight as the area must be cleared.
6. Exhibitors are advised to commence packing their exhibits as soon as the exhibition ends on May 28, 2017, since 08.00 P.M. – midnight. Special arrangements have to be made in advance with the official on-site freight forwarders.
7. Exhibitors should keep products in booths and move products out as soon as the fair ends.
 - ❖ In case of each exhibitor are not be able to finish dismantle the booth on time. There will be extra charge 20,000 baht** / hour / Booth. It must finish within midnight of May 28, 2017.
 - ❖ Exclusive of 7% vat and we except only in cash payment on the day.

Rules and Regulations

1 Exhibitor and Contractor Badge

- During construction/ dismantling booth or before opening time, only personals with official constructor badge or exhibitor badge are allows entering the hall.
- Please fill in **Form 1** Exhibitor badge and pick up the badge at Organizer room 3, Zone C 2nd Floor on May 23, 2017 from 01.00 P.M. onwards

2 Standard Booth

The organizer has appointed N.C.C. Image Co., Ltd. to be the only official contractor for Pet Expo Thailand 2017. All standard booth size 4, 6 and 9 sq.m. will be equipped with following equipments.

- 3 side 2.5 metre white shell scheme
 - 1 reception table
 - 2 Fluorescent 40 watt 2
 - Carpet
 - 1 waste paper basket
 - 30 cm. Fascia Company name sign
 - 2 upright chairs
 - 1 Power Socket (5 amp 220 v.)*
- ** Using Led Light with power socket is strictly prohibit

Note: Nailing, puncturing or using any sharp end tools on the wall are strictly prohibited. 3,000 Thai Baht will be fined for each damaged wall.

3. Raw Space

Exhibitors, whether or not, hired/appointed stand constructor, must fill in **Form 3**, together with stand design specifications with identification of light fixture position to the organizer no later than April 27, 2017. Custom stand designs must be reviewed and approved by the Exhibition Project Manager or set-up will not be permitted. The Exhibition Senior Coordinator will provide written approval or advice of any modifications or changes that need to be made.

Below are Custom Stand Build & Design Specifications.

- The maximum height at Zone C 2 is 2.4 metres.
- The maximum height at Zone C1 is 2.3 metres.
- The maximum height at Zone Plaza – Plaza Low Ceiling: 2.5 metres, Plaza High Ceiling 5 metres
- The maximum height plus 0.5 metres for logo fascia at Atruim Zone is 3.5 metres
- All non-standard booths need a written approval. Please make sure to hand in your drawings timely (within 27 April, 2017). Without a written approval from the organizer there is no access to the venue.
- Using carpet tape, the exhibitors/ contractor must use masking tape or adhesive tape followed by double- sided tape. 500 Baht /metre will be fined from venue management for damage or tapes left behind.
- Decoration and construction needs to be inside the contracted area.
- Electricity is not included in raw space package. For electrical service, please fill **Form 4** to order electrical equipments and electricity with N.C.C. Image Co., Ltd.
- All space only stands must also assure that their companies or trading names and stand numbers are clearly visible from each open side of their stands.
- Raw spaces are not provided with carpet. Every contractor is obliged to cover flooring on their booth by themselves
- The exhibitor or contractor is obliged to cover the rare of booth with cloth or blinding completely.

4 Construction and Furnishing of Stands

Queen Sirikit National Convention Center has established rules and regulations to protect with the integrity of the technical exhibits and deliver smooth safety and convenience during the event. It is the responsibility of the exhibitors and contractors to ensure that all booth personals and contractors working on behalf of the exhibitor adhere to these rules and conduct themselves in a professional manner

- X NO... fixture customize drill nail batten or substance attached or adhering to the walls, floor, or other parts of the building
- X NO... painting on to the walls, floor, or other parts of the building
- X NO... suspension / cloth banner(s), from hall ceiling or fixtures to the walls, column & floor of the hall or any other part of the building structure is permitted. Exhibitor should only utilize inner part of the booth allotted to them for display.
- X NO... painting inside the hall and exhibits area. Please paint in the provided area behind the building
- X NO... pulling sling or wire rope (hanging of any kind) against any structure of building
- X NO... switches on/off, illegal connection/adaptation or any extension from the socket point belongs to the exhibition hall.
- X NO... objects, including signs or advertisements, unwanted object may project into the visitors' aisles. Contractors are responsible for removing their own cuts-offs and waste on each day of build-up and breakdown.
- X NO... chainsaw matrix equipment or any electrical flashes inside the hall.
- X NO... raw space exhibitors allow to use wall of next stand for their stand construction.
- X NO... *dragging* or pushing of heavy crates or other items on the floor directly will be permitted. The appropriate tools or trolley must be used to prevent any damage to the floor.
- X NO... explosives, petrol, dangerous gases or highly inflammable substances are allowed in the exhibition building.
- X NO... *smoking* is permitted inside the exhibition hall except provided smoking area outside the hall.
- X NO... loading or delivery allow during show time. All goods must deliver at specified time and place by the organizer.
- X NO... parking over-night at the QSNCC except given permission from customer service.
- X.... Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event. This includes wooden pallets, unwanted stand building materials, unwanted carpet and associated flooring materials.

N.C.C. Management & Development Co., Ltd. reserve the right to decide on the fulfillment of the rules and have the authority to demand removal / change of any structure that is found not in accordance with exhibition rules or cancel the participation. The decision of the organizer in the regard will be final and binding.

- Note**
1. Custom stand contractor must prepare their own flooring or canvas to cover all construction area to prevent any damage to the carpet.
 2. Exhibitors are responsible for the cost of making good, by restoration or renewal, any cases of serious damage or dilapidation to the stand, exhibition halls or any part thereof, whether caused by themselves, their agents, or contractors, or by any person employed or engaged on their behalf by any such agent or contractor.
 3. In the event of any occurrence not foreseen in these Rules and Regulations, the decision of the Organizer shall be final.

5 Electrical Installation

- Power supplies to the exhibits will be switched on/off at source 30 minutes before and after exhibition time by the organizer. The standard supply is single phase AC 220V/50Hz with 10% fluctuation.
- All the main electrical connections at the exhibition must be carried out by N.C.C. Image Co., Ltd. Exhibitors requiring special arrangements (e.g. 24hrs electrical supplies or electrical equipment hire) must be responsible for all expenses by submit **Form 4** and locate the setting point in **Form 5**

6 Furniture and Accessories Services

Exhibitors shall hire furniture and Accessories from N.C.C. Image Co., Ltd. by submit **Form 6** and **Form 13**

7 Telephone and Facsimile Service

Public telephone located around exhibition hall. Exhibitor requiring telephone or facsimile in their booth shall submit Form 7 to N.C.C. Management and Development Co., Ltd., Event Service Department.

8 Security

- General security will be provided by the organizer 24hrs. After exhibition hours the organizer will not allow any persons access the exhibition hall.
- If the exhibitor want to hire special security for their own booth please see Form 8

Note During construction, tear down process and show days. Exhibitors must take full responsibility on their assets and equipments, the organizer decline to take any responsibility if any damage or lost occur.

9 Cleaning Service

- General cleaning of the aisles and common areas is the responsibility of the organizer.
- Exhibitors and their contractors are responsible for ensuring all waste materials are deposited in the rubbish bag (not provided). Please place the rubbish bag in front of your booth for cleaning staff each day after the exhibition close.
- Exhibitors requiring (special) booth cleaning, please see Form 9

10 Plant and Floral Service

Exhibitor can order plant and floral service from appointed contractor, N.C.C Management and Development Co., Ltd., please see Form 10

11 Cooling System

Air-conditioning will not operate during set up days 23-24 May 2017. The Air conditioning will operate during specified exhibition days and time only.

12 Late installation and removal

Exhibitors are allowed to install their booth strictly until 24.00 of each installation day. Exhibitors wishing to make a late installation over specified time please notify the organizers before 18.00 of each day. The cost of over time installation must be paid on that day Baht 5,000/hour/booth (in cash, exclusive tax) and hire 1 extra security officer.

13 Rules of displaying Product

- Exhibitors are asked not to place stickers, signs or posters anywhere in the halls other than within their own except with the permission from the Organizer.
- Exhibitor may display product that indicated in application form and approved by the organizer only.
- Exhibitor must have personal to supervise the booth at all time and must not cause noise, visual disturbance, dirt, discrimination or other reasons, constitute a significant disturbance to the event or its participants.
- Exhibitors are not permitted to transfer or share the rights with others any booth space allotted to them without prior written consent from the host.
- Exhibitors shall not sub-let any part of the stand allotted to them without the written consent from the host.
- Exhibitors shall remain open the stands for visitors during exhibition hours and must be manned and exhibits should be uncovered.
- The booths must open and display during exhibition time. *No delivery* of exhibits or stock is *permitted* during exhibition hours. Exhibitors shall inform the organizers in prior for permission of delivery during exhibition at Organizer room 3, Zone C 2nd Floor
- Exhibitors must take responsibility of the behavior of their representative

14 Public Relation Announcement

The organizer will announce only general public relation message. No personal publication.

15 Transportation of Product

- Loading and unloading of objects, equipments or any product allowed at the designated loading area loading Atrium, located at the rear of the building only. Loading through main entrance is strictly prohibited.
- Trolleys, pallet jacks or similar kind of vehicles are not allowed to drive on granite, marble, ceramic floors or the like surfaces, unless prior approval is given by the Management. If approved, exhibitor is required to cover the floor with plastic sheet, carpet or plywood as thick as 10 mm. prior to driving such vehicles on.

16 Unforeseen Occurrences

In the event of any occurrence not foreseen in these rules and regulations, the decision of the organizer shall be final.

Services and Facilities

1. Organizer's Room

N.C.C. Exhibition Organizer Co., Ltd. Exhibitors can be contacted at Organizer room 3, Zone C 2nd Floor

Service hours	May 23, 2017	01.00 P.M. – Midnight
	May 24, 2017	08.30 P.M. – Midnight
	May 25 – 28, 2017	09.00 A.M. – 09.00 P.M.
	May 28, 2017	08.30 A.M. – Midnight

- Collect contractor badge
- Collect exhibitor badge
- Contact official contractor & electrical contractor
- Contact and cooperation when the problem occurred

2. Business Center

Telephone, facsimile, courier and photocopy service is available at the Business Center (at Zone A ground).

However, exhibitors who wish to rent telephone line(s) or facsimile line(s) for their stand should place their orders in

Form No.7 (Telephone / Facsimile Service).

3. Communication Facilities

- International credit card phones located in front of the Retro Live Cafe and Organizer Room 1
- Temporary telephone (IDD or Local) is available for rent. Please place your order in **Form No.7 (Telephone / Facsimile Service).** The location of the telephone ordered must be clearly indicated in the layout provided.
- Copy machine, telephone, and facsimile services are available at the Business Center (A Ground). Open on Monday – Sunday from 08.00 A.M. – 06.00 P.M. Facsimile lines are available for rent. Please place your order in **Form No.7 (Telephone / Facsimile Service).** The location of the fax machine must be clearly indicated in the layout provided.
- Post office is located at Zone A ground. Open on Monday – Friday from 08.30 A.M. – 04.30 P.M.

4. Food & Beverage

- Retro Live Cafe Restaurant located at Zone B (across the lakeside). Lunch buffet is available. Open from 11.00 A.M. – 02.00 A.M.
- Lake 'n Park Restaurant located at Zone B Open from 11.00 A.M. – 11.00 P.M.
- Food Court located at Zone D ground. Open from 10.00 A.M. – 06.00 P.M.
- American fast food located at Atrium. Open from 10.00 A.M. – 08.00 P.M.
- Black Canyon Restaurant located at Zone A ground. Open from 08.30 A.M. – 07.00 P.M.
- Starbucks Coffee located at Zone A ground opposite Black Canyon. Open from 07.00 A.M. – 08.00 P.M.
- True Coffee located at Zone A ground Open from 8.00 A.M. – 8.00 P.M.

Note: Foods or drinks will not allow from outside the exhibition hall.

5. Press Room

Located at Zone B ground.

6. First Aid

The nurses will be in active services at the First Aid located at Zone C 2nd Floor.

7. Praying Room

Located at Zone C ground.

8. Car Parking

Car parking areas are limited. Exhibitors are suggested to park at car parking at the back near the load point.

9. Security Guard Service

General Security guard will be arrange by the organizer. Exhibitors who require additional security guard service should order with **Form No.8 (Booth Security Service)**. Term and conditions of the services are stated in the form.

10. Booth Cleaning Service

General cleaning of the exhibition halls will be arranged by the organizer by the organizer. Exhibitors who require additional booth cleaning service should order with **Form No.9 (Booth Cleaning Service)**. Terms and conditions of the services are stated in the form.

11. Bank and Automatic Teller Machine

- Krung Thai Bank, Klongtoey branch is located at Zone D ground. Open from Monday – Friday, 08.30 A.M. – 04.30 P.M.
- Bank of Ayudhya, Queen Sirikit National Convention Center branch is located at Zone A ground. Open from Monday – Friday, 09.30 A.M. – 03.30 P.M.
- Automatic Telling Machines (ATM) are located in front of Zone A ground, Zone D ground and Atrium (Krung Thai Bank, Bank of Ayudhya, Government Saving Bank and Thai Farmer Bank)

12. Transportation Services

- Taxi Meter services are available at Zone A ground
- Subway (MRT Queen Sirikit National Convention Center Station) - Exit Zone D.



PET EXPO THAILAND 2017
MAY 25-28 ,2017



พจนานุกรม - พจนานุกรมฉบับราชบัณฑิตยสถาน พ.ศ. ๒๕๕๔
พจนานุกรม - พจนานุกรมฉบับราชบัณฑิตยสถาน พ.ศ. ๒๕๕๔

Scale 1 : 600

PET EXPO THAILAND 2017
MAY 25-28, 2017
QUEEN SIRIKIT NATIONAL CONVENTION CENTER
ZONE C-GROUND



18/8/2559
Date 25-03-17 Rev.3
Scale 1 : 500
ให้ตรวจสอบแผนภาพนี้กับงานจริงอย่างถี่ถ้วน

Order Form Deadline

Please mark ✓ in the box of which form (s) you would like order.

Please send this from to fax no. : +66 (0) 2 203-4250-1 or Email : petexpo@qsncc.com to inform us in advance.

Form	Page	Subject	Due	Return to	✓
1	15	Exhibitor Badge	27 April 2017	Ms. waewwara	
2	16	Lettering / Logo		Ms. Kewalee	
3	24	Unofficial Stand Contractor		Ms. waewwara	
4	25	Electrical Service		Mr. Kowit	
5	30	Utility Point		Mr. Kowit	
6	31	Furniture & Accessories Services		Ms. Kewalee	
7	33	Telephone Service		Ms. Neeranuch/ Ms. Kulvadee	
8	34	Security Service		Ms. Neeranuch/ Ms. Kulvadee	
9	36	Cleaning Service		Ms. Neeranuch/ Ms. Kulvadee	
10	37	Plant and Floral Service		Ms. Neeranuch/ Ms. Kulvadee	
11	38	WIFI Internet Card		Ms. Neeranuch/ Ms. Kulvadee	
12	39-40	VDSL Service		Ms. Neeranuch/ Ms. Kulvadee	
13	41	Miscellaneous		Ms. Kewalee	
14	43	Electricity for Set-up & Tear Down		Mr. Kowit	
15	44	NCCTV Advertising Service		Ms. Neeranuch/ Ms. Kulvadee	