



# non-food asia expo

International exhibition of non-food products  
for retail chains and marketplaces

**May 21–23, 2024**

Uzbekistan | Tashkent | Uzexpocentre

## **EXHIBITOR'S GUIDE**

*Business bridge between  
Europe and Asia*

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## CONTACT INFORMATION

### Exhibition organizer: Mayer Expo Asia LLP

Almaty, Kazakhstan

E-mail: [nfa@mayer.kz](mailto:nfa@mayer.kz), Tel.: +7 (727) 311 14 17, <https://non-food.asia/>

### Organizers' office

During the arrival and exhibition days from May 20 to May 23, 2024, the Organizer's office will be located in Atrium No. 2 of JSC NEC "Uzexpocenter" from 09-00 to 18-00.

### Exhibition Director from Mayer Expo Asia

Abilova Zhanar

+7 (777) 829-22-69

### Director of Advertising and PR

Ksenia Ionova

+7 (903) 242-64-83

### Exhibition Coordinator from Mayer Expo Group

Dyomina Ekaterina

+7 (919) 784-20-99

### Business program coordinator

Dormidontova Snezhana

+7 (926) 520-98-91

### Technical Director

Yakuba Lilia:

+7 (916) 676-7489

### Curators of exhibition projects:

Akbarova Sarina

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Buinovskaya Tatiana

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+7 (916) 830-79-47

### International Department

Nikovskaya Maria

+7 (919) 784-19-72

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### General Developer

JSC NEC «Uzexpocentre»

Republic of Uzbekistan, 100084, Tashkent, A. Temur Avenue, 107

Tel: + 998 (71) 238-56-11, [info@uzexpocentre.uz](mailto:info@uzexpocentre.uz)

### Official cargo carrier

JSC NEC «Uzexpocentre»

<https://www.uzexpocentre.uz/>

### Tashkent, Yunusabad district, A. Temur Avenue, 107

#### The contact person:

Mirabzalov Mirtimur

mobile: +998 97 156 70 76, email: [mirtimur@list.ru](mailto:mirtimur@list.ru), [expologistiks@mail.ru](mailto:expologistiks@mail.ru)

## LOCATION:

### JSC NEC «Uzexpocentre»

Republic of Uzbekistan, 100084, Tashkent, A. Temur Avenue, 107

Pavilion 3 and Atrium 2

By city transport: Metro station: «Bodomzor»

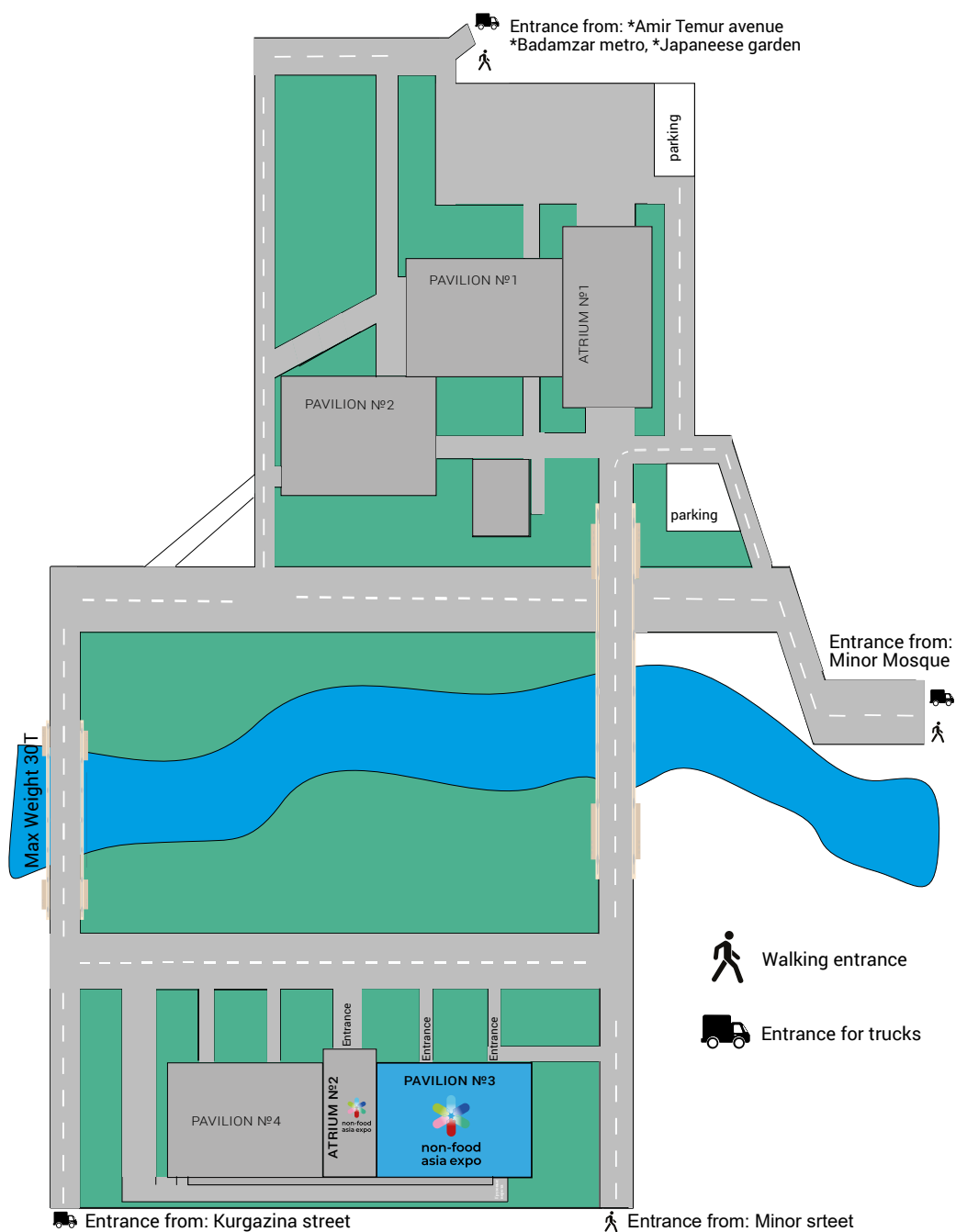
Buses: No. 9, 19, 24, 26, 51, 60, 67, 71, 72, 90, 91, 93, 95, 115, 140, 152

### Landmarks:

Hotel «International Hotel Tashkent»

Japanese garden

Mosque «Minor»



## REGISTRATION OF PARTICIPATION

To register for participation in the exhibition, the Exhibitor must send an application to Mayer Expo Asia LLP (hereinafter referred to as the Organizer). The application form is provided by the Organizer.

The application is submitted in one copy in electronic form and signed by an authorized person of the Exhibitor.

Based on the application, the Organizer forms an Agreement and submits it to the Exhibitor for signing. It is possible to conclude an Agreement by exchanging email with the obligatory subsequent exchange of originals of the specified documents.

An integral part of the agreement is this Participant's Guide with all appendices, amendments and additions, as well as the Basic requirements for holding events at JSC NEC "Uzexpocentre", Basic requirements of the General Developer of JSC NEC "Uzexpocentre", when arranging exhibition events at JSC NEC "Uzexpocentre", which the Exhibitor is obliged to familiarize himself with:

<https://www.uzexpocentre.uz/ru/menu/pravila-bezopasnosti> and perform.

Upon a separate application from the Exhibitor, submitted no later than a month before the start of the exhibition, it is possible to receive additional services (provision of additional equipment, electrical connection, stand cleaning, personal security, etc.). Payment for additional services is made on the basis of the Organizer's invoice within the time limits specified therein.

**Payment for the cost of services, including additional ones, must be received in full to the Organizer's bank account no later than April 30, 2024. Otherwise, neither the Exhibitor nor its developer will be allowed onto the exhibition site.**

## TECHNICAL CHARACTERISTICS OF EXHIBITION PAVILION 3

Maximum possible floor load	2 550 kg/m
Maximum possible stand height	Up to 500 cm
Maximum possible weight of hangers (kg)	200 kg

## DEADLINES. INSTALLATION EXHIBITION DEMONTATION

The Exhibitor is obliged to ensure the presence of its authorized representative at the work site.

MAY 18 SATURDAY	09:00 – 13:00	Marking
	13:00 – 18:00	Installation of stands
MAY 19 SUNDAY	09:00 – 18:00	Installation of stands
MAY 20 MONDAY	09:00 – 18:00	Installation of stands*
	09:00 – 21:00	Arrival of exhibitors, decoration of exhibition stands
MAY 21 TUESDAY	09:00 – 18:00	Pavilion opening hours <sup>1</sup>
	10:00 – 18:00	Exhibition opening hours for visitors
MAY 22 WEDNESDAY	09:00 – 18:00	Pavilion opening hours <sup>1</sup>
	10:00 – 18:00	Exhibition opening hours for visitors
MAY 23 THURSDAY	09:00 – 18:00	Pavilion opening hours <sup>1</sup>
	10:00 – 16:00	Exhibition opening hours for visitors
	16:00 – 18:00	Removal of exhibits. Dismantling <sup>2</sup>
MAY 24 FRIDAY	09:00 – 18:00	Dismantling of stands The pavilion must be vacated, equipment and stand structures must be dismantled and removed

\* It is not allowed to carry out construction and finishing work, or to remove garbage into the aisles after 18:00 on May 20, as well as in the morning of May 21. In case of violation of prohibitions, the Exhibitor is obliged to pay a fine in the amount established by JSC NEC "Uzexpocentre". Payment is made in accordance with the Organizer's invoice.

<sup>1</sup> Installation work at stands is prohibited, installation passes are invalid. The organizer is not responsible for the safety of exhibits at the stands.

<sup>2</sup> The Exhibitor is obliged to vacate the exhibition stand from its exhibits and equipment by the time the dismantling work begins.

If at 18.00 on May 20, 2024 the exhibition area/stand is not occupied by the Exhibitor, the Agreement for participation in the exhibition is considered terminated unilaterally at the initiative of the Exhibitor (clause 5.1.4.) with payment of compensation to the Organizer (Article 273 of the Civil Code of the Republic of Kazakhstan) in the amount of 100% of the Contract price and a 10% fine. The exhibition organizer has the right to make a deduction from the amounts received from the Exhibitor. Losses to the Exhibitor will not be reimbursed.

The Exhibitor is obliged during the exhibition (May 21–23, 2024) to receive the originals of the Agreements/ Acts from the Directorate, sign them and return them to the Exhibition Directorate.

To sign financial and business documents, the Exhibitor must have a properly executed power of attorney or a company seal. The original power of attorney remains with the Organizer.

## ACCESS TO THE EXHIBITION TERRITORY: BADGES

Exhibition participant badges are issued to the Exhibitor by the Organizer only if there is no debt in payment for the cost of services/work under the contract.

Exhibition participant badges are personalized, produced on paper, indicating the name of the Exhibitor's company and full name. person representing the Exhibitor at the exhibition.

The participant's badge is a pass to the territory of the Exhibition Center for the entire period of the exhibition, including the time of installation/dismantling of the exhibition.

!!! Please note that you can receive badges on the day of arrival, May 20, 2024, from 9:00 am at the Directorate.

To receive exhibition participant badges, you must fill out the appropriate form in advance, which will be sent by the Organizer to the Exhibitor by email, in Excel format. The form must be completed and sent to your supervisor by May 3, 2024.

## TRAVEL CERTIFICATES

You can mark your travel certificate during the exhibition at the Directorate.

## PROCEDURE FOR IMPORT AND EXPORT OF EQUIPMENT AND EXHIBITS

Entry to the territory of JSC NEC «Uzexpocentre» for trucks and cars will only be from Kurgazma Street.

One free entry pass is issued per company for all days of the exhibition (installation-exhibition-dismantling). 1 week before the exhibition it is necessary to provide the Organizer with the state registration number of the car for the issuance of a transport pass. Passenger cars can enter through the main entrance from Amir Timur Avenue only up to the parking lot.

For all questions related to the delivery of exhibits to the exhibition, you can contact the official cargo carrier of JSC NEC "Uzexpocenter".

The Exhibition Organizer does not provide transport and customs services, is not the recipient of cargo sent by the Participant to the exhibition as exhibits and is not responsible for it.

The import/export of equipment and exhibits is prohibited during the exhibition.

## INVOLVING THIRD PARTY DEVELOPERS/CONTRACTORS

A third-party developer is a legal entity or individual who installs a non-standard exhibition display on the territory of JSC NEC "Uzexpocentre". A third-party developer is required to go through the accreditation procedure with JSC NEC "Uzexpocentre". The accreditation procedure is paid. The conditions for completing the accreditation procedure should be clarified with the pavilion administration.

Contact person: Sukhrob Ibragimov, mobile: +998 97 777 92 62 (WhatsApp)

The height of the stand should not exceed 2.5 m except in cases agreed in advance with the Organizers and the company JSC NEC «Uzexpocentre». No part of the stand structure (including flags, banners, etc.) should extend beyond the exhibition area occupied by the Exhibitor.

It is not allowed to place inscriptions or company logos on the back of panels located on/near the border of the stand, directed towards the neighbors. In case of violation of these conditions, the Exhibition Organizer reserves the right to suspend the installation/installation of the stand.

The external surfaces of the structure, visible from the passages between the stands and from the neighbors of the Exhibitor, must be properly decorated (only white color is allowed). The exhibitor is obliged to place his exhibits at the stand and complete all work before 18:00 on May 20.

If the Exhibitor requires additional installation hours, it is necessary to contact the Organizer's office (paid service). The deadline for submitting an application for extension is until 12.00 on the day on which additional work hours are expected.

### Important!

Third-party developers obtain passes for their specialists independently from JSC NEC "Uzexpocentre".

**ATTENTION:** The organizer has the right to demand the cessation of work by any person if there are grounds to believe that the work is being carried out in violation of the rules, requirements and instructions; The organizer has the right to require such persons to leave the exhibition area. The Organizer is not responsible and does not compensate the Exhibitor for losses incurred as a result of improper fulfillment of obligations by independent developers/contractors.

### **Contacts of third-party developers**

EXPO DESIGN STUDIO LLC

Mobile: +998 97 440 75 30 (WhatsApp/Telegram)

Yaroslav Mikhailov

Ya.mikhaylov.expo@gmail.com

SINCH EXPO LLC

Mobile: +998 99 001 30 30 (Telegram)

Lola Akhmetova

lola@sinchexpo.uz

<https://sinchexpo.uz/>

EXPO SAYS

Tel: +998 90 127 33 55

+998 90 955 88 33

Vlad Startsev

starcev@exposays.com

<https://exposays.com/>

### **CONTAINER, PACKING**

Boxes, cartons, pallets and packaging material should not be placed on the stand.

Storage is not permitted by fire safety regulations.

The exhibitor is obliged to remove them from the exhibition area independently on May 20, 2024 no later than 18:00.

The exhibitor must agree in advance with the developer and transport agent on the procedure for check-in and check-out, unloading/re-loading, and removal of equipment from the pavilion.

### **EQUIPPED EXHIBITION AREA**

The equipped area represents standard designs of standard stands made from the OCTANORM exhibition system. The height of the walls is 2500 cm. The configuration of standard exhibition stands depends only on its area.



## EQUIPMENT OF A STANDARD STAND

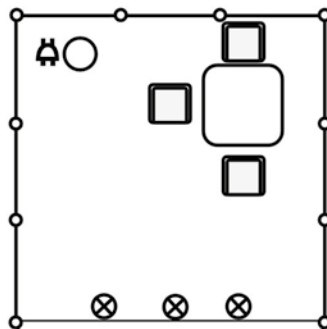
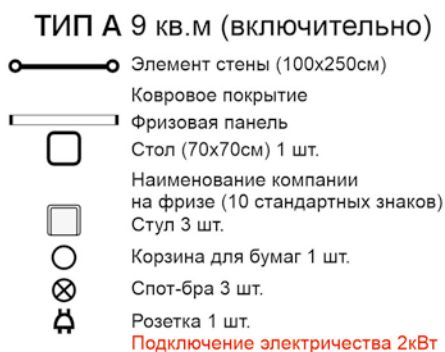
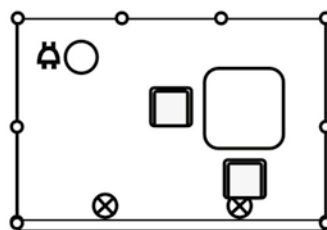
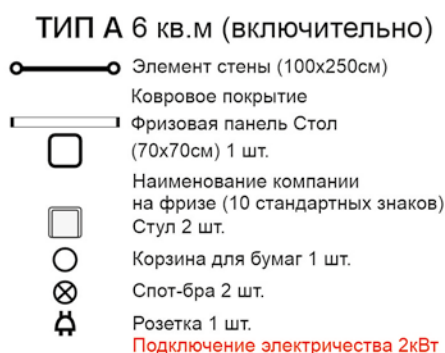
### At standard stands it is PROHIBITED:

- make any independent changes and/or complete or partial installation/dismantling work;
- it is prohibited to use chairs and other furniture as stepladders;
- make independent changes to the electrical equipment of the stand, including any electrical installation work not agreed upon with the General Developer (including installation of additional lighting, extension cords and surge protectors);
- it is prohibited to attach exhibits and design elements to electrical equipment, lamps and other equipment of the stand;
- carry out independent pasting of panels, fastening and design of panels using tape and other adhesive materials;
- use staplers to fasten materials to panels;
- drilling structures;
- place or install within the stand, any exhibition equipment and structures, pieces of furniture, showcases, advertising banners and any other elements that are not included in the standard stand and are not exhibits;
- it is prohibited to remove and remove equipment transferred for temporary use;

Presentation and audiovisual equipment is allowed for use by Exhibitors only after inspection by specialists of the Technical Support Department for Exhibition Events of JSC NEC "Uzexpocentre". info@uzexpocentre.uz Sukhrob Ibragimov, mobile: +998 97 777 92 62 (WhatsApp)



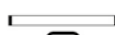






The Exhibitor is responsible for violations of these requirements.

## EQUIPPED EXHIBITION AREA

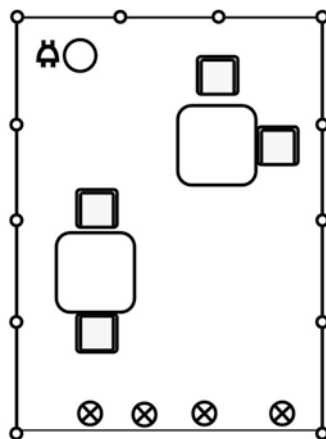


### ТИП В 12 кв.м

(включительно)











-  Элемент стены (100x250см)
-  Ковровое покрытие
-  Фризовая панель
-  Стол (70x70см) 2 шт.
-  Наименование компании на фризе (10 стандартных знаков)
-  Стул 4 шт.
-  Корзина для бумаг 1 шт.
-  Спот-бра 4 шт.
-  Розетка 1 шт.

Подключение электричества 2кВт

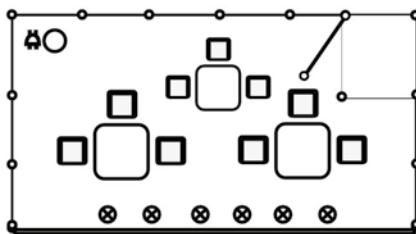


### ТИП D 18 кв.м











(включительно)

-  Элемент стены (100x250см)
-  Ковровое покрытие
-  Фризовая панель
-  Стол (70x70см) 3 шт.
-  Наименование компании на фризе (10 стандартных знаков)
-  Стул 9 шт.
-  Корзина для бумаг 1 шт.
-  Спот-бра 6 шт.
-  Розетка 1 шт.
-  1x1 кабинка

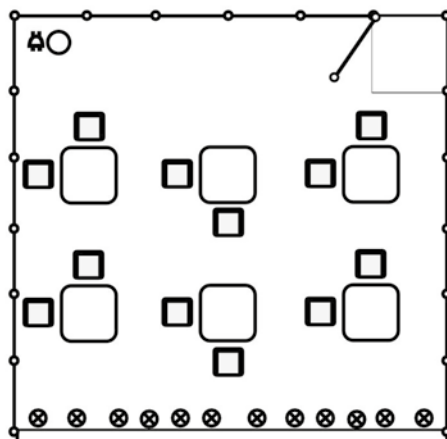
Подключение электричества 2кВт



### ТИП F 36 кв.м (включительно)

-  Элемент стены (100x250см)
-  Ковровое покрытие
-  Фризовая панель
-  Стол (70x70см) 6 шт.
-  Наименование компании на фризе (10 стандартных знаков)
-  Стул 12 шт.
-  Корзина для бумаг 1 шт.
-  Спот-бра 12 шт.
-  Розетка 1 шт.
-  1x1 кабинка

Подключение электричества 2кВт



Стенды больше 36кв.м. оснащены из расчета:  
 на каждые 3кв.м. - 1 спот-бра  
 на каждые 6кв.м. - 1 стол(70x70)  
 на каждые 3кв.м. - 1 стула  
 ковровое покрытие, корзина для мусора, розетка ,  
 надпись на фризе (10 знаков) на бесплатной основе.  
 комната для переговоров 1x1, включая дверной блок с ключом

## ADDITIONAL SERVICES

When the Exhibitor submits an application for the provision of additional services/equipment not provided for in the contract, after:

- On May 17, 2024, a surcharge of 50% of the cost will be applied to the order.
- On May 21, 2024, a surcharge of 100% of the cost will be applied to the order.

## FIRE SAFETY

All persons, including but not limited to Exhibitors, third-party developers/contractors, event participants located on the territory of Uzexpocentre NEC JSC, are required to perform and be responsible for compliance with:

<https://www.uzexpocentre.uz/ru/menu/pravila-bezopasnosti>

The Exhibitor is responsible for violations of these requirements.

## NOISE LEVEL

When holding show programs and audio/video presentations at the stand, the noise level is not allowed to exceed 50 dB.

If there are complaints from exhibition participants, exhibitors, or visitors, the Organizer has the right to turn off the noise source or power supply at the Exhibitor's stand.

## ADVERTISING

At the exhibition stand, advertising of goods and services relevant to the exhibition theme, produced or sold by the Exhibitor itself, is permitted.

The placement of any advertising media outside the exhibition stand is permitted only upon receipt of appropriate permission from the Organizer.

The Exhibitor can check the possibilities for placing advertising media with the Directorate.

The Exhibitor is responsible for violations of these requirements.

## STAND CLEANING

Any work on cleaning floor coverings is carried out exclusively by the Administrative and Economic Department of JSC NEC "Uzexpocentre".

During installation/dismantling of the exhibition (from May 18 to 20), third-party developers/contractors are required to remove accumulated waste into bags and store it at the stand.

**DO NOT THROW TRASH INTO THE AISLES.** Collected waste will be removed once a day by exhibition center cleaners.

During the exhibition (May 21 before 10:00, May 22 after 18:00) cleaning of the stands, aisles between stands and garbage removal is carried out.

Individual cleaning of the stand during the exhibition period is ordered and paid for by the Exhibitor independently. Contact person: Sukhrob Ibragimov, mobile: +998 97 777 92 62 (WhatsApp).

## SECURITY AND SECURITY

The exhibition center provides general security for the exhibition halls during installation/dismantling and during the exhibition period. Every day, the exhibition hall is closed, sealed and transferred to the security of the NEC "Uzexpocentre" no later than 18:00 and de-secured at 9:00. Night security by the Exhibitor's own forces is prohibited.

The management and the exhibition center are not responsible for any loss or damage caused to stands, exhibits, goods or personal belongings.

The exhibitor is solely responsible for the safety of its goods and exhibits located at the stand.

During the exhibition, to ensure the safety of property and personal belongings, it is necessary to ensure the presence of a representative of the Exhibitor at the stand during the Exhibition period from the opening of the pavilion until the halls are completely vacated and closed by security.

Individual security of the stand during the exhibition period is ordered and paid for by the Exhibitor independently. For questions regarding the organization of individual security, the Exhibitor may contact the Directorate.

## LIST OF HOTELS NEARBY TO JSC NEC «UZEXPOCENTRE»

**The exhibitor independently books a hotel room.**

**1. International Hotel Tashkent (5\*)**

<https://ihthotel.uz/>

350 m to JSC NEC «Uzexpocentre»

**2. Rasoda Hotel**

<https://rasodahotel.uz/>

700 m to JSC NEC «Uzexpocentre»

**3. Radisson Blu Hotel Tashkent (4\*)**

<https://www.radissonhotels.com/>

1.0 km to JSC NEC «Uzexpocentre»

**4. Navruz Hotel Tashkent (3\*)**

<https://navruzhotel.uz/>

1.0 km to JSC NEC «Uzexpocentre»

**5. Crowne Plaza Tashkent (4\*)**

<https://www.ihg.com/crowneplaza/hotels/us/en/tashkent/tastm/hoteldetail>

1.18 km to JSC NEC «Uzexpocentre»

**6. City Palace Hotel**

<https://citypalace.uz/>

1.0 km to JSC NEC «Uzexpocentre»

**7. Wyndham Tashkent (4\*)**

<https://wyndhamtashkent.com/>

2.12 km to JSC NEC «Uzexpocentre»

**8. Hyatt Regency Tashkent (5\*)**

<https://www.hyatt.com/>

2.5 km to JSC NEC «Uzexpocentre»

**9. Le Grande Plaza (4\*)**

<https://legrandeplaza.com/>

3.1 km to JSC NEC «Uzexpocentre»

**10. Отель Узбекистан**

<https://hotel-uz.com/>

6.0 km to JSC NEC «Uzexpocentre»