

# ICE'18 GUIDELINES FOR EXHIBITORS AND VISITORS

## A short guide to successful expo participation

This is a guide through the processes; arrival to Zagreb airport or arrival by car, parking options, hotel check-in, expo check-in, exhibition rules, provisioning at the expo, official party, extras, hotel check-out, expo check-out and transfers back to the airport.

If you should nevertheless get stuck, confused or in any kind of trouble, the **ICE'18 INFO HOTLINE: +385923740995** is available 24/7 starting on Nov.1<sup>st</sup> at 8am.

### 1. Basic rules – exhibiting sectors – meetings – official app

Participants of this expo are differently marked and have different rights and obligations.

Fleet operators are exhibiting in the blue sector, holding blue expo passes. There are 110 fleets exhibiting. It is also possible for a fleet operator to visit without exhibiting; by registering for a business pass. Only 40 such business passes are available, making it a total of 150 fleets participating.

Suppliers of various goods and services are exhibiting in the yellow sector, holding yellow expo passes. There are only 30 such exhibitors. It is also possible for a supplier to visit without exhibiting; by registering for a business pass. A total of 20 such business passes are available.

Charter brokers cannot exhibit, only visit; they hold red expo passes. Brokers cannot own or manage charter yachts, nor supply any goods or services to the charter industry; if this is the case, they cannot be registered as charter brokers.

Only participants who have registered and have been approved by the organization can be permitted entrance to the expo.

We strongly recommend pre-arranging meetings; the official meeting software is Pitch&Match. ICE participants are responsible for updating their profiles and setting up meetings. To use P&M one must order and purchase an account not later than Oct.26<sup>th</sup>.

Before the opening, the official mobile app "International Charter Expo" is published on Google Play store and Apple Store which contains all details about the expo as well as a detailed directory of registered participants.

The ICE app will also inform you about current happenings like workshops, parties as well as changes in the agenda. The use of the ICE mobile app is included in the participation fee.

## 2. Exhibiting booths – cleaning – catering – opening hours

The booths are provided by the provider Temaks and are their responsibility. Exhibitors are not allowed to do any alterations like stapling, drilling, gluing, taping, coloring or scraping without consulting a Temaks representative at the expo (Tomislav +385912172525).

### **IMPORTANT:** Working on your booth

Exhibitors can enter the expo to setup their booths on Thursday, Nov.1<sup>st</sup> from 10:00 am until 8:00 pm.

If you are mounting your own graphics, you need to inform Temaks before October 26<sup>th</sup> on [branko@temaks.hr](mailto:branko@temaks.hr). If Temaks is not contacted, the setup of your soft banners might be delayed. Charges may apply for Temaks services.

If you arrive to the show and need to do modifications on your booth be sure to contact the Temaks field representative **Tomislav +385912172525**.

Please note that construction out of heavy wood or metal is not allowed as well as any work that involves significant modification of the stands.

The exhibitors are responsible for keeping their booths clean, the carpet undamaged, the booth walls unharmed. The hallways will be maintained by the organization. If a booth is untidy after end of working hours, it will be cleaned by expo personnel; the charges will be added to the exhibitor's account in the amount of 10 EUR ex.VAT, per sqm.

Here are potential costs that might apply if the expo inventory is damaged;

- carpet: 10 EUR ex.VAT per sqm
- decorative plants: 100 EUR ex.VAT per plant
- octanorm walls and furniture: as per Temaks pricelist

Please be careful with electricity; each exhibitor is provided with 3 el. sockets. You will be provided further extension cords if on stock. Please ask for those with the nearest Temaks representative or the organization.

Please be careful with lights; they can get hot so you can ask the Temaks personnel to partially switch them off. Do not do it yourselves.

There will be catering provided on all booths; coffee, tea and water as mentioned in the participation fee. Lunch can be found at the official restaurant on the 1<sup>st</sup> floor above the expo, entrance next to the "Corner exhibits". Credit cards are accepted at the bar & restaurant. Entering the expo with own provisions is allowed nevertheless. Be careful with food at the booth; cleaning of stains on furniture and carpeting will be charged.

**NOTES:****Saturday working hours prolonged until midnight.**

The obligatory working hours end at 6pm. After this time, we will start a social event (after party) featuring music, snacks and open bar. The event will close at midnight.

**Sunday working hours shortened by 1 hour.**

The obligatory working hours; please do not leave your booth unattended during working hours of the expo; Friday and Saturday from 10am to 6pm, Sunday from 10am to 3pm. Exhibitors are not permitted to completely abandon their booth before end of the expo. Charges may apply if done so, according to T&C.

The expo area will be open for use, for all participants, at least 2 hours before and after the official working hours.

### **3. Visiting – official app**

Visitors are free to enter and leave the expo at will.

The official mobile app ("International charter expo") is included in the participation fee. It will be published on Google Play store and Apple Store which contains all details about the expo as well as a detailed directory of all participants. The ICE app will also inform you about current happenings like workshops, parties as well as changes in the agenda.

#### 4. Arrival to Zagreb airport

If you have purchased this service, please submit your arrival and departure details in your myICE profile; without arrival details we may not be able to optimally organize your transfer, latest until **Friday 26<sup>th</sup> October 2018.**

Upon arrival to the international terminal, look for ICE personnel; they will inform you about the departure time and location of the next scheduled ICE transfer. The shuttles will be driving to the Sheraton hotel; ICE staff as well as the drivers will know your flight details if you have submitted them.

#### 5. Arrival by car - parking

The Sheraton you will find on the website map as well as in the ICE app. The hotel has a garage but it is charged as per Sheraton pricelist.

If driving to the Arena, use the garage under the expo hall; the entrance is from the west side of the building. Do not confuse Arena Zagreb with Arena Centar shopping mall – they are adjacent but not the same thing. You want to go to the big expo-sports hall Arena Zagreb. You can also park in the open air parking lot surrounding the Arena but we recommend the garage with easy elevator access to the reception area. Follow the signs. Both parking and the garage are free of charge.

#### 6. Booth setup

You can enter the Arena to setup your booths on Thursday from 10:00 am to 8:00 pm.

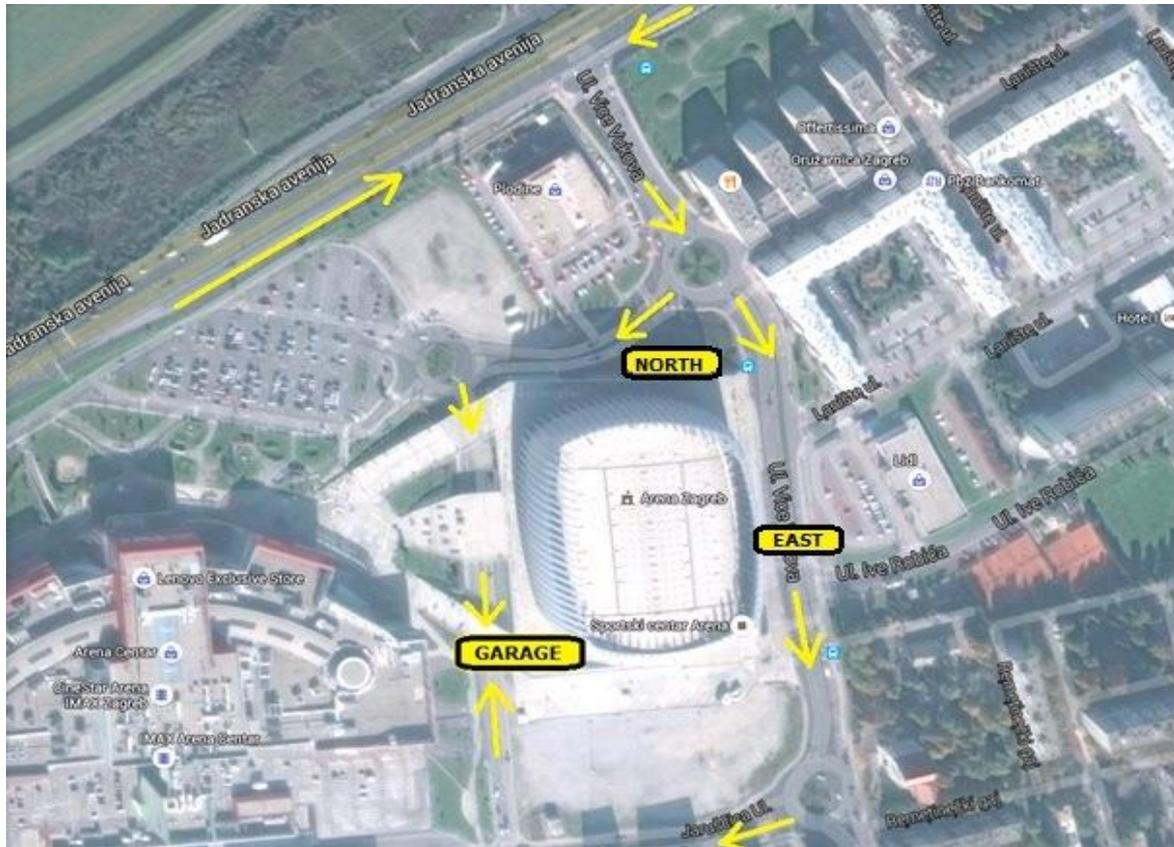
**IMPORTANT:** Setting up your booth on Thursday

When entering the Arena on Thursday please use **the North entrance** (Plodine Supermarket) for pedestrians and **East entrance** (Lidl Supermarket) for vehicles. There will be info points with ICE personnel to coordinate the traffic.

**IN ORDER TO ENTER THE ARENA PERIMETER WITH YOUR VEHICLE (for booth setup), SEND US A LIST OF PERSONNEL AND THE LICENSE PLATES OF THE VEHICLE AT LEAST 12 HOURS PRIOR TO ARRIVAL.**

Please note that waiting time may be necessary for vehicles to be permitted inside the Arena perimeter. Exhibitor passes will be ready for you on the North entrance; please note those are unique and must be kept during the entire duration of the expo.

The main expo entrance – **West entrance** will be closed on Thursday but open all other days. The main entrance & the garage will both open on Friday at 8am.



## 7. Hotel check-in

If you booked your accommodation at the Sheraton hotel, payment will be executed upon check-in.

FOR CHARTER BROKERS; Please provide your "accommodation code" from your final invoice at the reception desk to use the special ICE discount of 50%. All extras are charged according to Sheraton pricelist.

Hotel reception contact: [Sheraton, Kneza Borne 2, Zagreb, Tel. +38514553535](#)

*PLEASE NOTE: if you did not book your accommodation at the Sheraton, unfortunately there are no more rooms available since 22.10.2018.*

## 8. Registration at the expo reception

Enter at the West entrance. North and East (technical) entrances will be closed for exhibitors and visitors.

Upon arrival to the Arena Zagreb expo hall on Friday, find the reception desk; it will be accessible via elevator directly from the garage or by foot from the open parking lot.

If you are taking the elevator from the south side of the garage (for disabled), please click 'floor 0'.

If you are taking the elevator from the west side (close to the VIP), please click 'floor 1', follow the footsteps on the floor and go down the stairs.

Please use only authentic passes according to T&C. Misuse of expo passes will result in exclusion from the event.

Only registered exhibitors / visitors will be allowed entrance.

**IMPORTANT:**

Please keep in mind that entrance to the expo may be denied if outstanding payments have not been covered – be sure to **COVER ALL OUTSTANDING PAYMENTS BEFORE OCTOBER 31<sup>st</sup>**. If you haven't received a proforma invoice for ordered services please contact organization ASAP. The final invoice will be issued after the payment has been received.

If you order extras on the day of the expo please note that the prices might be higher than when ordered in advance and VAT will not be reverse charged.

## **9. Meet & greet on Thursday: Meet&greet @Sheraton**

After your arrival or after the setting up of your booth, you can chill at the Sheraton while mingling and networking with special offers from your hosts from 8pm. You can also get your accreditations at the Sheraton to avoid being in line on Friday morning when the Arena opens.

## **10. Official party on Friday: 007 James Bond @OperaClub**

The official ICE party will be held on Friday, Nov.2<sup>nd</sup>.

Theme of the party: 007 James Bond, featuring Frauscher

Location: Opera Club, Petrinjska 4, close to the main square in Zagreb.

Entrance to the party is possible from 8:00 pm for all ICE participants. Please be on time; there will be finger-food at the party as well as open bar until midnight.

After this time drinks are charged as per standard pricelist and the club is open for the public.

Please note that booths can be reserved by non-ICE guests so if you intend to keep a booth after midnight please reserve it directly with Opera Club on this [link](#). Send them a private message via Facebook.

The capacity of the club is limited to 700 people so please ensure your tickets on time.

### Opera Club areas;

1. Reception – wardrobe and welcome drinks
2. Main floor – dance floor with 100% music volume
3. Upper bar – 50% music volume bar
4. Balcony – 70% music volume
5. VIP Cigar & Whiskey Bar – Jameson bar, cigars, low volume lounge

Official party tickets (broker, charter, supplier, press) will be checked entering the party. If you should lose or forget your pass please contact ICE personnel through the info hotline.

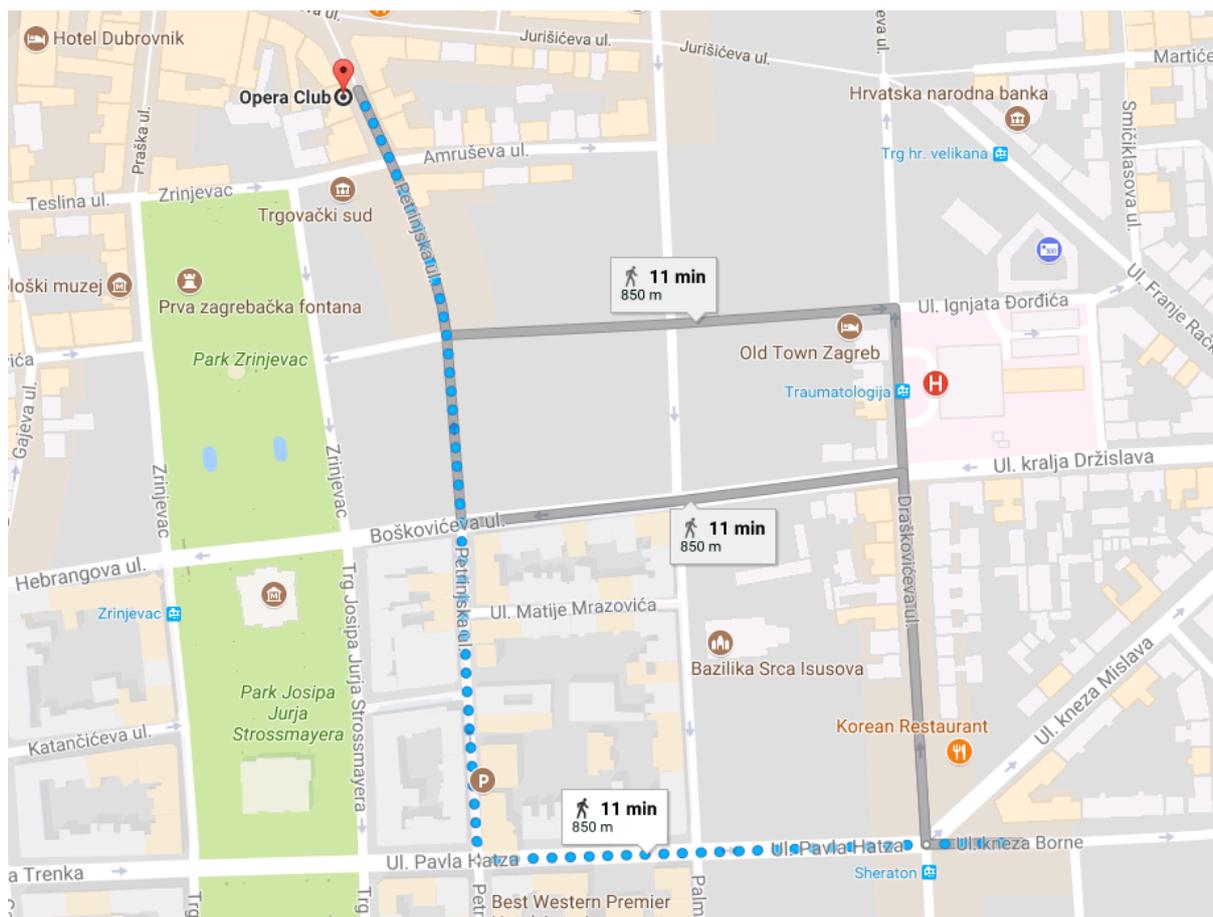
Official shuttles will be driving from the Arena to Sheraton until 8:30 pm. VIP shuttle is available 24/7 for holders of the VIP card.

The Sheraton hotel is in walking distance from the party but you can use the following taxi providers:

Cameo Taxi: +385 1 1212; App download here: [www.taxicammeo.hr](http://www.taxicammeo.hr)

Eco Taxi: +385 1 1414; [www.ekotaxi.hr](http://www.ekotaxi.hr)

Radio Taxi Zagreb: +385 1 1717; [www.radiotaxizagreb.com](http://www.radiotaxizagreb.com)



## 11. Hotel check-out

Please cover all additional expenses before checking out; tourist tax, mini bar consumption, pet surcharge, spa use etc.

**HOT TIP:** To avoid longer delays on check-out, it is recommended to cover your bill at check-in or during your stay.

## 12. Expo check-out

Visitors have no obligation to announce leaving the expo.

Exhibitors must report to the reception desk 30 minutes before departure, if departing early. The booth will be checked for damages and outstanding charges. After they are excused, they may leave the expo. Exhibitors may not leave the expo before official closing time; charges apply if booths are left unattended.

## 13. Transfers to the airport

Your transfers will work best if you have entered your flight details on time.

Please check with the expo reception desk for exact schedule of airport transfers, it is necessary to announce your transfer requirements (time and place) at least 12 hours before your flight. You may also use the official info hotline to schedule or edit your transfer.

Please remember to order and pay for this service.

## 14. Daily shuttle

The daily shuttle will commute between the Arena Zagreb and Sheraton in the following periods; Friday 8am to 8pm, Saturday 8am to 8pm, Sunday 8am to 6pm.

Pickup locations for daily shuttles:

1. The Sheraton Hotel
2. Arena Zagreb Garage.

Please remember to order and pay for this service.

## 15. ICE'19 reservations

The contract signing, and booth selection will begin on Saturday at 12:00 pm at the organizer booth.

### EXPO CONTACTS:

ICE team	+385923740995 (available 24/7)
Catering manager	+385914188555 (Zdravko) (available during opening hours)
Booth technical assistance	+385912172525 (Tomislav) +3859121744545 (Renato) (available during constructions and opening hours)
Sheraton reception	+38514599136 (available 24/7)

Please note that details can still be changed but these guidelines will significantly improve your overall experience of ICE.

We wish you a productive expo and a good time.

**ICE team**

## SUMMARY

- Exhibitors can enter the expo to setup their booths on Thursday, Nov. 1st from 10:00 am until 8:00 pm. North entrance for pedestrians, East for vehicles. Vehicles must be announced via email with license plate details before arrival.
- Official / obligatory working hours; exhibitors must be present.  
Friday 10:00 am – 6:00 pm  
Saturday 10:00 am – 6:00 pm  
Sunday 10:00 am – 3:00 pm  
  
Opening / non-obligatory hours; open doors and gatherings for all.  
Friday 8:00 am – 8:00 pm  
Saturday 8:00 – 11:00 pm  
Sunday 8:00 – 4:00 pm
- Exhibitors and visitors can pick up their passes;
  - Thursday at the Arena North entrance, 10:00 am to 8:00 pm
  - Thursday at the Sheraton, during Meet & greet, 8:00 pm to 10:00 pm
  - Friday, Saturday, Sunday at the Arena registration desk
- The ICE Rocks party is at the Opera Club, starting 8:00 pm on Friday, November 2nd. The theme is 007 James Bond.