

A. EXHIBITION INFORMATION

I. EXHIBITION PROFILE

1. EXHIBITION
SMESCO Festival 2014
2. DATE & OPEN HOURS
 - June 19 - 22, 2014
 - Open Hours: 10.00 - 21.00 hours
3. VENUE
Assembly Hall - Balai Sidang Jakarta Convention Center Jakarta Indonesia
4. AREA
±) 3.900 sqm
5. FOCUS OF PRODUCTS
Multiproduct (Handicraft, Gifts item, Housewares, Fashion, Jewelry)
6. THEME
Toward Global Connection, Collaboration and Commerce
7. INAUGURATION
Date : Thursday, June 14, 2014
Time : 10.00 hours
Venue : Assembly 1, Balai Sidang Jakarta - Convention Center
8. ORGANIZER
Ministry for Cooperatives and Small Medium Enterprises of the Republic of Indonesia
Jl. H.R. Rasuna Said Kav. 3-4, Kuningan, Jakarta 12940 Indonesia
Telp. : (021) 5204373
Fax. : (021) 5204373
Website : www.depkop.go.id; www.smescofestival2014.org
9. CO-ORGANIZER
PT. Mediatama Binakreasi
Gedung Graha Megah, Balai Pustaka Indah Permai
Jl. Balai Pustaka Timur No. 39, Blok.B 8 - 9
Rawamangun, Jakarta 13220 - Indonesia
Telepon : (62-21) 489 6942, 472 1563
Fax : (62-21) 489 3056, 475 7622
E-mail : info@ptmediatama.com
Website : www.ptmediatama.com
10. EXHIBITED PRODUCT
Various products including:
Handicraft made of wood, ceramics, glass, candle, shell, rattan, bamboo, leather, pottery, bronze, sculpture, iron, silver, fiber, batik, embroidery, woven cloth, songket, jewelry, accessories, toys, fashion, house wares, interior and exterior products, souvenirs, etc.

11. EXHIBITOR PROFILE
 - Domestic and overseas exhibitors including: Producer, craftsmen, Exporter, Importer, Agent, Collector, etc.
12. VISITOR PROFILE
 - Domestic and overseas visitors consist of more than 20,000 domestic visitors on target and 1,000 potential buyers such as importer, trader, art gallery, department store, distributor, collector, international representatives in Indonesia, and international trade mission.
13. PROGRAM
 - Business contact
 - Seminar/Workshop
 - Product demo
 - Art & music performance
14. PROMOTION AND PUBLICATION
 - Printed media:
Newspaper, magazines, tabloid, fair catalogue, sales kit, buyer invitation, flyer and invitation.
 - Outdoor media:
Vertical banner, horizontal banner, giant banner, gate, hanging banner, zeppelin balloon.
 - Electronic media:
TV, Radio, SMS broadcast, Airport TV, domestic and international portal/website.
 - Cooperation with related agencies:
Through International Trade Promotion Council (ITPC), Trade Attaché, and any other related International trade association/institution.

B. GENERAL & SPECIFIC INFORMATION

1. FAIR DIRECTORY

The organizer will provide Exhibition Catalogue containing exhibitor profile. Therefore, each exhibitor shall fill completely and readably FORM 1.

2. FASCIA NAME

Exhibitors renting shell scheme (standard booth) shall fill in FORM 2 containing data on company (exhibitor) name to be provided in their respective booth.

3. ADDITIONAL RENT FACILITY

Exhibitors intending to rent additional facilities in terms of furniture, lighting (lamp), audio visual and increasing electric power, phone line (local/internet) and others can fill in FORMS 3 and 4.

4. PROCEDURES FOR ADDING FACILITIES

Any request for adding facilities during the construction/product display periods (on the spot) cannot be directly fulfilled. The organizer will prioritize the exhibitors requesting the additional rent facilities prior February 15, 2012.

5. EXHIBITOR ATTRIBUTE

Each exhibitor shall be provided with:

- 4 (four) ID Cards
- 2 (two) Parking Tickets

6. FOREIGN BUYER'S BUSINESS LOUNGE

For business contact or transaction, the Co-organizer will provide a business lounge that can be used for meeting with foreign buyers.

7. SECURITY

The organizer will provide security during the preparation period and show days, while exhibitors shall be responsible for their respective belongings and displayed products.

8. BANKING SERVICES

The exhibition will be accomplished with ATM (cash debit) and credit card facilities.

9. STORAGE

The organizer also provides some storage for exhibitors. Each exhibitor can fill the available form and it shall not be subject to any cost/charge. Each exhibitor can select the preferred storage which is closest to the relevant hall as shown in the attached floor plan.

10. BUSINESS CENTER

The organizer will provide a business center furnished with computer, typing machine, photocopy machine, phone, telex, facsimile and e-mail. The costs for using the facilities shall be borne by each user.

11. AIR CONDITIONER (AC)

The hall venue shall be equipped with Air Conditioner (AC) during the show days, except during the set up and dismantling periods.

12. PARKING
Parking lot is available for exhibitors and visitors.
13. LODGING
The Co-organizer provides information on some affordable lodging.
14. TAXI SERVICE
The Co-organizer, in cooperation with Blue Bird Group, provides taxi service during the show days and the fare is borne by the relevant passenger.

I. BOOTH

1. STANDARD BOOTH

- All standard booths (shell schemes) shall be constructed by the official contractor appointed by the organizer.
- In one standard stand, maximal is occupied two companies
- Standard booth and its equipment shall belong to the appointed official contractor, thus all exhibitors shall be required to maintain their wholeness and completeness. Exhibitors shall not be allowed to change, remove partially/entirely the construction, streak, paint the partition wall/other parts, nail the partition wall, change electric installation, move furniture another places and others. In case of violations, the relevant exhibitor shall be subject to indemnity.

II. ELECTRICAL INSTALLATION

The entire standard electric installation is provided by the appointed official contractor. Each booth shall be provided with 2 (two) 40 watt fluorescence lamps (no switch) for shell scheme.

III. PRODUCT DISPLAY

- In displaying their products, no exhibitor shall be allowed to exceed the rent booth as well as to put them on gang way (corridor) and empty area. The products to be displayed shall be complied with those designated or provided. In case of violation, the relevant shall be warned and if such a warning is not taken into account, the relevant shall be subject to a sanction. The Organizer/Co-Organizer shall be entitled to take out/remove the relevant products from the exhibition hall or place the product display based on the zoning.
- Any exhibitor shall be prohibited to display food and beverages or sample product. In case of a violation, the Organizer/Co-Organizer shall warn and be entitled to take out them.

IV. SANITATION

- Exhibitors shall be responsible for keeping their respective booth clean during the preparation period, show days and the dismantling period (before leaving hall area), by throwing trashes from product display, construction materials and used meals to the given waste basket. The Co-Organizer shall be responsible for cleanliness in the entire gangway and hall only during the show days. If the Co-Organizer finds trashes or waste of construction works, the relevant exhibitor shall be responsible for the arising waste disposal cost.
- Exhibitors shall keep/store their cargo boxes neatly (folded and tied) by using a cover. If it deems ruin the exhibition look, the Co-Organizer shall be entitled to warn.

V. DAMAGING OF EXHIBITION HALL/BOOTH

No exhibitor shall be allowed to damage the exhibition hall/booth, such as: sticking, nailing, hanging something on the wall, roof or pipe, spraying, painting, poles and damaging hall carpet and any other general facilities, in case of violation/damaging, the relevant exhibitor shall be required to indemnify any arising damage based on the terms and conditions provided by the hall management.

VI. PROHIBITED/DANGEROUS ACTIVITIES

- No exhibitor shall be allowed to use any equipment or product display endangering all parties.
- In the event of a product demo disturbing/endangering visitors/other exhibitors, the organizer shall have the right to prohibit or terminate it.
- Cable, lamp and other used electric equipment shall be secured against fire and safe for exhibitors and visitors.
- The organizer shall have the right to control noise from any displayed product so as not to disturb other exhibitors.
- Any exhibitor shall be prohibited to place any display product in the right/left side of or front of hydrant and emergency exit.

VII. SETTLEMENT OF BOOTH RENT

Any exhibitor has not yet settled the booth rent until the given time, she/he shall not be allowed to display products

VIII. OTHER REQUIREMENTS

During the period of setup/display/dismantling, all booth contractors/exhibitors shall be required:

1. To show ID Card
2. To wear uniform
3. To wear shoes
4. Not to wear short pant
5. Not to be allowed to smoke in the exhibition hall.
6. Not to be allowed to take bath or wash equipment in the toilets of Balai Sidang Jakarta Convention Center (especially for booth contractors). In case of a violation, the relevant shall be subject to a sanction.

RULES AND REGULATIONS OF PARTICIPATION

I. STANDARD BOOTH & ADDITIONAL ITEMS

1. Standard booth shall be constructed by the appointed official contractors. Exhibitor shall maintain the completeness and not remove/take/borrow the given facilities to other booth or for personal purpose.
2. Exhibitor shall order additional items such a electrical power, lighting or others from the appointed official contractors, and not be allowed to order from any non official contractor (by filling in the available form).
3. Any installation/connection of electricity, lighting and phone line shall be made by the appointed official contractors. No exhibitor shall be allowed to install it on his/her own or from any non official contractor.
4. Fascia name shall be prepared by the appointed official contractors with standard font based on the signed Contract Order or the form, in case of change of name, the relevant exhibitor shall be subject to an additional charge of Rp 10,000,- per letter.
5. Any early order and punctual submission of form shall be given priority, while any order made on site (on setup/product display) shall be served in the following time or within more or less 6 (six) hours from the order time by making fully payment in advance.
6. Standard facilities for standard booth shall include:
 - Aluminum system partition
 - Fascia name (standard font) and not more than 2 company names
 - Grey carpet
 - 1 (one) unit of standard table
 - 2 (two) units of folding chair
 - 1 (one) unit of waste basket
 - 2 (two) fluorescence lamps, @ 40 Watt ("on/standby" condition and no switch installed)

II. PRODUCT DISPLAY

1. The products to be displayed shall be complied with those designated or provided.
2. Any exhibitor shall be prohibited to place any display product in the right/left side of or front of hydrant and emergency exit.
3. No exhibitor shall be allowed to display uncooked and cooked foods as well as canned and bottle drinks, and also traditional foods in the respective booth or around the exhibition hall.
4. Exhibitor shall be prohibited to keep boxes or any flammable goods behind the respective booth/in between wall and rear partition (the rear side of booth shall be empty).
5. Display product shall be handicraft and placed in compliance with the product zoning.
6. Exhibitor can display products if settling the booth rent.

III. EXHIBITOR DATA

1. Exhibitor data to be included in the Fair Directory shall be encoded from the data of Company Profile/Form of Exhibitor Data which the Co-organizer received in compliance with the given time. The Co-organizer shall not be responsible for failure

to encode the profile of exhibitor who fails to submit the data in compliance with the given time.

2. Any export-oriented exhibitor shall fully fill the data in the Form of Exporter Data (Form 11).
3. A standard booth shall occupy not more than 2 (two) companies only.
4. The ordered booth cannot be sold or handed over to other exhibitor.

IV. NO SMOKING PROHIBITION

During the show days, setup, product display and dismantling period, both contractors and exhibitors shall be prohibited to smoke in the exhibition hall.

V. SANCTIONS

1. Any violation/mistake/failure related to the exhibition hall facilities and their completeness, as well as booth and its completeness undertaken by any of exhibitors shall be the responsibility of the relevant exhibitor.
2. All rules and regulations shall be obeyed and in case of violation/mistake/failure, the Organizer/Co-Organizer shall impose sanctions as follows:
 - a. Notification/warning
 - b. Discharge of display product/dismissal of participation
 - c. Administrative sanction/fine