

## **1. ADMISSION PASS**

During non-official opening time, both exhibitor and contractor must wear valid PS<sup>3</sup> passes to gain entry into all the exhibition halls.

### **1.1 Exhibitor Pass**

PIKOM will issue limited Exhibitor passes free-of-charge to exhibitors. These passes are non-transferable to outsiders. Contractors, suppliers or persons not working at the booth cannot use the PS<sup>3</sup> exhibitor passes.

Each exhibitor is entitled to 5 passes for every 9 square meter of Exhibition booth space taken. Exhibitors who require additional Exhibitor passes may purchase them at the cost of RM 3.00 each from:

- PIKOM's Office **before** the Event
- PIKOM's Site Office at the exhibition venue **during** the event.

### **1.2 Contractor Pass**

Exhibitors not using the Official contractor must register their own contractor with the Official Contractor. The Contractor Passes will be issued when:

- 1) The special designs are submitted and approved
- 2) The Contractor Performance Bond is paid to the Official Contractor

Exhibitors who require additional Contractor passes for may purchase them at the cost of RM 3.00 each. **(Appendix 6)**

## 2. OPERATIONAL SCHEDULE

Exhibitors must work within the time frame of the relevant Operational Schedule attached.  
**(Appendix 1)**

### 2.1 Build-up and/or Move In General

- Build up will be two (2) days before the actual event.
- Exhibitors *may move in* to set up their booth(s) on the relevant day & time of the build-up day. *(Please refer to the Operational Schedule)*
- All loading/unloading bays will be closed at 7.00 pm on final day of build-up.
- Exhibitors must not leave their booth unattended at any time during the build-up
- PIKOM will not be responsible for any losses in the exhibition hall.

### 2.2 Move Out & Tear-Down In General

- PS<sup>3</sup> ends at 6:00 p.m. on Saturday, 15 July 2006. Exhibitors must remove all exhibits including furniture & decorative items between 6:00 p.m. to 7:00 p.m. as tear down will begin immediately after the doors close to the public.
- Specially designed booths must be removed latest by **7.00pm, 15 July 2006**.
- Exhibitors must assign staff to look after their belongings until all items are cleared. Any exhibits and decorative items left behind after the stipulated time will be deemed as items for disposal and will be disposed off accordingly without prior notice.

### 2.3 Exhibitor & Contractor Loading & Unloading Routes

Map detailing routes to the Loading & Unloading Bay for Lorries/Vans for KL Convention Centre is attached herewith. **(Appendix 2 & 3)**

### 3. OFFICIAL CONTRACTORS

The Official Contractor appointed by PIKOM for the PS<sup>3</sup> is:

Venue	Official Contractor	Contact Person(s)	Tel/Fax Number
KL Convention Centre	QUBE Integrated Malaysia Sdn Bhd	Ms. Alicia Thong/ Ms. Phoebe Ng	03-6277 9973/ 03-6277 3973

The Official Contractors will set up a site office at the venues.

#### 3.1 Fascia Name for Shell Scheme Booth

Exhibitors using shell scheme booths must submit the name that they want to appear on the fascia board before the deadline, **26 June 2006**. Please refer to Order Forms attached. (**Appendix 4**)

#### 3.2 Power Supply & Lighting

Lighting connection work in all the PS<sup>3</sup> Exhibition halls must be carried out by PIKOM's Official Contractor. Without any exception, Exhibitors including those who provide their own lighting fixtures will be charged the lighting connection fees according to the rates in Order Forms attached.

- Lighting connections are charged according to the number of tubes and bulbs lighted on the stand.
- Light boxes are charged according to the number of tubes in each light box, using the lighting hook-up or connection rate, whichever applicable. Exhibitors are encouraged to use tubes of higher wattage (maximum 100 watts) wherever possible.

- Exhibitors who provide their own lighting fixtures containing wiring installation must comply to the following procedures:
  - a. Submit detailed drawings of such installation to PIKOM for approval.
  - b. Show proof that such installation is carried out by a registered wiring contractor with relevant Class of Certificate of Registration issued by the Director – General of Electrical Inspectorate, Malaysia or its equivalent.
  - c. Use materials approved by the Department of Electrical Inspectorate, Malaysia. Non-compliance of the above would result in immediate termination of power supply and / or KL Convention Centre (Hall Owner) penalty charges.
- PIKOM reserves the right to request exhibitors to change any wiring installation, connection, etc contained in lighting fixtures for safety reasons.
- Exhibitors whose lighting fixtures are found to have been the cause of trips in power supply will be responsible for all re-energisation charges.
- One power point is assigned to one machine only. No multi purpose plug and / or extension is allowed

### **3.3 Furniture**

Exhibitors may rent furniture and electrical items from respective Official Contractor by filling up the same form. All forms must be submitted before the deadlines stipulated.

Exhibitors should order any required items from the Official Contractor before the stipulated deadlines. Orders received after deadlines or on site are subjected to a surcharge ranging from 10% to 50%. Furthermore, the Official Contractor cannot guarantee the fulfillment of site orders.

#### 4. NON - OFFICIAL CONTRACTORS

A non-refundable administrative fee of RM10.00 per square meter is payable to the Official contractor, QUBE Integrated Malaysia Sdn Bhd, by the non-official contractor.

In addition, the non-official contractor is required to place a refundable Performance Bond with the Official Contractor, and sign a written undertaking to guarantee conduct, proper schedule of production and observance of the Exhibition and Hall regulations before permission is granted. Performance Bond required will be based on the following:

Below 36sqm	RM 3,000.00
Between 36sqm to 72sqm	RM 5,000.00
Above 72sqm	RM10,000.00

Non-official contractors are only allowed to bring in their materials to the exhibition site to commence work when they have submitted the Performance Bond and sign the Undertaking letter to QUBE Integrated Malaysia Sdn Bhd. Please refer to Form. **(Appendix 5)**

#### 5. SPECIAL BOOTH DESIGN

Exhibitors NOT using the Official Contractor MUST advise their appointed contractors to inform the Official Contractor of their special booth design, electrical & other requirements.

Exhibitors should not proceed with the special designs prior to obtaining written approval from PIKOM. All designs must be submitted to PIKOM PS<sup>3</sup> Secretariat via e-mail for approval by **15<sup>th</sup> June 2006**. Booth Limitations include:

- The height limit for special design booth at the Kuala Lumpur Convention Centre is at 5 metre. and height limit for standard shell scheme booth is at 4 metre
- No structure and panels will be built or provided for all island booths. All booths must be specially designed and approved.

- All island booths of 36, 54 square meter and above, must be concept-designed booths. No structure and panels will be built or provided for these islands. All designs should have **60% visibility** from all sides. All designs with backdrop/wall/partition should be built with a clearance of One (1) meter distance away from the edge of the booths. Exhibitors who are taking up these island booths must check with the official contractor on limitations/restrictions set by the venue owners and other relevant authorities.
- The 'airspace' of adjacent booths is NOT to be used by exhibitors without prior approval from the organizers. For e.g. build arches across adjacent booths, putting up banners across etc.
- A levy may be charged.
- The onus is also on the exhibitors to check with the Official Contractor on anything not covered in this manual.
- Exhibitors may not lay carpet across adjacent booths without prior written approval from PIKOM.
- Helium & hydrogen balloons are not allowed into the exhibition halls.

As advised earlier, special booth designs must be submitted to the respective Official Contractor for review by 15 June 2006.

## 6. SECURITY

Exhibitors must arrange their own relevant insurances to cover their exhibits throughout all stages of the event. Please:

- Be vigilant in looking after your booth(s) at all times, including moving-in, actual event days and moving out.
- Take Up all risk Insurance to cover loss of your exhibits. Exhibitors must arrange their own insurance to cover their exhibits throughout all stages of the event.
- Please note that there will be NO REMOVAL FORMS to remove things from the hall during build-up, actual event and tear-down.
- Rent a lockable storeroom from PIKOM Secretariat to store your goods.

## 7. PARKING FACILITY

### 7.1 KL Convention Centre

Kuala Lumpur Convention Centre has 500 available parking bays on Concourse and P1 level. (**Appendix 7**)

The parking rates are as follows:

- First Hour or part thereof RM3.50
- Subsequent 1/2 hour of part thereof RM1.50
- After 6.00pm to 1.00am per entry RM12:00

There are also parking bays available at the KLCC Suria, Mandarin Oriental Hotel and open-air car parks around the Centre. Below are the parking rates:

## **7.2 KLCC Suria**

### Monday to Saturday

First Hour or part thereof RM3.00

Subsequent 1/2 hour of part thereof RM1.00

### Special Rates

Monday - Wednesday (5.00pm – 1.30am)

Thursday - Saturday (5.00pm – 3.00am)

0 - 1 hour – RM3.50

1- 1.5 hour – RM4.00

1.5 hour - 2 hours – RM5.00

Maximum Rate - RM5.00

### Sunday & Public Holiday

Saturday - after 12.00noon

First 3 hours of part thereof RM4.00

Every 1/2 hour of part thereof RM1.00

## **7.3 Mandarin Oriental Hotel**

1st Hour or Part thereof RM6.00

2nd & subsequent Hour or Part Thereof RM4.00

After 7.00 pm to 7.00 am per entry RM8.00

Lost Ticket Charges: RM50.00

## **8. LIABILITIES AND INSURANCE**

Reasonable precautions will be taken by the Organizers to ensure the general security and safety of the Exhibition Hall and adjacent areas. However, the Organizers will not accept any responsibility nor be under any liability to Exhibitors, their employees, contractor or agents in respect of any direct loss and indirect loss or damage to any exhibit, any person or property, arising out of or in any way connected with the exhibition.

Organizers will take up a Public Liability Insurance that covers only public liability claims (third party property damage and third party bodily injury) & does not cover any Exhibitors, their employees, contractors or agents.

Exhibitors will be held responsible for the loss of, damage or injury to property (including those belonging to other Exhibitors and any persons) caused by themselves, their employees or agents.

Therefore, exhibitors are once again reminded to take up insurance coverage on their exhibits and their personnel for the entire duration of the exposition inclusive of build-up, actual, tear down & in-transit.

## 9. SOUND LEVEL

Exhibitors are only allowed to use up to two (2) pairs of multimedia speakers in every 9M<sup>2</sup> of booths/spaces. Loudspeakers/sound devices and/or image projection equipment are to be placed in such a way that sound/image is directed downwards and into the stand, and not towards or across the aisles. The operation of any sound device or image projector must not interfere with, or be an annoyance to neighbouring stands. Sound levels recorded at adjacent or opposite stands should not exceed 70db for all speech, music and sound effects.

The rule above has been introduced to create a conducive-selling environment. Exhibitors are asked to exercise full consideration for their neighboring exhibitors in the projection of sound or music. PIKOM reserves the right to reduce the sound level or switch off any audio-visual displayed which give rise to complaints. PIKOM's decision is final.

Exhibitors are **NOT ALLOWED** to bring into the exhibition halls any the following:

- Hailers, External Mixers & Amplifiers, Portable Hi-Fi & Sound Systems
- Any Other Devices Capable Of Producing High Volume or sound

## **10. CLEANING & GARBAGE DISPOSAL**

PIKOM will arrange for the cleaning of the general exhibition premises excluding exhibits and displays prior to the opening of the Exhibition and daily thereafter.

Exhibitors are responsible for ensuring that their contractors/staff remove all construction and other remnant materials (e.g. carton boxes) throughout the exhibition. PIKOM reserves the right to invoice exhibitors for removal of waste i.e. packing materials and discarded crates or cartons.

PIKOM will provide garbage bags to all Exhibitors. However, please place all the rubbish bins and bags outside the booth so that the cleaners may dispose off the rubbish.

PIKOM at anytime without prior notice will remove all items left outside of the booth area or along the aisle.

Any exhibits and decorative items left behind after all Exhibitors have moved out the last day of exhibition will be deemed as items for disposal and will be disposed off without any prior notice.

## **11. USE OF EXHIBITION NAME AND/OR PS<sup>3</sup> LOGO**

PIKOM appreciates & encourages the use of the 'correct' PS<sup>3</sup> 2006 logo to ensure 'brand' recognition at the event to achieve the common objective of attracting more visitors. If you need copies of the PS<sup>3</sup> 2006 logo, please call us at the Secretariat.

## 12. USE OF EXHIBITION BOOTH SPACE

Exhibitors who wish to carry out promotional activities or transact business may do so within their own booths.

However, Exhibitors are not allowed to do the following:

- Distribute flyers/promotional materials beyond booth boundaries. Exhibitors found doing so risk getting their items confiscated or being banned from entering the exhibition hall.
- Display any exhibits beyond booth boundaries.
- Leave remnant materials or rubbish anywhere in the exhibition halls. PIKOM will **bill** exhibitors for the disposal of the above.

## 13. PUBLICITY CAMPAIGN

The publicity campaign will start about 6 weeks prior to the event. PIKOM has arranged for wide publicity coverage for PS<sup>3</sup> 2006 as follows-

- MEDIA ADS in the New Straits Times, Tech & U, Business Times, Berita Harian, PC.Com, PC Mag, Stuff, Hardware Magazine, PC3 Magazine, Mun Sang Poh, MIS Magazine, The Star Publications, Sin Chew Jit Poh
- EDITORIAL COVERAGE in the official publications
- FLYERS will be distributed to all corporate organizations, government bodies and industry professionals.
- ROAD BUNTINGS & HORIZONTAL BANNERS

The New Straits Times, Tech & U, Business Times & Berita Harian *are the Official Media.&*  
MIS Magazine *is the Official Magazine.*

For more publicity, please send your press releases to the attention of

- The New Straits Times Group – Cik Nora Ali/Cik Dimitra Razak (Tel/Fax: 03-2282 2328 / 2282 2363/4773)
- MIS Magazine – Ms. Tissie Adhista (Tel/Fax: 65- 6395 8012 / 65- 6339 9281)

## 14. COPYRIGHT INFRINGEMENT & CENSORSHIP

PIKOM is against any infringement of copyright laws at all times. **Exhibitors are prohibited from using pirated software** for demonstration/sales. Any exhibitors found doing so are solely responsible for their own action(s). Exhibitors must make sure that ALL video tapes/CDs/VC's/Discs have been approved by the Censorship Board and are original before they are displayed at the exhibition site.

Exhibitors must apply license from MACP for any music played at the event.

- **Music Author's Copyright Protection Bhd (MACP)**

*6-3, Jln 3.114, Kuchai Business Centre, Jalan Kuchai Lama, 58200 KL*

Cik Norshidah - Senior Licensing Officer

*Tel/Fax: 03-7984 5089 / 7984 5090*

### **PPM (Public Performance Malaysia Sdn Bhd)**

PIKOM will take a blanket license from Public Performance Malaysia Sdn Bhd at its own cost to cover all exhibitors participating at PS<sup>3</sup>.

The license will cover non-featured entertainment (i.e. background or piped-in music including diffusion of Radio/TV music) in all exhibitors' booths. However, it will not cover featured entertainment (i.e. with DJ\*, Karaoke, Singing with Minus-One or dancing)

Should you need any clarification on the coverage provided, please call Mr. Benjamin Ong from PPM at 016-277-6949 or 03-6252-5588.

## 15. TELEPHONE LINES & WI-FI FACILITY.

Exhibitors who wish to install temporary telephone line(s) at the exhibition sites may contact the following person(s).

Venue	Contact	Name	Tel/Fax Number
Level 3 & Ground Floor, KL Convention Centre, KL	KL Convention Centre	Ms. Rachel/En. Ruslan/Service Centre	03-2382 8567/ 03-2382 8000

PIKOM will also provide the Wireless Internet Access facility to all Exhibitors. **(Appendix 8)**

## 16. ORGANISER'S CONTACT DETAILS

PIKOM PS<sup>3</sup> is organized by:

PIKOM (Association of the Computer & Multimedia Industry of Malaysia)

1106 & 1107, Block B, Phileo Damansara II

No. 15, Jalan 16/11, 46350 Petaling Jaya, Selangor DE

Tel: 03-7955 2922 Fax: 03-7955 2933

Email: [ps3@pikom.org.my](mailto:ps3@pikom.org.my)

Website: [www.pikomps3.com.my](http://www.pikomps3.com.my)