

Dear Exhibitor,

**NAMES 2016 Exhibition Fair** is valuable opportunity for your institution to introduce its services and expertise to a rapidly emerging market in the North Africa and Middle East region.

Representatives from science centers, museums, and children's museums in the region will be attending the three-day conference that takes place once every two years, to network, learn, and meet representatives of other institutions involved in science communication.

We invite you to take advantage of this opportunity to create a presence for your institution, showcase your services, and build future collaborations.

**NAMES 2016 Exhibition Fair** is set at the [Intercontinental Hotel](#)-Amman, Jordan, where the conference will take place. The exhibition space will provide professional services, including wireless Internet access, adequate space that can be customized to your needs, as well as maximum exposure to attendees.

The exhibition area is strategically situated at the primary entrance that leads to all the conference's halls and activities, with the purpose of optimizing your exposure to the three-day event's foot traffic. Furthermore, coffee breaks will be held in the center of the exhibition space to provide attendees with ample opportunity to visit your booths and network with your representatives.

For more information about the venue, the Intercontinental Hotel-Amman, please visit:

<http://www.ihg.com/intercontinental/hotels/gb/en/amman/ammha/hoteldetail>.

The NAMES family looks forward to welcoming you at NAMES 2016 in Amman, Jordan.

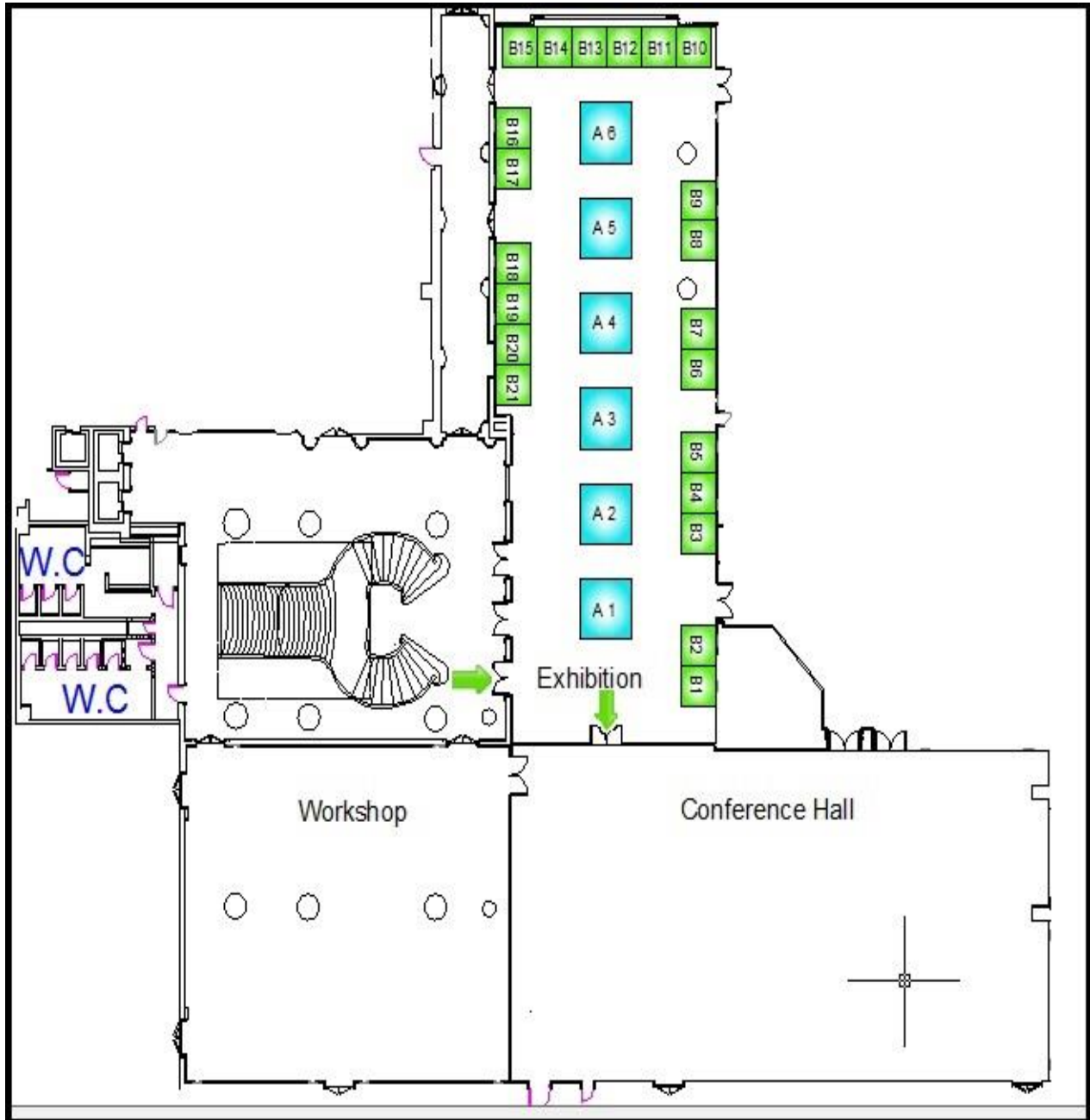
Sincerely,



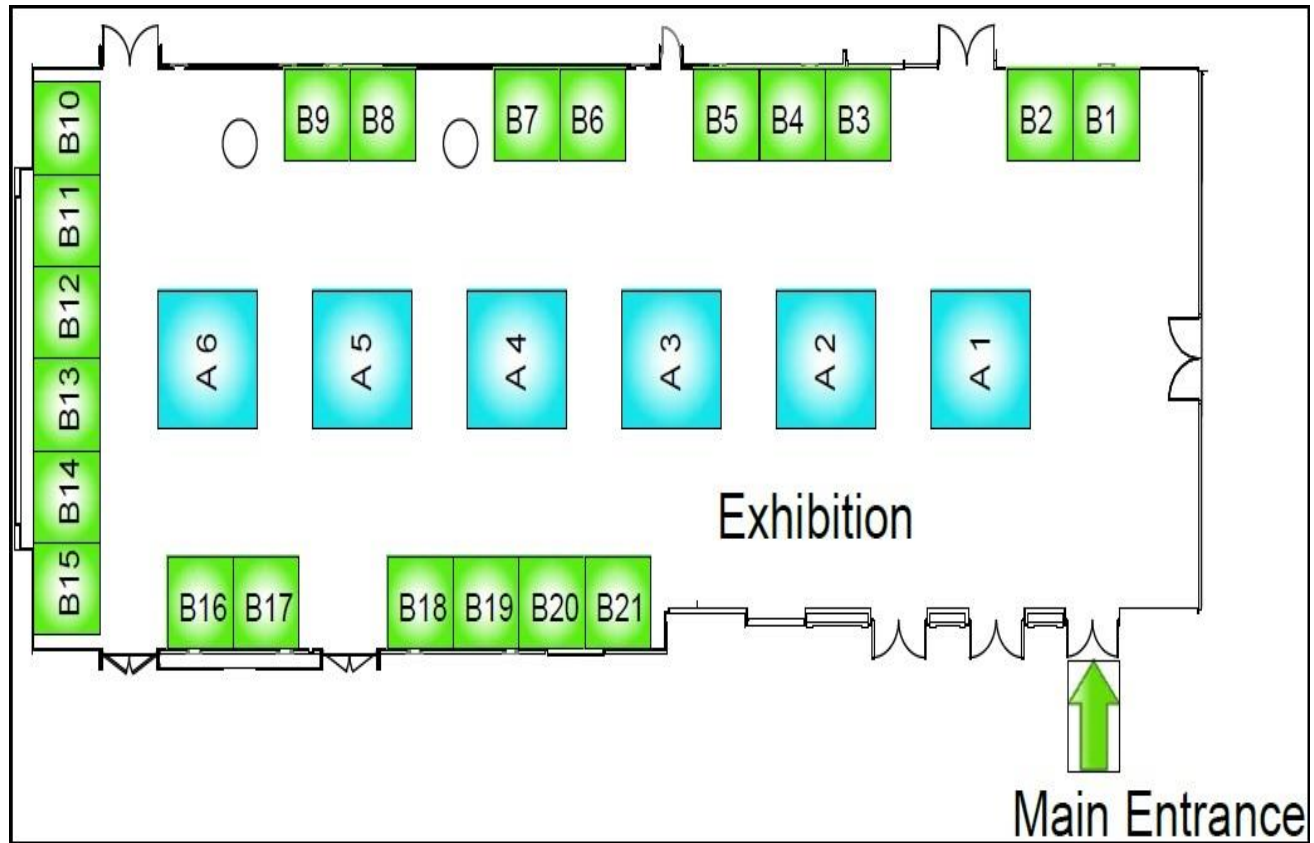
Sawsan Dalaq

Director, The Children's Museum Jordan  
President, North Africa and Middle East Science centers network

## Floor Plans\*



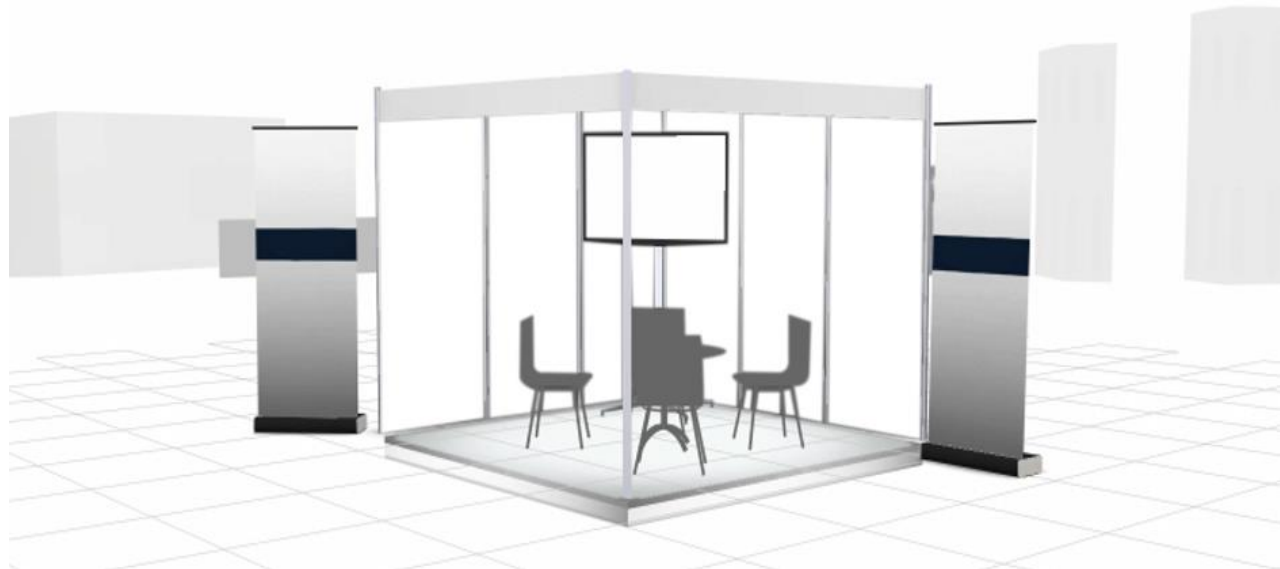
\* Blue refers to premium booths and green to standard booths.



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## Booth Specification

<b>Premium Booth</b>	
<b>Dimensions (width, depth, height) in meters</b>	3 x 3 x 2.4 Standard Shell Scheme
<b>Settings</b>	4 Chrome Chairs 1 Table
<b>Branding</b> <b>*Note: Deadline to submit artwork is 1 October, 2016</b>	Exhibitor's name printed on headboard 2 Rollup Banners 80cm x 2m
<b>Utilities</b>	2 Spotlights 220V, 1 electricity socket 13AMP
<b>LCD plasma screen (32 inch)</b>	1



<b>Standard Booth</b>	
<b>Dimensions (width, depth, height) in meters</b>	2 x 2 x 2.4 Standard Shell Scheme
<b>Setting</b>	2 Chrome Chairs 1 Table
<b>Branding</b> <b>*Note: Deadline to submit artwork is 1 October, 2016</b>	Exhibitor's name printed on headboard 1 Rollup Banners 80cm x 2m
<b>Utilities</b>	220V, 1 electricity socket 13 AMP with light



### MK Electricity Socket



**\*Note: Please contact us for any additional requirements you may have so that we may provide you with a quotation from our various service providers and vendors.**

For more details about benefits and exposure opportunities, please [click here](#) to download our sponsorship packet.

[NAMES 2016 Exhibition Fair](#)

[NAMES fifth General Assembly Meeting, 26-28 October 2016](#)

## Be an Exhibitor

	Premium Exhibitor	Standard Exhibitor
Total Capacity	6	21
Value (USD)	3,000	2,000
<b>Benefits</b>		
Logo on the “Thank-you” sign	All exhibitors grouped	All exhibitors grouped
Pop-up banner at the entrance of the Conference /exhibition hall	1	-
Flyer insert for the delegate bag	1	1
Logo on the conference’s website/ program with a hyperlink to the exhibitor's homepage	Small, inner	Listing
Space in the conference’s booklet	Quarter page	Grouped, full page
Quarter page advert in the conference’s program/booklet	@ 50% discount	@ 25% discount
Full Page advert in the conference’s program/booklet	@ 50% discount	@ 25% discount
Banner heading in the conference’s program/booklet	@ 30% discount	@ 15% discount
Logo on email shots	Grouped, Medium	Grouped, Small
Complimentary passes to conference sessions	2	1
VIP seats during main opening session	1	-
VIP seats during Gala dinner	1	-
VIP seats during CMJ dinner	1	-
Roll-up Banners	2	1

## Exhibition Rules and Regulations

Exhibitor agrees to abide by the rules, guidelines, and regulations included below, and by any amendments that may be put into effect by NAMES and the Children's Museum Jordan.

### Booth Rental

- Deadline to confirm and fully settle booths and rental fees is 15 September 2016.
- Booth-rental can be completed by completing and submitting the Online Booth-Rental Form through the NAMES 2016 Website.
- Requests for Booth-Rental(s) will be reviewed by the Organizing Committee, and confirmed via email ([namesnetwork@bibalex.org](mailto:namesnetwork@bibalex.org))
- Booth rentals are limited to three locations per exhibitor.

### Setup and Dismantle

- Delivery and setup of exhibits, booth interiors, and other properties must be completed on 25 October 2016, from 9:00 am to 5:30 pm.
- Exhibitors are responsible for the carriage and setup of their material within their booths.
- For moving or changing allocated booth locations, please contact the Conference's Organizing Committee.
- For installing and using an external sound system, please contact the Conference Organizing Committee.
- Installing electrical wirings is the sole and exclusive responsibility of the designated venue technicians.
- Demonstration equipment and the operator's position must be located at least 60 cm away from the aisle.
- Any demonstration or activity that results in the obstruction of aisles or hinders access to adjacent and/or nearby exhibitors' booths shall be suspended for any periods specified by the Conference Organizing Committee.
- Dismantling of booths must be completed on 28 October 2016, from 2:00 pm to 5:00 pm.
- After dismantling, exhibitors are required to handover the booth's furniture to the staff designated by the Conference Organizing Committee.

## Safety, Security & Liability

- The safekeeping of the exhibitor's property shall remain the sole responsibility of the exhibitor.
- At its sole discretion, NAMES reserves the right to prohibit any exhibit or demonstration which is deemed to negate the intentions and purpose of NAMES, or may otherwise be deemed as a negative distraction, or may detract from the general intent and purpose of the exhibit area as a whole.
- Exhibitor is liable for any damage caused to building floors, walls, columns, standard booth equipment, or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesive, or other coating to building columns, floors, or standard booth equipment. Holes may not be drilled, cored, or punched in the building. NAMES reserves the right to charge the costs of any resulting repairs to the exhibitor.
- No flammable fluids or materials of any nature, including decorative materials, the use of which is prohibited by fire regulations, may be used in any booth and entire venue.
- Balloons, lights, lasers, horns, musical instruments, projected light outside booths, use of other mechanical devices that create objectionable noises, odors, congestion, or any material deemed by Conference Organizing Committee to be a negative distraction are prohibited. Conference Organizing Committee reserves the right to determine when such items become objectionable and take corrective actions at its sole discretion.
- Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of the dismantling period.
- Exhibitor agrees to accept full responsibility for compliance with country regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment (if any).
- Technicians are available for general technical problems (electricity, internet, etc.) in both the exhibition and conference areas.
- The Intercontinental Hotel is secured by security staff at the entrance of the building.
- Shipping expenses, customs, taxes, and duties are handled by the exhibitor's own forwarding agent; the exhibitor is responsible for handling all relevant procedures and resulting payment(s) of cost and expenses.



## Cancellation

- Cancellation of the booth-rental may be requested by the exhibitor via registered mail addressed to the conference mailing address:  
The Director  
The Children's Museum Jordan  
Al-Hussein Park, King Abdullah II St.  
P.O. Box 386  
Amman 11831 Jordan
- The Host agrees to refund 50% of the booth fee only if all booth spaces are sold and there is another exhibitor willing to rent the space(s). No refund will be given if the booth remains unoccupied.
- In the event the NAMES Conference is cancelled due to fires, strikes, governmental regulations, acts of God, or other causes beyond its control, NAMES shall not be held liable to the Exhibitors for failure to hold the conference as scheduled. NAMES shall determine the amount of fees to be refunded to the Exhibitors.

## Staffing Booths

- Exhibitors' representatives shall be restricted to employees of the exhibiting institution who are actually working in their respective exhibitor's booth. Booth representatives shall wear "Exhibitor" badges at all times.
- Exhibitors' booths must be staffed during all show hours. Exhibitors will not be permitted to dismantle or to begin dismantle prior to the close of the conference on Thursday, 28 October 2016, at 12:30 pm.
- Booth representatives will be permitted to enter the exhibition at 8:00 am each day and will not be permitted to remain in the exhibition after 7:00 p.m., with the exception of the final night. Exhibitors with special cases that require additional time must request and clear exceptions with the Conference Organizing Committee on the previous day.
- Exhibitor may not sublet booth space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in their own name, except where such products and services are required for the proper demonstration or operation of exhibitor's display.

### **Booth Rental Steps**

1. View the Exhibition Plan on the website “[www.namesnetwork.org/NAMES2016](http://www.namesnetwork.org/NAMES2016)”.
2. Select your booth/booths number(s) from the exhibition floor plan (maximum 3 booths).
3. Fill out and submit the Online Booth-Rental Form stated on NAMES 2016 Website.
4. The Organizing Committee will review your application for completeness and compliance, and confirm the same back to you within three business days.

### **Mailing Address**

The Children’s Museum Jordan  
Al-Hussein Park, King Abdullah II St.  
P.O. Box 386  
Amman 11831 Jordan

### **Attention:**

Mr. Abdalkader Awad  
Facility & Maintenance Manager  
[abdalkader.awad@cmj.jo](mailto:abdalkader.awad@cmj.jo)