



Dear Exhibitor/Sponsor:

On behalf of ICLR 2020, I would like to thank you for choosing to exhibit at the 8th International Conference on Learning Representations taking place in Addis Ababa, Ethiopia. The exhibition and conference sessions will take place 26 - 30 April 2020 at the Millennium Hall.

To make this Show as successful and trouble-free as possible, we have prepared this Exhibitor Manual to anticipate your needs and assist your Pre-Show plans. The Manual addresses key items needed to have a successful exhibit and maximize the value of your investment. Please go through this manual carefully so you don't miss important deadlines and announcements.

Some important things to remember:

- Refer to the Exhibitor Checklist located in the beginning of the manual for important deadlines.
- Order your utilities and booth equipment early! Utilities are installed during set-up, and orders cannot be placed on-site. Booth equipment will be ordered in advance and we may not be able to accommodate last minute requests.
- Keep copies of all your orders, payments, and shipping documents and remember to bring them to the Show.

If you have any questions, please let me know. I am available to help you in any way possible, and I look forward to working with you over the next couple of months and seeing you in Addis Ababa.

Sincerely,

Ms. Heran Tesfaye

Exhibits Coordinator

ICLR 2020

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ICLR 2020 Exhibitor Service Manual

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Important Guidelines

Some basic guidelines can make your experience at ICLR 2020 a success.

1. Read the Exhibitor Manual

- This will help you save money and add to your success at ICLR.
- All contact and deadlines are outlined for your convenience. Please pay close attention to deadlines.
- Submit all applicable forms to ICLR by the deadlines indicated to facilitate logistics on-site.

2. Reserve Lodging Early

- Ensure proper hotel accommodations as soon as possible.
 - Exhibitors can begin move-in at Millennium Hall on Friday, April 24, 2020 at 9:00 am.
- Please note these dates when making your travel arrangements.

3. Register Personnel Early

- Exhibitors receive an allotment of Exhibitor Badges with the booth space. These badges allow the wearer to enter the exhibitors' area only. You will assign your complimentary Exhibitor Badges in your Sponsor Portal on the www.iclr.cc website. If someone working in your booth also wants to attend other conference meetings they must be assigned one of the Sponsor's complimentary conference registrations or they must register as a conference participant. They may register online at www.iclr.cc.

4. Order Services in Advance

- Most services need to be ordered well in advance of the show.
- Confirm all orders in advance before travelling for ICLR 2020.
- Bring all orders, confirmations and correspondence with you on-site.

5. Shipping

- **Afroline Logistic Service will handle your shipping and customs clearance needs.**

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- All exhibitors sending shipments to ICLR 2020 must contact Michael G. Kirstos to receive instructions and the proper forms to assure the shipment arrives with minimal delays.
- Remove old shipping labels and make sure to put on clear new labels with your company name and booth number. Ship in advance to the warehouse. Ship pre-paid, and keep an inventory and all PRO numbers of all your shipments
- Work with the broker to ensure your shipment is ready for customs and follow all requirements for customs.

Exhibitor Checklist

PLEASE NOTE: Double-check the dates for these services by going to the forms in this manual. Show Management will not be held accountable for any misprints to any of the dates that are listed below. The responsibility lies with the exhibitor.

Things To Do Or Order	Do Before This Date
Additional Booth Equipment Orders	31 March 2020
Assign Exhibitor Badges	14 April 2020
Hotel / Travel	Ongoing
Shipping Arrangements	20 March 2020
Customs/Broker Forms	ASAP, no later than 20 March 2020

Show Information Guide

DISPLAY RULES AND REGULATIONS:

The following rules and guidelines specify what an exhibitor can and cannot do with rented booth space. These rules and guidelines are based on the physical characteristics of the Exhibit Hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. **Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.**

EXPOSED AREAS MUST BE FINISHED:

All backwalls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

GRAPHICS ON NEIGHBORS' SIDE:

The backside of walls - the common border facing a neighboring booth - must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HEIGHT LIMITATIONS:

Exhibitors may build up to the front of their booths, and up to the maximum height of the back wall of the booth (See exhibit height limits below for various Sponsorship Levels).

Sponsorship Level	Booth Area (width x depth)	Structure height limit (floor to top of structure)	Rigged Signs/Graphics height limit
Silver, Academic, Start-up & Publisher	9 m ² (3m x 3m)	2.5m	Riggings not allowed
Gold	18 m ² (6m x 3m)	2.5m	Riggings not allowed
Platinum	27 m ² (9m x 3m)	3.65m	4.88m
Diamond	36 m ² (6m x 6m)	3.65m	6m

If your sponsorship level allows rigging, you can rig your branding materials / decorations from rigging points in the exhibition area. All rigging can only be done by the Millennium Hall personnel and rigging services must be booked using the exhibitor form (charges will apply). The height of your sign can not be more than 75cm.

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting, and display materials.

BOOTH FURNISHINGS:

The Pre-set Booth Package is optional for all Sponsorship levels and includes back wall and side wall panels and will be furnished with tables, chairs, trash bins, two (2) spotlights, and one (1) company sign. The number of tables, chairs and bins provided is based on the size of the exhibit space. Please refer to the table below to determine the quantity available for your booth size. Special requests can be made using the Booth Equipment Details form included in this manual.

If you do not want this Pre-Set Booth package, you MUST indicate so on the Booth Equipment Details form included in this manual.

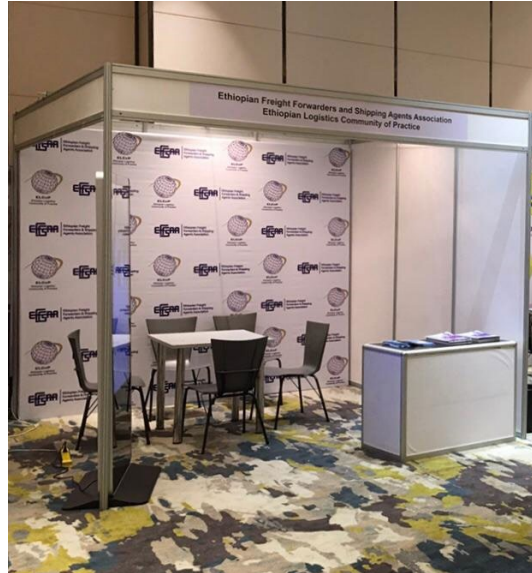
Dedicated internet access, electrical outlets, AV services and in-booth food/beverage service may be ordered separately (see page 9 for additional details).

Booth Size in m² (width x depth)	Tables	Chairs	Trash bins
9 m ² (3m x 3m)	1	2	1
18 m ² (6m x 3m)	2	4	2
27 m ² (9m x 3m)	3	6	3
36 m ² (6m x 6m)	4	8	4

Pre-Set Booth Shell Scheme Sample Image (3m x 3m booth)

*Tables and chairs are for illustrative purposes only and may be different onsite
Shell scheme panel size is 2.5m Height by 1m Width*





CARPET:

All booths will be carpeted by Millennium Hall. Should you choose to bring in your own carpet it will need to be placed on top of the carpet installed by Millennium Hall.

ELECTRICAL:

All electrical work will be done exclusively by Millennium Hall electricians. Refer to the booth equipment order form for details. While you may receive one outlet with the booth, it will not be provided unless specifically requested by the exhibitor using the order form. ***It will be difficult, if not impossible, to get electricity onsite if not requested in advance.*** If you have a special electrical need, please contact Heran Tesfaye at ExhibitICLR@flawlessevents.net. Note that Ethiopia uses 220 voltage and 2 round prongs (type C). Make sure to bring your own converters as needed.

OTHER ADDITIONAL ORDERS (internet access, AV services and in-booth food/beverage service)

On or before 31 March 2020, you must submit your additional booth orders.

For all additional booth orders, contact Heran Tesfaye at ExhibitICLR@flawlessevents.net

While the venue will have a dedicated internet connection via WiFi network for conference delegates, do let us know if you need any special arrangements for your booth, such as.

- AV hardware or AV support
- In-booth catering services delivered to your stand
- Additional furniture, TV rentals and other special requests for your stand

CLEANING:

Cleaning crews will be provided for general exhibit hall clean up, including aisles, each day before the opening of the show and during show hours.

INTERNATIONAL SHIPPING/CUSTOMS CLEARANCE:

Afroline Logistics Services (ALS) is the exclusive provider of customs brokerage and related services for the show. All merchandise imported into Ethiopia requires Custom House Clearance prior to release from any port or airport. It is the sole responsibility of the exhibitor to adhere to customs and international guidelines.

The exhibitor must insure that all documents are valid and complete and procedures are followed correctly. Show management will not be held liable for freight held up due to customs issues, duty payments or any other problems related to inbound and outbound international shipments. Refer to the Shipping Information section of this manual for order forms and additional information.

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The broker will hold freight at their warehouse in Addis Ababa for up to fifteen (15) consecutive days without additional charges. Show site shipments will be received at the exhibit facility starting 24 April 2020.

If you are not shipping materials but will need to drive into Millennium Hall to deliver your materials, you must do so on 24-25 April 2020. No drive-in traffic will be allowed beginning 26 April 2020 due to conference programming. Security will be posted and inspecting every vehicle entering Millennium Hall. Please be prepared for this inspection.

INSPECTION DEADLINE:

Exhibitors who have not begun to set-up by 14:00 on April 25th will be considered as abandoned unless a representative is on-site to state otherwise. If there is freight in the booth and Show Management believes the Exhibitor will be late, then we will do our best to reach the exhibitor and begin installation of the exhibit to the best of our ability. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, freight will be moved back to storage.

CRATE REMOVAL, STORAGE AND RETURN:

Empty crates will be removed to storage and returned to your booth at the end of the Show by our floor crew at no additional charge, provided you have used material handling services for the delivery of your booth. Do not store merchandise in crates or cartons marked for empty storage as they will not be accessible during the show and cannot be returned to your booth until Dismantle begins on 30 April.

DEMONSTRATION AREAS:

Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule.

When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other Exhibitors.

SOUND LEVELS:

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers.

LIABILITY AND INSURANCE:

Exhibitors are advised to see that their regular company insurance includes coverage outside of company premises and that they have their own theft, public liability and property damage insurance. Show Management and its contractors will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes.

SECURITY:

Show Management will provide perimeter security personnel during the entire period of the show (including installation and dismantle). Every reasonable effort will be made to prevent losses; however the final responsibility lies with the exhibitor. If you have items in your booth that are vulnerable to theft, take precautions to limit theft.

Exhibitors can make one-on-one arrangements for daytime security by contacting Heran Tesfaye at ExhibitICLR@flawlessevents.net Please note that during the evenings, no one is allowed to stay behind, not even the security firm, as the space is secured by Federal police.

HOTEL/TRAVEL DISCOUNTS:

Exhibitors should book their hotels early. ICLR has made arrangements with a variety of hotels in and around Addis during the event. Addis Ababa has hotels that cater to every visitor's needs and budgets: from the luxurious Sheraton and Hilton hotels to hundreds of tourist-class hotels and cozy houses. Many of these hotels offer entertainment, tour operations, conference venues equipped with advanced audio-visual equipment, video editing suites, printing facilities, high speed internet connections (some with wireless), and catering services.

Visit the "Attend" drop-down list on the www.iclr.cc homepage for details on hotel accommodation.

GREEN INITIATIVES:

Here are a few examples of what you can do to help the environment:




- Reduce, Reuse, Recycle
- Sign your office up for a recycling program: paper, plastic, cans, etc.
- Develop an online ordering system for your buyers.
- Reduce marketing on paper by opting for more electronic communication, email attendees after the show.
Design your booth display to last for 5 years or longer using natural fibers.
- Practice Green Purchasing wherever possible by specifying Environmentally Preferable Products (EPP). These products or services contain recycled content, minimize waste, conserve energy or water, and reduce the amount of toxics disposed or consumed.
- Reduce packing material by utilizing recyclable materials and take advantage of convention center recycling options for packaging.
- Donate extra amenities or promotional products to local charities rather than shipping them back or tossing them in the trash.

**FURNITURE LIST
 ICLR 2020**

Company Name: _____

Stand Name / No.: _____

Contact Person: _____

Item	Description	Daily Price	Order Quantity
	Grey plastic chair	\$25	
	Light grey table with aluminum legs 75cm x 75cm	\$45	
	Brochure rack Aluminum frame with glass displays	\$30	

	<p>Lockable cabinet 70cm height by 1m width</p>	<p>\$50</p>	
	<p>42" Screens</p> <p>55" Screens</p>	<p>\$75</p> <p>\$190</p>	
	<p>Cocktail table with 3 stools set</p> <p>Tables in rectangular top or round top Stools available in black, green, white</p>	<p>\$100</p>	
	<p>Shelves build into the stand</p> <p><i>(rental for duration of event)</i></p>	<p>\$90</p>	

	<p>Built-in storage <i>(rental for duration of event)</i></p> <p>1m x 1m 2m x 1m 3m x 1m</p>	<p>\$150 \$175 \$200</p>	
	<p>Mini Refrigerator</p>	<p>\$170</p>	

Please contact ExhibitICLR@flawlessevents.net for any additional furniture that is not listed above.

Booth Equipment Details

Required Form

Submit via email to Exhibit@CLR@flawlessevents.net

Please Return by 31 March 2020

Company Information	Exhibiting Company:	
	Contact Name:	Contact Email:
	Telephone Number:	Fax Number:

Electrical Order	
<input type="checkbox"/> Yes, we require an electrical outlet in our booth	<input type="checkbox"/> No, we do NOT require an electrical outlet in our booth
<input type="checkbox"/> We require more than one electrical outlet in our booth Enter Desired Quantity: _____ <i>We will make every effort to supply additional outlets; however, due to building & construction limitations, it may not be possible. We will advise on availability in mid-April. Note that Ethiopia uses 220 voltage and 2 round prongs (type C). Make sure to bring your own converters as needed.</i>	
Shell Scheme Shell scheme for every panel size is 2.5m by 1m	
<input type="checkbox"/> Yes, we require the shell scheme for our booth	<input type="checkbox"/> No, we do NOT require the shell scheme and want SPACE ONLY

Spotlights	
<input type="checkbox"/> Yes, we require 2 spotlights for our booth	<input type="checkbox"/> No, we do NOT require spotlights

Tables & Chairs 1 table and 2 chairs are provided per 9m ² , up to 45m ²	
<input type="checkbox"/> Yes, we require all tables and chairs included with our booth	<input type="checkbox"/> No, we do NOT require any tables or chairs with our booth
<input type="checkbox"/> We require _____ tables and _____ chairs <i>Requests in excess of your allotment may not be available and may incur additional fees.</i>	

Additional Orders: