



Dear Exhibitor,

Welcome to ARABIAN TRAVEL MARKET 2025!

We would like to introduce ourselves as your dedicated appointed official contractor for all your exhibition requirements.

This manual contains essential information about what is included in the premium shell scheme stand package that you booked with the Organiser. We'd greatly appreciate it if you can carefully read and follow the instructions closely to ensure we have the ability to create the most successful event experience possible for you. Please be sure to adhere to the deadlines stipulated on each of the order forms, while if you have any queries please feel free to contact us, details of which are below.

We look forward to seeing you at DWTC from **28 April to 1 May 2025** when the team will be working together to enhance your experience at ARABIAN TRAVEL MARKET 2025.

DXB LIVE Exhibitor Service

In order to assist you with all your pre-ordered and pre-paid services, our **DXB LIVE Exhibitor Experience Centre team** will assist you with general enquiries on products & services, how-to order, service delivery confirmation and after-sales support request or complain. Please reach out to the team via following channels:

Call : +971-4-389-3901

Email : DXBLiveCC@dwtc.com

Wishing you a successful event,

OFFICIAL CONTRACTOR

DXB LIVE, DWTC

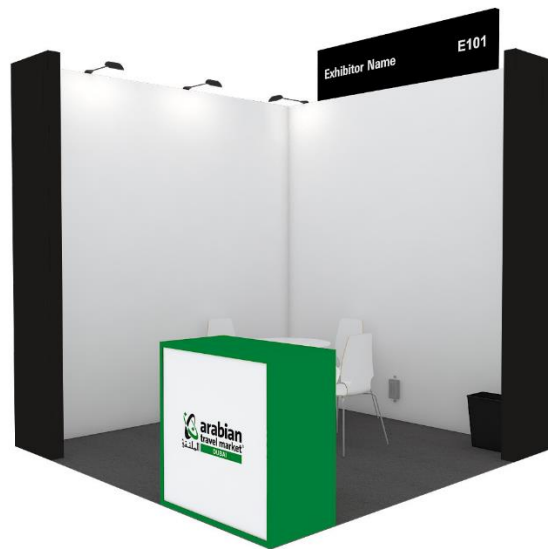


STAND FITTING AND ELECTRICAL CONTRACTOR

The Official Stand Fitting and Electrical Contractor for ARABIAN TRAVEL MARKET 2025 is DXB LIVE who is responsible for stand building and maintenance of **Premium shell scheme** stands throughout the period of the exhibition.

PREMIUM SHELL SCHEME STAND

Each booth is constructed using wooden panels, in black paint finish. The structure is built to a height of 3.0m, with custom made fascia boards. Our kit also comes with a range of add on accessories to enhance/cater to your additional requirements. DXB Live *reserves the right to impose charges on any modifications applied to any parts of the premium shell scheme stand.*



FASCIA NAME BOARD

The fascia name board consists of Exhibitor's company name and stand no. in vinyl sticker cut to be applied on a custom made fascia board. All premium shell scheme stand exhibitors are requested to submit the Fascia form as per the specified deadline. Failure to complete on time will result in the fascia name being printed as Company name displayed on your contract. Any changes made onsite due to late/no submission of fascia name will be subject to an additional cost to be covered by the Exhibitor.). Kindly see below sample visual of a fascia board for reference.



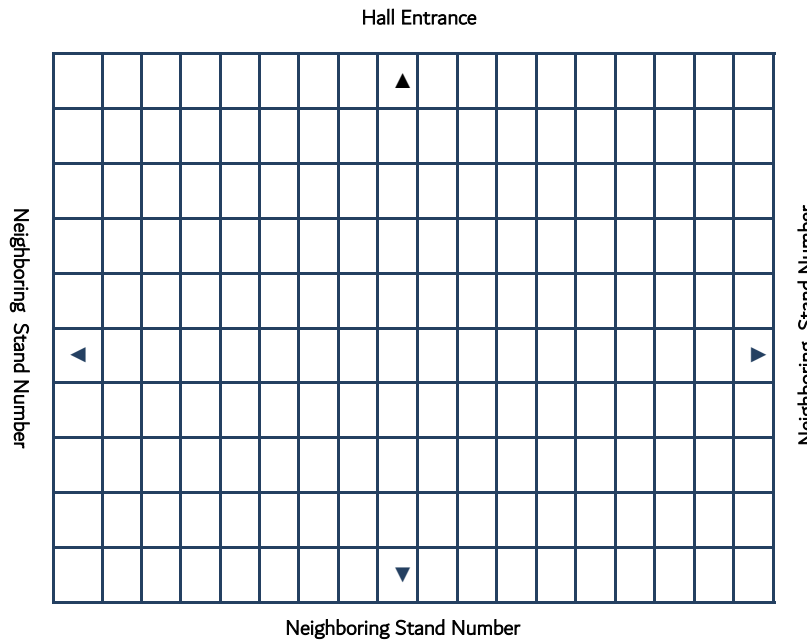
SAMPLE FASCIA BOARD



ELECTRICAL FITTINGS PACKAGE (Lights & Socket)

Premium shell scheme stands are provided with 3 x LED Long Arm Lights and 1 x 200 Watts single socket (3-pin standard socket) sufficient enough for charging laptops, mobile phones and TV. The single socket will be fitted at 40 cm from floor level on the rear wall. Additional lighting or power points may be ordered through the online shop at <https://www.eventplus.ae/ATM>.

If you require your power socket to be positioned in a specific location on your stand, please mark on the Grid Plan provided below. If you do not indicate the location, the fitments will be fixed in positions as per our standard. *Any changes/relocation onsite will be subject for approval from the DXB Live team, and will incur charges amounting to AED 50.00.*





All electrical works on premium shell scheme stands must be done by DXB LIVE electricians only. Items not supplied and fitted by DXB LIVE may be removed from your stand. Please contact us in advance if you require any assistance. Any issue needs to be addressed to the onsite office for quick and immediate assistance.

**Some stands may be required to have the distribution board within their stand structure, when and as required, at the discretion of DXB Live electrical team.*

FURNITURE

Premium shell scheme stand includes furniture package. Please refer to stand package section for further details.

DXB LIVE has a complete range of furniture, stand fittings, graphics, lighting and audio visual to decorate your stand. All items supplied by DXB LIVE are on a rental basis. For more details, please log on to our online shop at <https://www.eventplus.ae/ATM>

FLOOR COVERING

Premium shell scheme stands will have one unique color of exhibition carpet. If you want to change the package color, you may order it through the online shop at <https://www.eventplus.ae/ATM>

SIGNAGE / COUNTER & FASCIA LOGOS / PANEL GRAPHICS

DXB LIVE has a complete range of furniture, stand fittings, graphics, lighting and audio visual to decorate your stand. All items supplied by the DXB LIVE are on rental basis. For more information on the service, please log on to <https://www.eventplus.ae/ATM>

Premium shell scheme Standfitting EXTRAS

Premium shell scheme standfitting extras (e.g storage areas, shelves, AV) are some of the options to store or display item products. You may place your order through the online shop at <https://www.eventplus.ae/ATM>

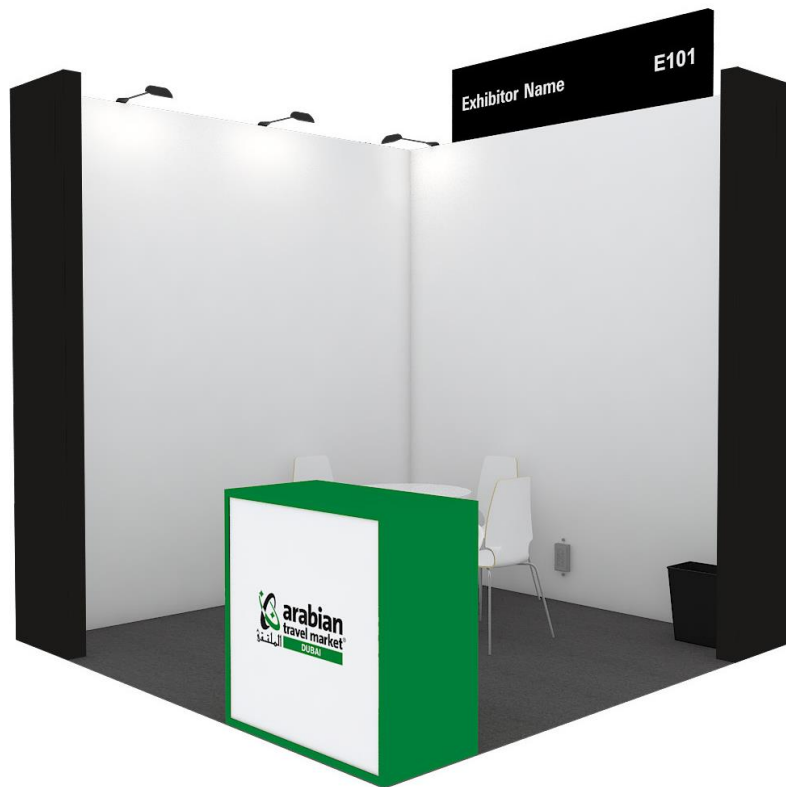
. If you need guidance, please do not hesitate to give us a call at +971-4-389-3901.



PREMIUM SHELL SCHEME STAND PACKAGE AND PERSPECTIVE (3m x 3m – 9sqm)

Please note the below visuals are for reference only. The space booked with the Organiser may look different depending on the stand size, location and orientation. Some larger stands may require additional support. It is recommended you check with the Organiser for confirmation.

Structure / Fascia and Flooring	Furniture Package	Electrical Fittings Package
<ul style="list-style-type: none"> 1 x Structure as per design, built using Wooden panels 3mH 1 x Vinyl cut out Company Name and Stand Number on Custom Fascia Side Panel support 1 x rewind carpet floorcovering 	<ul style="list-style-type: none"> 3 x White Chairs 1 x Round Table 1 x Custom Lightbox Counter with Logo 1 x Waste Bin 	<ul style="list-style-type: none"> 1 x Power Outlet (UK 3Pin Socket 200Watts/220V) 3 x LED Long Arm Lights



SAMPLE VISUALS



PREMIUM SHELL SCHEME STAND PACKAGE						
Stand Size		Arm Light	Socket	Table	Chair	Counter
9	SQM	3	1	1	3	1
12	SQM	4	1	1	3	1
15	SQM	5	1	1	3	1
18	SQM	6	2	2	6	2
21	SQM	7	2	2	6	2
24 - 25	SQM	8	2	2	6	2
27	SQM	9	3	3	9	3



Note:

- Any exhibitor who wants to change the carpet color, will be extra cost and can be done by ordering through our online shop and is subject to availability.
- Main power supply provided is only for the spotlight & socket. Any exhibitor that will display machine and requires more power, will need to order separate line through our link <https://www.eventplus.ae/ATM> to ensure there is no power trip.
- Any changes/relocation of the socket onsite will be subject for approval from the DXB Live team, and will incur charges amounting to AED 50.00.
- Any item provided as a package along with the stand, cannot be replaced with other items.



WALL PANEL DIMENSION FOR PREMIUM SHELL SCHEME STANDS

GRAPHICS GUIDELINES

 <p style="font-size: small; margin-top: 10px;"><i>Please note the above visual is for reference only. The space booked with the Organiser may look different depending on the stand size, location and orientation. Some larger stands may require additional support. For more details, refer to sample technical drawing or contact us dxblivecc@dwtc.com for further assistance .</i></p>	<p>Banner Graphics on each panel</p> <p>Material: High-quality digital printed banner graphics applied directly to the upgraded premium shell scheme panel. Exhibitor must provide ready-to-print files in AI/EPS format using Adobe Illustrator. The resolution of the artwork has to be 300 dpi. Bleed of 5cm is required on all sides.</p>	
<p><u>Artwork guidelines:</u></p> <ul style="list-style-type: none"> The ready to print files should be in an illustrator (.ai) format to be displayed in 1:1 scale after opening and fonts should be outlined. All orders must be placed/paid online (https://www.eventplus.ae/ATM) and must submit the ready to print artwork files to dxblivecc@dwtc.com on or before 10 April 2025. Any orders and/or artwork submitted with no payment shall not be proceeded and DXB LIVE reserves the right for the order to be cancelled. If the whole artwork consists of one image then a Photoshop eps file. provided, all colors saved as CMYK and Pantone reference for the same should be provided if required. All images should be in high resolution and saved as eps files. These then should be the illustrator artwork. The Resolution to be 300 DPI for artwork. 		





PREMIUM SHELL SCHEME STAND RULES & REGULATIONS

1. Exhibitors are **NOT** allowed to change the booth format by dismantling the premium shell scheme or removing any integral part of it without prior written approval from Organiser or DXB LIVE.
2. All Exhibitors who avail of the premium shell scheme stand must submit the fascia name on or before **10 April 2025**.
3. No additional stand fitting or display items may be attached to the Premium shell scheme stand structure.
4. The use of nails, drilling, and painting are **NOT** allowed on the system panel. Any damage panel/s will be charge to the Exhibiting Company at a rate of AED 550 per panel.
5. Exhibitors may affix lightweight posters, printed graphics mounted in forex or foam board only. Exhibitors are NOT allowed to use heavy duty double sided tape as this damage our system. Any damage made to the panels will be charged back to the Exhibitor at a rate of AED 550 per panel. DXB Live will not be held responsible for any printed material not fitted to the panels. Please contact dxblivecc@dwtc.com for further assistance.
6. Exhibitors are NOT allowed to fix any graphics directly pasting to premium shell scheme stand panels. Any damage made to the panels will be charged back to the Exhibitor at a rate of AED 550 per panel.
7. Any graphics applied on our panels by a **Non-DWTC company**, will have to remove the graphics on the last day of the event after the show closes. Any glue residue left on the panel will have to be cleaned or a 550AED/Panel will be charged. This will be monitor onsite by DXB Live team.
8. **NO** financial credit will be given by DXB LIVE for any items in the premium shell scheme not utilized.
9. Package items cannot be changed or substituted by other items.
10. Any panels requested beyond the premium shell scheme allocation are available at an additional cost and must be ordered prior to the move-in date. Any onsite orders are subject to availability.
11. Any Exhibitor occupying a corner booth is **NOT** permitted to close any part of the corner, unless approved by the Organiser. Exhibitor should notify the Organiser/DXB Live at least one week before the event. Any onsite changes is subject to availability.



