17th International Exhibition of Household Appliances

23-26 Nov 2017

Organizer: Industries Association of Iran Household Appliances

Supported by: Trade Promotion Organization of Iran (TPO of IRAN)
Iran International Exhibitions Company (I.I.E.C)

Date: 23-26 NOV 2017
Venue: Tehran International Permanent Fairground
Visiting Hours: 9 am - 17pm

Organizer Tel: 021-88513216, 88513557
Organizer Fax: 021-88512152

Organizer Address: No, 8, Mobini Alley, Sabounchi St., TakhtiSq, ShahidBeheshti Ave, Tehran- Iran

Web Site: www.iexhap.ir
Email: info@iexhap.ir

The Message of Exhibition

Iranian sweet life
At beautiful Iranian Home
with Iranian desirable goods
Exhibition Records of Household Appliances Industry Association of Iran

Exhibition activities of Household Appliances Industry Association of Iran commenced with the start-up of trade fairs in January 1984 and continued by its active presence in Fajr Decade Fair of Islamic Revolution and expansive participation in international trade exhibitions from the tenth series to twenty-sixth series (1984-2000).

It is worth noting that the association founded a dedicated hall in the west side of Tehran International Fairground for the establishment of the rooms pertaining to the affiliated industries. This hall was used up to the sixteenth series of Tehran International Exhibition in 1989.

This organization constructed a dedicated area (Hall No. 60) at Tehran Fairground in 1991, which was used from the Seventeenth International Trade Fair of Tehran in 1991 to the twenty-second one in 1996.

The implementation, planning and organization, and participation the producing units of Iran household appliances in Cologne demo techniques exhibition, Germany were among the most important exhibition activities of the association at the request of Ministry of Industry and based on Export Promotion Center of Iran's license. In this exhibition, Islamic Republic of Iran’s booth was received the attention of Cologne Exhibition authorities as well as the economic and industrial officials. Then, the German radio Deutsche Welled interviewed the director of the association with regard to the execution of this exhibition and aired the pertaining news twice.

And finally Planning and organization to hold the Seventeenth international exhibition of household appliances in the best possible way is one of the future plans of the association in November, 2017.

Moreover, the association had an active and effective participation in specialized industrial-trade exhibition of the Islamic Republic of Iran, which was held in Syria in January 2008. In the same way, it participated in the fifty-eighth and fifty-nine international exhibition of Damascus, Syria, which was held in the framework of Catalogue Show in 2011 and Household Appliance Pavilion in 2017.
The guidelines for registration in the exhibition:

- First stage - Registration in the official website of the exhibition

Applicants for participation in the exhibition are required to register in the official exhibition website, with the following address: [www.iexhap.ir](http://www.iexhap.ir).

- Second stage – Review of the currency documents

After registration, applicants are required to submit the following documents to the organizer's address (ZIP code 1533676411, No. 8, Mobini Alley, Sabounchi St., Takhti Sq., Beheshti St.) for the purpose of monetary and currency assessment and the receipt of permissible registration in the currency section of the seventeenth International Exhibition of Household Appliances.

Documents required for importers:

- Presentation of authorized representative license for the import of goods
- Brochures and catalogs on the commodities and products that will be displayed by the participants in the exhibition

Note:

If the importing company has been registered in Iran, the following documents must be presented for confirmation:

- Establishment notice and the official newspaper of the company (for legal persons)
- Certificate of trademark registration
- Brochures and catalogs on the commodities and products that will be displayed by the participants in the exhibition

Final registration forms include the following:

- Application Form
- Identification Card
- Parking Card
- Personal Information foreign exhibitors form

This form specifically pertains to the participants who participate in the exhibition directly from foreign countries or the participants whose exhibitors are from foreign countries.

- Official Catalog Form
- Obligation form of the instructions for protection and security affairs (Form 7)

Documents required for final registration:

Final registration in the exhibition after the verification of the participants' submitted documents by the Executive Committee is finalized by the presentation of completed final registration forms + payment of 100% of costs based on the requested size in euro + registration fee of 20000 Rials per square meter from visitors to the exhibition + payment of 9% value added tax in euro to the organizer in due time

* In case of not providing the above items to the organizer in due time, the organizer will not have any obligation to provide the applicant with the booth.
Important points:

1. Request for the addition or reduction of the size area of the booth will be possible only with the consent and approval of the organizer.
2. If booth arrangement is made in two floors with the approval of the organizer, participants are required to pay the fee for the area covered by the second floor based on the tariffs posted on the website.
3. The cost of electrical power consumption for self-assembled companies is 40 cents per Kilowatt; the participants are required to pay this cost on the day of discharge in accordance with the amount announced by the organizer of the exhibition.
4. In the event of cancellation up to one month before the exhibition, 10% of the payment will be reduced and the rest will be refunded after the written announcement and confirmation of the participant. In case of cancellation in less than a month before the exhibition, no payment will be refunded to the participant.
5. Transfer of the assigned booths to others is strictly prohibited.
6. Request for additional size area of the booth will be possible only with the consent and approval of the organizer.
7. All legal deductions resulting from participation in the exhibition are on the participants' shoulder.
8. The location of columns in the hall map is approximately determined and there is the possibility of definitively specifying the column location relative to booths only at the time of lining.
9. The presence of the company representative in the booth is mandatory from the arrangement of booths to the closure of booths doors. At the end of the exhibition, the presence of the company representative in the booth is mandatory from the opening of the doors to the full exit of the equipment. In case of the absence of the company representative at the time of the arrangement and disassembly of the booths, the organizer will have no responsibility for the possible loss of goods and equipment.
10. Participants in the open space are not permitted to conduct scaffolding to cover their booth and they should provide coordination on the coverage of their booth with the organizer if necessary.
11. The maximum height of the cornice of booths in the outdoor space of the exhibition is one meter. In case of non-compliance with this principle, participants must pay the related costs to the Management of Public Relations and International Affairs of the Exhibitions Joint Stock Company in accordance with the promotional tariffs of the Exhibitions Corporation.
12. Participants in the outdoor area are allowed to merely attach the company name and logo on the booth head and to print and install the ads relating to the introduction of their products and goods and their services in the visual space of their own booth. In fact, the attachment and installation of any print ad for the use of the advertising space of the outside walls of the booth as well as the use of the open public advertising space of the international exhibition site will be possible if the necessary coordination is provided and the required permits are taken from the Management of Public Relations and International Affairs of the Exhibitions Joint Stock Company.
13. The organizer is allowed to take a photo and shoot a film from every part of the exhibition if needed.
14. Participants are not allowed to close their booth during the visiting hours.
15. Participants are not allowed to completely leave the booth during the visiting hours.
16. Given the impossibility of the direct sale of products and goods and any lottery and award in the exhibition without the prior coordination with the relevant authorities, it is kindly asked to refrain from doing the above-mentioned prohibited items; otherwise, the Exhibitions Joint Stock Company will be allowed to shut down the offending booth.
17. The conduct of any actions and interactions, damage, and change by the participant on the prefabricated booths will make the participants compensate for the damages.
18. In the event of any damage to the prefabricated booths, facilities, halls, and/or the open spaces of the exhibition, the participants will be obliged to compensate for the damages.
19. The instructions and obligation forms of booth construction will be visible on the official website of the exhibition, that is, http://www.iexhap.ir and will be downloadable at the right time. To this end, all pages of the above-mentioned forms should be signed and sealed by the contractor and the booth-constructing company. In the same way, the obligation and approval forms pertaining to the Exhibitions Joint Stock Company should be also sealed and signed by the contracting and engineering company of booth construction (licensed by the accredited engineering system).
20. Participants are required to exit their goods from the exhibition area and to disassemble their booth at the end of the exhibition based on the timetable and hours announced by the organizer.
21. The entry of any type of cranes, lift trucks, and cars to the exhibition halls by participants is prohibited (Except in emergency situations after getting the permit from the Management of the Exhibitions Joint Stock Company).
22. During the preparation days of booths, activity days, and days of booths disassembly and exit of goods, the entry and passage of each type of car and vehicle will be strictly prohibited on the grounds of the exhibition. The carriage of facilities and equipment items should be performed by means of cargo carrying vehicles, and after loading or unloading, it should be attempted to quickly exit the vehicle from the exhibition area; otherwise, the vehicle will be transferred outside of the exhibition by forklift.
23. The installation of any scaffold for doing advertising affairs on the exhibition area is prohibited, and the offending participant will be required to pay compensation if this rule is violated. Participants can refer to the advertisement contractor in the audiovisual unit of the Exhibitions Joint Stock Company for any kind of outdoor advertising.
24. The distribution of any pamphlet, book, and brochure (information and print items) in the exhibition area (outside the booth) is prohibited. Participants can provide necessary coordination with the Public Relations and International Affairs of the Exhibitions Joint Stock Company in order to take the permit for the distribution of such items in the exhibition area.
25. Due to the need for ease of the electrical agents' access to switchgears, it is required to refrain from putting any additional equipment behind the walls after the arrangement of booths. Obviously, these spaces are checked before the opening of the exhibition and at the time of the exhibition activity and if the above-mentioned equipment was observed behind the booth walls, it will be transmitted out of the hall and the organizer will take no responsibility for the possible loss of such equipment. In addition, in case of the existence of equipment items behind the booth walls and the incidence of any possible accident, the whole responsibility for any damages will be on the offending exhibitor.
26. The continued activity of the booths that do not observe the current rules and regulations and violate their obligations will be prevented, and all consequences, liability, and compensation for the possible damage resulting from this violation of rules will be on the participants.

Force Majeure: In case of the incidence of unforeseen events (force majeure) and the occurrence of such side effects and events as war, earthquake, flood, storm, chaos, fires, changes in the current rules or any other unpredictable accidents and cases that are beyond the control of the organizer and that may lead to the cancellation or rescheduling of the exhibition venue a month before the exhibition, 50% of the amounts paid for the exhibition affairs will be deducted and the rest will be refunded to the participants. In case of the incidence of force majeure less than a month before the exhibition, no expense will be refunded to the participants.
Important dates:

- The last deadline for final registration in the exhibition: Up to September 22, 2017 (obviously, the organizer would be excused from accepting new requests if the capacity of halls and the outdoor space was completed in advance of the above date).

- The last deadline for requesting to change the prefabricated booth into a self-assembled one or vice versa (to be assessed and verified by the organizer) will be October 30, 2017.

- The executive plans of booth construction contractor will be examined and the construction permit will be issued by the organizer only from November 11, 2017 to November 14, 2017.

(After the mentioned date, the organizer will be excused from the acceptance, review, and verification of the executive plans and all the responsibilities and consequences will be passed to the applicant.)

* The organizer will be excused from accepting the companies and individuals (as booth constructing contractors) outside the "approved list of booth constructing contractors by the Exhibitions Joint Stock Company" as announced in the official website of the exhibition http://www.iexhap.ir; therefore, be careful about choosing the booth constructing contractor.

- The delivery date of booths for the arrangement of the display products and decoration of the booth layout: November 22, 2017.

Important point: The presence of the company representative from the booth arrangement to the closure of the booths doors is required. In case of the absence of the company representative at the time of arrangement and disassembly of the booth, the organizer will take no responsibility for the possible loss of goods and equipment.

- Delivery date of self-assembled booths to the participants: From November 20, 2017.

- Deadline for completion of construction and the exit of the debris of self-assembled booths: November 21, 2017 (in case of non-completion of booth construction operations on time and the failure in the timely exit of the construction debris, the lost amount of money will be deducted from the deposit guarantee of performance bond for the delayed disassembly of booth constructing equipment on the organizer's initiatives.)

The delivery date of identification cards: from November 20, 2017.

The official opening date of the exhibition: November 23, 2017.

Visiting hours of the exhibition: 9 am to 17 pm. (In case of any changes in visiting hours, the Exhibitions Joint Stock Company will let the participants know).

- The exit of the display goods from the exhibition area: November 27, 2017

- The disassembly and exit of booth constructing equipment from the exhibition area: November 27, 2017 and November 28, 2017.

*Participants are required to exit their products from the exhibition area and completely disassemble the exhibition booth at the end of the exhibition based on the schedule and hours announced by the organizer.

Important point: The presence of the company representative from the opening of halls doors to the full disassembly of the booths is required.

Booth construction equipment and remaining residues should be fully exited from the exhibition area up to the end of Monday, November 27-28 2017. Otherwise, the whole amount of money relating to "deposit guarantee of performance bond and disassembly of the booth equipment" will be taken for the indemnification of damages.

With this contract we accept all the general terms & conditional of the exhibition.

----------------------------------------
Date                                  legally binding name & Signature                                      Company Stamp
## Participation Tariffs

<table>
<thead>
<tr>
<th>Type of Space</th>
<th>Minimum per sqm</th>
<th>Rate/sqm Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipped</td>
<td>12</td>
<td>270 +9% VAT</td>
</tr>
<tr>
<td>Un equipped</td>
<td>18</td>
<td>260 +9% VAT</td>
</tr>
<tr>
<td>Open space (Un equipped)</td>
<td>30</td>
<td>155 +9% VAT</td>
</tr>
</tbody>
</table>

**Equipped space including:** surrounding partitions, fascia, floor covering, Spotlights, Electricity outlet, 1 table, 2 chairs for each 12 sqm.

According to the instructions received from the International Exhibitions Company, Project registration of visitors to exhibitions, From 29 sep 2015 Date implementation of the plan in accordance with the tariff per square meter plus VAT announced 20/000 rails and must be paid at time of registration to the organizer.
Application Form

1. Exhibition Information:

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Directing manager:</th>
<th>Person to contact:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Production:</th>
<th>Name Of Brand:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Country :</th>
<th>Tel:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Fax:</th>
<th>P.O. Box:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Website:</th>
<th>E-Mail:</th>
</tr>
</thead>
</table>

2. Participation Tariffs: Please note that 9% VAT will be added to the following rates.

<table>
<thead>
<tr>
<th>Type Of Space</th>
<th>Minimum Per sqm</th>
<th>Rate/Sqm Required Space Euro</th>
<th>Required Space</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipped</td>
<td>12</td>
<td>270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unequipped</td>
<td>18</td>
<td>260</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space (Unequipped)</td>
<td>30</td>
<td>155</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Equipped space including: surrounding partitions, fascia, floor covering, spotlights, electricity outlet, 1 table, 2 chairs for each 12 sqm.

According to the instructions received from the International Exhibitions Company, Project registration of visitors to exhibitions, From 29 sep 2015 Date implementation of the plan in accordance with the tariff per square meter plus VAT announced 20/000 rails and must be paid at time of registration to the organizer.

NOTE: The cost of electricity is 40 cents per kilowatt for foreign companies.

With this contract we accept all the general terms & conditional of the exhibition.

……………………………………………………………………………………………………………………………………………………………………
Date                 legally binding name & Signature                  Company Stamp
17th International Exhibition
Of Household Appliances

Identification Card

Company Name:

<table>
<thead>
<tr>
<th>Hall no:</th>
<th>Sqm:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country:</th>
<th>Tel:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fax:</th>
<th>P.O. Box:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The number of ID card based on sqm to any booth:
- To 12 sq.m: 2 ID Card
- 13-24 sq.m: 3 ID Card
- 25-50 sq.m: 4 ID Card
- 51-100 sq.m: 6 ID Card
- 100-150 sq.m: 8 ID Card
- 151-300 sq.m: 10 ID Card
- 300-500 sq.m: 12 ID Card

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>surname</th>
<th>Passport Number</th>
<th>Nationality</th>
<th>Position in exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

With this contract we accept all the general terms & conditional of the exhibition.

……………………..                                   …………………………………………….                              ……...……………..

Date                                                  legally binding name & Signature                                   Company Stamp
Due to limitation of parking spaces, delivery of parking cards depends on the capacity of the parking spaces of Iran International Exhibitions Co trade fair company.

The number of parking cards based on sqm to any booth:

To 12 sq.m: 1 parking cards
13-50 sq.m: 2 parking cards
More than 51 sqm: 3 parking cards

Name of Co:

<table>
<thead>
<tr>
<th>No.</th>
<th>Model</th>
<th>PLATE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

…………………………..  ……………………………………………  …………………………

Date  legally binding name & Signature  Company Stamp
Personal Information foreign exhibitors form

This form specifically pertains to the participants who participate in the exhibition directly from foreign countries or the participants whose exhibitors are from foreign countries.

Company Name: …………………………………………………………………………………

Name: ……………………………………………………………………………………………

Surname: ………………………………………………………………………………………...

Nationality: ………………………………………………………………………………………

Passport Number: ………………………………………………………………………………

Telephone: ………………………………………………………………………………………

Fax: …………………………………………………………………………………………………

E-mail: ……………………………………………………………………………………………

Cell phone number: ……………………………………………………………………………

Position: ………………………………………………………………………………………

Hall no: ……………………………………………………………………………………………

Both no: …………………………………………………………………………………………

Signature: ………………………………………………………………………………………

Date: ……………………………………………………………………………………………

Note: Send a copy of the passport for the issuance of ID cards for foreign participants to the event organizer is required.
Official Catalog Form

Exhibition Information

Sending the companies information to be printed in the exhibition book maximum to 26 Oct. 2017.

Company Name: ..................................................................................

Directing manager: ...........................................................................

Address: ..........................................................................................

Tel: ..................................................................................................

Cell phone: .......................................................................................

E-mail: ...........................................................................................

Fax: ................................................................................................

Website: ........................................................................................

Products: .........................................................................................

@Telegram................................................................. Instagram..................................................

.................................................................................................

.................................................................................................

Date ..................................................................................................

legally binding name & Signature ..........................................................................

Company Stamp ..........................................................................................
# Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for sending the application form</td>
<td>22 Sep. 2017</td>
</tr>
<tr>
<td>Payment of the rental charge</td>
<td>22 Oct. 2017</td>
</tr>
<tr>
<td>Sending the companies information to be printed in the catalogue</td>
<td>26 Oct. 2017</td>
</tr>
<tr>
<td>Deadline for the obtaining entry visa</td>
<td>12 Oct. 2017</td>
</tr>
<tr>
<td>Deadline for the unequipped stand to send their design plans</td>
<td>11-14 Nov. 2017</td>
</tr>
<tr>
<td>Delivering the space to the unequipped stand</td>
<td>21 Nov. 2017</td>
</tr>
<tr>
<td>Delivering the booth to the equipped stand</td>
<td>20 Nov. 2017</td>
</tr>
<tr>
<td>Finishing the construction and decoration for all the stands</td>
<td>21 Nov. 2017</td>
</tr>
<tr>
<td>Official opening ceremony</td>
<td>23 Nov. 2017</td>
</tr>
<tr>
<td>Duration</td>
<td>23-26 Nov. 2017</td>
</tr>
<tr>
<td>Working hours of the exhibition</td>
<td>9 am- 17 pm</td>
</tr>
<tr>
<td>Dismantling of the stands and evacuating the halls</td>
<td>27-28 Nov. 2017</td>
</tr>
</tbody>
</table>

Please note that the above deadlines must not be extended.
Exhibition Goods:

- Electrical Household Appliances
  (Refrigerator, Freezer Fridge, Freezer…)
- Audio- Visual Appliances
  (Television, Radio, DVD Player …)
- Heating Household Appliances
- Cooling Household Appliances
- Swivel Household Appliances
  (Washing Machine, Dishwasher…)
- Gas burner household appliances
  (Oven cooker, heater, samovar…)
- The water settlement & air settlement system
- Kitchen Utensils
  (Kitchenware, Tableware, Kitchen Home Services …)
- Porcelain, Pottery, Glass Crystal Dishes
- Teflon & Cast Iron Of Autoclave, Pan, Pot, …
- Silver & Steal Dishes
  (Tableware, Dishes)
- Plastic Kitchen Ware
- Producing Plastic Sponge, Parts For Household Appliances
- Electrical Product For Household Appliances
  (Electromotor, Compressor,)
- Producing Spine Parts Of Household Appliances
- Electronic Product Using In Household Appliances
  (Electronic Boards of Refrigerator, Freezer)
- Glass Parts For Household Appliances
- Industry & Industrial Enamels For Household Appliances