



Revitalizing Higher Education in Africa



**Exhibition of the COMEDAF IV Conference of African Ministers of Education
Mombasa, Kenya, November 22 - 26, 2009**

EXHIBITORS' HANDBOOK



Association for the Development of Education in Africa
Association pour le développement de l'éducation en Afrique



United Nations Education,
Scientific and Cultural Organization

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General Information

1. Exhibition Organizers

ICWE Africa Ltd
Kampus Towers, 4th floor
University Way
PO Box 746-00100
Nairobi, Kenya

Tel.: +254 (0)20 234 39 60/1

E-Mail: info@icwe.co.ke

Website: www.icwe.co.ke

During the event you will find us at:

Registration & Information Desk
Sarova Whitesands Beach Resort & Spa
PO Box 90173-80100
Malindi Road
Mombasa, Kenya

Tel.: +254 (0) 41 212 80 00

Fax: +254 (0) 41 548 56 55 2

E-Mail: whitesands@sarovahotels.com

Website: www.sarovahotels.com/whitesands

If you have any questions while organizing your participation or need additional assistance, don't hesitate to contact us:

Ms Angela Mutegi:

Tel: +254 (0)20 234 39 60/1

Cell: +254 (0)727 221 805

E-Mail: angela@icwe.co.ke, info@icwe.co.ke

2. Conference Venue

Sarova Whitesands Beach Resort & Spa
PO Box 90173-80100
Malindi Road
Mombasa, Kenya

Tel.: +254 (0) 41 212 80 00

Fax: +254 (0) 41 548 56 55 2

E-Mail: whitesands@sarovahotels.com

Website: www.sarovahotels.com/whitesands

3. Overview of Activities During the Conference

Sunday, November 22nd:

- **Arrival and registration of Exhibitors from 09:00 – 10:00**
- **Exhibition hall set-up time from 11:00 – 18:00**

Monday, November 23rd:

- **Exhibition hall open to participants from 09:00 – 18:00**
- **Opening Session**
- **Tea/Coffee Breaks taking place in the exhibition area 10:30 – 11:00 and 16:15 – 16:45**

Tuesday, November 24th:

- **Exhibition hall open to participants from 09:00 – 18:00**

- Guided tour of exhibition on educational materials 11:00 – 11:30
- **Tea/Coffee Breaks taking place in the exhibition area 10:30 – 11:00 and 16:15 – 16:45**

Wednesday, November 25th:

- **Exhibition hall open to participants from 09:00 – 18:00**
- Opening Session for the meeting of ministers 17:00 – 18:15

Thursday, November 26th:

- **Exhibition hall open to participants from 09:00 – 18:00**
- Guided tour of exhibition on educational materials 09:30 – 10:00
- **Tea/Coffee Break taking place in the exhibition area 10:30 – 11:00**

Friday, November 27th:

- **Exhibition hall dismantling from 9:00 – 11:00**

4. Opening Hours of Exhibition

The exhibition area is open to participants. Opening hours are:

- | | |
|----------------------------------|---------------------|
| ➤ Monday, November 23rd, 2009 | from 09:00 to 18:00 |
| ➤ Tuesday, November 24th, 2009 | from 09:00 to 18:00 |
| ➤ Wednesday, November 25th, 2009 | from 09:00 to 18:00 |
| ➤ Thursday, November 26th, 2009 | from 09:00 to 18:00 |

5. Exhibition Area Rules & Regulations

Exhibitors are required to **keep their stands manned and decorated at all exhibition-hall opening hours**. Empty stands have a negative impact not only on the exhibitor's image but also on the conference as a whole and on the organization.

Exhibitors are asked to not exceed the exhibition space that has been booked.

For **security reasons** as well out of **respect for fellow exhibitors**, please:

- Do not place any decoration material or furniture (banners, brochure racks, etc) outside your stand limits or in the hallways.
- When showing videos or giving presentations with open audio, make sure to keep the audio to a level that does not interfere with other exhibitors' interactions.
- Do not distribute material outside the allocated exhibition space.

Additionally we kindly ask that you **inform us if:**

- You are **planning on holding a reception at your stand** serving food and/or drinks. Furthermore, please make sure that the reception does not interfere with your neighbouring exhibitor, obstruct access/view to their stands or block the hallways to the sessions.

- ☛ You are **planning on holding a prize draw** at your stand as we can help you announce this.
- ☛ You are **planning on sharing your stand with other exhibitors** who have not officially registered with us, as this would need to be approved by the organizers.

We appreciate your cooperation.

6. Stand Positioning

ICWE Africa will allocate the stands and comply, as far as possible, with the wishes of the exhibitors regarding their stand positioning.

If you are placing an advert or sending an e-mail to your contacts and would like to include your stand number, please check with us for the final stand number before doing so.

Preparing for the exhibition

7. Important Dates *(please make a note of the deadlines)*

- Friday November 13th, 2009 before noon Submitting the Registration
- Friday November 13th, 2009 before noon Submitting the Text of Catalogue Entry
- Tuesday, November 16th, 2009 Stand Personnel Registration

8. Sending in the Text for your Catalogue Entry

If you have not submitted your entry form yet, please send it to Angela Mutegi (angela@icwe.co.ke or info@icwe.co.ke) **before noon November 13 th, 2009**

You can download the form from our website: www.icwe.co.ke/comedaf

Information given on the form will be printed in the catalogue.

We cannot guarantee that your catalogue entry will be included if it arrives after the deadline (November 13 th, 2009 before noon).

9. What is Included in the Stand

Each stand includes:

- Stand space 3m x 3m
- Equipment:
 - One Table
 - Two Chairs
 - Lighting (2 spotlights)
- Fascia signboard
 - For the identification of your company
 - 25 letters max.
- Electricity (1 plug and 1 extension cord with 3 outlets)
 - **Important:** Electrical supply is 220/240 volts and 50 Hz. UK-style square three-pin plugs are generally used.
Bring adapters. Should you bring equipment that is not compatible with the Kenyan system, please do not forget to bring adapters. They might be difficult to find locally.

10. Stand Personnel – Requesting Badges

We sent you a Stand Personnel Form to request stand personnel badges for your team members who will be manning the stand. Please return the form to us before November 16th, 2009.

You can also download the form from our website: www.icwe.co.ke/comedaf

Deadline to request badges are November 16th, 2009

11. Sending Material to the Venue (steps to help ensure timely delivery)

Please start preparing your shipment as soon as possible

Address for Shipment:

Mr. Moses Ponda
Sarova Whitesands Beach Resort & Spa
PO Box 90173 -80100
Malindi Road
Mombasa Kenya
Tel: +254 (0)41 212 80 00
Cell: +254 (0)724 334 808
Fax: +254 (0)41 548 65 27
E-mail: moses.ponda@sarovahotels.com

For the shipment

IMPORTANT: Sender bears all costs:

All expenses incurred as well as the related preparations to send the exhibition packages to the hotel **handled by the exhibitor**. Please contact a forwarder or courier service of your choice (preferably one with extensive experience in shipments and customs laws in Kenya) and work closely and timely with them in order to guarantee that your material arrives in time for the event.

Also remember that all the necessary documents for clearing be in order and submitted on time. You are required to meet all shipping/courier expenses for the exhibition packages to the hotel.

All packages are to be accompanied by the filled attached form. Also ensure that the form is attached to every package in a visible area.

The **contact person** at the Sarova Whitesands Beach Resort & Spa is **Mr. Moses Ponda**, (moses.ponda@sarovahotels.com)

IMPORTANT:

Moses will only be receiving your packages on delivery by your agent/courier at the hotel. Please ensure that you communicate with him when you send your packages and also copy ICWE in the e-mail (angela@icwe.co.ke).

12. Organizing a Return Shipment

If you know there is material that will have to be sent back to your office at the end of the event, please remember to pre-arrange for a return shipment/courier and give your onsite team the necessary forms that may be required to attach to the volumes.

13. Stand Decoration

SETTING UP

Exhibitors will be able to **decorate their stands** on

- Sunday, November 22nd, 2009 between 11:00 and 18:00

DISMANTLING

Dismantling will take place between 09:00 and 11:00 on Friday, November 27th, 2009.

Dismantling rules:

1. Exhibitors are **not to start dismantling the stands nor leave their stands before 18:30 on Thursday, November 26th, 2009.**

We ask special attention to this rule **for the safety** and commodity **of the conference participants** who need to cross the exhibition hall until that time to reach / leave their sessions.

2. After 11:00 November 27th, 2009 the exhibition management can no longer be held responsible for the guarding of the exhibits.
3. Exhibitors are asked to **remove all their decoration material from the walls** and furniture and leave the stand in the same shape they found it.
4. Please note that the standbuilder **will invoice the exhibitor directly for any damages caused to the stand.**

DECORATING THE STAND (what material may be used)

Please **bring with you** any items you might need to decorate your stand: scissors, cutter, string, usual and double-sided adhesive tape, masking tape, nylon cord, etc.

Please note, that you **may not use** nails, pins, tape that is hard to remove or leaves traces or other items that may damage the structure of the walls.

The standbuilder will invoice the exhibitor directly for any damage caused to the stand.

14. Exhibition Hall Security and Cleaning

SECURITY

The exhibition area will be guarded 24hrs until November 27th, 2009

ATTENTION: Security Warnings!

Do not leave equipment unattended at your stand at any time (above all laptops, PDAs, etc. and small items that are easy to remove). For valuable objects we recommend you hire insurance. The exhibition management (ICWE Africa) and the venue (Sarova Whitesands Beach Resort & Spa, Mombasa) accept no liability for lost or stolen items.

Do not leave equipment and other valuables that are easy to remove at the stand overnight (specially laptops, projectors, small screens, etc.) If you have small items and need a place to store them overnight, please contact organizers to store them for you.

CLEANING

The daily cleaning of the passages in the exhibition halls will be arranged by ICWE Africa.

At the end of each day, please place any rubbish you would like to see disposed of in the hallway next to your stand in such a way that the cleaning personnel can clearly identify it as trash.

Making travel arrangements

15. Arrival in Mombasa

Moi International Airport is the second most imported airport in Kenya situated approximately 12 kilometres outside the city centre.

Airport Contact Tel: +254 (0) 41 343 321 11

Website: www.kenyaairports.co.ke/kaa

Taxis

There are taxi services at fixed charges per individual passenger. A trip from the airport to the Sarova Whitesands Beach Resort & Spa takes approximately 25 minutes. Both cost between Ksh1500 (US\$ 20).

16. Getting Around in Mombasa

Public transportation in the city is provided by a number of privately owned mini buses (Matatus) and taxis.

Matatus

Matatus are usually converted mini busses that run a regular, well-known route. They are cheap and frequent but often in poor repair and over-crowded.

Safety

Mombasa is relatively safe however please consider the following standard rules:

- Try to go out in groups
- Try to avoid city centres and hotspots after odd hours
- Keep in well-lit and populated areas
- Be aware of where your belongings are at all times (bags, wallets, etc.)

Further Questions (contact details)

If you have any further questions while organising your participation or need additional assistance, do not hesitate to contact us:

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PO Box 746-00100,
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