

# EXHIBITOR MANUAL PCVExpo 2024



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# Document purpose

## Dear exhibitor!

We are pleased to greet you at PCVExpo 2024 exhibition.

This manual is created to help you to optimise the process of organising your company's participation in the exhibition: paperwork, cargo delivery, stand construction and other issues.

Information that you'll find in this manual will help you to plan the preparation in the best way and make your exhibiting experience most effective, comfortable and easy.

Careful acquaintance with general rules and requirements of exhibiting will help to avoid misconceptions and optimise exhibiting expenses. For more information please see the following instructions: ["General terms of holding events in Crocus Expo IEC"](#) and ["BuildExpo general terms and conditions of exhibition arrangement"](#).

General information from the Organiser, list of additional technical services, advertising options and types of stand constructions and suspensions may be found in the following documents:

- Exhibition stands catalog
- Technical services catalog
- Advertising options catalog
- Application for technical suspensions
- MVK requirements to the stand project and design

Please don't hesitate to address us on any questions you have during your preparation for the exhibition.



Bet regards,  
MVK International  
Exhibition Company

Organiser of  
PCVExpo 2024

## Exhibition schedule

### Build up period: 18 – 21 October

	18 October Friday	19 October Saturday	20 October Sunday	21 October Monday
Entry time for exhibitors and builders	13.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3,4</sup>
Pavilion gates working hours for cargo delivery <sup>2</sup>	13.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3,4</sup>
Stand build up	13.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 <sup>1</sup> – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3</sup>	08.00 – 19.45 <sup>3,4</sup>
Access to equipped stands, ordered at MVK permitted	-	-	-	14.00 – 19.45 <sup>4</sup>

<sup>1</sup> 8.00 – 13.00 exhibition halls' chalking by General builder. Before the chalking is over, exhibitors and builders are not allowed in the pavilions.

<sup>2</sup> Build up time for heavy and bulky equipment is to be coordinated in MVK Technical Service Department. Organiser reserves the right interrupt the build up process of certain stands in order to provide the delivery of bulky exhibits to the venue according to the schedule.

<sup>3</sup> Extension of working hours is to be ordered in Service Centre of the pavilion before 18.00. Extension of working hours on the last day of the build up period is PROHIBITED.

<sup>4</sup> At 16:00 the final cleanup of the aisles will be effectuated. All stands should be ready – built up and cleaned. Aisles should be cleared. All equipment (exhibits) should be unpacked. From this point, all further stand set up should be effectuated within the stand.

### Exhibition working hours: 22 - 24 October

	22 October Tuesday	23 October Wednesday	24 October Thursday
Entry time for exhibitors <sup>5</sup>	08.00 – 19.00	09.00 – 19.00	09.00 – 19.45 <sup>6</sup>
Entry time for visitors	10.00 – 18.00	10.00 – 18.00	10.00 – 16.00

<sup>5</sup> Only exhibitors with exhibitor badges will be permitted to the pavilions. Construction works at stands are not permitted and work passes are not valid.

<sup>6</sup> **Equipped stands should be vacated before 19.45.** All exhibits and equipment should be removed from the stands (except cargo that is to be removed on the next day according to the schedule). Otherwise the exhibitor takes the whole responsibility for safety of exhibits or full disposal of one-off constructions

### Dismantling period: 25 October

	25 October Friday
Entry time for exhibitors and builders	08.00 – 16.00
Pavilion gates working hours for cargo removal	08.00 – 16.00
Stand dismantling	08.00 – 16.00 <sup>7</sup>
Final cleanup. Pavilion should be vacated, all equipment and exhibits removed, stands dismantled and construction elements removed	16.00 – 19.45 <sup>8</sup>

<sup>7</sup> All building materials, construction elements and bulky waste must be removed from the territory of Crocus Expo IEC at the expense of exhibitor or builder.

<sup>8</sup> All equipment and exhibits should be removed. Otherwise the exhibitor takes the whole responsibility for safety of exhibits or full disposal of one-off constructions.

# How to get to the exhibition center

## Exhibition center address

Mezhdunarodnaya str. 16, Krasnogorsk, Krasnogorsk area, Moscow region, 65-66 km Moscow City Ring (MKAD)

## By public transport:

To “Myakinino” metro station:

- exit from the first car from the center, then – walk through the covered tunnel through Pavilion №2, until you reach Pavilion №1.
- exit from the last car from the center, then – walk ~ 300 m through the outdoor territory of Crocus Expo IEC until you reach Pavilion №1.

## By car:

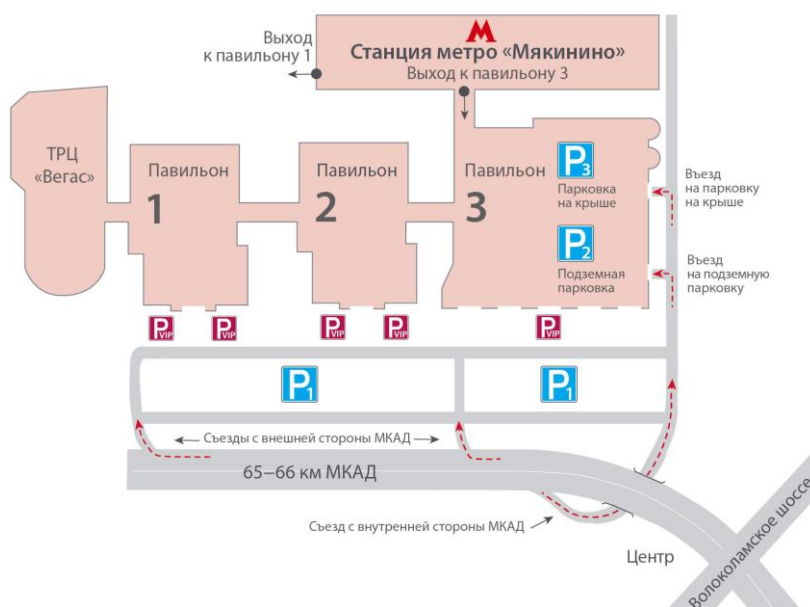
- On the outside of Moscow City Ring (MKAD) (66 km) – exit to the territory of Crocus Expo IEC after Volokolamsk highway. Follow the signage to the Crocus City.
- On the inner side of Moscow City Ring (66 km) – go under Spasskiy bridge on MKAD (over Moskva river). Follow the signage to the Crocus City.



Vehicles with load capacity of **over 12 tons** are allowed on Moscow City Ring (MKAD) only during night hours – from 22.00 till 6.00. Special permission required for day use.

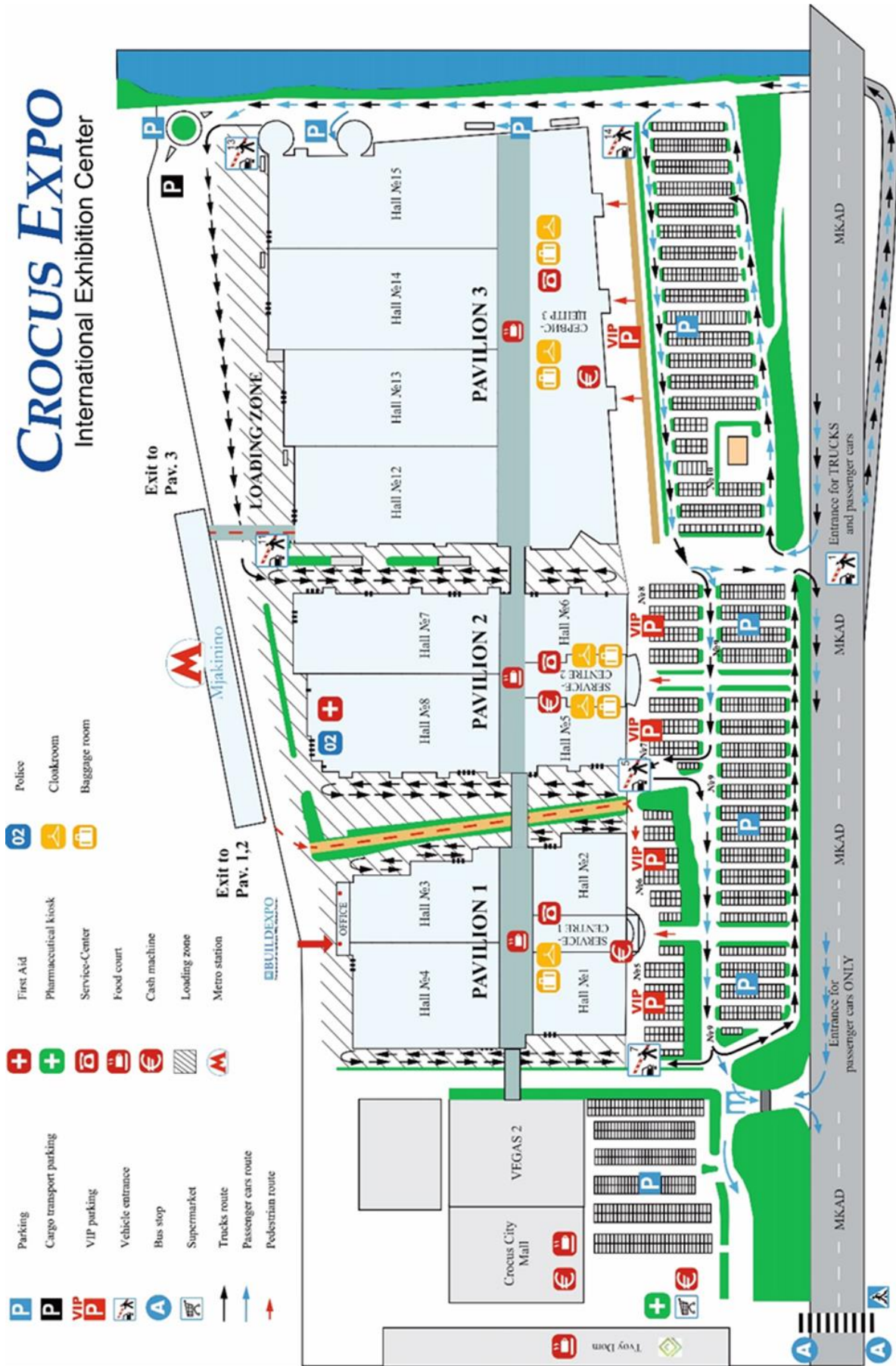
## Car parking:

- free parking is available in front of Crocus Expo IEC pavilions – **P1 on the scheme**
- **paid parking (P VIP on the scheme)** is located in close proximity to Crocus Expo IEC entrances – special parking passes may be purchased through filling a special form in the [Technical Services catalog](#)



# Detailed plan of Crocus Expo IEC

## CROCUS EXPO International Exhibition Center



# Rules of access to the exhibition center

Crocus Expo IEC provides a special regime and safety measures for all events that take place on its territory.

While planning your visit, please reserve some extra time (~5 minutes) on passing the safety procedure.

**All persons who are on the Exhibition Square during the assembly and dismantling works must use protective helmets, as well as other personal protective equipment necessary for performing specific types of work.**

## Access control

There are two types of documents giving the permission to enter the exhibition halls of Crocus Expo IEC.

Document type	Valid for	Where when and how to get
1. Setup staff badge	Access to the exhibition halls during build up and dismantling	<b>Place of issue</b> Service Centre in your pavilion of Crocus expo IEC <b>Time of issue</b> No earlier than 2 weeks before the build up period <b>Conditions of issue</b> <ul style="list-style-type: none"><li>• 2 copies of "Stand setup staff badges" application</li><li>• Badges are valid only upon ID presentation</li></ul>
2. Exhibitor badge	Access to the exhibition halls during build up, exhibition working hours and dismantling period	<b>Place of issue</b> Exhibitor registration desk in the foyer of your pavilion in Crocus Expo IEC. <b>Time of issue</b> From 9.00 on the last day of build up <b>Conditions of issue</b> <ul style="list-style-type: none"><li>• Filled on-line form in the exhibitor Personal Cabinet – no later than 21 day before the exhibition starts</li></ul> <i>One exhibitor's representative may receive all preordered badges for the company.</i>

## Rules of delivery / removal of cargo

Delivery of local or customs cleared cargo to the cargo handling area at the territory of Crocus Expo IEC is carried out on the basis of paid passes for each vehicle.

### To organise access and exit of the vehicle delivering cargo it is necessary to:

1. Order paid car passes to the PRR zone at the service center of IEC "Crocus Expo"  
Tel.: +7 (495) 727-2626  
E-mail: [service@crocus-expo.ru](mailto:service@crocus-expo.ru)
2. Prepare a letter in accordance with the attached sample on the letterhead of your company signed by the manager. Letter template at the link: "[Letters for the import and export of equipment and exhibits](#)". Contractors or transport agents must be in possession of a power of attorney or import letters issued by your company.
3. Send the Letter for Import/Export in advance by e-mail to the Organizers or endorse the letter at the Organizers' office located in your pavilion during the installation period of the event.
4. Send the Organizer's endorsed Import/Export Letter to the Service Center Department by e-mail [service@crocus-expo.ru](mailto:service@crocus-expo.ru) or submit it directly at the Information and Services Desk in the foyer of your pavilion. An employee of the Department of the "Service Center" assigns a number to the letter and stamps: "IMPORT IS ALLOWED". You must have an endorsed letter with you on the day of arrival.  
**You will need 3 copies of the letter for import/export.** One copy of the letter remains in the Service Center, the second is handed over to the security officer at the assembly gate when the exhibits are brought in. According to the remaining copy of the letter you carry out the export of exhibits at the end of the exhibition.
5. Obtain passes for the entry of vehicles into the PRR zone at the Service Center. Passes can also be purchased on the spot, at the counter of the Service Center of your pavilion. If you order a pass during the exhibition, you will need a power of attorney issued in your name.
6. Present to the guards the "Letter for import and export" when bringing goods into the pavilion through the assembly gate.
7. In case of additional import or export of equipment during the exhibition, prepare and endorse the "Letter for the import and export of equipment and exhibits" for additionally imported equipment in accordance with the above procedure. Additional import and export can be carried out from 09.00 to 9.30 and from 18.00 to 18.30. In this case, you will need an additional one-time pass to enter the PRR zone



Exhibitors that have preordered cargo handling services (see page 8) should receive their passes to the cargo handling area from the Crocus Expo IEC Transport and Logistics Department staff.



Trailers require additional passes that should be purchased in the Service Centre of your pavilion in Crocus Expo IEC.



#### Rules of using parking areas

- night parking is prohibited
  - car washing and repairing are prohibited
- all cargo activities, including reloading cargo from one vehicle to another are prohibited



To deliver audio-video equipment to the Crocus Expo IEC territory it is necessary to pass a paid accreditation procedure with the General builder – BuildExpo Ltd. If the equipment is the property of exhibiting company or if exhibitor may provide a unified waybill ТОПГ-12 or statement OC-6, accreditation is preceded for free. The deadline for submitting applications for approval of audio-video equipment is 3 working days before the event build up period.

## Rules of loading, unloading and cargo storage

Transport and Logistics Department of Crocus Expo IEC has an exclusive right to execute cargo loading, unloading and transportation services on the venue territory using all types of lifting equipment, load-carrying machinery and mechanisms.

To receive a loading, unloading or cargo delivery to the stand service, as for storage of cargo or boxing, exhibitors should contact the Transport and Logistics Department of Crocus Expo IEC no later than 14 days before the build up period. In case of late application a surcharge is being imposed.

Bulky and heavy exhibits delivery procedure should be agreed in advance with MVK technical manager in order to avoid a situation when stands that have already been built, impede exhibits delivery to the stand.

For **self-propelled consignments** access to the exhibition halls and to the outdoor exhibition areas, a reception service should be ordered in Transport and Logistics Department of Crocus Expo IEC.

### Transport and Logistics Department

Tel.: +7 (495) 727-25-87

[trans@crocus-expo.ru](mailto:trans@crocus-expo.ru)

Representatives of Transport and Logistics Department are available at the desk in foyer of your pavilion or may be contacted through Crocus Expo Service Centre.



According to Crocus Expo IEC rules exhibitors must not bring or use their own loading and transport devices and equipment except pallet trucks and hand trolleys. Breaking this rule may be followed by fines charged by Crocus Expo IEC administration.



Personal belongings and carry-on bags under 30 kg of weight and no bigger than 60 x 60 x 60 cm in size may be taken through main entrances of the pavilion. Bringing of exhibition equipment and materials through main entrances of the pavilion is not allowed.



Standing time in cargo handling area is limited:

- for cargo vehicles – by 2 hours
- for passenger vehicles – by 1 hour

Overstaying in the cargo handling area may be followed by fines charged by Crocus Expo IEC administration.

## Rules of international cargo delivery

To deliver international cargo (i. e. cargo without Customs Union goods status) to the territory of the exhibition centre, please use the services of [official customs freight forwarders](#) of Crocus Expo IEC. The updated list of freight forwarders may be found on the official website of the exhibition center [www.crocus-expo.ru](http://www.crocus-expo.ru)

If you use services of any other freight forwarders to deliver your cargo to the Russian Federation, your freight forwarders should contact one of the aforesaid official customs freight forwarders of Crocus Expo IEC to deliver your goods to the territory of the exhibition centre.



# Exhibition halls' specifications

## Ceiling heights and floor loading

Hall	Ceiling heights, m max/min	Maximal permitted construction height, m	Maximal permitted floor load, kg/m <sup>2</sup>
1	9/4,1	6	20 000
2	9/4,1	6	20 000
3	9	6	20 000
4	9	6	20 000

! To specify ceiling height over particular stand, please contact an Organiser's technical manager.

## General requirements for stand construction

! Stand design project with all measurements should be approved by exhibition Organiser's technical manager no later than 30 days before the build up period. In case of violation of stand construction requirements, the Organiser reserves the right to stop a stand construction or forbid its exploitation.

! Due to the characteristics of the venue, columns, hatches, electrical cabinets, shields, technical connection points, power cables and 50 cm diameter pipes may be located on the stand.

1. A stand is a part of the exhibition hall that has been rented by an exhibitor from the exhibition Organiser. Each stand must be completed with a floor covering: carpet, laminate flooring or other.
2. Stands that have common boundaries with other stands, exposition areas or pavilion walls should be equipped with walls along these boundaries.
3. Stand walls should be of a minimum height of 2,5 m. Maximum stand height is 6 m.
4. There is a surcharge for double decker stands.
5. Open sides of the stand (according to the general floor plan of the exhibition) should not be closed by the exhibitor without permission of the Organiser's technical manager.
6. Stand constructions should not block direct access to fire hydrants, power switchboards and emergency exits.

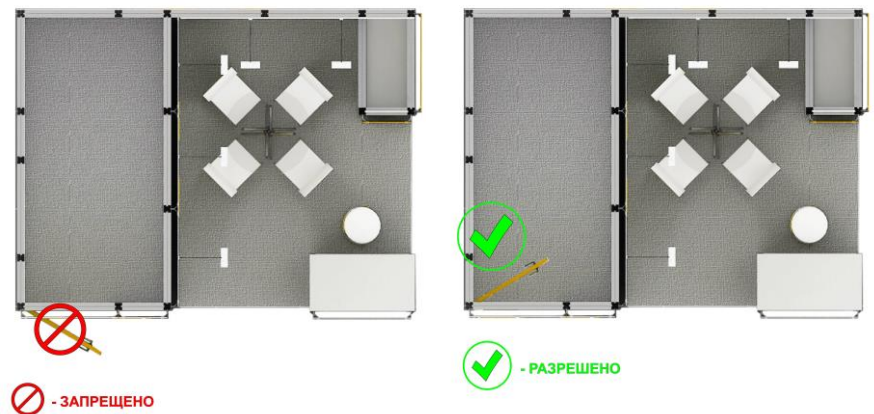
7. No part of the stand construction (including spotlights, flags, and decor elements) may extend beyond the boundaries of the rented exhibition space. Exception can be made for light-weight spotlights installed at a minimum height of 4 m above floor.



8. The reverse side of stand wall(s) visible from aisles or overlapping the height of walls of neighbouring stands must be of neat appearance (only white color accepted). Logos or any other graphics are not allowed on these surfaces.



9. Doorways facing the aisles should be equipped with doors which open to the inside of the stand.



## Useful information on exhibiting

! All exhibitors and representatives of the exhibition Organiser as well as builders, contractors and other parties on the territory of Crocus Expo IEC must comply with the provisions of [“General terms of holding events in Crocus Expo IEC”](#) and [“BuildExpo general terms and conditions of exhibition arrangement”](#)

## Technical certification for space only sites

Exhibitors that have ordered space only option must provide "BuildExpo" LLC (General Builder on the territory of the exhibition centre) with the full technical documentation on the stand to obtain the license on building the stand.

## At stands ordered from MVK it is forbidden to:

- Use any lighting equipment without certifying it with BuildExpo.
- Exploit any domestic extension cords
- Make unauthorised changes of the stand construction
- Arbitrarily past on the surface of the stand panels
- Commit any actions that may damage rented equipment.
- Use mobile structures such as Tritex, Joker, etc., without approval

## Preservation of exhibits and stand equipment

*During build up period: 8.00 to 19.45* – exhibitors are responsible for safety of exhibits, equipment and personal belongings on the stands. Please make sure representatives of your company are constantly present on the stand. Between 19.45 and 8.00 exhibition halls are sealed, security is provided by Crocus Expo IEC.

*During the exhibition: from 9:00 to 19:00* (from 8:00 on the first day of exhibition) exhibitors bear full responsibility for the safety of property on the stands. From 19:00 to 09:00 exhibition halls are sealed, security is provided by Crocus Expo IEC.

## Risk insurance

According to the contract on exhibiting, the Organiser insures exhibitors' property interests.

If an insured event occurs, please contact the Organiser immediately and get consulted on terms and conditions of opening an insurance case.

## Rules for organizing events at exhibitors' stands

1. It is necessary to coordinate the holding of the event at the stand, its theme and time, as well as the use of multimedia / audio and video equipment with the exhibition organizer.
2. The noise level at the stands should not exceed 75 dB. In case of complaints from other participants and visitors of the exhibition, the organizer has the right to turn off the noise source immediately.
3. It is necessary to provide space for listeners / spectators within your stand.  
Gathering the audience in the aisles of the exhibition is prohibited.

## Potentially dangerous exhibits

While demonstrating exhibits that may present danger for exhibitors and visitors due to their construction or properties, please make sure that safety barriers are being installed.

## Cleaning

General cleaning of the aisles will be carried out every morning prior to opening during the exhibition days.

Crocus Expo IEC cleaning service will remove refuse, left in plastic bags or cartons in front of the stand in the evening. To order additional cleaning on your stand, please see Technical Services catalog. All cleaning is only being proceeded by crocus Expo staff, except for wiping and polishing of exhibits. It is not allowed to enlist the services of the third-party companies for cleaning on the Crocus Expo IEC territory. Unauthorised cleaning using technical equipment is forbidden on the Crocus Expo IEC territory.

## Cooking on the stand

Cooking at the stands is acceptable, it has to be agreed with the Organiser and must comply with the following requirements:

1. Open fire is not to be used. Only electrical devices are allowed.

2. Smoke and strong odors are to be avoided during cooking. It is highly recommended to equip a stand with professional extractor hood with filters.
3. In case of complaints from other exhibitors, the Organiser reserves the right to stop the cooking at the stand.

## Coffee brakes, drink receptions, catering

Engaging companies to provide catering services at IEC Crocus Expo is possible only after agreement with the technical department of the MVK.

## Trading at the exhibition

Trading at the exhibition is not allowed.

## LeadFrog service for Exhibition participants

**Exhibition participants get access to the LeadFrog Application** (the service is included in the participant's registration fee), which allows them to collect contacts of visitors to the stand in electronic format and supplement the contact database with other information obtained during negotiations with visitors.

### The functionality of the Application includes:

- Scanning badges and business cards of visitors and saving contacts
- Collecting contacts of visitors scanning QR codes of products with the LeadFrog application
- Creating text, audio, photo notes and drawings for contacts
- Creation of QR codes of products with description and characteristics
- Ranging of contacts by warmth and novelty
- Description of the company profile (links to resources and media) in the personal account and in the application
- Viewing and editing the collected data in your personal account
- Indefinite storage of collected data
- Statistics and reports on the work of the staff and the stand in your personal account
- Downloading text and media notes
- Statistical reports and contact cards with media notes in PDF format
- Downloading the collected data in Excel, CSV format.

### How to activate the service:

1. Log in to the service at: <https://enterprise.leadfrog.pro>
2. Install the LeadFrog Enterprise app and log in to it.

Watch a short [video instruction](#) on how to connect.

### Technical support:

If you have any questions regarding how to connect to the service and configure the work in the Application, please contact the customer support.

Tel: 8 (800) 302-11-34, +7 (969) 282-97-28

Email: [support@leadfrog.pro](mailto:support@leadfrog.pro)