

## JH&RE '08

Jordan Hotel, Restaurant Supplies  
& Catering Equipment Exhibition  
Radisson SAS Hotel, Amman  
April 17-20, 2008



*Organizer:*

*MEEF Int'l Events Management  
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## About the Show

### **Jordan Tourism Industry is growing rapidly**

The tourism sector is considered to be one of the most important sectors in Jordan's economy, constituting 10.5% of GDP in 2005, and grew at a CAGR of 7.9% during 2001 to 2005. Jordan is a destination with many iconic tourist attractions, such as Petra, Wadi Rum, and the Dead Sea. Tourism has been also a major driver of the real estate market in Jordan as well with many projects under construction coming up shortly in the tourism sector. Total tourist arrivals in the Middle East region stood at around 38.4mn in 2005, accounting for 4.8% of the world's total tourist arrivals. Jordan accounted for 7.8% of total tourist arrivals in the Middle East region in 2005, which grew by 4.7% on a year on year basis. It is worth noting that tourist arrivals in Jordan witnessed a 21.1% growth in 2004 following the war on Iraq in 2003. All the figures point out that tourism in Jordan has been growing at a steady rate. The total number of tourist arrivals in Jordan grew at a CAGR of 7.5% during the four years from 2002 to 2005. The number of nights occupied grew at CAGR of 16.7% during the same period, while the number of rooms grew at CAGR of 17.6%. Occupancy rates in Jordan's hotels stood at 48% in 2005 up from 32% in 2002. Employment in the tourism sector also grew at a CAGR of 11.3% during the same period indicating the upbeat activity in the sector

### **Tourism Drives Hotels & Restaurants Industry**

Tourism, with \$1.44 billion of revenue in 2005, has revitalized not only the HRI sector; with 9 percent of gross domestic product, it makes an important contribution to the total economic picture of Jordan. It is the second largest private sector employer and the largest source of foreign exchange.

Of the restaurant industry, the fast-food segment is experiencing the most growth, serving mainly Middle Eastern foods, hamburgers, and pizza. Fast-food restaurants are expected to increase at least 25 percent over the next five years. Upscale restaurants are also making headway, especially in the capital city Amman; they feature Western, Asian, and Mediterranean cuisines.

### **Who Should Exhibit:**

Suppliers of products and services to the hotel, resorts and restaurant industry.

### **Who Should Attend:**

Hotels, Resorts and Restaurant owners, operators, managers, engineers and consultants, designers, service engineers, contractors and decorators, importers, dealers and business persons interested in the hospitality supplies sector.



## JH&RE '08



### Exhibition Profile

- Hotel Supplies & Services
- Hotel equipment and furniture
- Housekeeping products
- Lighting, linen & curtains
- Computer registration systems
- Safety & security systems
- Interior decoration & design
- Cleaning services
- Maintenance services
- Hotels & hospitality projects
- Consulting & design services
- Restaurant & Catering Equipment
- Industrial refrigeration
- Restaurant equipment
- Catering equipment
- Food service equipment
- Cutlery & crockery
- Trolleys & trays
- Storage equipment
- Restaurant & catering supplies



## **JH&RE '08**

### **Exhibitor's package**

#### **About JH&RE '08 and Venue**

The Radisson SAS Ball Room is a spacious and well-appointed venue and together with the Parking Lot can total up to 3000 Sqm of exhibition space, 1000 Sqm indoors and 2000 Sqm outdoor.

In addition to the Exhibition space, the hotel offers various restaurants, gems, night clubs and other amenities.

The exhibition and associated hospitality facilities provide a unique, concentrated four-day trading platform, with unparalleled opportunities to:

- Strengthen current customer relationships;
- Access key buyers, decision makers and partners;
- Promote and increase sales leads and orders for products or services;
- Make new business contacts;
- Keep up-to-date with information in today's fast-changing hospitality marketplace.

#### **Exhibition visitor registration**

Visitors are invited to attend the JH&RE Exhibition which is held in conjunction with the JH&RE Seminars.

Entrance to the exhibition is FREE. However visitors will need to register when they arrive and collect an Exhibition Visitors Badge.

#### **The following facilities, services and concessions are included in the price of the Exhibition Stand:**

Exhibition facilities

Stand shell scheme, carpeting, lighting, power-point;  
Exhibitors' online manual with information on services;  
Header-board with your company name;  
Use of Cyber Café with laptop hookups;  
Complementary coffee and tea;  
Meeting areas and displays.

#### **Timetable**

The JH&RE Exhibition lasts for four days. It will open from 19.00 on Thursday 17th April, 2008 until 20.00 on Sunday 20th April, 2008.

#### **Press and publicity**

N.B. Only exhibitors with confirmed booths are allowed to put Press Releases in the Press Room at a specified room in the hotel.

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Amman, April 17-20, 2008**

## Exhibitor Application Form

### Contact Details

Company Name :

Address :

Country :

Telephone No :

Fax :

Email :

Contact Person Mr/ Mrs :

Position of Contact Person :

### Pricing

FMBC Member - Euro 185 + 16% Sales Tax/ Sqm.

Others - Euro 215 + 16% Sales Tax/ Sqm.

**Minimum Space 9 Sqm with increments of 3 Sqm. Each Booth will have:**

Installed shell scheme & name board

Two spotlights / 9 Sqm.

One 5 Amp plug point

Free listing in the exhibitor catalogue

### Stall Requirement

FBMC Member: **Space Required**.....X €185 X1.16 + €250 = .....**Total**

Other : **Space Required**.....X €215 X 1.16 + €250 =.....**Total**

(Minimum 9 Sqm, 3m x 3m with increments of 3 Sqm. 3mX1m)

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## Jordan Hotel, Restaurant Supplies & Catering Equipment Exhibition Amman, April 17-20, 2008

### Payment Method

50% of cost payable upon receipt of MEEF invoice. Balance 50% before February 28<sup>th</sup> 2008  
Registration fees for all participants of Euro 250 to accompany first payment. All Payments should be made by wire transfer in accordance with invoice instructions.

We read and accepted all terms and conditions for participation and that we accept that the organizer bears no responsibility for any error or mission.

Signature & Company .....

Date:.....

Name:.....

Position:.....

If you do not wish to have your information passed on to third parties for promotion of the JH&RE '08, please type (X) against the box.

### Application Procedure

Please return application form to the organizer at the address given below, or via e-mail. **All applications will be considered on a first-come-first served basis. MEEF Int'l** reserves the right to decline acceptance of the application for exhibition space without giving any reason. In addition, this application doesn't constitute successful registration until participation has been confirmed in writing by the Organizers.

**MEEF Int'l Events Management**  
204, Nasser Center, Gardens St.  
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Tel : +9626 556 2487  
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# **JH&RE '08**

## **Jordan Hotel, Restaurant, Catering Equipment & Supplies Exhibition**

### **April 17-20, 2008**

## **Terms of Participation**

### **1. Place of exhibition, duration, hours of business**

Radisson SAS Hotel Amman  
Duration: April 17-20, 2008

Hours of business: 10.00 hrs a.m. – 20.00 hrs p.m.

### **2. Organizer of the industrial exhibition**

MEEF Int'l Events Management  
204, Nasser Center, Gardens St.  
POB 2390 – 11953 Amman, Jordan  
Phone: +962 6 556 2487  
Fax: +962 6 556 2486  
e-mail: [JHRE@eng-forum.com](mailto:JHRE@eng-forum.com)

### **3. Basis of the contract**

The basis for the participation in the JH&RE '08 exhibition is recognition of the special participation terms as well as the general participation terms.

### **4. Conclusion of contract**

Reservation of an exhibit space is effected by mailing/faxing the filled-in and signed registration form. The confirmation of an exhibit space implies a contract between the organizer and the exhibitor.

### **5. Exhibitor and admitted display goods**

The organizer decides on the admission to the exhibition. All display goods are to be attached to the registration form.

### **6. Rent for exhibit space**

Price per square meter of exhibit space is €215 plus 16% tax. The total rent for an exhibit space will be calculated according to the space requested by the exhibitor on the registration form. The minimum space available is 9 Square Meters with shell scheme and increments of 3 Sqm.

The location (exhibit space in a row, corner, at the end of a row, front exhibit space or block) will be determined by the organizer. Special wishes will be considered; however, a definite exhibit space cannot be claimed.

The price includes the rent for the exhibit space during the setting up and dismantling as well as for the length of time of the exhibition. It also includes general electricity and general cleaning of the traffic area.

## **7. Terms of payment**

The amounts calculated by the organizer are to be paid without any deduction at the dates stipulated on the invoice. All payments are to be made free of charge in Euros "or equivalent in US\$ at the current exchange rates at the time of payment" indicating the invoice number. Only full payment of the invoice entitles to claim the exhibit space.

## **8. Insurance**

The exhibitor is obliged to provide for sufficient insurance coverage. Taking out insurance is highly recommended.

## **9. Setting up and dismantling**

Putting up takes place: April 17, 10.00 a.m. - 18.00 p.m.

Dismantling: April 20, starting at 20.00 p.m. until before 12:00 hrs of April 21<sup>st</sup>.

## **10. Layout of the exhibit space**

The exhibitor is responsible for equipping and laying out the exhibit space. The standard height is 2,50 m. Display articles exceeding this height, require the organizer's permission.

It is not allowed to put up posters or paint on floors, walls, columns, doors and windows as well as other installations. The exhibitor will be responsible for any damage caused by him. Floor covers may only be put on the floor by adhesive tape.

## **11. Cancellation**

30 days before the show: 100% of fees are non refundable

60 days before the show: 50% of fees are non refundable

90 days before the show: 25% of fees are non refundable

## **12. Change of venue, rescheduling, event cancellation**

In cases of force majeure, acts of god, authorities order, forces of nature or any situation not caused by or beyond the control of the organizer, the organizer may reschedule the event, change the venue or cancel the show, in case of:

- Cancellation: Full refund of fees to exhibitors
- Change of venue: No refund to exhibitors
- Rescheduling: Should the new dates not be suitable to the exhibitor, the organizer will fully refund fees.

## JH&RE '08

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Supplies & Catering Equipment Exhibition

April 17-20, 2008

## MEEF Int'l Event Management

P.O.B 2390 - 11953 Amman, Jordan  
Tel/Fax: +962 6 556 2486 / 87  
E-Mail : [KHRE@eng-forum.com](mailto:KHRE@eng-forum.com)  
Website: [www.eng-forum.com/JHRE](http://www.eng-forum.com/JHRE)

### Sponsorship Opportunities – Application Form

<b>Company Name</b>	
<b>Address</b>	
<b>City, Zip</b>	
<b>Country</b>	
<b>Tel / Fax</b>	
<b>E-Mail</b>	
<b>Website</b>	
<b>Contact Person</b>	

We are interested in sponsoring the following:

Check	Description	Cost	Total
	<b>Opening Cocktail Reception</b> - One sponsor	5,000	
	<b>Opening Keynote Speech</b> - One sponsor	1,500	
	<b>Networking Reception</b> - One sponsor	2,500	
	<b>Farewell Reception</b> - One sponsor	2,500	
	<b>Lunch Sponsors</b> - Three sponsors	2,000	
	<b>Training Sessions</b> - Two sponsors	1,500	
	<b>Coffee Breaks</b> - Two sponsors	2,000	
	<b>Conference Briefcase</b> - One sponsor	500	
	<b>Total only (</b>	<b>) Euros</b>	

#### How to fill in this form:

- 1- Please check the type of sponsorship you like to offer in the first column.
- 2- Fill in the cost of checked sponsorship type in the last column.
- 3- Calculate your sponsorship choices and type the total in the bottom row.
- 4- Once ready, please E-mail or fax form to MEEF Int'l Events Management.
- 5- An invoice with payment details will be sent to accepted sponsors subject to availability.

#### Terms:

- Please see next page for sponsorship details and overviews.
- MEEF Reserves the right to accept or reject sponsorship offers.
- For reasons beyond our control, should the event be cancelled payment will be fully refunded.
- Should the event be rescheduled the sponsor may cancel or keep his offer.
- Cancellation of sponsor's offer is not refundable.
- All sponsors will have a free single registration to all sessions and functions.

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## Sponsorship Opportunities

### Opening Cocktail Reception

**Overview:** On the opening day of the conference, a cocktail reception will be held prior to the keynote speaker. The welcome reception will be held on the open roof Terrace, overlooking the City.

The reception will include local, organic hors d'oeuvres and beverages.

#### Sponsor Highlights:

- Welcome guests at the reception together with a MEEF representative.
- Highlight the sponsor's initiatives and stewardship in the industry during the welcome address.
- Sponsor's name and logo will appear on a banner displayed prominently in the reception area.
- Sponsor's logo will also appear on the conference website and program.
- Additional signage, provided by the sponsor, can be positioned throughout the cocktail area.

### Opening Keynote Speech

**Overview:** The conference keynote address will be attended by all participants and is one of the most important components of the conference. Distinguished keynote speaker will address all attendees and set stage for the conference.

#### Sponsor highlights:

- Welcome guests together with MEEF representative.
- Sponsor's logo on the introductory slide of the keynote presentation, and all intermission slides positioned on the screen before each of the general track sessions.
- Sponsor's logo on the conference website and program.
- Prominent exhibition space.

### Networking Reception

**Overview:** A networking reception will be held on the second day of the conference, providing an opportunity for participants to connect and form strategic relationships. This event will be a highlight of the conference.

#### Sponsor Highlights:

- A banner featuring the sponsor's company logo and URL in the reception area. A joint speech with a MEEF representative to summarize highlights from the day and thank guests.
- Opportunity to display and distribute promotional material on a table near the coffee-service.
- Sponsor's logo on the conference website and program.

## Farewell Reception

### Sponsor Highlights:

- Sponsor's logo on the introductory slide of the keynote presentation, and all intermission slides positioned on the screen before each of the general track sessions.
- Sponsor's logo on the conference website and program.
- Prominent exhibition space.

## Lunch Sponsors

**Overview:** Lunch for all attendances, panelists, and presenters will be held on 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup> April. The lunch will include a local, organic buffet and Beverages.

### Sponsor Highlights:

- A banner highlight the sponsor's company logo and URL displayed in the dining area.
- A joint speech together with a MEEF representative to thank guest for attending the lunch.
- The opportunity to display and distribute promotional material on a table near the coffee-service.
- Sponsor's logo on the conference website and program.

## Training Sessions

**Overview:** the information session and poster presentation will fundamental principals of Sustainable Hospitality Management, followed by a question and answer period.

The poster session will provide information on related projects.

### Sponsor Highlight:

- Welcome guests together with a MEEF representative.
- Sponsor's name and logo on a banner on the main podium.
- Sponsor's logo on the conference website.

## Coffee Breaks

**Overview:** Two coffee breaks will be hosted at the conference in the morning and afternoon of 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> April. Each coffee break will include coffee, tea, juice, soft drinks and a small snack. These 30 minute services will provide relaxing breaks throughout the conference.

### Sponsor Highlights:

- Sponsor's name and logo on a banner bear the coffee service stations.
- Sponsor's logo on the conference website and program.
- Additional signage and giveaways, provided by the sponsor, can be displayed and distributed in the area.

## Conference Briefcase

**Overview:** conference attendees will be given a bag upon registration at the conference. The bag will be used to carry the information gathered throughout the event.

\*\*\*The sponsor is responsible for ordering and providing the briefcase for the conference.

### Sponsor Highlights:

- Sponsor's name and logo on the conference tutorials along side the conference and MEEF logos.
- Sponsor's logo on the conference website and program.