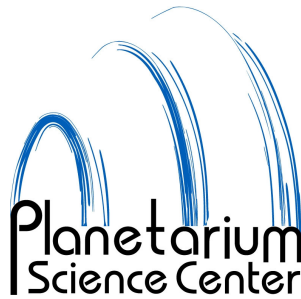


North Africa and Middle East Science centers network (NAMES)

NAMES 1st General Assembly Meeting
2-3 November 2008



NAMES 2008 Exhibition Fair
Guidelines

Bibliotheca Alexandrina
Planetarium Science Center
Educational Programs and Exhibitions
Design and Fabrication Unit

Invitation

Dear Exhibitor,

The Bibliotheca Alexandrina cordially invites you to participate in NAMES Exhibition Fair taking place in parallel to the first General Assembly Meeting of The North Africa and Middle East Science centers network (NAMES) on 2-3 November 2008.

The goal of NAMES is the democratization of science throughout the region by enhancing the public understanding of and involvement in science by means of informal education.

NAMES was created to provide professional development for the science center field in North Africa and the Middle East region. NAMES aims to promote best practices, to support effective communication and to strengthen the position of science centers within the community at large. NAMES aspires to encourage excellence and innovation in informal science learning by serving and linking its members in the Middle East and North Africa and advancing their common goals. The goals of NAMES are to be achieved through excellence and innovation in informal education and by offering hands-on activities where the public can indulge in participatory learning.

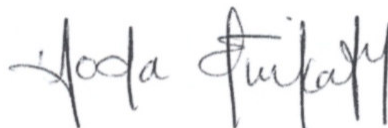
The theme of NAMES first General Assembly Meeting is *“The Role of Science Centers in Establishing Knowledge-Based Societies in the Region“*. One of the keynote speakers will be Dr. Ismail Serageldin, Director of Bibliotheca Alexandrina; he will be delivering a talk about *“Islamic Civilization and Science“*. Sub-themes that will be tackled in parallel sessions and workshops will be *“Networking and Advocacy“* and *“Effective Non-Traditional Methods of Science Communication“*. We anticipate 300 to 500 attendees from all over the world.

For additional information, please visit the Conference’s official website: www.bibalex.org/NAMES2008.

Alongside this significant event, the Bibliotheca Alexandrina is organizing NAMES 2008 Exhibition Fair . The Exhibition offers a free unique platform for top exhibitors, displaying a selection of the best that the world has to offer from many fields related to science centers and museums. This is where businesses and institutions share their new activities, their upcoming exhibitions, their new technology and much more with the conference delegates.

We look forward to welcoming you at the Library of Alexandria.

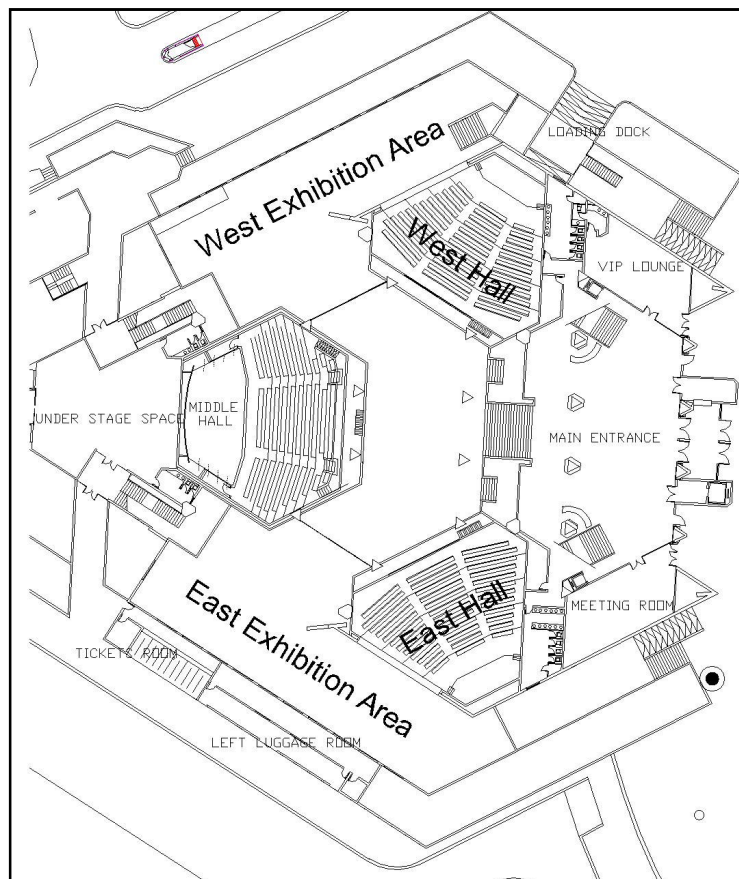
Sincerely,



Hoda Elmikaty
Director, BA Planetarium Science Center
President, North Africa and Middle East Science centers network

Exhibitor's Guidelines

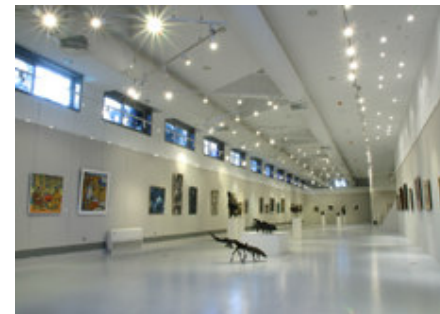
The NAMES 2008 Exhibition Fair is set in the Bibliotheca Alexandrina Conference Center (BACC), where the conference and the coffee breaks take place; the Center also has an internet café. For additional information about the BACC, please visit the Bibliotheca Alexandrina official website at: <http://www.bibalex.org/english/conferences/overview.htm/>



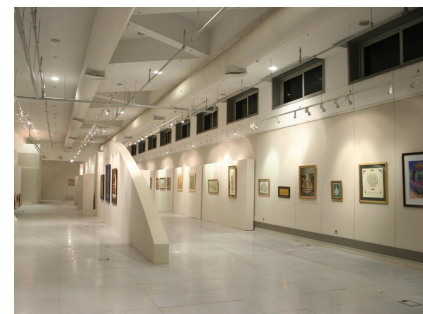
BACC Plan



BACC



West Exhibition Hall



East Exhibition Hall

Exhibitor's Benefits

- The name and logo of the exhibitor will be published on the Conference website with a hyperlink to the exhibitor's homepage.
- Brochures provided by the exhibitor in due time will be put in the Conference bag and/or on registration and information desks at the BACC during the Conference.
- The exhibitor is offered two complimentary admissions to attend all Conference sessions.

Provided Facilities

- The Bibliotheca Alexandrina (BA) is free-leasing the exhibition space and providing the exhibitors with booths, tables, chairs and electricity upon request.



- One exhibitor may register for more than one booth with a maximum of four booths.
- Communication facilities, such as: telephone lines, faxes, and Wi-Fi coverage, are available at the BACC.
- BA technicians are available for general technical problems (electricity, internet, etc.) in the exhibitions area.
- There are two Registration Desks: one is located in the lobby at the entrance of the BACC, leading to the Main Conference Hall (The Great Hall), the second is located on the First Basement Floor, at the center of the Small Theater, the Lectures Hall, the Delegates Hall, and the East and West Exhibition Halls.
- Photocopiers are available at the Registration Desks for the use of Conference participants.
- An ATM is available on the BA Plaza next to the Conference Center Main Entrance.
- The BA Hilton Cafeteria is an extension of the Library's Main Building. It offers a variety of dishes, as well as snacks, soft and hot drinks. The Cafeteria is open daily to visitors from 11:00 am to 5:00 pm.

NAMES 2008 Exhibition Fair Regulations

- Deadline for registration is 30 September 2008.
- Booth-booking is done by submission of a request to the Secretariat of NAMES by email to namesnetwork@bibalex.org.
- Confirmation of booth-booking, after viewing of the request by the Organizing Committee, will be sent by email from the conference emailing address (namesnetwork@bibalex.org).
- Cancellation by exhibitors must be made through registered mail addressed to the conference mailing address:

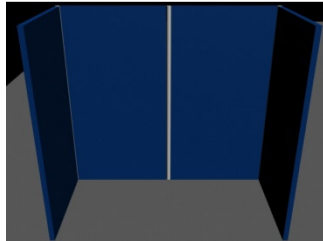
Planetarium Science Center
Bibliotheca Alexandrina
P.O. Box 138, Chatby,
Alexandria 21526, Egypt.
- Shipping expenses, customs, taxes and duties, are handled by the exhibitor's own forwarding agent; the exhibitor is responsible for handling all these procedures and payment of these expenses.
- Delivery and setting up of exhibits, booth interiors and other properties must be completed on 1 November 2008, from 8:30 am to 4:30 pm.
- Exhibitors are responsible for the carriage and set up of their material within their booths.
- For moving or changing the allocated locations, please contact the Conference Organizing Committee.
- For bringing any external sound system, please contact the Conference Organizing Committee.
- Using or installing electrical connections is the responsibility of the designated BA technicians.
- The BA provides security on all its premises.
- After dismantling, the exhibitor must handover the booth's furniture to the staff designated by the Conference Organizing Committee.
- Dismantling of booths content must be completed on 3 November 2008, from 2:30 pm to 4:30 pm.
- No storage area is available.

Booth Specifications

- Booth Dimensions:**

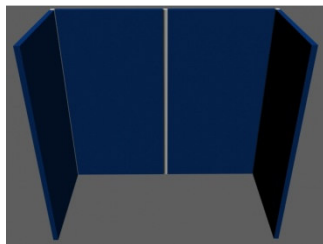
- East Exhibition Hall**

- Booths number 1-2 (1.10 m width, 1.10 m depth, 2.10 m height)
- Booths number 3-27 (2.44 m width, 1.22 m depth, 2.50 m height)

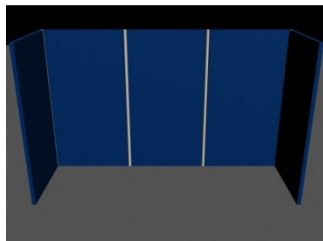


- West Exhibition Hall**

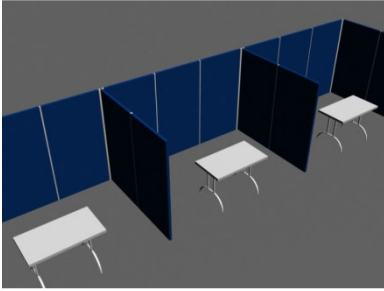
- Booths number 1-2 (1.10 m width, 1.10 m depth, 2.10 m height)
- Booths number 7-10 and 18-23 (2.20 m width, 1.10 m depth, 2.10 m height)



- Booths number 3-6 and 11-17 (3.30 m width, 1.10 m depth, 2.10 m height)



- **Booth Stands:** sides and back are made of wood and are painted in blue.



- **Tables:**
 - 125 cm width, 70 cm length, 90 cm height
 - One table is available for each booth upon request
 - Tables will be covered by tablecloth.



- **Chairs:**
 - Two chairs are available for each booth upon request



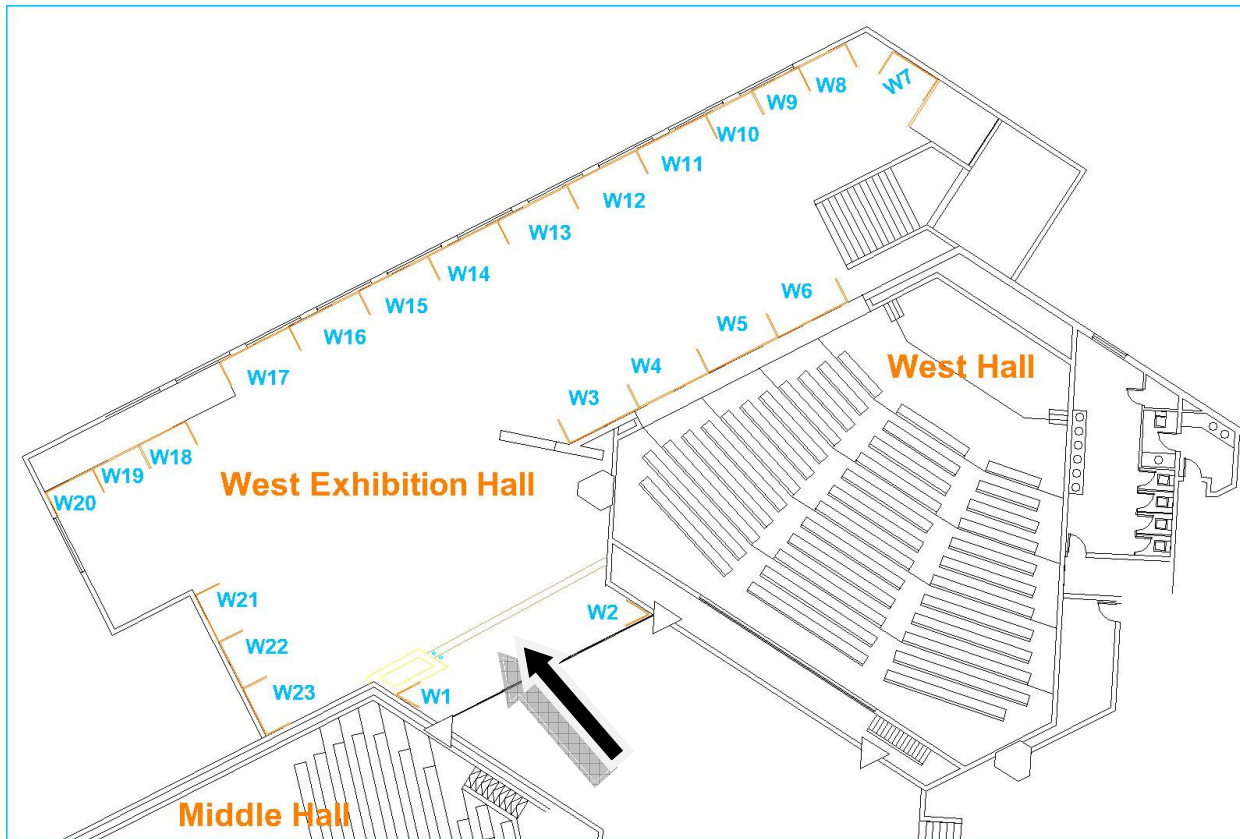
- **Power Source:** 220 V/ 50 HZ, electrical sources are available (one power socket, as shown, is available for each booth) upon request.



- **Booths Lighting:** BACC is outfitted with the necessary light systems for spotting exhibit materials.

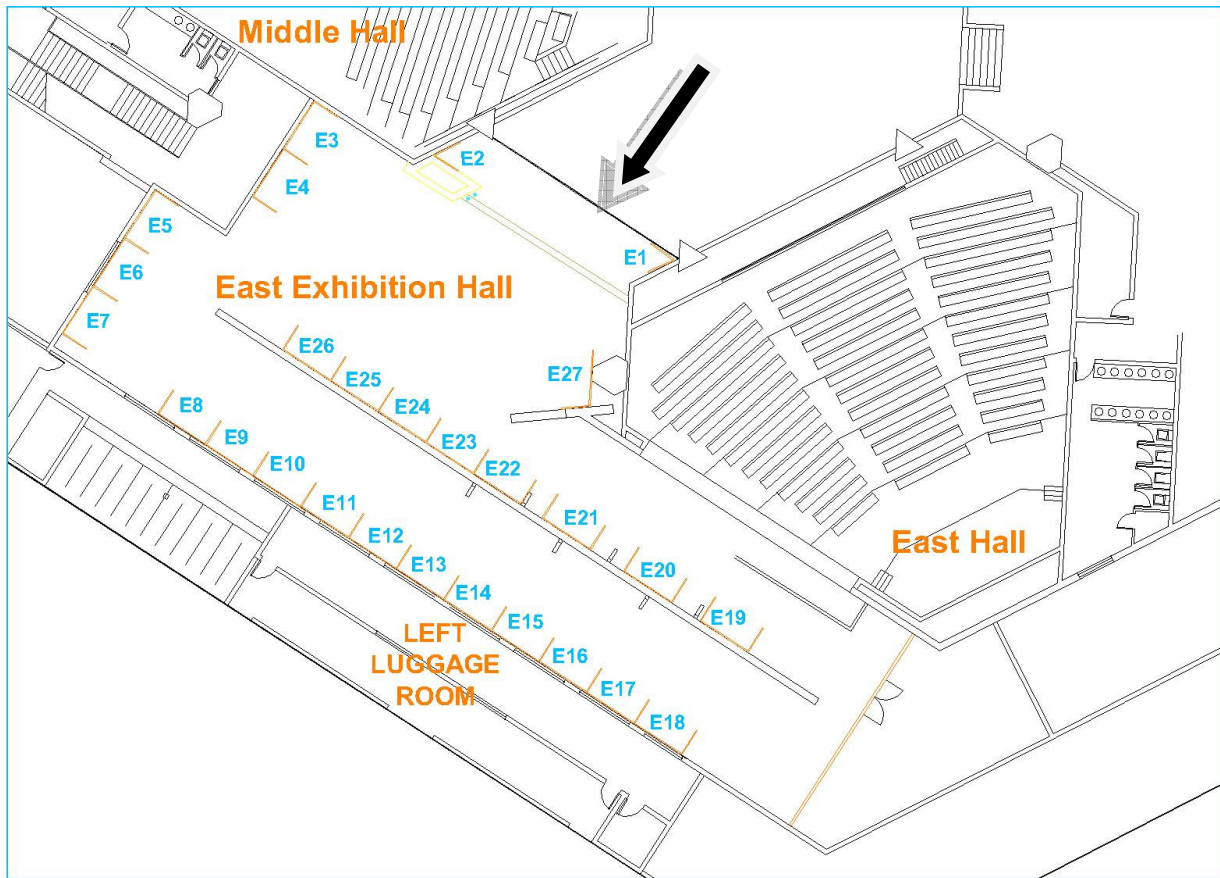
Exhibition Plans

1- BACC West Exhibition Hall: 550 m² total area, 4.5 m height



West Exhibition hall

2- BACC East Exhibition Hall: 515 m² total area, 4.5 m height



East Exhibition hall

Booth-Booking Steps

1. View the Exhibition Plan on the website www.bibalex.org/NAMES2008.
2. Select your booth/booths number from the exhibition plans (maximum 4 booths).
3. Fill in the registration form hereunder and send it by email to namesnetwork@bibalex.org.
4. The Secretariat Office of NAMES will follow up with you on the registration and confirmation of your booth-booking.

Registration Form

- Name of the Organization:
- Contact Person Full name:
- Title:
- Email:
- Phone:
- Fax:
- Mobile:
- Address:
- City:
- Country:
- Organization Website:
- **Please choose your Exhibition Hall**
 - East ()
 - West ()
- **Please select booth/booths number**
(, ,)
- **Please give us a brief description of your Organization**
- **Please give us brief description about your Exhibition**
- **Please chose if you need the free furniture (Table + 2 Chairs)**
 - Table ()
 - 2 Chairs ()
- **Please update your logo**



North Africa and Middle East Science centers network: NAMES 2008 Exhibition Fair

Mailing Address

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Fax: +(203) 4820464

Attention:

Ms. Maissa Azab
Publications Coordinator, BA Planetarium Science Center
Secretary of NAMES (North Africa and Middle East Science centers network)
namesnetwork@bibalex.org