



# The First Iran Sewing Machine & Accessories Exhibition

6-9 MAY 2025



## Rules and Regulations:

The First International Exhibition  
of the Sewing Industry and  
Related Industries



Executive Secretariat of Conference and Exhibition:

3konj

Tel:

0098-21-26359772-0098-21-26617583-0098-21-26359375-0098-21-26617902

( Extension 103 Exhibitions Officer )

Address:

Unit 32,3rd Floor , No. 25&23 , Hafezzi St , Fakhar Moghaddam st , Dadman Blvd , Shahrak Qarb , Tehran , Iran

Shahr-e-Aftab Email : [www.exhibiran.com](http://www.exhibiran.com)

Web Site:

[www.isma-iran.ir](http://www.isma-iran.ir)

Email:

[info@isma-iran.ir](mailto:info@isma-iran.ir)



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## Organizer Information:

**Organizer:** 3konj International Exhibition Development Company

**Phone:** 26617583 - 26359772 - 26617902 - 26359375 - 021

**Website:** [www.isma-iran.ir](http://www.isma-iran.ir)

**Registration Email:** [info@isma-iran.ir](mailto:info@isma-iran.ir)

## Registration Process:

Registration for the exhibition is done online. To learn about the registration process, you can refer to the guide available on the exhibition's website and submit your application accordingly.

All those interested in attending the exhibition must complete the entire registration process and submit the required documents.

## Required Documents for Pre-Registration:

1. Initial registration on the official exhibition website and obtaining a login ID via email.
2. Legal entities must submit a scanned copy of their economic card, value-added tax certificate, national ID certificate, and the company's official newspaper, as well as a supporting document regarding the type of activity, such as an operating license, business license, ranking by the Planning and Budget Organization, and signed and stamped regulations on the last page of these documents. Natural persons must submit a scanned copy of the applicant's national ID, operating license or business license (if available), and signed and stamped regulations on the last page of these documents on the website and catalog.

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3. After reviewing the initial documents submitted by the applicants, the organizing committee will approve the pre-registration documents if they are complete. This will be communicated to the applicants via the email address registered during the registration process.

4. After the pre-registration documents are approved, applicants must log in to the registration system and order booths and services from the relevant menu. To avoid duplicate submissions, applicants should submit their final requests through the system. Changes to the requests are possible under special conditions and with the approval of the organizing committee.

**Note 1:** A foreign exchange booth refers to a booth where the participant is a foreign company, and the booth is fully branded with the foreign company's name and signage.

**Note 2:** A rial booth refers to a booth where the participant is an Iranian (domestic) company.

**Note 3:** If foreign goods are offered in a rial booth, it will not be considered a foreign exchange booth.

5. If the organizing committee approves the applicant's request, the applicant must make the payment of the issued proforma invoice within the specified time frame, which will be sent via email or fax. After sending the bank receipt to the organizing committee as per the applicant's request, the payment will be reviewed and processed. If the applicant's request is not approved, the applicant will be notified via email, and the applicant can address any deficiencies by modifying the request and resubmitting new requests.

6. It is mandatory to register the payment information in the registration system and submit the payment receipt image within 3 days after the booth order request is approved. (This receipt must be legible and scanned at a maximum size of 10MB.)

7. After completing all the registration steps, including sending all documents and making the payment, the applicant's registration status will change from pre-registration to final registration. It is understood that if applicants do not finalize their registration, even if payment has been

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made, the organizing committee can assign the requested space to other applicants. The applicant who has not finalized their registration waives the right to make any objections.

It should be noted that the failure to receive any of the above-mentioned items will result in the registration not being finalized, and the organizing committee will not bear any responsibility for the consequences of the applicant's failure to finalize their registration.

**\*Once the registration is finalized, the following actions are required to receive the requested services on time\***

10. After finalizing their registration, applicants must submit their company information for inclusion in the capability book and the official exhibition website, as well as for booth signage, etc., in accordance with the deadline announced in the registration system. It is understood that information submitted after the deadline will not be processed, and such applicants' information will not be included in the book or the website.

11. The organizing committee will not be responsible for providing services to applicants who fail to submit the requested information by the final deadline. It is understood that no payments will be refunded to such applicants.

**All participant information for the exhibition must be typed in the system, as it will be used in relevant subjects. The organizing committee will not be responsible for the accuracy of the information, and it will not accept information in the form of fax or other formats.**

**All information provided in the participation application form will be used exactly as is in the booth headers and the special exhibition guidebook. Therefore, any request for changes must be submitted in writing.**

**For participants who submit their details after the deadline, which is 15 days before the exhibition start date, the organizing committee will bear no responsibility for including the information in the special exhibition guidebook.**

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## Services Provided by the Exhibition Organizing Committee

### Exhibition Space:

#### Indoor Space with Equipment:

1. The minimum booth size for foreign exchange booths is 18 square meters, and for rial booths inside the hall, it is 24 square meters.
2. The general equipment for regular exhibition booths inside the hall is as follows:

(1) Booth header (signage)	(2) Partition walls of the booth	(3) Booth lighting	(4) One table
(5) Two chairs	(6) One electrical outlet	(7) Carpet	

3. In case of any damage to the prefabricated booths, structures, or hall facilities caused by the participant, the damage will be assessed by the organizing committee, and the cost will be charged to the participant.

4. After finalizing the registration, changes in the type of space (from equipped to raw and vice versa) are allowed until 2025/01/25. After this date, changes in the type of space will not be possible. It should be noted that if participants choose a space with equipment and pay the relevant fee, and later request a raw space, the paid amount will not be refunded.

5. The electrical outlet provided to participants supports a current of 2 amps, and the wiring used in the booths has limited resistance. Therefore, the use of high-consumption equipment, such as additional projectors or heavy-duty display items, is prohibited. If the participant requires such equipment, they must obtain permission from the organizer.

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6. The use of unprotected lights, flame devices, petroleum products, and other flammable materials inside the booths and exhibition halls is prohibited. Participants who need to use flammable materials such as oil and other combustibles for displaying their products must coordinate with the exhibition organizing committee in advance and follow the relevant HSE guidelines

7. Since the electricity in the halls is turned off at the end of each day, it is essential for exhibitors to ensure that all electrical devices are turned off before leaving the halls.

8. Participants who need electricity for equipment that requires continuous operation throughout the day and night must submit a written request to the organizing committee, and actions will be taken after review

**Note for companies applying for such booths: The dimensions of each partition for banner design are 950 x 245 cm vertically. The booth sizes in the hall layouts can be calculated based on the hall grades. If the desire is to design a banner, the above dimensions are crucial.**

## Indoor Space Without Equipment (Raw Land):

**A raw space** refers to an area provided to the participant without any exhibition equipment such as panels, carpeting, lighting, signage, etc. The participant is responsible for equipping the booth.

1. After finalizing the registration in the exhibition system, participants who have opted for raw land must select a contractor for constructing their booth from the list of approved booth builders in the registration system. According to the booth construction permit process, which will be announced later in the booth construction permit section of the website, they must obtain the construction permit by 2025/12/15. All construction-related tasks must be completed in accordance with the documents listed on the website, and the construction permit must be obtained.

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2. Participants are required to carry out all tasks according to the announced dates and the exhibition schedule. The presence of the participant's representative during delivery, at least 48 hours before the exhibition opening, is essential.
3. Each participant is only allowed to use the usable space of their booth and must not encroach on the corridor space or other booths' areas, nor obstruct public pathways. Additionally, the back area of the corridors should not be used as storage space.
4. Participants must coordinate with the exhibition organizing committee at the exhibition venue to receive the list of equipment, any additional services, and to order the required items.
5. The minimum booth size for foreign exchange booths without equipment is 24 square meters, and for rial booths, it is 27 square meters.
6. Participants requesting a booth without equipment (raw land) must enter the requested area in the "without equipment" section of the registration form.

Booth builders must follow the procedure, which will be announced later on the exhibition website, to request a permit and submit a letter of introduction from the main company to the organizing committee by 2024/01/15.

## Duties of the Booth Construction Contractor

The booth construction contractor must be one of the authorized and approved booth builders, as approved by the exhibition's technical office.

1. The contractor must visit the booth construction section of the website to obtain detailed information on how to obtain a booth construction permit and the process of issuing the permit. They must complete all forms and provide the required documents in accordance with the regulations outlined in the booth construction rules and regulations booklet. Participants who request a raw space booth must provide guarantees for timely booth construction, proper

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performance, adherence to booth construction regulations, no damage, no violations, and timely vacating the space. These guarantees should be paid in cash (Euro).

Booth area:	Guarantee amount (Rials):
Under 50 square meters	400,000,000 Rials - Forty million Toman
From 50 to 100 square meters	600,000,000 Rials - Sixty million Toman
From 100 square meters to 200 square meters	800,000,000 Rials - Eighty million Toman
Above 200 square meters	1,000,000,000 Rials - One hundred million Toman

3. It is understood that after the exhibition concludes and the report is submitted by the Exhibition Company of Shahr-e-Aftab, the amounts collected will only be refunded upon submission of the original payment receipt and a written statement with the account number to the designated account (at least 20 working days after the exhibition). In case of any violations, penalties will be deducted from the provided guarantee.

4. Participants are required to provide cables and automatic panels (standard and equipped with an earth protection system) appropriate for their electricity consumption. They must coordinate with the organizing committee and the electrical department of the Exhibition Company of Shahr-e-Aftab for transferring electricity from the main panel or connection cables to their respective booths.

**Important Notice:** Companies applying for booth construction must submit all the above documents and 3D designs of their booth by 2025/04/21 at the latest. It is understood that for every day of delay in obtaining the necessary permits (as per the above table), a delay penalty of 40,000,000 Rials will be imposed on the company, and these penalties will be directly deducted from the received guarantees.

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## Requirements for constructing a second floor:

1. Consideration of the booth's physical conditions, the hall's height, and final approval of the booth design by the technical manager.
2. The minimum possible space for the ground floor is 36 square meters.
3. The area of the second floor must be at least 25% and at most 50% of the ground floor area.
4. The construction of the second floor must not cause any interference or disturbance to neighboring booths.
5. The second floor must be constructed in an exposed manner (without a ceiling).
6. Settling the related fees for the second floor is a prerequisite for issuing the permit. The cost of the second floor is calculated as follows:

Second-floor cost (hall tariff cost) =  $(1/2 \text{ second-floor area}) \div 2$

7. The organizing committee has the discretion to approve or reject the construction of the second floor based on the hall conditions and the status of other booths. The participant has no right to object in this regard.

## Space:

1. The minimum area for foreign or domestic booths in the open space is 30 square meters.
2. The organizing committee will only allocate space to applicants for the open space and will not bear any further responsibilities.
3. The security and guarding of the facilities for companies in the open space are the responsibility of the applicants, and the organizing committee will not be held responsible in this regard.

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4. Companies requesting security personnel must select a night guard through the method that will be announced on the exhibition website.

5. The responsibility for individuals introduced by the companies lies with the companies themselves, and the organizing committee will not be responsible for any potential issues or incidents.

6. Any damages caused by exhibitors in the open space must be compensated by the exhibitor. The amount of damages will be determined by the organizer, and the exhibitor must pay the damages unconditionally.

7. As the registration and allocation of space for applicants in the open space occur at the last moments of the exhibition, participants are kindly advised that the open space layout will change regularly. The organizing committee reserves the right to make final decisions about booth allocation up until the last moment, and participants cannot object to the placement of other companies around their allocated space.

## Exhibition Catalog:

The exhibition catalog is the most important reference for the companies present at the exhibition and those related to the industry, and it will be used by the public after the exhibition. Therefore, if an exhibitor wishes to be included in the official exhibition catalog, they must submit a request within the specified deadline, provide a bank payment receipt, and submit content for publication to the official catalog manager.

If the deadline is not followed, the organizer will not be held responsible for including the exhibitor's details in the official exhibition catalog.

Participation in the catalog is available in two sections:

1. Company information can be included in the catalog free of charge for all exhibitors.

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2. Participation in the advertisement section of the exhibition's official catalog (the possibility to request an advertisement in the middle pages of the catalog is available when ordering booths and services for the participant. Conditions for other pages are listed on the exhibition's dedicated website.)

## Identification Cards and Security Commitment

1. Participants must complete the identification card request forms in the "Additional Documents" section of the registration system by the deadline of 10/02/1404 and submit them to the organizer through the registration system. The number of identification cards allocated to participants will depend on the booth size, as outlined below. To avoid issues, the registration system will only allow participants to enter the specified number of names. Therefore, please ensure accuracy when finalizing and submitting the names.
2. When entering information, make sure to input the correct names along with a colored passport-sized photo for each individual.
3. Identification cards for participants will be distributed three days before the exhibition opens at the organizer's office located at the International Exhibition Center, Shahr-e-Aftab.
4. The section for receiving exhibitor names will be deactivated on 11/02/1404, and all cards will be issued based solely on the information in the system. Responsibility for failing to register information before this date lies with the participants.
5. Representatives of foreign companies needing to introduce foreign exhibitors must submit their request along with a scanned colored copy of the foreign participants' passport in person by the deadline of 2025/05/05 via email to [info@isma-iran.ir](mailto:info@isma-iran.ir).
6. If regulations and guidelines are not followed, in addition to the organizer's responsibility for any consequences arising from improper design approval and execution, they must immediately

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take corrective action to ensure compliance with the relevant regulations. Otherwise, the issue will be reviewed by the exhibition committee, and the necessary compensation will be deducted from the organizer's deposit to the Administrative and Financial Department for further action.

Identification Cards:		Parking Cards:	
12 square meters	2 cards	12 square meters	3 cards
24 square meters	4 cards	24 square meters	5 cards
36 square meters	5 cards	36 square meters	6 cards
48 square meters	6 cards	48 square meters	7 cards
48 square meters and above	10 cards	48 square meters and above	10 cards

## General Registration Regulations:

1. The organizer reserves the right to accept or reject participation request forms.
2. Due to the limitations of the halls and the need to accommodate all participants' requests, all rights related to the allocation and assignment of exhibition spaces are exclusively under the control of the organizing committee. By signing this document, applicants waive any rights regarding this matter and have no right to object.
3. Based on the technical specifications of the halls and layout plans, the organizing committee is authorized to increase or decrease the space by up to 12 square meters. In case of an increase, the participant is obligated to pay the excess amount, and in the event of a decrease, the organizing committee will refund the participant after the exhibition ends.
4. In designing the entire exhibition space, both indoor and outdoor areas, and assigning booths to participants, the organizer has the discretion to protect the general interests of the exhibition and the rights of other participants. The participant cannot object to the allocated location.

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5. Participants are not permitted to sublet their specialized booths or share them with a third party.
6. If a participant does not appear at their booth during the exhibition, even with the settlement of booth fees, and this impacts the exhibition's quality, the organizing committee is entitled to blacklist the participant, and the participant will be banned from participating in exhibitions for five years.
7. Participants who wish to demonstrate the operation of machinery must obtain written consent from the organizer in advance and notify the organizer of their electricity consumption. The participant is responsible for compensating any damages caused by the operation of their machinery to third parties or the organizer. The operation of pollutant machinery is allowed intermittently for 15 minutes every hour.
8. The participant is responsible for the storage and protection of goods during exhibition hours, before the opening, and after the closing of the exhibition. After the exhibition hours, when the hall doors are locked and sealed, the responsibility for security shifts to the exhibition's security staff.
9. Owners of heavy machinery must coordinate with the organizer regarding the transportation of their machinery to the booth at least two weeks before the exhibition opening. If transportation of the equipment to the booth is not possible, the organizer will not be held responsible.
10. The participant is required to ensure that the dimensions of the doors for the entry of exhibition goods, including height and width, are compatible with their exhibited goods, taking into consideration transport and safety conditions.

Dimensions for the entrance doors:

North Hall, A4: Two doors with a maximum width of 4 meters and a height of 6.5 meters.



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North Hall, AS: Three doors with a maximum width of 4 meters and a height of 6.5 meters.

North Hall, 16: Two doors with a maximum width of 4 meters and a height of 6.5 meters.

East Hall, 88: One door with a maximum width of 3 meters and a height of 4.8 meters.

West Hall, A6: One door with a maximum width of 3 meters and a height of 1.8 meters.

11. The participant is required to coordinate with the organizing committee in advance to allocate the necessary time for logistics activities based on booth space, number of devices, and exhibition equipment before the booth handover.

12. The entry of various types of trucks, vans, and heavy-duty vehicles to the exhibition halls will only be allowed with prior coordination with the organizing committee to prevent potential damage to buildings and structures.

13. The participant must inform the organizing committee one week in advance if a loading dock is required for heavy or self-propelled machinery.

14. The participant must organize the delivery schedule of their exhibition goods in such a way that the goods enter the exhibition site as early as possible in the morning. If heavy exhibition goods are expected to arrive at night, they will be directed to the exhibition site's parking lot for better management and with coordination with the organizing committee.

15. Participants who use their logistics equipment for transporting heavy goods must ensure that all technical insurance documents, driver's health cards, and other necessary requirements are in order and available, with coordination from the organizing committee.

16. The participant is required to use the designated and specified entry points for loading and unloading goods.

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17. The movement of heavy, semi-heavy machinery, and personal vehicles of participants will only be allowed in the areas surrounding the exhibition halls, and access to other areas of the exhibition is strictly prohibited.
18. To facilitate the loading and unloading of bulky and heavy items, sufficient logistics facilities will be stationed near the exhibition halls, and this process will be carried out with the coordination of the organizing committee.
19. Participants must plan according to the timetable provided by the organizing committee for unloading after the exhibition and ensure the availability of the required vehicles and sufficient equipment.
20. Participants must ensure the dismantling of their booth and exhibition goods by the specified closing time on the unloading day. Failure to do so will result in fines and storage fees.
21. Participants must be aware that any damage to the infrastructure caused by their logistics section will be assessed, and the cost of repairs will be charged.
22. The storage and accumulation of hazardous materials inside the halls is prohibited.
23. Promotional materials by the participant must be displayed within the assigned booth area. The installation of any promotional items such as banners or wall writings is only permitted after obtaining written consent from the organizer and payment of associated fees.
24. The sale of goods within the booth during the exhibition is prohibited. Negotiations and the signing of sales contracts are allowed, but transferring goods outside the booth before the exhibition ends is not permitted.
25. In accordance with the International Exhibitions Company of Shahr-e-Aftab, observing proper Islamic hijab and decorum is mandatory throughout the exhibition. If participants or their staff fail to observe the hijab, the organizer and officials of the International Exhibitions Company of Shahr-

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e-Aftab have the right to stop the participant's activities and take further legal action. Women are required to wear hijab and a headscarf while present in the booth.

26. Any act that directly or indirectly damages the reputation of the International Exhibitions Company of Shahr-e-Aftab will be recorded in the participant's exhibition file. The organizing committee may take action such as closing the booth, referring the issue to the relevant authorities, imposing a fine equivalent to 150% of the booth space cost, and preventing the participant from participating in future exhibitions at Shahr-e-Aftab for three exhibition cycles.

27. A standard certificate is required for products subject to mandatory standards. The participant must have these documents with the products displayed at the booth. If no standard is defined for a product, a letter from the standardization institute is mandatory. The organizer and representatives of the Iranian National Standards Organization can prevent the display of goods without the required standard certificate or may suspend the booth's operations. In such cases, no compensation will be paid to the participant by the organizer.

28. The organizer has the right to take photos and videos of the exhibition booths.

29. During the exhibition, transport of necessary goods

## Insurance:

1. Participants are required to insure their exhibited goods with an insurance company before entering the exhibition and at least three days after the exhibition ends, to cover any potential damages. The organizing committee will not be responsible for companies that do not insure their goods, machinery, and personnel.

2. Participants must compensate for damages caused by fire, theft, etc., resulting from the actions or activities of their employees within the exhibition premises to other exhibitors' machinery, equipment, booth decoration, and products as well as to visitors.

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3. Participants are also responsible for accidents and incidents involving booth workers while transporting goods with machinery, etc. The exhibition organizing committee will not be held liable for any personnel or workers of the participants.

## Cancellation of Request:

1. Since the cancellation of requested services, particularly the cancellation of exhibition space allocation, causes significant issues for the organizer, participants are requested to submit their application and make payments only after their decision to participate in the exhibition is final. Otherwise, cancellation will only be possible with written notice to the organizing committee and according to the following conditions, and the participant waives any right to object by signing these regulations.

Written cancellation of requested services and the refund of service fees:	
Before one month of the exhibition start	50% refund
After one month	No refund will be issued

2. Since the full responsibility for space allocation lies with the organizing committee, not being assigned to a suitable location will not be considered a valid reason for cancellation. The committee will only process written cancellation requests as per the table above.

3. If, according to the National COVID Committee's regulations, the exhibition does not take place on the scheduled date, participants are required to attend the exhibition on the new date. The organizing committee will not refund any payments. If the participant insists on not attending, 20% of the total amount of the issued proforma invoice will be deducted as a service charge, and the remaining amount will be refunded. If the participant chooses to attend the new date after receiving the refund, they must pay the full amount of the new proforma invoice.

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## Booth Construction, Preparation, and Decoration:

**For companies requesting an un-equipped space (raw land), the following requirements must be met**

1. The execution plans for booths constructed by contractors must be approved by the exhibition organizing committee and a construction permit must be obtained. The latest deadline for submitting guarantees and obtaining the necessary permits, according to the regulations of the International Exhibition Company of Shahr-e-Aftab, is 2025/04/05. Any delay in obtaining the necessary permits will result in a fine of 40,000,000 IRR per day, which will be deducted from the guarantees provided by the company.
2. The exhibition organizing committee has the right to make any changes to the submitted plans in accordance with technical regulations. If the participant fails to comply with these changes, the committee has the right to dismantle the booth construction and charge the participant for the related costs.
3. All operations related to the construction of booth frameworks, such as welding, carpentry, etc., inside the exhibition halls are prohibited. The components required for booth construction must be brought into the exhibition hall pre-assembled for assembly and installation. Failure to comply with this will result in the organizing committee cutting off electricity and halting the construction work.
4. The hall will be opened for booth assembly and the entry of heavy machinery according to the schedule announced. The final deadline for completing the assembly and setting up self-constructed booths is 12:00 PM on the day before the opening. Any delay will result in a fine of 10,000,000 IRR per hour, which will be deducted from the performance guarantee.
5. Booth preparation, decoration, and product placement must be completed by 4:00 PM on the day before the exhibition opens, and all extra materials and empty boxes must be removed from

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the exhibition area. If the booth is not ready by the deadline, the participant must pay a penalty of 10,000,000 IRR per hour for the delay. For this purpose, **all participants must provide a legal guarantee for this issue through their contractor to the organizing committee upon plan approval.** In case of delays or damages, the organizing committee will cover the damages directly from the guarantees, and the participant and their contractor will have no right to object.

#### Advertising and Photography:

1. Any advertising in the exhibition grounds or outside the allocated booths is allowed only with coordination and permission from the organizing committee and the Public Relations department of the International Exhibition Company of Shahr-e-Aftab. Photography and Filming:
2. Any photography or filming within the exhibition area and inside the halls is only permitted after obtaining approval from the organizing committee and the Public Relations department of the International Exhibition Company of Shahr-e-Aftab.

#### Exit of Goods:

1. The exit of goods from the exhibition grounds of Shahr-e-Aftab International Exhibitions during the exhibition period is strictly prohibited. Therefore, participants are advised to avoid bringing unnecessary items.
2. At the end of the exhibition, participants can only remove their goods from the exhibition hall and grounds after settling all outstanding bills, including for services such as telephone, internet, currency penalties, and damages, and obtaining the final settlement form and exit permit. To facilitate and expedite the exit process, participants are requested to complete their payments before the end of the exhibition.
3. Participants must complete the packing of their goods and vacate their allocated booths by 6:00 PM the day after the exhibition. Failure to comply with this deadline will result in the organizer

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taking responsibility for clearing the booth, and the participant will bear all related costs, which will be deducted from the relevant deposit. The participant and their contractor will have no right to object to this process.

4. During the clearance and exit of goods, all responsibilities (including loss of goods, damages to goods and exhibition equipment) lie with the participant, and the organizing committee will not be responsible for any such issues.

## Unforeseeable Events:

In the event of any incident outside the organizer's control, such as war, earthquake, floods, epidemics, or other natural disasters that prevent the exhibition from taking place, cause delays, or require an extension of the exhibition period, the organizer will take measures to protect the interests of the participants. However, participants will not be entitled to a refund of any paid amounts or to file objections.

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## Important Dates

Initial Registration:	
Document Submission	Immediately after registration
Review and Approval or Rejection of Company Documents	Maximum 2 days after document submission
Payment of Fees	The day after booth request approval
Booth Type Change (With Equipment or Without Equipment)	Date: 2025/04/14
Submission of information for inclusion in the exhibition catalog	
Submission of exhibitor names in book	Date: 2025/04/21
Submission of exhibitor names and photos	
Security form	
Signage	
Submission of passports for participants with foreign guests	
Obtaining booth construction permit	2025/03/06
Obtaining electricity connection permit	2025/04/20
Delivery of self-constructed booths	
Delivery of prefabricated booths	2025/05/03
Entry of heavy exhibition goods	2025/05/05
Delivery of exhibitor badges and parking passes	2025/05/04
Booth dismantling and goods removal	2025/05/01 to 2025/05/05
Obtaining booth construction permit	2025/03/11

## Important Notes

1. If, for any reason, the Foreign Currency Evaluation Committee of the International Exhibitions Company of the City of Mehrabad determines that the exhibition space allocated to the participant is in foreign currency, the participant must pay all costs in full based on the foreign



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currency rates within 24 hours of the written notification from the organizer. If a fine is imposed, the paid IRR costs will be confiscated, and all fees must be paid based on the foreign currency rates.

2. Due to the limitations of the halls in terms of alignment with requests, all rights related to the allocation and assignment of exhibition spaces to companies are exclusively under the control of the organizing committee. By signing this document, applicants waive any rights regarding this issue and will have no grounds for objection.

3. Based on the technical specifications of the halls and the layout maps, the organizing committee is allowed to increase or decrease the area by up to 12 square meters. If the area is increased, the participant must pay the additional costs, and if the area is reduced, the organizer will refund the applicant's payment after the exhibition.

4. Since the full responsibility for layout allocation rests with the organizing committee, failure to be placed in an ideal location does not provide a valid reason for non-participation or cancellation of the request. The organizing committee will only address written requests for withdrawal from participation in accordance with the table on page twelve.

5. If the participant decides to cancel the contract and not attend the exhibition, they must act according to the regulations outlined on page twelve of these rules and regulations, and the participant will have no grounds for objection.

6. All rights related to the allocation and assignment of exhibition spaces are entirely under the control of the organizing committee, and participants will have no grounds for objection regarding this matter.

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7. Participants who wish to have raw space for booth construction must provide guarantees for booth construction, proper execution of work, and timely clearance according to the table on page seven of the rules and regulations. In case of any damages caused by the participant, the corresponding costs will be deducted from the deposited guarantee.
8. The introduction of contractors must be submitted in writing, and the necessary permits for booth construction must be obtained from the organizing committee no later than April 7, 2025. Any delay in obtaining the required permits will result in a penalty of 40,000 IRR per day, and these penalties will be deducted from the received guarantees.
9. Internal decorations for each booth are the responsibility of the participants, who must ensure they comply with safety regulations, exhibition content requirements, and be coordinated with the exhibition department.
10. The participant is required to arrange for food services within the exhibition premises due to health regulations, and obtaining food from outside the exhibition site is prohibited.
11. The attire of women, whether they are booth staff or participants, must include a hijab and a completely formal and uniform coat, in accordance with Islamic principles and customs. Therefore, the use of short, tight-fitting, or revealing coats, scarves, or inappropriate makeup is strictly prohibited. Failure to comply will result in the individual's exclusion from the exhibition.
12. The use of inappropriate clothing or hairstyles by male booth staff that violate Islamic norms is prohibited. Any failure to comply will result in the individual's exclusion from the exhibition.
13. The employment of unauthorized personnel, such as foreign nationals lacking military service certificates or others prohibited by law, is not allowed. Any consequences resulting from such actions are the responsibility of the exhibitor.

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14. In order to facilitate the handling of purely hand-made goods on the first day of the exhibition, exhibitors will move their goods to the designated parking area for exhibitors, coordinated by the organizing committee, through the specified entrance.

15. To facilitate the movement and parking of disabled individuals, a designated parking area has been assigned in the Iranian Garden section of the lower level of the International Hall.

16. To provide standardized exhibition services, the shuttle service will cover the movement of visitors and exhibitors from the metro station to the exhibition halls.

17. Exhibitors are not permitted to transfer their booth space to another party, whether an individual or a legal entity. Any changes, exchanges, or transfers of the allocated space to others are strictly prohibited.

18. Any actions that directly or indirectly damage the reputation of the City of Mehrabad will be recorded in the exhibitor's file. The organizing committee may take appropriate actions, including shutting down the booth, referring the matter to the relevant authorities, imposing a fine of 50% of the booth space cost, and preventing participation in other exhibitions at the City of Mehrabad for three exhibition cycles.

19. Exhibitors must exercise full care and attention in preparing the list of goods to be shipped and returned. Any incidents arising from this will be the sole responsibility of the exhibitor.

20. Cleaning of the public areas is the responsibility of the exhibition cleaning staff, while cleaning inside the booths is the responsibility of the exhibitors. Exhibitors must place waste and debris in plastic bags and leave them outside their booth for collection and cleaning at the end of each day.

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This company, after reviewing all the items listed in these rules and regulations (the entire 20 pages of this document), acknowledges and agrees to comply with all the stated rules and regulations. The company accepts full responsibility for any consequences arising from non-compliance, and the organizing committee will not bear any responsibility in this regard.

Name of CEO

Company Seal and Signature

Date

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