



IAOM MEA

EXHIBITION MANUAL



35TH IAOM
ANNUAL
MIDEAST & AFRICA
CONFERENCE & EXPO
1-4 December 2025 | Jeddah, Saudi Arabia
BEYOND FLOUR!

WELCOME MESSAGE

Dear Exhibitor,

Welcome to the IAOM MEA Conference & Expo 2025!

We are excited to have you join us at the region's premier gathering for the milling industry. This event brings together leading professionals, experts, and companies from the milling, feed, and grain sectors.

This manual contains all the essential information to ensure a smooth setup, a successful exhibition, and an engaging experience for your team and visitors. We encourage you to review it carefully and reach out to our team if you have any questions.

We look forward to your participation and to seeing your contribution help make this event a success.

Best regards,

IAOM MEA Regional Team

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ABOUT EVENT



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1–4 December 2025



Jeddah Hilton, Saudi Arabia

The Jeddah Hilton is a world-class venue located along the Red Sea Corniche, offering spacious halls, modern conference facilities, and premium amenities to ensure a comfortable and professional environment for all participants.

Location

Jeddah Hilton, North Corniche Road

P.O. Box 128428, Jeddah 21362

Saudi Arabia

Google Map Link → [View Location](#)

FLOOR PLAN

The IAOM MEA Conference & Expo 2025 will take place in the Hilton Hall, located within the Jeddah Hilton.



EXHIBITION SCHEDULE

Activity	Date	Time	Notes
Move-in / Booth Setup	Monday, 01 December 2025	12:00 PM – 11:00 PM	Exhibitors may begin shell scheme booth setup, decoration, & preparation
Final Check	Monday, 01 December 2025	9:00 PM – 11:00 PM	Last opportunity for exhibitors to finalize setup. All booths must be complete by end of day
Exhibition Opening	Tuesday, 02 December 2025	9:00 AM	Official opening of the IAOM MEA 2025
Coffee Break	Tuesday–Thursday, 2–4 December 2025	As per the conference program	Coffee Break will be served inside the exhibition area
Networking Lunch	Tuesday–Thursday, 2–4 December 2025	As per conference program	Lunch served in designated area
Exhibition Closing	Thursday, 4 December 2025	3:30 PM	The exhibition officially closes. Booth staff should prepare for dismantling
Move-out / Booth Dismantle	Thursday, 4 December 2025	4:00 PM – 12:00 Midnight	All booths must be dismantled and cleared from Hilton Hall by 12:00 midnight

BOOTH INFORMATION

This section provides all the essential details about the standard shell scheme and space-only booths, including dimensions, layout, furniture, lighting, power supply, and important regulations. Please review carefully to ensure a smooth setup and consistent presentation throughout the exhibition.

Shell Scheme Booth

- Standard size: 3×3 m (9 sqm)
- Pre-constructed booth with walls, fascia, carpet, furniture, lighting, and power included

Space Only Booth

- Fully customizable layout to suit exhibitor needs
- Exhibitors are responsible for constructing their own booth structures

01 BOOTH SPECIFICATIONS

Each standard shell scheme booth (3x3 m / 9 sqm) includes the following:

01

Walls

2.5 m high fiberboard panels with white laminated finish

02

Fascia Board

Company name, logo, and booth number applied in vinyl stickers

03

Flooring

Standard carpet (uniform color across all booths)

04

Lighting & Power

- 4 LED spotlights
- 1 electrical socket (220V, 13A)

05

Furniture

- 1 table
- 2 chairs
- 1 counter with branding (front panel vinyl sticker)
- 1 dustbin

02 BOOTH LAYOUTS

01

One Side Open (Open on the front side only)



02

Two Sides Open (*Open on the front and one side; usually at the end of an aisle*)



03

Three Sides Open (*Open on three sides; the fourth side is shared with another booth or wall*)



03 BOOTH INCLUSIONS

Below are sample visuals for Shell Scheme booth inclusions:



Fascia Board

White fascia with company name & stand number printed



Lighting & Power

1 power socket (220V, 13A) & 4 LED spotlights



Counter

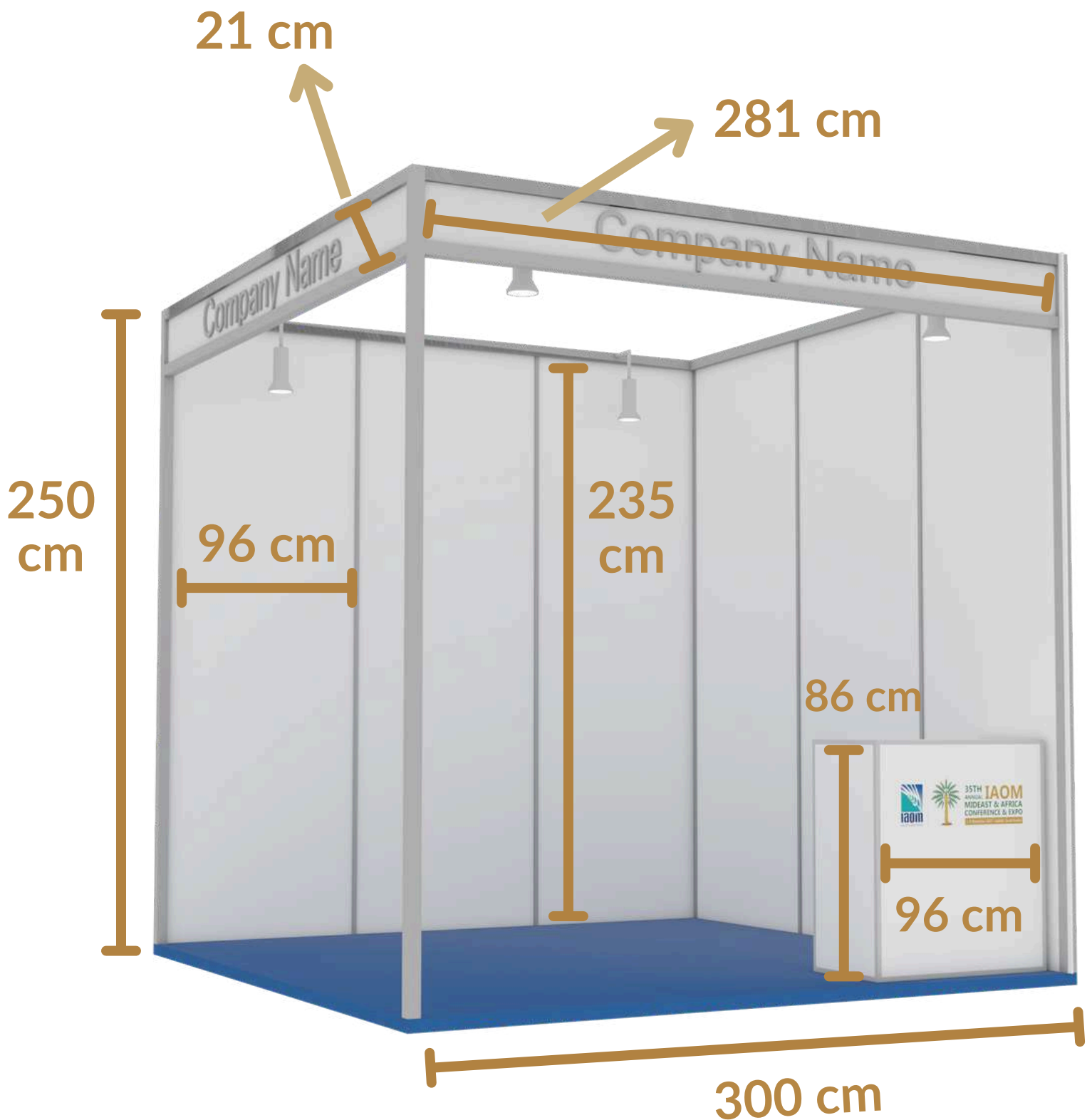
1 unit with front panel branding (vinyl sticker)



Table & Chairs

1 standard table with 2 armless chairs

04 BOOTH DIMENSIONS



BRANDING AND **TECHNICAL SERVICES**

Electricity

220V / 13A included per booth, extra power available on request (subject to additional charge)

Wi-Fi

Free Wi-Fi available throughout the Conference and Expo

Furniture Rental

Tables, chairs, TVs, and display racks available on request (subject to additional charge)

Branding Options

Branding on booth wall panels and promotional banners are available on request (subject to additional charge)

Artwork Guidelines

Ready-to-print files should be in Adobe Illustrator (.ai) format

1

For artwork consisting of a single image, provide a Photoshop EPS file with all colors in CMYK; include Pantone references if required

2

All images must be high resolution (300 DPI) and saved as EPS files; these should then be incorporated into the Illustrator artwork

3

Files exceeds 10 MB, please send it via WeTransfer

4

A bleed of 5 cm is required on all sides

5

Payment must be completed prior to exhibition build-up to ensure booth is ready upon arrival

6

Submit artwork files to omar@modernline.com.sa after your order is submitted and paid, with cc to expo@iaom-mea.com

7

Mockups of booth panels will be provided for exhibitors to visualize placement and dimensions before final printing

BOOTH PANEL LAYOUTS

Panel Branding

- Panel size: 960 mm (W) × 2350 mm (H) per panel
- Panels per wall: 3 panels





ORDERING AND **CONTRACTOR DETAILS**

To ensure smooth operations, all additional services and booth requirements must be ordered through IAOM MEA official contractor. This applies to standard items (furniture, electricity, AV, graphics) as well as customized booth designs.

01

Ordering Procedure

- Order forms for additional services will be provided with the Exhibitor Manual.
- Completed forms should be submitted directly to the contractor, with cc to expo@iaom-mea.com.
- Late orders may be subject to delays and availability constraints.

02

Customized Booths

Exhibitors planning a custom (non-shell scheme) booth should contact the official contractor to request a new design or submit their own design.

The contractor is responsible for:

- Preparing technical drawings and booth dimensions
- Ensuring safety compliance and adherence to regulations
- Providing guidelines on structure height, materials, and restrictions

All design and construction work must follow the contractor's specifications to ensure safety and consistency within the exhibition.

03

Payment Terms

- All orders must be accompanied by full payment directly to the contractor.
- Services will only be confirmed once payment is received.
- Onsite orders are not guaranteed and may incur additional charges.

04

Official Contractor

- Company Name: Modern Line
- Contact Person: Omar Melato -
Operation Engineer & Sales
- Mobile Number: +966 55 464 8184
- Email Address: omar@modernline.com.sa
- Office Address: Saudi Arabia, P.O. Box 116125,
Jeddah, 21391

RULES & REGULATIONS

Booth Construction

- Max booth height: 4 m
- Floor load: 3 tons / 9 sqm (spread plates required for heavy machines)
- Carpets must be protected, no nails, screws, pins, paint, or adhesives
- Ceiling suspensions require approval

Deliveries & Access

- All exhibition goods and equipment must be delivered and picked up via the Hilton Hall loading bay
- Vehicles must not be left unattended
- Use service entrances and service lifts for all equipment and materials

Promotion Restrictions

- Exhibitors must keep all activities within their contracted booth space
- Content must be compliant and non-political
- Violations may result in removal or future bans

Operation Restrictions

- Aisles & boundaries to be clear
- Follow all hotel safety regulations.
- Music only allowed with proper licensing
- No forklifts, motorized equipment, pets, or animals allowed

Conduct & Waste

- Booths must have staff with badges
- Booth areas must remain clean; remove waste, boxes, packing (no onsite storage)
- Aisles, fire exits, and pathways must remain clear

Indemnification & Liability

- Exhibitors are responsible for staff, visitors, and exhibits
- IAOM MEA is not liable for theft, accidents, disasters, or emergencies
- Exhibitors must indemnify IAOM MEA against claims or damages

HEALTH, SAFETY & SECURITY

1

Exhibitor Badges: Must be worn at all times for access to the exhibition and conference areas

2

Emergency Exits: Keep all aisles, fire exits, and emergency access routes clear at all times

3

Electrical Safety: Electrical connections must be installed only by the official contractor or venue-approved electricians

4

Fire Safety: Smoking is not permitted inside the venue. Fire extinguishers and alarms must not be obstructed

5

Booth Structure: All installations must be safe, stable, and within the allocated booth space

6

Personal Safety: Use proper lifting techniques and wear protective gear during setup and dismantling

7

First Aid: Contact venue staff immediately in case of emergency

8

Security: General security is available; exhibitors are responsible for safeguarding their own property. Valuables should not be left unattended

9

Insurance: Exhibitors must ensure they hold valid insurance for staff, products, and materials displayed

**We appreciate your participation in
IAOM MEA 2025!**

See you in Jeddah!

For inquiries or assistance, please contact:

Email: expo@iaom-mea.com

