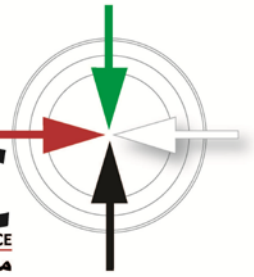


aerospace  
defence  
security  
space



2015 **EmSEC**  
EMIRATES SECURITY EXHIBITION & CONFERENCE  
معرض ومؤتمر الإمارات للأمن



## A GREAT OPPORTUNITY IN THE UAE LAW ENFORCEMENT AND PUBLIC SECURITY MARKET

**EMIRATES SECURITY EXHIBITION AND CONFERENCE (EmSEC)**  
**27 - 28 OCTOBER 2015, Al Bustan Rotana Hotel, Dubai, UAE**

EmSEC is a premier platform to showcase technologies and solutions for law enforcement and security markets. Designed to support and encourage UK exports, EmSEC is hosted by the Dubai Police and includes a 2-day conference and demonstration opportunities.

Last year's event saw over 1000 visitors from over 90 countries; including Government departments from Asia, the Middle East, Africa and Europe.

The conference will cover a wide range of topics from both local and international speakers and is open to all visitors and exhibitors.

There are multiple opportunities to reach out to this growing market including:

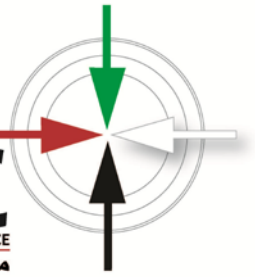
- ✓ **Visitor Invitations**  
Exhibitors are encouraged to invite visitors to attend – all names are submitted to the Dubai Police for an invitation to be extended.
- ✓ **Demonstration opportunities**  
These slots will offer an opportunity to showcase your products. The Dubai Police are particularly interested in UK companies who have updated technologies.
- ✓ **Screen presentations**  
Exhibitors will have the opportunity to stream corporate videos on screens throughout the venue.
- ✓ **Meeting Rooms**  
Meeting Rooms will be available and can be booked daily.
- ✓ **Visitor Brochure**  
In addition to the free of charge entry each exhibitor is entitled to, extra pages can be purchased to enhance your profile.

**The Dubai Police have compiled a list of products and services they would like to see represented at EmSEC, please see the full list overleaf.**

**ADS Members can use their web login to view further details of the UAE International Programme & Market Analysis for the Security Sector.**

**Please see <https://www.adsgroup.org.uk/pages/82500857.asp>**

**To take advantage of this excellent, dedicated opportunity to engage with the UAE security market, please complete and return the attached application form together with payment to James Hemmings: [james.hemmings@adsgroup.org.uk](mailto:james.hemmings@adsgroup.org.uk) +44 (0) 207 091 7806**



## PRODUCTS & SERVICES REQUIREMENT:

*Please note that if you are looking to participate at EmSEC for a third time, the Dubai Police politely request that you offer a new or improved product / service with your exhibition material.*

- ✓ ANPR
- ✓ Asset Tracking & Management
- ✓ Blast Protection
- ✓ Bomb Disposal / EOD
- ✓ CBRN & Counter Proliferation
- ✓ Command and Control
- ✓ Communication Monitoring
- ✓ Communications and Equipment
- ✓ Computers – Security & Systems
- ✓ Counter Surveillance
- ✓ Counter Terrorism
- ✓ Covert Security & Surveillance
- ✓ Criminal Intelligence
- ✓ Cyber Security
- ✓ Data Mining
- ✓ Data Security
- ✓ Digital Networks
- ✓ Drones
- ✓ Encryption
- ✓ Endoscopes
- ✓ Explosives Detection
- ✓ Field Security Operations Vehicles
- ✓ Forensics
- ✓ Forensics – Electronic
- ✓ Fraud Detection i.e. Software & Training Packages
- ✓ GPS Location
- ✓ Homeland Security
- ✓ Imaging Systems
- ✓ Intelligence Analysis Tools
- ✓ Intrusion Detection (Commercial)
- ✓ Method of Entry
- ✓ Night Vision
- ✓ Optical Systems (other than CCTV)
- ✓ Public Order Equipment - Electronic
- ✓ Software
- ✓ Surveillance
- ✓ System Integrators
- ✓ Telemetry – CTSF
- ✓ Tetra Support Equipment
- ✓ Training
- ✓ Video Analytics
- ✓ Video Management Systems i.e. high-level face recognition systems)
- ✓ Video – Enhancement & Recording

## EMSEC 2015

### GENERAL INFORMATION

#### ADS CONTACTS

**Nicole Redfearn** – Event Manager  
+44 (0) 20 7091 7811  
[nicole.redfearn@adsgroup.org.uk](mailto:nicole.redfearn@adsgroup.org.uk)

**Ian Fletcher** - International Engagement Manager &  
Deputy Director Security  
+44 (0) 20 7091 7825  
[ian.fletcher@adsgroup.org.uk](mailto:ian.fletcher@adsgroup.org.uk)

#### LAYOUT

Stands will be allocated on a first come first served basis and in collaboration with the Dubai Police team. Once finalised, the floor plan will be sent out for your review. Where possible we will accommodate your preferred stand location. However this may not always be possible particularly where changes are requested in order to make the best use of the floor space available. Confirmation of your stand booking will be sent to you after receipt of application and payment.

#### STAND PACKAGE

6sqm stands (3m x 2m)

Each shell scheme stand will be provided as a “walk on package” to include carpet, walls with display surface, company name, lighting, an electric power point and furniture (PLEASE NOTE, NO STORAGE AREA IS AVAILABLE FOR TRANSIT PACKING CASES FOR EXHIBITS.) If you transport items yourself, it is your responsibility to remove or store them during the exhibition.

Additional Furniture will be available to book through the stand build company – details will be advised after booking.

#### TIMINGS

Build Up:  
Monday 26 October: 1600hrs – 2100hrs

A briefing to exhibitors will be given during build up to advise on logistics, expectations, culture etc – time TBC.

#### **Exhibition Opening Times:**

Exhibitor Access from 0730hrs daily  
Visitors 0900hrs – 1600hrs daily

#### **Opening Ceremony:**

Tuesday 27 October: 1000hrs

#### **Conference:**

Exhibitors are welcome to attend the conference which will run alongside the exhibition.

#### COSTS

ADS Member: **£1545.00**  
ADS Non Member: **£1845.00**  
Additional Staff Member: **£90.00p.p.**  
Additional Page in Brochure: **£175.00**

Included in costs:

- Refreshments: The cost of the package allows for two company attendees to be present. Additional company attendees will be charged at £90 per person. All day refreshments and lunch will be provided.
- UK Publicity Information: A brochure will be compiled containing exhibitor's contact details, logo, 100 words of text and a products and services listing. This will be distributed to visitors at the exhibition and mailed out in advance where possible. Extra pages can be purchased at a cost of £175.00 + VAT.
- Video Advertising: Exhibitors are encouraged to supply a 30 second video which will be streamed continuously across the video screens located throughout the venue. Full spec and further details will be sent after booking.
- ADS Resources: Management and liaison with the organisers will be handled on behalf of exhibiting companies by ADS personnel dedicated to EmSEC 2015, both onsite and in advance of the event.

#### APPOINTED CONTRACTORS

Although you are not obligated to make use of our preferred contractors and the services they offer, we do make these appointments to offer an all round package for Exhibitors.

We know and trust the companies we appoint, and can be sure that companies wishing to receive a complete and more personal service will be offered just that. Our contractors will have personnel on-site to assist, not only for build-up, but during the event when, quite often, questions and queries arise.

#### **FREIGHT:**

ADS has appointed Premier Showfreight to handle freight for the UK Group at EMSEC 2015.

Joanne Curtis  
Premier Showfreight  
Unit 7, Valley Point Industrial Estate  
Beddington Farm Road  
Croydon  
Surrey CR0 4WP  
Tel: +44 (0) 20 3256 1278  
Email: [joanne@premiershowfreight.com](mailto:joanne@premiershowfreight.com)

*Deadline for airfreight TBC.*

Import Permits: There are some items which require import permits into Dubai.

If you choose to send the kit as luggage with the airline or use your own freight forwarder, you may require a letter confirming your participation at the event and/or a letter of approval from the Dubai Police to enable the goods to clear Dubai Customs in time for the event.

Please make early enquiries for freight to ensure you have sufficient time and all the necessary documentation organised.

### **ACCOMMODATION & TRAVEL**

Once you have booked a stand you will be sent further information regarding the negotiated accommodation package available for this event. It will include a room at the Al Bustan Rotana, evening trips to local attractions, meals and various other hotel services.

Bookings will be managed directly by 'World Prime Exhibition Organizing' based in Dubai. They will be responsible for the arrangements included in the package and processing your payment. Please note they do not accept payment by credit card or offer flights.

Alternatively, please make your own travel and accommodation arrangements.

### **VISITORS**

Exhibitors have the opportunity to nominate visitors they wish to be invited to EmSEC. All such requests should be sent via [nicole.redfearn@adsgroup.org.uk](mailto:nicole.redfearn@adsgroup.org.uk) so that the names and contact details can be passed to the Dubai Police, who will arrange for an official invitation to be sent.

Please note that invitations will be extended to the whole of the region not just Dubai.

There is no limit to the number of people any company can invite to attend, however, the Dubai Police insist that visitors to the exhibition are 'law enforcement officials' only. Visitors of a 'civilian' nature will be declined and we would like to avoid any embarrassment being caused to anyone on site.

### **EXPORT AND TRADE CONTROL LICENCES**

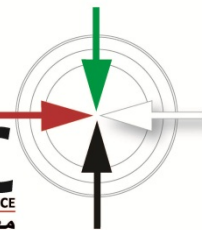
X-listed Security-cleared Companies are reminded that they must ensure that they always have 680 clearances from ACP, at the UK MoD, for any and all promotional or contract negotiation activities associated with goods and technologies which are assessed by DDefSy as being "protectively marked" or for technology which has not yet received a classification. Also, shipments of controllable goods, permanently or temporarily, must not be made

through making use of a carrier belonging to a country to which their sale is embargoed.

Exhibitors should be aware that their products, technology and/or commercial publicity and information may require to be licensed for export from the UK, even if on a temporary basis. In addition, since 2004, they may need Trade Control Licenses in respect of any involvement in the arrangement or facilitation of the movement of certain goods between two or more overseas nations without the goods touching UK soil.

For further details, contact the Helpdesk at the Export Control Organisation (Tel: 020 7215 4594; E-Mail: [eco.help@bis.gsi.gov.uk](mailto:eco.help@bis.gsi.gov.uk)).

**In all cases it is companies' direct responsibility to ensure the proper Export Licence and/or Trade Control Licence is in their possession before the activity takes place. ADS Group accepts no legal responsibility for any actions resulting in prosecutions arising from a failure to obtain necessary export or trade control licences from the British Government prior to exhibitions taking place.**



**27 – 28 October 2015**  
**Al Bustan Rotana Hotel**  
**Dubai, UAE**

<b>For ADS use only:</b>	Booking Ref:	Org ID:	Date Invoice Raised:	
<b>COMPANY / ORGANISATION AND CONTACT</b>				
<b>Company Name</b>				
<b>Address</b>				
<b>Contact Name</b>		<b>Post Code</b>		
<b>Position</b>		<b>Website</b>		
<b>Email</b>		<b>Fax</b>		
<b>Telephone</b>		<b>Mobile</b>		
<b>EXHIBITOR PRICES</b>				
Space requirement:		6sqm stand (s)		
I would like the same stand location as 2014		(Yes/No)		
Stand Package(s) - ADS Member	£1545.00 per stand			
Stand Package(s) - ADS Non Member	£1845.00 per stand			
Additional Staff Members	£90.00 per person (covers 2 days)			
Additional Pages in EmSEC Brochure	£175.00 per A5 page			
			<b>Sub Total</b>	£
			<b>+ VAT @ 20%</b>	£
			<b>Total price</b>	£
<ul style="list-style-type: none"> <li>• Payment in advance is required to secure your booking and should be received with this application form.</li> <li>• Cancellations: Charges will apply. Please read the Terms and Conditions for Participation in ADS Events accompanying this application form.</li> <li>• Submitting a completed application form confirms your agreement to the Terms and Conditions for Participation in ADS events.</li> <li>• Submission of the credit card information below confirms your agreement to debit those details for the required booking payment.</li> </ul>				
<b>METHOD OF PAYMENT</b>				
		<b>Credit Card</b>	<b>Cheque</b>	<b>BACS **</b>
<b>Credit Card:</b>	*Card type	Visa	Visa Debit	Master Card AmEx
	*You will be contacted by our finance department for your security code			
	*All credit cards are subject to a 3% fee			
	Card number			Expiry date
	Name of card holder			
	Registered card address			
	Signature			
<b>Cheque:</b>	I enclose a cheque for	£	Made payable to "ADS Group Limited"	
<b>BACS:</b>	**A Purchase Order number or Company Reference MUST be quoted with a Bank Transfer payment			
	Sort Code: 20 - 71 – 03 Account Number: 73129527 SWIFT CODE BARCGB22 IBAN GB04 BARC 2071 0373 129527 VAT Registration Number 991 2734 95			
	Barclays,90-93 Broad Street, Reading, RG1 2AP UK			
<b>A receipted invoice will be forwarded</b>				
<b>PLEASE SEND YOUR COMPLETED BOOKING FORM TOGETHER WITH PAYMENT TO:</b> <b>James Hemmings, ADS Group Ltd, ShowCentre, ETPS Road, Farnborough, Hampshire, GU14 6FD, UK</b> <b>Tel: +44 (0) 207 091 7806 Fax: +44 (0) 207 091 4545 Email: <a href="mailto:james.hemmings@adsgroup.org.uk">james.hemmings@adsgroup.org.uk</a></b>				

# TERMS AND CONDITIONS FOR PARTICIPATION IN ADS EVENTS

## 1. Definitions

In these terms and conditions the following words and expressions shall have the meaning as shown:

Application:	means the request made by the Participant to attend or participate in the Event and submitted in the manner specified to ADS.
Contract:	The contract formed between the Participant and ADS as a result of the Application being accepted by ADS.
ADS:	means ADS Group Limited.
Event:	means the conference, exhibition, seminar, demonstration, meeting, lunch, dinner, mission or other type of occurrence to which the Application refers.
Organiser:	means the owner or organiser of an exhibition with whom the ADS has leased an area of exhibition space for sub-letting in parts to a number of Participants.
Participant:	means any individual, firm or corporate body taking part in or attending an Event organised or managed by ADS.
Price:	means the total sum payable by the Participant to ADS in connection with an Event.

## 2. General

Participation in any Event organised by ADS is subject to the terms and conditions given below and all other terms and conditions contained in any purchase order or proposed by a Participant are excluded from the contract, including any variation, unless agreed by ADS in writing. Submission of a completed Application to participate in or attend an Event organised by ADS shall constitute acceptance of these terms. ADS reserve the right to refuse an Application without explanation.

The headings in these terms and conditions are for convenience only and shall not affect interpretation of a clause.

## 3. Prices

The price or prices for participating in an Event will be as shown on the application form. All prices exclude VAT.

## 4. Payment

Payment for attending or participating in an Event must be made in accordance with the information given in the application form prior to commencement of the Event unless agreed otherwise in writing. Any additional or extra charges arising during the course of an Event and for which the Participant is liable must be paid within 30 calendar days of the date of the ADS invoice for these sums.

## 5. Entry and Admission

No admission tickets, passes, itineraries, maps, exhibition stand allocations or other information required to attend or participate in an Event will be issued to a Participant until Payment has been received. ADS reserve the right to refuse admission to any person or to remove persons from an Event without explanation.

## 6. Variations and Amendments

A Participant wishing to vary or amend their Application must notify ADS in writing as soon as possible. ADS will use reasonable endeavours to accommodate requests for change and the Participant will be liable for any increase in Price arising from the variation or amendment.

If, for any reason, ADS has to change any of the arrangements relating to an Event it will inform Participants forthwith and use reasonable endeavours to minimise the impact of the changes.

## 7. Transfer

The right of a Participant to take part in or attend an Event arising from acceptance by ADS is personal to the Participant and may not be sold, transferred or given, in whole or in part, to a third party.

## 8. Cancellation

### 8.1 Cancellation by ADS

If, for any reason, it becomes necessary for ADS to cancel an Event all monies paid will be refunded less an administration fee to cover any costs already incurred by ADS.

### 8.2 Cancellation by the Participant

#### 8.2.1 If the value of the contract is £1,000 or less excluding VAT

In the event that a Participant wishes to cancel his participation in an Event the following will apply:

Cancellation more than 28 calendar days prior to commencement of Event: refund of all sums paid.

Cancellation less than 28 calendar days but more than 7 calendar days prior to commencement of an Event: refund of 50% of total price. Note – if payments up to the time of cancellation amount to less than 50% of the total price, the difference between that paid to date and 50% of the total price will become payable with immediate effect.

Cancellation 7 calendar days or less prior the commencement of Event: no refund and all outstanding sums become payable with immediate effect.

#### 8.2.2 If the value of the Contract is greater than £1,000 excluding VAT

In the event that a Participant wishes to cancel his participation in an Event the following will apply:

Cancellation more than 120 calendar days prior to commencement of Event: refund of all sums paid only if ADS is able to re-sell the booking allocated to a cancelling Participant to another Participant.

Cancellation less than 120 calendar days but more than 28 calendar days prior to commencement of an Event: refund of 50% of total price only if ADS is able to re-sell the booking allocated to a cancelling Participant to another Participant. Note – if payments up to the time of cancellation amount to less than 50% of the total price, the difference between that paid to date and 50% of the total price will become payable with immediate effect.

Cancellation 28 calendar days or less prior the commencement of Event: no refund and all outstanding sums become payable with immediate effect.

#### 8.3 Cancellation by a Third Party

If the Event is cancelled or abandoned or suspended in whole or in part by a third party, for example as a result of civil unrest, all monies paid will be refunded less an administration fee to cover any costs already incurred by ADS.

## 9. Liability

ADS will not be liable in contract, tort or otherwise for any loss of profit, special or consequential loss or damage e.g. loss of use, or any costs or expenses, or other claims whether caused by ADS, its employees, agents, servant or otherwise, arising from a Participant attending or taking part in an Event. This provision will not apply to claims in respect of death or personal injury.

The liability of ADS to the Participant for all claims in aggregate attributable to any one event and arising from a Participant attending or taking part in an Event shall not exceed the Price paid by the Participant.

## 10. Indemnity

The Participant shall indemnify, and keep ADS indemnified, against any loss or damage suffered by ADS arising from:

1. Any claim for an infringement by the Participant of a patent, registered design, trademark or copyright.
2. Failure of the Participant to pay any royalties.
3. Any action by the Participant, its employees, servants and agents in connection with the Event.
4. Failure by the Participant to comply with the Export Controls Act 2002 or the Manual of Protective Security including the provisions of Form 680.

## 11. Insurance

The Participant shall put in place and maintain insurance to cover claims arising from or in connection with the Event for third party death or personal injury and loss or damage to property including personal property. In addition, the Participant shall have in place a minimum of £5m Public Liability insurance.

If the Event is an exhibition then the Participant must ensure that his exhibits and other property are adequately insured throughout the period of the exhibition including transport to and from the exhibition site and stand build-up and breakdown periods. The Participant will hold harmless ADS and the Organiser for any loss or damage to his property incurred as a result of taking part in or attending an Event.

## 12. Force Majeure

ADS shall not be liable to the Participant or be deemed to be in breach of the Contract by reason of any delay in performing, or any failure to perform, any of its obligations under the Contract, if the delay or failure was due to a cause beyond that party's reasonable control.

## 13. Export Control Act 2002 and the Security Policy Framework

Participants shall ensure that their employees, servants, agents or otherwise comply with the requirements of the Export Control Act 2002 and the Security Policy Framework, and other relevant documents, including the provisions of the UK MoD Form 680, during the course of an Event. ADS accepts no liability for any costs or damages incurred by the Participant as a result of their failure to comply.

## 14. Rights of Third Parties

No right is granted under the Contract to any person who is not a party to the Contract to enforce any term of the Contract in his own right and ADS and the Participant declare they have no intention to grant any such right.

## 15. Bankruptcy or Insolvency

ADS may cancel the Contract after the beginning of any bankruptcy or insolvency proceeding by or against the Participant, or after the appointment of an assignee for the benefit of the Participant's creditors, or a receiver.

## 16. Hazardous Goods

The Participant undertakes not to bring any item or substance to an event whose movement or use is governed by the legislation of the country hosting the event.

## 17. Common Industry Standards For Aerospace and Defence

Participants and their employees, agents, servants shall at all times in connection with the Event comply with the ethical standards set out in the AeroSpace and Defence Industries Association of Europe (ASD) Common Industry Standards, copies of which are available from the ASD website at [www.asd-europe.org](http://www.asd-europe.org)

## 18. Conflict

Where the Event is an exhibition and there is a conflict between the terms and conditions of the Organiser and these terms and conditions, the former shall prevail.

## 19. Applicable Law

These terms and conditions and any Contract resulting from acceptance by ADS of an Application shall be governed and construed in accordance with English Law and ADS and the Participant shall submit to the exclusive jurisdiction of the English courts in England.