



International Exhibition of Advertising, Branding, Marketing, Export Chain & Related Industries

Date: 13- 16 December 2025

Acronym: ABM Expo

Venue: Tehran International Permanent Fairground

Organizer: Avin Afraz Co.

Visiting Hours: 8 AM- 3 PM

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Deadlines & Checklist

- The final payment deadline is specified in the Invoice.
- Deadline for submitting the application form
- Deadline to submit the executive plan for the companies who construct their booths (non-equipped booth):
- Deliver the halls to companies which they construct by themselves (non-equipped booth): 3 days before opening date
- Deadline for finishing the construction of non-equipped booths: 12 December 2025
- Delivering date of the equipped booths (paneled booths) to exhibitors: 12 December 2025
- Sealing the hall gates: 4 PM
- Opening ceremony date & time: 13 December 2025
- Exhibition Closing Date: 16 December 2025
- Disassembling the stands and evacuating the halls: 17 December 2025

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General Terms & Conditions

- The organizer, **Avin Afraz Co.**, reserves the right for acceptance or rejection of the applications and will not be liable for any explanation.
- The organizer is fully authorized to determine or change (if necessary) the location of the stands.
- Should there be any Iranian agent responsible for the participation procedures, the agent should be introduced in written words by the original company.
- A first-come-first-serve basis will be applied in the registration process and stand allocation.
- Participant is not allowed to sublet or share his allocated space with others without prior consent of the organizer.
- Inserting the exhibitor's data in the official book (catalogue) of the fair is obligatory. So, the exhibitor is obliged to supply the organizer with the requested information and pay the relevant charge, ultimately 45 days prior to the exhibition.
- The exhibitors are obliged to be present in their stand, up to the last day - 5 p.m. and not allowed to repack the exhibits.
- Participants are not allowed to put their exhibits or equipment in the aisles. Otherwise, the occupied space will be calculated and should be paid for.
- Spot sale is prohibited during the fair and if not considered, the organizer is authorized to prevent it or even close the exhibitor's stand. But the exhibitors are allowed to release definitely one or two samples out of each type of their goods and sell them after the fair. No letter of credit or order registration is needed in this case.
- Apart from the goods not allowed to enter the country according to the import/export regulations of the Islamic Republic of Iran, exhibiting of such articles, alcoholic drinks, arms, drugs, pictures or films contrary to the Islamic rules are strictly forbidden to display in the stands.
- Printed materials such as brochures, pamphlets, posters, ... and also audio-visual cassettes or CDs should be checked by the organizer before displaying or distributing in the fair.
- Participant's banners or signboards must be put within the area of their allocated sites ultimately 160 cm. above the stand.
- Environmental publicities such as slogans, placards, and wall writing ... will be subjected to additional charges followed by the prior approval of the organizer.
- The exhibitor or his official representative should be actively present in the stand during the whole visiting hours.
- Participants must inform the organizer about their machinery that consumes electricity more than 5kw/h at least 45 days before the fair. Extra charges for electricity and water consumption should be paid by the exhibitor upon the organizer's announcement.
- Participants wishing to display heavy, high or voluminous machines or products should inform the organizer at least 45 days prior to the event.
- Participant is responsible for any damages to the stand equipment and furniture and should compensate the losses according to the organizer's announcement.
- The exhibitors will be informed by the organizer about all the details and instructions in circular letters. The organizer doesn't accept the consequences of disregarding these circular letters.
- Oral agreements are valid only after they have been confirmed in writing and signed.

- Participants or their representatives should be present in their pavilions or stands during opening hours to supervise exhibits and engage with visitors.
- participants must keep their pavilions or stands open until the fair's closing time.
- All participants in the exhibition, whether local or foreign, must comply with all the rules and regulations established by the organizer of the exhibition, the venue of the exhibition, as well as the laws and regulations of the Islamic Republic of Iran.

Payment

- The registration will be approved only after receiving the receipt of the payment of 50% of the rental charges together with the application form, otherwise the application will not be considered by the organizer.
- If the payments are not acted completely by the participants, the organizer is allowed to confiscate the participants' exhibits. If the value of the exhibits is less than the assigned charges, the organizer is entitled to take legal action for the settlement.
- Any delay occurring in the payment of the rental charges will entitle the organizer to withdraw from the contract for the entire allocated space.
- To avoid any probable difficulty regarding the money transfer, the rental charges should be paid in Euro/Dollar.

Construction & Booth Equipment

- Construction, decoration and setting up the stands and goods should be completed 2 days before the opening of the fair and all unnecessary materials and empty cases should be removed from the fair ground.
- Those participants who construct their own stand should submit a copy of their proposed design at least 30 days before opening date of the fair in order to get the approval of the technical management of the fair, in case a participant doesn't get the approval, the organizer will stop the construction of their stand and the participants are solely responsible for any damages.
- If the stand is constructed in 2 floors; the space of the second floor will be charged upon the basis of 50% of the rental charges per each square meter.
- Participants not utilizing the organizers facilities for erecting their stands should submit two series of the layout of their stand construction, together with the layout of internal electric extension at least 30 days before the fair. These layouts should be confirmed by the technical department of the fair. Otherwise, must be changed according to the organizer's instructions.
- Extra furniture and equipment are available upon the exhibitor's request. The rental charges for these extra facilities should be paid to the organizer on due time and according to the relevant price list.
- The technical management of the fair has the right to make any changes in proposed design if necessary, and participants should observe the changes, failing this the organizer has the right to dismantle the construction and charge the exhibitor accordingly.

- Any waste materials resulting from the construction of stands should be disposed of correctly 2 days before opening of the fair. The organizer has the right to remove any such items and to charge the exhibitor.

Cancellation

- Participant wishing to cancel their participation or reduce the requested space should inform the organizer at least 30 days prior to the exhibition. In this case 50% of the total charges will be confiscated by the organizer and the rest 50% will be returned to the exhibitor. Any cancellation or space reduction during the 30 days before the exhibition will be rejected and no reclamation will be accepted and the exhibitor remains liable to pay the organizer the full price of its participation in the exhibition.
- Please be aware that once the booth rental fee has been paid, any cancellations within less than one month of the exhibition date are non-refundable.
- In case of occurring unexpected and force majeure events, such as war, anarchy, natural disasters... which may postpone the fair or cancel it at all, the organizer is not liable for losses and no claim on damages or returning the money is accepted.

Promotions & Photography

- Participants who interested in distributing books, films, or other materials in their pavilions during the fair are kindly asked to seek approval from the Public Relations Department of the organizer (before distribute).
- participants are not allowed to compare their goods with those of other participants for promotional purposes.
- please obtain written consent from the organizer before using loud – speakers inside the pavilion for guiding visitors or playing music. Ensure that the sound levels do not disturb neighboring.
- Participants have no right to put up slogans, placards or wall writing inside the fair.
- The Organizer may take photographs or films of any part of the fair for use in fair publications.
- Photographers must obtain permission from the organizer before taking pictures inside the fairground.

Insurance, Security, and Fire

- Insurance facilities will be provided at the fairground with the cooperation of an insurance agency. All participants who wish to ensure their workers, employees, stand and exhibits against any risk, unexpected accidents and fire from the beginning of construction work until the last day of dismantling, should submit their requests to the representative of insurance company stationed at the fairground.
- Participants are responsible for incident or any injury which might happen to the workers and employees of their pavilion during carrying out their duties that result from using machinery, equipment or electric power &

- To avoid any probable loss during the fair, participants are advised to insure their goods and equipment.
- Participants are responsible for the safeguarding of their exhibits during the visiting hours of the fair. The fair organizer takes on the responsibility of safeguarding the exhibits after the closing hours during the period of the fair.
- The insurance premium is calculated according to the insurance company tariffs
- Participants are responsible for any damage to their exhibits, equipment, decoration material in the pavilion or stand which might result from fire, theft and damages caused by water
- Guards will be provided by the company to oversee the halls and pavilions throughout the fair. However, participants are advised to make arrangements to safeguard their displays during the visiting hours of the fair. The halls will be securely locked and sealed after closing.
- participants are required to carry out necessary measures for safekeeping of their precious exhibits.
- A fully equipped firefighting station will be available on-site throughout the fair.
- participants must remove all flammable materials, such as empty cases and packing materials, from their pavilions and stands.
- Naked light or any flame-producing articles are prohibited in order to storage in the halls. Neither oil nor other types of fuel may be stored on the site. Exhibitors requiring oil or other types of fuel for demonstration purpose are asked to consult the fire brigade officials of the fair, whose instructions have to be observed.

Vacating Exhibition Spaces

- Participants are required to vacate their allotted pavilions and stands, indoors or outdoors, are cleared of all decorative items and other facilities and return them to their original state within one day after the fair ends.
- Failure to vacate within the specified time (1 day after the fair ends) may result in damages to remaining exhibits, for which the organizer is not liable.
- Imported goods will be transferred to customs warehouse one month after the termination the fair, where they will be subject to the customs regulations.

Dismantling

- Participants should vacate their space not later than 24 hours after the termination of the fair, otherwise the organizer will remove the left articles directly and in this case the exhibitor is responsible for any damages to his articles and also should pay the expenses of transportation and store-keeping of the goods.
- If due to any dispute's exhibits could not be evacuated, such exhibits will be subject to the above-mentioned charges.
- If the exhibits do not remove from the fairground within 1 day after the termination of the fair, will be impounded by the organizer.
- If the value of the impounded goods is less than the storage charges, then the organizer will take the action for the difference.