

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

PARTNER GUIDE



Event Name: : WORLDEF DUBAI 2024

Date: December 4-5 2024

Place: Dubai CommerCity

WEBSITE

<https://worlddef.com/events/dubai-2024/>

VENUE OF THE EVENT

Dubai CommerCity

Program

You can follow the current program flow on our website and social media accounts.

<https://worlddef.com/events/dubai-2024/event-program/>

GENERAL EVENT PREPARATIONS

Partners are required to submit their logos for logo positioning within their rights, speaker information (NAME, TITLE), photos and participant information for processes such as One2One sessions and panels via the forms to be shared by WORLDEF. In addition, the presentations of our partners who want to reflect presentations in One2One sessions will be reviewed and approved by the WORLDEF Academic Board. In case of a revision, the presentations must be submitted on the requested date in order not to disrupt the process.

NOTE: For the healthy functioning of all processes, it is mandatory to comply with the deadlines for the submission of the forms sent by WORLDEF. WORLDEF will not accept any responsibility for any file to be submitted after the specified dates.

PARTNER ENTRANCE

Partner check-in will take place between December 4-5 starting at 08:00. Our partners will be able to obtain their badges from the registration desks. Partner companies can carry out promotional product placement, cleaning, catering preparations, etc. in their stands after 08:00. No repairs can be made in the booth area after the relevant time. Partners are not allowed to distribute brochures outside the booth area.

NOTE: It is mandatory to use a badge in the event area. People without a badge will be removed from the area.

VISITOR ENTRANCE

Visitor entrances to the event will start at 09:00. Visitors will be able to enter the venue via DealRoom application and QR code which will be sent via e-mail before the event. Visitors will be able to obtain their badges from the registration desks located in the main entrance area of the event area.

NOTE: It is mandatory to use a badge in the event area. People without badges will be removed from the area.

EVENT APPLICATION

Partners are required to submit their logos for logo positioning within their rights, speaker information (NAME, TITLE), photos and participant information for processes such as One2One sessions and panels via the forms to be shared by WORLDEF. In addition, the presentations of our partners who want to reflect presentations in One2One sessions will be reviewed and approved by the WORLDEF Academic Board. In case of a revision, the presentations must be submitted on the requested date in order not to disrupt the process.

NOTE: For the healthy functioning of all processes, it is mandatory to comply with the deadlines for the submission of the forms sent by WORLDEF. WORLDEF will not accept any responsibility for any file to be submitted after the specified dates.

BOOTH PROCESS

WORLDEF is not responsible for the booth construction process to be carried out by partner companies. Partner companies can carry out their booth processes with the booth suppliers listed on the supplier page on the event website or with a different booth supplier. The area dimensions determined by WORLDEF must not be exceeded. It is not allowed to carry out any operations in the event area outside the specified set-up and dismantling dates and times. Partner companies are obliged to provide the information requested by WORLDEF regarding the stand processes.

NOTE: All stands will be in open area. For this reason, booth works must be designed in accordance with wind resistance.

SESSIONS

One2One

One2One sessions will be conducted by our 5 Level partners.

- Our 5 Level speakers will have 40 minutes of One2One session time.
- Our speaker will be invited to the technical team/rej for headset installation and technical checks at least half an hour before the session time.
- Our speaker will be able to follow the session time on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Sessions

- Session topics are determined by the WORLDEF Academic Board and speaker positioning is made accordingly.

5 Level partner speakers have the right to be a panelist in panels that will be held in 1+3 order.

Our 4 Level partner speakers have the right to be a panelist in panels that will be held in 1+2 order.

- Session duration is limited to 40-50 minutes in line with the determined topic.
- Within the duration, 2 different questions are asked by the session chairman and 2 rounds of questions are answered between the speakers.

Debate

- Debates will be held on the 2nd day of the event.
- Debate topics are determined by the WORLDEF Academic Committee.
- One of the debate speakers will be determined by the WORLDEF Academic Board, while the other speaker will be determined according to the results of the competition organized by WORLDEF.
- It consists of 1 session chairman and 2 speakers in line with the determined topic.
- Our debate time is limited to 40-50 minutes.

BOOTH SETUP AND DISMANTLING HOURS

Booth Setup will start on November 25, 2024 at 10:00 am and will be completed on December 3 at 00:00 pm. The preparations to be made inside the stand must be completed by 10:00 on December 4, 2024. No work will be allowed in the area outside the specified hours.

Dismantling operations will start with the end of the event. They must be completed between 18:00 - 00:00 on December 5. No dismantling will be allowed while the program is in progress.

RULES TO BE FOLLOWED DURING THE EVENT

We kindly request that there are personnel on duty at the stands throughout the event.

In case of problems such as power outages etc. within the booth, we kindly ask you to contact the personnel in charge.

There will be no storage area outside the booth during the installation and event.

BOOTH LAYOUT PLAN

You can find the general layout of the event and our booth layout plan at

<https://worlddef.com/events/dubai-2024/fair-layout-plan/>

REGISTRATION RECEPTION AREA

At the entrance of the venue, you can access the event area with the QR code sent to your e-mail and included in the Dealroom application.

You can receive your badge from our registration desks located at different points at the entrance of the venue.

VIP RECEPTION

The VIP Reception will be held on Tuesday, 03.12.2024, between 18:00 - 22:00. Our 5 Level Partners have the right to attend the reception for 5 people, 4 Level Partners for 2 people and 3 Level Partners for 1 person. Participant information must be submitted via the form sent by WORLDEF until the specified date.

VIP LOUNGE USE

Access to the VIP Lounge area is restricted. Only VIP ticket holders will have access to the relevant area. Within their rights; 1 and 2 Level Partners do not have access to the area. 3 Level Partners have access to the VIP Lounge for 1 person, 4 Level Partners have access for 2 persons, 5 Level Partners have access for 5 persons. 5 Level Partners have the right to have a 60-minute reception in the lounge area.

EXECUTIVE LOUNGE USE

Access to the Executive Lounge area is restricted. Only Executive ticket holders will have access to the relevant area. Within their rights; 1 Level Partners have Executive Lounge access for 2 persons, 2 Level Partners for 3 persons, 3 Level Partners for 5 persons, 4 Level Partners for 8 persons and 5 Level Partners for 10 persons.

SPEAKER & MEDIA LOUNGE USE

Many local and foreign broadcasting organizations will be located in the Speaker & Media Lounge area. Within the scope of "Special PR Works" included in 5 Level Partner rights, 1 speaker determined by our partners will be the live broadcast guest of these organizations. Many programs will be held in the area throughout the event.

VIP SESSIONS

Participation to VIP sessions is unlimited for VIP and Executive ticket holders. Other visitors will not have access to the stages. VIP sessions with our 5 Level partners will be held in the One2One concept. One2One sessions will be moderated by the stage chairman and will last 60 minutes.

SELECTED BY WORLDEF B2B LOUNGE USE

Selected By WORLDEF B2B Lounge area is designed to take the event experience to the next level. In addition to our exhibitors, VIP and EXECUTIVE ticket holders will have access to this area where the leading companies of the sector will be located and many collaborations will take place. B2B matches will be made through the event application.

MASTER CLASS STAGE

At WORLDEF DUBAI 2024, we aim to provide our exhibitors and visitors with impressive moments with our specially designed Masterclass Stage positioning. The Masterclass Stage, located on the show floor, offers our exhibitors the perfect opportunity to present their products, services or projects in the best possible light. Each partner who wishes to take a position on the Masterclass Stage has the opportunity to use the Masterclass Stage for 1 hour. All partners and ticket types have access to the Masterclass Stage.

Information about the use of Masterclass Stage:

Duration: Each partner will be able to use the masterclass stage for 1 hour. The partner company can introduce their projects and interact with the visitors during this time.

Right of Use: For the use of the masterclass stage, it is necessary to contact the WORLDEF Sales team. Upon completion of the necessary processes, the calendar planning will be communicated to the relevant partners by the WORLDEF Operations team.

PARTNER RIGHTS

The partner rights page is available [here](#).

F.A.Q

You can find answers to all your questions about the event [here](#).

Note: *The entire event program will take place in English.*

Thanks