

Segment	Event Management
Activity	Exhibition Organization and Management
Description	<p>Companies providing organization and management of large-scale public showing for various industries held in large venues..</p> <p>For events outside the Dubai Creative Clusters, relevant rules and regulations apply.</p>
Objective	To regulate, legalize and facilitate the development of the Exhibition events in the Dubai Creative Clusters.
Requirements	<ol style="list-style-type: none"> 1. Compliance with the Licensing Regulations 2003 and Licensing Categories Decision 2014. 2. Compliance with the Employment Regulations 2004. 3. Compliance with the regulations of governmental authorities viz. DED, DM, DTCM, DP, DCD, RTA etc. in Dubai for all events outside the Dubai Creative Clusters.
Permissible Activities	<p>Permissible activities shall only and strictly include the following:</p> <ol style="list-style-type: none"> 1. Organize, manage, coordinate and promote exhibition events in various industries (to be also approved by the appropriate authority). 2. May organize group hotel bookings on behalf of the attendees, as long as it is in conjunction with the organized Exhibition. 3. Promote and sell tickets (excluding e-tickets) for Exhibition managed by Licensee.
Non-permissible activities	<p>Non-permissible activities shall include all activities not listed as permissible. Non-permissible activities shall include but shall not be limited to the following:</p> <ol style="list-style-type: none"> 1. Carrying out any civil / construction works such as building stages, scaffolding, exhibition stands or any other construction work. 2. Trading activities (This includes import and export of products). 3. Training Activities. 4. Talent Agency's Activities. 5. Venue Management 6. Organize and promote events without the approval of the appropriate authorities.

	<p>7. Any non permitted activity</p>
<p>Special Conditions</p>	<ol style="list-style-type: none"> 1. Sale and distribution of tickets for events held outside the Dubai Creative Clusters, are subject to guidelines of appropriate authorities (i.e. DED, DTCM, or the DM) 2. Sale and distribution of tickets in the other Emirates and other Countries are subject to the laws, rules, regulations and guidelines of the relevant authorities in the respective Emirates or Countries. 3. Licensee shall be fully responsible for complete ticket refund in the case of event cancellation. Furthermore, Licensee shall enter into and secure proper Insurance Agreements to cover any and all costs and reimbursements in case of event cancellation. The Authority reserves the right to inspect the activities, files and affairs of the Licensee at any point in time. 4. The Authority is not obliged to assist the Licensee in obtaining any permission that may be required in seeking approvals and/or licenses and/or permits from other governmental authorities including DED, DM and DTCM. 5. The Authority is not obliged to obtain or seek to obtain for Licensee any exemptions and dispensations from any requirements of the DED, DM or the DTCM. 6. Licensee shall at all times inform all personnel, employees, artists, technicians and/or any other person or entity working with Licensee ("Licensee Dependents") about any and all regulations, guidelines, laws or texts related to the activity of Licensee (including but not limited to the Dubai Creative Clusters Code of Guidance). Furthermore, Licensee shall at all times be fully responsible for all damages arising from the actions of Licensee's Dependents. 7. Except with the express written approval of Dubai Creative Clusters Authority or other relevant authorities, Licensee shall not in part or in full use any of the following names in the appellation of its events: "Dubai", "Emirates", "U.A.E.", "Internet City", "Media City", "Knowledge Village", "TECOM", "DCCA", "Dubai Creative Clusters", "DMC", "DIC", "KV", "DXB" and/or any other name or appellation that Dubai Creative Clusters Authority or other relevant authorities deem inappropriate and/or unacceptable. Said list of names may be amended without prior notice by Dubai Creative Clusters Authority. 8. The use of the term "Festival" is subject to the prior written approval of the relevant authorities. 9. Licensee shall secure relevant approvals and authorizations and enter into related agreements prior to the use of any Intellectual Property, information or documents owned by third parties. 10. Tickets, websites, posters, banners, leaflets and all marketing material related to the use of the License should always expressly state any relevant general public information.

<p>Violation of the Guidelines</p>	<p>Any violation of these Guidelines will subject the Exhibition Organization and Management Licensee to penalties as shall be imposed by the Authority. Said penalties shall amongst other things include: the immediate suspension, retrieval and/or cancellation of the License.</p>
<p>Definitions</p>	<p>For the purposes of these Guidelines, the following defined terms shall have the meaning assigned to them below:</p> <p>Authority: The Dubai Creative Clusters Authority (“DCCA”); For the avoidance of doubt, any reference to Dubai Technology & Media Free Zone Authority (“DTMFZA”) shall mean the Dubai Creative Clusters Authority (“DCCA”)</p> <p>License: A Exhibition Organization and Management license in Dubai Creative Clusters issued pursuant to Licensing Regulations 2003;</p> <p>Licensee: Any person having obtained a license under activity 18.4.3 of Decision Number 1 of 2014 and pursuant to Licensing Regulations 2003;</p> <p>Licensing Categories Decision 2014: The Dubai Technology and Media Free Zone Authority Decision No. 1 of 2014 concerning Licensing Categories for Dubai Internet City, Dubai Media City, Dubai Knowledge Village, Dubai International Academic City, Dubai Outsource Zone, International Media Production Zone, Dubai Studio City, Dubai Biotechnology and Research Park & Energy and Environment Park issued on 13 March 2014, as amended;</p> <p>Licensing Regulations 2003: The Dubai Technology and Media Free Zone Licensing Regulations issued in September 2003, as amended;</p> <p>Employment Regulations 2004: The Dubai Technology and Media Free Zone Employment regulations issued in March 2004, as amended;</p> <p>Dubai Creative Clusters: The free zone created by the Law No. 1 of 2000 and the zones annexed by the Decree No. 12 of 2011, the Decree No. 4 of 2013 and the Decree No. 22 of 2013 as repealed by Law No. 15 of 2014 creating the Dubai Creative Clusters Authority.</p> <p>DED: Department of Economic Development, Dubai;</p> <p>DM: Dubai Municipality;</p> <p>DTCM: Department of Tourism and Commerce Marketing (DTCM);</p>

DP:	Dubai Police;
DCD:	Dubai Civil Defence; and
RTA:	Roads and Transport Authority.
