

THE RETAIL SUMMIT

10-11 March 2020 | Atlantis, Dubai

Attendee Guide

Tuesday 10 – Wednesday 11 March 2020 | Atlantis, The Palm, Dubai

We are delighted you have chosen to attend The Retail Summit 2020.
Please find further information to help you get the most out of your attendance below.

A-Z Guide Logistics and Practical Information

TIMETABLE OF EVENTS

There is a calendar of events taking place from 9-11 March 2020. Full details can be found below.
Please note some of the events will need booking and/or an RSVP.

| Event | Date & time | Venue |
|--|--|--------------------------------------|
| The Retail Summit Study Tour <i>Full Information attached. Additional fee required</i> | Monday 9 March, 09:00-17:30 | Multiple – around Dubai |
| Summit & Marketplace | Tuesday 10 March, 09:00-17:30 Wednesday 11 March, 09:00-17:15 | Conference Centre, Atlantis The Palm |
| Beach Party <i>Invitation attached. RSVP required to confirm place</i> | Tuesday 10 March, 18:00-20:30 | West Side Beach, Emerald Palace |
| Woman in Retail (invite-only) | Tuesday 10 March, 18:00-19.45 | Villamoré, Emerald Palace |

ACCOMMODATION

The Official Summit Accommodation Hotel – Emerald Palace, The Palm

The hotel is located on the Palm Jumeirah, approx. 5 minutes from the Atlantis, where The Retail Summit is taking place on 10-11 March 2020.

We are happy to offer special discounted rates for the Summit dates. These rates are *available for a limited time only, and allocated on a first come, first served basis.*

The Rates

- AED 1,200.00 single & double per room per night, inc. 5% VAT and tourism fee

Price includes a Deluxe Ocean View Room. Rates include breakfast, 10% service charge & 7% municipality fee

Please note The Retail Summit assumes no responsibility for any hotel bookings, cancellations, money due or damage caused. The hotel reserves the right to ask for credit card details upon booking the room and payment will be made by the individual guests directly with the hotel. All bookings must be received no later than **10 February** to guarantee preferential dates.

Please contact the hotel at Tel: +971 4 444 2000 | Email: reservation.thepalm@kempinski.com to make reservations and use the code **TheRetailSummit2020** to secure the discounted rates. Please find attached further information about the hotel.

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EMIRATES DISCOUNT CODE

We're pleased to inform you that Emirates Airline has proudly been selected as the partner airline for The Retail Summit 2020. Emirates has excellent connections to all of the six continents via Dubai with more than 161 current destinations worldwide – and we are expanding our route network all the time.

Use your Promotion Code to get 10% discount on Emirates:

Promotion code: **EVE6RTL**
Travel Validity: **06 – 16 March 2020**

Book your travel today at <http://www.emirates.com/TheRetailSummit2020>

VENUE DETAILS – THE RETAIL SUMMIT

The Retail Summit 2019 is taking place at Atlantis, The Palm in Dubai. The full venue address is:

Atlantis, The Palm
Crescent Road
The Palm
Dubai, United Arab Emirates

BADGES

Please visit one of the dedicated The Retail Summit Registration Desks, in the lobby of the Atlantis Conference Centre. If you are fully registered and, where appropriate, full payment has been received, upon the issue of *identification and a business card* you will receive your badge.

Please note badges will only be issued to the individual who is registered to attend the event. Badges will not be issued to a 3rd party (including colleagues) and are non-transferable. Badges must be worn at all times within the Atlantis Conference Centre. Anyone not displaying their badge will be asked to leave.

Additional Passes - To purchase additional passes please contact Jonathan Barr at jonathan.barr@theretailsummit.com or +44 7539 649306.

OPENING TIMES

| | | | |
|----------|---------------------------|---|--|
| 10 March | The Retail Summit – Day 1 | 07.45 Registration open 09.00 Opening session 17.30 End of Day 1 18.00 Beach Party | Atlantis Conference Centre Emerald Palace Kempinski |
| 11 March | The Retail Summit – Day 2 | 08.30 Registration opens 09.00 Opening session 17.05 End of Summit 2020 | Atlantis Conference Centre |

BEACH PARTY – 10 MARCH

The main social networking event is taking place on The Beachfront, Emerald Palace, Kempinski, from 18.00 – 20.30 on 10 March.

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The evening's social function takes place on the beach, where there will be live music, cocktails and entertainment. This is your unique opportunity to network and exchange ideas with your peers, whilst taking in the Arabian Sea, the Palm in all its glory and the sunset. Also find attached further information about the Beach Party.

Please confirm your attendance by emailing rsvp@theretailsummit.com by Thursday 13 February.

CATERING / REFRESHMENTS

Catering and refreshments will be provided for all registered Summit delegates throughout the two-day Summit. A Halal menu will be offered, with vegetarian options available.

Should you or your colleagues have any specific dietary requirements please ensure they are sent to kate.gallagher@theretailsummit.com by **21 February 2020**. We will do our utmost to ensure all requirements are met.

DISABLED ACCESS AND FACILITIES

Atlantis, The Palm is an accessible venue, with lifts and ramps throughout the building. Should you require specific assistance please advise kate.gallagher@theretailsummit.com.

DRESS CODE

Business attire. NB The Beach Party on the evening of March 10 will literally be on the sand, so appropriate footwear advised.

FIRE PROCEDURE

- Atlantis has a fully Automated Fire Projection System consisting of Smoke / Heat Detectors / Strobe Lights / Sprinklers and a Voice activated Evacuation Message.
- The Fire System is monitored 24/7 by our Surveillance Team in the hotel Command Centre.
- The Surveillance Team also monitor CCTV from the Command Centre.
- They also have a Team of Security Guards posted at specific locations across our Resort, both indoors and outdoors, 24/7, who will provide assistance to Guests during an Emergency.
- The Resort is well equipped with Fire Cabinets containing Fire Extinguishers and Fire Hoses.
- Restaurant Kitchens also have the ANSUL Automatic Fire Suppression System covering the cooking stations.
- The Hotel has a Clinic with Nurses and Paramedics on site 24/7 and a Doctor during Office Hours.

If you discover a fire:

1. Immediately raise the fire alarm by operating the nearest fire alarm call point.
2. Fire marshals will guide and escort you to the beach area, which is the primary assembly point in the event of an evacuation.

On hearing the alarm:

- Leave the building by the nearest exit. Green illuminated panels with white arrows will point to the nearest emergency exit. Do not use the lifts.
- Do not stop to collect equipment or personal belongings. Remain at the assembly point and do not return to the building until you are instructed it is safe to do so.
- Delegates with access requirements will be registered at reception. A fire marshal will assist with evacuation.

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LANGUAGE

English will be the official Summit language.

PRAYER ROOM

Male and Female prayer rooms with washing facilities are located at lobby level.

SMOKING POLICY

In accordance with UAE laws, smoking is prohibited throughout the venue.

STUDY TOUR – [NEW FOR 2020](#)

The curated Retail Study Tour will highlight the hidden cultural gems and introduce you to hand-picked store guides who will take you behind the scenes of Dubai's retail hotspots and answer any specific questions you may have. You will embark on a journey to Dubai's retail iconic retail attractions. From the olden walkways of the Gold & Spice Souk to the latest retail giant.

For full information on how to secure your pass, see attachment.

VISAS

Please check with the Immigration Authority to understand if you require a visa, and how to make an application.

Visa application is subject to UAE Rules and Regulations. The Retail Summit cannot be held responsible for any miscommunication or changes. The Retail Summit is not responsible for any individual who may be refused entry by the authorities.