

**M&T EXP** 

PART OF **bauma** NETWORK

## **EXHIBITOR MANUAL**

November 26 - 29, 2018  
26 - 28: 13PM - 20PM - 29: 09AM - 04PM

CHECK LIST	YES	NO
Sign and return 1 <sup>st</sup> copy of the contract agreement to MMBR		
Have you hired someone to assemble your stand? <i>Notify your hired assembler of the existence of a fee for cleaning/housekeeping of common areas of the PAVILION during assembly and decoration for the EVENT. Housekeeping fees are mandatory and must be paid by the respective <b>CONTRACTED ASSEMBLER</b> or by the <b>EXHIBITOR</b>.</i>		
Have you selected the shell scheme offered by MMBR?		
Have you submitted project of your stand/booth for approval?		
Have you filled out the required forms for the payment of taxes/fees?		
Have you hired Housekeeping and Security Services for your stand?		
Have you hired a Receptionist?		
Have you hired a Catering Service?		
Have you requested an estimate for a Telephone Line/ Internet access?		
Have you requested an estimate for Fire Extinguishers?		
Have you requested an estimate for car park vouchers (Pavilion Parking Company)?		
Have you paid the mandatory fees/taxes:		
São Paulo City Hall Permit Fees?		
Assembly / Disassembly Housekeeping Fees?		
Light and Power Fees?		
Copyrights due (if copyrighted property is used)?		
Have you completed your information for the Official Event Catalogue / Guide?		
Have you established which products you will exhibit?		
Have you arranged for hand-outs / printed matter for distribution?		
Have you arranged Display Items / Showcases?		
Promotional material?		
Have you arranged insurance coverage for your equipment?		
Have you booked tickets and lodging for your representatives?		
Have you chosen/designated your Technical Staff?		
Have you checked your merchandising material?		
Have you sent out/distributed invitations to your customers?		
Have your received/collected:		
- Your credentials at the event venue?		

Include in your advertising the following statement:  
VISIT OUR STAND/BOOTH AT (Place the name, venue and date of the EVENT).

## **ATTENTION**

- 1. Ignorance of the rules herein does not exempt the exhibitor, hereinafter also referred to in the plural - "Exhibitors" and those under his employ (assembler, decorator, subcontracted parties and other personnel involved in the event/trade fair) from the penalties, fines and responsibilities foreseen in this manual for which, should they occur, the responsibility will be assumed by the exhibitor and his assignee, whatever the nature, severally and independently of their order of appointment.**
- 2 This manual provides to exhibitors - and to those persons, companies and other parties hired by them - the main information and rules that are necessary for the proper functioning of M&T EXPO.**
- 3 We request and recommend that all the rules that govern the event be read and forwarded to all of your staff, suppliers and other hired parties in order to avoid last minute problems and mishaps**
- 4 Do not assemble your stand or booth in violation of the standards or of legal specifications established by ABNT, CONTRU and other competent authorities, including the standards herein, and of the specific norms. Responsibility for construction and assembly is fully and exclusively of the exhibitor's or of his assignee or assembler, regardless of the order of their appointment.**
- 5 The Exhibitors, its employees and the companies contracted by them to render services - declare that if there should occur any disagreement between them during the assembly, execution and dismantling of the event, regardless of the nature or origin of such disagreement, it shall be resolved exclusively by Messe München do Brasil Feiras Ltda ("**MMBR**") so as to ensure the best harmony for the event, obliging/binding the parties to adhere to such decision, no matter what it may be, all in order to ensure the greatness and success of the event.**
- 6 The Exhibitors expressly recognize that they will likewise respect all and any internal regulations of the owner of the venue ("Owner") where the EVENT hereby organized by MMBR is to be held.**

# TABLE OF CONTENTS

<b>DATES AND ARRANGEMENTS TO REMEMBER.....</b>	<b>4</b>	<b>VII - BASIC NORMS OF ASSEMBLY.....</b>	<b>17</b>
<b>I - GENERAL INFORMATION.....</b>	<b>5</b>	1- FLOOR .....	17
1 - EXECUTION AND ORGANIZATION .....	5	2 - DIVIDING WALLS AND PARTITIONS.....	18
2 - COMMUNICATIONS AND CORRESPONDENCE.....	5	3 - HEIGHTS AND RECESS (SETBACK) LIMITS .....	18
3 - CONTRACTS AND PAYMENTS.....	5	4 - UTILIZATION OF THE PAVILION.....	18
4 - VENUE .....	5	5 - CONSTRUCTION IN MASONRY .....	19
5 - DURATION AND OPENING HOURS .....	5	6 - GARDENS AND PLANTS.....	19
6 - TRAVEL TICKETS AND ACCOMMODATIONS.....	5	7 - VERTICAL PROJECTION (OVERHANG) OF THE STAND .....	19
<b>II - GENERAL PROCEDURES .....</b>	<b>5</b>	8 - RAISED FLOORS .....	20
1 - CHARACTERIZATION OF THE EXHIBITOR.....	5	9 - MEZZANINE OR 2ND FLOOR.....	20
2 - RELOCATION OF AREA .....	5	10 - STANDS IN EXTERNAL AREAS (OUTDOOR STANDS).....	20
3 - NON-TRANSFERABILITY .....	5	11 - FOOTBRIDGES (CATWALKS) / STAGES / RAISED FLOORS .....	20
4 - EMBARGO ON THIRD-PARTY PROMOTION .....	5	12 - WORK NORMS .....	20
5 - EXHIBITION OF USED PRODUCTS.....	5	13 - SAFETY NORMS.....	21
6 - HOLDINGS, GROUPS AND ASSOCIATED COMPANIES.....	5	14 - EMERGENCY EXITS.....	21
7 - COMMERCIAL REPRESENTATIVES & TRADING COMPANIES .....	6	15 - EMBARGO OF CONSTRUCTION.....	22
8 - RESPONSIBILITY .....	6	<b>VIII - EVENT EXECUTION.....</b>	<b>22</b>
9 - INSURANCE COVERAGE .....	6	1 - DATES AND TIMES.....	22
10 - PAYMENTS IN ARREARS.....	6	2 - PERSONNEL ACCESS.....	22
11 - UPDATING OF COMPANY INFORMATION .....	6	3 - VEHICLE ACCESS.....	22
<b>III - LEGAL NORMS.....</b>	<b>7</b>	4 - SUPPLYING/DELIVERY OF PROVISIONS (PURVEYANCE) .....	22
1 - SÃO PAULO MUNICIPAL FEES / TAXES .....	7	5 - STAND OPERATION .....	22
2 - COPYRIGHTS .....	7	6 - LIMITS OF OPERATION .....	22
3 - EXHIBITION OF BRAZILIAN PRODUCTS.....	7	7 - STAND VISITATION .....	23
4 - EXHIBITION OF FOREIGN PRODUCTS (imports).....	7/8	8 - DISTRIBUTION OF GIVEAWAYS/GIFTS .....	23
5 - ON COMPLIANCE WITH WORK SAFETY AND OCCUPATIONAL HEALTH NORMS .....	8	9 - RETAIL SALES.....	23
6 - HIRING OF MANPOWER .....	9	10 - EXIT OF PRODUCTS/GOODS.....	23
7 - VISITATION AND PRESENCE OF MINORS IN THE PAVILION .....	10	11 - ARTISTIC PERFORMANCES Live music, Videoke, Karaoke, Parades, Shows, Video-Wall, Contests/Drawings, etc.) .....	23
<b>IV - PROMOTIONAL MATERIAL .....</b>	<b>10</b>	12 - SOUND VOLUME .....	23
1 - VISITATION.....	10	13 - DEMONSTRATIONS OF EQUIPMENT .....	24
2 - DISTRIBUTION OF INVITATIONS .....	10	14 - PHOTOGRAPHIC COVERAGE.....	24
3 - OFFICIAL CATALOGUE / GUIDE .....	10	15 - HOUSEKEEPING/CLEANING OF THE STAND .....	24
4 - PRESS RELEASES.....	11	<b>IX - DISASSEMBLY .....</b>	<b>24</b>
5 - MERCHANDISING .....	11	1 - DATES AND TIMES.....	24
<b>V - PREPARATORY ARRANGEMENTS .....</b>	<b>11</b>	2 - RESPONSIBILITY .....	24
1 - COMPLETION OF FORMS .....	11	3 - PERSONNEL ACCESS.....	24
2 - GENERAL RULES FOR REGISTRATION .....	11/12/13/14/15	4 - VEHICLE ACCESS.....	24
3 - HIRING OF ASSEMBLER .....	15	5 - EXIT CONTROL.....	25
<b>VI - ASSEMBLY.....</b>	<b>15</b>	6 - CONCLUSION OF WITHDRAWAL.....	25
1- DATES AND TIMES.....	16	<b>X - MISCELLANEOUS.....</b>	<b>25</b>
2 - LOCATION OF STANDS.....	16	1 TABLE FOR CALCULATING ELETRICITY.....	26
3 - STAND DESIGN PROJECT.....	16	2 ADDRESSES AND PHONE NUMBERS.....	27
4 - PERSONNEL ACCESS .....	17	3 LIST OF SERVICES PRODUCTS OFFERED AT THE EXPO CENTER FOR WHICH MMBR IS NOT RESPONSIBLE.....	27
5 - VEHICLE ACCESS .....	17		
6 - ENTRY OF GOODS .....	17		
7 - ELECTRICAL OUTLET FOR ASSEMBLY TOOLS .....	17		

## DATES AND ARRANGEMENTS TO REMEMBER

FORMS ARE AVAILABLE AT THE EVENT'S WEBSITE ON THE EXHIBITORS' EXCLUSIVE/RESTRICTED ACCESS PAGE.

DEADLINE FOR SUBMISSION:	ACTIVITIES	MANDATORY
16/NOV/2018	Registration of Assembly Crew (done by Exhibitor) at the Exhibitor area online at <a href="http://www.mtexpo.com.br">www.mtexpo.com.br</a>	YES
16/NOV/2018	Request Assembly Crew Credentials ( <b>done by Assembly Personnel</b> ) at the assembly personnel area online at <a href="http://www.mtexpo.com.br">www.mtexpo.com.br</a>	YES
16/NOV/2018	<b>Assembly/Disassembly Cleaning Fee REQUIRED</b>	YES
16/NOV/2018	Submit stand project for verification	YES
16/NOV/2018	Request Exhibitor Credentials	OPTIONAL
16/NOV/2018	Request Credentials for Services contracted by Exhibitor	OPTIONAL
16/NOV/2018	Request Credentials for Security contracted by Exhibitor	OPTIONAL
16/NOV/2018	<b>Electricity Fee - REQUIRED</b>	YES
16/NOV/2018	Request for Plumbing (drain for sink / air conditioning)	OPTIONAL
16/NOV/2018	<b><u>Mandatory Municipal License Fees</u></b> São Paulo City Hall	YES
16/NOV/2018	Request for Compressed Air	OPTIONAL
16/NOV/2018 Send by e-mail: <a href="mailto:margareth.simo@mm-br.com">margareth.simo@mm-br.com</a>	Completion of information for the <b>Official Event Catalogue/Guide</b> .	OPTIONAL
BY 30/SEPT/2018	Request for direct Telephone Line / Access to Internet	OPTIONAL

### **CAEX – EXHIBITOR ASSISTANCE CENTER**

Located at the PAVILION. CAEX provides support to EXHIBITORS and ASSEMBLERS (including information on: electrical energy, water supply and plumbing, assembly inspection, compressed air, stand locations, photocopying services, etc.) [margareth.simo@mm-br.com](mailto:margareth.simo@mm-br.com)

## I – GENERAL INFORMATION

### 1. EXECUTION AND ORGANIZATION

Messe München do Brasil Feiras Ltda (“MMBR”)

**The general supervision of the EVENT is the attribution of MMBR.**

### 2. COMMUNICATIONS AND CORRESPONDENCE

Communications and correspondence related to the EVENT shall be addressed to **MMBR**:

**Messe München do Brasil Feiras Ltda**  
Av. Francisco Matarazzo, 1752-conjs. 1207/1210  
12 andar-05001-200-São Paulo-SP-Brazil  
[margareth.simoed@mm-br.com](mailto:margareth.simoed@mm-br.com)

### 3. CONTRACTS AND PAYMENTS

Contracts and payments related to the EVENT shall be addressed to:

**Messe München do Brasil Feiras Ltda**  
Av. Francisco Matarazzo, 1752-conjs. 1207/1210  
12 andar-05001-200-São Paulo-SP-Brazil  
[margareth.simoed@mm-br.com](mailto:margareth.simoed@mm-br.com)

### 4. VENUE SÃO PAULO EXPO EXHIBITION & CONVENTION CENTER

Rodovia dos Imigrantes, km 1.5 - Água Funda  
CEP: 04329-900 - São Paulo - SP  
[www.saopauloexpo.com.br](http://www.saopauloexpo.com.br)

### 5. EVENT DATES

**November 26 to 29, 2018**

Time:

**26 to 28, from 1 PM to 8 PM**

**29, from 9 AM to 4 PM**

### 6. Travel and Lodging

In an effort to draw a larger number of buyers to the event and provide Exhibitors from other States/Countries a lower cost of lodging and airfare, MMBR, in partnership with the Lead Business Tour travel agency, is offering packages with discounts and advantages. Contact: **55 11 2625-4657**. More information available on the show's website at [www.mtexpo.com.br](http://www.mtexpo.com.br).

**NOTE:** During the assembly and disassembly periods, **the admission of children under 16 (sixteen) years old is expressly prohibited** even when accompanied by their legal guardians.

## II - GENERAL PROCEDURES

### 1. CHARACTERIZATION OF THE EXHIBITOR

Participation in the EVENT is only open to national and international companies that are manufacturers or exclusive representatives/distributors of products and/or services listed under the sectors specific to each EVENT and under the remaining specifications in this MANUAL.

### 2. RELOCATION OF AREA

Although only done in extreme cases, MMBR may, at any time, in the general best interest of the event and without prior notice, relocate sectors or stands, provided it respects the dimensions and characteristics established under contract, to which the EXHIBITOR hereby agrees, subject to the provisions of item VI, “2” of this Manual – “Location of Stands”.

### 3. NON-TRANSFERABILITY

The EXHIBITOR shall not transfer, totally or partially, any rights or responsibilities assumed with MMBR, nor sublet or transfer any portion or the whole of the area that has been rented to the EXHIBITOR

### 4. EMBARGO ON THIRD-PARTY PROMOTION

The exhibition, distribution of giveaways and direct or indirect advertising at the exhibitor's stand of any products belonging to companies that are not participating on the EXHIBITOR'S stand/booth is absolutely forbidden. The EXHIBITOR may, however, request, in writing, authorization from MMBR which, at its sole discretion, may grant or deny authorization for the presentation at the exhibitor's stand of products not manufactured or represented with exclusivity by the respective exhibitor, but **which are deemed by the exhibitor to be strictly necessary for completion of the exhibitor's product line.** Such products, however, shall mandatorily have been manufactured by another of the EVENT'S PARTICIPATING COMPANIES and there will be no promotional mention or acknowledgement to that effect at the exhibitor's stand.

### **THE ADVERTISING, PROMOTION OR MARKETING OF ANY OTHER COMPANY/IES ON THE PREMISES OF THE EVENT WILL NOT BE ALLOWED.**

Failure to comply with the aforementioned will entitle MMBR to remove, to its warehouse, the products and materials at issue, as well as to interdict the operation of the stand, to which the EXHIBITOR does hereby expressly agree.

### 5. EXHIBITION OF USED PRODUCTS

**THE EXHIBITION / DEMONSTRATION OF ANY USED PRODUCT/EQUIPMENT IS EXPRESSLY FORBIDDEN. (PRODUCTS ON DISPLAY MUST BE NEW, FACTORY-FRESH, AND UNUSED.)**

### 6. HOLDINGS, GROUPS AND ASSOCIATED COMPANIES.

If the exhibitor is a holding company, member of a corporate group, or is associated with other companies, the exhibitor will be allowed to present the products of those other companies under the condition that it provides, to MMBR, a list of those companies along with proof of such links/associations existing between them, when signing the contract agreement, or whenever it is necessary to check for proof of said association or exclusive representation



## **7. COMMERCIAL REPRESENTATIVES AND TRADING COMPANIES.**

If the EXHIBITOR is a commercial representative or a trading company, the exhibitor may only exhibit those products for which it has proof of rights to exclusive representation and it is required to provide to MMBR a list of those companies which it represents exclusively, along with evidence/exhibits of the existing links of exclusivity, when signing the contract agreement, or whenever it is necessary to check for proof of said association or exclusive representation

## **8. RESPONSIBILITY**

MMBR will not be held responsible for any damage or losses caused to people or products exhibited before, during or after the event, including damage caused by robbery or theft, larceny, sabotage, riots, deficiencies or interruptions in the supply of electrical power or water, or any kind of harm thereto.

In this connection, if MMBR has to pay compensation for damage to the Owner of the venue rented for holding of the EVENT or to any third parties (whether they are other exhibitors at the EVENT, visitors, personnel of MMBR, of the Owner or of the Exhibitor), both as regards property and persons, including damage of any nature, including moral damage, or further if it suffers loss or damage to equipment that belongs to it, resulting from the fault of the Exhibitor, its personnel and/or any of its subcontractors, as a result of the participation of the Exhibitor in the EVENT, MMBR has the right to demand that the Exhibitor reimburse MMBR in full for all such loss or damage, including for any penalties that it may suffer from the Owner, without any limitation.

In this case, it is irrelevant whether such loss or damage occurs before, during or after the holding of the EVENT.

MMBR shall also not be liable for any loss, damage or delay during the procedures of importation/exportation, such as customs declarations, transportation, loading/offloading, necessary for the exhibitions, which shall likewise be borne solely by the Exhibitor.

MMBR shall have the right to set off any sums that it may owe to the Exhibitor against the expenditure resulting from any losses caused by the latter, and may demand additional compensation if such set-off is not sufficient, without prejudice also to the imposition of a penalty of 25% of the total value of the area rented, as provided in the General Provisions of this Manual.

**NOTWITHSTANDING THE ABOVE PROVISIONS, WE SUGGEST THAT THE EXHIBITOR PERMANENTLY MAINTAINS AT LEAST ONE COMPANY EMPLOYEE ON DUTY AT THE COMPANY'S STAND TO RECEIVE GOODS / MERCHANDISE AND CARE FOR ASSETS / BELONGINGS THAT ARE AT THE STAND OR HIRE A**

## **8.1 Responsibility for Custody of Stands**

**Custody of stands, exhibition goods and other objects in a stand are not the responsibility of MMBR. If necessary, the Exhibitor must arrange for the safeguard of its own stands.** The Exhibitor may engage a security firm, provided it is accredited with the owner of the venue and duly qualified in accordance with the law. Such engagement shall be for the account and risk of the Exhibitor directly with the security firm, and there shall be no liability on the owner of the venue or MMBR for the firm that may be engaged by the Exhibitor for such purpose.

## **9. INSURANCE COVERAGE**

The stands, goods, products, personnel, whatever their nature, including assignees/agents, transporters / carriers, assemblers, crane/tow truck operators, and whoever/whatever else, are not covered by any insurance hired by MMBR – whether during assembly, execution or dismantling of the EVENT – and, therefore, responsibility for any damage or contingency that may occur is exclusively, fully and solely the EXHIBITORS'.

**THUS, MMBR EXPRESSLY RECOMMENDS THAT EXHIBITORS ARRANGE AND CONTRACT THEIR OWN INSURANCE COVERAGE TO COVER ANY AND ALL RISKS THAT MIGHT ENSUE, SINCE SUCH RISKS ARE THEIR SOLE AND EXCLUSIVE RESPONSIBILITY.**

**THE TAKING OUT OF INSURANCE BY THE EXHIBITOR, HOWEVER, DOES NOT EXEMPT IT FROM LIABILITY FOR ANY ADDITIONAL LOSS OR DAMAGE THAT MAY EXCEED THE AMOUNT OF THE INSURANCE COVER, OR IS NOT COVERED BY THE INSURANCE, PROVIDED THE SAME IS DULY PROVED, INCLUDING LOSS, DAMAGE, LOSS OF PROFIT, LAWYERS' FEES, EXPENSES ETC., INCLUDING DAMAGE CAUSED BY ANY SUBCONTRACTORS, FOR WHOM THE EXHIBITOR IS FULLY RESPONSIBLE.**

## **10. PAYMENTS IN ARREARS**

**EXHIBITORS** in arrears will be obliged to immediately settle their financial obligations with MMBR in order to have their space (area) released for assembly of their stands, regardless whether overdue charges relate to contracted installments or installation and service fees. Without proof of payment, participation at the EVENT will be denied.

## **11. UPDATING OF COMPANY INFORMATION**

The EXHIBITOR shall keep MMBR informed as to any changes in the company: board of directors, address, e-mail, telephone, fax, product line, companies represented, etc. by reporting such changes to the Exhibitor Assistance Center - CAEX Centro de Atendimento ao Expositor, e-mail: [margareth.simois@mm-br.com](mailto:margareth.simois@mm-br.com)

### III - LEGAL NORMS

#### 1. SÃO PAULO MUNICIPAL FEES / TAXES

In conformity with Laws 13474 and 13477 of December 30, 2002, MMBR has been assigned the duty of collecting and paying the applicable municipal fees/taxes to the PMSP (São Paulo City Hall) **singly as a lump sum**. To comply with this determination, we hereby inform that EXHIBITORS must complete the form available at the website of the EVENT: [www.mtexpo.com.br](http://www.mtexpo.com.br) on the exhibitors' exclusive/restricted access page, for the issuance of a slip for payment of the lump sum fee/taxes established by the São Paulo City Hall (premises inspection, ads and brochures).

#### 2. COPYRIGHTS

EXHIBITORS who will make use of a musical program (background music) must pay the fees (royalties) related to Copyrights and that, in accordance with the Law No. 9610/98, are collected by the following Organization:

**ECAD - Escritório Central de Arrecadação e Distribuição**  
**Av. Paulista, 171 - 3º and. - 01311-000 São Paulo - SP**  
**Tel.: (55-11) 3287-6722 - Fax: (55-11) 3285-6790**  
**Business hours: 9:00 am to 6:00 pm - [www.ecad.org.br](http://www.ecad.org.br)**

The amount of such royalties varies according to a table established by the Organization above. We therefore recommend contacting the ECAD in advance to avoid any potential inconvenience since such payment is the sole responsibility of the EXHIBITOR.

#### 3. EXHIBITION OF BRAZILIAN PRODUCTS

##### **PRODUCT SHIPPING**

- a) **INVOICE(S) FOR SHIPPING OF THE GOODS / MERCHANDISE TO BE EXHIBITED MUST BE ISSUED IN THE EXHIBITOR'S OWN NAME WITH THE EXHIBITOR'S FEDERAL CORPORATE TAXPAYER IDENTIFICATION (CNPJ) AND STATE REVENUE REGISTRATION (INSCRIÇÃO ESTADUAL) NUMBERS**

##### **Shipping Address:**

**Rodovia dos Imigrantes, km 1.5 - Água Funda**  
**CEP: 04329-900 - São Paulo - SP**

- b) **The invoice must display the following statement:**

**“AS MERCADORIAS DESTINAM-SE À EXPOSIÇÃO NA (followed by the complete name of the EVENT, opening dates and name of the PAVILION)” (which states, in the Portuguese language that: “These goods are meant for exhibition at (.....).”**

- c) In the appropriate fields on the invoice, specify the quantity of products, their respective unit values and totals;
- d) The Exhibitor acknowledges expressly that it is aware that the goods for exhibition must be returned within no more than 60 days, otherwise the operation will be taxed, in which case the Exhibitor shall be fully liable for any resultant taxes and penalties;

- e) Invoices must be issued in accordance with the norms of the State in which company is established. In case of São Paulo State:

#### INTERNAL OPERATION

\*Nature of Operation = shipment for exhibition - code 5.914;

\*ICMS with exemption of the tax as per Article 33, Attachment I, of Decree No. 45.490/2000

\*IPI with suspension of tax as per Article 42, Section II, of RIPI/98

#### INTERSTATE OPERATION

\*Nature of operation = shipment for exhibition - code 6.914;

\*ICMS with exemption of tax - ICMS suspended as per ICMS agreement No. 30 of September 13, 1990;

\*IPI with suspension of tax as per Article 42, Section II, of RIPI/98.

#### RETURN OF PRODUCTS

To return products to the EXHIBITOR'S company, an Incoming Invoice must be issued with the following observation:

##### **“RETURN OF PRODUCTS**

(followed by the complete name of the EVENT, opening dates and name of the PAVILION)  
 (Translation of above FYI: **“RETURN OF GOODS MEANT FOR EXHIBITION AT (.....)”**

Nature of operation: RETURN  
 SÃO PAULO - code 1.914

OTHER STATES - code 2.914)

For additional information, contact directly:

**POSTO FISCAL CENTRAL DA SECRETARIA DA FAZENDA DO ESTADO DE SÃO PAULO**  
**Tel. (55-11) 3243-3400**

#### 4. EXHIBITION OF FOREIGN PRODUCTS

Since this is an EVENT of international nature and duly registered with the BRAZILIAN MINISTRY OF DEVELOPMENT, INDUSTRY AND COMMERCE, EXHIBITORS can ship their products for demonstration during the event under the provision of suspension of taxes (duties).

MMBR may pass to the Exhibitor information regarding a possible suggestion of firm to act as freight forwarder, if necessary. The Exhibitor may use any freight forwarder that it wishes, but the latter shall always be engaged directly by the Exhibitor for its own account and risk, even if it uses a firm suggested by MMBR.

**NOTE: Please be advised that any company in Brazil must have all the required registrations as an importer at the related Government agencies in order to be authorized to receive imported material, whether performing temporary importation or definitive importation thereof.**



#### 4.1. Logistics Services

The EXHIBITOR is liable for all logistics services in relation to its cargo, especially but not limited to the engagement of specialized firms to assist in collection, removal, movement, transportation, storage, fiscal classification, supervision of customs inspections, packing, unpacking, withdrawal, nationalization and re-exportation, if applicable, among others. If necessary, MMBR may indicate a logistics firm, but such indication shall not involve any liability for MMBR for the services that may be contracted for between the EXHIBITOR and such firm.

#### 4.2. Deadlines for Cargo Arrival

The EXHIBITOR shall take steps to ensure that its cargo is ready for delivery on liberation of access to its stand, in order to make sure that it can assemble its stand and exhibit its products without any problem.

#### 4.3. Types of Shipment

**Shipments for Temporary Admission:** consist of equipment, goods and general material destined for exhibition during the EVENT and which will return to the country of origin or to any other country upon conclusion of the EVENT.

Products that are brought to Brazil temporarily cannot stay in the country for an indefinite length of time, and therefore, after the EVENT, the EXHIBITOR must submit his cargo to one of the following processes/measures:

- a) **Re-export** the material to any other country or return it to the country of origin.
- b) **Nationalize** the products on behalf of a company which is properly registered as an importer in Brazil.

**Shipments for Permanent Admission:** consist of promotional material which will be used, consumed and/or distributed free-of-charge during the EVENT and cannot return to their place of origin after the EVENT. Promotional material includes: leaflets, slides, catalogues, magazines, posters, guides, pictures, maps with illustrations or other similar printed matter, magnetic tape with recordings of sound or images

The sale of promotional materials at events in Brazil is strictly **forbidden**.

#### 4.4. Courier Services, Carry-ons & Accompanied Luggage

Shipments via courier are not recommended. According to the Brazilian laws, courier services are to be used for the remittance of documents only.

We also do not recommend bringing goods as Carry-on Luggage or Accompanied Luggage since Brazilian legislation establishes that these are procedures to be used only in the transportation of personal belongings and not commercial goods.

Brazilian legislation concerning accompanied luggage is very restrictive and rigorous since only personal effects and products acquired by the passenger abroad up to the maximum value of US\$500.00 (five hundred American dollars) are exempted from duties.

These goods must be for personal use alone and they cannot be commercialized.

#### 4.5. Fumigation

All cargo that require such procedure must be fumigated, in accordance with the law.

#### 4.6. Insurance

According to Brazilian transportation and storage regulations, insurance should be covered/underwritten by a local, Brazilian company. We recommend that all EXHIBITORS obtain complete round-trip transit coverage for their goods (inbound and outbound)

#### 5. ON COMPLIANCE WITH WORK SAFETY AND OCCUPATIONAL HEALTH NORMS

**The Exhibitor must comply with the following provisions, and ensure that its subcontractors also comply with them, failing which it shall be fully liable to MMBR and the Owner for the acts (and omissions) of such subcontractors:**

- a) Comply with all legal obligations of the Brazilian Labor Code (CLT), Law 6514/77, Decree (Portaria) 3214/78 and its Regulatory Norms, ABNT and NBR Standards applicable to the activities.
- b) Keep in perfect working order and care for the conservation of all facilities, equipment and materials belonging to MMBR and the Proprietary;
- c) Respect and enforce the rules and policies of MMBR and the Proprietary;
- d) The EXHIBITOR (and its subcontractors) should always keep the facility/location clean and in perfect condition, and the practice of any act contrary to law and the general principles of law and of ethics is forbidden.
- e) Comply with the provisions of Regulatory Norm - NR 1, in particular Item 1.7, regarding the basic responsibilities of the employer as regards the application of the law.
- f) Based on the CNAE (Classificação Nacional de Atividades Econômicas - National Classification of Economic Activities), the Level of Risk of the Company, and number of workers, the EXHIBITOR shall hire and present to MMBR the "Work Safety Technician and/or Work Safety Engineer," as well as occupational health professionals, in compliance with Regulatory Norm - Table II.
- g) Based on the CNAE (Classificação Nacional de Atividades Econômicas - National Classification of Economic Activities), the Level of Risk of the Company, and number of workers, the EXHIBITOR shall hire and present to MMBR, the organization of CIPA (Internal Accident Prevention Committee), in compliance with Norm - NR 5 - Table I and Table II.
- h) Comply with the provisions of Regulatory Norm - NR 6 – specially Item 6.6 regarding the providing of Personal Protective Equipment (PPE), its maintenance and sanitation/cleaning; replacement; training regarding the proper use thereof, monitoring of compliance in the use thereof; among other duties.

**i)** Elaborate and present to MMBR, as determined by the Regulatory Norm - NR 7, the Medical Control Program for Occupational Health (PCMSO) specific for the activities hired for the Event, as well as the Occupational Health Certificate (ASO) aligned with the risks per function established by the PPRA (Program for Prevention of Environmental Risks).

**j)** Comply with the specifications for safety of the premises/facilities as set forth in Regulatory Norm - NR 8; especially Items 8.3 - Circulation.

**k)** Prepare and submit along with PCMSO (Item 5.8) in observance of Regulatory Norm - NR 9, the Program for Prevention of Environmental Risk (PPRA) specific for the activities hired for the Event.

**l)** Comply with the requirements of Regulatory Norm NR 10 - Safety in Electrical Equipment and Services, with special attention to items 10.2 - Control Measures; 10.2.8 - Measures for Collective Protection; 10.8 Training, Qualification, Authorization and Authorization of Workers; 10.1 Safety Signage; 10:11 Working Procedure, 10.12 Emergency Situations.

**m)** Comply with the requirements of Regulatory Norm NR 12 - Machinery and Equipment. The machinery and equipment on display must meet all legal requirements of the Ministry of Labor and Employment, Brazilian Technical Standards (NBR), ABNT Standards and other applicable norms and standards, in particular those concerning the shielding of moving parts for access, risk signage for machinery and equipment, as well as instructions on safety and operation thereof in the Portuguese language.

**n)** Comply with the requirements of Regulatory Norm - 17 with special attention to Item 17.2 - Raising, transportation and individual unloading of materials;

**o)** Report to MMBR, as well as the Proprietary, within 24 hours, all work accident, with or without lost time, occurring within the trade fair with their respective employees, and submit the Report on Investigation and Analysis of Accidents within 5 days of the date of occurrence.

**p)** Communicate to MMBR, by the date of the beginning of the work, the name and position of the person responsible for compliance with the work safety requirements, as established in this regulation and in the legislation in effect.

**q)** MMBR, as well as the Proprietary, reserves the right, through its representative for Occupational Safety and Health matters, to take any action it deems necessary to ensure the prevention of accidents and occupational safety in the environment of the trade fair.

## **6. HIRING OF MANPOWER**

### **a) Temporary/Incidental manpower**

The EXHIBITOR who will directly engage temporary manpower must take particular care in observing legal procedures.

When hiring the services of third parties (service companies), we advise that you request documented proof that the company's legally established (statutes, licenses, etc) as well as the respective forms for payment of social security taxes (GRPS), copies of employee registrations, proof of payment of FGTS (a legally-

required additional amount deposited on behalf of employees based on their salaries), etc.

Third-party documents as well as those of their employees must be available at the stand for inspection by representatives of the Labor Ministry.

Exhibiting companies should observe their obligations as regards compliance by and monitoring of their hired parties, especially as refers to those companies responsible for the assembly of the installations for the show.

### **b) Prevention of Accidents**

In the area of accident prevention and occupational health, parties involved must observe compliance with Regulatory Norms NR 1; NR 4; NR 5, NR 6; NR 7; NR 9; NR 10; NR 11; NR 12; NR 15; and NR 26 and their annexes, applicable always in accordance with the respective National Code of Economic Activities CNAE and the Level of Risk for each company.

It is especially incumbent upon companies that exhibit equipment and machinery that is self propelled, the observation and monitoring that their operators have the qualification and license to operate said machines as determined by the National Traffic Code (Código Nacional de Trânsito), and NR 11 and NR 12.

The machinery and equipment on display must meet all legal requirements of the Ministry of Labor and Employment, Brazilian Technical Standards (NBR), ABNT Standards and other applicable norms and standards, in particular those concerning the shielding of moving parts for access, risk signage for machinery and equipment, providing instructions on safety and operation thereof in the Portuguese language.

Exhibiting companies should require of all employees employed by third-partied hired companies and of all their own employees who work directly on the assembly of the installations for the trade fair, the Certificate of Occupational Health (ASO) established under NR 7, Item 7.4.4.

The responsibility for providing all personal protective equipment (PPE) and collective protective equipment (CPE), such as signaling/signage, and isolation of hazardous areas, will be incumbent upon each company that is responsible for the execution of any work performed within the scope of the fair, and should be an ostensible target of inspection and monitoring by the EXHIBITOR which hires such services.

### **c) Employment of Minors**

Employment of minors is regulated for all establishments defined as providing "public entertainment".

Should the EXHIBITOR need to employ MINORS UNDER 16 years old during the EVENT Execution period, the EXHIBITOR must obtain written authorization, signed by both of the minor's parents (or legal guardians) and NOTARIZED, with a photocopy of their ID cards (RG cards) and Taxpayer Identification cards (**CPF**) of both parents/legal guardians, plus a copy of the birth certificate or ID card (RG card) of the minor, as well as the work contract entered into by the EXHIBITOR and the minor, in accordance with the legislation in force.

For additional information contact (Juvenile Justice-SP):  
**JUIZADO DE MENORES - SÃO PAULO**  
 Av. Engenheiro Caetano Álvares, 594 - 1º andar  
 São Paulo - SP - Brazil - CEP: 02546-000  
 Tel: (55-11) 3966 4347

## **7. VISITATION AND PRESENCE OF MINORS IN THE PAVILION**

Credentials are only available to those over the age of 16. Minors under age 16 may not enter, even when accompanied by an adult or guardian who is of age. Technical schools may register their students as visitors through the "student caravans" program, available on the event website.

## **IV - PROMOTIONAL MATERIAL**

### **1. VISITATION**

The selling of tickets or charging of admission to the EVENT by the EXHIBITOR, or to any other promotion offered at the exhibitor's stand, is expressly forbidden regardless of the reason or intent.

### **2. DISTRIBUTION OF INVITATIONS**

MMBR will provide the Exhibitor with individual invitations, to be distributed to Exhibitor's procurement clients. Exhibitors must request the number of invitations deemed necessary from the marketing department, by e-mail at: [vania.noronha@mm-br.com](mailto:vania.noronha@mm-br.com)

We ask that Exhibitors be careful in distributing invitations, so as to guarantee the quality of buyers/visitors, in harmony with the purposes of the event.

### **3. OFFICIAL CATALOGUE**

The Official Catalogue will contain complete information on all EXHIBITORS and a listing of their products.

The information submitted for registration is the sole responsibility of the EXHIBITOR. The respective form will be available at the website of the EVENT: [www.mtexpo.com.br](http://www.mtexpo.com.br), for completion after the signature of the contract agreement, on the page for restricted/exclusive access by EXHIBITORS.

**WE RECOMMEND THAT EXHIBITORS PAY CAREFUL ATTENTION TO THE DEADLINE FOR COMPLETION OF THE FORM FOR THE OFFICIAL CATALOGUE FOR THE EVENT AND TO THE INFORMATION THEY PROVIDE. EXHIBITORS WHO DO NOT REGISTER THEIR TECHNICAL DATA WILL ONLY BE LISTED IN THE OFFICIAL CATALOGUE FOR THE EVENT BASED ON THEIR REGISTRATION DATA.**

### **4. PRESS RELEASES**

Through the Central Communication Department, MMBR will periodically issue press releases on the EVENT to nationally and internationally circulated newspapers and magazines, trade publications, radio and TV

If the Exhibitor is interested, Exhibitor may send news / information, in Word format, to the press agency responsible for the event, providing details of Exhibitor's participation in the show. Contact info is at the end of this item.

Such information, submitted to the press and media in general as: press releases/suggestions of agenda for coverage made by the Communications Department / Outsourced Press Agents, may or may not be utilized by such media.

To strengthen the work effort with the media, we recommend that you send digitalized photos with a resolution of 300 dpi. The material will not be returned after its use.

MMBR, at its own discretion, together with its Communications Department, reserves the right, and without assuming any responsibility in doing so, to select the information with media content to be sent to publications and media. The media shall assume responsibility for ensuring the veracity of the information it publishes/discloses, exempting the EXHIBITOR and MMBR from any responsibility.

For further questions and to learn the best way to promote your company, the EXHIBITOR may contact the EVENT'S Press Relations Advisors by email: [sylvia@meccanica.com.br](mailto:sylvia@meccanica.com.br) - Tel: (55-11) 3259 6688 or (55-11) 3259 1719.

### **5. MERCHANDISING**

External areas of the São Paulo Expo Exhibition & Convention Center and/or any areas which are outside the domains of the EXHIBITOR'S stand/booth, such as aisles, floors of aisles, catwalks, lighting fixtures, light poles, marquees, slabs and roofs, security bars and overhead space, including garden areas, may only be used for visual communication and merchandising upon prior request to the Owner of the venue and through firms designated by MMBR.

The overhead space/clearance above the maximum height permitted for stand construction can be used / occupied by machinery and/or equipment, but its use **will not be allowed for fastening of promotional material such as banners, signs and placards, balloons or inflatables**. To do so, the EXHIBITOR must submit a proposal for the assessment of costs and conditions for approval by e-mail to: [pedro.cilento@mm-br.com](mailto:pedro.cilento@mm-br.com)

Third-party products and/or services, when these [third parties] do not participate in the exhibition and are not parties to the contract for participation, cannot be promoted at the stands of the EXHIBITORS.

## V - PREPARATORY ARRANGEMENTS

### 1. COMPLETION OF FORMS

Forms for participation in **M&T EXPO** are available at the website: [www.mtexpo.com.br](http://www.mtexpo.com.br) in the 'EXHIBITORS ONLY' restricted-access area, the EXHIBITOR being responsible for all information to be included therein.

### 2. GENERAL RULES FOR REGISTRATION

**FAILURE BY THE EXHIBITOR TO COMPLY WITH THE DEADLINES OR ANY OTHER INSTRUCTIONS HEREIN AUTOMATICALLY RELIEVES MMBR FROM ANY RESPONSIBILITY FOR DAMAGES OR LOSSES THAT MAY RESULT TO THE EXHIBITOR DURING ANY AND ALL THE PERIODS OF THE EVENT: ASSEMBLY, SHOW DAYS AND DISMANTLING.**

Up to 05 (five) days prior to the beginning of the Assembly of the EVENT, the forms for Registration and Issuing of Credentials shall be completed at the website for the EVENT.

After the beginning of the Assembly of the EVENT, said forms shall be handled by the registration sector beside the CAEX (Exhibitor Assistance Center).

**The credentials (badges) shall be claimed at the sector for issuing of credentials at the PAVILION where the EVENT will take place, as of the FIRST day of Assembly.**

For a representative of the exhibitor company or a hired party to claim and collect credential (badges), the EXHIBITOR must provide the assignee with a **Letter of Authorization issued by the Exhibitor in its letterhead stationery.**

The credentials of housekeeping/cleaning and security personnel will only be surrendered to the actual registered party himself/herself subject to the presentation of a personal identification document (ID).

**REQUESTS FOR ISSUANCE OF CREDENTIALS/ ID BADGES RECEIVED AFTER THE BEGINNING OF ASSEMBLY OPERATIONS WILL ONLY BE HANDED OVER 24 HOURS AFTER SUBMISSION OF THE CORRESPONDING REQUEST FORM.**

**CREDENTIALS FOR THE EXHIBITOR AND/OR ASSEMBLER WILL ONLY BE SURRENDERED SUBJECT TO PRESENTATION OF PROOF OF PAYMENT OF THE REQUIRED FEES.**

**ID badges must be worn by all exhibitors, assemblers and the stand's service personnel and in such a manner that they are clearly visible.**

Upon payment of a per-unit fee, according to instructions available at the 'Service Personnel Only' restricted-access area at the website of the EVENT, MMBR will provide credentials (ID badges) to be worn by the assembly, decoration and maintenance teams for access to the PAVILION at the appropriate times and dates,

provided such personnel is registered by the EXHIBITOR at the website of the EVENT on the specific form.

If your company utilizes the services of a caterer, reception/hospitality, housekeeping, security, etc. during the period of the EVENT, all you need to do is to complete the request form at the website where you find 'Credentials' ('Credenciais').

Should the EXHIBITOR utilize his own employees/staff to perform these services, the procedure is identical; simply inform that the company is the EXHIBITOR company itself.

The number of ID badges (credentials) to be issued in favour of service companies shall exceed the number of ID badges informed by the EXHIBITOR on the respective forms. Therefore, MMBR will not accept forms without information regarding the number of ID badges authorized by the EXHIBITOR for each service.

#### **Each ID badge (credential) shall display:**

- the full name of the registered party
- the EXHIBITOR for whom he/she works;
- the service company by which he/she was hired;
- the type of service to be rendered.

The EXHIBITOR is entitled to a certain number of ID badges free of charge, proportional to the area of his stand, at a rate of:

#### **0.4 x CONTRACTED RENTAL AREA (IN SQUARE METERS)**

Should an additional number of ID badges be necessary, MMBR shall provide such credentials upon payment of a fee per badge.

**MMBR SHALL ISSUE CREDENTIALS (ID BADGES) ACCORDING TO THE SEQUENCE IN WHICH THEY ARE REQUESTED ON THE FORMS. SHOULD THE TOTAL NUMBER OF IDs EXCEED THE ESTABLISHED FREE-OF-CHARGE QUOTA, THE NAMES IN EXCESS WILL REMAIN UNREGISTERED UNTIL PAYMENT IS MADE AND, THEN, THE REMAINING ID BADGES WILL BE ISSUED**

Additional credentials (ID badges) may be requested by EXHIBITOR upon payment of R\$ 25,00 per badge

**Attention: ID badges will not be issued without a Full Name.**

For issuance of a replacement (2<sup>nd</sup>) copy of an ID badge, there will be a charge per unit. A replacement copy can only be issued in the case of loss of the previously issued badge.

**a) Registration – ASSEMBLER  
THE FULL COMPLETION OF THE REGISTRATION FORM is for the purpose of registering the company hired to assemble, decorate and dismantle the EXHIBITOR'S stand.**



Credentials will only be supplied subject to full completion of the form by the EXHIBITOR, who, by completing the form, assumes responsibility for compliance with the norms established in this MANUAL. Failure to comply with these norms will subject the EXHIBITOR to a fine in the amount of 25% of the rate charged for the rented area.

Along with the ID badges requested, the ASSEMBLER will receive 02 (two) **MAINTENANCE-STAFF - CREDENTIALS**, bearing the name of the exhibitor company, to be worn by those employees who will remain on duty during the opening dates (execution dates) of the EVENT to perform maintenance on stands.

These credentials, however, will only be good when accompanied by the **SIMULTANEOUS presentation of the ASSEMBLER-CREDENTIAL**, which is personal and non-transferable.

Should the EXHIBITOR himself assemble his stand, those employees who will remain during the period of EVENT execution will wear the EXHIBITOR- CREDENTIALS (ID BADGES).

**MMBR DOES NOT ASSUME RESPONSIBILITY FOR ANY TYPE OF SERVICE RELATED TO THE MAINTENANCE OF STANDS / BOOTHS**

Therefore, we suggest EXHIBITORS request that the companies they have hired to perform stand assembly and decoration keep staff on duty at the PAVILION throughout all the opening dates and hours of the EVENT. If the stand is assembled by a firm engaged by MMBR ("shell scheme booth"), MMBR shall leave a team from the said firm on standby for any repairs that may be necessary to the stand.

**b) ASSEMBLER Credentials**

This form is to be used in the registration of the personnel rendering services of assembly, decoration and disassembly (dismantling) of the stand/booth, for access to the PAVILION.

Upon requesting such ID Badges for the ASSEMBLER, the EXHIBITOR shall list the full names of those people for whom credentials should be issued, specifying, as well, their respective positions in the company since the ID Badges will be provided duly completed by MMBR.

On the ID Badges, besides the name of the registered party, there will be the **NAME OF THE ASSEMBLER COMPANY** as hired by the EXHIBITOR.

These ID Badges are good throughout all the periods of the EVENT and can only be requested within the deadline established by MMBR or until the eve of the beginning of assembly of the EVENT.

**THERE IS A CHARGE FOR THE ID BADGES FOR THE ASSEMBLER WHICH SHALL BE PAID AS OF THE FIRST DAY OF ASSEMBLY AT THE PAVILION WHERE THE EVENT WILL TAKE PLACE, DIRECTLY UPON REGISTRATION WITH THE CAEX (EXHIBITOR ASSISTANCE CENTER).**

**FOR THOSE COMPANIES WHO ARE MEMBERS OF SINDIEVENTOS / SINDIPROM PAYMENT OF THE AFOREMENTIONED FEE WILL BE WAIVED SUBJECT TO PROOF OF MEMBERSHIP FOR THE CURRENT YEAR.**

**SINDIPROM** - Sindicato de Empresas de Promoção, Organização e Montagem de Feiras, Congressos e Eventos do Estado de São Paulo.  
Rua Frei Caneca, 91 – 11º andar – Cerqueira César  
01307-001 -São Paulo - SP / Brazil  
Tel/Fax: (55-11) 3120-7099  
CNPJ: 69.280.113/0001-94 [www.sindiprom.org.br](http://www.sindiprom.org.br)

These assembler/decorator credentials/ID badges are good throughout the periods of Assembly and Dismantling of the EVENT, and during the dates of execution of the event, **from 7:00 a.m. to 9:00 a.m. only**

**c) Housekeeping / Cleaning Charge during Assembly/Disassembly**

A fee will be charged for housekeeping/cleaning services of the common areas of the PAVILION, during the assembly/disassembly and decoration of the EVENT. This fee shall be paid by the respective ASSEMBLER/EXHIBITOR.

No material may enter the PAVILION without first displaying the document that refers to the payment of this fee which is **mandatory** and should be paid in advance, prior to the beginning of the assembly of the EVENT according to directions provided in the 'Exhibitor-Only' Restricted Access Area of the EVENT'S website.

**After the beginning of the assembly of the EVENT, this fee shall be paid at the Cashier of the CAEX (Exhibitor Assistance Center) at the PAVILION, WITHOUT A DISCOUNT, for authorization of access to the PAVILION**

After the installation of runner rugs along the aisles, placing of trash in the aisles upon runners is expressly prohibited. All the trash produced by the stand must be packed in plastic bags and placed in the aisles to be collected by MMBR'S housekeeping/cleaning personnel.

**d) EXHIBITOR Credentials**

This form is for the registration of Presidents, Directors, Managers, Supervisors, Heads of Departments, Representatives, Salespeople, and Technicians who are employed by the EXHIBITOR in order to afford them access/admission to the PAVILION during the event period.

**Upon requesting such credentials (ID Badges), the EXHIBITOR shall list the full names of each of the people for whom credentials should be issued and their respective positions in the company since the ID Badges will be provided duly completed by MMBR**

On the Credentials/ID Badges, besides the name of the registered party, there will be the company's 'ASSUMED NAME' as specified by the EXHIBITOR on the Exhibitor Participation Request Form

Only 01 (one) 'assumed name' consisting of up to 20 typewritten characters will be registered per taxpayer identification number (CNPJ) as specified on the contract(s) signed with MMBR. After the beginning of Assembly, ID badges shall be claimed at the event PAVILION in MMBR's Registration Sector.

These ID Badges are good throughout all the periods of the EVENT.

**e) Service Credentials (ID Badges)**

This form is for the registration of the EXHIBITOR'S hired employees or the specification of the company hired to render any support services during the EVENT period. Those who shall wear this ID badge are: receptionists, kitchen helpers, waiters, musicians, housekeeping/cleaning staff, hired agency, etc. These credentials are valid for every day of the event (Assembly/Disassembly and event).

**f) Security Staff Credentials (ID Badges)**

This form is for the registration of the EXHIBITOR'S employees or the specification of the company hired to render security services at the stand. These ID Badges are good for the entire period of activity of the EVENT, including throughout the night.

**DOCUMENTS REQUIRED FOR ISSUANCE OF SECURITY STAFF CREDENTIALS (ID BADGES):**

**AS SPECIFIED IN THE NOTICE ISSUED BY THE DEPARTMENT OF THE FEDERAL POLICE OF BRAZIL, the following will be required:**

**a) EXHIBITOR'S own employees:**

Shall notify the DELESP - "Delegacia de Controle de Segurança Privada" (Precinct for Control of Private Security Services), by official letter of notice, of the transferral of a qualified employee from its own internal organizational security staff 30 (thirty) days prior to the beginning of Assembly of the EVENT.

**b) Employees of Specialized Firms:**

- ✓ Operating permit;
- ✓ Security Certificate issued by the Department of Federal Police.

Personnel hired to perform security/surveillance shall wear a uniform and **under no circumstances will they be allowed to bear arms**. Upon being presented / arriving at the entrance to the PAVILION, the aforementioned party(ies) will be required to present identification which is subject to seizure if it is found to be used by third parties.

**For further information contact:**  
**DELESP - Delegacia de Controle de Segurança Privada**  
 Rua Hugo Dantola, 95 – Lapa Baixo  
 CEP: 05038-090 – São Paulo – SP / Brazil  
 Tel.: (55-11) 3616-5000 / 5001

**NOTE:SEIZURE OF CREDENTIALS/ID BADGES**

**All the ID badges supplied by MMBR are personal and non-transferrable and DO NOT ENTITLE THE BEARER TO ESCORTS / GUESTS. Therefore, their improper use shall be cause for the seizure and cancellation of the aforementioned ID badge(s). Replacements will not be issued for credentials/ID badges that have been seized.**

**f) ELECTRICITY FEE - REQUIRED**

Upon completing and making payment on the Electricity Use form, MMBR will provide a power outlet at the Exhibitor's stand. Cost is billed by KVA. To calculate the KVA needed for your stand, the Exhibitor should add KVAs recommended on equipment tags and on lightbulbs to be used for lighting. There is no need to consider KVA/hour, since the cost of the KVA is related to consumption during the entire event period.

Any and all electrical installations shall be accompanied by a project executed by a qualified professional and in compliance with the technical standards established by the ABNT (Brazilian Association of Technical Standards) and ELETROPAULO. It will be the EXHIBITOR'S responsibility to provide the circuit board containing neutral three-phase extension equipped with a main switch and the appropriate circuit breakers and to complement the installation for distribution of power (wiring) at his stand from the source outlet installed.

General power table for stands:

The active current of the main general circuit breaker dedicated to the stand must follow the table below:

Stand voltage (KVA)	General circuit breaker Ampere)
Up to 24 KVA	30
24 to 44 KVA	60
45 to 66 KVA	100
Over 67 KVA	Contact responsible SP EXPO technician

Any metallic structure that is part of the project for the stand shall be duly grounded according with NBR 5410, in accordance with the standards of the ABNT. No electrical devices, pendants or external fastening may be installed without prior authorization by MMBR.

**FOR GREATER SAFETY OF THE PUBLIC, THE STAND'S INSTALLATIONS (AIR CONDITIONING, LIGHTING, EQUIPMENT, WIRES AND POWER CABLES) MUST NOT BE LEFT VISIBLE TO NEIGHBORING STANDS OR TO VISITORS.**



**WE REQUEST THAT CHANNELS FOR POWER CABLES BE EQUIPPED WITH REMOVABLE COVERS STARTING FROM THE CHANNEL OF THE PAVILION TO THE STAND'S SWITCHBOARD AS WELL AS THE INSTALLATIONS FOR WATER (PLUMBING).**

The stand's main power switch shall be located where it is readily accessible to the MMRB's security service personnel.

If a power closet/booth is installed at the stand, MMRB shall receive a copy of the key that affords access to it,

The electrical voltage of the pavilion is 380 Volts three-phase or 220 Volts neutral phase, in PP copper cables and anti-flame insulation. for devices with different voltages, the Exhibitor must provide their own transformer.

The pavilion has an emergency generator, with basic lighting on the escape routes.

MMRB recommends that each stand have electrical protection equipment (voltage stabilizer, automatic switches, etc.) against possible oscillations in power or lack of phases, with such equipment being located in a place that provides freedom/ease of access.

To calculate the number of kW required for their stand, EXHIBITORS should simply add the number of W and kW indicated on the tags of their equipment and on the lamps that will be used in lighting their stands. There is no need to consider the kW/hour since the cost of the kW refers to the consumption throughout the entire EVENT Execution period.

In order to facilitate calculation, we have included a table at the end of this MANUAL with the number of kW consumed by the items (appliances) most commonly used at a stand. Any excess in consumption that is found during the opening dates of the EVENT will be charged by MMRB at a specified rate **WITH A SURCHARGE OF 25% AS A PENALTY.**

The use of any type of lighting that, in view of its automatic switches, is capable of causing interference to electrical or electronic devices on display at other stands will not be allowed.

**After the closing of the EVENT for the day, the electrical power is automatically shut down. Therefore, if there are any devices, machines or products at the stand that require a continuous supply of electricity until they are withdrawn from the PAVILION, we ask that advance notice be given to the CAEX (Exhibitor Assistance Center [margareth.simoes@mm-br.com](mailto:margareth.simoes@mm-br.com)).**

It will be the EXHIBITOR'S responsibility to complete the installation for distribution of water at his stand according to the technical standards established by the ABNT and SABESP from the source outlet installed by MMRB.

**THE WATER OUTLET (SOURCE) MUST NOT BE INSTALLED NEAR THE ELECTRICAL POWER OUTLET.**

**MMRB WILL NOT PROVIDE SINKS. THE ASSEMBLER HIRED TO ASSEMBLE THE EXHIBITOR'S STAND SHOULD BE ASKED TO PROVIDE SUCH INSTALLATION.**

**IT IS OBLIGATORY, BY MEANS OF COMPLETION OF THE FORM ONLINE, TO HAVE AN EXCLUSIVE DRAINAGE POINT FOR AIR CONDITIONING AT ITS STAND FOR DRAINING OFF CONDENSED WATER**

This point for water (source) will be installed by MMRB at the location indicated by the Assembler, upon entering the PAVILION for assembly of the stand, by the Department of Operations of MMRB. There is no need to request one water outlet for each fixture since the EXHIBITOR can assemble his plumbing network as of this one point, connecting the various air conditioner drains to a clear ½ inch hose via a plastic "T" connector. Should the EXHIBITOR not want to assemble a plumbing distribution network, then he shall request a specific point for each air-conditioner (each appliance).

**ATTENTION:**  
**Water installations (plumbing) require previous assessment of requirement/extension so as to afford efficient and appropriate distribution and the utilization of the necessary equipment and components. Therefore, MMRB will not authorize the installation of this service if the form is submitted after the established deadline. REQUESTS THAT ARE NOT MADE BY THE DEADLINE WILL BE SUBJECT TO THE EXISTENCE OF TECHNICAL POSSIBILITIES FOR HANDLING THEM.**

The location for such installation shall be specified by the stand Assembler hired by the EXHIBITOR upon entering the PAVILION for assembly of the stand via the MMRB's Dept. of Operations.

The installation will consist of a water supply outlet (source) of ¾ of an inch with a valve, and a 1-inch drain, the cost of which will be per supply outlet requested. **WE DO NOT INSTALL WATER OUTLETS ON MEZZANINES OR ON THE 2ND FLOOR.**

**Water Installations (Plumbing).**

By the EXHIBITOR'S completion and payment of this form, MMRB will install a point for supplying and drainage of water at the EXHIBITOR'S stand.

At events where the PAVILION is unable to handle the demand for electricity, we will utilize generator sets to supply the general demand and the power will be distributed with absolutely technical objectives by our Electrical Department. Therefore, electricity at your stand may be supplied by generator sets.

When the EXHIBITOR will use the water outlet and drain in the demonstration of Equipment, a fee will be charged regarding the consumption of water. In the case of such installation, Form No. 9 should be completed according to the option desired.

#### g) City Hall Fees

In conformity with Laws 13474 and 13477 of December 30, 2002, MMBR has been assigned the duty of collecting and paying the applicable municipal fees/taxes to the PMSB (São Paulo City Hall). To comply with this determination, we hereby inform that the procedures and locale for such payment will be available at the website of the EVENT, on the "Exhibitors-Only" restricted access page, with the respective values of those fees/taxes (TFE - Establishment Premises Inspection, TFA - Advertisement Inspection and TFA - Brochure/Flyer Inspection).

#### Supplying of Compressed Air

At the exhibitor's request, MMBR may install at his stand an outlet for Compressed Air along the channel/gutter, with a 3/4 inch outlet nozzle and output pressure of 7 kg/cm<sup>2</sup> equivalent to 100 pounds per square inch (100 psi) of WINGFOOT type or similar. **For an estimate of cost**, the EXHIBITOR should submit a request via email to [margareth.simoaes@mm-br.com](mailto:margareth.simoaes@mm-br.com) stating the flow rate (consumption) for the quantity he requires in cubic feet per minute (cfm) and, after receiving an estimate of cost, authorize the installation of same for the period of the EVENT.

**SHOULD THE EXHIBITOR NOT APPROVE THE ESTIMATE, THE EXHIBITOR MUST FORMALLY WITHDRAW HIS REQUEST IN WRITING WITHIN 48 HOURS OF HAVING RECEIVED THE ESTIMATE IN ORDER TO AVOID BEING CHARGED FOR THE COST OF INSTALLING THE COMPRESSED AIR OUTLET.**

To enable testing of the EXHIBITOR'S product, the Compressed Air line will be activated on the eve of the inauguration of the EVENT, from 2:00 p.m. to 6:00 p.m., and will go back into operation during the scheduled period and official opening times of the EVENT.

The EXHIBITOR shall complete the installation of Compressed Air with a suitable filter equipped with a pressure regulator to meet his needs since MMBR will not be held responsible for impurities or moisture in the air supply.

Should the EXHIBITOR choose to bring his own compressor, the EXHIBITOR shall provide installations that do not pose and completely eliminate any risk to

people, goods and parts of exhibition stands, and shall prevent noise or vibration that disrupt the operations in adjacent stands.

MMBR reserves the right to discontinue operation of the EXHIBITOR'S device (compressor) if such requirements are not complied with.

**ATTENTION:  
THE SUPPLY OF COMPRESSED AIR MAY ONLY BE USED TO POWER MACHINES AND ITS USE IN EQUIPMENT WHOSE PURPOSE IS DECORATION IS PROHIBITED.**

#### h) Responsibility for Exhibition of Used Products and Equipment

The exhibition/demonstration, and/or commercialization of any used product/equipment is strictly prohibited. (Products on display shall be brand new, factory-delivered, unused.)

If any breaches/irregularities are found in the presentation of products and equipment, MMBR shall request, at any time, even after the EVENT has been inaugurated, that such material be removed or, should such removal be impossible, the material will be concealed under covers and MMBR will incur no burden for doing so.

#### i) Use of Sound in Shows, Presentations of Products or Artistic Performances at the stand

The execution/performance of any artistic activities at the EXHIBITOR'S stand or in any other room/facility of the EVENT is prohibited.

It is the duty of the exhibiting companies, as well as of their outsourced/hired third parties to comply with NR-15 as regards 'Limits for Tolerance of Continuous or Intermittent Noise'.

### 3. HIRING OF ASSEMBLER

We recommend that EXHIBITORS anticipate the engagement of a company to assemble their stands since, due to the large number of stands at the EVENT, such companies may not accept last minute requests. There are a large number of stand assemblers to which referrals may be obtained from SINDIPROM or ABRACE (information below):

**SINDIPROM** - Sindicato de Empresas de Promoção, Organização e Montagem de Feiras, Congressos e Eventos do Estado de São Paulo.

Rua Frei Caneca, 91 - 11º andar - Cerqueira César  
01307-001 - São Paulo - SP - Tel: (55-11) 3120 7099  
[www.sindiprom.org.br](http://www.sindiprom.org.br)

**ABRACE** - Associação Brasileira das Montadoras e Locadoras de Stands

Rua Serra do Japi, 1526 - 4º andar sala 1 - Tatuapé  
03309-001 - São Paulo - SP - Tel: (55-11) 2672-3833  
[www.abracestands.com.br](http://www.abracestands.com.br)  
[atendimento@abracestands.com.br](mailto:atendimento@abracestands.com.br)

## VI – ASSEMBLY

## 1 - DATES AND TIMES

### a) Start of Assembly

The start date for assembly will be Nov. 22 to Nov. 25, 2018.  
From 08 AM

**As of the date stated, the Expo Center will be available to Exhibitors and their assembly companies to assemble their stands, 24 hours a day.**

Loading and unloading may be done at gate 2, located on Rua Etruscos, near Avenida Miguel Stefano, no. 3.000, in front of the main entrance to the Botanical Gardens.

### a) Beginning of Assembly

Exhibitors will be advised in advance by email of the starting date for assembly purposes, and a notice to this effect will be placed on the official website of the event.

**WE ADVISE EXHIBITORS TO IDENTIFY THEIR MATERIAL, OR BOXES, WITH THE NAME OF THE COMPANY AND THE No. OF THEIR STAND. PARCELS/BOXES SHOULD REMAIN WITHIN THE STAND, NEVER IN COMMON AREAS. WE SUGGEST THAT EXHIBITORS REFRAIN FROM MARKING BOXES IN A MANNER THAT REVEALS THEIR CONTENTS ESPECIALLY WHEN THEY CONTAIN ITEMS OF VALUE SINCE IT RENDERS THESE CONTAINERS MORE VULNERABLE TO THEFT. FOR THE SAKE OF SECURITY, KEEP AN EMPLOYEE OR SECURITY STAFF ON DUTY TO MONITOR THE HANDLING OF ALL THE EQUIPMENT AT YOUR STAND.**

### a) Conclusion of Assembly

The work of assembling the outside of the stand (external assembly) shall be concluded as specified below, when the gates of the PAVILION will be closed for the execution of services related to the opening of the EVENT.

After these hours, only work on internal decoration will be allowed under the condition that no material or debris will be placed in the aisles of the PAVILION.

The companies hired to assemble and/or decorate the stands are responsible for removing debris and unused material since the stand cleaning service hired by the EXHIBITOR can only be deployed as of 7:00 a.m. on the next day following the inauguration of the EVENT.

**ASSEMBLY OF THE OUTSIDE OF THE STAND (EXTERNAL ASSEMBLY) SHALL BE CONCLUDED BY 12:00 NOON.**

**A PENALTY OF R\$ 500,00 (FIVE HUNDRED REAIS) PER HOUR OF DELAY WILL BE APPLIED TO THOSE EXHIBITORS WHO DO NOT ABIDE BY THE ESTABLISHED HOURS.**

MMBR shall have the right to place an embargo on the assembly of the stand if this does not conform to the rules in this Manual. If the Exhibitor does not promptly reformulate the parameters of the project, it shall be liable to a penalty of 25% on the value of the area, added to which the stand may not be used during the period of the EVENT, without prejudice to the contractual costs of the area.

The Exhibitor shall communicate all the rules of the EVENT to the firm in charge of assembly of its stand, and shall transfer to it any liability regarding the matter.

## 2 - LOCATION OF STANDS

Within each sector, it will be up to MMBR to determine the location of stands based on the chronological order in which the requests were made, the technical needs involved in assembly of the set, and the market interests of the EVENT.

**IN VIEW OF THE NEED TO DIVIDE THE EVENT INTO SECTORS, THE FLOOR PLAN FOR THE EVENT IS ONLY PREPARED AFTER THE END OF COMMERCIALIZATION OF AREAS. THE FINAL LOCATION OF STANDS WILL ONLY BE ANNOUNCED APPROXIMATELY 30 DAYS PRIOR TO THE DATE OF INAUGURATION OF THE EVENT.**

The EXHIBITOR will receive the area of his stand demarcated on the floor of the PAVILION where he must, at least, install carpeting, assemble partitions, lighting, identifying signage and place the number of the stand.

Floor demarcation shall be checked (square meters of area and location) by the ASSEMBLER hired by the EXHIBITOR to assemble the stand prior to beginning the work of assembly in order to avoid subsequent problems/inconvenience.

The Exhibitor is aware that allocation of the other stands, in particular the neighbouring stands, may change at the moment of opening the EVENT. MMBR also has the right to transfer or close entries and exits from the area of the EVENT and its sectors and make other structural alterations.

The Exhibitor has no right to make complaints to MMBR as a result of such changes. MMBR may also, even after the start of the rental and assembly of the stand, alter the space allocations and in particular alter the location, type, dimensions and size of the exhibition area rented by the Exhibitor, to the extent that this may be necessary for reasons of security or public order, or because other exhibitors must be admitted for some justified reason, or further when the changes in the attributions of the exhibition space require that the installations and space necessary for the EVENT be used in a more efficient manner. However, such changes may not exceed the Exhibitor's reasonable expectations in relation to the operation contracted for.

## 3 - STAND DESIGN PROJECT

The design project for the stand must comply with all the norms and standards established in this MANUAL and/or in public policy, as ensured by the statement of responsibility signed by the EXHIBITOR and by his ASSEMBLER. For any questions as to the interpretation of the terms/provisions in this MANUAL, we suggest that MMBR be consulted so that future inconveniences can be avoided.

Projects must be submitted **WITHIN** 20 days prior to the start of event assembly and will be subject to analysis and orientation in relation to height and setback standards

MMBR does not approve blueprints or stand design

projects. However, the EXHIBITOR can consult the technical staff for issues regarding assembly of the EVENT / STANDS by contacting [projetos@mm-br.com](mailto:projetos@mm-br.com) in the Exhibitor-Only' Restricted Access Area.

Stand design projects should be submitted 20 days prior to the beginning of the assembly of the EVENT and will be subject to analysis and orientation as regards standards for height and setbacks (recesses).

The furniture and the design of a stand and the necessary installation are the responsibility of the Exhibitor. However, the Exhibitor must take into consideration the purposes and the image of the EVENT as a whole. MMBR is authorized to prescribe alterations in the design of the stand within this context, and the Exhibitor shall also comply with the provisions of the following paragraphs. Stands constructed otherwise than in accordance with the rules of this Manual or any other technical or legal regulations must be altered or removed as appropriate. If this is not done within a space of time determined by MMBR, MMBR shall be authorized to carry out the alterations at the Exhibitor's expense, or, if necessary, to remove the stands.

Furthermore, to the extent that the Exhibitor or stand Assembler hired by it fails to comply with the provisions relating to construction of the stand in conformity with the rules of this Manual or technical or legal regulations, the Exhibitor shall be liable for all damage resulting from violation of such provisions, and shall hold MMBR harmless from all and any claims from third parties, resulting from violation of the stand construction provisions.

MMBR is likewise free from responsibility for any dispute between the Exhibitor and its Assemblers and suppliers.

Moreover, MMBR shall have the right to set off any sums that it may owe to the Exhibitor against the expenditure resulting from any losses caused by the latter, and may demand additional compensation if such set-off is not sufficient, without prejudice also to the imposition of a penalty of 25% of the total value of the area rented, as provided in the General Provisions of this Manual.

#### 4 - PERSONNEL ACCESS

During the assembly period, the bearers of the following credentials/ID badges will have access to the PAVILION, with admission denied to minors under 16 years old

- ID Badge ASSEMBLER/DECORATOR;
- ID Badge MAINTENANCE;
- ID Badge EXHIBITOR;
- ID Badge SECURITY;

#### 5 - VEHICLE ACCESS

With a capacity of 4.500 covered parking spots, the São Paulo Expo has the biggest covered parking lot in Brazil. The prices information is available in <http://www.saopauloexpo.com.br/pt/estacionamento/>

Obs.: Information on trucks and trailers will be provided at the exhibitor/assembly crew meeting prior to the event.

During the period of Assembly, vehicles may only remain inside the PAVILION for a maximum time of

Motorcycle= 15 Minutes

Passenger Vehicles = 15 Minutes Pick-ups / VW "Kombi" Small = 30 Minutes Vans / Minibuses / Buses

OBS: For trucks and wagons, this information will be available during the assemblers meeting that will be held before the event.

After such time, a fee will be charged per hour of vehicle presence. However, regardless whether the maximum time limit has expired or not, the vehicle must be withdrawn from the PAVILION as soon as its cargo has been unloaded.

**ON THE LAST DAY OF ASSEMBLY, NO MOTOR VEHICLE OF ANY TYPE WILL BE ALLOWED TO ENTER THE PAVILION.**

#### 6 - ENTRY OF GOODS

All goods will be allowed to circulate freely within the PAVILION with the exception of the tools that belong to employees in charge of the assembly of stands which must be registered ('checked') so that those tools can be withdrawn afterwards.

**Note: Goods and vehicles shall enter the PAVILION via the gate designated by MMBR.**

#### 7 - ELECTRICAL OUTLET FOR TOOLS USED IN ASSEMBLY OF STAND

A fee will be charged for the use of electricity, at each point (outlet), per stand to be assembled, in consideration for the use of power saws, drills, sanders, etc. and, if simultaneous use of an outlet is detected, an additional fee will be charged per tool, as established in the form to be completed. Electrical energy will only be supplied to the power tools above if they possess extensions made of PP cables/PP electrical wire without splicing (seamless)

### VII - BASIC NORMS OF ASSEMBLY

#### 1 - FLOOR

The area of each stand will be demarcated by MMBR on the floor of the PAVILION. For assembly of the stand, one shall consider the OUTER ANGLE of the mark painted on the floor.

The use of glue for the fixation of carpeting or any other material to floors is prohibited. For fixation of carpeting directly to the floor of the PAVILION, only 3M REF: 4880 carpet tape may be used without causing damage to the floor.

The Exhibitor is obliged to check the floor load capacity and to inform all its personnel and subcontractors of such load capacity.

All damage to the floor or other installations due to



negligence as regards the limits of the load capacity shall be the liability of the Exhibitor.

In the event of likelihood that the stand or material may exceed the floor load capacity, the matter must be fully Obs.: For trucks and wagons, this information will

To the extent that the Exhibitor or stand Assembler hired by it fails to comply with the provisions relating to construction of the stand referred to herein, the Exhibitor shall be fully liable for all damage resulting from violation of such provisions.

**2 - DIVIDING WALLS AND PARTITIONS**

Dividing walls (partitions) shall be built between stands that have adjacent neighbors, establishing the limits of each area. For this type of area, the assembly of the walls shall take place immediately following the marking of the area on the floor of the PAVILION, avoiding gaps (spaces) between stands.

The minimum height of the walls shall be 2.20 m. Walls that exceed such height must have external finishes identical to the internal sides (surfaces) of the wall, abiding by the recess (setback) established by this norm.

The Exhibitor shall be liable for any damage that it causes to the Owner's installations, and shall pay the appropriate penalty based on the figures supplied by the Owner. If the Exhibitor fails to pay the penalty in the period stipulated, MMBR shall have the right to set off any sums that it may owe to the Exhibitor against the expenditure resulting from any losses caused by the latter, and may demand additional compensation if such set-off is not sufficient, without prejudice also to the imposition of a penalty of 25% of the total value of the area rented, as provided in the General Provisions of this Manual.

**a) GLASS IN THE ASSEMBLY OF STANDS:**

The use of laminated or tempered glass is mandatory as well as the presentation of the "ART" ("Anotação de Responsabilidade Técnica" - Technical Responsibility Note) collected and completed properly.

In the case of glass walls, these shall be clearly marked with safety strips.

**3 - HEIGHTS AND RECESS (SETBACK) LIMITS**

**3.1 - For the STAND that constitutes an island: Walls for enclosing of areas (e.g: reception areas, auditoriums, etc.).**

The walls shall conform to the table of recesses (setbacks) and can only be constructed in an area of no more than 30% of the linear length in meters of each side of the STAND. Beyond such measure, **only transparent crystal-pane type glass walls will be allowed and these should maintain only safety markings (e.g. colored safety strips, graphics, application of company logo, etc) without any type of surface application that hinders visibility of the inside of the STAND.**

**Constructed elements (e.g. towers, frontlets/façades).**

These elements constructed at street level cannot exceed 3.50 meters in height measured from the PAVILION floor, being that above 3.50 m they shall abide by the table of

discussed in advance with MMBR, both in relation to its viability and in relation to a special treatment, such as the use of a thick steel sheet to bevoid possible damage to the floor.

recesses (setbacks) and have a maximum height of 5.60 m.

**3.2 - For a stand that does not constitute an island (tip of an island, corner, internal areas):**

**Walls for enclosing of areas (e.g: reception areas, auditoriums, etc.). VISIBILITY**

The walls shall conform to the table of recesses (setbacks) both where they border on neighbor stands as well as in relation to the aisles (pavilion streets) such that, on the border of the **stand with the aisles**, the enclosing walls can be constructed in an area of no more than 30% of the linear length in meters of each side of the stand. **Only transparent crystal-pane type glass walls will be allowed and these should maintain only safety markings (e.g. colored safety strips, graphics, application of company logo, etc.) without any type of surface application that hinders visibility of the inside of the stand.**

At the border with **neighboring stands**, the walls for enclosing of the area shall be built along the entire length of that border, following the table of recesses (setbacks).

**Constructed elements (e.g. towers, frontlets/façades).**

These elements constructed at the border with neighbors and streets cannot exceed 3.50 meters in height measured from the PAVILION floor, being that as of 3.51 meters they shall abide by the table of recesses (setbacks) and have a maximum height of 5.60 m.

**Elements constructed at the border with neighbors and aisles (streets) shall comply with the table of recesses (setbacks).**

MAXIMUM HEIGHT (m)	MINIMUM RECESS (m)
Up to 3.50	0.00
3.51 to 5.60	1.00

**4 - UTILIZATION OF THE PAVILION**

**a) FLOOR OF THE PAVILION**

The floor of the PAVILION cannot, under any circumstances, be marked, painted, drilled or excavated. The use of the service channels that exist in the floor of the PAVILION for any purpose whatsoever is prohibited.

**b) CEILING OF THE PAVILION**

For authorization of use of the expo center ceiling roof to attach steel cables for hanging component elements of the stand, the entire project must first be submitted by e-mail for approval of assembly rules: [projetos@mm-br.com](mailto:projetos@mm-br.com). As soon as it is approved, companies wishing to request installation must complete the documents contained in the "Aerial Structure Standards" file, (provide standards file), available at the Exhibitor Area – and send the duly completed form by e-mail to

[riggingSPexpo@glbr.com.br](mailto:riggingSPexpo@glbr.com.br), sent without fail within **15 days** prior to the start of assembly.

**NOTE: EXHIBITORS ARE EXPRESSLY FORBIDDEN FROM SUPPORTING OR LEANING, TYING OR HANGING ANY ELEMENT OR PRODUCTS DISPLAYED FROM THE STRUCTURE OF THE CEILING OF THE PAVILION, WITH THE EXCEPTION OF SUPPORT STRUCTURES FOR LIGHTING.**

**FOR ANALYSIS, THE FOLLOWING DOCUMENTS SHALL BE SUBMITTED:**

The architectural project for the stand wherein there will be the blueprint, cross-sections, elevation and perspective with all of the height levels. A blueprint and elevation showing the situation (location) of the elements that will be hung

The ceiling of the PAVILION and the respective steel cables fastening the parts of the stand to the eyelets (lugs) in the ceiling.

Descriptive memorandum for all the elements of the stand that will be hung and how such elements will be fastened to the ceiling of the PAVILION.

Project and calculation log for the elements that will be hung, gauging of those parts, steel cables and others.

Support reactions on the structures that will be hung and on the eyelets (lugs) of the structure of the PAVILION ceiling.

All of the documents shall specify the names of the STAND (EXHIBITOR), the EVENT and the person responsible for technical issues. The responsible technician shall sign all the pages thereof.

An **original and a copy of the ART (“Anotação de Responsabilidade Técnica” - Technical Responsibility Note) shall be surrendered to the CAEX**, the copy will remain with MMBR and the original ART will be returned following due verification. The ART shall contain, in a clearly written manner, the identification, signatures of the contracting party and of the professional in the area of Civil Engineering or Architecture registered with the CREA-SP (Regional Council of Engineering and Architecture - SP) and the specifications for the structure hanging from the ceiling of the PAVILION.

Payment of the ART shall be made at a bank; without a bank's mechanical authentication stamp the ART will be disregarded.

The use of the trellises through their eyelets (lugs) is limited to the maximum stress demands subject to consultation made to MMBR.

Supply of steel cables and their installation will be done by GL EVENTS. In the event that there are specific needs, such as belts and trellises, these will be supplied by the assembly company, with installation by GL. Assembly company/exhibitor is responsible for hoists and attachment of stand structures and equipment needed for this.

Supplying of steel cables and their installation will be the responsibility of the ASSEMBLER / EXHIBITOR.

Only those companies that are accredited/registered by MMBR will be allowed to perform work on the structure of the PAVILION.

**PERMISSION WILL ONLY BE GRANTED FOR:** tops/ceilings made of Elastane fabric (spandex) without any prints (images) for the purpose of lighting. The lighting structures/fixtures hung from the ceiling of the PAVILION, if they possess 'TOPS' / 'CEILINGS' and COVERING MATERIALS, shall abide by the table of recesses (setbacks).

When the structures are hollow/ (perforated throughout) and have no tops/ceilings, they may be in alignment with the aisles (streets) and neighbors. TOPS/CEILINGS made of wood, canvas and related materials will not be permitted.

**FRONTLETS:** only STAND identification frontlets will be permitted (name or logotype of the EXHIBITOR) attached to the elements (lighting supports). The frontlets shall observe the table of recesses (setbacks) and cannot exceed 1 m in height; without any restriction as regards its length. Permission will not be given for the installation of banners or any other decorative elements (multimedia, as well as: speaker boxes, television sets, projectors, etc.) on the lighting structures hung from the ceiling of the PAVILION.

The lighting structures/fixtures hung from the ceiling of the PAVILION, if they possess 'TOPS' / 'CEILINGS' and COVERING MATERIALS, shall abide by the table of recesses (setbacks). When the structures for lighting are hollow/ (perforated throughout) and have no tops/ceilings, they may be in alignment with the aisles (streets) and neighbors.

**NOTE: STEEL CABLES MAY ONLY BE FASTENED / TIED TO THE EYELETS (LUGS) OF THE PAVILION'S CEILING STRUCTURE.**

### 3 - CONSTRUCTION IN MASONRY

Construction (floors, walls, etc.) in masonry or similar material is prohibited.

### 4 - GARDENS AND PLANTS

Gardens, flowers, and ornamental plants are permitted when they are contained in vases, baskets or other containers as long as no loose soil, sand or rocks/pebbles are used in installing gardens directly upon the floor of the PAVILION.

### VERTICAL PROJECTION (OVERHANG) OF THE STAND

The vertical projection (overhang) of any element in the assembly (display windows, decorative elements, air conditioners, or products/equipment on display) **shall mandatorily be within the peripheral limits of the STAND'S area.**

Projections over adjacent STANDS or over routes of circulation at the EVENT will not be accepted, with the exception of reflectors (floodlights) for lighting of STAND façades and logotypes provided they are



installed at a minimum height of 3.50 m.

## 5 - RAISED FLOORS

Any and all stands that have raised floors, regardless of the material used in their construction, **must provide access ramps for the disabled/physically handicapped.**

In order to facilitate circulation at the EVENT, we suggest that sharp corners be avoided and that corners on floors be beveled and used with ramps for access by the disabled/handicapped.

## 6 - MEZZANINE OR 2<sup>ND</sup> FLOOR

Only STANDS that have a contract area of 300 m<sup>2</sup> or larger and constitute islands will be allowed to have mezzanines or a 2<sup>nd</sup> floor. Nevertheless, the mezzanine or 2<sup>nd</sup> floor shall measure no more than 25% of the total STAND area and it shall have a recess (setback) of at least 2 meters from the STAND'S perimeter.

In the event of construction of a mezzanine or 2<sup>nd</sup> floor, the final admissible height - **FOR THIS AREA OF THE MEZZANINE OR 2<sup>ND</sup> FLOOR ALONE** - shall be 7 m measured from the floor of the PAVILION, with a minimum recess (setback) of 2 m.

**NOTE: THE STAIRCASE FOR ACCESS TO THE MEZZANINE OR 2<sup>ND</sup> FLOOR SHALL BE CONSIDERED PART OF THE MEZZANINE OR 2<sup>ND</sup> FLOOR AND THEREFORE IT SHALL COMPLY WITH THE RESPECTIVE HEIGHT AND RECESS LIMITS. A SPECIFIC STRUCTURAL CALCULATION SHALL BE PROVIDED FOR THE STAIRCASE.**

## **PROJECT AND STRUCTURAL CALCULATION ARCHITECTURAL PROJECT**

The ART (Technical Responsibility Note), properly completed and **with payment** collected, **shall be submitted to MMBR** describing the responsibilities of the professional, i.e., project; calculation; supervision during assembly and disassembly.

The maximum load bearing capacity of the mezzanine or 2<sup>nd</sup> floor shall be stated in kg/m<sup>2</sup>, and in the number of people admissible, immediately at the foot of the staircase that leads from the ground floor to the mezzanine or 2<sup>nd</sup> floor.

The mezzanine or 2<sup>nd</sup> floor shall be assembled on a metallic structure (framework) and according to the norms and standards of the Brazilian Association of Technical Standards (ABNT):

**ABNT - Associação Brasileira de Normas Técnicas**  
Rua Minas Gerais, 190 - Higienópolis  
CEP: 01244-010 - São Paulo - SP  
Tel: (55-11) 3017 3600 - [atendimento.sp@abnt.org.br](mailto:atendimento.sp@abnt.org.br)  
From 8:30 a.m. to 5:00 p.m.

The footings (base pads) shall be made of the same material and rest directly on the floor of the PAVILION. The structure should be scaled or 'sized' according to the calculations for capacity per m<sup>2</sup>, according to the spreadsheet for calculation of load bearing capacity.

The floor of the mezzanine or 2<sup>nd</sup> floor shall be compatible with the load established in the spreadsheet for calculation of load bearing capacity. The utilization of glass panels for the mezzanine will not be allowed. Instead, panels of acrylic, polycarbonate or other similar material shall be utilized and their maximum aperture measurements will be 1 m x 1.40 m.

An exception to this rule will only be made for those cases in which glass panels have received the application of 100% of a safety film of the "Insulfilm" type, or when panels are of laminated or tempered glass.

## 10 - STANDS IN EXTERNAL AREAS (OUTDOOR STANDS)

The STANDS located in the areas outside the PAVILION (external areas) shall abide by all the norms established in the regulations herein and by the norms and standards of the ABNT - Brazilian Association of Technical Standards, as well as present a technical feasibility study signed by a responsible licensed professional, along with the structural calculation which must be in accordance with the characteristics of the project, the 'drag coefficient' established for each region of the country, the season/time of the year of the EVENT, and the location where it is to be assembled.

Stay wires may not be attached to posts and trees and it is also prohibited to drill the floor; we advise using counterweights

## 11 - FOOTBRIDGES (CATWALKS) / STAGES / RAISED FLOORS

The construction of footbridges (catwalks) and stages in stands will only be allowed when the area leased under contract is equal to or greater than 150 m<sup>2</sup>.

Any and all footbridges (catwalks) or stages may not exceed 1.20 m in height and shall have a recess (setback) of at least 2.00 m from the perimeter limits of the STAND and shall be entirely turned inwards to the interior of the STAND, regardless whether the area constitutes an island or not.

In the remaining stands, the raised floor where there may be any type of circulation cannot exceed 1.20 m in height measured from the floor of the PAVILION. A specific ART ("Anotação de Responsabilidade Técnica" - Technical Responsibility Note) is required to be submitted for the floor, stage or footbridge (catwalk).

## 12 - WORK NORMS

- a) Any element that makes up a STAND must have a finish on both sides, whether those elements are dividers with adjacent stands or partitions facing transversal streets/aisles. An exception is only made for dividing elements of those STANDS located along the PAVILION'S delimiting perimeter.
- b) The following equipment may not enter or be installed in the PAVILION:
  - work-bench circular saws whether for carpentry or metal working;
  - saws equipped with disks for cutting iron and aluminum;
  - welding machines for iron and aluminum
- c) Stands with metallic structures shall enter the PAVILION semi-finished and their components should be assembled with the use of bolts/screws since the construction of parts and welding of components inside the PAVILION is not permitted

- d) Stands with wooden structures shall enter the PAVILION semi-ready requiring only the details of their final finishing.
- e) Painting with spray (air) guns or sprays will not be permitted.
- f) Routes/paths of circulation and the adjacent STANDS may not be used for depositing of materials, tools and products to be installed at the STAND. The entire operation must be carried out exclusively within the limits of the EXHIBITOR'S STAND.

**FAILURE TO COMPLY WITH WHAT IS REQUESTED ABOVE WILL RESULT IN THE PROHIBITION OF THE ENTRY OF ANY TYPE OF MATERIALS OR VEHICLES BELONGING TO THE COMPANY RESPONSIBLE FOR NONCOMPLIANCE AND PROHIBITION OF THE CONTINUATION OF STAND ASSEMBLY**

- g) All work involving the use of grease, paints, corrosive materials, powders and liquids shall be performed with the use of appropriate containers to avoid injury to persons and damage to the PAVILION and adjacent STANDS.
- h) For fastening of carpets directly to the floor of the pavilion, only double-sided adhesive tape may be used. **THE APPLICATION OF GLUE TO THE FLOOR TO FASTEN CARPETING OR ANY OTHER MATERIAL IS PROHIBITED.** Only 3M REF: 4880 carpet tape may be used, without causing damage to the floor.

- a) **AIR CONDITIONERS:** The hot air exhaust port of air conditioners shall **NOT** be directed to the aisles or streets, nor to adjacent neighbor STANDS; such exhausts shall be turned upwards. Air conditioners shall be installed exactly within the limits of stand area, observing the table of recesses (setbacks) so that they do not jeopardize the visual aesthetics of the streets (aisles and rows) or of the neighboring STANDS. An exclusive drainage point is mandatory for air conditioners or the drainage of air conditioning condensation. for the drainage of air conditioning condensation.

**13 - SAFETY NORMS**

**a) Special Installation**

Any equipment whose demonstration may pose risk to

Exhibition materials that cause substantial disturbance due to their appearance, smell, noise, vibration or the like, especially those that result in substantial danger to or interference with other participants of the EVENT or with third party property shall be removed immediately at the request of MMBR.

If the Exhibitor fails to comply within a reasonable time with its obligation to remove the exhibition material, MMBR is authorized to remove the goods from the exhibition at the expense and risk of the Exhibitor or to close the Exhibitor's stand, in which event the Exhibitor shall have no right of complaint.

**b) Extinguishers**

Every EXHIBITOR shall be required to maintain at his

**STAND, from the beginning of STAND Assembly, throughout the EVENT and until the end of STAND Disassembly,** fire extinguishers whose contents (fire-fighting agents) are compatible with the goods/products that he (the EXHIBITOR) exhibits and with the materials used in the assembly of the STAND. Fire extinguishers shall not be installed along staircases, and must be unobstructed and duly labeled or according to the table below:

**WHEN THERE IS NO DIVIDER IN THE STAND**

AREA (m <sup>2</sup> )	CO <sub>2</sub>		DCP (Dry Chemical Powder)
Up to 50	1	or	1
51 to 100	2	or	2
101 to 150	3	or	3
151 to 200	4	or	4
201 to 250	5	or	5
251 to 300	6	or	6
301 to 350	7	or	7

**WHEN THERE ARE DIVIDERS IN THE STAND**

AREA (m <sup>2</sup> )	CO <sub>2</sub>		DCP (Dry Chemical Powder)
Up to 50	2	or	2
51 to 100	4	or	4
101 to 150	6	or	6
151 to 200	8	or	8
201 to 250	10	or	10
251 to 300	12	or	12
301 to 350	14	or	14

For areas larger than 350 sqm where there are no divisions (dividers/partitions) in the Stand, the EXHIBITOR **shall consider one extinguisher for every 25 linear meters.** The extinguishers shall be distributed in such a manner that the operator at the STAND shall not have to travel a distance of over 25 linear meters to reach one

**We suggest** the use of ABC powder-type extinguishers since they can replace any type of extinguisher designed for specific class A, B or C fires.

MMBR reserves the right to require a larger number of fire extinguishers, inspect them, demand recharging, and determine where they will be fastened / installed. Should you have any questions, please contact the fire fighters of MMBR in the Security Office.

**c) Forbidden equipment**

The operation of internal combustion engines inside the PAVILION is forbidden.

The use of explosives; non-inert, toxic or flammable gases; fuels; LPG and flammable liquids is forbidden.

**ANY ACTIVITY INVOLVING THE USE OF FIRE IS PROHIBITED**

**d) Obstruction of Equipment**

If within the area of your STAND there is standing floor hydrant or hydrant in the floor, such hydrant may not be obstructed by equipment or walls. The floor hydrant shall be under evident, properly marked and easily

removable raised flooring.

Removal of extinguishers from their fixed points for use at another location as stand-by extinguishers, without the prior authorization of MMBR is also forbidden.

**PPE - Personal Protective Equipment**

It is the EXHIBITOR'S responsibility to provide his employees and/or contracted staff with PPE in perfect condition and working order and suited to the risks involved during the periods of Assembly, Execution and Disassembly of the EVENT.

**ATTENTION:**

**THE ENTRY AND CONTINUED PRESENCE OF PEOPLE WITHOUT ID, SHIRTLESS OR WEARING BERMUDAS OR SHORTS DURING THE PERIODS OF ASSEMBLY AND DISASSEMBLY IS PROHIBITED. THE USE OF CLOGS, SANDALS OR SLIPPERS IS ALSO PROHIBITED.**

**THE ENTRY AS WELL AS THE UTILIZATION OF ANIMALS OF ANY SPECIES OR SIZE, INCLUDING BIRDS, IS EXPRESSLY PROHIBITED REGARDLESS WHETHER THEY ARE MEANT TO BE PART OF THE STAND'S DECORATION OR HAVE ANY CONNECTION WITH THE DEMONSTRATION OF THE PRODUCTS TO BE EXHIBITED.**

**14 - EMERGENCY EXITS**

In those areas that have been established and marked as emergency exits, the storage of any type of material is strictly prohibited.

All design projects that establish closed environments in stands shall provide for emergency exits. In the case of auditoriums the number of emergency exits shall be compatible with the number of seats established therein.

**15 - EMBARGO OF CONSTRUCTION**

MMBR has the right to place an embargo on the construction of the STAND if it is found to be inconsistent/non-compliant with the norms established in this MANUAL. If the EXHIBITOR does not restate the parameters of the design project in due time, besides being charged a penalty in the amount of 25% of the rental value for the area, the STAND may not be used during the event without prejudice of the contracted costs for the area assumed with MMBR.

In safeguarding their interests, **we advise the EXHIBITORS to inform the companies in charge of assembling their STANDS of all the norms established for the EVENT**, transferring to said companies any responsibility/liability in connection with the subject.

**VIII – EVENT EXECUTION**

**1-DATES AND TIMES**

The expo center will be open for visiting on November 26 to 29, **2018**.

• Time: On Nov. 26 to 28, from 1 PM to 8 PM and on Nov. 29, from 9 AM t 4 PM.

**1- PERSONNEL ACCESS**

The bearers of the following credentials (ID badges) shall have access to the PAVILION at the times specified below.

- ✓ **ID badge ASSEMBLER/DECORATOR:**  
(Daily, from 7:00 a.m. to 9:00 a.m. only)
- ✓ **ID badge MAINTENANCE:**  
(Throughout the entire EVENT Execution period)
- ✓ **ID badge EXHIBITOR:**  
(Throughout the entire EVENT Execution period)
- ✓ **ID badge SERVICES:**  
(Throughout the entire EVENT Execution period)
- ✓ **ID badge SECURITY:**

✓ (Throughout the entire Event Execution period)

**2 - VEHICLE ACCESS**

Access to the PAVILION by vehicles is prohibited throughout the entire EVENT Execution period.

**3- SUPPLYING / DELIVERY OF PROVISIONS (PURVEYANCE)**

During the EVENT Execution period, goods supplied as provisions for the stand shall only be admitted to the PAVILION from 8:00 a.m. to 11:00 a.m..

We recommend appropriate scheduling of purveyance since exceptions cannot be made.

All food products shall be packed in the appropriate containers for transportation e.g. ice, containers/bottles for liquids, etc.

In view of the provisions established under Brazilian Federal Law No. 11,705 (published in the D.O.U. - Official Gazette - on 20/JUNE/2008), we recommend that EXHIBITORS limit the consumption and offering of alcoholic beverages within the exhibition area during the EVENT Execution period.

**2- STAND OPERATION**

Throughout the entire EVENT Execution period there shall be, at the STAND, at least one of the EXHIBITOR'S employees who is qualified to provide information on the products exhibited.

STAND Personnel shall arrive 1 (one) hour prior to the day's opening of the EVENT. MMBR reserves the right to anticipate the time of opening to provide improved service to the public.

Early termination of activities at the STAND before the end of the day's EVENT opening hours shall not be permitted, even on the last day of the EVENT

STAND lighting shall remain on throughout the entire duration of EVENT execution hours. At the end of each day's opening hours, it shall be the responsibility of the EXHIBITOR to turn off the power mains switch to his STAND.

**3- LIMITS OF OPERATION**

THE AISLES OF THE PAVILION ARE COMMON AREAS IN WHICH VISITORS MAY NOT BE APPROACHED OR INCITED NOR MAY PRINTED MATTER OR OTHER ARTICLES BE DISTRIBUTED.

MMBR RESERVES THE RIGHT TO SEIZE MATERIALS THAT ARE DISTRIBUTED BEYOND THE LIMITS OF THE EXHIBITOR'S STAND DURING THE EVENT EXECUTION PERIOD. MATERIAL SO SEIZED WILL BE RETURNED TO THE EXHIBITOR AT THE SECURITY OFFICE STRICTLY ON THE VERY FIRST DAY OF DISASSEMBLY. AFTER SUCH TIME THE MATERIAL SO SEIZED WILL BE DESTROYED

In any case, the use of Vehicles and Containers in the corridors, for any reason, requires the prior approval of MMRB.

**THE FOLLOWING IS STRICTLY PROHIBITED:**

PYROTECHNICAL SHOWS WITH THE USE OF SMOKE OR DIRIGIBLES; PRESENTATION OF LIVE MODELS, OF EITHER SEX, WHO ARE SEMI-NUDE OR WEARING PASTIES / MERKINS THAT ARE CONSIDERED MORALLY OFFENSIVE OR CHALLENGE OF MORAL STANDARDS; ANIMALS OF ANY SPECIES OR SIZE, INCLUDING BIRDS, REGARDLESS WHETHER THEY ARE MEANT TO BE PART OF THE STAND'S DECORATION OR HAVE ANY CONNECTION WITH THE DEMONSTRATION OF THE PRODUCTS TO BE EXHIBITED.

**4- STAND VISITATION**

STANDS must be entirely open for visitation and, in so being, EXHIBITORS are prohibited from charging admission in any manner or under any pretext, regardless of the purpose.

At EVENTS where artistic activities/performances are permitted, possession of printed invitations to shows, parades or promotions in the interior of STANDS shall not give the bearer of such invitations the right of admission to the EVENT itself for which they must have the appropriate invitation

**5- DISTRIBUTION OF GIVEAWAYS / GIFTS**

Permission is granted for the distribution of corporate gifts/giveaways; samples; flyers; catalogues; and products for degustation to visitors, however, **EXCLUSIVELY INSIDE THE EXHIBITOR'S STAND.**

MMBR reserves the right to make such distribution cease whenever it is causing disturbance or crowds, seizing such material until the end of the EVENT, to be returned afterwards.

**THE DISTRIBUTION OF GIFTS THAT PRODUCE NOISE OR GAS BALLOONS OF ANY SHAPE OR SIZE WILL NOT BE PERMITTED.**

**6- RETAIL SALES**

The sale at retail of any products on display, for delivery at the EVENT location, as well as the displaying / publicizing of prices or promotions in any area of the STAND which enables viewing by those outside the STAND is prohibited.

**7- EXIT OF PRODUCTS / GOODS**

No product / goods meant for exhibition may exit the PAVILION during the Execution of the EVENT. Under special circumstances, MMBR shall authorize the replacement of goods that are defective for other like goods with the same characteristics.

MMBR shall authorize the exit of the sample showcases and small objects as of one hour after closing time on the last day of the EVENT.

**8- ARTISTIC ACTIVITIES / PERFORMANCES (Live music, Karaoke, Parades, Shows, Video-Wall, Contest Drawings, etc.).**

The execution of any artistic activities / performances in the STANDS or in any other room at the EVENT is in principle prohibited, unless previously approved in written by MMBR.

**9- SOUND VOLUME**

For the utilization of any audio resources sound levels may not exceed 85 +/- 1 dB (A) measured at the outer limits of the perimeter of the STAND at which the sound is produced, regardless whether that STAND constitutes an Island or not.

During the execution of the EVENT, we will have meters to measure decibel levels.

Any and all EXHIBITORS who exceed an established sound volume shall, upon his first violation, be verbally warned by MMBR to lower the volume of sound.

A second violation will be informed via a warning in writing to the person responsible for the STAND signed by MMBR

A third violation will determine more vigorous action which will be to cut off the STAND'S electricity.

Should there be a recurrence of the violation, the electrical power to the STAND will be shut down until the last day of the EVENT.

Therefore, we recommend the construction of rooms insulated for sound at STANDS that utilize audio resources.

EXHIBITORS who intend to utilize any of these activities (including ambient sound) shall submit a descriptive memorandum of the programming to MMBR at least 15 days prior to the beginning of EVENT Assembly. EXHIBITORS shall appoint at least 3 people in charge of the STAND so that, throughout the period of EVENT Execution, at least one of those parties is present at the stand.

We remind EXHIBITORS that musical compositions cannot be reproduced / performed (including background-ambient music) until the EXHIBITOR has complied with the regulations of the ECAD - Escritório Central de Arrecadação e Distribuição - in accordance with Federal Law No. 9,610/98, which regulates copyrights.

The responsibility for compliance with this Law is incumbent solely on the EXHIBITOR who should make his choice of the applicable rates, on a specific form, to be collected/paid at any bank by the date of maturity.

**ECAD - Escritório Central de Arrecadação e Distribuição**

Av. Paulista, 171 - 3º andar - Edifício Dom Pedro I de Alcântara - Bela Vista - CEP: 01311-904 - São Paulo - SP  
Tel.: (55-11) 3287.6722 - Fax: (55-11) 3285.6790  
Hours: 9:00 a.m. to 6:00 p.m. - [www.ecad.org.br](http://www.ecad.org.br)

MMBR reserves the right to require that these activities cease whenever they are causing disturbances, crowds, complaints from neighboring stands, or are in disagreement with what has been previously approved.



**10- DEMONSTRATIONS OF EQUIPMENT**

MMBR may stop or determine a period for the demonstration of any equipment which, at its discretion, may pose risks to people, goods, stand elements and structures, or that produce high levels of noise or vibration that can disrupt the operation of adjacent STANDS.

**11- PHOTOGRAPHIC COVERAGE**

For hiring of photographic coverage during the EVENT EXHIBITORS shall send prior notification to MMBR addressed to the sector of security, printed on the EXHIBITOR company’s letterhead stationery, informing the date and time that such professional(s) will be present on the premises of the EVENT. The credentials (ID badges) provided to these professionals will be good for one day only and their personal IDs will be withheld until they return their EVENT ID badges. This procedure shall be repeated if such professionals have to return to the EVENT

The professionals so hired may only carry out their activities within the area (STAND area) of the EXHIBITOR by whom they were hired. If the Assembler of the EXHIBITOR’S stand should wish to photograph the services that it has provided, the Assembler shall be previously authorized by the EXHIBITOR to do so and shall also inform the Security Department of MMBR at what time this will be done.

Under no circumstances, therefore, may photographic images or recordings be made at other stands of exhibitors. If this rule is violated, MMBR may require that the recorded material be handed over, and may take legal action for this purpose.

MMBR, for its part, is entitled to take or make photographs, drawings, films and video recordings of events at the fair, and within the stands, and to use them for publicity purposes or press publication in general.

**12- HOUSEKEEPING / CLEANING OF THE STAND**

Stand housekeeping services shall be performed daily from 7:00 a.m. to 9:00 a.m. and litter/waste shall be removed from the STAND to the PAVILION’S waste bin by the EXHIBITOR’S housekeeping staff.

At other times of the day, all litter shall be put in plastic bags and placed in the aisles to be removed by the housekeeping staff of MMBR. .The housekeeping/cleaning staff provided by MMBR shall only be responsible for the cleaning of common areas.

**THROWING / LEAVING OF LITTER UPON THE CARPET RUNNERS IS STRICTLY PROHIBITED.**

**FAILURE TO COMPLY WILL RESULT IN FINES UPON AND THE DISENTITLEMENT / DEBARMENT OF OFFENDERS.**

**IX – DISASSEMBLY**

**1 - DATES AND TIMES**

The expo center will be open to Exhibitors/ Assembly crew to perform disassembly of stands 24 hours a day, from November 29 to December 1, 2018.

- Removal of portable equipment: Nov. 29, 2018, starting at 6 PM.
- Termination of disassembly; December 1, 2018, at 6 AM

**1 - RESPONSIBILITY**

It is the duty of the EXHIBITOR to disassemble and withdraw the products and equipment from his STAND within the timeframes and conditions established herein

**THEREFORE, WE SUGGEST THAT YOUR STAND ASSEMBLERS AND DECORATORS BE DULY NOTIFIED OF THESE TIMEFRAMES AND DEADLINES. MMBR RECOMMENDS THAT, ON THE LAST DAY OF EVENT EXECUTION, AFTER ITS CLOSING, ALL THE DISPLAY SAMPLES AND OTHER ITEMS OF VALUE (AUDIO EQUIPMENT, TV SETS, SMALL OBJECTS ETC.)SHOULD BE WITHDRAWN, THEREBY AVOIDING ROBBERY, THEFT, DAMAGE, LOSS, ETC**

**MMBR FURTHER RECOMMENDS THAT EXHIBITORS KEEP SECURITY PERSONNEL ON DUTY AT THEIR STANDS UNTIL THEIR MATERIALS / GOODS HAVE BEEN COMPLETELY COLLECTED AND WITHDRAWN SINCE MMBR CANNOT BE HELD RESPONSIBLE FOR ANY PROBLEMS ARISING AS A RESULT OF THE INEXISTENCE OR ABSENCE OF SURVEILLANCE/SECURITY STAFF.**

**2 - PERSONNEL ACCESS**

The bearers of the following credentials (ID badges) shall have access to the PAVILION during the period of disassembly:

- ✓ ID badge ASSEMBLER/ DECORATOR
- ✓ ID badge EXHIBITOR
- ✓ ID badge SECURITY
- ✓ ID badge SERVICES

**3 - VEHICLE ACCESS**

During the period of Disassembly, vehicles may only remain inside the PAVILION for a maximum time of:

Passenger Vehicles	15 minutes
Pick-ups / VW “Kombi” small vans	15 minutes
Trucks (small volume)	15 minutes
Trucks (large volume)	15 minutes

After such time, a fee will be charged per hour of stay. However, regardless whether the maximum time limit has expired or not, the vehicle must be withdrawn from the PAVILION as soon as its cargo has been loaded.

During the first 6 hours of Disassembly, only small vehicles (VW Kombi vans, Pick-up trucks, etc) shall be given access to the PAVILION. Trucks will have access after that time so as to avoid traffic jams in the streets inside the PAVILION

**4 - EXIT CONTROL**

The exit of materials and equipment from the PAVILION shall be rigorously monitored by MMBR and the EXHIBITOR shall request, at the SECURITY OFFICE of MMBR, the specific form to be completed with the items of his property that will be collected and withdrawn. Following its signature by the person responsible for the STAND, the form will proceed with the vehicle to the exit gates where it will be surrendered to the inspectors who will proceed to verify the materials / cargo.

**5 - CONCLUSION OF WITHDRAWAL**

The materials and equipment that may incidentally have remained in the interior of the PAVILION after the end of the Disassembly period will be removed from the premises by the staff of MMBR, which will charge the respective EXHIBITORS the costs associated with carrying out this operation. MMBR does not assume any responsibility for losses, damage, injury, theft or loss of any kind resulting from such operations.

Notwithstanding the provision in the paragraph above, the Exhibitor acknowledges that all recyclable or waste materials in the stands must be disposed of by the Exhibitor. Easily inflammable materials, such as wood shavings, wood residues, sawdust and the like must be placed in closed containers and removed daily by the Exhibitor, who agrees to dispose of all residues in conformity with environmental regulations.

Furthermore, any damage to the environment / dirt (for example due to a leak of gas, oil, solvents or paint) must be reported immediately to MMBR. The Exhibitor shall be fully liable to MMBR and the Owner for any damage of this nature.

MMBR may at its own discretion carry out a final inspection to ensure that all the stands rented have been returned in their original condition, within the disassembly period stipulated by it, and that all residues are disposed of as provided in the paragraphs above. The absence of such inspection shall not exempt the EXHIBITOR from liability for any irregularity or damage that may be found later.

**X - GENERAL PROVISIONS**

**MMBR RESERVES THE RIGHT TO ARBITRATE ON CASES THAT HAVE NOT BEEN FORESEEN OR PROVIDED FOR IN THIS MANUAL, AS WELL AS TO ESTABLISH NEW NORMS AS MAY BE REQUIRED FOR THE GOOD OPERATION OF THE EVENT SO AS TO FACILITATE HARMONY BETWEEN EXHIBITORS.**

**THE EXHIBITOR COMMITS TO ABIDING BY AND REQUIRING HIS EMPLOYEES AND/OR CONTRACTED PARTIES TO ABIDE BY ALL THE CLAUSES AND PROVISIONS THAT REGULATE THE EVENT MANUAL AS WELL AS OTHER NORMS THAT, FOR THE COMMON GOOD, MAY COME TO BE ESTABLISHED.**

**NO CHANGE DETERMINED BY MMBR MAY BE CAUSE FOR THE CANCELLATION OF THE CONTRACT OF PARTICIPATION BY THE EXHIBITOR.**

**A PENALTY (FINE) OF 25% OF THE TOTAL VALUE OF THE AREA LEASED BY THE EXHIBITOR WILL BE ISSUED TO EVERY EXHIBITOR WHO VIOLATES ANY OF THE NORMS ESTABLISHED HEREIN FOR WHICH A SANCTION (PENALIZATION) HAS NOT BEEN ESTABLISHED EARLIER.**



**TABLE FOR THE CALCULATION OF ELECTRICAL ENERGY CONSUMPTION**

<b>Product</b>	<b>KWA</b>
Air Conditioner 7.000 BTU	1.5
Air Conditioner 10.000 BTU	1.9
Air Conditioner 12.000 BTU	2.25
Air Conditioner 15.000 BTU	2.75
Air Conditioner 18.000 BTU	3
Air Conditioner 21.000 BTU	3.5
Air Conditioner 30.000 BTU	4
Refrigerated Counter 350 watts	0.35
Refrigerated Counter 400 watts	0.4
Drinking Fountain (Bottle-type)	0.15
Automatic Coffee Maker 1000 W	1
Commercial Coffee Maker/ per Nozzle	1.5
Residential Coffee Maker	0.5
Floodlight (light cannon) 300 Watts	0.3
Floodlight (light cannon) 500 Watts	0.5
Floodlight (light cannon) 1.000 Watts	1
Beer Chiller (Compressor 760 Kcal/H)	0.3
Air Circulator	0.3
DVD	0.4
Oven 3000 watts	3
Electrical oven large 1500 watts	1.5
Electrical oven large 2400 watts	2.4
Electrical oven large 5000 watts	5
Microwave Oven 1200 watts	1.2
Freezer	0.5
Minibar-type refrigerator	0.3
Full-sized Residential Refrigerator	0.5
PC-type inkjet/dot matrix/laser	0.30 / 0.50 / 0.50
Dichroic Halogen Lamp	0.05
Fluorescent Lamp 20 w	0.03
Fluorescent Lamp 40 w	0.05
Halogen Lamp 300 watts	0.3
Halogen Lamp 500 watts	0.5
Incandescent Lamp 100 w	0.1
Incandescent Lamp 150 w	0.15
Blended Lamp 250 w	0.25
Blended Lamp 500 w	0.5
Special Lamps 1000 watts	1
Laptop/Notebook Computer	0.03
Personal Computer w/ Monitor	0.5
Neon per meter	0.03
Multi-media projector (Beamer)	0.4
Reflector 300 watts	0.3
Reflector with Hqi 150 w lamp (with/starter reactor)	0.3
Overhead projector	0.2
Spotlight	0.1
Big Screen (Video Projector Display)	1
Plasma TV 42 inch	2
Video Wall - Nine 29-inch <b>TVs</b>	12.5

**Note:** The quantities of kW above refer to consumption for the entire EVENT period.

## ADDRESS AND TELEPHONE DIRECTORY:

### CONTRACTS AND PAYMENTS

Av. Francisco Matarazzo, 1752 – cj 1207/1210  
12 andar-05001-200--São Paulo-SP-Brasil  
TEL.: (+55-11) 3868-6349  
CAEX - Exhibitor Assistance Center.  
[margareth.simoies@mm-br.com](mailto:margareth.simoies@mm-br.com)

### EXHIBITOR SERVICE CENTER

CAEX-Exhibitor Service Center  
[margareth.simoies@mm-br.com](mailto:margareth.simoies@mm-br.com)

### CLAIMING OF ID BADGES – SOUTH GATE

As of the beginning of assembly at the São Paulo Expo Pavilion  
Accreditation/Registration Sector  
Near the CAEX .

### DIRECT TELEPHONE LINE / INTERNET CONNECTION

Tel.: (+55-11) 3077-5500 (55-11) 5067-1601  
[feiras@hipernet.net](mailto:feiras@hipernet.net)

### OPTICAL READER / DATA COLLECTOR

Tel.: (+55-11) 3961-2341 / (55-11) 3857-7379  
e-mail: [coletor@cidtech.com.br](mailto:coletor@cidtech.com.br)

### ASSEMBLY OF STANDS

#### MONTADORA LIVE

Phone: 11 - 5067-1703  
e-mail: [fernando.rossi@qlbr.com.br](mailto:fernando.rossi@qlbr.com.br)

### EPI

equipments for individual safety

UMP – Ultra Master Plus

Tel.: 11 4177-3258 / 11 4177-1819

### STAND PROJECTS SUBMISSION

[projetos@mm-br.com](mailto:projetos@mm-br.com)

### PARKING VOUCHERS

**INDIGO** – Tel.: (+55-11) 5067-6790

Contact: Aline, Robson or Guilherme

e-mail: [saopaulo.spexpo@parkindigo.com](mailto:saopaulo.spexpo@parkindigo.com)

We remind you that the norms governing the PAVILION'S parking area are the responsibility of the GL Events and that MMBR has no influence on its administration.

VOUCHERS/TICKETS SHOULD BE

ACQUIRED DIRECTLY FROM PARK INDIGO

**Information of Hospitality or Reception Program  
will be provided by E-mail Marketing of the Organizer**

### OFFICIAL LOGISTIC OPERATORS

#### TTI LOG

Av. Alexandre Mackenzie, 137 Jaguaré  
05322-000 - São Paulo – SP - Brasil

Contato: Marcos Krekovski

(+55-11) 3716-3700 / (+55-11) 3716-3713 Marcos

E.mail: [mkrekovski@ttilog.com.br](mailto:mkrekovski@ttilog.com.br) / [fairs@ttilog.com.br](mailto:fairs@ttilog.com.br)

[www.ttilog.com.br](http://www.ttilog.com.br)

### SAX LOGISTICA DE SHOWS E EVENTOS LTDA

r. Cardeal Arcoverde, 1745-Cond.Edif. Arcoverde  
05407-002-São Paulo – SP - Brasil

Contato: Fernando Nalini

(+55-11) 2361-2141 / 2368-0290

E.mail: [fnalini@saxlogistica.com.br](mailto:fnalini@saxlogistica.com.br)

[www.saxlogistica.com.br](http://www.saxlogistica.com.br)

Obs .: Attention to the deadlines for arrival  
of cargoes in Brazil

Maritime Cargo - **26/01/18** at the Port of Santos  
Air / road charges – **25/11/18** at Guarulhos /  
Viracopos airports

## LIST OF SERVICES AND PRODUCTS OFFERED AT THE PAVILION THAT ARE NOT THE RESPONSIBILITY OF MMBR

- Catering / Buffet
- Forklifts and Cranes
- Parking (for visitors, exhibitors and assembly companies)
- Photographers
- Optical Reader
- Direct Telephone Line / Internet
- Logotype Design and Signage
- Ornamental Plants
- Restaurants