

# EXHIBITOR MANUAL

**Dear client,**

Doing events is getting out of the ordinary, starting a path and exploring new opportunities. There are many goals that have brought you and your team to FENATRAN 2021, and we want to make this time a memorable experience for your brand.

Thus, we have a complete Guide, with the key information you need to achieve your results. From the standards for booth assembly to tools and channels to project your brand beyond the pavilion, the purpose of this document is to guide all involved in detail and facilitate the exhibition at the event.

Make sure everyone gets a copy and read this document carefully. In addition, in case of any doubts, contact our team. We have a dedicated Customer Service team to answer all questions, both before and after the event, as well as during the entire period in the pavilion (assembly, event and disassembly).

We are available through the following channels

E-mail: [costumerservices@reedexpo.com.br](mailto:costumerservices@reedexpo.com.br)

Phone: +55 11 3060-4717

Count on Reed Exhibitions to build your broadest connection customers!



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**MARCELO RIBEIRO**  
OPERATIONS DIRECTOR

## IMPORTANT NOTE

### - New Normal – Covid-19

The Covid-19 pandemic has changed the habits and behaviors of people from all over the world. We have struggled through complete social isolation moments, started a returning wave and now, with all the care needed, following safety protocols established by the competent authorities, we are back to a new normal.

Reed Exhibitions is ready for this comeback, respecting all the protocols, revising our processes, trying to anticipate and redefine any situation that could put the health of our public in risk. However, an event comprehends a chain of professionals, companies and services that also need to be a part of the efforts to comply the protocols.

We like to inform you the we will be at your disposal to help on the construction of this new normal. We have created a detailed guide with all the providences that we need to take, and the Reed team and our partners are ready to clarify any doubts and give all the support that you may need in this resumption moment.

Together we will have a memorable, safe and successful event.

## WARNING

**1. The failure to know the rule herein established shall not exempt the exhibitor and its contractors (assembler, interior design, subcontractors, and other persons involved with the event) from the penalties, fines, sanctions, and liabilities contemplated by this manual, which, should they happen, will be assumed by the exhibitor and its agent, whatever their nature might be, jointly and independently of the order of appointment.**

**2. The EVENT held at São Paulo Expo, Expo Center Norte, Centro de Exposições Roberto Marinho (Macaé- State of Rio de Janeiro), Centro de Eventos Zanini (Sertãozinho – State of São Paulo), Centro de Convenções de Pernambuco (Olinda – State of Pernambuco), Centro de Eventos do Ceará (Fortaleza – State of Ceará), Centro de Convenções de Goiânia (Goiânia – State of Goiás), and Centro de Convenções de Salvador (Salvador – State of Bahia) requires the compliance with the specific rules of each PAVILION in addition to those included in this manual.**

**3. This manual provides the exhibitor, as well as the persons, companies and others hired by the exhibitor, with the main information and rules necessary for the good operation of the Reed Exhibitions Trade Fairs.**

**4. As it is generic, this manual does not contain specific rules for each event. Therefore, the specific rules appertaining the event at which you will participate must also be strictly complied with, in as much as they replace, regulate and standardize the event rules.** Such rules will be available at the event's website 90 days before beginning of the event assembly, at the EXHIBITOR's portal.

**5. The rules governing the event must read and observed by all your employees, suppliers, and other contractors, in order for us to avoid last-moment inconveniences.**

**6. Please do not assemble your stand in disagreement with the standards or legal specifications from ABNT, SEGUR3, and other bodies, including the rules of this manual and the Specific Rules.**

The responsibility for construction and assembly fully and exclusively appertains the exhibitor or its agent, regardless of the order of appointment.

The stand project must be delivered for review within **no later than 45 days before the assembly** of the event begins. After the expiration of that term, it will be subject to the availability of the technician in charge.

**7. The parties, exhibitors and their service providing contractors, do hereby declare that in case of any doubts that may arising during the event assembly, realization and disassembly, whatever their type and origin might be, such situation will be exclusively settled by Reed Exhibitions in order to conduct the best harmony for the event, and the parties undertake to comply with the decision, whatever it might be, always aiming at the event's utmost prestige and success.**

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## CHECKLIST

**To assist you in your participation, we have prepared a list of reminders:**

First steps	YES	NO
Did you read all the instructions in the Exhibitor's Guide and Specific Standards and passed them on to your employees and other contractors?		
Did you hire an ASSEMBLER? We suggest that you hire companies affiliated with SINDIPROM or the official Event ASSEMBLERS.		
Have you defined your participation objective and selected the product line that should be exposed?		
Did you select the team that will work at the stand and provide the necessary training?		
Did you take care of accommodation and transportation for your team?		
In case of foreigners, did you check the visa requirement?		
<b>Some services you must hire directly, according to your need. Have you already arranged the hiring of...</b>		
Catering Services? <i>We suggest hiring the Official Event Supplier.</i>		
Cleaning services?		
Receptionist?		
Security or surveillance services?		
Fire extinguishers?		
<b>Other services are required and you can hire directly at the Exhibitor's Portal (if not included in your contract). Sign in with your login and password to get</b>		
Electricity		
Hydraulics		
Third party liability insurance for your stand		
Garbage Removal Service		
Internet and Telephone		
Credentials for your employees and service providers (you already have a quota according to your contract)		
<b>Disclosure of your participation is key to attracting buyers of your products even before the event starts. Check with your marketing team whether:</b>		
They have prepared a publicity campaign that includes the location of your stand, date and place of the event		
Your company profile and products have been completed in the Digital Activation		
They have contracted Digital products that enhance the visibility of your brand in the website and app of the fair		
They hire merchandising products to enhance their visibility during the fair		
They have hired the Digital Leads Collector to capture data from buyers who come to your stand		
<b>Terms of authorization and responsibility are essential documents. Have you already provided and delivered:</b>		
Provisional Operation Authorization? (* If the city where the event is held requires)		
Term of responsibility, Stand ART/RRT and PROJECT?		
Other mandatory participation documents		
Copyright Rate - ECAD? In case of use of room and/or live sound?		



## DATES AND STEPS TO REMEMBER

By accessing the EXHIBITOR portal, you can request extra services according to your needs. The Forms and Terms are also available on the EXHIBITOR portal in the Download area.

Service orders submitted after 15 business day before the beginning of each event assembly will be subject to the technical possibilities of providing the services.

If there is this possibility they will be provided, the amounts to be paid do not include the 10% (ten percent) discount granted in the requests made before the deadline.

Deadline for requests and payments	Activities	Item
	<i>*If the required services (electric power, garbage removal, City Hall fees, Digital Activation) <b>are not listed</b> in CLIENT'S PLANNING, ORGANIZATION AND MANAGEMENT AGREEMENT, <b>the EXHIBITOR must enter the EVENT's with its LOGIN and PASSWORD and create the due bank bill</b></i>	
<b>15 business days</b> before the Assembly start	Last day to submit the MANDATORY DOCUMENTATION and BOOTH PROJECT for technical analysis.	
<b>20 business days</b> before the Assembly start	Deadline to fill in data to be published in the Catalogue in the Exhibitor's Portal – DIGITAL ACTIVATION	
<b>15 business days</b> before the Assembly start	Last day to submit electronic requests for <b>Compressed Air, Hydraulic and Electric</b>	V - 2
<b>15 business days</b> before the Assembly start	Last day for the electronic submission of CREDENTIALS requests	V – 1 b
<b>15 business days</b> before the Assembly start	Last day for the electronic submission of Service Providers Credentials (Reception, Catering, Cleaning and Surveillance), Assembler Credentials (through the Assemblers' Portal).	V – 1 c
<b>15 business days</b> before the Assembly start	Last day to request direct telephone line/Internet Access	V – 3
<b>15 business days</b> before the Assembly start	Last day for São Paulo City Hall Fees payment	III – 1
<b>05 dias úteis</b> antes do Início da Montagem	Credentials issue through Exhibitor or Assembler Portal	V – 1a

**Note: The final date is determined in relation to the event assembly beginning date. This way, the exact dates will be contained in the "Specific Rules" of each event.**

**CUSTOMER SERVICE CENTER**  
 e-mail: [costumerservices@reedexpo.com.br](mailto:costumerservices@reedexpo.com.br)  
 +55 (11) 3060-4717

The credentials request and printing must be made only through the exhibitor's portal on the event's website.

To avoid inconvenience, always have your login and password at hand.

## I – GENERAL INFORMATION

### 1 – PROMOTION AND REALIZATION

REED EXHIBITIONS Referred to as “PROMOTER” in this manual.

### 2 – COMMUNICATIONS AND CORRESPONDENCES

Communications and correspondences related to the EVENT must be forwarded to Reed Exhibitions:  
Rua Bela Cintra, 1.200 – 7º andar – Consolação – CEP 01415-001 – São Paulo / SP  
Phone: +55 (11) 3060-4717.

ALL CORRESPONDENCES MUST PRINTED ON THE COMPANY’S LETTERHEAD

### 3 – AGREEMENTS

Signed contracts related to the EVENT must be sent electronically to the responsible person’s e-mail registered in our system through the DOCUSIGN SYSTEM platform with the sender [dse\\_na2@docusign.net](mailto:dse_na2@docusign.net).  
If you have any questions, please contact our contract department: 11 3060-4857.

### 4 – VENUE

See the “Specific Procedures” of each event, available at the Exhibitor Portal and event’s website  
In case of the PAVILION impediment due to force majeure reasons, the PROMOTER must determine another venue.

### 5 – OPERATION PERIODS AND TIMES

See the “Specific Rules” of each event, available at the Exhibitor Portal and event’s website (click on “expor” link).  
**Note:** During the Assembly and Disassembly periods the entrance of minors under 14 (fourteen) years old will be strictly prohibited, even if accompanied by their guardians.

**PLEASE NOTE:** SEE SPECIFIC PROCEDURES OF EACH EVENT

## II – GENERAL RULE

### 1 – CHARACTERISTICS OF THE EXHIBITOR

The EVENT can only be attended by domestic and international manufacturers or exclusive representative dealers of products and/or services associated with the specific sectors of each EVENT and with other specifications of this MANUAL.

### 2 – AREA REDISTRIBUTION

Although done in extreme cases only, at any time, for the general good and without prior notice, the PROMOTER may redistribute the sectors or stands, provided that the dimensions and features set out in the agreement are respected, to which the EXHIBITOR agrees.

### 3 – NONTRANSFERABILITY

The EXHIBITOR cannot transfer, in whole or in part, any rights or responsibilities undertaken with regard to the PROMOTER, nor sublease or assign any portion or all of the area made available to them.

### 4 – NO THIRD-PARTY PROMOTION

The display, sale, distribution and direct or indirect advertising of any products from companies that do not take part in the EXHIBITOR’S stand is strictly prohibited.

**Warning:** The failure to comply with these provisions will entitle RX to remove to its deposit, for later return, the infringing products and materials and shut down the stand, and the EXHIBITOR will be liable for the payment of any penalties that may be imposed by the actual holders of the displayed brands, logos, or products or by any government authority, and EXHIBITOR expressly agrees to the foregoing. In case of existence of any product which is not manufactured or represented with exclusivity by EXHIBITOR but required to supplement its products line or be sold in its stand, a request may be made to Reed Exhibitions to authorize its display. The situation will be examined, and the decision will be formally informed in writing.

**THE FOLLOWING WILL NOT BE ALLOWED:**

1. Advertisement, promotion, or marketing of any other PROMOTERs at the event's premises.
2. The display of brands or products from companies that compete with the official PROMOTER companies of the event.
3. Sale of non-authorized, counterfeit, pirated, smuggled products, or those that have any kind of nonconformity.
4. The display of brands, names, and logos of any direct or indirect governmental entity, except if it has an express authorization from the inherent governmental entity to use its brands, names, and logos.
5. In the event of exhibition of an RX -approved related brand, a R\$ 35.000,00 fee for REGISTRATION OF INDIRECT exhibitor will be charged.

**5 – USED PRODUCTS EXHIBITION**

Only new products, made by the EXHIBITOR or exclusively represented by them, with their own brand or expressly authorized by third parties who hold the rights to the respective brands, may be shown at the EVENT.

The exhibition of used products, counterfeit, unauthorized, pirate, smuggled, falsified, or bearing irregularities of any nature whatsoever will not be allowed.

Infringers will have their products removed from the exhibition without entitling to indemnity rights, and they will be subject to the consequent legal costs and penalties.

**6 – RESPONSIBILITY**

The PROMOTER is not responsible for any damages or losses caused to people or products exhibited before, during or after the EVENT, including theft, robbery, sabotage, civil riot, shortages, or disruption in supply of electricity, water, or accidents of any kind.

**7 – INSURANCE**

Stands, assets, products, personnel of any nature whatsoever, including agents, transporters, assemblers, towing companies, and others, will not be covered by insurance, either upon assembly during the EVENT or upon disassembly. The EXHIBITORS shall be solely and exclusively responsible for any damages or unforeseen events that may happen. According to the events organization and promotion agreement, the EXHIBITORS must contract their own area and civil liability insurances.

The insurance policies must specify:

**1) Civil Liability Insurance (R.C.)**

Body or material damages caused to third parties during the EVENT (assembly, realization, and disassembly).

Minimum insured amount: Check options with the insurance brokerage.

Validity term: From assembly beginning until the last day of disassembly.

**2) Miscellaneous Risks Insurance (R.D.)**



Losses or damages caused to equipment during the EVENT. Insured amount: Consult with the insurance brokerage regarding coverages and list all assets and equipment in exhibition.

Validity term: From assembly beginning until the last day of disassembly.

### 3) Personal Accident Insurance (A.P.)

Personal accident coverage intended to the attending public or to the team employed in the EVENT production.

**IMPORTANT:** Under no circumstances whatsoever will the PROMOTER accept responsibility for any one of the afore mentioned events, or for the referred policy cost.

## 8 – LATE PAYMENTS

The EXHIBITORS who fall behind with their payments will be forced to immediately pay off their debts to the PROMOTER, in order to obtain the release of the area intended to the assembly of their stands, be those debts related to contractual installments or service installation fees. Without proper proof of those payments your participation in the EVENT will be declined.

## 9 – REFERENCE FILE UPDATE

The EXHIBITOR must keep the PROMOTER informed of any changes in the company: executive board, address, e-mail, telephone, production line, represented company, by emailing the Commercial Dept. of the EVENT.

## 10 – REQUIRED DOCUMENTS

The submission of required documentation and the stand projects will be made through the **EXHIBITOR PORTAL according to the instructions below:**

The access to UPLOAD will only be carried out from the **ASSEMBLY COMPANY PORTAL**, EXHIBITOR is required to inform to assembly company the **ASSEMBLY COMPANY CODE** for access.

1. **PROJECTS** – Images in **JPEG AND JPG** (1 image per item – see below) – the items MUST be UPLOADED all at once, there is no way to upload in batches:
  - a. Front View with elevation plan and measurements
  - b. Right-side view with elevation and measurements
  - c. Left-side view with elevation and measurements
  - d. Floor plan with measurements
2. **DOCUMENTATION** – Images in **JPEG E JPG** Formats - the items below MUST be UPLOADED all at once, there is no way to upload in batches:
  - a. INSTRUMENT OF LIABILITY – signed, stamped, and digitalized (EXHIBITOR and ASSEMBLY COMPANY).
  - b. Project's ART/RRT.
  - c. Project's ART/RRT proof of payment.
  - d. ART/RRT for performing the assembly.
  - e. Proof of payment of Assembly performance's ART/RRT.
  - f. Regional Council of Engineers and Agricultural Engineers (CREA) /Architecture and Urbanism Council Identification Card (CAU).
  - g. Stand assembly specifications.
  - h. Electric works specifications (detailing of electric equipment that will be at service in the stand with total KVAS that will be used – a table to be filled in is available at the exhibitor/ASSEMBLY COMPANY PORTAL).
  - i. Fully completed "Instrument of Liability for Electric Power Works" signed by ASSEMBLY COMPANY's person in charge, according to document available for download at the Exhibitor's Portal.

- j. Fully completed “**Certificate of Conformity of Electric Installations**”, with signature of the Electrical Engineer/Architect, according to document available for download at the Exhibitor’s Portal.
- k. Fully completed and paid ART/RRT, with signature of the Electricity Engineer/Architect, for electric installations in general; describing project, installation and operation of the electric system involved in stand and areas. For further details on all instructions on Electric Power, download the following document from the Exhibitor Portal: “**ELECTRICAL PROCEDURE AND USE OF FIREPROOF MATERIALS IN THE ASSEMBLY OF STANDS**”.
- l. Copy of the insurance Certificate or policy as defined in the previous article. If the insurance was taken out through Reed Exhibitions, the copy of the policy is not required.
- m. Fully completed “**Instrument of Liability of ASSEMBLY COMPANY – Use of Individual Protection Equipment (IPE)**” signed by ASSEMBLY COMPANY’s person in charge, according to document available for download at the Exhibitor’s Portal.
- n. Proof of payment of the Electric Tool Point for assembly.

All the REQUIRED documents must be correctly filled in, signed, and stamped before being digitalized.

**Important:** Exhibitors who have contracted the assembly through the PROMOTER are EXEMPT presentation of the mandatory stand assembly documentation listed above, the Official Assembler chosen by the PROMOTER will be responsible for presenting the documents and the legal procedures as well as the collection of fees for specific entities.

The EXHIBITOR will have access to the same system, where it will be able to view the progress of delivery and review of its PROJECT and DOCUMENTATION, in addition to receive messages and important notices for its participation in the event.

**Please note:** The reviews of projects will start within 90 days before the beginning of the event assembly. Projects sent within this term will get the result of the review within 48 hours.

The ART or RRT must include the EVENT’s full period, that is, Assembly, the duration of the actual Event, and Disassembly. The ART or RRT will not be accepted in case of failure to include these complete data.

**Please note:** A copy of the A.R.T. or R.R.T. attached to the project must remain in the stand for the whole period of the event, during assembly, the duration of the event, and disassembly.

### **11 – RECEIVING GOODS**

The PROMOTER will not receive products from exhibitor companies. To do so, THE EXHIBITORS will keep at their stand personnel in charge of receiving any goods, equipment, or objects for the exhibition.

### **12 – GOODS WAREHOUSES**

The PROMOTER has no depository at the pavilion/tent to store goods and materials pertaining to the EXHIBITORS. Therefore, the EXHIBITOR must provide an appropriate site to store the goods or packaging to be used for return to the company once the EVENT comes to an end.

## **III – LEGAL RULES**

### **1 – PROVISIONAL OPERATING AUTHORIZATION - MANDATORY APPLICATION**

This is the documentation to be presented if the city where the event is taking place requires it. See the Event Specific Rules to see if this authorization is required

**PLEASE NOTE:** If the required service has not been listed in CLIENT's PLANNING, ORGANIZATION, AND MANAGEMENT agreement, the EXHIBITOR must enter the event's portal with its login and password and create the due bank bill.

Please see the Specific Procedures of each event

## 2 – AUTHOR RIGHTS

All participants who hold a music program (surround music) must pay the corresponding Author Rights fees which, as per Act no. 9610/98, will be charged by the following Entity:

**Central Office for Collection and Distribution (ECAD):**

[www.ecad.org.br](http://www.ecad.org.br)

**Call (21) 3505-8500 to get in touch with Ecad**

The value of such fees will vary according to the price table of this Entity. Therefore, we recommend the matter should be discussed with ECAD beforehand, to avert any possible setbacks, since the EXHIBITOR is solely and exclusively responsible for this payment.

## 3 – DOMESTIC PRODUCTS EXHIBITION

See the specific rules of each event.

### A. PRODUCT SHIPPING

- a. The sales bill to ship the goods to be exhibited has to be made out in the exhibitors' own name, with their CNPJ and state tax id. In case of electronic invoice, the pavilion address as well as the stand location must be written separately in the invoice as the delivery address.  
At the end of this manual please find the address of the PAVILION where your EVENT will take place.
- b. The body of the Bill must bear the following note: **"THE GOODS ARE INTENDED FOR EXHIBITION AT THE (EVENT's full name, period, and PAVILION's name).**
- c. In the due spaces, write down the product quantities and the respective unit and total values.
- d. The bills must be completed according to the State where the sender is, to wit:

### B. PRODUCT RETURN

- a. To return the products to the EXHIBITOR'S company, an Incoming Bill will be made out, which reads: **"RETURN OF GOODS INTENDED FOR THE EXHIBITION AT (EVENT's full name, and PAVILION's name)."**

## 4 – EXECUTION OF LABOR AGREEMENT

In compliance with the Labor Prosecution Office's request on June 29th, 2011, please note: The participating company, and its contractors may not execute an agreement with unions, if they exist between client and workers (service providers), or between the union and workers, the elements that support the employment relationship, set forth in Articles 2 and 3 of the Consolidation of Labor Laws (CLT).

### A. TEMPORARY LABOR

The use of temporary labor directly by the EXHIBITOR requires the compliance with the following:

- a. When hiring third-party services from service businesses, be advised that it is highly recommended to check the proof of legal existence (articles of association, permits, etc.) of the hired company and the corresponding social security payment slips (GRPS), copies of employees' records, payment of the Guarantee Fund for Length of Service (FGTS), etc.
- b. Third-parties' documents and the employees' own must be available at the stand to be inspected by Labor Authorities.

- c. EXHIBITORS and their contractors are solely liable for any irregularities or violation of laws that regulate the hiring of temporary labor and are liable for the payment of any penalties imposed on them by the Labor Ministry.

## B. MINORS' LABOR

- a. The EXHIBITOR may not use minors' labor, that is, those under the age of 16, except those over 14 years of age as apprentices, subject to legal rules.
- b. For the safety of participants and in accordance with Federal Laws No. 8,069 and No. 13,709, for the participation of minors in events, it is necessary to go beyond accreditation and consent by a parent or legal guardian authorizing their participation. Service providers who are minors will also need to deliver parental consent to work at the event. Parental consent must be made at the time of accreditation within the EXHIBITOR Portal by means of acceptance authorizing participation, the use of personal data for identification and images obtained during their participation in the event, by the Organization or by sponsoring companies, always for promotional purposes of the event, in any medium or medium, including websites and social networks. All information included will be the sole responsibility of the parents or guardians of the child, exempting the Organizer from any and all responsibility towards the child.

In the case of emancipated minors, the emancipation document must be sent to [costumerservices@reedexpo.com.br](mailto:costumerservices@reedexpo.com.br). In this case, the minor will be able to register as of age.

## C. DIVERSITY

The trade fairs are an excellent opportunity to show to the audience, the EXHIBITORS commitment with DIVERSITY, a very important issue to the market and our society.

It does not matter which business model you are in, the diversity helps to reshape services and products. A team that has components like behaviors and various technical skills complement themselves and is richer. Diversity is all about dignity, respect, productivity, comfort, welfare and quality relations. So, institutions that assume social responsibility and diversity related value **have their public image more attractive**. Investors, young talents, and consumers value these cultural aspects.

The PROMOTER strongly recommends that the DIVERSITY must also be considered when contracting services that will be there in the EXHIBITOR stand during the EVENT.

If the EXHIBITOR needs help to hire the approved service providers, they can consult the Exhibitor Portal or contact CUSTOMER SUCCESS team.

## 5 – VISITATION AND PERMANENCE OF MINORS AT THE PAVILION

The admission of minors under 14 (fourteen) is expressly prohibited, even if accompanied by their guardians, during the EVENT Assembly and Disassembly periods.

During the Realization period, the rules for visitation and permanence of minors at the PAVILION will be determined in the **“Specific Procedures” of each EVENT, available at the event’s website**.

## 6 – PARENTAL CONSENT

For the safety of all participants and attending the Federal Laws nº 8.609 and nº 13.709, in order to the underage attendance in the event, the credential request and consent by one of the parents or legal responsible authorizing the attendance are necessary. Contractors under 18 years also need to send the parent consent for work at the event.

The consent must be realized on the credential request on the Portal do Expositor through acceptance authorizing participation, personal data for identification and images obtained during he participation at the event, by the Company or sponsors always for promotional purposes for the event, on any support or media, websites and social media included. All information included will be the sole responsibility of the parent or guardian of the minor, exempting the Organizer from all liability to the minor.

In case of emancipated minors, the emancipation documents must be sent to [costumerservices@reedexpo.com.br](mailto:costumerservices@reedexpo.com.br). In this case, the minor will be able to register as an adult.

## IV – PROMOTIONAL MATERIAL

### 1 – VISITATION

The EXHIBITOR is expressly forbidden to sell or charge admission to visit the EVENT, or for any promotion at the stand, for any purpose whatsoever.

### 2 – INVITATION DISTRIBUTION

See the specific rules of each event

### 3 – CATALOG

See the specific rules of each event.

#### CLARIFICATION NOTE

EXPO GUIDE EVENT FAIR and other organizations in this segment search the companies through exhibitor catalogs. Its current activities encompass companies from all over Europe, Americas, and Asia. EXPO GUIDE EVENT FAIR and other organizations offer online advertisement services. They use a form, like a form of the promoter's, to insert data in the catalog without cost, inviting EXHIBITORS to fill it out and join an online directory.

EXHIBITORS who sign and return the form are contracting advertising for a period of three years, a non-retractable agreement, which will cost the exhibitor a significant amount of money, without predictable benefits.

Reed Exhibitions does not cooperate with EXPO GUIDE, and other organizations. THE PROMOTER does not authorize those organizations to use our name or the name of any of our trade fairs in their business.

We advise all exhibitors to be aware of that and other organizations. Those organizations can cause huge damages

**PLEASE NOTE: IF THE REQUIRED SERVICE HAS NOT BEEN LISTED IN CLIENT'S PLANNING, ORGANIZATION, AND MANAGEMENT AGREEMENT, THE EXHIBITOR MUST ENTER THE EVENT'S PORTAL WITH ITS LOGIN AND PASSWORD AND CREATE THE DUE BANK BILL.**

At the PLANNING, ORGANIZATION AND ADMINISTRATION event's contract, the product **DIGITAL ACTIVATION – Basic package** is included.

The **DIGITAL ACTIVATION** is an online tool used to publish your company and products. It can be accessed at the event's official website at the Exhibitor List and Products List, and at the Mobile, if available.

All information published in the **DIGITAL ACTIVATION** is the EXHIBITOR's responsibility and can be edited at any time. The EXHIBITOR will receive an email with a link to create the access password.

For the **DIGITAL ACTIVATION – Basic Package**, the following materials and information can be sent: Company logo, profile image, company description, text 'Why visit our stand?' company sectors, product category, photo, and product description.

Other **DIGITAL ACTIVATION** options are available as merchandising sales (upgrade). More information at the event's website at <https://mediakit.EVENTNAME.com.br> or contact show team.



## 5 – PRESS RELEASES

Reed Exhibitions (RX), through the Marketing Department and jointly with the Press Office will advertise the EVENT from time to time in newspapers and magazines of national and international circulation, specialized magazines, radio, and TV stations.

If EXHIBITOR is interested, it may send its news/information to the Press Advisory service in charge of the event and give details on its participation in the event.

Information sent to the press in general as press releases / suggestions for an agenda, by the Marketing Department / Outsourced Press Advisory, may or may not be used by the communication vehicles.

RX, at its own discretion, jointly with its Marketing Department / Outsourced Press Advisory, reserve the right and with no liability, to single out information to use it as news, to be sent to communication vehicles, and the agencies are fully liable for the truthfulness of the informed facts, holding EXHIBITOR, RX harmless from any liability.

To answer questions and learn how to best advertise your company, the EXHIBITOR may call the PROMOTER's Communication Department at (11) 3060-4717 or consult the contact details of the Advisory on the Exhibitor Portal, in the Other Services menu.

## 6 – MERCHANDISING

The merchandising products have the purpose of expanding the EXHIBITOR's visibility and making it known within the EVENT premises. Merchandising means all and any advertisement outside the limits of the stand.

In case EXHIBITOR wants to carry out any merchandising activity, our team is available to service you. The merchandising activity will be in force through the execution of a corresponding agreement with RX.

The merchandising spaces will be leased preferably to the EVENT's participating EXHIBITORS. The merchandising areas will not be leased to companies that do not take part of the EVENT, which compete with the EVENT's basic sectors.

Air space in the PAVILION inner area above the limits of roofs of assembled structures, as well as common-use areas such as street pavements, walls, pillars, supporting metal structure, the PAVILION entrance and exit, rest rooms, may only be the purpose of visual communication and/or RX merchandising.

Merchandising material may only be displayed at locations established and approved by RX and under the conditions specified in the Publicity Table that will be attached to the EVENT's Merchandising Project. Content and materials, however, may not be displayed in an aggressive or provocative way to other participator companies.

Texts and/or advertising materials must be previously submitted to RX for approval. The advertising material to be installed must be delivered on the dates and under the conditions required in the EVENT's Merchandising Project.

All art, texts, and/or materials that EXHIBITOR will use in the Merchandising products must be delivered to Reed Exhibitions through the Upload Zone. This is an exclusive area at the EXHIBITOR's Portal, where it may upload the materials in the formats and under the conditions established in the Merchandising Project. To know more about the available products, just enter the site of the event in the Media Kit item.

### NOT ALLOWED:

1. Installation of inflatables, of any kind, shape, or size, outside the booth domains.
2. Circulation through the EVENT halls or common areas, of people characterized with costumes of any type or kind (inflatable, costumes, etc.) which represent the Exhibitor products – brand, character or theme representing the booth.

3. Leaflets distribution outside the booth domains, under the penalty of being withdrawn by the PROMOTER Security Sector.

**ALL AND ANY PROMOTIONAL MATERIAL THAT INFRINGES THIS REGULATION WILL BE CONFISCATED AND ONLY RETURNED AFTER THE EVENT CLOSURE.**

Any other advertising action, which is not specified in the EVENT's Advertising Table, is forbidden to be practiced in common or circulation areas (outside the limits of the stand).

Merchandising materials will be removed one hour after the EVENT has ended on the last day. EXHIBITORS must leave a responsible person at the booth to receive the material on this date. If the material is not removed during the Disassembly period, it will be unusable.

## V – PREPARATORY STEPS

### 1 – ELECTRONIC FORMS COMPLETION AND SENDING

The “SPECIFIC RULES AND THE ELECTRONIC FORMS “are available at the EXHIBITOR PORTAL at the EVENT website to be completed.

Failure of exhibitor to comply with the limit dates or other instructions herein contained will automatically render the promoter harmless from and against any liability for losses that may happen to the exhibitor, in all periods of operation: (assembly, realization, and disassembly) without prejudice to other provisions.

#### RESPONSIBILITY TERM

The RESPONSIBILITY TERM will be available at the EXHIBITOR's PORTAL in the EVENT's website for downloading and filling in. The RESPONSIBILITY TERM must be delivered duly signed and stamped by EXHIBITOR and ASSEMBLY COMPANY, jointly with the other required documents, under penalty of not being authorized to start the works if the Term has not been submitted.

### - ACCREDITATION

#### A. REQUEST FOR CREDENTIALS

- a. EXHIBITOR is entitled to a free-of-charge quantity of credentials, to the proportion of the area of its stand, at the rate of 0.4 per square meter of leased area in accordance with the agreement. The sum includes the **Exhibitor's, Security's, and Service Providers'** credentials.
- b. If an additional quantity is required, Reed Exhibitions will provide the credentials through a charge per requested unit.
- c. Reed Exhibitions will issue the credentials in accordance with the sequence requested in the form. If the total quantity is higher than the free-of-charge quantity, the names in excess will not be accredited until the payment is made. Afterwards, the other credentials will be issued.
- d. The request for credentials must be made only through the Exhibitor Portal at the event website.
- e. This form is intended for the accreditation of the EXHIBITOR company's employees and service providers that will work and/or stay at the stand during the periods of the EVENT (assembly, the EVENT's duration, and disassembly).
- f. The credentials for ASSEMBLY COMPANIES **are not** included in the EXHIBITOR's quota, and the ASSEMBLY COMPANY is in charge of making the payment for them.
- g. Entrance to the premises during all periods of the event – Assembly, Realization, and Disassembly periods. All ASSEMBLY COMPANIES must request the credentials for the stand's assembly and disassembly team through the ASSEMBLY COMPANY's PORTAL (at the same place of the exhibitor's, but with the assembly company's own login and password.

## B. PRINTING OF CREDENTIALS

All the EXHIBITOR's, service providers', and ASSEMBLY COMPANY's credentials may use the benefit of advance printing, provided all charges have been paid for. Only credentials for SINDIPROM members must be picked up at the pavilion's entrance, since a copy of the worker's individual identification document for the year must be delivered.

**THE USE OF THE CREDENTIAL IN A VISIBLE LOCATION IS MANDATORY BY EXHIBITORS, ASSEMBLERS AND STAFF AT THE SERVICE OF THE STAND**

## C. ELECTRONIC FORMS

### a. ASSEMBLERS CREDENTIALS

The assembly company is liable for the Accreditation of workers that will work at the Event. It must enter the exhibitor's/assembly company's portal with its login and password provided in the registration information, and assembly company's code which is provided by exhibitor.

Filling in the form requires full name (as in the ID RG), birth date, and function.

All requests must be submitted only through the exhibitor's/assembly company's portal. Printed lists or emails will not be allowed.

The assembly credentials may be previously printed or picked up on self-service totems at the event located close to CAEX on the event's first day.

The EXHIBITOR company that is in charge of assembling its own stand must provide a CREDENTIAL-EXHIBITOR to its team.

### **SINDIEVENTOS' MEMBERS CREDENTIALS**

**SINDIEVENTOS member workers, that hold the association card are exempted from paying for the credential provided they deliver a copy of the identification card in the current year (the identification card must be the one for the current year and of each worker individually. If only the company is a member, this will not entitle the assembly company employee to a free-of-charge credential, and all of them will have to pay accordingly).**

### **MAINTENANCE CREDENTIALS**

Each ASSEMBLY COMPANY will be entitled to 02 (two) Maintenance Credentials, that may be printed at the ASSEMBLY COMPANY's PORTAL in advance, to be used by workers that will be on call during the period the EVENT lasts. As such, we suggest that the EXHIBITORS request the companies engaged to build up and decorate the stand to keep employees on duty at the PAVILION throughout the EVENT period.

**Deadline to request a credential: within no later than 15 BUSINESS days before the EVENT's assembly begins.**

**PLEASE NOTE: THE PROMOTER IS NOT RESPONSIBLE FOR ANY TYPE OF MAINTENANCE SERVICES TO THE STANDS.**

As such, we suggest that the EXHIBITORS request the companies engaged to build up and decorate the stand to keep employees on duty at the PAVILION throughout the EVENT period

**The deadline to request is available on the Specific Procedures**

### b. EXHIBITOR CREDENTIALS

If there is a change in the free-of-charge quantity of credentials, the information is available at the "Specific Rules" of each event. The sum comprises **Exhibitor**, **Security**, and **Service Provider** credentials.

Should an additional quantity be necessary, the PROMOTER will provide the credentials upon payment per requested unit.

The PROMOTER will issue the credentials according to the sequence requested in the form. In case the total quantity surpasses the free quantity, the extra names will remain unaccredited until the payment is made, when then the other credentials will be issued.

**The request for credentials must be made only through the exhibitor's portal at the event's website and they may be printed in advance.**

This form is intended for the accreditation of exhibitor company's employees, on the other hand, for the accreditation of service providers that will work and/or stay in the stand during the time the EVENT lasts, the accreditation must be made at the Exhibitor's Portal, but in the Services Credentials item, each one will be bound to his/her respective company and function.

**PLEASE NOTE: THE CREDENTIALS FOR ASSEMBLY COMPANIES ARE NOT INCLUDED IN THE EXHIBITOR'S QUOTA, AND THE ASSEMBLY COMPANY IS IN CHARGE OF MAKING THE PAYMENT.**

**The deadline to request is available on the Specific Procedures**

#### **c. SECURITY GUARDS CREDENTIALS**

We highly recommend attention to the delivery of the requested documents for picking up the security credentials:

According to the requirement N° 1783/97 DELESP/SP/DPF/SP, issued by the MINISTRY OF JUSTICE MINISTRY - DEPARTMENT OF THE FEDERAL POLICE – REGIONAL SUPERINTENDENCE IN SÃO PAULO - POLICE OFFICE FOR THE CONTROL OF PRIVATE SECURITY, the EXHIBITOR **must submit the documents below to register the SECURITY GUARDS.**

#### **EXHIBITOR'S employees who perform the duty of security:**

The EXHIBITOR must inform DELESP – Police Office for the Control of Private Security, officially of the transfer of a qualified employee from their own security structure within **30 (thirty) days before the beginning of the Assembly** of the EVENT, presenting the documents to the PROMOTER, for check and filing.

#### **From the company providing Surveillance and Security services:**

- ❖ Authorization to work
- ❖ Security Certificate (valid for one year)
- ❖ Review of the Authorization to Work (valid for one year)

#### **From the Security(ies):**

- ❖ Certificate of completion of the Security Training Course
- ❖ Security refresher course statement (Valid for two years)
- ❖ Service contract (to demonstrate employment relationship)

People engaged to be security must wear a uniform, and cannot carry weapons, except in case of bank branches, even if institutional. On being presented at the entrance of the PAVILION, identification of the carrier will be required, and if the identification is being used by a third party, it will be seized.

The procedures above aim to guarantee the transparency of the registration operations before official bodies, giving helping and alerting the EXHIBITOR about any illegality in the SUPPLIER that is being hired.

The official company in charge of the EVENT's security will help PROMOTER to gather and file the documentation for the accreditation of EXHIBITOR's security guards, for the purpose of streamlining the work in a possible inspection by the competent authority.

**The deadline to request is available on the Specific Procedures**

**Please note: The credentials of the security / guard will only be given to the accredited person, upon presentation of a personal identity document.**

**The deadline to request is available on the Specific Procedures**

The EVENT's official security company is not in charge of providing protection to products displayed in the stands. Therefore, the EXHIBITOR must take all the due steps in this regard, and the **hiring of 1 (one) security guard for each stand is advised.**

**d. SERVICE PROVIDERS IN GENERAL CREDENTIALS**

For contracted companies (cleaning, catering, receptionists, sound teams, etc.) The requests must be submitted through the exhibitor's portal at the event's website. These credentials are **only valid for the EVENT period**. The following information must be provided and will appear on each credential:

- ❖ The accredited person's name (full name, as on identity document)
- ❖ The name of the exhibiting company for which he works
- ❖ The service provision company which engaged him

**The deadline to request is available on the Specific Procedures**

**2 – INSTALLATIONS AND SERVICES REQUESTS**

The instructions and electronic forms are available at the Exhibitor Portal at the event's website. The access shall occur by means of your login and password. The bank slip is generated 24 hours after the request and will be sent to the registered email.

These requests will only remain available at the event's website **up to 15 business days before the event's assembly beginning (please check the correct date on the Specific Procedure of the show)**

Service orders submitted after 15 business days before the assembly of each event begins will be subject to the technical possibilities of providing the services.

If there is the possibility that they will be provided, the amounts to be paid do not include the ten-per-cent (10%) discount given on orders submitted before the deadline.

**A. COMPRESSED AIR**

Upon the request filling out and payment, the promoter will install a compressed air supply point at your stand, close to the gutter, **with a ¾-inch, female thread, nozzle exit valve, with a 7 kg/cm<sup>2</sup> pressure, equivalent to 100 pounds per square inch (PSI)**. The exhibitor must access the exhibitor's portal and submit a request indicating the flow (consumption) in cubic feet per minute (pcm), of the necessary quantity.

**In case of request cancellation or alteration, the promoter must be informed in writing within a maximum term of 24 hours after the slip receipt by the exhibitor.**

For your product testing the compressed air conducting line will be started according to the **EVENT Specific Procedures** and will operate again in the event due period and time.

The exhibitor must complete the compressed air installation with a suitable filter with pressure regulator to meet its needs, as the promoter will not accept responsibility for any impurities or moisture contained in the air.

Should the exhibitor opt for bringing its own compressor, it must arrange installations that completely eliminate any risks to persons, goods and stand elements, as well as prevent noise or vibration levels that might disturb operations at contiguous stands.

**The PROMOTER reserves the right of interrupting the appliance operation should these requirements not be complied with.**

The compressed air supply can only be used to feed machines, and its utilization in equipment having decorative purposes will not be allowed.

**PLEASE NOTE: ATTENTION: WE REMIND YOU THAT THE PAYMENT REFERS TO THE INSTALLATION OF A POINT WITH THE REQUESTED CONSUMPTION. IF THERE IS A NEED FOR SURPLUS POINTS, THERE WILL BE AN EXTRA COST PER POINT REQUESTED.**

**B. HYDRAULIC****a. WATER SUPPLY WITHOUT SINK (water/ sewerage)**

Upon the form filling out and the request payment, the PROMOTER will install the water supply and draining point at your stand.

The assembler contracted by the exhibitor must contact the caex to inform the point location for this installation, **before the stand flooring placement**.



The installation will comprise a ¾-inch supply point with valve and a 2-inch (50 mm) draining point, and the cost applies per requested supply point.

**WE DO NOT INSTALL POINTS ON THE MEZZANINE OR ON THE SECOND FLOOR.**

The EXHIBITOR will be responsible for completing the dispensing installation at its stand in compliance with the ABNT standards, from the point installed by the PROMOTER.

The PROMOTER will not supply basins, and the exhibitor must request their installation directly with the assembler that it contracted for the stand assembly.

It is necessary to check the event "Specific Rules" to see if there will be installation availability according to the pavilion where the event will take place.

**PLEASE NOTE: THE WATER POINT MUST NOT BE INSTALLED CLOSE TO THE ELECTRICITY POIN**

**b. OUTFLOW POINT FOR AIR CONDITIONING**

Contracting is only available to pavilions where the air conditioning installation is Allowed.

It is mandatory, through this form, to request a drain point exclusively for air conditioning appliances, for any exhibitor who installs one or more air conditioning appliances at their stand, to drain the condensed water.

The assembler contracted by the EXHIBITOR must contact the CAEX to inform the point location for this installation, **before the stand flooring placement**.

It is not necessary to request a point for each appliance, inasmuch as the exhibitor can make the distribution system as from this point, interconnecting the various air conditioning appliances drains to a ½-inch crystal hose by means of a plastic "T".

In case the exhibitor does not want to make the distribution system, they must then request a point for each air conditioning appliance.

It is necessary to check the event "specific rules" to see if there will be installation availability according to the pavilion where the event will take place.

**PLEASE NOTE: THE DRAIN POINT IS EXCLUSIVE FOR AIR CONDITIONING APPLIANCES.**

**c. POINT FOR EQUIPMENT**

Upon the form filling out and the request payment, the PROMOTER will install the water supply and draining point at your stand, for the demonstration of machines and/or equipment.

The installation will comprise **a ¾-inch supply point with valve and a 2-inch (50 mm) draining point**.

It is necessary to check the event "specific rules" to see if there will be installation availability according to the pavilion where the event will take place.

**C. ELECTRIC POWER**

Service orders submitted after 15 business days before the assembly of each event begins will be subject to the technical possibilities of providing the services.

If there is the possibility that they will be provided, the amounts to be paid do not include the ten-per-cent (10%) discount given on orders submitted before the deadline.

If the need arises for additional power, that is, that **is not included in the event's planning, organization, and management agreement**, the exhibitor must request it through an e-form available at the exhibitor's portal in the event website.

Bank slips will be issued for payments in the banking network, if requested until the deadline.

The referred services will remain available at the event's Website up to 15 business days before the assembly beginning.

And the promoter will install a power supply point at the exhibitor's stand, at the most convenient location for the Promoter.

The exhibitor will be responsible for providing a network entrance containing a main switch with suitable and complementary circuit breakers to the distribution installation at its stand, from the point installed by the promoter.

Each and every electrical installation must be accompanied by a project with a descriptive memorial of the entire installation and distribution executed by a qualified professional, in compliance with the abnt and eletropaulo standards.

**The submission of the project and *art* or *rrt* (with the due paid amounts) is an essential condition for the submission to the promoter, with the exhibitor's portal, with the login and password of the exhibitor or assembly company.**

**Any metallic structure belonging to the stand must be duly grounded, in compliance with the abnt standards.**

The installation of electric artifacts, pendants or external fixation will not be allowed without the promoter's previous authorization.

**For the public improved safety, the stand installations (air conditioning, illumination, equipment, wires and cables) cannot be visible to neighboring stands or to visitors**

**We kindly request the production of gutters with removable lids, departing from the pavilion gutter as far as the stand's power switchboard, as well as the hydraulic installations.**

The stand main switch must be placed at a freely accessible location for the promoter's security service. In case a power cabinet be installed at the stand, the promoter must receive a copy of the key allowing its access.

Information about the pavilions voltages is available in the Specific Procedures of each event. Charges are per kva.

Where special voltages of 380v and 440v are not available, these may be provided, but in this case, **special points will be charged, in addition to the power consumption, please check this information on the Specific Procedures of the Show**

**The promoter recommends that each stand should have protection equipment (surge protector, automatic switches, no break) against possible power oscillation or lack of phases, and such equipment must be at a freely accessible location. The promoter will not be responsible for any damages caused due to absence of this equipment.**

To calculate the number of KVA necessary for its stand, the EXHIBITOR must simply sum the W and KVA indicated on the equipment plates and on the bulbs to be used in its illumination. It is not necessary to consider the KVA/hour, as the kVA cost refers to the consumption during the EVENT entire operation period.

Any power consumption in excess found in the course of the event by the electric power technical team will be taken into account by the promoter as an excess, and the difference found between the quantity of consumed power by the exhibitor and quantity of contracted power and actually paid by the exhibitor, will be charged by the **promoter in proportion to the specified service, with a 25% increase as a penalty.**

As a basis for calculation, at the end of this manual please find a table with the quantity of kva consumed by the most commonly used items in a stand.

**Attention:**

**The hydraulic and electricity installations need a previous dimensioning for an efficient and adequate distribution and utilization of the necessary equipment and components. Therefore, the promoter will not authorize the installation of these services when the request is not submitted within the authorized deadline.**

The area intended to the stand assembly will only be released to the exhibitor upon request and payment of hydraulics and electricity (the electricity service is mandatory).

**THE PAVILION WILL BE POWERED 24 HOURS BEFORE THE BEGINNING OF THE PERIOD IN WHICH THE EVENT WILL BE HELD.**

During the time the event is held, the electric power should be turned on by the exhibitor one hour before the event starts and turned off one hour after the end of the event. If exhibitor needs electric power outside these hours, the request should be made by e-mail to [atendimentoexpositor@reedexpo.com.br](mailto:atendimentoexpositor@reedexpo.com.br) or [atendimentomontador@reedexpo.com.br](mailto:atendimentomontador@reedexpo.com.br)

Please note that in this case, there will be extra costs and the request must be made 24 Hours in advance

The use outside these hours without previous request, will result in turning off the general switch of the stand without liability or loss that may be sustained and a penalty will be imposed in the amount of 100% over the requested kva

After the daily closing of the event, exhibitor should turn off the electric power of the whole stand. Therefore, if there is a freezer, refrigerator, machines or products that need continuous power supply, we ask that a notice in advance to the promoter should be made by e-mail to [atendimentoexpositor@reedexpo.com.br](mailto:atendimentoexpositor@reedexpo.com.br) or [atendimentomontador@reedexpo.com.br](mailto:atendimentomontador@reedexpo.com.br).

At the end of each day of the EVENT, the electricity will be switched off by Exhibitor. As such, should there be any equipment appliances like freezer, refrigerator, machines or products in the Stand which require a continuous supply of power we ask that specific binding be done on the power board with a separate circuit breaker so that these items remain connected and the Stand disconnected.

In case the PAVILION does not bear the electricity demand, we will use generating sets to supply the general demand. The distribution will be made with absolutely technical purposes by our Electricity Department. Consequently, your stand may be supplied through generating sets.

### 3 – DIRECT TELEPHONE LINE AND INTERNET

SEE THE SPECIFIC PROCEDURES OF EACH EVENT.

**Request: Up to 15 BUSINESS days before the EVENT assembly beginning.**

### 4 - ASSEMBLER CONTRACTING

We recommend EXHIBITORS to anticipate the contracting of an Assembly company, as due to the high number of stands at the EVENT such companies may not accept last-minute requests. There is a high number of assemblers which indication may be obtained at:

**SINDIPROM** - São Paulo State Trade Fairs, Congresses and Events Promotion, Organization and Assembly Companies Trade Association.

[www.sindiprom.org](http://www.sindiprom.org).

## VI – ASSEMBLY

### 1 – PERIODS AND TIMES

**PLEASE NOTE:** CHECK THE “SPECIFIC PROCEDURES” OF EACH EVENT, AVAILABLE AT THE EVENT’S WEBSITE.

**A FINE OF R\$ 500.00 (FIVE HUNDRED REALS) PER HOUR OF DELAY WILL BE CHARGED FROM EXHIBITORS NOT COMPLYING WITH THE ESTABLISHED TIMES.**

The companies contracted for the stands assembly and/or decoration are responsible for removing debris and unused materials, as the stand Cleaning Service contracted by the EXHIBITOR can only be effective as from 7:00 a.m. of the day after the opening date.

### 2- STAND LOCATIONS

The EXHIBITOR will receive their stand area demarcated on the PAVILION floor, and at least it will be required to place carpets, install dividing walls, illumination, and identification letterings.

The flooring demarcation must be checked (meterage and location) by the Assembler contracted by the EXHIBITOR before the assembly works begin, in order to avoid subsequent problems.

### 3- BOOTH PROJECT

The booth project must meet all standards contained in this MANUAL, in the EVENT SPECIFIC RULES, and/or of public order, as provided in the Liability Statement signed by the EXHIBITOR and ASSEMBLER.

**IT IS MANDATORY TO SEND THE BOOTH PROJECT FOR ANALYSIS UP TO 15 DAYS BEFORE THE ASSEMBLY BEGINNING. AFTER THIS PERIOD THE ANALYSIS WILL BE SUBJECT TO THE RESPONSIBLE TECHNICIAN AVAILABILITY.**

All projects must be submitted through the Exhibitor/Assembler Portal, using the ASSEMBLER LOGIN and PASSWORD and the ASSEMBLER CODE provided by the EXHIBITOR, in the item – DOCUMENTATION – PROJECT.

- PROJECTS – Images in JPG (1 image per item below) - IT IS MANDATORY TO UPLOAD all items below at once, because it is not possible to make partial submissions:

- Front view with elevation and quotas
- Right side view with elevations and quotas
- Left side view with elevations and quotas
- Ground plan with quotas

Responses will be available in the system after up to 48 hours (2 business days) after submission/uploading. In case of doubts as to interpretation of this MANUAL’s terms, we suggest that the PROMOTER be consulted with, in order to avoid future inconveniences

### 4 – PERSONNEL ACCESS

Bearers of the following credentials will be allowed access to the PAVILION in the Assembly period, with the entrance minors under 16 years old being prohibited:

- ASSEMBLER/INTERIOR DESIGNER credential
- EXHIBITOR credential
- SECURITY credential
- OFFICIAL SUPPLIERS’ credential
- SERVICE PROVIDERS’ credential

## 5 – VEHICLES ACCESS

THE INFORMATION ABOUT VEHICLE ACCESS TO THE PAVILIONS ARE AVAILABLE IN THE SPECIFIC PROCEDURES OF EACH EVENT.

THE ENTRANCE OF ANY TYPE OF AUTOMOTIVE VEHICLES WILL NOT BE ALLOWED ON THE LAST DAY OF ASSEMBLY.

## 6 – ELECTRIC POWER SUPPLY FOR TOOLS ( MANDATORY REQUEST)

The use of electric power service will be charged, for an outlet, per stand to be assembled for use of saws and drilling machines; if the simultaneous use is found, an additional amount will be charged per tool; for all stands with built assemblies the execution of an agreement for an ELECTRIC TOOL OUTLET will be required for its use.

**Electric power will only be provided to the foregoing tools if they have extension PP cables without patches.**

**PLEASE NOTE:** THE OUTLETS FOR TOOLS ARE AVAILABLE NEAR THE PAVILION PILLARS AND THE ASSEMBLY COMPANY MUST PROVIDE A SEAMLESS EXTENSION CABLE TO USE THEM, ACCORDING TO THE FOREGOING STANDARDS, WITH NO PP CABLES.

## 7 – GARBAGE COLLECTION AND EMBANKMENT IN THE ASSEMBLY/DISASSEMBLY PERIOD(REQUIRED REQUEST)

An amount in connection with garbage collection and embankment of the PAVILION's common areas, during assembly and decoration of the EVENT.

After the streets have been carpeted, it is strictly forbidden to dispose garbage in them. The stand's garbage must be kept in plastic bags and placed in the halls to be removed by the PROMOTER's cleaning team.

**PLEASE NOTE:** THE FAILURE TO COMPLY WITH THIS RULE WILL RESULT IN THE IMPOSITION OF A FINE AND DISACCREDITATION OF VIOLATORS.

THIS FEE DOES NOT COVER THE STAND's INTERNAL CLEANING

# VII – BASIC ASSEMBLY RULES

## 1 - FLOORING

The area of each stand will be demarcated by the PROMOTER on the PAVILION flooring. For the stand assembly the EXTERNAL ANGLE of the paint mark on the flooring must be considered.

## 2 – DIVIDING WALLS

Dividing walls must be built between stands having neighbors. Establishing the limit of each area, according to the marking on the PAVILION flooring. The walls minimum height must be 2.20m. Walls that exceed the dividing walls must have their finishing compatible with the internal finishing, in a uniform and well done way.

**a) GLASSES IN STAND ASSEMBLIES:** In case glass be used at the stand, and if it be laminated, the use of adhesive films and/or protection signaling stripes will be mandatory (for the public safety in case of breaking). If hardened glass is used, we recommend the utilization of signaling stripes.

## 3 – LIMIT HEIGHTS AND RECESSES

The table below establishes the permitted heights and retreats for the stands' decoration elements. These heights are considered as from the pavilion floor, and there will be no need to make recesses in relation to the streets for

stands with areas that do not mean islands, and the maximum height and recesses in the table below will be maintained.

The stands that are not an island may fully occupy the linear measurement of its perimeter, up to 4.5m high, and there is no need to make a recess, and starting at 4.51m high, the assembly may not exceed 40% of the perimeter. If this percentage is exceeded, the recesses established in the table below must be complied with.



In the event of assembly of elements such as front-pieces, beams, pillars, and totems, there will be no need for recesses, provided they are built within the stand area where no walls or panels have been assembled in the same projection.

Elements built at the border with neighbors must comply with the recess table.

Maximum height – (m)	Minimum jib (setback) – (m)
Up to 4,50	0,00
4,51 a 6,00	1,00

**PLEASE NOTE: IN THE EVENT OF UPDATES OR DIFFERENT RULES, THE “SPECIFIC PROCEDURES” IS THE VALID MANUAL FOR THE EVENT’S OFFICIAL RULES. PLEASE CHECK IT BEFORE THE PROJECT IS DRAFTED.**

**A. GRAPHISM**

The use of graphism (logos, visual communication, etc.) that faces the neighboring stands is not allowed No matter what the angle it is installed.

**B. PAVILION CEILING**

The use of the PAVILION ceiling to fixate steel cables for staying of illumination structures with front pieces coupled

(or not) to this structure will depend on previous analysis of the projects. Before the project is drafted, one needs to confirm whether the use of aerial structures is allowed. Events held at SP EXPO require the confirmation at the Exhibitor’s/Assembly Company’s Portal, the GL AIR STRUCTURE MANUAL.

**PLEASE NOTE: IT IS STRICTLY PROHIBITED TO SUPPORT, TIE OR HAND ANY STAND ELEMENT OR EXHIBITED PRODUCTS ON THE PAVILION CEILING STRUCTURE, EXCEPT SUPPORT STRUCTURES FOR ILLUMINATION. THE DOCUMENTS LISTED BELOW MUST BE SENT TO THE PROMOTER’S TECHNICAL AND OPERATIONAL DEPARTMENT,**

- Booth architectural PROJECT with drawing, cuts, elevation and perspective with all quotas.
- PLAN AND ELEVATION showing the status of all elements that will be hung.
- PLAN OF CABLES DISTRIBUTION - PAVILION roof and the corresponding steel cables tying the booth parts to the roof ties (eyelets).
- DESCRIPTIVE MEMORIAL of all booth elements which will be hung and how such elements will be fixed on the PAVILION roof.
- PROJECT AND THE CALCULATION MEMORY of elements that will be hung, and parts, steel cables and others dimensioning.
- SUPPORT REACTIONS in the structures that will be hung and on the PAVILION roof structure eyelets.
- All documents must specify the booth name (exhibitor), EVENT and technical engineer. The technical engineer must sign all pages.
- It is mandatory to have the calculation of all weights and weight partitions distributed by the structure eyelets.
- A.R.T. (Technical Liability Note) or R.R.T. (Technical Liability Register) properly filled and paid, describing the professional liability – MANDATORY in the RRT PROJECT and RRT EXECUTION submission with payment receipts.
- Copy of the responsible professional identification card (engineer or architect)
- The ART or RRT must include the EVENT’s full period, that is, Assembly, the duration of the actual Event, and Disassembly. The ART or RRT will not be accepted in case of failure to include these complete data

The ART or RRT must clearly contain the identification and signatures of the contractor and of the Civil Engineering or Architecture area professional registered with CREA or CAU, and the specifications of the structure hanging on the PAVILION ceiling. The ART or RRT must be paid at a banking institution. Without machine authentication it will be disregarded.

The supply of steel cables and their installation are in charge of the assembly company / exhibitor

Works carried out in the PAVILION structure will only be allowed to companies accredited by the PROMOTER/PAVILION. ONLY THE FOLLOWING WILL BE ALLOWED: Elastane-type fabric without images, for illumination effects. THE IGNIFUGATION SURVEY SUBMISSION IS MANDATORY. The illumination structures hanging on the PAVILION ceiling, in case they have "CEILINGS" and COATINGS they must comply with the recession table. When the structures be hollow and without ceiling, they can be on the streets and neighbors alignment. CEILINGS made of wood, canvas, and similar materials will not be allowed.

FRONTPIECES: Only stand identification frontpieces (EXHIBITOR'S NAME/LOGOTYPE) coupled to the elements (illumination supports) will be allowed. The frontpieces must comply with the recession table and their height cannot be over 1m, and their length are not subject to any meterage restrictions. The installation of banners or any decorative elements will not be allowed (multimedia, as well as: sound boxes, television sets, projectors) on the illumination structures hanging from the PAVILION ceiling.

The illumination structures hanging on the PAVILION ceiling, in case they have "CEILINGS" and COATINGS they must comply with the recession table.

When the structures be hollow and without ceiling, they can be on the streets and neighbors alignment.

**PLEASE NOTE: STEEL CABLES CAN ONLY BE TIED IN THE EYES (KNOTS) OF THE PAVILION CEILING STRUCTURE.**

#### 4 – CONSTRUCTION IN MASONRY

Any constructions (floorings, walls) in masonry or similar are prohibited.

#### 5 – GARDENS AND PLANTS

Ornamental gardens, flowers and plants will be allowed when contained in vases, baskets or other recipients, as long as loose earth, sand or stones are not used directly on the PAVILION flooring for the execution of gardens.

#### 6 – STAND VERTICAL PROJECTION

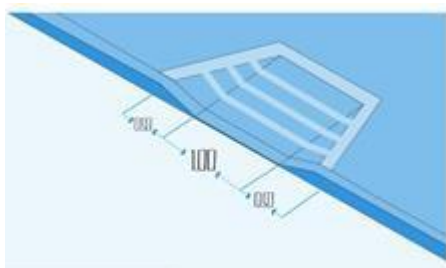
The vertical projection of any assembly element, including (DISPLAY WINDOWS, DECORATIVE ELEMENTS, AIR CONDITIONING APPLIANCES, OR EXHIBITED PRODUCTS/EQUIPMENT) must mandatorily be within the stand area perimeter limits.

Projections over contiguous stands or over the EVENT circulation ways will not be accepted, except reflectors for the stand façade and logotypes illumination, as long as they be installed at the minimum height of 4.00m

#### 7 – RAISED FLOORS - ACCESSIBILITY

a) The EXHIBITOR is responsible for building its stand and keep it in compliance with the provisions in the Brazilian Law of Inclusion and the Brazilian Association of Technical Standards (ABNT), ensuring the right to accessibility to all handicapped and reduced-mobility persons, for any purpose, in accordance with the laws in force. The Record of the Responsible Professional Engineer (ART) for the EXHIBITOR's stand must expressly mention the compliance with the Brazilian Law of Inclusion – Law no. 13146/15 and the ABNT Technical Standards, as a condition for approval by Reed Exhibitions Alcantara Machado, according the requirement of the State of São Paulo Prosecution Office, without prejudice of other provisions included in EXHIBITOR's Manual.

b) Each stand IS REQUIRED to have at least one ramp, at a visible and easily accessed location, that complies with the rules below. Preferably, the whole raised floor with access to people should be fully lowered. Ramp Requirements according to NBR9050 (The ramp must be at least 1.00x1.00m with smooth corners of 0.50 m at each side):



Besides the use of non-slippery Floor. The minimum length and width must follow the pattern in the table below:

Floor height(cm)	Minimum Length(cm)	Minimum width (cm)	Minimum width of each level
3	No ramp	No ramp	No beveling
4	100	100	50
5	100	100	50
7	100	100	50
10	100	100	50
15	150	100	75
20	200	100	100

c) **The PAVILION** floor may not, in no event whatsoever, to be marked, painted, drilled, or excavated. The use of the floor cable ducts, for any purpose, is prohibited.

**d) FOR STANDS LARGER THAN 1,000sq.m**

All and any stand that has a raised floor, irrespective of the type of material with access to the street, must have ramps in its whole extension, it may not have steps due to the large number of visitors and people gatherings. Ramps will not be required in raised floors only in cases of existence of walls with no entrance for the public.

**8 – STAND MEZZANINE OR 2nd FLOOR**

- a) Stands with mezzanine or 2nd floor will only be allowed if the leased area in the agreement is equal to or larger than 500sq.m. Even then, the mezzanine / 2nd floor area can have a maximum 25% of the stand's total area and must have a recess of, at least, 2 meters from the perimeter limits.
- b) The use of mezzanine or 2nd floor areas will imply the additional payment of 50% over the amount per sq. meter set forth in the agreement.
- c) In the event a mezzanine or 2nd floor is built, the allowed final height, ONLY FOR THIS AREA OF THE STAND – MEZZANINE OR 2nd FLOOR will be 8.00m, counting from the PAVILION floor, with the minimum recess of 2m.
- d) Stands located in parallel to pavilion walls require the stand to be constructed in the wall opposite the main street of the event.
- e) Please note: The Stair to access the mezzanine or 2nd floor must be considered an integral part of the project, and the heights and recesses must be complied with, and the stair specific structural calculus must be submitted. The maximum load in the mezzanine or 2nd floor must be displayed in kg/sq., and the number of people, right in the beginning of the stair that links this ground floor to the mezzanine or 2nd floor.
- f) Stands with mezzanine must have the ART or RRT highlighted, with information on the name and qualification of the responsible engineer and its company with the due payment, as well the registration of that company with the Regional Council of Engineers (CREA) or Council of Architects (CAU). The ART or RRT must include the EVENT's full period, that is, Assembly, the duration of the actual Event, and Disassembly. The ART or RRT will not be accepted in case of failure to include these complete data.
- g) The project of the stand with mezzanine or 2nd floor must include the structure calculation sheet for the 2nd floor.
- h) The structure must be designed in accordance with the calculations of capacity per sq., in compliance with the calculation sheet of load capacity.
- i) The mezzanine floor or 2nd floor must be compatible with the load established in the load calculation spreadsheet.
- j) The use of glass panels in the mezzanine or 2nd floor is not allowed, and acrylic, polycarbonate panels or similar materials must be used, which will have 1.00 x 1.40 m as their maximum opening dimensions. The only exception to this rule will be applicable only in cases in which glass panels have been added a safety film of the insulfilm type or are made of laminated or tempered glass panels.

k) The documents listed below are required to be submitted to Reed Exhibitions Alcantara Machado's operational and technical department, by uploading them to the EXHIBITOR/ASSEMBLY COMPANY portal within the term periods established in this standard before the event's assembly begins. A RXAM either will or will not authorize within no later than 2 business days (48 hours) after the submission for review:

- i. Project
- ii. Structural calculus
- iii. Specifications
- iv. The project ART/RRT with proof of payment
- v. The construction ART/RRT with proof of payment
- vi. Copy of the responsible professional identification document issued by CREA/CAU

**PLEASE NOTE:** -THE REVIEWS OF PROJECTS WILL START WITHIN 90 DAYS BEFORE THE BEGINNING OF THE EVENT ASSEMBLY. PROJECTS SENT WITHIN THIS TERM WILL GET THE RESULT OF THE REVIEW WITHIN 48 HOURS.

- THE MINIMUM AREA MAY CHANGE IN ACCORDANCE WITH THE EVENT. PLEASE CHECK THE MINIMUM AREA IN SQ. M IN THE "SPECIFIC PROCEDURES".

## **9 – STANDS ON OUTSIDE AREAS**

Stands located on the PAVILION outside areas must comply with all standards contained in these regulations and with the ABNT standards, [www.abnt.org.br](http://www.abnt.org.br), and submit a technical feasibility study signed by a qualified professional in charge, together with a structural calculation, which must comply with the project characteristics, with the drag coefficient stipulated for each region of the country at the time of the year and at the location where they are to be assembled.

## **10 – CATWALKS/STAGES/RAISED FLOORS**

The construction of runways and stages will only be allowed in stands that have a contracted leased area equal to or higher than 150sq.m. All and any runway or stage may not exceed 1.20m in height and must have a recess of at least 2.00m from the stand's perimeter limits, and it must fully face the interior of the stand, irrespective of the area being an island. In the other stands, the raised floor, that may have people walking on it, may not exceed the 1.20m height, counting from the PAVILION floor. The submission of a floor-, stage-, or runway-specific ART or RRT is required.

## **11 – WORK RULES**

- a) Any stand element must have finishing on both sides, either on the division with contiguous stands or on the division with transversal streets. The only exception will be for stands located on the PAVILION's limiting perimeter.
- b) The entrance and installation of the following equipment inside the PAVILION will not be allowed:
  - Bench circular saw both for joinery and locksmithery;
  - Cutting disc saw for iron and aluminum;
  - Welding machine for iron and aluminum;
  - Weld with acetylene and oxygen;
  - GLP or any gas.
- c) Sandpapering and/or coating the stands' walls with mortar will not be allowed within the PAVILION premises; as well as gas welding, coating, and spray painting.
- d) Steel structures for stands must be enter the PAVILION in a semi-finished stage, and their components must be assembled with screws. The construction of parts and welding of components within the PAVILION will not be permitted.
- e) Stands with wooden structures must enter into the PAVILION semi-finished, lacking only the final finishing details.
- f) Pneumatic or spray gun paintings will not be allowed.
- g) The circulation ways and contiguous stands cannot be used for storage of materials, tools and products to be installed at the stand. Every operation must be performed exclusively within the EXHIBITOR's stand limits. NONCOMPLIANCE WITH THE ABOVE CONDITIONS WILL IMPLY ENTRANCE PROHIBITION OF ANY

TYPE OF MATERIALS OR VEHICLES OF THE RESPONSIBLE COMPANY, AND OF THE STAND ASSEMBLY WORKS CONTINUITY.

h) Every work with greases, paints, corrosive materials, powders and liquids must be carried in suitable recipients, avoiding damages to persons, to the PAVILION, and to contiguous stands.

i) For the carpet fixation directly on the PAVILION flooring only DOUBLE-SIDED TAPE should be used, and IT IS PROHIBITED TO USE GLUE

j) AIR CONDITIONING APPLIANCES: The air conditioning appliances hot air exit MUST NOT be directed to the streets or to the contiguous neighbors; it should be deviated upwards. The air conditioning appliances must be installed exactly inside the stand area limits, observing the recession table, in such a way as not to impair the streets and neighbors visual esthetics. An exclusive discharging point for the air conditioned appliance to drain the condensed water is mandatory. The AIR CONDITIONING installation requires confirmation on the authorization to its installation in the PAVILION where the EVENT will be held.

**12 – SAFETY RULES**

REED EXHIBITIONS, jointly with other organizers of international events has promoted the drafting of a practical guide to help exhibitors and contractors in performing actions and attitudes that aim at the security and hygiene of all those that work or visit an exhibition or a Conference. The practical guide was named the g-Guide (Guide to Global Standards of Health and Safety at Exhibitions and Conferences), which is available for downloading from the Event Exhibitor Portal. See below some instructions on the assembly and installation of special machines, use of fireproof materials, fire extinguishers, prohibited equipment, hydrant obstruction and use of Individual Protection Equipment (IPE).

1. Special Installations:

a) Any equipment whose demonstration may be a risk to the public, to contiguous stands or to the PAVILION, must have special installations that, at Reed Exhibitions discretion, completely eliminate any dangers.

b) The use and/or application of fireproof material (FIREPROOFING work) is required to coat the stands’ floor, wall panels, and ceiling. See more details in the “Procedures for Electricity and Fireproof Materials in the Assembly of Stands” in the Event’s EXHIBITOR Portal.

2. Fire extinguishers:

a) Every EXHIBITOR will be required to keep in its stand, from the beginning of Assembly, during the whole time the EVENT is held, and until the end of Disassembly, a fire extinguisher with the compatible charge with the products it displays and materials used in the stand assembly.

b) They must not be fixed in stairs, must be unobstructed and duly signaled in accordance with the table below. Fire extinguishers must be distributed so as the user does not have to walk more than 25 meters to reach them. We suggest the use of the ABC Powder fire extinguisher, since it is able to replace any kind of fire extinguishers in the specific A, B, and C classes.

	CONTINUOUS STAND	DIVIDED STAND
<b>AREA / m2 CO2 OR</b>	<b>PQS (DRY CHEMICAL POWDER)</b>	
Up to 50	1	2
From 51 to 100	2	4
From 101 to 150	3	6
From 151 to 200	4	8
From 201 to 250	5	10
From 251 to 300	6	12
From 301 to 350	7	14

Reed Exhibitions Alcantara Machado reserves the right to require a larger number of fire extinguishers, inspect them, require reloading them, and establish places where to fix them. For any question ask a safety technician or, during the time the EVENT is in operation, RXAM’s firemen at the Safety Room

**3. Prohibited equipment**



- a. The operation of internal combustion engines inside the PAVILION is prohibited during the period the EVENT is held.
- b. The use of explosives, non-inert, toxic gases, fuels, GLP, and inflammable liquids is prohibited.
- c. Any activity using fire, or the use of tools that may trigger flames, sparks, smoke, etc. is prohibited. Such as electric welding, blowtorches, spinning sanders for steel or metals, among others.

#### **4. Hydrant Obstruction**

- a. If your stand has a floor hydrant inside your area, it may not be obstructed by equipment or walls, and must have a false floor duly identified and easily removable.
- b. Taking fire extinguishers from their fixed points to be used elsewhere as emergency fire extinguishers is prohibited without RXAM's previous authorization

#### **5. Individual Protection Device - IPD**

- a. The use of individual protection equipment (IPD) is mandatory, such as: helmets, gloves, belt for heights, boots, safety glasses during the whole period the person stays in the pavilion for assembly and disassembly of the event.
- b. The EXHIBITOR and ASSEMBLY COMPANY are in charge of supplying to their employees and/or contractors the proper IPDs in accordance with the risk, in perfect conditions and operation as established in Brazilian laws for the assembly in event stands.
- c. The ASSEMBLY COMPANY/EXHIBITOR is liable for controlling the use of IPDs by their workers or contractors, and each one of them must keep a person in charge of distributing and controlling the use of IPDs at all times during the assembly and disassembly of the stand. The FAILURE to use IPDs by any person at work at the stand will result in the imposition of penalties according to the next item.

-The warnings and penalties will be imposed on the violator and on the person in charge of the assembly at the time of the occurrence, by the operational authorities or by Firemen contracted by PROMOTER according to the following order:

-1st Violation: Oral warning to the Worker and reporting of the violation to the responsible person appointed by the ASSEMBLY COMPANY;

- 2nd Violation: A fine of two hundred Reais (R\$ 200,00) and reporting of the violation to the responsible person appointed by the ASSEMBLY COMPANY;

-3rd Violation: A fine of four hundred Reais (R\$ 400,00) and reporting of the violation to the responsible person appointed by the ASSEMBLY COMPANY;

- 4th Violation and so forth: A fine of eight hundred Reais (R\$ 800,00) and reporting of the violation to the responsible person appointed by the ASSEMBLY COMPANY.

#### **6. Entrance and Stay in the Pavilion**

- a. The entrance and stay, during the Assembly and Disassembly periods, of persons without identification tag, and shirtless persons or who are wearing shorts, skirts/dresses/short pants, or wearing wooden shoes or sandals is prohibited.
- b. The entrance of any animals is expressly prohibited.

### **13 – EMERGENCY EXITS**

In the areas signaled and determined as emergency exits, it is expressly prohibited to store any type of material. All projects of stands having closed environments must contemplate emergency exits. In case of auditoriums, the number of emergency exits must be compatible with the contemplated number of seats

## **VIII – REALIZATION**

### **1 – PERIODS AND TIMES**

SEE THE “SPECIFIC PROCEDURES” OF EACH EVENT, AVAILABLE AT THE EVENT’S WEBSITE.

### **2 – PERSONNEL ACCESS**

Bearer of the credentials below will have access to the PAVILION in the Realization period, at the times specified below.

- MAINTENANCE credential together with the ASSEMBLER/INTERIOR DESIGNER Credential(During the EVENT's entire Realization period)
- EXHIBITOR credential (During the EVENT's entire Operation period)
- SERVICES Credential (During the EVENT's entire Realization period)
- CLEANING Credential (Daily, during the SUPPLY and MAINTENANCE time).
- SECURITY Credential (During the EVENT's entire Operation period)
- UTILITY Credential (During the EVENT's entire Realization period)

### 3 – VEHICLES ACCESS

The vehicles access into the PAVILION is prohibited during the EVENT's entire Realization period.

### 4 – SUPPLY AND MAINTENANCE

We recommend that a suitable schedule be prepared, as there cannot be any exceptions. Every food product must be packaged in an appropriate recipient for transportation. Ex.: Ice, recipients for liquids.SEE THE "SPECIFIC PROCEDURES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE .

### 5 – EVENT VISITING

SEE THE "SPECIFIC RULES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE – CLICK ON "EXPOR".

### 6 – ENTRANCE OF MINORS

SEE THE "SPECIFIC RULES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE

### 7 – STAND OPERATION

During the entire Realization period there must be at least one employee of the EXHIBITOR's at the stand, qualified to provide information about the exhibited products.To better assist the visitors/buyers, the stand must be ready and in operation, daily, 30 minutes before the official opening; therefore, we recommend that the service providers arrival at the stand occur one hour before the EVENT opening time.

The PROMOTER reserves the right of anticipating the opening time to better assist visitors/buyers, considering the number of visitors upon the works beginning and/or the current conditions.

**PLEASE NOTE: - IT WILL NOT BE ALLOWED TO END THE STANDS ACTIVITIES BEFORE THE EVENT'S REALIZATION TIME END, EVEN ON THE LAST DAY OF THE EVENT.**

**-THE STAND ILLUMINATION MUST BE KEPT ON DURING THE ENTIRE REALIZATION TIME. UPON EACH DAY CLOSING, THE EXHIBITOR WILL BE RESPONSIBLE FOR TURNING OFF THE MAIN SWITCH OF ITS STAND**

### 8 – OPERATION LIMITS

The PAVILION corridors are areas of common use, and it is not allowed to solicit visitors or distributed printouts or any other articles there, except those derived from an agreement entered into by and between the EXHIBITOR and the PROMOTER.

The PROMOTER reserves the right of seizing any material distributed outside the stand's limits during the EVENT REALIZATION period, in case of exhibition or distribution of materials not contemplated by an agreement entered into by and between the EXHIBITOR and the PROMOTER. The collected material returnwill be made at the Security Room, no later than the first day of disassembly. After this deadline the collected material will be sent to a warehouse, and the costs derived from this operation will be borne by the EXHIBITOR.

### 9 – STAND VISITING

The stands must be fully open to visiting, and the EXHIBITOR cannot sell tickets under any form or pretext, at any title whatsoever. In EVENTS where artistic activities are allowed, printed invitations for shows, fashion shows or internal promotions at the stands will not entitle their bearers to enter into the EVENT, for which they must have appropriate invitations.

## 10 –DIGITAL LEADS RETRIEVAL

We recommend the following good practices for the use of the Digital Leads Retrieval:

### CEL PHONE MINIMUM REQUIREMENTS

- Android: version 6.0 or superior and over 15MB of available memory space
- iOS: version 9.0 or superior and over 90MB of available memory space
- Wi-Fi internet connection or 3G/4G to synchronize data
- Camera with photo Quality of 8 MP or superior
- Not recommendable the use of the app in tablets or iPad

### USE RECOMMENDATIONS

- Personal and non-transferable access, do not use the same Credential Number and Verification Code in two different devices
- Use the app while connected to the internet most of the time, so that the data is always updated and synchronized
- Do not logoff and disconnect the app until all the data have been synchronized
- Do not uninstall the app until all the data have been RXAM Exhibitor's Manual 25 synchronized
- At the end of the event, save a security copy of the data by clicking on the button "Upload" located at the screen of your profile
- Always keep the last and most updated version of the app installed in your device Reed Exhibitions provide support before, during and after the event to all Exhibitors that acquire the Digital Leads Retrieval. Reed Exhibitions is not responsible for loss of leads due to incorrect use of the License and the App, as provided in the use recommendations section.

## 11 – DISTRIBUTION OF GIVEAWAYS

The distribution of giveaways, samples, catalogs and tasting to visitors is permitted, EXCLUSIVELY INSIDE THE STAND, and the PROMOTER reserves the right of ceasing the distribution whenever it may cause disturbances or agglomerations, seizing the material until the end of the EVENT for subsequent return. THE DISTRIBUTION OF NOISY GIVEAWAYS OR GAS BALLOONS OF ANY SHAPE OR SIZE WILL NOT BE ALLOWED.

## 12 – RETAIL SALES

SEE THE "SPECIFIC RULES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE – CLICK ON "EXPOR".

## 13 – PRODUCTS EXIT

No product intend to the exhibition can leave the PAVILION during the EVENT Realization.

In special cases, the PROMOTER will authorize the replacement of goods displaying defects with other goods with equal characteristics. The PROMOTER will authorize the exit of showcases and small objects as from one hour after the closing time on the last day of the EVENT.

## 14 – ASSISTANCE AND MAINTENANCE SERVICES

The contracted assembly company is liable for any kind of maintenance and/or assistance to its client during the time the EVENT is held, and PROMOTER or the OFFICIAL ASSEMBLY COMPANY are not liable for problems that may arise in the stand.

## 15 – ARTISTIC ACTIVITIES (Live music, Fashion shows, Shows, Video-Wall, Drawing).

SEE THE "SPECIFIC PROCEDURES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE".

It is expressly prohibited: fireworks shows with the use of smoke or blimps, any kind of animals irrespective of size, and irrespective of being part of the stand decoration or having any connection with the demonstration of the products to be displayed.

### PENALTIES IN CASE OF FAILURE TO COMPLY WITH THE RULES OF CONDUCT

The PROMOTER/Organizer reserves the right to ban access to the stand temporarily or definitively, in the following cases:

- a) Failure to comply with the foregoing rules in connection with artistic activities and prohibited activities;

- b) activities that trigger riots, turmoil, crowding, and complaints from neighboring stands or are in disagreement with the previously approved activities;
- c) Use of substances that may cause allergic reactions or make difficult the view of neighboring stands of any element that produces particles in suspension, such as dry ice, aromatic pulverizations, smoke, gas, etc. in artistic shows or as decoration effects, irrespective of their duration.

### **SEXUALIZATION OF PERSONS OR ATTRACTIONS AT THE EVENT.**

A The PROMOTER/Organizer vehemently rejects any kind of exploration of men and women and it will not allow, under any event or justification, the conduction of activities, exhibition of people or images that may sexualize the event environment, including the stands' internal area (rooms and VIP areas) and that may embarrass exhibitors and visitors. Therefore, it is hereby established that the penalty for any initiative in relation to that context will be the prompt shut down of the stand without the possibility of being reopened and without losses to the PROMOTER/Organizer. The exhibitor, PROMOTER, or partner that violates this rule, will be fined at 20% over the total amount invested in the agreement of its participation.

### **16 – SOUND VOLUME**

The use of any sound features, whether for the issuing of promotional messages, videowall, raffles, or simple environment sound, etc., requires that the sound may not exceed 75 decibel(dB), as measured in the limiting perimeters of the stand from where the sound is transmitted, irrespective of being an island.

In order to avoid any issues with the neighboring EXHIBITORS or visitors and allow those in attendance to listen, note that the decibel levels must comply with the law of silence. This law has the main purposes of guaranteeing that the sound volume in an environment is not so loud to the point of harming health, and rather encouraging order and living in harmony in society.

**Allowed decibels:** According to the law of silence, which is a set of federal, state, and local laws, the produced SOUND must not be louder than 50dB from 10 p.m. to 7 a.m. During the day, the permitted level is 70dB.

During the time the EVENT is taking place, we will have devices to measure the number of decibels. All and any EXHIBITOR that produces louder sound than the established one, will receive, at the first time, a verbal warning from Reed Exhibitions to lower the sound volume. The second violation will be informed through a warning in writing to the person in charge of the stand, signed by Reed Exhibitions. Upon the third violation a harsher penalty will be imposed on EXHIBITOR in the amount of ten thousand Reais (R\$ 10.000,00) per violation to be paid immediately, and the electric power in the stand will be shut down on the same date.

Therefore, we recommend the construction of rooms with sound-proof material in stands that need sound louder than 75 dB for presentations with sound resources.

EXHIBITORS that intend to carry out any of those activities (including sound in closed environments) must send the specifications of the events schedule to Reed Exhibitions, within no later than 15 days before the Assembly begins and must pay to the Central Copyright Licensing Office (ECAD) the corresponding fees to copyrights in accordance with Law 9.610/98 -[www.ecad.org.br](http://www.ecad.org.br)

Reed Exhibitions reserves the right to interrupt those activities, at all times they may trigger riots, crowding, complaints from neighboring stands or are in disagreement with the previously approved activity.

**PLEASE NOTE:** WE RECOMMEND TRAINING THE PERSONNEL THAT WILL WORK IN THE STAND ON THE FOREGOING RULES AND PENALTIES TO ENSURE THE GOOD PERFORMANCE OF EACH STAND AND THE EVENT IN GENERAL AND AVOID SURPRISES WITH THE IMPOSITION OF PENALTIES, AND POWER SHUTDOWN.

### **17 – EQUIPMENT DEMONSTRATION**

The PROMOTER can suspend or determine a period for the demonstration of any equipment which, at its discretion, may cause risks for persons, goods, stand structures and elements, or which produce a high level of noise or vibration that might disturb the operations of contiguous stands.

## **18 – PHOTOGRAPHIC COVERAGE**

To contract photographic coverage during the EVENT, stand pictures, visits of personalities, officers or clients to the stand, the exhibitor must send a previous notice to the promoter, to the security department, on its the company's letterhead, informing date and time of professional's presence in the event premises. necessary. These professionals so contracted can only perform their activities inside the area of the exhibitor which contracted them. Should the stand assembler wish to photograph its services, this must be previously authorized by the exhibitor, and the time of this work must be informed to the promoter's security department.

## **19 – STAND CLEANING**

The stand cleaning services must be performed daily, at the SUPPLY AND MAINTENANCE TIME, and the garbage collected at the stand must be removed to the PAVILION's garbage dump by the EXHIBITOR's cleaning team. After this time, all garbage must be packaged in plastic bags and placed on the corridors to be removed by the PROMOTER's cleaning team. It is strictly PROHIBITED to place garbage on the runners. Failure to comply shall give cause to the infringer's fine and discreditation.

# **IX – DISASSEMBLY**

## **1 – PERIODS AND TIMES**

SEE THE "SPECIFIC PROCEDURES" OF EACH EVEN T, AVAILABLE AT THE EVENT'S WEBSITE."

## **2 – RESPONSIBILITY**

The EXHIBITOR is responsible for disassembling and removing the products and equipment from its stand, within the deadlines and conditions herein stipulated. Therefore, we suggest that your assemblers and interior designers be duly notified regarding these deadlines. The PROMOTER recommends that, on the last day of the EVENT Realization, after its closing, all showcases and other valuable objects (DVD appliances, sound, TV) be removed, as well as small objects, thus avoiding thefts, larcenies, averages, losses, etc.

The PROMOTER further recommends that the EXHIBITORS keep security guards at their stands while their materials are not fully removed, as it will not be responsible for any problems derived from lack of security.

## **3 – PERSONNEL ACCESS**

The bearers of the following credentials will have access to PAVILION, during the Disassembly period, the entrance of minors aged fourteen (14) and younger is prohibited:

- ASSEMBLY COMPANY Credential
- EXHIBITOR Credential
- SECURITY GUARD Credential
- OFFICIAL SUPPLIER Credential

## **4 – VEHICLES ACCESS**

THE INFORMATION ABOUT VEHICLE ACCESS TO THE PAVILIONS ARE AVAILABLE IN THE SPECIFIC PROCEDURES OF EACH EVENT.

## **5 – EXIT CONTROL**

The exit of materials and equipment from the PAVILION will be subject to strict surveillance by the PROMOTER, and the EXHIBITOR must request at the SECURITY ROOM the specific form to be completed withits items that will be removed. After having been signed by the responsible for the stand, the exit receptions to inspectors who will carry out the inspection.

## **6 – END OF REMOVAL**

The PROMOTER will not be responsible for any materials and equipment possibly remaining inside the PAVILION after the Disassembly period end

## **X – GENERAL PROVISIONS**

The PROMOTER reserves the right of deciding about cases not contained in this MANUAL, as well as of establishing new rules that may be necessary for the EVENT's good operation aiming at facilitating harmony among EXHIBITORS.

The EXHIBITOR undertakes to comply with and have its employees and/or contractors comply with all clauses and provisions governing the EVENT, as well as with other rules that may be established for the common good. No alteration carried out by the PROMOTER can constitute cause to cancel the Participation Agreement by the EXHIBITOR.

**A fine amounting to 25% over the total value of the event planning, organization and management agreement will be charged from any exhibitor infringing any one of the established rules, the sanction of which had not been previously specified.**



## SPECIFIC RULES – PAVILIONS

### EVENT VENUE: EXPO CENTER NORTE

#### **BLUE, WHITE, RED, AND GREEN PAVILIONS**

Rua José Bernardo Pinto, 333 - Vila Guilherme  
02055-000 - São Paulo – SP

#### **YELLOW PAVILION**

Avenida Otto Baumgart, 1.000 - Vila Guilherme 02049-000 - São Paulo – SP

#### **PHONE LINE AND INTERNET POINT RENTAL (VIVO -**

1st FLOOR - WHITE PAVILION)

Phone: (11) 2221-8483 – 0800127368

#### **PARKING**

Company in charge: EXPO CENTER NORTE, Phone: +55 (11) 2089.0281, from 8:30 am to 6 pm, email [estacionamento@expocenternorte.com.br](mailto:estacionamento@expocenternorte.com.br)

#### **ELECTRICITY AVAILABLE**

- 220 SINGLE-PHASE

- 380 THREE-PHASE

WHEN ANOTHER TYPE OF VOLTAGE BE NECESSARY, A TRANSFORMER MUST BE USED.

#### **ASSEMBLY STANDARDS**

The double-sided tape used for the carpet direct fixation on the PAVILION flooring can only be 3M brand. Re.: 4880, without dam aging the flooring. □

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#### **PAVILION MEZZANINE**

Maximum height for assembly below the mezzanine area = 3.20m with no recess area

#### **AIR CONDITIONING**

The PAVILIONS are climatized, and the installation of air conditioning in the stands is not allowed

#### **-PAVILION CEILING STRUCTURE**

The fixation of any objects or equipment on the pavilion ceiling structure is not allowed.

#### **VEHICLES ACCESS**

The entrance of vehicles inside the PAVILION is not allowed during the EVENT's entire Operation period (Assembly, Realization, and Disassembly).

#### **TRUCK ACCESS GATE: GATE 4**

Rua Coronel Marques Ribeiro, 200

#### **SUPPLY**

These are made at the Services Gate. Time schedule set in the EVENT SPECIFIC Procedures.

### EVENT VENUE: SPE – GL EVENTS CENTRO DE CONVENÇÕES IMIGRANTES (SÃO PAULO EXPO)

#### **Service Entrance:**

Avenida Miguel Stefano, altura do nr. 3.000 (across the street from the Botanical Garden's main gate) 04301-903 - São Paulo – SP, Phone: (11) 5067-6767

Visitor Entrance: Rodovia dos Imigrantes,  
km 1,5 - Água Funda - 04329-900 - São Paulo - SP

## **MERCHANDISING**

The SPE – GL Events Centro de Convenções Imigrantes (São Paulo Expo) areas that are outside the domains of the stand; street floors; runways, lamps, street poles, marquis, concrete slabs and roofs, safety guardrails and air space, including garden areas, may only be explored with PROMOTER's visual communication and merchandising. Air space above the maximum allowed height for the construction of stands may be used by machines and/or equipment, but the fixation of advertising material, such as banners, plates, balloons or inflatables will not be allowed. To do so, EXHIBITOR must forward a bid to the Merchandising Department for approval of costs and conditions.

## **TELEPHONE LINE RENT AND INTERNET CONNECTION OUTLET (HIPERNET)**

Tel.: +55 11 3077-5500 / +55 11 3077-5500

Fax.: +55 11 3077-4400

[feiras@hipernet.net](mailto:feiras@hipernet.net)

## **SUPPLY**

SEE THE EVENT's SPECIFIC PROCEDURES, every supply must be conducted through the Load and Unload area.

## **AVAILABLE POWER**

- 220 MONOPHASE

- 380 THREE-PHASE

IN CASE ANOTHER TYPE OF TENSION IS REQUIRED, A TRANSFORMER MUST BE USED.

## **AIR CONDITIONING**

PAVILIONS are air conditioned, and the installation of air conditioning in the stands is not permitted.

## **BASIC ASSEMBLY RULES**

The use of glue to fix carpet or any other type of material on the floor is prohibited. The fixation of carpet directly on the PAVILION's floor is only allowed with the use of the 3M tape Ref. 4880, without damaging the floor.

## **EVENT VENUE: CENTRO DE EVENTOS ZANINI - SERTÃOZINHO/State of São Paulo**

Centro de Eventos Zanini Exhibitions Pavilion

Avenida Marginal João Olesio Marques, 3563 - Distrito Industrial Maria Lúcia Biagi Americano, in front of Rodovia Armando Salles Oliveira, altura do km 339 14175- 300 Sertãozinho-SP

## **PARKING LOT**

SEE THE EVENT SPECIFIC PROCEDURES

## **ELECTRICITY AVAILABLE**

- 220 SINGLE-PHASE

- 380 THREE-PHASE

**IF ANOTHER TYPE OF VOLTAGE IS NECESSARY, A TRANSFORMER MUST BE USED.**

## **AIR CONDITIONING**

PLEASE CHECK THE EVENT's SPECIFIC PROCEDURES

Pavilion I: It does not have air conditioning, just climatized corridors.

Pavilion II: It has central air conditioning; the installation of air conditioners at the stands is not allowed.

## **LICENSE AND OPERATION FEES**

The "Location, Installation and Operation, and Advertising Fee" must be paid to the Sertãozinho City Hall. For further information, refer to the Sertãozinho City Hall Fiscal Department – Phone: (16) 2105-1013.

## **ECAD**

ECAD Unit - Ribeirão Preto

R. Visconde de Inhaúma, 580 Cj. 307 - Cond. Ed.Center Plaza - CENTRO14010-910 - Ribeirão Preto/SP 36

Phone: (16) 3632-2863/3610-2407 - Fax: (16) 3610-2407 Email: [ecadrp@ecad.org.br](mailto:ecadrp@ecad.org.br)

#### **VEHICLES ACCESS TO THE PAVILION**

The access of vehicles inside the PAVILION is not allowed during the whole period of the Event (Assembly, the Event itself, and Disassembly).

#### **EVENT VENUE CENTRO DE CONVENÇÕES DE PERNAMBUCO -OLINDA/PE**

Centro de Convenções de Pernambuco - Complexo Viário Vice-Governador Barreto Guimarães, s/no-Salgadinho 53111-970 - Olinda – State of Pernambuco  
Phone: (81) 3182-8005

#### **PARKING LOT**

SEE THE EVENT'S SPECIFIC PROCEDURES.

#### **ELECTRICITY AVAILABLE**

- 220 SINGLE-PHASE
- 380 THREE-PHASE

WHEN ANOTHER TYPE OF VOLTAGE BE NECESSARY, A TRANSFORMER MUST BE USED.

#### **AIR CONDITIONING**

The Pavilion has central air conditioning; the installation of air conditioners at the stands is not allowed.

#### **OPERATION AND LICENSE FEES**

This fee refers to Olinda's City Hall Local Law. City Hall will forward the payment bill to exhibitors. This fee is calculated in accordance with the contracted area for the event and its payment is **REQUIRED**.

SUPPLEMENTARY LAW No. 040/2011

SUPPLEMENTARY LAW No. 042/2012

Any questions will be cleared up directly by the Olinda City Hall through the contact below:

Solange P. Marques - Tax Auditor

[fiscaleventos@olinda.pe.gov.br](mailto:fiscaleventos@olinda.pe.gov.br)

81 – 3305-1035

#### **ECAD**

Central Office for Collection and Distribution (ECAD)

Telephone number: (81) 3221-8179 [www.ecad.org.br](http://www.ecad.org.br) –

#### **VEHICLES ACCESS TO THE PAVILION**

The entrance of vehicles inside the PAVILION is not allowed during the EVENT's entire operation period (Assembly, Realization, and Disassembly)

#### **EVENT VENUE: CENTRO DE EVENTOS DO CEARÁ**

Centro de Eventos do Ceará

Av. Washington Soares 999, 60811-341 - Fortaleza/CE

#### **PARKING**

PLEASE CHECK THE EVENT'S SPECIFIC PROCEDURES

#### **ENERGIA ELÉTRICA DISPONÍVEL**

- 220 SINGLE-PHASE
- 380 THREE-PHASE

WHEN ANOTHER TYPE OF VOLTAGE BE NECESSARY, A TRANSFORMER MUST BE USED.

**AR CONDICIONADO**

The Pavilion has central air conditioning; the installation of air conditioners at the stands is not allowed.

**WATER CONNECTION**

- Water connection is not available in the pavilion

**OPERATION AND LICENSE FEES**

PLEASE CHECK THE EVENT'S SPECIFIC PROCEDURES

**ECAD**

ECAD Unit – State of CEARÁ

Telephone number: (85) 3878-2100

E-mail: [ecadce@ecad.org.br](mailto:ecadce@ecad.org.br)

**VEHICLES ACCESS TO THE PAVILION**

The access of vehicles inside the PAVILION is not allowed during the whole period of the Event (Assembly, the Event itself, and Disassembly)

## TABELA PARA CÁLCULO DE ENERGIA ELÉTRICA

EQUIPMENT	KVA PER EQUIPMENT
AIR CONDITIONER 7.000 BTU	1.25
AIR CONDITIONER 10.000 BTU	1.70
AIR CONDITIONER 12.000 BTU	1.90
AIR CONDITIONER 15.000 BTU	2.30
AIR CONDITIONER 18.000 BTU	2.90
AIR CONDITIONER 30.000 BTU	4.00
LARGE COMMERCIAL COFFEE MAKER 4500w	4.50
SMALL COMMERCIAL COFFEE MAKER 1300w	1.30
SMALL/DOMESTIC COFFEE MAKER	0.80
CHAPA GRANDE 6000w	6.00
CHAPA PEQUENA 3000w	3.00
FOGÃO 1 BOCA 2000w	2.00
FOGÃO 2 BOCA 4000w	4.00
FORNO 2400w	2.40
FREEZER	0.50
FRITADEIRA PEQUENA 2500w	2.50
FRITADEIRA PEQUENA 5000w	5.00
GELADEIRA/FRIGOBAR	0.40
IMPRESSORA	0.30
LÂMPADA DICROICA 50w	0.05
LÂMPADA HALOGENA 1000w	1.00
LÂMPADA HALOGENA 150w	0.15
LÂMPADA HALOGENA 300w	0.30
LÂMPADA HALOGENA 500w	0.50
LÂMPADA INCANDESCENTE 100w	0.10
LÂMPADA PAR 1000w	1.00
MICRO COMPUTADOR	0.30
MICROONDAS	1.20
NOTEBOOK	0.30
REFLETOR HQI LÂMPADA 150w + (REATOR 150w)	0.40
TELEVISOR	0.25
VENTILADOR GRANDE	0,30

As quantidades de KVA acima, referem-se ao consumo durante todo o período de realização do EVENTO.

Equipamentos especiais que não constam desta lista deverão ser observados em manuais técnicos, ou plaqueta no corpo do aparelho com características de instalação.