



FEICON

**REFERENCE THAT INSPIRES,
CONSTRUCTION THAT TRANSFORMS**

**SPECIFIC
STANDARDS**

March, 29 to April 1. 2022

SÃO PAULO EXPO • 10AM TO 20PM

Dear exhibitor,

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 FEICON 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. And, 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: customerservices@reedexpo.com.br

Phone: +55 11 4659-0012

Exhibitor's Portal: <https://portal.reedalcantara.com.br/login>

Count on Reed Exhibitions to build your broadest customer connection!



MAYRA NARDY
DIRETORA DO EVENTO



MARCIO ALVES
DIRETOR OPERACIONAL



GUSTAVO BINARDI
DIRETORA COMERCIAL

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!

- Importance of Reading and having knowledge about the content of this Material

This guide provides the EXHIBITOR, as well as the persons, companies and others contracted by it, with the main information and standards necessary for the proper functioning of the Reed Exhibitions Business Fairs.

The rules governing the event must be read and complied with by all its employees, suppliers and other contractors, in order to avoid inconvenience.

Except where the participation of the EXHIBITOR includes the provision of the stand set up by the PROMOTER, the responsibility for the construction and assembly is exclusive and integral of the EXHIBITOR or his/her agent, regardless of the order of appointment. It is mandatory to deliver the stand project for analysis and approval by the PROMOTER prior to the start of the assembly of the event on the deadlines established in this guide. After that date, it will be subject to the availability of the responsible technician.

Do not assemble your stand differently from your Reed approved project or outside the standards and legal specifications of ABNT, CONTRU and other agencies, including the specific rules of this guide.

The parties, EXHIBITORS and their contracted service providers, declare that in case of any doubt that may arise during the assembly, accomplishment and disassembly of the event, of any type and origin, it will be exclusively resolved by Reed Exhibitions in order to lead to the best harmony for the EVENT, obliging the parties to accept the decision, whatever it is, always aiming for the greater brilliance and success of the event.

In case of divergence, the Norms herein established replace and complement those of the Exhibitor's Guide. The documents and on-line Forms herein cited are available on the Exhibitor Portal, on <http://www.feicon.com.br>

Ignorance of the standards established herein does not exempt the exhibitor and his/her contractors (ASSEMBLER, decorator, subcontractor and other persons involved with the event) from the penalties, fines, sanctions and responsibilities set forth in this guide, which are assumed by the exhibitor and his/her agent, whatever the nature, jointly and severally and regardless of the order of appointment. The promoter is not responsible for problems arising from non-compliance with these requirements.

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PARTICIPATION CHECK-LIST

We know there are many participation details, so 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?		
Some services you must hire directly, according to your need. Have you already arranged the hiring of...		
Catering Services? <i>We suggest hiring the Official Event Supplier.</i>		
Cleaning services?		
Receptionist?		
Security or surveillance services?		
Fire extinguishers?		
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		
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)		
Disclosure of your participation is key to attracting buyers of your products even before the event starts. Check with your marketing team whether:		
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 prepared printed matter, gifts, samples to be distributed		
They have hired the Digital Leads Collector to capture data from buyers who come to your stand		
Terms of authorization and responsibility are essential documents. Have you already provided and delivered:		
Provisional Operation Authorization?		
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?		
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There you go! Now, we will present these and other data in detail on the next pages.

DATES AND DEADLINES

Planning is key and here you will find the main dates you should add to your calendar so as not to miss any deadlines, ensuring a quiet execution and also discount on the payment of services.

All services must be requested exclusively by the Exhibitor's Portal, where you will find the specific forms. The Exhibitor Portal can be accessed through the link:

<https://portal.reedalcantara.com.br/login>.

Always have your login and password in hand, but if you have any issues, please contact our customer service for assistance.

Event	Dates
Assembly	From March 22 to 28, 2022
Assembly Time	22/03 from 12 a.m. to 8 p.m. 23/03 to 28/03 from 8 a.m. to 8 p.m.
CAEX Time	08 a.m. to 6 p.m.
Accomplishment	From March 29 to April, 1 2022
Accomplishment Time	From 10 a.m. to 8 p.m.
CAEX Time	From 8h30 a.m. to 8 p.m.
Disassembly	April 2 and 3, 2022
Disassembly Time	02/04 from 08 a.m. to 8 p.m. 03/04 from 08 a.m. to 4 p.m.
CAEX Time	Does not work.

<i>Activity - If the obligatory services are not listed in the CONTRACTOR'S PLANNING, ORGANIZATION AND ADMINISTRATION contract, the exhibitor must observe the following deadlines.</i>	<i>Deadline for request and payment via bank slip</i>
UPLOADING THE PROJECT AND REQUIRED DOCUMENTATION AT THE ASSEMBLER'S PORTAL	05/02/2022
Last day to fill information for DISCLOSURE, through the EXHIBITOR'S PORTAL.	28/02/2022
Last day for requests for bank tickets at the EXHIBITOR/ASSEMBLER'S PORTAL (compressed air, hydraulics, electricity, garbage removal, exhibitor insurance and city hall fees)	28/02/2022
Last day for requesting extra credentials (Exhibitor Credentials and Service Providers, Reception, Catering, Cleaning and Surveillance)	28/02/2022
Last day for requesting Telephone line/Internet access to SAO PAULO EXPO for your stand in the Pavilion or Conference rooms on the Mezzanine	28/02/2022

Warning: Requests for Services requested until **February, 28** guarantee 100% availability and also discounts on the payment amount. After this period, it is conditioned to the technical possibilities of service and payment in full amount.

I - GENERAL INFORMATION

1 – EVENT

Feicon is the only event in Latin America that provides a complete view of the mix of construction and architecture sectors in one place. Bringing together a mix of national and international companies, has exhibitors from the macro sectors of installations, finishes, externals and structures

2 – OBJECTIVE

The event is a reference for being considered a platform of inspiration, knowledge and relationship for its thousands of visitors. A wide exposure and a variety of experiences, focusing on business, content, innovation and relationship, making Feicon the beginning of the construction calendar in the country.

3 – SITE

São Paulo Expo Exhibition & Convention Center - Pavilions: 1 to 6

Rodovia dos Imigrantes, Km 1,5ª Água Funda

ZIP CODE: 04301-010 - São Paulo - SP - Brazil

<http://saopauloexpo.com.br/>

TRUCK AND SERVICE ENTRY – Av. Miguel Stéfano, close to No. 3000 (in front of the Main gate of the botanical garden) enter Rua Etruscos – ZIP CODE 04301-903 – São Paulo – SP >>>

<https://goo.gl/maps/m3J7nYXLfnA2>

4 – PROMOTER/ORGANIZER

Reed Exhibitions.

5 – COMMUNICATIONS AND MAIL

Mail related to the EVENT should be sent to Rua Bela Cintra, 1,200 – 7th floor – Consolação – ZIP CODE 01415-001 – São Paulo / SP

6 – INSTITUTIONAL SUPPORT



7 - PERIODS AND OPERATING TIMES

The event is divided into three periods: Assembly, Event, Disassembly. For each of these steps, there are specific schedules and guidelines.

a) Assembly:

The PAVILION will be at the disposal of the EXHIBITORS/ASSEMBLERS to assemble their stands as follows:

Period: March 22 to 28 , 2022

Hours: March 22 from 12:00 p.m to 08:00 p.m.

From March 23 to 28, from 08:00 a.m to 08:00 p.m

Specific guidelines:

1. On March 28, 2022, the external assembly works of the booths should be closed at 12:00 p.m. and all the streets of the event should be free of materials, equipment or machines used in the assembly to begin laying the carpets. Any material / equipment should be within the booth area.
2. **The use of PPE equipment is mandatory during the entire assembly period, until 20h of the last assembly day.**
3. Entry for minors under 18 years old, even if accompanied by their guardians, is expressly prohibited. Children under 18 may not be accredited as visitors or for any other purpose.
4. Booth health and energy services will be available within one hour of the event closing time. Therefore, the stay in the pavilion is not allowed without the proper authorization of Reed Exhibitions.
5. We understand that you may need to extend the time of stay. To do so, you must send the request for stay after hours until 16h each day, informing the need and the period you want to extend the time with the minimum and multiples of one hour to the e-mail atendimentoexpositor@rxglobal.com or go to CAEX to formalize the request. For this service there are overtime costs in effect on the day of the event. Inquire about cost before confirming the order.
6. If the stay occurs without prior hiring, there is an increase of 10% over the value of overtime in multiples of 1h. This is applicable for EXHIBITORS, ASSEMBLERS or Prepositions
7. For better cost management, we suggest that you book daily periods of 6 or 12 hours before assembly begins. If available in the pavilion, anticipation of days for assembly may also be hired. For both cases, contact our customer service for availability and cost information. Contracting must be made at least 10 working days from the beginning of the assembly. The cost is much lower than the cost of overtime hired during the event.
8. After the start of the assembly will no longer be possible to contract periods, there will only be the overtime cost as announced at the beginning of this clause.

b) Accomplishment:

Period: From March 29 to April 1st, 2021

Hours: 10:00 a.m. to 8:00 p.m.

Specific guidelines:

1. The withdrawal of small equipment and products must be carried out on the last day of the event, that is, April 1st from 08:00 p.m. to 11:00 p.m. The PROMOTER recommends the contracting of the safety service for the stand throughout the event until the equipment is removed.
2. Thus, as in the assembly period, one is not allowed to remain in the pavilion without the proper authorization by the PROMOTER. The extra stay guidelines follow the same standards for the assembly period.

c) Disassembly:

Period: April 2nd and April 3rd, 2022

Hours: April 2nd from 8 a.m. to 8 p.m.

April 3rd from 8 a.m. to 4 p.m.

Specific guidelines:

1. Entry under the age of 18 is expressly forbidden, even if accompanied by those responsible. Children under 18 years of age cannot be accredited as visitors or for any other purpose
2. At the beginning of the disassembly, Exhibitors and the ASSEMBLERS shall be presented with a "Withdrawal Responsibility Statement of Assembly Material". The ASSEMBLER and the exhibitor shall be responsible for the removal of the pavilion from any material used in the stand, at the time set for closing the disassembly. One will only be allowed to leave on the floor of the pavilion a small amount of common trash to be removed by the PROMOTER. If one's volume of garbage to be removed/left in the pavilion is very large, one can hire garbage dumps directly with the pavilion that will pay much more than the payment of the fine stipulated in the following item.
3. At the end of the disassembly time, if it is verified that some stands have not yet been dismantled or that pieces of wood, slabs, glass, lining, plates, flooring, tiles, or any material used in the stand have been left, a fine corresponding to 10% of the value of the area occupied by the exhibitor with a minimum value of R\$ 5,000.00 (five thousand reais) will be applied.
4. Any breakdowns caused by EXHIBITORS or their agents contracted in the pavilion structures, such as: floor, wall, gutters, doors, elevators, stairs, asphalt, lawns etc., in the internal or external areas of the pavilion, EXHIBITOR/ASSEMBLER shall reimburse the PROMOTER 10 days after the receipt is handed to the PROMOTER for the amount corresponding to the cost of repairing the damage paid by Reed Exhibitions to the Expo Center Norte. If there is a reasonable time, a malfunction report will be issued by the PROMOTER's operational representatives and delivered for signature by the ASSEMBLER/EXHIBITOR. If this is not possible, the EXHIBITOR/ASSEMBLER acknowledges the malfunction and will make the reimbursement as described above.
5. One must use PPE equipment during the entire assembly and disassembly period. See details in this standard of how the control/supervision and applications of sanctions by the PROMOTER to the offender will be done, for not using the personal protective equipment required by this norm properly.

8 - INSURANCE

Insurance is a risk management tool and it protects your investment. Hence, yes, the hiring of insurance is mandatory. This service can be contracted with the insurer of your choice or the official insurer of the event, through the Exhibitor's Portal. Due to PROMOTER's global event insurance program, it will certainly be cheaper than individual contracting.

Booths, goods, products, people, whatever their nature, including cabinets, carriers, ASSEMBLERS, winch companies and everything else, are not covered by insurance, whether in Assembly, Realization or Disassembly. Therefore, any damage or eventuality is the sole and total responsibility of the EXHIBITORS.

TABLE OF "EXHIBITOR INSURANCE" BASIC COVERAGE

BOOTH SIZE	Booth up to 12 m ² of area	From 12 m ² to 24 m ²	From 24 m ² to 50 m ²	From 50 m ² to 200 m ²	Over 200 m ²
	Insured Value	Insured Value	Insured Value	Insured Value	Insured Value
- Events Civil Liability: Installation and Assembly; Beverages and Food Supply; Cross Civil Liability; Product Civil Liability	R\$ 300,000.00	R\$ 500,000.00	R\$ 1,000,000.00	R\$ 1,500,000.00	R\$ 2,000,000.00
Pain and Suffering (Limited to 20% the Events Civil Liability)	R\$ 60,000.00	R\$ 100,000.00	R\$ 200,000.00	R\$ 300,000.00	R\$ 400,000.00
Employer Civil Liability	R\$ 120,000.00	R\$ 200,000.00	R\$ 300,000.00	R\$ 500,000.00	R\$ 500,000.00
Third-Party Assets Civil Liability	R\$ 30,000.00	R\$ 50,000.00	R\$ 100,000.00	R\$ 200,000.00	R\$ 200,000.00
Miscellaneous Risk of Equipment in exhibition	R\$ 10,000.00	R\$ 10,000.00	R\$ 50,000.00	R\$ 100,000.00	R\$ 100,000.00

According to the event organization and promotion contract, EXHIBITORS must provide their own insurance, according to the size of the leased area and the products displayed. Below is the minimum table of insured items according to the size of your leased area:

A copy of the insurance policy containing the insured items or the Insurance Certificate issued by the insurance company certifying that the EXHIBITOR is properly insuring, covering the period of assembly, event and disassembly, must be delivered together with the documents required for beginning assembly, as determined in the next item of this standard.

If the insurance was contracted through the PROMOTER's intermediate, it is not necessary to send a copy of the policy.

The following must be part of the insurance policy:

1) Liability Insurance (L.I)

Bodily injury or material damage to third parties during the EVENT (assembly, accomplishment and disassembly).

Minimum insured amount as per table above: check the options with the insurance broker. Validity Period: from the beginning of the assembly to the last day of disassembly.

2) Miscellaneous Risk Insurance (M.R)

Loss or damage to equipment during the EVENT.

Insured amount: refer to insurance broker on the coverage, as well as relate all the goods and equipment on display.

Validity Period: from the beginning of the assembly to the last day of disassembly.

3) RC Employer Insurance

Death or Permanent Disability undergone during the event.

Minimum insured amount: check the options with the insurance broker. Validity Period: from the beginning of assembly to the last day of disassembly.

4) RC Third Party Goods Insurance

Loss or Damage Material arising out of any events of external cause origin, including explosion, theft and theft, caused to the third party goods that are on the care, custody and control of the insured due to the production and accomplishment of the specific insured event of the policy.

5) RC Beverages and Food Supply Insurance

Guarantees the reimbursement against material and bodily damages caused to third parties.

Minimum insured amount: check the options with the insurance broker. Period of validity: from the beginning of the assembly to the last day of disassembly.

6) RC Crusade Insurance

Guarantees damages caused by service providers and/or participants in the insured event.

Minimum insured amount: check the options with the insurance broker. Validity Period: from the beginning of the assembly to the last day of disassembly.

7) RC Mortal Damage Insurance

Guarantees to the insured the expenses arising from the moral damages, directly resulting from material and/or bodily damages to people.

Minimum insured amount: check the options with the insurance broker. Validity Period: from the beginning of the assembly to the last day of disassembly.

Warning: In no event shall the PROMOTER assume responsibility for any of the above-mentioned occurrences or for the cost of said insurance policy.

9 - MANDATORY DOCUMENTS

THE DEADLINE FOR THE DELIVERY OF DOCUMENTATION IS FEBRUARY 05, 2022.

The delivery of the mandatory documentation and stand designs will take place through the EXHIBITOR's PORTAL as instructed below:

The access to UPLOADING will only take place in the **ASSEMBLER PORTAL**, and the EXHIBITOR must inform the ASSEMBLER CODE to the ASSEMBLER, for access.

1. **PROJECTS** – Images in JPG (1 image per item - as below) - MANDATORY UPLOAD of all items at once, partial sending cannot be done:
 - a. Front view with elevation and dimensions
 - b. Right Side View with Elevations and Dimensions
 - c. Left side view with elevations and dimensions
 - d. Ground floor with dimensions

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Portal do Expositor: <https://portal.reedalcantara.com.br/downloads/>

2. **DOCUMENTATION** – JPG - UPLOADING all items below at once is mandatory, and the partial submission cannot be performed:
 - a. TERMS OF LIABILITY - signed, stamped and digitized (EXHIBITOR and ASSEMBLY).
 - b. Project ART/RRT
 - c. Proof of ART/RRT project payment
 - d. Assembly execution ART/RRT
 - e. Proof of ART / RRT payment of assembly execution
 - f. CREA/CAU Identification card
 - g. Descriptive Memorial Stand Assembly
 - h. Descriptive memo of electrical installation (details of the electrical equipment that will be installed in the stand with total KVAS that will be used - table for filling available in EXHIBITOR/ASSEMBLER PORTAL).

- i. Required Completion of the "Term of Responsibility for Working with Electric Energy" signed by the person in charge of the ASSEMBLER, according to the document for download in the Exhibitor's Portal.
- j. Complete filling of the "Attestation of Electrical Facilities Compliance", signed by the Electrical Engineer/Architect, according to the document available for download in the Exhibitor's Portal.
- k. Completed filling and payment of ART/RRT, signed by the Electrical Engineer/Architect, for electrical facilities in general; describing the design, installation and operation of the electrical system involved in the stand and areas. **For further details of all instructions on Electric Power, download the document: "ELECTRICITY PROCEDURE AND USE OF FLAME-PROOF MATERIALS IN THE STAND ASSEMBLY"**
- l. Copy of insurance policy or Certificate as defined in the previous article. **If the insurance was hired through the PROMOTER'S intermediary, it is not necessary to send a copy of the policy.**
- m. Completion of the "Instrument of Responsibility of the Assembler - Use of EPI" signed by the person in charge of the ASSEMBLY, according to the document for download in the Exhibitor's Portal.
- n. Receipt of payment of the electric tool point for assembly.

All MANDATORY documents must be correctly filled out, signed and stamped before being DIGITIZED.

The EXHIBITOR will have access to the same system, where you will be able to view the progress of the delivery and analysis of your PROJECT and DOCUMENTATION, as well as receive important messages and notices for your participation in the event.

Please note: Project reviews will start from 90 days before the event starts. Projects submitted within this deadline will receive feedback within 48 hours.

The ART or RRT must cover the whole period of the EVENT, that is, Assembly, Event and Disassembly; without this complete data, the ART or RRT will not be accepted.

Warning: A copy of the A.R.T or R.R.T. attached to the project, should remain in the stand during the entire period of the event, in the assembly, accomplishment and disassembly.

Important: Exhibitors who have contracted the assembly through the PROMOTER, being included in their contract are EXEMPT from the presentation of the mandatory documentation for the assembly of the stand 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 rates for specific entities.

Due to changes in Feicon realization date caused by the outbreak of the new Coronavirus, the ART and RRT dates must be properly updated to validate the event's insurance and other compliance rules. We advise architects and engineers to contact their respective councils and request a change of date of documents at no cost, as it was an unprecedented situation and because there are government restrictions (municipal, state and federal) for holding the event.

10- RECEIPT OF GOODS AND MATERIALS

The PROMOTER will not receive products from EXHIBITING companies. Hence, the EXHIBITOR shall keep in their stand a person responsible for receiving any merchandise, equipment or object intended for the exhibition.

11 - WAREHOUSE FOR GOODS AND MATERIALS

The PROMOTER does not have any warehouse in the pavilion for packaging goods and materials belonging to the EXHIBITORS. Thus, the EXHIBITOR must provide an appropriate place to accommodate the goods or packaging that should be used to return to the company upon the demise of the EVENT.

II – LEGAL NORMS

1 – CITY HALL FEES

In accordance with Acts 13,474 and 13,477 from 12/30/2002, the PROMOTER was entrusted with the sole payment with PMSP.

In order to comply with this determination, in case the PMSP rates are not listed in the Planning, Organization and Administration Contract, we inform that the EXHIBITORS must follow the procedures for payment on the EVENT website in the reserved area of the EXHIBITOR, with the values of the three fees - Inspection Fee for Establishment, TFA - Ad Surveillance Fee and TFA - Brochure Fee).

2- EXHIBIT OF USED PRODUCTS

In the EVENT, only new products manufactured by the EXHIBITOR or its exclusive representation, with its own brand or expressly authorized by third parties that own the rights of the respective brands, may be exhibited.

The use of used, counterfeit, unauthorized, pirated, smuggled, falsified products or any of them carrying irregularities of any kind shall not be permitted.

Offenders will have their products removed from the exhibition, without being entitled to any indemnification, and will be subject to the legal costs and sanctions arising from it.

3 - VISITING AND STAYING MINORS IN PAVILION

The entry of children under 18 is expressly forbidden, even if accompanied by their responsible, during the Assembly, Realization and Disassembly periods of the EVENT. "The EXHIBITOR shall not be allowed to use labor under the age of 18 years, except those over 14 years of age as an apprentice, complying with the applicable rules".

Students of Technical Schools related to the sectors of the EVENT, aged 18 or over, carrying a school portfolio, may visit the EVENT, provided they are accompanied by their coordinators or teachers.

We recommend that EXHIBITORS disclose this information to their guests in order to avoid disruption to visitors, as no exception may be granted.

Minors under the age of 18 may not be accredited as visitors or for any other purpose.

4 - INTERVENTION TO THE PROMOTION OF THIRD PARTIES

The exhibition, sale, distribution and direct or indirect publicity of any products of companies not participating in the EXHIBITOR's stand is absolutely prohibited.

If there is any product not manufactured or represented exclusively by the EXHIBITOR, but that is absolutely necessary to the complementation of its line of products or for sale in their booth, the PROMOTER may be asked to authorize the exhibition. The situation will be assessed and the decision will be formally communicated in writing.

THE FOLLOWING WILL NOT BE ALLOWED:

1. Advertising, promotion or marketing of any other promoters in the event venue
2. The exhibition of brands or products from competing companies to the official sponsors of the event.
3. Sale of products that are not authorized, counterfeit, pirated, smuggled, falsified or those that carry irregularities of any nature
4. The exhibition of trademarks, names and logos of any governmental entity, directly or indirectly, unless expressly authorized by said governmental body for the use of their trademarks, names and logos

Warning: Failure to comply with these provisions will give the PROMOTER the right to collect to their deposit, for a subsequent return, the products and materials subject to the infraction and to prohibit the stand operation, and the EXHIBITOR will be responsible for the payment of any fines or penalties that may happen to be applied by the official holders of the trademarks, logos or products displayed or by any governmental or inspection body, with which the EXHIBITOR expressly agrees.

5 – HIRING OF LABOR

As requested by the Public Prosecutor's Office on 06/29/2011, we inform you that: The participating company, and its contractors, may not sign a contract with cooperatives, when between the borrower and the employees, or between the cooperative and the employees, the elements that form the employment relationship are present, provided for in Articles 2 and 3 of the CLT.

A. Possible Workforce: For the use of casual labor directly by the EXHIBITOR, legal procedures should be complied with special attention:

- a. In contracting third-party services from companies providing services, we advise the convenience of requesting proof of legal existence (social contract, permits, etc.) from the contracted company and the respective social security collection guides (GRPS), copies of the employee registration form, FGTS collection etc.
- b. The documents of third parties and the employees themselves must be available at the stand to be presented to the Representatives of the Ministry of Labor.
- c. EXHIBITORS and their contractors are solely responsible for any irregularities or infraction of the laws that regulate the hiring of casual labor and are responsible for the payment of any penalties imposed by the representatives of the Ministry of Labor.

B. Minors Labor

- a. The EXHIBITOR may not use labor under the age of 18 years, except those over 14 years of age as an apprentice, by complying with the applicable rules
- b. 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

atendimentoexpositor@reedexpo.com.br. In this case, the minor will be able to register as an adult.

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.

6 – MACHINERY AND EQUIPMENT SECURITY

The exposed machinery and equipment must be installed in such a way that it does not allow unintentional or accidental operation and does not expose visitors to the risk of accidents.

7 - REGULATORY STANDARD NR 12 - SAFETY IN MAC. AND EQUIPMENT

This Regulatory Standard and its annexes define technical references, fundamental principles and protective measures to guarantee the health and physical integrity of workers and establishes **minimum requirements for the prevention of accidents and occupational diseases** in the design and use phases of machinery and equipment of all types, and also to its manufacture, import, sale, **exhibition** and assignment in all economic activities, without prejudice to compliance with the provisions of the other Regulatory Norms - NR approved by Administrative Rule no. 3,214, from June 8, 1978, in the official technical standards and, in the absence or omission thereof, in the applicable international standards.

Warning: It is the responsibility of the EXHIBITOR to follow the requirements defined by NR 12 above summarized.

8 – SAFETY AND HYGIENE STANDARDS AT WORK

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor

Portal: <https://portal.reedalcantara.com.br/downloads/>

REED EXHIBITIONS, together with other international event organizers, sponsored the development of a practical guide to assist exhibitors and contractors in the practice of actions and attitudes aimed at the safety and hygiene of all those who work or visit an exhibition or a conference. This practical guide was called the Guide to Global Standards of Health and Safety at Exhibitions and Conferences, g-Guide, which is available for download at the Event Exhibitor Portal.

g-Guide

Guide to Global Standards of Health and Safety at Exhibitions and Conferences



The instructions contained in this g-Guide "Global Standards Guide on Health and Safety at Exhibitions and Conferences" together with the Brazilian legislation of Technical Norms on Safety and Hygiene at Work shall be complied with by all EXHIBITORS and contractors and by all those who work in the Event assembly, accomplishment and disassembly.

Below are some instructions on assembly and installation of special machines, use of fire-fighting materials, fire extinguishers, prohibited equipment, obstruction of hydrants and use of PPE).



A. Special Facilities:

- a. Any equipment whose demonstration may present risks to the public, to contiguous stands or to the PAVILION, must be provided with special facilities that, at the PROMOTER's discretion, completely eliminate any danger.
- b. **The use and/or application of flame-proof material (IGNIFUGATION) for floor coverings, partition walls and the stand ceiling is mandatory. See more details in the document named "Electrical Procedures and Flame-Proof Materials in the Assembly of Stands" in the Event EXHIBITOR's Portal.**

B. Fire Extinguishers:

- a. All EXHIBITORS shall be obliged to maintain in their stand, from the beginning of the Assembly, throughout the Accomplishment, and until the end of the Disassembly, fire extinguishers with the load compatible with the products they exhibit and with the materials used in the assembly of the stand.
- b. They must not be installed on stairs, they must be unobstructed and properly signaled according to the table below. Fire extinguishers shall be distributed in such a way that the operator does not travel more than 25 linear meters. We suggest the use of the ABC Powder extinguishers, as it may replace any type of extinguisher of specific classes A, B and C.

	Non-divided Stand	Divided Stand
Area M ²	CO ₂ or PQS	CO ₂ or PQS
Up to 50	1	2
51 to 100	2	4
101 to 150	3	6
151 to 200	4	8
201 to 250	5	10
251 to 300	6	12
Above 300	7	14

The PROMOTER reserves the right to demand a greater number of extinguishers, to inspect them, to demand refills and to determine places for their fixation. In case of questions, refer to a safety

technician or, during the accomplishment period of the EVENT, the PROMOTER's firemen in the Safety Room.

C. Prohibited Equipment

- a. It is forbidden to operate internal combustion engines inside the PAVILION during the event.
- b. The use of explosives, non-inert gases, poisons, fuels, LPG and flammable liquids is prohibited.
- c. Any activity with fire, or use of tools that cause flames, sparks, smoke, etc., is prohibited, such as electric welding, blow torches, rotating sanders for iron or metals, among others.

D. Hydrant Obstruction

- a. If your stand has a ground or floor hydrant inside your area, it cannot be obstructed by equipment or walls, it must have a false floor identified and easy to remove.
- b. Removing fire extinguishers from their fixed points to be used elsewhere as ready extinguishers is also prohibited without the PROMOTER's prior authorization.

E. PPE - Personal Protective Equipment

- a. The use of PPE (personal protection equipment) is mandatory, including: helmets, gloves, belt for height, boots, glasses during the entire period of stay in the pavilion in the assembly and disassembly of the event.
- b. The helmets used in the pavilion must be class A or B, type I, II or III, with Certificate of Approval (CA) of the PPE used.
- c. It will be incumbent upon the **EXHIBITOR** and **ASSEMBLY**, to provide its employees and/or contractors with the appropriate PPE to the risk, in perfect state of conservation and functioning as determined by the Brazilian legislation for the assembly of stands at events.
- d. **The responsibility for the control of PPE use by its employees or contractors is incumbent upon the ASSEMBLER/EXHIBITOR, who must maintain a person responsible for the distribution and control of PPE use at all times of assembly and disassembly of the stand. Failure in PPE use by anyone working at the stand will result in penalties to be applied according to the following item.**
- e. The warnings and fines will be applied to the offender and to the responsible of the assembly in the act of the occurrence by the operational fiscals or by the Firemen hired by the PROMOTER, in the order below:



- 1st infraction: Verbal warning to the Worker and report of the offense to the person indicated by the **ASSEMBLY**;
- 2nd infraction: Fine of R \$ 200.00 (two hundred reais) and report of offense to the person indicated by the **ASSEMBLY**;
- 3rd infraction: Fine of R \$ 400.00 (four hundred reais) and report of the offense to the person indicated by the **ASSEMBLY**;
- 4th infraction: Fine of R \$ 800.00 (eight hundred reais) for offense and report of offense to the person indicated by the **ASSEMBLER**.

Warnings and penalties will be applied to the responsible ASSEMBLY company; offenses are counted according to all employees of the assembler.

F. Entrance and Stay in the Pavilion

- a. The entrance and stay in the assembly and disassembly periods is banned, without an identification, shirt or wearing shorts, skirts/dresses/shorts, or wearing clogs, sandals or slippers.
- b. The entry of animals of any species or sizes is hereby banned.

During the entire ASSEMBLY, RUNNING AND DISMANTLING period, the use of individual identification CREDENTIALS is mandatory.

There will be access control during all periods of the event, so it is important to note that the credential is for personal and non-transferable use.

III – DISCLOSURE MATERIAL

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor

Portal: <https://portal.reedalcantara.com.br/downloads/>

1 - VISITING

Entry into the event is restricted exclusively to people related to the sectors covered by FEICON BRAZIL, EXHIBITORS and PROMOTER's guests. For the entire period of the EVENT, the entry of children under 18 years of age is prohibited, even if accompanied by those responsible.

The event's visitors are composed of: Architects, Wholesalers, Builders, Interior Designers, Distributors, Engineers, Opinion Formators, Landscape Designers, Commercial Representatives and Retailers.

2 - DISTRIBUTION OF ELECTRONIC INVITATIONS

The event invitation will be electronic. Send as many invitations as you wish to your customers, through our online tool on the EXHIBITOR Portal.

3 – DIGITAL ACTIVATION (DIGITAL SHOWROOM)

3.1 What is Digital Activation and how to edit

DIGITAL ACTIVATION is an online showcase where you can promote your company and services through a unique profile published on the **Official Website and * Mobile App** that is available to the public from the time of contract signing until one month after the end of event.

DIGITAL ACTIVATION (Company Profile) will be posted on the **Official Website and * Mobile App** on the **Exhibitor List** page as soon as this page becomes available.

To edit your **DIGITAL ACTIVATION**, you will receive an email containing a unique URL, a Login and a Password.

If you have not received this email for access, Customer Service may resend as requested.

3.2 Recommendations

Your company may be **RECOMMENDED** to event visitors if there is synergy of interests and preferences. The visitor may receive the recommendation through the **Accreditation Confirmation**

page and email, on the back of the **Printed badge**, the **Exclusive Recommendation E-Mails**, the **Official Website**, * **Mobile App** and **Totems** available at the event.

3.3 Types of Digital Activation

Basic Digital Activation

It is already included in the CONTRACTOR'S PLANNING, ORGANIZATION AND ADMINISTRATION contract as a mandatory service. If not listed in your participation agreement, please contact our Customer Service immediately for guidance.

Items Included in Basic Digital Activation: Exhibitor List Name, Company Logo, Business Sectors, Contact Data, Company Description, Brands Represented, Unlimited Products, Cover Image, PDF Documents, "Why Visit Our Stand" Description (within Profile) and Visitor Recommendations.

Premium Digital Activation (Upgrade)

It is available to all EXHIBITORS upon upgrade purchase.

Premium Digital Activation Items: Exhibitor List Name, Company Logo, Business Sectors, Contact Data, Company Description, Represented Brands, Unlimited Products, Cover Image, PDF Documents, "Why Visit Our Stand" Description Featured on Exhibitor List, Gray Stripe with Premium Word on Exhibitor List, Featured on Company Website on Exhibitor List, Featured on Contact Email on Exhibitor List, Company Phone Featured on Exhibitor List, Products Featured in Exhibitor List and Visitor Recommendations.

IMPORTANT: TO USE ALL THE BENEFITS OF DIGITAL SHOWROOM, IT IS FUNDAMENTAL THAT YOUR COMPANY PROFILE IS COMPLETE ON THE EXHIBITOR'S PORTAL. COMPLETE PROFILE COMPANIES GENERATE MORE LEADS AND ARE MORE RECOMMENDED TO VISITORS.

Clarification Note:

EXPO GUIDE and other organizations in this segment search companies through EXHIBITORS catalogs. Its current activities cover companies from across Europe, America and Asia. They offer online advertising services and use a form (which resembles an RXAM form) for entering data into the catalog at no charge, inviting EXHIBITORS to fill it in so that their business is listed in an online directory. EXHIBITORS who sign and return the form are in effect hiring advertising for a period of three years, or any other period defined in this form, with non-retracting, non-cancellation agreement, which will cost the EXHIBITOR a significant amount of money with no foreseeable benefits.

We wish to alert you and inform you that Reed Exhibitions or its related companies do not collaborate with such organizations as the Expo Guide or authorize such organizations to use your name or the name of any event or any other information from your trade shows to propose any type of business or disclosure to EXHIBITORS.

Beware, these organizations can greatly damage the reputation of everyone involved. We advise all EXHIBITORS to be aware of Expo Guide and other such organizations.

3.5 DIGITAL LEADS CAPTURE

* By making available the Mobile Application for the contracted event.

We suggest the recommendations below as a best practice for using Digital Lead Capture.

MINIMUM MOBILE REQUIREMENTS

- Android: version 6.0 or higher and available memory over 15 MB
- iOS: version 9.0 or higher and available memory over 90 MB

- Wi-Fi or 3G / 4G internet connection for data synchronization

- 8 MP or higher camera sensor
- We do not recommend using the app on Tablets or iPads

RECOMMENDATIONS OF USE

- Use the internet-connected app as often as possible so data is always up to date and in sync
- Do not log off and disconnect from application until all data has been synchronized
- Do not uninstall the app until all data has been synced
- At the end of the event, back up your data by clicking the "Upload" button located on your profile screen.
- Always keep the latest version of the app installed on your device

Reed Exhibitions guarantees support before, during and after the event for Exhibitors.

Reed Exhibitions is not responsible for any loss of Leads due to misuse of the License and the Application as set forth in the recommendations for use.

4 - PRESS RELEASE

Through the Marketing Department and in conjunction with KB Comunicação Press Office, Reed Exhibitions (RXAM) will periodically promote the EVENT in national and international newspapers and magazines, specialized magazines, radio and TV.

If it is of interest to the EXHIBITOR, he may send his news / information to the e-mail of Rogério Porto and Aline Burgueño - feicon@kbcomunicacao.com.br providing details about his participation in the EVENT, or by number: + 55 11 4332 9808.

Such information, sent to the general press, in the form of "releases" / agenda suggestions, by the Department of Marketing / Outsourced Advisory, may or may not be used by the media.

RXAM, in its sole discretion, together with its Outsourced Marketing / Advisory Department, reserves the right and without any responsibility to select information for journalistic use, to be sent to the media, being entirely under the responsibility of the organizations for the veracity. of the facts disclosed, exempting the EXHIBITOR, RXAM from any liability.

5 - MERCHANDISING

Merchandising products are intended to increase the visibility and disclosure of the EXHIBITOR within the EVENT. Merchandising will be considered as any advertising outside the stand limits.

If you wish to carry out any merchandising activity, our team is available to assist you. Hiring will be formalized through the signature of a corresponding contract with THE PROMOTER.

The merchandising spaces will preferably be leased to the EXHIBITORS participating in the EVENT. The merchandising areas will not be leased to companies not participating in the EVENT, which are competitors of the basic sectors of the EVENT.

All airspace in the internal area of the PAVILION above the height limits of assemblies, as well as areas of common use such as street floors, walls, columns, metallic support structure, entrance and exit of the PAVILION and toilets can only be used for visual and/or merchandising communication by the PROMOTER.

The material for merchandising may only be exposed at the points determined and approved by the PROMOTER and under the conditions specified in the Advertising Table that will accompany the EVENT Merchandising Project. The content and materials cannot, however, be aggressively or provocatively exhibited to other participants.

The texts and/or promotional materials must be previously approved by the PROMOTER. The promotional material to be installed must be delivered on the dates and conditions required in the EVENT Merchandising Project.

All of the arts, texts and/or materials that the EXHIBITOR will use in the Merchandising products must be delivered to the PROMOTER through the Upload Zone. This is an exclusive area on the EXHIBITOR Portal, where one can upload the materials within the formats and conditions established in the Merchandising Project.

To consult the available products just consult the event website through the link: <http://www.feicon.com.br/Media-Kit/>

THE FOLLOWING WILL NOT BE ALLOWED:

- A. The installation of inflatables of any type, shape or size, outside the stand domain;
- B. Circulation around the EVENT hallways or common areas, by persons characterized in costumes of any type or kind (inflatables, costumes etc.) representing the products of the EXHIBITING company - brand, character or theme alluding to the stand.
- C. The distribution of brochures outside the stand limits, under penalty of being collected by the PROMOTER's Safety Sector.

ANY AND ALL PROMOTIONAL MATERIAL THAT INFRINGES THIS REGULATION, WILL BE SEIZED AND RETURNED ONLY AFTER THE END OF THE EVENT.

Any other publicity action, which is not specified in the EVENT Advertising Table, is banned from being practiced in the common or circulation areas (outside the stand limits).

The merchandising materials will be withdrawn from one hour after the end of the EVENT on the last day. EXHIBITORS must leave a person in charge at the stand to receive the material on this date. If the material is not removed during the Disassembly period, it will be unused.

IV – PREPARATORY PROVIDENCES

1 - ASSEMBLER HIRING

EXHIBITORS are advised to anticipate hiring an Assembly company because, due to the large number of EVENT stands, such companies may not accept last minute requests. There are a large number of assemblers whose indication can be obtained with:

SINDIPROM - Trade Union of Companies for the Promotion, Organization and Assembly of Fairs, Congresses and Events of the State of São Paulo.

Rua Frei Caneca, 91 – 11th floor – Cerqueira César

01307-001 -São Paulo- SP - Phone/Fax: +55 (11) 3120-7099 www.sindiprom.org.br

WARNING: For your convenience and reduction of participation cost in the event, the PROMOTER recommends the hiring of the official ASSEMBLY companies presented on the EXHIBITOR PORTAL. You can hire the built-up stand assembly or Basic Assembly or "All Inclusive" Participation Packages (if available for this event), which in addition to facilitating your participation, will provide a lower cost and an increase in the return on your investment. Get more information with Reed Exhibitions.

2- APPLICATION FOR CREDENTIALS

A. REQUESTING CREDENTIALS

- a. The EXHIBITOR is entitled to a free amount of credentials, proportional to the area of their stand, at the **ratio of 0.4 per square meter of contracted leased area**. Included in the sum total are the EXHIBITOR, safety and service providers' credentials.
- b. If an additional amount is required, the PROMOTER will provide the credentials upon payment per requested unit.
- c. The PROMOTER will issue the credentials according to the sequence requested in the form. If the total quantity exceeds the free quantity, the surplus names will remain unencumbered until payment is made, when, then, the other credentials will be issued.
- d. **The request for credentials must be made only through the EXPOSITOR portal on the event website.**
- e. This form is intended for the accreditation of employees from the EXHIBITOR's company and service providers who will work and/or remain in the stand during the EVENT.
- f. **The credentials of ASSEMBLYING companies are not included in the EXHIBITOR's quota, and the ASSEMBLYING company must pay their credentials.**
- g. **For entry during all periods of the event - Assembly, Realization and Disassembly. All ASSEMBLERS shall request the credentials of the stand assembly and disassembly team through PORTAL DO MONTADOR (same location as the exhibitor, but with the login and password of the assembler itself).**

B. CREDENTIAL PRINTING

All EXHIBITOR, service provider, and ASSEMBLER credentials may use the benefit of advance printing, provided all payments are cleared. Only credentials of SINDIPROM members must be withdrawn at the entrance to the pavilion, as it is compulsory to deliver the official's individual identification card from the current year.

Warning: Without the provision of complete user data, no Credential Copy will be provided; it will only be issued in case of loss and will have an increase equivalent to 25%.

3 – STANDARDS FOR USING PARKING

São Paulo Expo has up to 4,500 covered spaces, with direct access to the pavilion through an integrated walkway. Outside the perimeter of municipal restriction of vehicles (rotation) and located only ten minutes from the Mário Covas roadway. The parking building has 4 access ways that promote comfort and tranquility in the arrival and departure of vehicles.

The parking lot is operated by INDIGO, a global company with experience in parking solutions. The processes of attendance adopted were customized according to the need of each event, for the comfort of visitors and promoters.

The garage building has:

- 6 floors
- 10 elevators
- 15 gates (input/output) with reversal option
- AUTOMATED PAYMENT

There are still + 2,500 parking spots around the pavilion.

THE AMOUNTS CHARGED BY INDIGO MAY HAVE ADJUSTMENTS AT ANY TIME, WITHOUT PRIOR NOTICE, AND ARE ADMINISTERED BY SÃO PAULO EXPO.

The entrance and parking of vehicles inside the pavilion will not be allowed. In case of extreme necessity and urgency, the driver must request the authorization with the event coordination.

Prior notice to the engineering supervisor of the event pavilion (architect or engineer) is required for larger equipment, such as machinery, cars, containers etc., so that routes and dates and times for entry of these materials are defined.

The pavilion parking lot is managed by São Paulo Expo. There is no kind of credential that allows free parking.

For reference of parking prices, below is the table in force until Dec/2018; after this date, these prices may be readjusted without prior notice.

PRICE TABLE FOR A 12-HOUR PERIOD

Event Assembly, Accomplishment and Disassembly

Vehicle Type	Amount	Grace Period
Cars	R\$ 55.00	15-minute grace period
Bus	R\$ 160.00	30 minute grace period
Motorcycle	R\$ 30.00	15-minute grace period
Microbus	R\$ 120.00	30 minute grace period
Vans	R\$ 70.00	30 minute grace period
VAN PICK UP	R\$ 90.00	
MICROBUS PICK UP	R\$ 120.00	
BUS PICK UP	R\$ 150.00	

LOADING AND UNLOADING – AMOUNTS PER PARKING HOUR

Valid for assembly/disassembly and Event Accomplishment - Loading and Unloading Sector

Vehicle Type	Amount	Grace Period
Cars	R\$ 15.00	10-minute grace period
CARGO VEHICLE (Up to 7 tons)	R\$ 20.00	10-minute grace period
CARGO VEHICLE (Over 7 tons)	R\$ 30.00	30 minute grace period

GATE 2 - Truck Area

Exclusive area to await loading and unloading. You are not charged at this location. Main access via Etrusco Street.

* Charging will only be performed in the loading and unloading sector.

ASSEMBLY AND DISASSEMBLY CONDITIONS

A. LOADING AND UNLOADING AREA

- a. If the vehicle uses the loading/unloading area, there will be a charge per hour or fraction, according to the table posted in the accesses. The permanence of vehicles in the loading and unloading area is exclusively used for this purpose (loading and unloading), and the area cannot be used for parking vehicles, accommodation of any materials or reservation of places, both in assembly and disassembly.
- b. Failure to comply with what has been established will result in collection of an amount to be defined by the administration of the flag.

B. ACCESS - LOADING AND UNLOADING AREA

- a. Main access by the Avenue Miguel Stéfano, close to number 3000 (in front of the Main gate of the botanical garden), enter in Street Etruscos - ZIP CODE 04301-903 - São Paulo – SP

C. DISASSEMBLY

- a. At first, the Fair disassembly will commence soon after its termination, and access to the loading and unloading area will follow what is defined by the PROMOTER's logistics team, to be disclosed in a timely manner to ASSEMBLERS.
- b. At the beginning of disassembly, on the last day of the event, no type of vehicle will be allowed in the loading and unloading area, before the scheduled times.
- c. Therefore, all should pay attention to the pre-established schedules, avoiding to arrive too far in advance, not to cause complications in the traffic of the region. The vehicles will be parked in the truck area, while awaiting the release of the pavilions.
- d. In the loading and unloading area, it will not be possible to use spots for the accommodation of any materials, for later loading them in vehicles or spot reservation, under penalty of charge to be made by the parking administration, that is, all material should be conducted from the interior of the pavilion directly to the intended vehicle.

D. FINAL CONSIDERATIONS ON LOADING AND UNLOADING AND PARKING

- a. Without prejudice to compliance with the general rules of the Traffic Code, the circulation of vehicles in parking areas shall comply with the standards of good conduct, in particular the following ones:
 - i. Speed limited to no more than 10 km/h;
 - ii. No use of acoustic signals or sounds that cause disturbances to the activities of the Fair and to the neighborhood;
 - iii. Failure to perform dangerous maneuvers, dangerous or fun driving; Compliance with the guidance of employees and/or parking attendants, as well as existing signs;
 - iv. Zeal for cleaning and conservation of parking space.

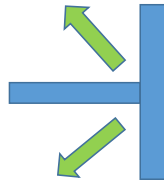
4 – ASSEMBLY STANDARDS AND PROCEDURES

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor

Portal: <https://portal.reedalcantara.com.br/downloads/>

A. FLOOR - Demarcation and Assembly

- a) The area of each stand will be demarcated by the PROMOTER on the PAVILLION floor. For the stand assembly, **shall be considered the INTERNAL ANGLE of the mark on the floor. As per the figure below:**



b) DOUBLE-SIDED TAPE

The double-sided tape used to attach carpet directly to the PAVILION floor must be by the 3M Ref., 4880 brand, or equivalent, without damaging the floor.

c) PARTITION WALLS

Partition walls should be constructed between stands that have neighbors. Establishing the limit of each area, according to the marking on the PAVILION floor. The minimum height of the walls should be 2.20m. Walls that extend beyond the partition walls of the neighbor should have finishes compatible with the interior finishes.

d) MINIMUM ASSEMBLY REQUIRED

Regardless of the size of the space contracted, it is mandatory to place at least carpeting, partition walls, basic lighting and company identification.

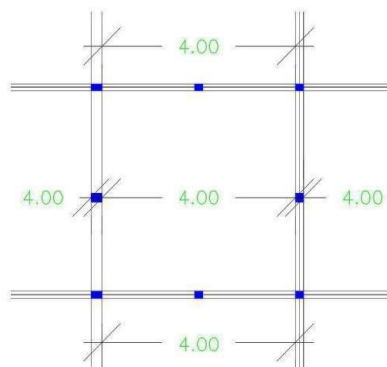
B. AIR CONDITIONING

- a) All the pavilions of São Paulo Expo are equipped with own air-conditioning system.
- b) The Air Conditioning System Project was designed to reduce the internal temperature by up to 8°C in Pavilions 6, 7 and 8 and 10°C in other Pavilions. As every Air Conditioning System, there are variables such as relative air humidity, number of people, heat systems that can change the efficiency of the system.
- c) Other important information is that this temperature will be felt in the corridors and free areas of the pavilion, as inside the stands there are other factors that inhibit the entrance of the air conditioning and increase the temperature in the stands, such as the closing of the ceiling, low, use of hot HDI lighting, etc.
- d) The recommendation of São Paulo Expo for a perfect air conditioning system in the stands is **NOT TO COVER the ceiling and use cold lighting systems such as led bulbs, among others.**
- e) In order to minimize this effect in the stands where it is necessary to build closed rooms, the use of Split air conditioners in these closed environments is allowed. These appliances shall be placed on the roofs of stands with vertical piping for hot air discharge to the level above the air conditioning.
- f) The complete installation must be done by the stand ASSEMBLER themselves. PROMOTER and São Paulo Expo will only verify and approve the installation.

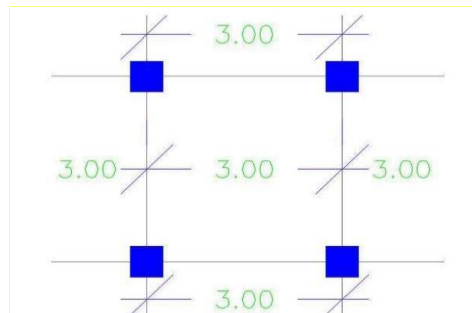
- g) In the event of a power failure, the air conditioning system will automatically shut down and restart in up to 20 minutes after power is restored.
- h) The optimum temperature stabilization will depend on the thermal load of the stands and the external temperature at the time of the system shutdown, which can occur in a range of 5 minutes up to 1 hour, depending on the intensity of the factors described above.
- i) Closed rooms that install split air conditioners will not suffer from such an interruption as they will re-start immediately after the energy has returned.
- j) For stands using Split air conditioners, a detailed air-conditioning project including the support structure to be analyzed by the São Paulo Expo must be presented at least 30 days before the start of the event with the following conditions:
- i. Only properly sized Split machines will be allowed. In no case shall the use of window air conditioners inside the pavilions be allowed"
 - ii. The discharge of the hot air produced by the condensing unit should be done above the line of the air-conditioning ducts of the pavilion, which varies from pavilion to pavilion (approximately 9 to 12 meters).
 - iii. The installation of the equipment in the stand can only be executed upon approval of the project by São Paulo Expo and submission of the design and installation ART, covering the structural part and the electrical installation;

C. FIXING ELEMENTS ON THE PAVILION CEILING

- a) Only the fixation of the structure for illumination, boards for logos attached to the support of illumination and speakers will be authorized.
- b) **Warning:** Stands that are not an ISLAND will need a 2.00 m backsliding relative to their neighbors, and there is no need to make a recoil in relation to the streets. The stands that are assembled as an ISLAND will not need any recoil.
- c) In the case of lighting with self-supporting structure, columns or poles, these may be in the streets, provided that such structures are fully leaked (box truss type).
- d) São Paulo Expo has two types of roof structure where lightweight facilities with a maximum weight of 50 kg - per fixing point are allowed:
- i. In the area covered with Black metallic structure (Pavilions 1, 2, 3, 4 and 5) each attachment point must be positioned at least 2 meters apart.



- ii. In the coverage area with a White space structure (Pavilions 6, 7 and 8), each attachment point should be positioned at a distance of 3 meters from each other.



- iii. The steel cable facilities are the responsibility of SÃO PAULO EXPO.
- iv. Project approval of the aerial structure will be made by the PROMOTER in 45 days in advance, from the beginning date for the event assembly.
- v. SÃO PAULO EXPO charges from the ASSEMBLERS who use the aerial structure for the development of the stand project, a fixed rate in the range of R\$ 250.00 per point of securing steel cables, as many as are necessary. **This fee may change without prior notice.** In cases of cable fixing change after installed there will be an extra charge to be defined by SÃO PAULO EXPO.
- vi. The fee must be paid after the approval of the project directly to SÃO PAULO EXPO.
- vii. Filling in the forms and terms of responsibilities of SÃO PAULO EXPO available on the EXHIBITOR/ASSEMBLER Portal is required.
- viii. **Warning: No other company can raise or fix cables on the roof, except São Paulo Expo.**

D. MEZZANINE OR 2nd STAND FLOOR

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor Portal: <https://portal.reedalcantara.com.br/downloads/>

- a) Only stands with mezzanine or 2nd floor will be allowed when the contracted lease area equals or is larger than 250 m². Likewise, the mezzanine or 2nd floor area may have a maximum 25% of the total stand area and shall have a setback of at least 2 meters from the perimeter limits.
- b) The use of mezzanine or 2nd floor areas will simply an additional payment of 35% of the contracted m².
- c) In the case of mezzanine or 2nd floor construction, the final height allowed, **ONLY IN THIS AREA OF THE STAND - MEZZANINE OR 2nd FLOOR** will be 7.00 m, from the PAVILION floor, with the minimum 2m recoil.
- d) For stands parallel to the pavilion walls, construction must be carried out on the wall opposite the main street of the event
- e) **Warning: The access ladder to the mezzanine or 2nd floor should be considered an integral part of the project, and the heights and retreats and presentation of specific structural calculation of the ladder must be complied with.** The maximum loading capacity of the mezzanine or 2nd floor should be expressed in kg/m² as well as its capacity in number of persons, at the beginning of the stairway connecting this ground floor to the mezzanine or second floor.
- f) The stands with mezzanine should have the ART or RRT highlighted, informing the name and qualification of the technical engineer responsible and his company with the due payment, as well as the registration of this company with CREA or CAU. **The ART or RRT must cover the whole period of the EVENT, that is, Assembly, Accomplishment and Disassembly; without this complete data, the ART or RRT will not be accepted.**

- g) In the design of the stand with mezzanine or 2nd floor, the structural calculation memory of the 2nd floor should be included.
- h) The structure shall be dimensioned according to the capacity calculations per m², according to the load capacity calculation worksheet.
- i) The mezzanine floor or 2nd floor shall be compatible with the load established in the load calculation worksheet.
- j) The use of glass panels in the mezzanine or second floor is not allowed, and acrylic, polycarbonate or similar panels shall be used, which shall have a maximum opening size of 1m x 1.40m. There will be an exception to this rule only for cases where glass panels have received the application of insufilm-type safety film, or laminated or tempered glass panels.
- k) **One must submit the following documents related to the PROMOTER's technical department, by uploading the EXHIBITOR/ASSEMBLER portal within the deadlines defined in this standard before the start of the event.** The PROMOTER will authorize it or not until no later than 48 hours (2 working days) upon submission for analysis:
- i. Project
 - ii. Structure Calculation
 - iii. Description memorial
 - iv. ART/RRT project with proof of payment
 - v. ART/RRT execution with proof of payment
 - vi. Copy of identification card owned by the professional responsible (CREA/CAU).

Please note: Project reviews will start from 90 days before the event starts. Projects submitted within this deadline will receive feedback within 48 hours.

E. MASONRY CONSTRUCTION

- a) Any constructions (floors, walls) in masonry or similar are prohibited. Exception to this rule must be approved by the PROMOTER before sending the documents for approval.

F. GARDENS AND PLANTS

- a) Gardens, flowers and ornamental plants shall be permitted when contained in vases, baskets or other containers, provided that no loose earth, sand or stones are used for the execution of gardens directly on the PAVILION floor.

G. STAND VERTICAL PROJECTION

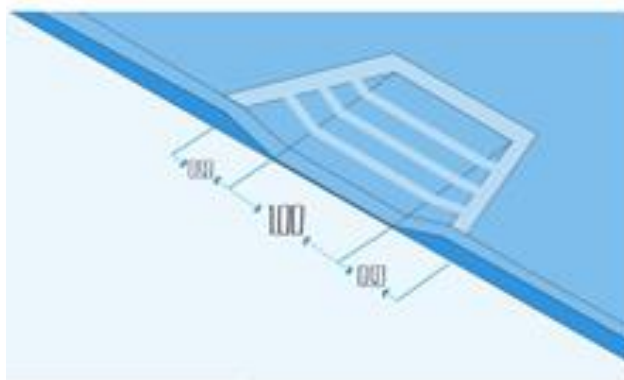
- a) The vertical projection of any element of the assembly including (**SHOWCASES, DECORATIVE ELEMENTS, AIR CONDITIONING APPLIANCES OR EXPOSED PRODUCTS/EQUIPMENT**) must be within the peripheral limits of the stand area.
- b) Projections on contiguous stands or on the EVENT traffic lanes will not be accepted, except for reflectors for illumination of stand façades and logos, as long as they are installed at a minimum height of 4.00 m.

H. HIGH FLOORS - ACCESSIBILITY

- a) The EXHIBITOR is responsible for the elaboration of their stand and to maintain it in accordance with the terms of the Brazilian Inclusion Law and the technical standards of ABNT, guaranteeing the right to accessibility to all public with disabilities and reduced mobility, in any capacity, in accordance with current legislation. The Exhibitor's stand ART (Technical Responsibility Note) must include an express reference to compliance with Act 13,146/15 (Brazilian Inclusion Law) and ABNT Technical Standards, as a condition of

release by the PROMOTER, as required by the Public Prosecutor's Office of the State of São Paulo, without prejudice to the other provisions contained in the EXHIBITOR's Guide.

- b) It is **REQUIRED** for each booth to have at least one ramp in an easily accessible and visible location following the rules below. Preferably, it is desirable for the entire raised floor with public access to be lowered to its full extent. Ramp Requirements per NBR9050 (The ramp shall have 1.00x1.00m minimum with 0.50m corner break on each side):



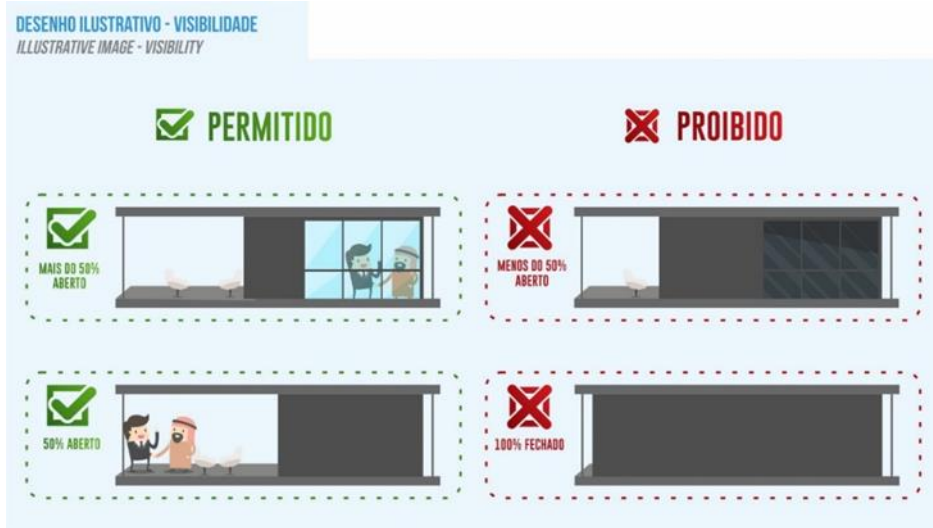
**In addition to the use of non-slip floor. The minimum length and width should follow the pattern in the table below:

Floor Height (cm)	Minimum Length (cm)	Minimum Width (cm)	Minimum width of each chamfer (cm)
3	Without ramp	Without ramp	No chamfer
4	100	100	50
5	100	100	50
7	100	100	50
10	100	100	50
15	150	100	75
20	200	100	100

The PAVILION floor cannot, under any circumstances, be demarcated, painted, pierced or excavated. It is forbidden to make use, for any purpose, of service channels on the floor.

I. VISIBILITY

- a) In order to provide greater visibility for all stands and a more pleasant circulation space for visitors, a 50% visibility rule was created, as follows:



- b) Provide in the project that the crown and the warehouse are located so as not to close any side completely.

J. HEIGHTS AND RECOILS

The table below determines the permitted heights and setbacks for any booth decorative components. These heights are considered from the floor of the pavilion, there is no need for street recesses for booths with areas that do not configure islands, maintaining the maximum height and indents **of the table below for neighbors.**

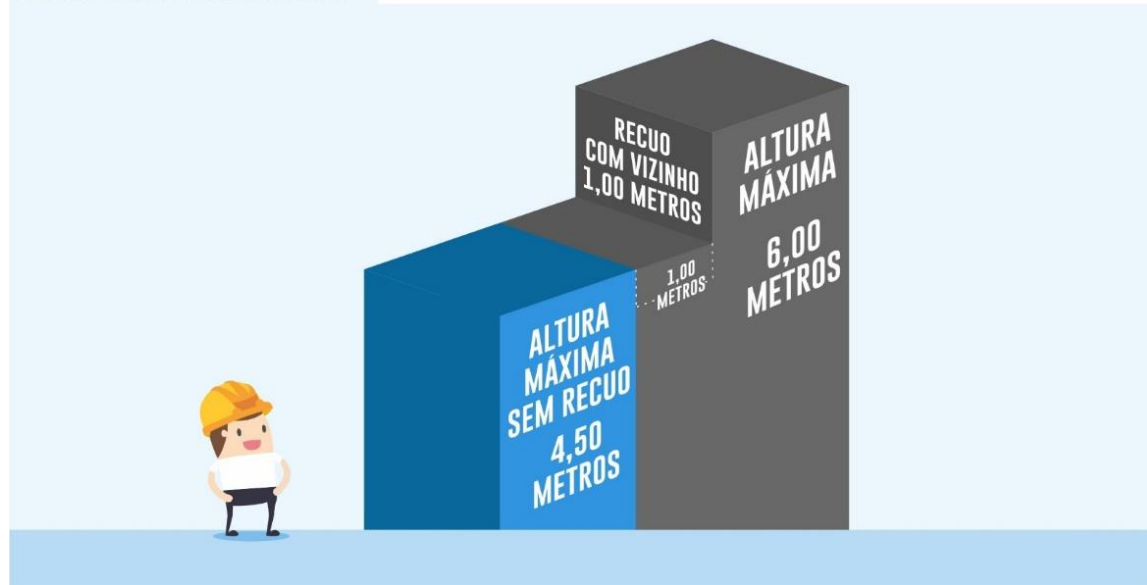
The stands that **configure the island** may have the total occupancy of the linear footage of its perimeter, up to 4.50m in height, with no need for retreat, and from 4.51m in height, the assembly may not exceed 40% of the perimeter. When this percentage is exceeded, the indentations in the table below should be observed.

In the case of mounting elements such as foreheads, beams, columns and totems, there is no need for indentations, provided they are built in the area of the booth where there is no wall or panel mounting in the same projection.

Elements constructed on the neighboring boundary must obey the indentation table.

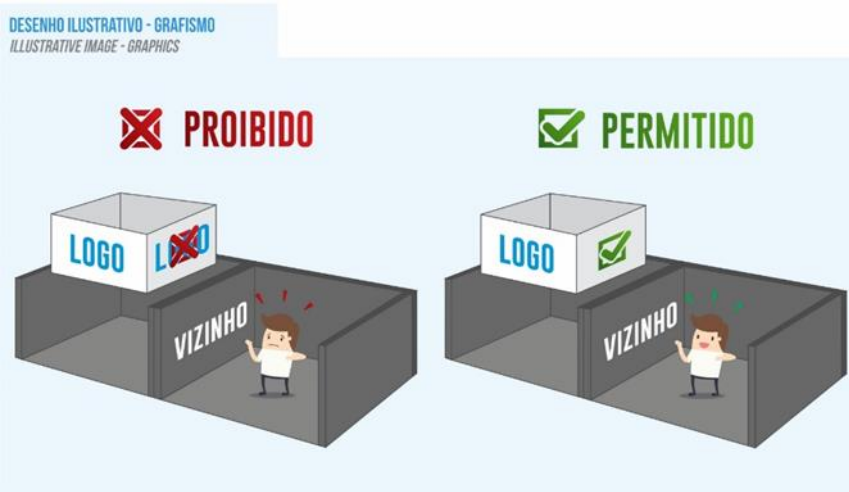
MAXIMUM HEIGHT	MINIMUM
Up to 4,5m	0
4,51 a 6,0 m	1,0m

DESENHO ILUSTRATIVO - ALTURAS E RECUOS
ILLUSTRATIVE IMAGE - HEIGHTS AND RECOVERY



K. GRAPHICS

It is not allowed to apply graphics (logo, visual communication, etc.) to the neighboring stands.



L. ELECTRICITY

- a. In order to improve safety in the execution of electrical facilities and maintain compliance with current standards, the power cables used to supply electric power to the stands and other necessities of the events held in the pavilions of São Paulo Expo will have at their end, where the requester's voltage will be connected, a Socket Plug of the STECK brand, with 5 poles of 32 A or 63 A.
- b. This type of connection, also called a "plug-in" connection, will minimize the risk of accidents due to short circuits, electric shock or phase inversion, which can cause the equipment to burn.
- c. For more details of all the instructions and procedure on Electrical Energy, download the document "PROCEDURE OF ELECTRICITY AND USE OF FLAME-PROOF MATERIALS IN THE ASSEMBLY OF STANDS".

5 - REQUEST FOR FACILITIES AND SERVICES

Instructions and electronic forms will be available on the event website at the EXHIBITOR Portal. Access is by means of your login and password. The ticket is generated 24 hours after the request and will be sent to the registered email. These requests will only be available **until August 19, 2021**. Please be aware of the deadline to ensure availability and 10% discount.

A. GARBAGE REMOVAL SERVICE

- a. This is a mandatory service to ensure the well-being of all participants. If the Garbage Removal service is not listed in the Contractor's Planning, Organization and Administration contract, the value will be charged for garbage removal and landfill services in the PAVILION's common areas during the assembly and decoration of the EVENT.
- b. **Warning:** We ask that you advise your contractors so that after placing the treadmills on the streets, it is strictly prohibited to throw garbage and dirt on them. We want your buyers to be well received at the opening of the event and the disposal of garbage on the streets makes cleaning difficult and entails delays in the opening.
- c. As a rule, after the assembly and start of the event, all trash from the stand should be packed in plastic bags and placed in the trash cans arranged in the corridors to be removed by the PROMOTER cleaning team, never directly on the carpet as there are risks of leakage harming the event.
- d. Failure to comply will result in a fine of R\$ 2,000.00 (two thousand Reais) and in the event of a recidivism of R\$ 5,000.00 (five thousand Reais) and uncreditation of violators.

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor Portal: <https://portal.reedalcantara.com.br/downloads/>

B. COMPRESSED AIR

- a. This service must be requested by means of an own form indicating the flow (consumption) in cubic feet per minute (PCM or CFM), of the quantity required, in the EXHIBITOR Portal. Upon completion and payment of the request, the PROMOTER will install a Compressed Air supply point in its stand, next to the channel, with ball registration and an 1/2-inch outlet, socket thread (internal) and with a pressure of 7 kg/cm², equivalent to 100 pounds per square inch (PSI).
- b. If there is a withdrawal or change in the request, the PROMOTER must be notified in writing within a maximum period of 24 hours after receiving the ticket by the EXHIBITOR.
- c. To test one's product, the conductive line of Compressed Air will be activated **two days prior to the inauguration of the event from 10:00 am**, returning to work in the regulatory period and time of the EVENT.
- d. The EXHIBITOR must complete the installation of Compressed Air with a suitable filter with pressure regulator to meet their needs, as the PROMOTER will not be responsible for the impurities or humidity contained in the air.
- e. Only compressed air hoses of the WINGFOOT GOODYEAR type, or similar, which, together with the compatible clamps installed, must be used up to the point of use provided by SÃO PAULO EXPO.
- f. In the event that the EXHIBITOR chooses to bring its own compressor, he or she must provide facilities that completely eliminate any risks to people, goods and stands, as

well as prevent noise or vibration levels that disturb operations in the neighboring stands.

- g. **The PROMOTER reserves the right to interrupt the operation of the apparatus if these requirements are not fulfilled.**
- h. **Warning:** The payment for this service refers to the installation of a point with the requested consumption. If there is a need for excess spots, there will be an additional cost per point requested.
- i. The supply of compressed air can only be used for powering machines and is not allowed to be used in equipment with decorative purposes.

C. HYDRAULICS

a. SINK SPOT

- i. Upon completing the form and payment of this request, the PROMOTER will install the point of delivery and water supply in your stand.
- ii. The ASSEMBLER contracted by the EXHIBITOR must go to CAEX to inform the spot location for this installation, **before the stand flooring is placed.**
- iii. The installation will consist of a 3/4-inch supply point with registration, and a 1-inch flow point, and its cost per delivery point requested.
- iv. **WE DO NOT INSTALL SPOTS IN THE MEZZANINE OR 2nd FLOOR.**
- v. The EXHIBITOR shall complete the distribution facility in their stand, obeying the ABNT and SABESP standards, from the spot installed by the PROMOTER.
- vi. The water spot should not be installed near the power spot.
- vii. Sinks will not be supplied and installed, and the EXHIBITOR must request its installation directly from the assembly company contracted for assembling their stand.

b. EQUIPMENT SPOT

- i. Upon completion of the form and payment of this request, the PROMOTER will install the delivery spot and water flow in your stand to demonstrate machines and/or equipment that needs water for its operation.
- ii. The installation will consist of a supply point with a 1/2-inch socket screw (inner) and a 1.5-inch outlet flow (40 mm).

D. ELECTRIC POWER

- a. **THE PAVILION WILL BE ENERGIZED THE DAY BEFORE THE INAUGURATION OF THE EVENT AT 10 A.M.**
- b. If the electricity service is not listed in the PLANNING, ORGANIZATION AND ADMINISTRATION contract owned by the CONTRACTOR, the EXHIBITOR shall inform the ASSEMBLER regarding the KVA amount they wish to contract. If there is a need to hire additional energy, the request must be made through the EXHIBITOR Portal. This is a mandatory service.
- c. **Warning:** The available current is alternated, with a 60 c/s frequency, in the 380 Volts Three-phase voltage – 220 Volts neutral phase. When another type of voltage is required, a transformer must be used.
- d. SÃO PAULO EXPO has an Emergency Generator, with basic lighting on the escape routes.
- e. Every electrical installation must be accompanied by a project with a descriptive memorial of the entire installation and distribution carried out by a qualified professional, complying with the ABNT and ENEL norms **(See mandatory documentation on electric energy in item 9 of this guide)**

- f. It shall be incumbent upon the EXHIBITOR to provide the mains network input containing the general switch with suitable circuit breakers, and complementary to the distribution facility in his or her stand from the spot installed by the PROMOTER and he or she shall pay attention to the following rules:
- i. Being responsible for the distribution of power (branches) in the stand, from the spot provided by the PROMOTER;
 - ii. **Landing all the metallic structure of the stand, in order to prevent electric shocks, according to NBR 5410;**
 - iii. Installing, from the power point supplied by the PROMOTER, three-phase branches with neutral and grounding, in PP copper cables and flame-proof insulation, according to NBR 5410;
 - iv. Installing, from the supplied power point, circuit breakers, fuse switches and DR's, assembled in appropriate boxes, equipped with doors, in order to protect the loads and circuits of islands and stands, with industrial socket terminals (STECK or similar), PP copper cables and flame-proof insulation, according to NBR 5410;
 - v. Providing and installing cables with minimum 750V insulation, general island feeders and stands that will be connected by the ASSEMBLER's electricians to the power points indicated on the approved plants;
 - vi. Not using parallel wires and t-adapters in any electrical installation, including extensions and lighting; only PP copper cables with flame-proof insulation may be used, as determined by NR-10, NBR-5410 and Internal Safety Standards of SÃO PAULO EXPO;
 - vii. If the EXHIBITOR checks the use/exposure of equipment/special machines inside the Pavilions whose width/length or height dimensions are greater than 7 meters or that have a weight per m² above 2,500 kg, it must request approval from the PROMOTER through the document "Permission to Exhibit Special Equipment", which is available to EXHIBITORS at the event portal for download. The PROMOTER will send such document, correctly filled, to the Operations Department of SÃO PAULO EXPO for analysis and approval. This may prevent the entry or determine the removal of the equipment or implementation of safety measures that they deem fit.
 - viii. The installation of electrical appliances, pendants, or external fixation will not be allowed without the PROMOTER's prior authorization.
 - ix. The stand main switch should be placed in a place of free access for the safety service of the PROMOTER. If a power booth is installed in the stand, the PROMOTER must receive a copy of the key that allows access.
 - x. **Warning: After the assembly and the stand electrical facilities have been completed, the stand's electrical connections will be checked by PROMOTER and/or Pavilion's representatives to verify compliance with the standards of this guide with respect to distribution and electrical installation in the stand. If situations of non-compliance with these standards are found, it must be resolved in time for the opening of the event, otherwise the stand will not be open until such time as the situation is resolved.**
- g. **TOOL POINT - ASSEMBLY:** Energy usage service will be charged one point, per stand to be assembled for the use of saws, drills and other tools, if verified simultaneous use will be charged the additional amount for tool, for all stands with assemblies built, **it will be mandatory to hiring an ELECTRIC TOOL POINT for use.** Electric power will only be supplied to the above tools if they are have PP cable extensions without seams. Obs.: TOOL POINTS are available next to the pavilion

columns and it is the responsibility of the assembler to have the extension to make the connection, in the standards mentioned above, without seams and PP cables.

- h. **SPECIAL LIGHTING:** The stand that uses any kind of special lighting like spotlights, light cannons, laser cannons, halogen lamps, chandeliers etc. must install these equipments, in special structures with a capacity to support the weight and in a way that does not pose risks to other EXHIBITORS, visitors and the assemblers themselves. The luminaires, ballasts and components of the backlit switchboard cannot be attached to the assembly. They must be packaged in isolation so as to offer no risk of shock to people. Special lighting designs must be detailed through the floor plan and perspective and sent by the EXHIBITOR/ASSEMBLER Portal by the deadline determined in this guide.
- i. **SPECIAL FACILITIES:** All equipment for special facilities must comply with ABNT and NR regulations of the Ministry of Labor.
- j. **VIDEO WALL AND BIG SCREENS:** Video wall and big screen equipment can be assembled in suitable structures, capable of supporting twice the weight of the installed equipment.
- k. The PROMOTER recommends that each stand has a protection equipment (stabilizer, automatic switches, UPS etc.) against possible power oscillations or lack of phases, and such equipment must be in an easily accessible place. The PROMOTER is not responsible for any damage caused in the absence of this equipment. One should also have transformers for 110V for the equipment that use this voltage.
- l. To calculate the number of KVA required for their stand, the EXHIBITOR should simply add the W and KVA indicated on the plates of the equipment and the lamps to be used in their lighting. There is no need to consider the KVA/hour, as the cost of KVA refers to consumption during the entire operating period of the EVENT.
- m. In order to make the calculation easier, we include at the end of this GUIDE a table with the amount of KVA consumed by the most commonly used items in a stand.
- n. **Warning:** Any excess of consumption identified in the course of EVENT by the electrical technical team, calculated between the amount of energy consumed by the EXHIBITOR and the amount of energy contracted, will be considered by the PROMOTER as Surplus Consumption. The EXHIBITOR, after being notified, must proceed with the payment of excess consumption in CAEX - Financial. If payment is not made at the CAEX during the event, the collection will be charged WITH A 25% INCREASE, AS A FINE.
- o. For a greater public safety, ensure that:
 - i. Stand Facilities (Lighting, Equipment, Wires and Cables) are not visible to the neighboring Stands or Visitors.
 - ii. The sockets installed in the stands must be installed with the Ground Wire connected.
 - iii. Channels with removable cover are constructed on the stand floor, starting from the channel of the pavilion to the electrical distribution board of the stand.
 - iv. Channels are also made for the hydraulic facilities.
- p. During the period of the event, the electricity must be connected by the EXHIBITOR 1 hour before the start of the event and disconnected 1 hour after the end of the event. If the EXHIBITOR needs electric power outside these hours, it is necessary to make a request at the EXHIBITOR service center (CAEX) from the first assembly day at the event. We inform you that there will be extra costs and the request must be made in advance of 24 hours to use.

- q. If the use outside these hours is detected without prior request, the PROMOTER will disconnect the general key of the stand without liability or damage that may occur and a fine of 100% of the requested KVA will be applied.
- r. After the daily EVENT closing, the EXHIBITOR must disconnect the electric energy from the stand in its entirety. Therefore, if there are appliances such as freezer, refrigerator, machines or products that require a continuous supply of energy in the stand, we request that it is communicated in advance to the PROMOTER and that the specific connection is made to the power board with a separate circuit breaker, so that these items remain switched on and the standoff.
- s. In case the PAVILION does not support the demand for electric power, generator sets will be used to supply the total demand. The distribution will be made with absolutely technical objectives by the SP Expo Electrical Department. Consequently, some stands can be fed through generator sets.
- t. **Warning:** Hydraulic and Electrical connections require prior sizing for efficient and proper distribution and use of the equipment and components required for these connections. Therefore, the PROMOTER will not authorize the installation of these services when the request is made out of the deadline determined in this standard.

E. REQUEST FOR TELEPHONE LINE/INTERNET POINT.

- a. The EXHIBITOR must hire the accredited supplier of SÃO PAULO EXPO to perform these services.
- b. Thereby, the contracting, installation and/or modification of any telecommunications service of its own or of other companies is prohibited, under penalty of immediate cancellation of the services contracted without right to restitution of the amounts paid.
- c. Telecommunication services shall mean any provision of extensions, telephone lines, telecommunications equipment, cabling, interconnections, internal telephone distribution, local data network, wired or wireless (Wi-Fi), external data access, internet access, among others.
- d. The official service provider will be available at the "Exhibitor Portal" under "Other Services".

F. APPLICATION FOR EXHIBITOR INSURANCE

- a. Open the "Exhibitor Portal", click "Service Request", choose "Exhibitor Insurance". Follow the instructions on the insurance page to download and signature of the Insurance Proposal and issue the ticket to pay the insurance premium.
- b. It is mandatory to pay the ticket and send the Insurance Proposal signed via exhibitor portal to carry out the insurance. For more details, see item 8 of the General Information of this standard

6 – SHIPPING AND RETURN OF PRODUCTS

A. PRODUCT SHIPPING

- a. To send products that will be exposed, it is necessary to issue an invoice in the name of the EXHIBITOR himself, with his CNPJ and State Registration. In case of Electronic Invoice, the address of the pavilion, as well as the stand location, must be broken down in the body of the invoice as delivery address:

- i. **PAVILION Address:** São Paulo Expo: Rodovia dos Imigrantes, Km 1,5 - Água Funda - São Paulo - SP - Brasil ZIP CODE: 04301-010

- b. In the body of the Invoice, the following remark should be noted: "GOODS ARE INTENDED FOR FEICON 2022, from March 29, 2022 to April 1st, 2022 in the Sao Paulo Expo, Pavilions 1 to 6"
- c. In the proper spaces, discriminate the quantities of products and their respective unit and total values.
- d. The invoices must be completed in accordance with the State where the sender is located, namely:
- i. **SÃO PAULO**
 1. Operation Nature = remittance for exhibit - code 5.914
 2. ICMS with exemption from tax in accordance with article 33, Annex I, of Decree no. 45,490/2000.
 3. IPI with tax suspension according to Article 40, Paragraph II of RIPI/98.
 - ii. **OTHER STATES (BA, ES, MG, PR, RJ, RS, SC etc.)**
 1. Nature of Operation = remittance for exhibit - code 6.914
 2. ICMS with exemption from tax - ICMS suspended according to ICMS agreement no. 30 from 09/13/90.
 3. IPI with tax suspension according to Article 40, Paragraph II of RIPI/98.

B. PRODUCT RETURN

- a. In order to return the products to the EXHIBITOR's company, the input Invoice must be issued, with the following words: "RETURN OF GOODS FOR FEICON 2022, from March 29, 2022 to April 1st, 2022 at the São Paulo Expo, Pavilions 1 to 5".
- b. Nature of Operation: return
- i. SÃO PAULO - code 1.914
 - ii. OTHER STATES - code 2.914

V – EVENT ACCOMPLISHMENT

1 – ARRIVAL OF STAFF

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor Portal: <https://portal.reedalcantara.com.br/downloads/>

For a better service to the visitor/buyer, the stand must be ready and in operation, **daily, half an hour before the official opening**, so we recommend that the arrival of the service providers in the stand be anticipated at **one hour from the EVENT opening hours**.

The PROMOTER reserves the right to anticipate the opening hours in up to half an hour to better serve the visitor/buyer, considering the number of visitors at the beginning of the works and/or conditions at the moment.

2 - SALES ON THE PRODUCT SITE

In order for the EXHIBITOR, regardless of the State in which its company is located, to sell domestic products on the premises and, therefore, outside the establishment of origin, as well as to return any remaining products, it is necessary to comply with a series of legal procedures and norms determined by the State Finance Department where the EVENT is held - Tax Department and the state where the EXHIBITOR is located

REMEMBER THAT THE SUPERVISION AS TO THE ISSUANCE OF INVOICES FOR RETAIL SALE IS QUITE RIGID. DUE TO ITS COMPLEXITY, WE ADVISE THAT THE SUBJECT IS TREATED IN ADVANCE, SO AS TO AVOID POSSIBLE STANDOFFS.

THE PROMOTER TRANSFERS IT TO THE EXHIBITOR, AND THEY ACCEPT TO BE A SOLIDARY DEBTOR, VIA JUDICIAL, ADMINISTRATIVE OR IN ANY INSTANCES ANY AND ALL SANCTIONS, FINE OR DEBIT ARISING OUT OF FAILURE TO COMPLY WITH THE LEGAL REGULATIONS, WHICH HAPPEN TO BE IMPUTED TO THE PROMOTER.

3 – SUPPLY AND MAINTENANCE DURING THE EVENT

The supply and maintenance of the booth must be made without fail from **8:00 a.m. to 09:00 a.m.**
(NOTE: On the first day of the production, the opening hours may change due to the opening ceremony, please ensure CAEX during the assembly period.)

4 – ARTISTIC ACTIVITIES

Performing any artistic activities in the open areas of the stands is prohibited. Concerts, Live Music, Parades, Magicians, Video / Karaoke are examples of activities considered artistic that are prohibited. Likewise, it is strictly forbidden to perform erotic shows and / or that violate the good morals in the booths.

EXHIBITORS wishing to perform artistic activities during the EVENT must do so indoors, with adequate acoustics so that the sound does not exceed the allowed decibels or disturb the neighboring booths.

It is strictly forbidden: pyrotechnic shows using smoke or airships, animals of any species or size, regardless of whether they are an integral part of the decoration of the booth or any connection with the demonstration of the products to be exhibited.

PENALTIES IN CASE OF BREACH OF CONDUCT RULES

The Promoter / Organizer reserves the right to interdict the booths, temporarily or permanently, in the following cases:

Without the prior authorization of the PROMOTER;

- Non-compliance with the above rules related to performing artistic activities and other prohibited activities;
- Activities that cause turmoil, disturbances, crowds and complaints from neighboring booths or are in disagreement with the previously approved;
- Use of substances that may cause allergic reactions or make it difficult to visualize neighboring booths of any element that produces suspended particulate matter, such as: dry ice, aromatic sprays, smoke, gas, etc. for artistic presentations or for decorative effects, regardless of the duration.

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor Portal: <https://portal.reedalcantara.com.br/downloads/>

SEXUALIZATION OF PERSONS OR ATTRACTIONS AT THE EVENT.

The Promoter / Organizer strongly rejects any form of exploitation of men and women and will not, under any circumstances or justification, allow the holding of activities, exposure of people or images that may sexualize the event environment, including the internal area of the stands (halls). and VIP areas) and embarrassing exhibitors and visitors.

Thus, it is established that any initiative in this context will be penalized with the immediate closure of the booth without the possibility of reopening and without prejudice to the Promoter / Organizer. Any

exhibitor, sponsor or partner who violates this rule will be fined 20% of the total amount invested in their participation contract.

ALCOHOLIC BEVERAGE DISTRIBUTION

The distribution of alcoholic beverages indoors will only be allowed at any time. If the distribution is in an open environment, the exhibitor will be subject to a fine.

If the rule is not respected, there will be written notice and a fine of R \$ 5,000.00 from the 2nd notification and the fine will always be doubled with each new notification.

HAPPY HOUR

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor

Portal: <https://portal.reedalcantara.com.br/downloads/>

We understand that you may need to extend the time of stay for Happy Hour.

To do so, you must send the request for stay after 4pm each day to the e-mail

atendimentoexpositor@rsglobal.com or go to CAEX to formalize the request, informing the need.

The maximum period of stay is up to 3 hours after the closing of the fair. For this service there are current costs such as pavilion overtime, street security, cleaning, ambulance and firefighter in the amount of R \$ 30,000.00 per hour, conditioned to close until 3 hours after the end of the fair. In addition to the value of the additional period, the exhibitor must contract security for the booth in the order of 1 per 50 people, under penalty of a fine of R \$ 50,000.00 for non-compliance with the conditions.

If the stay occurs without prior hiring, there is an increase of 20% over the amount mentioned above with multiple 10% overtime up to 3 hours after the end of the fair. This is applicable for EXHIBITORS, ASSEMBLERS or Prepositions.

5 – SOUND VOLUME (new levels)

For use of any audio features, whether for promotional messages, video-wall, sweepstakes, or for simple ambient sound-mixing, etc., the sound levels **may not exceed 60 Decibels (dB)**, measured at the boundary perimeters of the stand where the sound originates, regardless of whether or not the island is configured, until 6 p.m. (business hour). After this time (from 6 p.m. to 8 p.m.) the sound levels **may not exceed 80 Decibels (dB)**

To avoid problems with the neighboring exhibitors or visitors and to preserve the hearing of those present, it is important to respect the levels in decibels allowed by the law of silence. This law has as main objectives to ensure that the volume of sound in an environment is not so high as to harm health and encourage order and good living in society.

Allowed Decibels: According to the law of silence, which is a set of federal, municipal and state laws, the produced SOM cannot be greater than 50dB between ten o'clock and seven o'clock in the morning. During the day, the allowed level is 70dB.

During the EVENT, we will have devices for measuring the number of decibels. Any EXHIBITOR that exceeds the determined volume will receive, in the first time, a verbal warning from the PROMOTER to decrease the volume of the sound. The second infraction will be informed by a written warning to the responsible for the stand signed by the PROMOTER. In the third infraction, a more drastic measure will be taken to fine the EXHIBITOR, with the immediate issuance of a fine in the amount of R\$ 10,000.00 (ten thousand reais) per infraction and electricity stoppage for the stand on that day. Therefore, we recommend the construction of rooms with acoustic insulation in the stands that require sounding above 75 dB for their presentations, with sound resources.

EXHIBITORS who wish to perform any of these activities (including indoor sound) must send the descriptive memorandum of the program to the PROMOTER, up to 15 days before the start of the Assembly and shall pay to ECAD fees corresponding to the copyright in accordance with Act 9,610/98 - www.ecad.org.br

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

Warning: we recommend the training of all personnel involved with the stand on the above standards and penalties to ensure the good performance of each stand and the event in general and avoid surprises with fine collection and power shutdown.

6 – PROHIBITION OF DISTRIBUTION OF POPCORN, PEANUTS OR PRODUCTS CAUSING WASTE

Attention: See extra guidelines in the new COVID 19 protocols manual available on the Exhibitor Portal: <https://portal.reedalcantara.com.br/downloads/>

To ensure that the cleaning of the event is maintained and a pleasant environment for all participants, distributing popcorn to visitors or anyone else in and outside the stands is banned, due to the high volume of residues that accumulates in the aisles when there is distribution of this type of food.

7 - BALLOONS

The use and distribution of any type and size of balloons during the EVENT is prohibited.

8 - DRONES

Flying drones inside the pavilion at any time for demonstration, filming, links to live broadcast or any other purpose is banned.

Exceptions to this prohibition for filming without the public only with official authorization duly signed by the Event PROMOTER, with all the details of that flight, such as: schedule, route, purpose etc.