

Exhibitor's Manual

MundoGEO#Connect LatinAmerica 2012

From May 29 thru 31, 2012

From 10am to 7pm

Frei Caneca Convention Center

569, Frei Caneca Street – 4th and 5th floor

Consolacao - Sao Paulo – SP

Dear Exhibitor,

It is with great pleasure to introduce the Exhibitor's Manual of **MundoGEO#Connect LatinAmerica 2012** to be held in May/2012 at the Frei Caneca Convention Center.

We are certain that your presence at the event will contribute even more to the success of your company as well as MundoGEO#Connect LatinAmerica 2012 and we hope we can always count on your participation.

We call your attention to the regulations and deadlines described in the manual. The fulfillment of these will avoid unnecessary inconvenience.

We are available to make this manual and details perfectly clear, and any doubts you may have.

We wish you success in your preparations and excellent business to all!

Sincerely,



Emerson Granemann – General Manager / emerson@mundogeo.com

Eloisa Stoffel – Finance Manager / financeiro@mundogeo.com

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Organization and Event Management

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GENERAL INFORMATION

Organization:

MundoGEO Group
110, Dr. Nelson Lins D'Albuquerque Street
Curitiba – PR – ZIP Code: 80520-430
Phone: +55 (41) 3338-7789
E-mail: connect@mundogeo.com
Website: www.mundogeoconnect.com

Location of the Event:

Frei Caneca Convention Center
569, Frei Caneca Street – 4th floor - Consolacao
Sao Paulo - SP – ZIP Code: 01307-001
Phone: (11) 3472-2000
Website: www.freicanecashopping.com.br

Dates e Times of the Event

Assembly Opening (Different per floor):

4th floor: May 27 2012 from 2pm to 9pm
5th floor: May 27 2012 from 10:30am to 9pm

The Event: May 29 thru 31, 2012

Fair: from 10am to 7pm

Congress: from 9am to 6pm

Opening for disassembly of the stands:

4th and 5th floor: May 31 2012 at 9pm

Deadline of the disassembly of the stands:

4th floor: June 1st 2012 at 9am

5th floor: May 1st 2012 at 3pm

MundoGEO reserves the right to make changes in the exposition fair time and the lectures, debates and workshops. However, any change will be informed in advance to the Exhibitors.



1. **DEADLINES**

Check the list of forms to be filled and sent to the e-mail atendimento@x-managers.com.br, according to the respective deadlines for payments with discount. Check mandatory tables below, correlated with its type of assembly.

Form Number	MANDATORY PROCEDURES OF THE EXHIBITOR WITH FREE AREA	Deadline
06	Municipal Taxes (TFA/TFE)	05/05
08	Cleaning during assembly period	05/05
03	Electricity - (0.10 KVA per m ²)	05/05
05	Exhibitor's Credentials	05/05
07	Assembler's Credentials	05/05

Form Number	MANDATORY PROCEDURES OF THE EXHIBITOR WITH AREA + OFFICIAL ASSEMBLY	Deadline
06	Municipal Taxes (TFA/TFE)	05/05
03	Electricity - (0.10 KVA per m ²)	05/05
05	Exhibitor's Credentials	05/05

Form Number	MANDATORY PROCEDURES OF THE ASSEMBLER	Deadline
	Stand Project Submission	05/05
	TRN (Technical Responsibility Note)	05/05
01	Disclaimer	05/05
02	Assembly Company's Credentials	05/05
07	Assembler's Credentials	05/05

For exhibitors who have only Free Area (space), pay attention to the deadline for sending the project which is due on 04/30/2012.



2. LOCATION OF THE EVENT

Frei Caneca Convention Center
596, Frei Caneca Street – 4th and 5th floor
Consolacao - Sao Paulo - SP



3. DATES AND TIMES

4 th Floor	
<i>Assembly</i>	
May 27, 2012	From 2pm to 9pm
May 28, 2012	From 8am to 10pm
<i>Execution</i>	
May 29 thru 31, 2012	From 10am to 7pm
<i>Disassembly</i>	
May 31 – Start of Disassembly	From 9pm to 11:59pm
June 1st, 2012	From midnight to 9am

5 th Floor	
<i>Assembly</i>	
May 27, 2012	From 10:30am to 9pm
May 28, 2012	From 8am to 10pm
<i>Execution</i>	
May 29 thru 31, 2012	From 10am to 7pm
<i>Disassembly</i>	
May 31– Start of Disassembly	From 9pm to 11:59pm
June 1st, 2012	From midnight to 3pm

Caution: The maintenance and cleaning of the stands on the dates of May 29 thru 31 will be allowed **ONLY** from 7am to 9am and from 7pm to 9pm.

4. CAEX – Dates e Hours of Service

Exhibitor and Assembler’s Service Center

CAEX, located in the foyer of the 5th floor of the Frei Caneca Convention Center, will be opened to receive the exhibitors and assemblers on the following dates and times:

ASSEMBLY Service Days	
May 27, 2012	From 10:30am to 8pm
May 28, 2012	From 8am to 8pm
EXECUTION Service Days	
May 29 thru 31, 2012	From 8am to 7pm

MundoGEO reserves the right to make changes in the hours of the event, lectures, courses, debates and/or side events.

5. ACCREDITATION OF THE EXHIBITOR

The accreditation of the Exhibitor shall be made through the link: www.mundogeoconnect.com/expositor, until **May 18**, in accordance with the **limit quota** according to their sponsorship package. See the following table:

Sponsorship Packages	Maximum Number of Exhibitor's Credentials
Diamond	25
Platinum	20
Gold	15
Silver	10
Bronze	7

After 05/18/12, the accreditation will be done only in the Exhibition Hall, on the dates and times reported on page 9 of this manual.

These credentials are for the exclusive and essential use for the access to the exhibition. This accreditation does not entitle the entry to the lectures, lunch, or support material.

5.1 ORGANIZATION/PROMOTER RIGHTS

The promoter reserves the right to change the rules established in the manual, or establish new rules in time for the effectiveness of the event or for security reasons;

Relocating or replacing exhibition areas until the delivery date of the event, in accordance with standards established by contract, in order to accommodate any unoccupied spaces and promote better overall environment of the fair. The promoter must comply with the size of the leased useful area and will prior inform the exhibitor;

To start the assembly of the stand, the promoter requires the exhibitor's immediate payment of any pending payments referring to portions of the contract and required services and/or contractors;

The promoter may penalize or terminate the activities of the stands that are not in accordance with the standards established herein and in the general conditions for participation contracts and services.

5.2 RESPONSIBILITY OF THE EXHIBITOR

- ✓ Comply with all rules and dates set forth in this manual and guide their employees and contractors;
- ✓ Formally present the company responsible for the assembly of the stand to the Director of the Fair;
- ✓ Make sure that the design of the stand has been prepared under the supervision and participation of a technical engineer and/or architect;
- ✓ Control the entry and exit of products, materials and equipment and be responsible for any disappearance, loss, damage or theft during the assembly and disassembly period;
- ✓ Accredite all employees of the exhibitor who will work during the fair on the website **www.mundogeoconnect.com/exhibitor** until the beginning of the assembly. Employees with credentials will also have access in the assembly period;
- ✓ Make payment of mandatory taxes services for the promoter, such as minimum mandatory consumption (KVA x .10 m² acquired), assembly cleaning and Municipal taxes;
- ✓ The exhibitor will be required to pay the assembly cleaning.

5.3 RESPONSIBILITY OF THE ASSEMBLY COMPANY

- ✓ Comply with all rules, times and dates set forth in this manual;

- ✓ Submit the design of the stand, according to the requirements made by the PROMOTER (standards and deadlines);
- ✓ Deliver a clean stand for the inauguration (remove all materials used and waste generated during the assembly);
- ✓ Present the guarantee check of R\$ 2.000,00 (except affiliated companies and defaulting to Sindiprom and Sindieventos, if STATEMENT OF COMMITMENT AND RESPONSIBILITY (DISCLAIMER) duly completed and signed is provided).

IMPORTANT:

All the exhibitor's mandatory fees must also be paid off for the authorization of the assembly.

6. ASSEMBLY

6.1 PRESENTATION OF THE STAND PROJECT (FREE AREA)

It is mandatory to present the project for all the stands with self assembly. The project must include floor plan, front elevation and side elevation, perspectives with legible name and signature of qualified professional and responsible for the project, as well as the telephone.

The construction of the stands must follow exactly the projects sent to the organization. Any changes in the project should be submitted prior to the Operational Department Organizer by e-mail atendimento@x-managers.com.br.

Not submitting the project on time will result in a fine of R\$ 500,00 (Five Hundred Reals).

All stands will be required to show a NRT (Technical Responsibility Note), signed by a registered professional by CREA of Sao Paulo, and dully paid off, of that project. For stands with an area equal to or greater than **80m²** it is required to send an **Electric NRT**.

Only after the delivery of all required documents described above and proof of payment of all mandatory fees, the company will have access to the Exhibition Hall to begin the assembly.

DEADLINE FOR SUBMISSION OF THE PROJECT OF THE STAND:

04/30/2012

6.2 DISCLAIMER AND GUARANTEE CHECK

(Required for all exhibitors with free area)

The disclaimer must be duly completed and signed by the exhibitor of the company and by the responsible person of the Assembly Company.

This disclaimer is mandatory, where the exhibitor and the assembler are responsible for any damages that may be caused in the Exhibition Hall or to third parties, exempting the promoter and organizer of any liability that may occur at any time.

This document should be delivered in its original paper on the 1st day of assembly, accompanied by a guarantee check in the amount of R\$ 2000,00 (Two thousand Reals), payable to MundoGeo Publisher Ltd.

The assembly companies which do not have any pending items with the organization will have their (s) check (s) return (s) after the disassembly.

Only companies associated to Sindiprom (Association of Business Promotion, Organization and Assembly of Fairs, Congresses and Events of the State of Sao Paulo) are exempted from submission of the guarantee check, only if they are defaulting and submit the documentation of association, proof of final payment and signed Disclaimer.

6.3 STAND FLOOR

The area of each stand will be marked and identified on the floor of Frei Caneca Convention Center. It is the responsibility of the exhibitor/assembler to request help to the Operational Team to resolve any questions relating to the leased area.

The raise of the floor of the stand is optional. When the floor is raised, it is required to build an access ramp for disabled people, regardless of their area.

The ramp shall have a maximum of 10% slope and have a minimum width of 1 meter. According to the ABNT (Brazilian Association of Technical Standards - NBR9050).

IMPORTANT:

Every stand with a raised floor above 0.50m up to the maximum height of 1 meter from the floor of the Exhibition Hall, must present a TRN(Technical Responsibility Note), signed by a registered professional by the CREA of Sao Paulo State) and duly paid off, as well as the structural design calculations of this project in two ways.

**For stands with raised floors, it is required the floor to be iron or metal, i.e., modular floor.
The use of wooden floor/boardwalk is forbidden.**

6.4 MAXIMUM HEIGHT

All stands must comply with the maximum height of 3.80 m.

6.5 PARTITION WALLS

It is mandatory the construction of partition walls within the limits of your area (inside the assigned area) with the surrounding areas. The minimum height shall be 2.20m from the floor of the Exhibition Hall, up to a maximum height of **3.80m**, respecting the setback of its height around the perimeter of the stand.

The exhibitor must provide high quality finishing sides overlooking nearby stands or circulation areas, from the height of **2.20m** from the floor of the Exhibition Hall.

IMPORTANT:

Hydrants within the stand area should have easy access, be visible and well marked.

6.6 GLASS WALLS

All glass walls must be made of tempered or laminated glass, respecting the maximum height of 3.80m.

The panels should be indicated with security tape (adhesive, graphics, logo, etc..) during periods of assembly and disassembly in order to avoid accidents.

The legal requirements must be followed, standards of the Fire Department and the NBR 7199, 14697 and 14698 Standards of ABNT. The use of tinted glass panels requires the display of TRN - Technical Responsibility Note - and the use of tempered glass or laminated glass requires the display of certificate of manufacturing.

6.7 HORIZONTAL PROJECTION OF THE STAND

The horizontal overhangs of any element of assembly or products on display must always be within the limits of the leased area.

Overhangs will not be allowed on neighboring stands or circulation areas.

6.8 PROJECTION OF THE SHELVES

Elevated shelves designed for off-limits area cannot be installed, except light spots, which are provided with the minimum height exceeding 2.80m.

The identification shelves of the stands can move up to 0.25 m above the streets of circulation, if installed above 3.00m and have no more than 1.00 m in height and 2.00 m in length. The identification shelves of the stands should be directed to the streets, never to neighboring stands.

6.9 "ISLAND" AND "TIP OF THE ISLAND" EXHIBITION STAND SET UP

The walls of the stands that configure "Island" and "Tip of the Island" types, shall comply with the maximum height of 3.80 m.

Both type of stands, "Island" and "Tip of the Island" shall not, under any circumstances, close in its entirety any of the sides that are directed to the circulation areas. The closing should not exceed 70% of linear footage of each side of the stand, therefore, must have 30% of each free side (even if it is made of glass).

IMPORTANT:

For all the head stand type, corners stand type and tip of the island stand type, it is mandatory to build walls to divide its area. Bear in mind that in the back of the wall, if your neighbor is within the standard height (2.20m), it is required to have the finishing at the same level of quality as your stand, from 2.20m to 3.50m. Thus, the remaining 1.30m should have a nice finishing.

6.10 USE OF THATCH, LYCRA AND DECORATIVE FABRICS

Thatch, Lycra and decorative fabrics must carry an application report of flame retardant products. These materials must necessarily be accompanied with the number of fire extinguishers in adequate amounts, at the discretion of the Director of the Fair and/or official fire brigade . The material will undergo a flame retardants test and will be scheduled to enter at the Exhibition Hall.

6.11 OCCUPANCY AND USE OF THE AREA LEASED BY CONTRACT

It is necessary to coat the floor of the Exhibition Hall with its own material and suitable for its protection. The floor of the Exhibition Hall can not be marked, drilled or painted. It is forbidden to support, tie or hang any component of the stand or products displayed on the walls of the Exhibition Hall.

Any damages caused by the construction of the stands are the sole responsibility of the Exhibitor/Assembly Company.

The areas leased by contract will be released according to the floor where the stand is located as shown in the timetable on page 9. Those areas which are not occupied up to **24 hours** prior to the execution period may be relocated at the sole and exclusive direction of the Fair, and it is not up to the exhibitor to get any reimbursements or claims.

6.12 ELECTRICAL INSTALLATIONS

Exhibitors must request the amount of electricity being consumed by e-mail.

The voltage of *Frei Caneca Convention Center* will be *single phase 220V* and biphasic/triphasic 380V on the 4th and 5th floor and 220V outlets are installed in the conference rooms located on the same floors mentioned above.

The rate of electricity will be charged in advance and the reading will be made on the spot if the requested amount has been exceeded we reserve the right to charge the surplus.

The organization of MundoGEO#Connect reserves the right to limit the load if it finds the risk of deficiency in the supply to other exhibitors.

Because the voltage of the Frei Caneca Convention Center is 220V, Exhibitors who have equipment on 110V must bring adequate transformers.

The switchboard will be installed by the Organization according to the indication received from the Exhibitor. In case of technical difficulties preventing the installation on the marked site, the installation will be as close as possible to the indicated place.

The installation of circuit breakers mounted in the appropriate boxes, with doors, in order to protect the loads and circuit lines connected to the power supply line, as well as installation and power extensions distribution are the responsibility of the Exhibitor or Assembly Company hired by Exhibitor. It will only be allowed wires and cables passage as well as the installation of switches and circuit breakers, in places to which electricians of the company's official event and Frei Caneca Convention Center have access to.

We call the attention to the exhibitors, after the closure of the daily activities at the stand, to turn off all electrical circuits, with the exception of equipment that need to stay connected constantly. These equipments must be connected with independent circuits and have proper identification.

Only copper cables with insulated flame retardant should be used for the interconnection of the switchboard, from circuit breakers to the load, with appropriate terminals, conduits and derivation boxes. All amendments must be properly insulated.

There will be an inspection by the Installing Official Company in all the distribution installation inside the stand so that, after approval, the stand is connected to the main event. If the board and the installation do not meet the technical requirements required by the Organization and Official Installer, the electric installation of the stand will not be connected to the main event switchboard until necessary measures are taken.

If a main distribution board is installed indoors, a key to this room should be provided to the Organization of MundoGEO#Connect to access at any time.

The use of any lighting, which circuit breaker and/or high voltage transformer can interfere with electrical and electronic equipment exposed to other stands, is prohibited.

It is essential that all the stands and displays are equipped with electrical installation according to the ABNT (Brazilian Technical Standards Association) and Eletropaulo - Electrical Services. Any failure to comply with regulations may result in termination of the work. And any necessary additional work to rectify an electrical installation will be charged to the Exhibitor. The equipment shall be installed with safety devices to protect any type of outbreak as to power surge.

The Organization and the Official Installer Company are not responsible for any damage caused by a deficiency in the wiring. The use of more sensitive electrical equipment must be reported to the Organization and Official Installer in order to provide a separate circuit. However, if conditions at Frei Caneca Convention Center are not favorable, the Organization and Official Installer shall not be liable for any damage to such equipments.

For the safety of everyone, we inform you that the use of stabilizer and/or no breaks are mandatory on the installation of the equipments.

6.12.1. CABLES

The passage of cables or any connecting elements that cross streets, common areas or neighboring stands is prohibited. Only in cases of extreme necessity and prior consultation with the Organization of the event it will be allowed.

6.13 CIRCULATION AREAS

The circulation areas and areas between the stands and the wall of the exhibition wall should not be used for placement of materials, tools, trash bags and products to be installed at the stand.

The whole operation should be performed exclusively within the confines of the exhibitor's stand. In case you need to leave any material, temporarily, in the circulation areas, the Assembly Company will have to leave a clearance of 1 m wide for the circulation of trolleys and rapid passage of emergency equipment, rescue teams, relief, fire brigades and firefighters.

IMPORTANT:

It is forbidden to throw garbage in public areas. The exhibitor is obliged to pack the waste into plastic bags and leave them in the hallways for removal.

The Operational Team may disqualify or fine those who break the rules established by the promoter.

6.14 AIR CONDITIONING

The Exhibition Hall of Frei Caneca Convention Center has an air conditioning system, which will be on in the days of the event, thus, is not allowed the use of portable air conditioning unit inside the Exhibition Hall.

IMPORTANT:

It is not allowed to use portable air conditioning unit inside the stands. Be aware of the project stands with roof fully closed.

6.15 MERCHANDISE DELIVERY

All the merchandise will have free entry to the Exhibition Hall during assembly as indicated on the time table on page 9. It is the sole responsibility of the exhibitor, to comply with any legal requirement concerning the procedure for shipment of merchandise, products, equipment and/or utensils.

IMPORTANT:

The promoter is not responsible for merchandise acceptance and does not provide any type of storage in the Exhibition Hall for the accommodation of the exhibitor's products and equipment. It is the responsibility of the exhibitor, to provide the location to accommodate their materials and belongings and leave someone responsible for the acceptance of them.

6.16 END OF THE ASSEMBLY PERIOD

The assembly work of the stands must be done by **10pm of May 28, 2012**, with restriction of some procedures due to the decoration of the stands.

6.17 FINAL DECORATIONS AND STAND CLEAN UP

On **May 28 at 10pm** is intended for general cleaning of the 4th and 5th floor of the Exhibition Hall of Frei Caneca Convention Center and final decoration of the stands, being forbidden sanding, painting, welding, sawing and/or any other assembly that produces dirt.

The Director of the Fair may fine the exhibiting/assembly companies or service providers which do not meet the schedule set forth in this manual.

7. EXECUTION

7.1 DURATION AND HOURS OF EXECUTION

During the period of the fair, the lighting system will be turned off at 9pm.

This action is intended solely to demonstrate the closing of the daily operation.

EXECUTION	
May 29 thru 31	From 10am to 7pm

7.2 STAND OPERATION

Exhibitors must keep at least one of their employees on the stand, who's able to provide information about the products displayed.

The arrival time shall be 30 minutes prior of the opening of the event.

The light will remain lit during the opening hours of the event and the exhibitor must turn off the main power switch of its stand at the end of the day.

7.3 PROMOTIONAL DISTRIBUTION AND BRANDING

The exhibitor is not allowed to keep his staff outside the boundaries of the stand during sales or distribution of brochures, giveaways, etc.

It will be allowed the distribution of gifts, samples, brochures and catalogs exclusively inside the stand.

Exhibitors which do not respect this determination will have their materials collected by the Department of Security, and will be removed by the exhibitor at the end of the execution period.

7.4 SALE OF PRODUCTS

The Convention Center will not allow direct sales of products to the consumers that will compete directly with stores installed at the Frei Caneca Shopping, for example: assembly of cafeteria, restaurant, cafe, among others.

7.5 SOUND AND AMBIENT MUSIC

Every sound produced on the stand by audiovisual devices, recorders, radios or other equipment shall not exceed the voice normal volume or 80 decibels.

It is also prohibited the use of any amplification device for reporting sales messages or promotions.

If the exhibitor does not respect this rule, the following measures shall be taken by the Director of the Fair:

- ✓ On the first violation: verbal warning will be made to establish the volume allowed;
- ✓ On the second violation, the exhibitor shall be communicated by letter from the Director of the Fair.

Failure to comply with requests for the reduction of sound levels will lead from cutting off the supply of electricity until removal of the equipment in question, without notice, for an indefinite period and penalty.

In case of lectures, presentations, etc, it will be mandatory the use of closed places, such as rooms, auditoriums, etc.

According to Law No. 9.610/98, which regulates the Copyrights, the exhibitor which uses ambient music in its stand, even with AM/FM, should collect separate fee by its own document, provided by ECAD, 72 hours before the event.

Additional Information:

ECAD - Central Bureau of Collection and Distribution
171, Paulista Avenue - 3rd Floor - Dom Pedro de Alcantara I Building.
01311-904 - Sao Paulo-SP
Phone: (11) 3287-6722 - Fax: (11) 3285-6790
www.ecad.org.br / ecadsp@ecad.org.br

ATTENTION:

The exhibitor that intends to make any kind of promotion, such as shows, live music, presentations, etc, must consult the Director of the Fair to obtain authorization.

7.6 PROMOTIONS

Promotional activities such as raffles, concerts or shows must have prior approval from the Organization.

It is prohibited the unauthorized distribution of promotional material outside the boundaries of the stands. The Organization reserves the right to prevent the distribution of promotional material, even inside the stand, where this fact is causing disturbance or agglomeration.

The sound system of Frei Caneca Convention Center is for the exclusive use of the Organization and can only be used for emergency messages.

7.7 SUPPLY AND MAINTENANCE OF THE STAND

In case of replacement of material in the stands, the access must be made by the load and unload sector of the Exhibition Hall. The replacement of material in the stands can be made only up to one hour before the start of the event. The same condition applies to the maintenance of the stands by the assembly companies, i.e. up to one hour before the start of the event.

The services of products supply and/or maintenance of the stand should be made from **7am to 9am and from 7pm to 9pm.**

In case of an emergency repair, the exhibitor must attend the CAEX and request authorization, and the criterion for approval is the sole and exclusive jurisdiction of the Director of the Fair.

7.8 REMOVAL OF MATERIAL DURING THE EVENT

No product can be removed during the operation period of the event. In special cases, the Director of the Fair, at its discretion, will authorize or not the replacement of products and information available at CAEX - Exhibitor Service Center.

7.9 DEMONSTRATIONS OF EQUIPMENTS

The promoter may suspend or determine the period for the demonstration of any equipment, product, structure or elements of the stand that may present risks to people, or that may have high level of noise or vibration that could disturb the operations of neighboring stands.

7.10 STAND CLEAN UP

The cleaning services of the stand should be made **from 7am to 9am and from 7pm to 9pm.**

8 DISASSEMBLY

The exhibitor must remove all decorative material, products and equipment on **May 31, 2012, after 7pm.**

Disassembly of the built stands will begin on **May 31 as shown on the table below:**

	Start	End

4th floor	May 31 at 9pm	June 1st at 9am
5th floor	May 31 at 9pm	June 1st at 3pm

The materials, equipments and products remaining in the Exhibition Hall should be removed by the end of the disassembly period. The area must be delivered clean without double-sided tape, paint or any trace of dirt or material.

We ask the exhibitor to keep a responsible employee in the stand during the disassembly period, until the full removal of its equipments and/or products, since the Organization is not responsible for any loss, damage and/or theft that may occur.

It is forbidden to remove any furniture or large material before the end of the event, which will only be allowed from the start of disassembly period.

All materials, equipment and remaining products in the Exhibition Hall after the completion of disassembly period shall be removed by the organizer, which now disclaims any liability for damage, loss or theft of any kind. The cost of removal and storage can be transferred to the Exhibitor or Assembly Company.

IMPORTANT:

The Organization does not store any material after the disassembly period.

After full removal and cleaning of the area, the Exhibitor/Assembly Company and/or service providers must require the inspection of its area by the operational staff.

The Guarantee Checks will be returned after issuing the report of damages submitted by the Exhibition Hall to the Organization provided if there is no irregularity of the Exhibitor/Assembly Company during assembly, execution and disassembly periods of the fair.

After the inspection, the Organization shall inform the procedures of the return of the guarantee checks. Remember that all checks will be canceled/unused by MundoGeo for security reasons.

9. DAMAGES TO THE EXHIBITION HALL

After disassembly of all the stands, the Administration of the Exhibition Hall, with the crew of the Organizer, will conduct an inspection prior to the delivery of the area to the Frei Caneca Convention Center.

The Operational Team of the Exhibition Hall will issue a report describing all the damage that occurred during MundoGeo. The Exhibitors/Assembly Company will be liable for their damages.

10 GENERAL RULES

10.1 EXHIBITION HALL SECURITY

The security service will be available during the whole period of the assembly, execution and disassembly in the **common areas** of the event.

The Organization shall maintain a security staff permanently on duty around the Exhibition Hall. This service aims to maintain the order and safety of the common areas. The security for individual stands is the responsibility of Exhibitor. MundoGEO, Frei Caneca Convention Center and the Official Security Company shall assume no liability for loss or damage to stands, displayed products or objects of personal property.

It is recommended special attention to the hiring of security staff and it is recommended that it is made with an OFFICIAL SECURITY COMPANY, on the list provided in this manual.

In the case of contracting this service through another company other than the official one, it is necessary to submit the following documents.

- Original ID and CPF (Tax ID Number) + Xerox;
- Authorization to operate;
- Safety Certification (valid for one year);
- Review of Authorization for Operation (valid for one year);
- Rendering Service Agreement;
- Duplicate registration form for employees or identification card, like a badge(NI No. 3, from 9/1/97);
- Registration of Security Staff in the Ministry of Labor and Employment.;
- Timecard.

Notes:

1 – The exhibitor will be subject to the penalties provided in the above-mentioned Law, in case of non compliance.

2 – The company that uses its own personnel staff at the event must have a permit issued by DELESP (Delegacy for Private Security) under penalty of being subject to the penalties provided by law.

3 – It is necessary to submit all documentation as described above for obtaining the Private Security Credential.

It will only be accepted security companies registered in the Federal Police Department of the Ministry of Justice and which submit certified copies of the Review of Authorization for Operation and Safety Certificate revalidated.

The Exhibitor is responsible for all acts committed by employees of its contractors. The company whose activity is not clear surveillance and CIT, and which uses its own personnel staff to perform these activities and is already authorized by DELESP to provide security services, can work at the event if provides its staff location, duly registered in that court within thirty (30) days before the event occurs.

10.2 STAND SIZE, RESISTANCE OF THE FLOOR AND HEIGHT FOR 4th AND 5th FLOOR:

- ❖ Ceiling Height: 4.40meters
- ❖ A Maximum permitted height for mounting: 3.80m
- ❖ Maximum load: 500 kg per m²
- ❖ Resistance of the Floor: 500Kg/m²

The limits of the stands' areas must be strictly respected. The stands must be assembled directly on a protection floor. The use of glue is not allowed. It is necessary to use 3M double-sided tape code 4880 or Cremer code 606-X. The tape used should be removed in the disassembly of the stand, and it is the responsibility of the exhibitor and/or Assembly Company hired. Failure of removal will be charged to the exhibitor and/or Assembly Company contracted by them.

Only trolleys and other means of transport equipped with light-load tires are allowed, and the exhibitor will be liable for any damage to the floor, carpet or channels.

10.3 CONSTRUCTION

It will not be allowed to paint, post, strut, hang or tie any component of the stand or products displayed in the structure, columns, ceilings, doors or walls of the *Frei Caneca Convention Center*.

Under no circumstances shall be allowed the marking, drilling or painting over existing floors.

The posters, back light, products, banners and stands should have their own structure, being prohibited lashing or support on the structures, walls, ceiling or "sprinklers" in the event areas of the Exhibition Hall of Frei Caneca Convention Center.

Frei Caneca Convention Center does not provide ladders for mounting events. It is the obligation of the Assembly Company, bringing ladders, as well as all material required for assembly of the stands.

The providers of Security Service, Cleaning and Assemblers, are forbidden to settle in our technical areas, such as: technical service passageways, emergency stairs, halls, hallway, or any common area for use as storage materials.

10.4 EVENT CLEAN UP AND OFFICIAL CLEANING STAFF

The cleaning service will work in the areas of circulation, administration, health and public areas. The exhibitor may hire an OFFICIAL cleaning company or specialized company of your choice to service periodic cleaning of your stand during the period of execution. It is the responsibility of the Assembly Company, to deliver the exhibitor's stand clean to the inauguration.

10.5 WATER AND SEWER

The Convention Center has no water intake and drainage.

10.6 EQUIPMENTS AND EMERGENCY EXIT

The stairs, emergency exits, fire extinguishers and hydrants must remain unobstructed and free of people and objects, as well as their access, in accordance with CONTRU (Department of Control of Property Use) and Fire Department rules.

10.7 FIRE BRIGADE

For 24 hours the *Convention Center has* firefighters on duty, responsible for the property of the event.

10.8 GAS

It is not allowed to use LPG gas inside the *Frei Caneca Convention Center*, or any other flammable gas.

10.9 MEDICAL STATION

Frei Caneca Convention Center has an emergency room only suitable for primary care and targeted to meet the shopkeepers and their customers, in addition it also has an ambulance, which will be available to transport emergency cases to the emergency room only driven by employees of the Shopping, qualified to do so.

10.10. TELEPHONE AND INTERNET SERVICES

Requests for additional phone lines and internet points should be made directly with Frei Caneca Convention Center/Embratel. Any problem related to it should be reported to the Operations Department (see contact details below).

Exhibitors interested should contact directly with the Operations Department of Embratel though Phone #: (11) 3472-2309 with Andreia.

It is the responsibility of the exhibitor, to place the request and pay for the service and consumption directly to Embratel.

The rental period shall be considered from the date of the installation of the telephone line.

10.11 INSURANCE

Even though insurance is optional, we remind the exhibitor of the importance of an insurance contract which covers fire, theft, electrical damage and personal injury.

It is solely the exhibitor's responsibility to provide its own insurance, (liability, personal accident and miscellaneous risks) during assembly, operation and disassembly. The promoter assumes no liability for damages or costs generated by events in the stands, with products, materials, contractors, assemblers, transporters, people or any other nature.

It is important to check the policy for insurance coverage and the period of validity, which should be from the 1st day of the assembly until the last day of disassembly.

10.12 THIRD PARTY INSURANCE

Exhibitors are solely responsible for any injury suffered by its employees, contractors or visitors during their stay in the stand as well as for damage to personal property and materials of any nature, caused by theft, fire, lightning, storm, explosion, hail, water infiltration, moisture, accidents, civil disorder, sabotage and other causes, whatever its origin and source.

Exhibitors are also responsible for personal injury occurred inside or outside their stands caused by its employees/vendors and/or damage to any material used by them or under their responsibility.

The event organization formally recommended to the exhibitors that provide their own specific insurance of Other Risks (OR) and Liability Act (LA), which provide sufficient coverage to the risks involved during assembly and disassembly of the event. The absence or ineffectiveness of these policies in the coverage of these risks will require the full responsibility of the exhibitor and its Assembly Company around losses that may occur, so that they indemnify and recover all damages before the Organizing and Frei Caneca Convention Center, regardless if such damages are permanent or temporary.

10.13 STORAGE

The storage of large boxes and other materials on the location of the event is prohibited. Exhibitors and Assembly Companies must ensure that containers, bins and other packages are removed from the venue and only return on the day set for the withdrawal of merchandise/equipments and general disassembly.

10.14 MINISTRY OF LABOR AND FEDERAL POLICE INSPECTION

Due to the frequency of inspecting activities of the Ministry of Labor on the fairs, the Promoter recommends to check the documentation of professionals who are providing services in the stand, in order to clarify all doubts and guide exhibitors so that there is no kind of disorder.

Newsletter of UBRAFE - Brazilian Union of Fair Promoters:

“Ministry of Labor in order to diminish the differences in the hiring of labor, has made arrangements with inspection teams, on the locations of the fairs, for guidance and supervision.”

We remind you that the service provider companies can be considered co-responsible regarding labor obligations, and should, therefore, require service providers the regular contracts for any necessary demands.

Thus, the hiring of "receptionists, waiters, stand security guards, cleaners, assemblers of the stand and service provider" shall comply with the legislation.

The documents that must remain at the stand at the disposal of labor inspection are:

1 - EXHIBITOR COMPANY EMPLOYEES:

Duplicate registration form for employees; timecard.

2 - EMPLOYEES OF THE THIRD PARTIES SERVICE PROVIDERS:

Contract of Service Provider; duplicate registration form for employees or identification card like a name badge, containing full name, position, date of admission and number of PIS/PASEP; timecard.

3 - TEMPORARY WORKERS:

Signed Contract with the temporary employment agency and record of this agency in the Ministry of Labor, list of workers in this condition; timecard.

4 - SELF-EMPLOYED:

Copy of the self-employed application with the City Hall and INSS.

10.15 TAX PROCEDURES

Exhibiting companies are no longer required to pay the mandatory Municipal taxes related to location, installation and operation, ads and brochures for the event, are mandatory directly at the City Hall. Since January 2003 it is the responsibility of the Organizer to intermediate it. Therefore, the municipal taxes must be paid to the organizer, and the organizer will pay the City Hall.

11 ELEVATORS

“*Frei Caneca Shopping*” has freight elevators to transport material and equipments, which give direct access to the areas of events and theater. Loading and unloading elevators to be used will be determined prior to each event, and access to them will be through the docks, located at 235, Pena Forte Mendes Street - gate 4, ZIP Code: 01308-010 - Sao Paulo - SP.

➤ Two elevators of 1200Kg each

Cabin door: 0.80 wide x 2.00 high

Interior Cabin: 1.60 wide x 1.70 deep x 2.20 high

➤ An elevator for 2400Kg

Cabin door: 2.20 wide x 2.00 high

Interior Cabin: 2.50 wide x 5.30 deep x 2.20 high.

If the Assembly Company needs to work beyond the time stipulated, it is mandatory to request the CAEX (located in the foyer of the 5th floor of the Frei Caneca Convention Center) by the person in

charge, informing the extension of time required which may or may not be authorized. It is not allowed the admission/removal of merchandise or equipments during the event.

The responsibility for payment for any damage caused to the Exhibition Hall or the other stands, even if by accident, is the exhibitor/Assembly Company liability. Reimbursements are mandatory at the time of value losses presented.

12 VEHICLE ACCESS DURING ASSEMBLY

Considering that on July 10, 2005 MUNICIPAL ORDINANCE No. 458211 entered into effect, regulated by ORDINANCE INTERSECRETARIAL SMT/SMCS No. 002/2005 establishing the schedule of loading and unloading, the times of entry of trucks on the docks located at 235, Pena Forte Mendes Street - Gate 4 are:

- Monday to Friday from 10pm to 6am;
- Saturday from 2pm to midnight;
- Sunday and Holidays from 7am to 10pm.

ULV type trucks (Urban Load Vehicle) - 2.20 m wide, 5.5 m long and up to 1.5 ton capacity and LLV type (Light Load Vehicle) - 2.20 m wide, 6.30 m long and a capacity of 4.5 ton., plus trucks, SUVs, cars and motorcycles are not subject to this regulation, therefore they may continue with loading and unloading operations all day, obeying the municipal rotation plan of the licensed plates.

We advise you that the **Frei Caneca Convention Center** and **MundoGEO** are not responsible for the permanence of trucks near the installation site since the approval for loading and unloading shall be permitted only in the DOCKS according to the hours mentioned above.

The access to trucks and cars in the area of loading and unloading will be first - come first - served basis, drivers must remain inside the vehicle.

The maximum period allowed in this area is 1:30 (an hour and thirty minutes) for trucks, trailers and trucks, and half-hour for cars. After the cut off time, a fee of approximately R\$ 250,00 (two hundred fifty reals) will be charged for extra hour of stay time at the loading/unloading zone.

During the event, the parking management company shall establish the cost per vehicle/day, which should be paid for all vehicles using the site. At each event, exhibitors will have the right to buy a special credential at a lower cost, which will give them the right to access to the parking lot as many times as necessary only during the event.

13. PARKING AREA

The parking of *Frei Caneca Shopping & Convention Center* consists of five level parking structure, equipped with electronic service system and toll booths, with vending machines to serve with all event activities.

In addition to our parking capacity, we will work with nearby parking lots, which will be available when needed.

The administration is a specialized company responsible for all operation, regulation and insurance of the parking area.

Any service performed by a third party in the vehicles parked in the parking structure must be previously authorized by the security department of the Frei Caneca Convention Center except for those regular services already authorized per the event.

NOTE: To contact and hire these services mentioned above, please get in touch with Mr. Edvaldo or Paulo from Estapar, by phone: (11) 3472-2113.

***MundoGEO Group will not be liable for payment of parking for the event MundoGEO#Connect. Payment for parking is at the expense of exhibitor, assembler, service providers and suppliers in general.**

13.1 HOW TO USE IT

When leaving the parking lot, just go into a box-assisted or automatic payment booth and pay the ticket.

The access to the additional parking vacancies will be done through advance planning, charge at the time of use, and complimentary transportation system from the nearby parking lots to Frei Caneca Shopping & Convention Center is available.

13.2 INSURANCE AND VACANCIES

Fully insurance against theft, robbery, fire and collision, except for belongings, tools and accessories that do not originally belong to the vehicle.

13.3 USE OF VACANCIES

The promoters, exhibitors, congressmen and visitors will use also external parking spaces, with special price conditions, to be discussed case by case, to do so it is required to be notified about the number of “additional parking spaces” 15 days in advance to the date of the event, for the issuance of proper parking procedures.

NOTE: Payments will be made directly to the boxes of each accredited parking.

13.4 PAYMENT METHODS

Indoor Parking

The price lists are issued exclusively by the Director of Convention Center/Estapar. In case of Valet Parking, payment may be made directly by the user at the payment booth.

For Self Parking, payment may be made by one of the following ways:

- Directly by the user at payment booth (CPA)
- Directly by the user in the automatic payment station (EPA)

In both cases, the user makes the payment prior of leaving parking area. When making such payments it is required to submit the ticket issued by the admission terminal to validate the exit.

14 OTHER PROHIBITED ITEMS

- It is not allowed the use of materials such as concrete, brick, cement or similar materials for the construction of the stands.
- It is prohibited decorating the stands with materials or substances that are flammable, and also the access of explosives of any kind, and toxic gases and/or liquefied at the Exhibition Hall.
- It is prohibited the operation of internal combustion engines or other equipment that will vent any gases, smoke or grease inside the Exhibition Hall.

The Organization has the right to stop any ongoing works on the stand immediately after finding any violation of these rules, until it is fixed or paid by the Exhibitor or Assembly Company the amount required for the recovery of the floor or structure of the Exhibition Hall. The value will be determined solely by the administration of the *Frei Caneca Convention Center*.

15 FISCAL PROCEDURES

15.1 MERCHANDISE DELIVERY

All materials and merchandise for the event, either from Exhibitor, Assembly Company or Service Provider, must be accompanied by the invoice for verification and approval by the security staff of MundoGEO#Connect.

The shipping invoices should have the following address:

Address: Rua Frei Caneca, 569 – 5º andar - Cerqueira César.

Sao Paulo - SP - CEP 01307-001

CNPJ: Must be the company's own

Municipal or State Registration: Must be the company's own

Event Name: MundoGeo#Connect LatinAmerica 2012

Location of the event: *Frei Caneca Convention Center*

The invoices should have the following return address:

Recipient Name: *Company Name to which the properties are destined*

Address: *Must be the company's own*

CNPJ: *Must be the company's own*

Municipal or State Registration: *Must be the company's own*

Exhibitors, Assembly Companies, Suppliers and Service Providers should not submit their materials/merchandise to the location of the event without someone from your company being present to receive them directly in the stand, since the organizers can not be responsible for admission of any material/merchandise.

16. OFFICIAL SERVICES

For the safety and comfort of the Exhibitors, MundoGEO selected Suppliers which provide services before and during the event. All official suppliers and service providers will have representatives during the assembly and during the event for possible hiring and support.

We suggest that the hiring of such services be made in advance to avoid getting in touch directly with each one of them, according to the information below:

OFFICIAL ASSEMBLY COMPANY

Propórtio Promoções e Eventos

Phone/Fax: 11 3857-7763

site: www.proportio.com.br

For assistance to the exhibitors with **free area**: rose@proportio.com.br

For assistance to exhibitors with **basic assembly**: fabiani@proportio.com.br

OFFICIAL TRAVEL AGENCY

Almax Viagens de Negócios.

Phone: (11) 3513-6100

e-mail: almax@almax.com.br

CLEANING

Primeiro Plano

Phone: (11) 3851-5454

e-mail: comercial@primeiroplano.com.br

SECURITY

Security Prevention

Phone: (11) 3853-1451

e-mail: paulo@prevencaoseguranca.com.br

RECEPCIONIST

Phone:

e-mail:

AUDIO AND VIDEO

Phone:

e-mail:

VISUAL COMMUNICATION

Phone:

e-mail: