



NOV 2015  
**11-12**  
Espacio Riesco  
SANTIAGO/CHILE

*Convention + Expo + Business Roundtable = Latin America's Meeting Point*

# EXHIBITOR'S GUIDE

Organized by:



# Exhibitor's Guide

## Dear Exhibitor:

Please accept our warmest greetings. We are pleased to provide you with the Exhibitor's Guide we have prepared about the procedures for the Event in order to aid your participation.

Please read through this document, as it contains important points that will contribute to the success of your participation. In this Guide, you will find the Exhibitor's Standards and Regulations.

This Participation Guide has the goal of aiding you, as well as providing you with personalized attention when you so request.

Sincerely, the Organizing Committee  
PMA FRUITTRADE LATIN AMERICA 2015

## EXHIBITOR'S STANDARDS AND REGULATIONS

### Introduction | General information:

In the framework of PMA Fruittrade 2015, the Organizing Committee, along with Grupodos Eventos, has prepared the "Exhibitor's Standards and Regulations" document, to achieve optimal communication and control of all the work areas that must be used by attending companies in the process of setting up / taking down their stands.

### Control and compliance with the Regulations

The Organizing Committee and Grupodos Eventos are responsible for monitoring compliance with the regulations for PMA Fruittrade 2015; its standards and resolutions are obligatory for all exhibitors and suppliers.

### Location

PMA Fruittrade 2015 will be held at the Espacio Riesco Events Center, located at 5000 El Salto Av. - Huechuraba - Santiago, Chile. Due to the recently passed Tobacco Law, the Convention Center's closed public areas are NO SMOKING areas.

### PMA Fruittrade Exhibition Times

11-12 Nov 2015: 9:00 a.m. to 5:30 p.m.

**IMPORTANT:** For 2015, the location chosen at the Espacio Riesco Events Center for the Inaugural Breakfast is the Don Alberto Grand Salon located on level 0. This activity is scheduled for Thursday, November 11th, 2015 at 9:00 a.m..

## TECHNICAL SPECIFICATIONS FOR YOUR EXHIBITION

The exhibition area for exhibiting Companies is located on Level 1 at Espacio Riesco.

The exhibition spaces with "Standard Modules" are provided in modular format. It is very important to bear in mind that the structure and orientation of your stand may vary depending on your location on the floor plan; please check all of this information in the "General Stands Layout" included in this guide.

**Please read the information and resolve any questions regarding your stand with your sales executive.**

### a) Set-up times

**Exhibiting Companies with "Standard Modules":** These will be made available on Wednesday, November 10th, from 2 p.m. The setting up and complete fitting out of each Stand done by the set-up teams each company brings must be finished by 8:30 p.m. that same day. Accredited personnel will not be allowed to transit after that time.

### Exhibiting Companies with "Standard Modules" (Special Projects):

The spaces to set up Special Projects will be handed over to the exhibitors on Monday, November 9th, beginning at 10 a.m. The setting up and complete fitting out of each Stand done by the set-up teams brought by each company must be finished by 8:30 p.m. on Tuesday, November 10th. The design and layout of your Special Project must be sent to the organizers for approval before Friday, October 9th, 2015.

**Exhibition of Equipments / Machinery:** The Machinery exhibition is outside the building.

For specific requirement of your exhibition it is necessary to visit the Expo Center, with our team of experts.

Please read the information and resolve any questions regarding your exhibition space with your sales executive.

**b) The organizers of PMA FRUITTRADE 2015 will provide the following material and furnishings to each exhibiting company:**

• Stand with a "Standard Module" of: 3x2 (6m2)



### Technical Specifications

BASIC STAND: 6m2 (3X2m)

Structure: Truss

Material: PVC

Border: Foam Board

Grey floor cover

### Power

Electrical capacity 3 KW

Triple Power Outlet

2 white halogen spotlights

### Furnishings

1 glass-topped table

3 white metal chairs

1 white set of drawers

Trashcan

Leaflet holder

### • Option for additional printing per exhibitor

Graphic Design Service Value: \$94,400 + IVA

① Rear: PVC graphics: 2.84m x 1.84m/Value: \$135,700 + IVA

② Side: PVC graphics: 1.84m x 1.84m/ Value: \$97,000 + IVA

### • Option for additional power:

2 kW Single phase: \$102,800 + IVA.

2 kW Three-phase: \$162,400+ IVA.

### • List with consumption of devices:

DEVICE	KILOWATTS
TV	0.30
DVD	0.20
Coffee maker	2.00
MiniBar	0.40
Plasma screen	1.00
Laptop	0.30
LCD screen	0.50
Computer with Monitor	0.50
LED screen	0.20

## c) Considerations for the Set-up Team:

- All material for the Stand must arrive at the Events Center prepared for installation. No type of "dirty" work is authorized (e.g.: painting, cutting, others.)
- All material being used to fit out and decorate the Stand must be self-supporting. The Events Center does not permit placing or affixing any element to walls, carpets or structures. It is not permitted to staple, paint or stick any type of sign, poster, canvas, photograph, etc. on the walls, doors or ceilings of any part of the Events Center.
- Each exhibitor's exhibition must have a good level of aesthetics, graphics and be functional. The Organizers of PMA FRUITTRADE 2015 may request the exhibitor to improve these if they consider that their appearance needs improvement.
- Each exhibitor is liable to the Events Center for any structural damage caused to their facilities.
- Each exhibitor must inform the PMA FRUITTRADE 2015 Organizers, on the set-up day, if they have additional material; its installation is subject to the Organizer's approval.
- Each exhibitor or company hired to carry out set-up work at their stand will be responsible for the staff hired for these purposes and will follow the "Work Safety Standards", and in the case of any incident involving their employees will know the necessary measures to be taken.

## IMPORTANT:

**Electricity:** Intervention in switchboards, electrical circuits, telephone networks and other services, is only permitted by the staff of the Conventions Center, who will access these, if necessary, through the Organizers.

**Cleaning:** The cleaning of the circulation area is the exclusive responsibility of the PMA FRUITTRADE 2015 Organizers. The exhibitor is responsible, however, for cleaning and collecting trash within the exhibition space during the exhibition period.

## d) Accreditation of Exhibitor Personnel

- All personnel used for the event by the Exhibitor (guests, hostesses, company executives, etc.) who will attend PMA Fruittrade 2015 must wear the event's Credential visibly.
- Personnel used to set-up the stand and/or contractors must be individualized in a list that must be given to the Organizers, at the latest on Monday, October 26th, 2015, indicating the name and identification number and position in the commercial space. People that do not comply with this will not be permitted to enter the premises.
- During PMA Fruittrade there must always be someone in charge of the commercial space (Stand or equipment exhibition area)

## e) Exhibitors that provide "Food Samples" consider the following:

- Comply with Chilean sanitary regulations.

- Offer properly labeled, pre-packaged products. The events center does not have kitchens or culinary tools available to the exhibitors.
- Have the current sanitary resolution.
- Have hygienic serving materials at the stand (cups, spoons, napkins)
- Exhibitors must inform the organizers about distributing food product samples. Please inform Marcela Guevara and/or the Commercial Agent.

## f) Exhibitors of equipment, machinery or vehicles must consider the following:

- Provide the PMA FRUITTRADE 2015 Organizers with the technical sheets of the machinery being exhibited at the Events Center.
- Suitably read about the access points set up by Espacio Riesco for this type of equipment and machinery. For this, contact the production company, GRUPODOS, who will assist and indicate Espacio Riesco's regulations, with the production company being the primary intermediary.
- Companies that exhibit machinery in the areas enabled for this are liable to the Events Center for any damage caused to their facilities.

## g) When decorating/fitting out your stand, consider the following:

- The commercial spaces (Standard Modules) have a maximum height of 2.40 m measured from the ground. No part in a commercial space may exceed this height.
  - No material from the commercial space may spill over from the allocated area, occupying the corridor. The module provided cannot be drilled or nailed into, and no support system for publicity or other things that damage the material may be used.
  - Double-sided tape, packing tape or another material which can be removed or cleaned once the Stand has been vacated may be used.
- Note: Any equipment or merchandise that enters the premises (whether these elements are for exhibition, decoration, lighting, sound or other purposes) must have a Delivery Docket, with a copy given to the entry control of the premises. This is the only valid document that permits any element to leave the exhibition premises. The transportation and care of the material within the exhibition premises is the exclusive responsibility of the exhibitor.

## CLOSURE OF THE FAIR AND DISASSEMBLY

- PMA Fruittrade ends on Friday November 12th, 2015 at 5:30 pm.
- Disassembly begins immediately after the closure of the XIII Business Forum, which is after the official closing.
- The stands that have not disassembled on the day the event ends will be disassembled by the Organizing Committee, who will not be liable to the exhibitor for the elements exhibited, their packaging, samples and decoration, etc.
- Any fine, extra charge, surcharge, etc. that the Organizing Committee must pay for problems and/or unavailability of the exhibition premises caused by these delays in disassembly will be the responsibility of the exhibitor.

## CIVIL AND CRIMINAL LIABILITY

- PMA Fruittrade provides a Basic Security system (entry control). In order to provide the security conditions established, all those attending the event (exhibitor, authorities, guests of the exhibiting company, speakers, hostesses, executives, etc.) must wear a credential and this is the only measure of control.
- It is understood that members of the Organizing Committee are authorized to request the credentials of anybody not carrying the aforementioned identification on the premises, and may request them to leave if they do not meet this requirement.
- The Events Center and the Organizers of PMA FRUITTRADE 2015 are not responsible for losses or the breaking of objects and/or personal damages that occur within the premises of the Events Center and/or the parking lot.
- The exhibitor must take the measures necessary to prevent accidents and other damages from the moment they take possession of their exhibition space, until they leave it (timeframe for the removal of the exhibited material).
- The Organizing Committee and Grupodos Eventos do not accept any liability for robberies, theft, damage, losses and incidents in general, to the public, merchandise or any item or property that is located inside or remains on the premises where PMA Fruittrade is being held.
- In accordance with this, we recommend that the exhibitors take out insurance with enough cover for the transportation of the material until it arrives at the event location, the exhibition period, and transportation to its next destination; as well as for civil liability related to these, their staff and their commercial space during the exhibition.
- If the exhibition is cancelled for reasons not attributable to the Organizers (earthquake, disasters, fire, force majeure), they will not be liable, under any concept, for expenses or losses incurred by the exhibitors or contracting parties, and are not obliged to pay any compensation whatsoever.
- The Organizers and Grupodos Eventos are authorized to unilaterally make commercial exhibitions, change the location of the exhibition, modify the dates of the event, change the times and other characteristics of the event; these changes do not imply any compensation for the exhibitors.

## COMMUNICATION

The attention and coordination with the exhibiting companies at PMA FRUITTRADE 2015 will be done by the Organizing Committee and Grupodos Eventos.

Prior to the event: if you have any questions, contact Francisca Figueroa by e-Mail: francisca.figueroa@grupodos.cl or call her at +562 2792 31 97 / +562 2792 31 78 or +562 2981 25 82. During the Event: directly at the Exhibitors' Service Desk located on Level I (Exhibition Area).

# PMA Fruittrade 2015 Floor Plan

## Level 1

