

EXHIBITOR MANUAL



XV International Exhibition and Conference on Cards, Services and Technologies

Frei Caneca Convention Center – São Paulo – Brazil

The Biggest Event of the Industry of Cards in Latin America

April 26 to 28, 2010

Frei Caneca Street, 569 – 5th floor – São Paulo/SP - Brazil

Organization:

informa
exhibitions

Bela Cintra Street, 967 – 11th floor
01415-000 – São Paulo/SP
Tel.: (55) 11 3069-6800
Fax: (55) 11 3069-6913

Official Stand Builder:



Tenente Américo Moretti Street, 200
04372-060 - São Paulo/SP
Tel.: (55) 11 5671-2022
Fax: (55 11) 5671-2433
metro.quadrado@metro2.com.

Official Logistical Support:



Albuquerque Lins Street, 503 cj 11
01230-001 -São Paulo/SP
Tel: (55) 11 3664-9022
Fax: (55) 11 3664-9022
tf@tflogistics.com.br

Official Airline:



Via HG Turismo
Tel: 55 11 4229-9593
Fax: 55 11 4226-5203
cards@viahg.com.br

STAND SETUP AND INSTALLATION, EVENT DURATION AND STAND BREAKDOWN TIMES

According to Municipal Order #458211, regulated by SMT/SMCS #002/2005, the following types of trucks, along with pickups, utility vehicles, cars, and motorcycles, will be allowed on the loading docks between the hours described below:

VUC (Urban Cargo Vehicle) - 2.2 meters wide, 5.5 meters long with capacity of 1.5 tons

VLC (Light Cargo Vehicle) - 2.2 meters wide, 6.3 meters long with capacity of 4.5 tons

Larger trucks and vehicles will be required to unload between the times of 12:00 AM and 05:00 AM.

STAND ASSEMBLY

✓ **04/24/2010 - SATURDAY**

- Entrance permitted for Stand Assemblers only.
- Time of entry: 10AM (Confirm entry with **RPM** by March 30th 2010).
- The **EXHIBITOR** shall forward the names and ID numbers of those who will be working on the stand assembly.
- Stand assembly time will be until 10PM.

✓ **04/25/2010 – SUNDAY**

- Stand assembly times will be between 8AM and 10PM.

✓ **04/26/2010 – MONDAY**

- Time for equipment entry after 8AM.
- Stand assembly and equipment installation times will be between 08 AM and 11AM.

**Stands must be finalized, installed and ready
by 11AM on April 26th 2010**

CONVENTION TIMES

Open to the public

- ✓ April 26th, 27th and 28th, 2010, from 1PM until 8PM

STAND BREAKDOWN

Wednesday, April 28th 2010, from 08:00 PM until 12:00 PM and April 29th, from 12PM until 12AM the EXHIBITOR shall completely disassemble the stands, uninstall all materials, and vacate the rental space.

MATERIAL DELIVERY ADDRESS

Equipment Loading/Unloading Address:

Dr. Penaforte Mendes Street, 235 - Gate 4
Cep 01307-001
São Paulo – SP - Brazil

FREI CANECA CONVENTION CENTER:

Frei Caneca Street, 569 - 5th Floor
Cep 01307-001
São Paulo - SP - Brazil
Tel: (011) 3472.2000

ASSEMBLY AND DECORATION GUIDELINES

- a) According to **FREI CANECA CONVENTION CENTER** policy, it is prohibited any construction of wooden material which requires a paint finish or any process creating saw dust or emitting fumes.
- b) **The stands shall be pre-made and ready for assembly. Any paint finish and final art shall be previously done before installation.**
 - ✓ Maximum height permitted for the **stands**: 3,70 meters from the ground floor. Be advised that we require a 0.50-meter space between the separating walls when the stand surpasses the height of 2.70 meters.
- c) Air Conditioning: **Air-conditioning installation is NOT permitted.**
- d) Wooden Flooring: **Only allowed if over carpeting.**
- e) Water Fountain: **Not permitted.**
- f) Bar or Buffet Service: Allowed through **EXHIBITOR's** responsibility.
- g) Any and all expenses resulting from damages caused by the **EXHIBITOR** or **ASSEMBLER** to **FREI CANECA CONVENTION CENTER** will be of the **EXHIBITOR's** responsibility.
- h) All **EXHIBITORS** who would like to utilize a stand assembler that is not the official one of the event, shall submit a copy of the stand project to **RPM** for approval by **March 30th 2010**.
- i) Maximum weight allowed: **500 kgs. per squared meter.**
- j) The elevators of the **FREI CANECA CONVENTION CENTER** have the following dimensions and capacities.
 - ✓ **Elevator – 2,400 kilos**
 - Door: width 2.20m X height 2.00m
 - Internal Space: width 2.50m X depth 5.30m X height 2.20m
 - ✓ **Elevator – 1.200 kilos**
 - Door: width .80m X height 2.00m
 - Internal Space: width 1.60m X depth 1.70m X height 2.20m

BASIC ASSEMBLY



- ✓ **Durafelt nylon carpeted flooring.**
- ✓ **White, aluminum support beams (height 2.20m x 1.00m width).**
- ✓ **1 spot light per 3 squared meters and 1 220v - 500 watts power outlet.**
- ✓ **1 round table, 2 chairs e 1 luminous logo screen.**

a) There will be no price difference if any of the above is not utilized.
Any additional decorative items will only be allowed if assembled by the event's official assembler.

POWER USAGE

Please fill out and forward the attached **Form # 4** until **March 30th 2010** to **RPM** informing the estimated energy consumption for all equipment and lighting fixtures to be utilized. The basic source of energy will be supplied upon solicitation. **EXHIBITORS** who utilize the basic stand setup shall also submit the estimated energy consumption and numbers of outlet to be installed. Stand assembly will only be allowed after this deposit is made. Basic power source in 220v One-Phase or 380v Two-Phase or Three-Phase. **The EXHIBITOR will be responsible for voltage conversion equipment in case of need of 110v consumption.**

MUNICIPAL TAXES

Please fill out and forward the attached **Form # 1** for calculation of Municipal taxes. The amount shall be paid by **March 30st 2010** to **RPM**, who will submit the overall value. Stand assembly will only be allowed after this deposit is made.

TELEPHONE AND INTERNET ACESS RENTAL

FREI CANECA CONVENTION CENTER has a rental service for telephone lines. A check deposit is required and will be voided after the value of the calls made is paid. Please fill out and forward attached **Form # 6** by **March 30th 2010**. For further information, please call **(55 11) 3472.2309**.

STAND'S FOOD & BEVERAGE SERVICE

Service allowed through **EXHIBITOR's** responsibility.

PARKING

Parking for **FREI CANECA CONVENTION CENTER** is automated and to be paid at the time of exit. For special parking credentials please contact **ESTAPAR** through **(55 11) 3472.2113**.

STAND CLEANING SERVICES

With the objective of hiring a minimum number of cleaning personnel, we suggest (not mandatory) that all **EXHIBITORS** hire one cleaning service firm. Cleaning will be done on April 26th through 28th 2010.

✓ **Cleaning service fee – US\$ 150.00**

Please fill out and forward the attached **Form # 3** for cleaning service solicitation to **RPM** by **March 30th 2010**. For more information please call: (55 11) 3051.3159.

EXHIBITOR ID TAGS

A complete listing of all personnel who will be working on the stands shall be submitted to **RPM** by **March 30th 2010**. (Attached **Form # 5**).

FORMS

FORMS	DEAD LINE
Venue	*
Energy Consumption	March 31, 2010
Cleaning Service Solicitation	March 31, 2010
Municipal Taxes	March 31, 2010
Exhibitor Personnel Listing	April 05, 2010
Phone/Internet Service Solicitation	March 31, 2010

FIRE EXTINGUISHER

All the exhibitors must have a fire extinguisher in their booth every 20 sqm. These must be properly positioned, identified and signaled as the technical standards of the Fire Department. We recommend the installation of CO2 fire extinguishers and/or powder, according to displayed products and materials used to assemble your booth. This product can be brought by the exhibitor or can be requested in the assembly.



Equipment Loading/Unloading Address:

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Cep 01307-001 - São Paulo – SP - Brazil

FREI CANECA CONVENTION CENTER:

Frei Caneca Street, 569 - 5th Floor
Cep 01307-001 - São Paulo - SP - Brazil
Tel: (55) 11 3472.2000

FORM 2 – ENERGY CONSUMPTION

(Submit by March 31th, 2010)

Stand assembly will only be allowed after the deposit is made.

FAX: (55) 11 3017-6913

Basic power source in 220v One-Phase or 380v Two-Phase or Three-Phase
The EXHIBITOR will be responsible for voltage conversion equipment in case of need of 110v consumption

ITEMS	KVA
Comercial Coffee Maker	4,5
Fan	0,1
Tap Beer	0,6
Large Eletric Oven	1,30 / 1,50 / 1,75
Small Eletric Oven	1,75 / 2,40
Microwave Oven	1,35
Mini Fridge / Fridge / Freezer	0,10 / 0,30 / 0,50
Impressora Jato de Tinta / Matricial / Laser	0,30 / 0,50 / 0,50
Dichroic halogen lamp	0,05
Fluorescente lamp 20w/40w (com reator)	0,03 / 0,05
Fluorescente lamp (duas) HO de 110	0,22
Halogen lamp 300w / 500w	0,30 / 0,50
Incandescent lamp 60 w / 100w / 150w	0,06 / 0,10 / 0,15
Lamp de 160w / 250w / 500w	0,16 / 0,25 / 0,50
HQI Lamp 150w / 300w	0,15 / 0,30
Par lamp 1000w	1
Lap Top	0,03
Microcomputer (CPU with monitor)	0,5
Projeto Multimidia	0,4
Halogen reflector 300w / 500w	0,30 / 0,50
Reflector with Lamp HQI 150w (com reator)	0,3
Overhead Projector	0,2
Plasma TV	1,3

KVA´s Total _____ x US\$ 70.00 KVA = US\$ _____

EXHIBITOR _____

Contact Person (full name) _____

Telephone: _____

Please provide the payment of the total amount, through a courier check remittance to be received no later than **March 31th 2010**, issued to the order of:

Bank details:
Account with: HSBC BANK USA
NEW YORK, NY 140 Broadway, New York, NY 10005-1180
SWIFT: MRMDUS33
ABA: 021.001.088
Account nr: 000.05342-2
Account Holder: HSBC Bank Brasil S.A. - Banco Múltiplo
SWIFT: BCBDDRPR
Beneficiary: IBC do Brasil Ltda
Agency #: 0478
Bank account #: 19753-39

FORM 3 – CLEANING SERVICE SOLICITATION

(Submit by March 31th, 2010)

FAX: (55) 11 3017-6913

With the objective of hiring a minimum number of cleaning personnel, we suggest (not mandatory) that all **EXHIBITORS** hire one cleaning service firm.
Cleaning will be done on April 26th through 29th 2010.

✓ Cleaning Service Fee – *US\$ 150.00*

EXHIBITOR _____

Contact Person (full name) _____

Telephone: _____

Please provide the payment of the total amount of **US\$ 150.00**, through a courier check remittance to be received no later than **March 31th, 2010**, issued to the order of:

Bank details:
Account with: HSBC BANK USA
NEW YORK, NY 140 Broadway, New York, NY 10005-1180
SWIFT: MRMDUS33
ABA: 021.001.088
Account nr: 000.05342-2
Account Holder: HSBC Bank Brasil S.A. - Banco Múltiplo
SWIFT: BCBBBRPR
Beneficiary: IBC do Brasil Ltda
Agency #: 0478
Bank account #: 19753-39

FORM 4 – MUNICIPAL TAX

(Payment by March 31th,2010)

Please fill out and forward the attached **Form # 1** for calculation of Municipal taxes. The amount shall be paid by **March 30th,2010** to **Informa Group**, who will submit the overall value. **Stand assembly will only be allowed after the deposit is made.**

EXHIBITOR _____

Contact Person (full name) _____

Telephone: _____

MUNICIPAL LICENSING FEE US\$ 150.00

Please provide the payment of the total amount of **US\$ 150.00**, through a courier check remittance to be received no later than **March 31th,2010**, issued to the order of:

Bank details:
Account with: HSBC BANK USA
NEW YORK, NY 140 Broadway, New York, NY 10005-1180
SWIFT: MRMDUS33
ABA: 021.001.088
Account nr: 000.05342-2
Account Holder: HSBC Bank Brasil S.A. - Banco Múltiplo
SWIFT: BCBDDRPR
Beneficiary: IBC do Brasil Ltda
Agency #: 0478
Bank account #: 19753-39

FORM 6 – TELEPHONE/INTERNET SOLICITATION FORM

(Submit by March 31th, 2010)

andreia.gimenes@allcomtelecom.com.br or
phone: (55 11) 3472.2309 or fax (55 11) 3472.2314

Embratel, in partnership with **FREI CANECA CONVENTION CENTER**, offers an exclusive phone and internet rental service for the **CARDS/2009** event. (*Values are cited in Brazilian Real*)

Telephone lines with Regional Direct Dialing

- ✓ **Analog line** - R\$ 215,61** cost of service in addition to price of calls made. This service allows for placing and receiving calls along with fax machine (to be supplied by EXHIBITOR).
- ✓ **Digital line** - R\$ 251,76** cost of service in addition to price of calls made***. This service allows for placing and receiving calls. (Fax machines do NOT work with this service).

All Regional Direct Dialing lines will be supplied with a telephone. Those who wish to send and received faxes will supply their own fax machines. We remind you that the voltage at the Convention Center is 220 V.

Internet Access

- ✓ **Link 128K** - R\$ 435,49
- ✓ **Link 256K** - R\$ 468,19
- ✓ **Link 512K** - R\$ 670,33

Service for an Invalid IP and shared access with provider*. The user shall bring a computer equipped with an Ethernet Card 10/100 Mbps. Link and configuration will be supplied.

*10% MINIMUM GUARANTEE OF BANDWIDTH –
**RENTAL PERIOD - 5 DAYS (ADDITIONAL DAYS WILL BE CHARGED)

THERE WILL BE NO INSTALATIONS AFTER THE EVENT HAS BEEN STARTED

SERVICE SOLICITATION FOR THE CARDS/2010 EVENT

(Installation on April 25nd 2010)

Telephone:

Analog Line Units:
 Digital Line Units:
 Cordless Line Units:

Internet Access:

128K Link Units:
 256K Link Units:
 512K Link Units:

Company Name:

Address:

City:

State:

ZIP:

Telephone:

Contact:

Comments: