



**April 14 to 16, 2010**

Fair: 12.30 p.m. to 8.00 p.m.  
Congress: 2.00 p.m to 6.00 p.m

**Expo Center Norte • Green Pavilion • São Paulo • SP**

## **SPECIFIC PROCEDURES**

### **ATTENTION**

If there are any divergences, these norms and procedures substitute and complement those contained in the Exhibitor's Manual.

Specific Procedures and Exhibitor's Manual available at the site [www.iscexpo.com.br](http://www.iscexpo.com.br) / [www.intersecurityexpo.com.br](http://www.intersecurityexpo.com.br)

We request that Exhibitor's abide by the deadline dates for returning Forms, as well as attention to place of delivery of same, indicated at the foot of each form.

We will not be held liable for any problems resulting from non-compliance of the norms and procedures.

## SPECIFIC PROCEDURES

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### FORMS AVAILABLE AT THE AREA RESERVED FOR EXHIBITORS

### IMPORTANT DATES TO BE REMEMBERED

MONTH	DAY	
April	05 .....	LAST DAY FOR SENDING ONLINE COMPRESSED AIR REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE HYDRAULICS REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE EXTRA ELECTRICAL POWER REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE CONTRACTOR/DECORATOR RESPONSIBILITY TERM
April	05 .....	LAST DAY FOR SENDING ONLINE EXHIBITORS BADGES REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE SERVICES BADGES REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE CLEANING BADGES REQUEST
April	05 .....	LAST DAY FOR SENDING ONLINE SECURITY BADGES REQUEST

## **1. GENERAL INFORMATION**

### **1. EVENT**

ISC BRASIL - International Security and Conferences Exposition  
INTERSECURITY - International Urban Security Trade Show

### **2. PURPOSE**

Events that will discuss security levels Federal, State and Municipal in the public and private.

#### **SIMULTANEOUS EVENTS**

#### **INTERNATIONAL ELECTRONIC SECURITY CONFERENCE**

#### **STRATEGIC EVENT - MEETING OF THE GENERAL COMMANDS OF THE POLICE AND FIRE BRIGADE**

### **3. VENUE**

EXPO CENTER NORTE - Green Pavilion  
Rua José Bernardo Pinto, 333 - Vila Guilherme  
02055-000 - São Paulo/ SP  
Tel.: 55.11.2224-5959

TRUCKS ENTRANCE  
(installation and dismantling periods)  
Through Gate 4  
Rua Coronel Marques Ribeiro, 200

### **4. OFFICIAL SUPPORT**

**ABINDE** - Defense and Security Materials Industry Brazilian Association  
**ABINEE** - Electrical and Electronic Industry Association  
**ALAS** - Latin American Security Association  
**CNCG PM/BM** - Police and Fire Brigade General Command National Council  
**SENASP** - National Department of Public Security  
**SIA** - Security Industry Association

### **5. ORGANIZATION AND PROMOTION**

REED EXHIBITIONS ALCANTARA MACHADO

## 6. DELIVERING FORMS

Please refer to application forms contained in the EXHIBITOR's restricted area of the website. Said forms, when applicable, should be duly filled out and sent online. Any doubts please send an e-mail to [luciene.bueno@reedalcantara.com.br](mailto:luciene.bueno@reedalcantara.com.br).

## 7. SECTORS

Participants of the EVENT: Brazilian and foreign manufacturing companies and/or exclusive representatives/distributors of products and/or services, part of the EVENT's sectors and/or on the other specifications contained on this Manual.

### ISC EXPO BRASIL

- » Alarms
- » Biometry
- » Internal TV Circuit
- » Access controls
- » Fire detection
- » Detectors
- » Communication equipment
- » Monitoring equipment and services
- » Wireless equipment
- » Integrating products and systems
- » Perimeter protection
- » Personal security
- » Identification systems
- » Vehicles and special transport

### INTERSECURITY

- » Arms, ammunition, non-lethal devices, conventional weapons, protection equipment and armour-plating
- » Consultancy, courses and training
- » Equipment and products for public fire brigades, accident prevention, fire prevention and fighting
- » Equipment and non-electronic systems for the administration and management of highways, ports and airports
- » Special and emergency equipment: rescues, life-saving, doctors and laboratories
- » Uniforms: conventional and special, footwear and accessories
- » IT and computing: embedded technology
- » Official organisms, associations and publications
- » Signalling and lighting
- » Telecommunications and transmissions
- » Vehicles, equipment and stations: terrestrial, aquatic, aerial, special

## 8. IMPORTANT SHOW DATES

**Note that the electrical power is available as schedule below. If necessary to prorogue the contractor/decorator or exhibitor should ask by e-mail [international@reedalcantara.com.br](mailto:international@reedalcantara.com.br), there may be extra costs.**

## INSTALLATION PERIOD

During which the **HALL** will be available to **EXHIBITORS** for assembly of stands.

From: April 11 to 13, 2010 April 11 from noon to 6.00 p.m. and April 12 and 13 from 8.00 a.m. to 6.00 p.m.
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In April 13, 2010: The installation work must be completed before noon when the HALL doors will be closed for trucks entrance.

## STAGING DATE:

During which the <b>EVENT</b> will be open to visitors: From: April 14 to 16, 2010
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## SHOW HOURS:

12.30 a.m. to 8.00 p.m.

## DISMANTLING PERIOD

During which the **HALL** will be available to the **EXHIBITORS** for stand dismantling.

From: April 17 from 8.00 a.m.- 6.00 p.m
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## EXHIBITS SHOULD BE REMOVED

The removal of small equipments and products  
April 16, 2010 - 9.00 p.m.

**OBS.:** Admittance of persons under 16 years of age is not permitted during the Installation, Staging and Dismantling periods, even if accompanied by an adult.

## 9. SERVICES

### TRAVEL PACKAGES:

This service offers visitors and exhibitors of trade fairs promoted by Reed Exhibitions Alcantara Machado exclusive and special rates for hotel accommodations, air passages and services, including other special conditions and facilities.

[www.almax.com.br](http://www.almax.com.br) – e-mail: [almax@almax.com.br](mailto:almax@almax.com.br) or call Tel. +5511 3513-6100

### LEAD RETRIEVAL SYSTEM

To purchase the database of the visitors from your stand, the EXHIBITOR may rent the LEAD Retrieval System. Requests must be done through [coletor@cidtech.com.br](mailto:coletor@cidtech.com.br)

## 2. LEGAL PROVISIONS

### 1. SÃO PAULO MUNICIPAL TAXES

According to the laws 13474 and 13477, of December, 30, 2002, the Promoter has been responsible to effect collection of city rates for the City of São Paulo.

To comply with this determination, the PROMOTER will charge each exhibitor at the participation contract.

Should this tax has not been charged at the contract for any reason, payment must be done before the installation period.

### 2. EXHIBIT OF USED PRODUCTS

The display of used, remanufactured or retrofitted machinery or equipment is strictly prohibited as well as signs, posters or literature promoting such products. Offenders will have their products removed by order of show management, even after the show has started.

### 3. EXHIBIT OF IMPORTED PRODUCTS

Due to the International Character of the EVENT, registered at the DEVELOPMENT, INDUSTRY AND COMMERCE MINISTRY, the EXHIBITORS can send their exhibiting samples at the IMPORTATION TAXES AND DUTIES SUSPENDED REGIME.

**OBS.:** Please have in mind, that any company in Brazil, to receive imported products or equipments, as *Shipments under Temporary Admission Basis*, or *Shipments under Permanent Admission Basis*, must have all the necessary registrations, at the Governmental bodies.

Shipments via **Courier** are **not** recommended. According to Brazilian laws, courier services are used for the remittance of documents only.

Sending goods as **Hand-Carry** or as **Accompanied Luggage** is either strongly **not** recommended, as Brazilian regulation understands these are procedures to transport only personal belongings and not commercial goods.

You may contact **FIORDE INTERNATIONAL LOGISTICS. / INTERLOG LTDA.** as an option of freight forwarder and as the drayage and handling company for the event.

Rua Frei Caneca 739 -Consolação - São Paulo - SP - BraZil - Zip 01307-001

Email = [Interlog@fiorde.com.br](mailto:Interlog@fiorde.com.br); [fairs@fiorde.com.br](mailto:fairs@fiorde.com.br); [interlogsp@interlog.com.br](mailto:interlogsp@interlog.com.br)

Phone: 55 11 3218-8180 ( direct )

Fax: 55 11 3218-8199

E-mail: [alexandrecadastro@fiorde.com.br](mailto:alexandrecadastro@fiorde.com.br)

Attn.: Alexandre Cadastro

**EXHIBITORS ARE FREE TO USE ANY FREIGHT FORWARDERS/BROKERS, AT THEIR OWN RISK AND RESPONSIBILITY, PROVIDED THE SHIPMENT OF THEIR PRODUCTS TO BRAZIL, IS CONSIGNED TO THEIR REPRESENTATIVES.**

#### **4. ADMITTANCE OF UNDERAGED AT THE PAVILION**

The admittance of minors under 16, even if accompanied by adults, during Assembly, Show days and Dismantling of the EVENT is expressly forbidden, except for minors older than 14, as an apprentice in compliance with the rules.

#### **5. EMBARGO ON PROMOTING THIRD PARTIES**

**It's completely forbidden the exhibition, distribution o samples and direct or indirect publicity of any non-participating company at Exhibitor's stand.**

However, the EXHIBITOR may request a formal authorization from the Promoter mentioning the exhibit, on his/her stand, of products not manufactured or exclusively represented but absolutely necessary to complement his/her product line.

Those products, nevertheless, should be manufactured by EVENT's participating companies, highlighting that no promotion or credits about those products will me allowed.

**It's forbidden:**

- the promotion and/or commercialization of any other promoters within the premises of the EVENT.**
- the exposition of brands or products of companies that compete with the official sponsors of the event**
- the exposition of brands of drinks and sodas in visibility places, due to the partnership of the promoter with AMBEV at the food court.**

#### **6. INVITATION LETTERS FOR VISA PURPOSE**

For nationals of some countries a visa is required to come to Brazil. At the exhibitor's request, we may prepare invitation letters to the people coming to the show, when it is necessary for this purpose. After the exhibitor's request, these letters will be sent by us only once, after 10 days, as we are unable to send them before that, and are not allowed to send more than one time to the same exhibitor. For this reason, pay attention to the deadlines specified by the Brazilian Embassy where visas will be applied, and send your requests all together with enough time. Requests received after February 8 might not be accepted due to processing time constraints.

### 3. PUBLICITY MATERIAL

#### 1. ATTENDANCE

Admittance is exclusively restricted to trade professionals connected with the sectors of the EVENT, guests of EXHIBITORS and of the PROMOTER.

#### 2. DISTRIBUTION OF INVITATIONS

The PROMOTER will supply the EXHIBITOR, upon request, with free invitations and credentials to be distributed to clients and buyers in the amount of 10 (ten) invitations per m<sup>2</sup> of space rented.

The invitations are individual and must be exchanged at the event's reception desk for a personal and non-transferable CREDENTIAL valid for the duration of the EVENT. **Minors under 16 will not be admitted, even if accompanied by adults.**

The invitations must carry the EXHIBITORS' stamp and must be filled out by the BEARER.

**We remind EXHIBITORS to distribute invitations with criteria, to qualify the buyers / visitors.**

#### 3. OFICIAL CATALOGUE

Information about your company to be included at the exhibitor's catalogue must be inserted at the event's site (www.iscexpo.com.br / www.intersecurityexpo.com.br). For this purpose, a password is informed at the contract. Its contents are the exhibitor's responsibility. Deadline date: March 22<sup>th</sup>, 2010.

**EXHIBITORS WHO DO NOT INSERT THEIR DETAILS AT THE WEBSITE WILL NOT HAVE INFORMATION PUBLISHED AT THE EVENT'S OFFICIAL CATALOGUE.**

#### **Warning: Expo Guide strikes our exhibitors**

Expo Guide targets companies through legitimate exhibition guides aimed at exhibitors. Their current activities cover companies throughout Europe, the Americas and Asia.

Expo Guide offers online listing services. They use a form, which resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an on-line directory. Exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits.

Included in their group is debt collection agency Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary), which work in partnership with the various guides to intimidate exhibitors into paying.

Reed Exhibitions does not at all collaborate with Expo Guide. We did not permit this organisation to use our company name or any of our exhibition brands for their mailings.

**We strongly advise all exhibitors to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry.**

#### 4. INFORMATION FOR THE PRESS

The Promoter's Communication Department / Press Agents will issue periodically press releases about the EVENT for national and international newspapers, trade publications, radio and TV.

The EXHIBITOR who has interest can forward his/her latest news, details of the participation and/or information for [comunicacao@reedalcantara.com.br](mailto:comunicacao@reedalcantara.com.br).

The information and content forwarded to the communication vehicles in the form of releases/suggested agenda by the Promoter's Communication Department/Press Agents can or cannot be used by communication vehicles to which submitted.

In order to highlight the work effort with media, we recommend the use of images (digitalized photos), with resolution of 300 DPI's.

The Promoter together with its Communication department/Press Agents, reserves the right, and with no responsibility, to select information with media content to be forwarded to communication vehicles.

To clear doubts and know how to better publicize, the EXHIBITOR can contact the Promoter's Communication Department through the telephone 55 11 3060 5000.

#### 4. PREPARATORY STEPS

##### 1. BUILD UP NORMS

It is only permitted to fix adhesive double-tape on the PAVILLION's floor with no damages for it. The adhesive double-tape must be 3M Ref 4880.

##### AR CONDITIONER

The installation of Ar-Conditioner is not allowed as the PAVILLION has Air-Conditioner.

##### ROOF STRUCTURE

Not allowed to fix any object or equipment on the roof structure.

##### 2. REQUEST FOR INSTALLATIONS AND SERVICES

**INSTRUCTIONS AND THE ELECTRONIC FORMS ARE AVAILABLE ON THE SITE OF THE EVENT, IN THE RESERVED AREA, AND ACCESS IS VIA YOUR LOGIN AND PASSWORD. AFTER RECEIPT OF THE REQUEST AN INVOICE WILL BE AUTOMATICALLY GENERATED AND WILL BECOME AVAILABLE FOR VISUALIZATION AND PRINTING.**

**THESE REQUESTS WILL BE AVAILABLE ONLY UNTIL MARCH 11, 2010. AFTER THAT, THE EXHIBITOR MUST CONTACT THE INTERNATIONAL DEPARTMENT THROUGH THE E-MAIL [international@reedalcantara.com.br](mailto:international@reedalcantara.com.br)**

THE REQUESTS NOT DONE UNTIL APRIL 5, 2010 WILL BE CONDITIONED TO THE TECHNICAL CAPACITY OF ATTENTION.

## **a) Hydraulics**

### ➤ **Water supply + drain**

Following the completion and payment of this form, the PROMOTOR will install a supply a point for the supply and drainage of water in the stand.

The location for this installation must be determined by the Assembler contracted by the EXHIBITOR, and advised to to CAEX when he enters the PAVILION to begin the assembly of the stand, before the installation of the floor.

The installation will have a supply point of 3/4" of an inch with a register, and a drainage point of 1 inch. A charge will be made for each point installed.

**NO INSTALLATIONS WILL BE MADE ON THE MEZZANINE OR THE 2<sup>ND</sup> FLOOR.**

It is up to the EXHIBITOR to complete the installation of the distribution in his stand starting from the point installed by the PROMOTOR, and obeying the norms of the ABNT and SABESP.

**THE POINT FOR THE WATER SUPPLY CANNOT BE INSTALLED NEXT TO THE ELECTRICAL POWER POINT.**

**THE PROMOTOR WILL NOT SUPPLY SINKS, AND THE EXHIBITOR SHOULD SEEK THEIR INSTALLATION DIRECTLY WITH THE ASSEMBLER CONTRACTED TO ERECT THE STAND.**

### **b) Electrical Energy**

Following the completion and payment of the request, the PROMOTOR will install a power point in the stand of the EXHIBITOR, in the most convenient place for the PROMOTOR.

Each and every electrical installation must be accompanied by a professionally executed project, obeying the ABNT and ELETROPAULO norms.

**DELIVER THE PROJECT AND ART (TOGETHER WITH PAYMENT OF THE FEE) TO THE PROMOTER IS COMPULSORY.**

It is up to the EXHIBITOR to provide the entrance to the entrance to the distribution system containing the main switch with adequate breakers, and to complement the distribution in his stand from the point of entry installed by the PROMOTOR.

Any metallic structure which is part of the project of the stand must be duly grounded, obeying the ABNT norms.

The installation of electronic artefacts, hung or fixed externally is not alloyed without the previous authorisation of the PROMOTOR.

The main switch of the stand should be put in a place of free and easy access for the security personnel of the PROMOTOR. Should any power sources be in locked cabinets, the PROMOTOR must receive a key which allows access.

The available current is alternate, with a frequency of 60 Hz, and tensions of 127 V monophasic and 220 V two-phase or three-phase. O cost is by KW.

**If any other kind of Electricity KW's are required, a transformer must be used.**

The PROMOTOR recommends that each stand has its own equipment for protection (stabiliser; automatic keys, etc.) against possible oscillations in power or phases, and all equipment should be in a place of easy access.

To calculate the number of KW necessary for your stand, o EXHIBITOR should simply add up the W and KW indicated on the equipment and the lamps used for illumination. It is not necessary to consider the KW/hour, as the cost of the KW refers to the consumption during the whole period of the Functioning of the EVENT.

Any excess of consumption which is proven during the realisation of the EVENT will be charged by the PROMOTOR, applying the specified rate, **WITH AN INCREASE OF A FINE OF 25%**.

**FOR THE GREATER SAFETY OF THE PUBLIC THE INSTALLATIONS OF THE STAND (AIR CONDITIONING, ILLUMINATION, EQUIPMENT, WIRING AND CABLES) CANNOT BE VISIBLE TO THE NEIGHBOURING STANDS OR VISITORS. WE REQUEST THE USE OF CONDUIT WITH A REMOVABLE TOP STARTING FROM THE PAVILION TO THE DISTRIBUTION BOX, AS WELL AS THE HYDRAULIC INSTALLATIONS.**

**The pavillion will be enegized in APRIL 13, 2010 - 10.00 a.m**

**DURING THE STAGING PERIOD THE ELECTRICITY MUST BE TURNED ON BY THE EXHIBITOR 1 HOUR BEFORE THE BEGINNING AND TURNED OFF 1 HOUR AFTER THE END OF THE FAIR. IF ELECTRICITY IS NEEDED OUT OF THIS PERIOD, REQUEST MUST BE DONE VIA E-MAIL TO INTERNATIONAL@REEDALCANTARA.COM.BR**

**THE REQUEST MUST BE DONE 24 HOURS BEFORE THE USE AND THERE WILL BE EXTRA CHARGES.**

**IF USE OUT OF THIS TIME IS FOUND WITHOUT PREVIOUS REQUEST THE PROMOTER WILL TURN OFF THE MAIN SWITCH OF THE STAND WITHOUT RESPOSIBILITY OR PREJUDICE THAT MAY OCCUR AND A FEE OF 100% OF THE KVA REQUESTED WILL BE APPLIED.**

**At the end of each day of the EVENT, the electricity will be switched of by exhibitor. As such, should there be any equipment appliances, or products on the stand which require a continuous supply of power until they are removed from the PAVILION, we ask that an anticipated communication be made to the PROMOTOR by email [international@reedalcantara.com.br](mailto:international@reedalcantara.com.br)**

**In the events where the PAVILION cannot handle the demand for electrical power, we will use our groups of generators to supply the general demand and the distribution will be made following absolutely technical criteria by our Electrical Department. However your stand could be fed by groups of generators.**

**ATTENTION:**

The installations for hydraulics and electricity need to be dimensioned beforehand to have efficient and adequate distribution which allows the use of the necessary equipment and components. The PROMOTOR will not allow the installation of these services when the request is made out deadline.

The designated area for the assembly of the stand will only be liberated for the EXHIBITOR after the solicitation and payment of charges for Water and Electricity, (electricity is compulsory).

**REQUESTS NOT MADE WITHIN THE DEADLINES, APRIL 5,2010, WILL BE DEPENDENT ON THE TECHNICAL CAPACITY FOR ATTENTION.**

### 3. SAFETY NORMS

**All armaments or any equipment capable of launching a projectile must have a trigger lock or without the firing needle, rendering it non-functional. Pyrotechnical products and agents of chemical substances must be inert.**

#### SPECIAL INSTALLATIONS

The demonstration of any equipment that might present any risk to the public, to adjacent stands or to the PAVILLION, must be provided with special installations that, at the criteria of the PROMOTER, completely eliminate such risks.

We strongly recommend the use of anti fire materials for lining the floor and ceiling of the stands.

#### FIRE EXTINGUISHERS

Every EXHIBITOR must maintain at his booth, **from start of Assembly, throughout the Show Days and up to the end of the Booth's Dismount**, a fire extinguisher with the compatible load for those products on exhibit and for materials used for assembling the booth, **duly and properly identified**, or in accordance with the following table:

#### BOOTH WITHOUT PARTITIONS

AREA / m <sup>2</sup>	CO <sup>2</sup>		DCP (Dry Chemical Powder)
Up to 50	1	or	1
From 51 to 100	2	or	2
From 101 to 150	3	or	3
From 151 to 200	4	or	4
From 201 to 250	5	or	5
From 251 to 300	6	or	6
From 301 to 350	7	or	7

## BOOTH WITH PARTITIONS

AREA / m <sup>2</sup>	CO <sup>2</sup>		DCP (Dry Chemical Powder)
Up to 50	2	or	2
From 51 to 100	4	or	4
From 101 to 150	6	or	6
From 151 to 200	8	or	8
From 201 to 250	10	or	10
From 251 to 300	12	or	12
From 301 to 350	14	or	14

In areas superior to 350sqm without internal division, the EXHIBITOR can provide one fire extinguisher for every 25 linear meters. The fire extinguishers must be distributed in a way that the operator does not walk more than 25 linear meters.

We suggest the use of Powder ABC fire extinguishers inasmuch as they can substitute any type or extinguisher, A, B or C class.

The PROMOTER reserves itself the right to demand a greater number of fire extinguishers, inspect them, demand reloads and determine where they should be placed.

For further information, contact a Security Technician or during the show period the Promoter's firemen at the Security office.

## FORBIDDEN EQUIPMENT AND PRODUCTS

The use of internal combustion engines inside the **HALL** is prohibited.

The use of explosives, non-inert, toxic or flammable gases, LPG (Liquefied Petroleum Gas), is also prohibited inside the **HALL**.

The development of any activity with the use of fire or flames is also prohibited.

Weapons of mass destruction

Missiles or unmanned aerial vehicles long range (300km or more) and any of its components.

Equipment that have been banned exports by the UK because of evidence of its use in torture or punishment.

Instruments of repression aimed at suppressing human beings, such as : iron bars, shackles, shock belts, electric shock batons, shock shields, darts shock

Landmines, including anti-personnel mines.

Type of cluster munitions and other unexploded ordnance unit combat.

## OBSTRUCTION OF EQUIPMENT

EXHIBITORS who have a ground or floor hydrant inside their stands' areas cannot obstruct them by any equipment or walls, and must have a false floor with identification and easy removal.

Removal of fire extinguishers from their fixed points, to be used at other points of the PAVILION, without prior authorization from the Promoter is forbidden.

#### **EPI – INDIVIDUAL PROTECTION EQUIPMENT (IPE)**

The EXHIBITOR is responsible to supply his/her staff team with IPE adequate for risks involved and in perfect conservation and working state.

Attention:

**Entry and/or permanence of people in the PAVILION during Build up and Dismantling periods without badge, shirt and/or wearing shorts or trunks is forbidden. The same for people wearing wooden clogs, sandals or slippers.**

#### **4. TELEPHONE LINE AND INTERNET ACCESS**

The **EXHIBITOR's** may choose to have an internet access and also a direct outside line in his stand, installed by TELEFONICA. This outside line should be rented directly from TELEFONICA, before April 5, 2010 as follows:

Tel.: (55.11) 2221-8483 / 0800127368

We alert you to the fact that TELEFONICA does not install telephone lines after the booth construction period has initiated.

#### **5. PARKING LOT**

Exhibitor has a discount of 50% on two Credentials, over the cost of each Credential for the duration of the Event and may acquire them in advance, from the first day of Assembly. The Exhibitor must present the Exhibitor's Credential or copy of Contract with Promoter.

Responsible company:

PATROPI - Tel.: 55.11.2221-6700, from 8:30 a.m. to 6.00 p.m.

#### **6. DELIVERING PRODUCTS**

a. Invoice for forwarding products to be exhibited must be issued in the EXHIBITOR's name with the corresponding CNPJ (Federal registration) and IE – Inscrição Estadual (State registration) numbers.

**Check the PAVILION's address on the end of this Manual.**

EXPO CENTER NORTE - Pavilhão Vermelho  
Rua José Bernardo Pinto, 333 - Vila Guilherme  
02055-000 - São Paulo / SP

b. The following observation, in Portuguese, must be inserted at invoice's scope:

"AS MERCADORIAS DESTINAM-SE À EXPOSIÇÃO NA (EVENT's name, show days period and PAVILION's name)".

c. Indicate quantities, unit and total values in the invoice's appropriate gaps.

d. The invoices must be issued in accordance with the State to which the company belongs, namely:

#### **São Paulo state**

- Nature of operation: for exhibit in trade fair (code 5914);
- ICMS with tax exemption as per article 33, attachment 01 of decree 45490/2000;
- IPI with tax suspension as per article 40, section II of RIPI/98;

#### **Other states**

**(BA, ES, MG, PR, RJ, RS, SC, etc.)**

- Nature of operation: for exhibit in trade fair (code 6914);
- ICMS with tax exemption as per ISMS covenant 30 of 09/13/1990;
- IPI with tax suspension as per article 40, section II of RIPI/98;

#### **Return of products**

To return products to the EXHIBITOR's company, an Incoming Invoice must be issued with the following observations, in Portuguese:

"RETORNO DE MERCADORIAS DESTINADAS À EXPOSIÇÃO NA (EVENT's name, show days period and PAVILION's name)"

- Nature of operation: RETORNO (return) - (code 1914 for São Paulo and code: 2914 for other states);

The Revenue Office must be contacted for further information.

Rua Nossa Senhora da Lapa, # 370 Telephone: 55 11 3648-8200
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## **5. STAGING PERIOD**

### **1. PERSONNEL ADMITTANCE**

In order to provide visitors adequate attention, we recommend that the stand's personnel be at the stand 1 hour prior to the opening of the Pavilion's gates. The PROMOTER reserves the right to advance opening hours if it deems appropriate to give better attention to visitors.

### **2. OVER-THE-COUNTER SALES (RETAILING)**

Over-the-count-sales, prompt delivery of any exhibited products, as well as price and sales divulgation anywhere at the stand with possibility of external visualization, are strictly prohibited.

### **3. ARTISTIC ACTIVITIES**

**(Shows, Live Music, Raffles, Parades, Magicians, Videoke, Karaoke, Video-wall, Animals, Etc.).**

It is prohibited the realization of any Artistically Activities at the stands or any place of the Exhibition Hall.

Only be allowed sound environment, understood as background music sound all held within the closed area of the booth, with a view to making the environment pleasant. without either attract people's attention and that the volume is substantially less than 85 +/- 1dB.

EXHIBITORS who use any of these tools must check and pay the respective Copyright according to the Law 9610/98 and can clear doubts about it contacting ECAD through the telephone 55 11 3287 6722 ([www.ecad.org.br](http://www.ecad.org.br)).

The value of these fees vary according to a table from ECAD. Please contact ECAD to be avoided possible pitfalls, this payment is the exclusive and sole responsibility of the exhibitor.

### **4. BALLOONS**

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