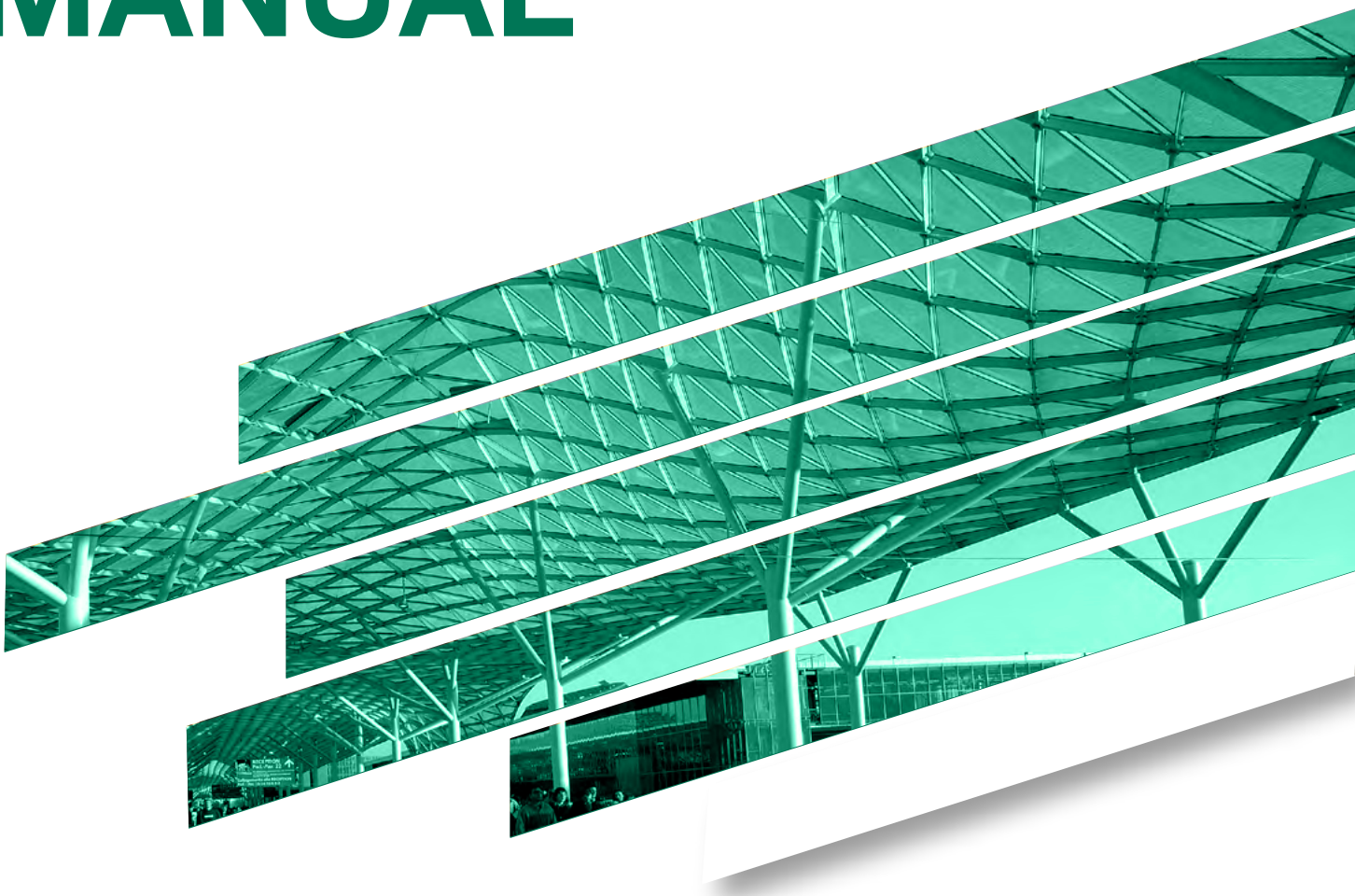


# EXHIBITOR Regulation **MANUAL**



# 2022

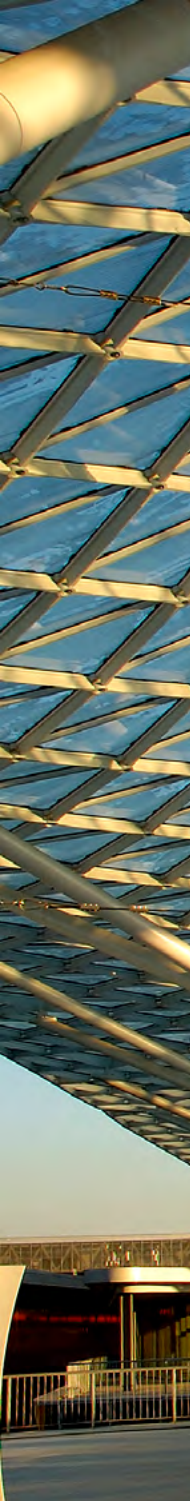
[www.fieramilano.com.br](http://www.fieramilano.com.br)



**FIERA MILANO**



**FIERA MILANO BRASIL**



## PRESENTATION

Dear Exhibitor,

It is with great pleasure that we present the Exhibitor Portal of FIERA MILANO BRASIL, in order to guide you during your participation in the event.

Compliance with the standards established here will contribute to the success of your company and the event as a whole.

For any questions about this manual, please contact the Operations and Infrastructure Department at (+55 11) 5585-4355 / (+55 11) 3159-1010 – from 8am to 5pm, or at [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)

We ask for your attention to the standards and deadlines established in the Manual and required by the legislation and the authorities. Compliance will prevent unnecessary inconvenience.

We wish you success and a great business!

  
Maurício Duval Macedo  
CEO at Fiera Milano Brasil





ndiaria-Sai

63ª ESPOSIZIONE INTERNAZIONALE  
DEL MOTOCICLO  
63ª INTERNATIONAL MOTORCYCLE

15-28  
2005

**SYM**  
Engineering to Live



## **EXPOSEC / ECOENERGY**

### *FIERA MILANO BRASIL*

Angélica Avenue , 2491- 20th floor - Cj. 204

Zip Code: 01227-200 - São Paulo - SP

Phone number: +55 11 5585-4355 / +55 11 3159-1010

[www.fieramilano.com.br](http://www.fieramilano.com.br)

### *OPERATIONAL AND EXHIBITOR SERVICE*

*National* - Phones: +55 (11) 5585-4355 / 94513-5105

E-mail: [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)

*International* - Phones: +55 (11) 5585-4355 / 99223-6846

E-mail: [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)

### *COMMERCIAL*

Phone number: +55 11 5585-4355 / +55 11 3159-1010

E-mail: [comercial@fieramilano.com.br](mailto:comercial@fieramilano.com.br)

### *FINANCIAL DEPARTMENT*

Dayane Santos

Phone number: +55 (11) 5585-4355 (ext. 1046)

E-mail: [dayane.santos@fieramilano.com.br](mailto:dayane.santos@fieramilano.com.br)

### *MARKETING / TRADE MARKETING*

Cristina Iaqueli

Phone number: +55 11 5585-4355 (ext. 1011)

E-mail: [cristina.iaqueli@fieramilano.com.br](mailto:cristina.iaqueli@fieramilano.com.br)

### *PRESS OFFICE*

2PRÓ Comunicação

Contact: Teresa Silva / Myrian Vallone

Phone number: +55 (11) 3030-9463

E-mail: [fieramilano@2pro.com.br](mailto:fieramilano@2pro.com.br)

### *VENUE*

São Paulo Expo Exhibition and Convention Center

Imigrantes Highway, km 1,5 – Zip Code: 04329-900 – Sao Paulo – SP

Phone number: +55 (11) 5067 1717



## OFFICIAL SUPPLIERS

### *INTERNATIONAL LOGISTICS*

Company name: **Wind Logistics**

Phone number: +55 (11) 5033-7700 / + 55 (11) 940 254 013

Contact: Linda Kuriki

[linda@windlogistics.com.br](mailto:linda@windlogistics.com.br)

[www.windlog.com.br](http://www.windlog.com.br)

Company name: **Fulstandig Shows e Eventos MC Ltda**

Phone number: +55 (11) 2207-7650 / +55 (11) 3884-2531 /  
+55 (11) 99942-1354

Contact: Mariane Ewbank

[mewbank@fulstandig.com.br](mailto:mewbank@fulstandig.com.br)

[www.fulstandig.com.br](http://www.fulstandig.com.br)

### *TRAVEL AGENCY AND ACCOMMODATION*

Company name: **Venice Travels and Tourism**

Phone number: +55 (11) 3087-4747

[www.veniceturismo.com.br](http://www.veniceturismo.com.br)

### *BUFFET / FOOD COURT SERVICES PROVIDER*

Company name: **Grupo El Dourado**

Phone number: +55 (11) 5031-2017

Contact: Elaine

[financeiro1@grupoeld.com.br](mailto:financeiro1@grupoeld.com.br)

### *DATA COLLECTOR*

Company name: **MBX – Meils of Brazil**

Phone number: +55 (11) 3872-5365

Contact: Fabrício

E-mail: [leitor@meilsdobrasil.com.br](mailto:leitor@meilsdobrasil.com.br)



## OFFICIAL SUPPLIERS

### *PARKING LOT*

Company name: **Indigo**  
Phone number: +55 (11) 5067-6790  
guilherme@group-indigo.com

### *INTERNET AND TELEPHONY PROVIDER*

Company name: **Hipernet**  
Phone number: +55 (11) 3077-5500  
Contact: Pedro  
feiras@hipernet.net

### *ASSEMBLER*

Company name: **GL EVENTS LIVE**  
Phone number: +55 (11) 5067-1765  
Contact: Priscila Santos  
e-mail: priscila.santos@glbr.com.br

### *AUDIOVISUAL*

Company name: **Soon**

### *FORKLIFT / MUNCK*

Company name: **Master Lift**  
Márcio Antônio Marcolino  
Phone number: +55 (11) 5102-2210 / +55 (11) 98350-9013  
marcio@mastelift.com.br  
www.masterlift.com.br



## CHECK-LIST FROM EXHIBITORS

### **STAGE 1** READ THE EXHIBITOR'S MANUAL

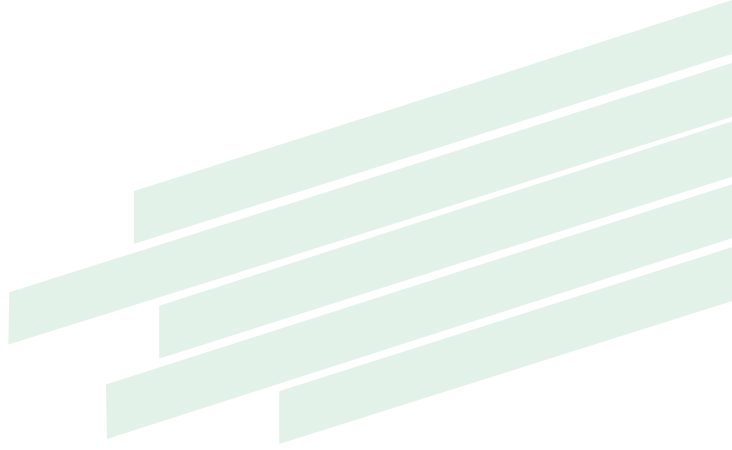
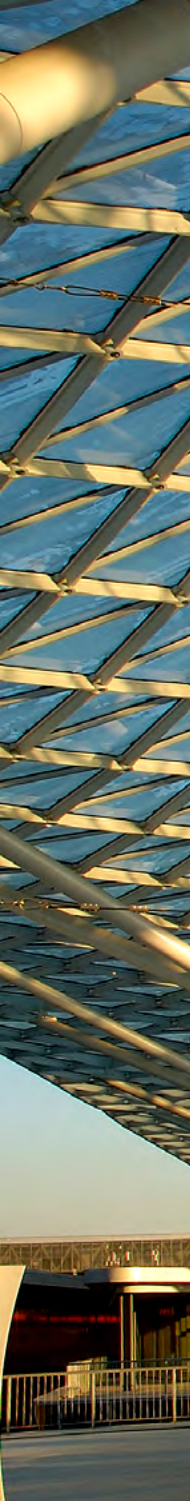
- *Transfer Information from the Manual to Employees and Other Contractors;*
- *Hire Assembler;*
- *Define the Products and/or Services To Be Exhibited;*
- *Choose and Train Technical Personnel;*
- *Book Hotel / Transfers;*

### **STAGE 2** EXHIBITOR PORTAL ACCESS

- *Fill the official catalogue form;*
- *Verify the deadline of fulfilment of mandatory form;*
- *Add service providers;*

### **STAGE 3** HIRE

- *Buffet Service;*
- *Cleaning Service;*
- *Receptionist (Check Uniforms);*
- *Booth Security;*
- *Transportation of Products and Equipment / Issue Invoices;*
- *Temporary Import - Customs Clearance;*
- *Internet;*
- *Prints to be Distributed;*



- [Sampling with the Commercial Department](#)
- [Merchandising / Complementary Media;](#)
- [Promotional Material Event](#)

**STAGE 4** SEND TO FIERA MILANO BRASIL

- Booth's Project to approve (mention on all sheets the booth's number and exhibitor name)
- Fill the form available on the exhibitor portal, assembler, security and cleaning company name.



**Attention: All Contracted Companies must be registered in the Exhibitor's Electronic Manual as Additional Service Providers.**

**FAIRS' SCHEDULE**

<b>ASSEMBLY</b> <b>EXPOSEC / ECOENERGY</b>	June 3 to 6 From 8am to 8pm
<b>EXECUTION</b> <b>EXPOSEC / ECOENERGY</b>	June 7 to 9 From 1pm to 8pm
<b>DISASSEMBLY</b> <b>EXPOSEC / ECOENERGY</b>	June 9 to 10 From 9pm to 4pm

**NOTE:** On 6/6, only assembly until 4pm will be allowed. The period from 4pm until 10pm will reserved for decoration and small adjustments to the booth.

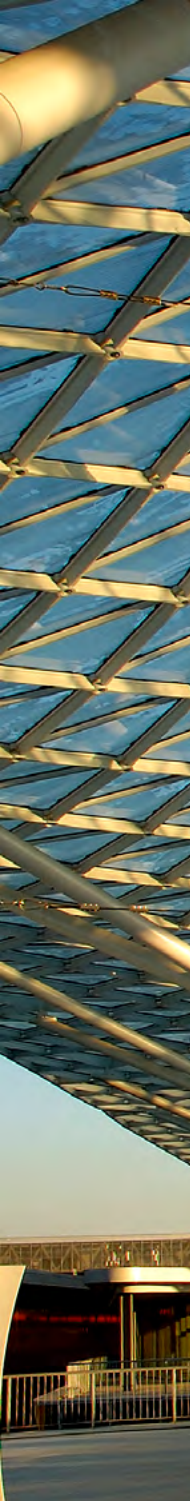
The entry of minors under sixteen (16) years old, even accompanied by those responsible will be expressly prohibited. Except infants up to a maximum of 1 year of age. During assembly and event.



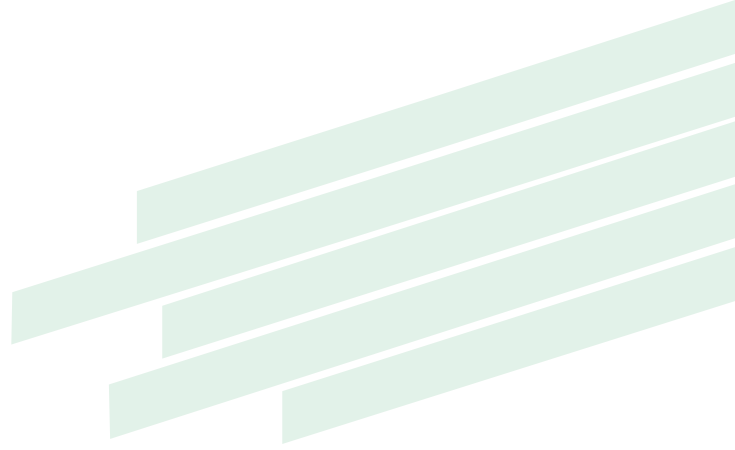
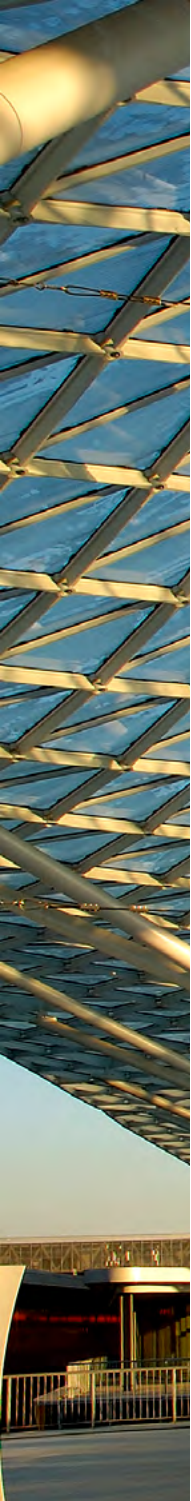


# INDEX

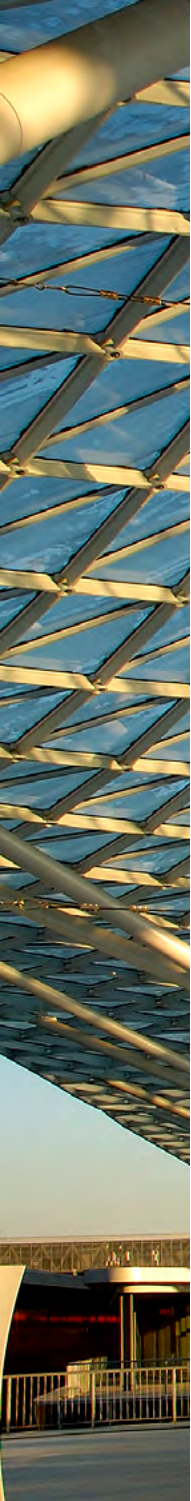
<b>PRESENTATION</b> .....	2
<b>PROMOTION AND ORGANIZATION</b> .....	4
Fiera Milano Brasil	
Operational and Exhibitor Service	
Revenues	
Financial department / Bills to pay Bills to receive	
Marketing / Trade Marketing	
Press Office	
Venue	
<b>Official Suppliers</b> .....	5
International Logistics	
Travel Agency And Accommodation	
Buffet / Hiring For Booth	
Buffet / Food Court Services Provider	
Data Collector	
Parking Lot	
Internet And Telephony Provider	
Assembler	
Audiovisual	
Forklift / Munck	
<b>CHECK-LIST FROM EXHIBITORS</b> .....	6
STAGE 1 – Read the Exhibitor's Manual .....	6
STAGE 2 – Exhibitor Portal Access.....	6
STAGE 3 – Hire .....	6
STAGE 4 – Send to Fiera Milano Brasil .....	7
<b>IMPORTANT</b> .....	11
<b>PARTICIPATION MANUAL</b> .....	12
Event's Security .....	12
Event's Cleaning .....	12
Vehicle Access .....	13
Exhibited Products Security .....	13
<b>BOOTH HIRING SECURITY</b> .....	14
Employees from the security company contracted	
by the official security.....	14
Employees from companies specializing in security .....	14
Insurance .....	15
Work Suits.....	17
<b>PPE - PERSONAL PROTECTION EQUIPMENT</b> .....	18



<b>NO SMOKING SIGNS</b> .....	18
<b>FIRE EXTINGUISHERS / FIREFIGHTERS</b> .....	19
<b>ASSEMBLY RULES</b> .....	20
Booth Assemblers and Decorators .....	21
Booth Maintenance .....	21
Booth Cleaning and Supply .....	22
The pavilion will be energized 24 hours before .....	22
<b>FLOOR AND PARTITION</b> .....	23
Elevated Floors and Access Ramps.....	23
Partition Walls.....	23
Glass on booth assemblies.....	23
Heights and Setback Limits .....	24
Mezzanine or Top Floor Assembly .....	24
Masonry Construction .....	26
Garden and Plants .....	26
Booth Vertical Projection.....	26
Booth Project Approval.....	26
Responsibility Term and Deposit Check .....	29
Assembly Rental Area.....	30
Pavilion Use.....	31
<b>ELECTRICAL AND HYDRAULIC INSTALLATIONS</b> .....	32
Electrical Installations.....	32
Electric Power Consumption.....	33
Hydraulics Installations .....	34
We do not install a point on the mezzanine or 2 <sup>nd</sup> floor. ....	34
Drain for air-conditioning .....	35
<b>DANGEROUS MATERIALS</b> .....	35
Explosives and Fuels.....	35
Special and Fuel Materials .....	35
Combustion Engines .....	35
<b>CARPET</b> .....	36
Crossing Installation .....	36
<b>ASSEMBLY LAST DAY</b> .....	36
Booth Assembly Ending.....	36
Final Booth Cleaning and Decoration .....	36



<b>EXECUTION</b> .....	<b>37</b>
Promotional Materials, Brochures and Gifts Distribution .....	37
Audio and Video Demonstration.....	37
More information .....	38
Products Exit .....	38
Equipment Sale and/or Demonstration.....	38
<b>LEGAL DEMANDS</b> .....	<b>39</b>
Tax Procedures, IPI/TPI (Tax Product Industrialized) and ICMS/SGCT (Service, Good Circulation Tax).....	39
Procedure for issue of exhibition simple shipment invoice.....	39
Fees License for Operation and Monitoring .....	40
Inspection Ministry and Hiring Labor .....	40
<b>EXHIBITOR/PROVIDER PORTAL</b> .....	<b>42</b>
Limit Dates and Prices Tables .....	42
Services Costs .....	42
<b>GENERAL ACCREDITATION</b> .....	<b>43</b>
Exhibitor - representatives - exhibitor press office - service providers - buffet - cleaning - security .....	43
Exhibitor Accreditation.....	43
Exhibitor Press Office.....	44
<b>PROMOTIONAL MATERIAL</b> .....	<b>45</b>
Support material .....	45
Printed Invitation .....	45
Electronic Invitation.....	45
Press office.....	45
Official Catalog.....	45
Exposhow / Techshow.....	46
APP of the Fair .....	46
Merchandising .....	47
<b>DISASSEMBLY PERIOD</b> .....	<b>48</b>
Period .....	48
Assembly Material.....	48
Check Deposit .....	48
<b>SERVICES PRICES 2022</b> .....	<b>49</b>



## IMPORTANT

This Manual contains standards and technical and operational guidelines regarding the assembly, execution and disassembly periods that must be respected by the exhibiting company, its employees and/or contractors. The exhibiting company is responsible for any damages incurred by its employees and/or contractors.

It is extremely important that this manual be transmitted to all those who participate directly in the assembly, disassembly, execution and operation of the booth, thus preventing any doubts and inconveniences.

Read CAREFULLY, especially the DEADLINES stipulated to fill in the FORMS AND SUBMISSION OF PROJECTS FOR APPROVAL. Electronic forms will have to be mandatorily completed.

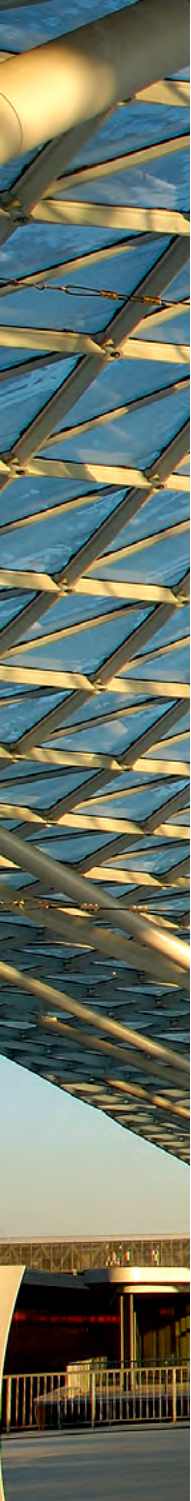
	1 <sup>st</sup> Validity	2 <sup>nd</sup> Validity	3 <sup>rd</sup> Validity	Official Catalogue	Manual Deadline	Assembly Registration	Projects Deadline
EXPOSEC ECOENERGY	up to 04/3/22	from 04/04 to 06/01/22	as of 06/02/22 in front	up to 05/13/22	up to 05/28/22	up to 04/17/22	up to 04/17/22

**The Exhibitor, as well as the assembler indicated by it, after the registration will receive a login and password with access to the electronic manual of the exhibitor/provider.**

If, after signing the contract, you have not received an e-mail with your login and password, please contact us at [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br) or call +55 11 5585-4355/ option 5.

The FORMS included in the Exhibitor's Electronic Manual have been created to facilitate the work of YOUR COMPANY. The exhibitor and assembler shall print the bank slips for payment of fees and services. The lack of payment will negate the entrance of the Exhibitor and/or contractors for the assembly of the booth.

Failure by the Exhibitor and its representatives to comply with the deadlines or other instructions contained herein shall automatically exempt the organization from any liability for damages caused to the Exhibitor during all periods of operation, assembly, execution and disassembly.



## **PARTICIPATION MANUAL**

This Participation Manual establishes the rights and duties of the organizer, exhibitors, assemblers, service providers and other FIERA MILANO BRASIL events.

This Manual contains standards and technical and operational guidelines regarding the assembly, execution and disassembly periods that must be respected by the Exhibiting company, its employees and/or contractors. Exhibitors, assemblers and service providers are bound to respect all clauses and provisions contained therein and enforce them on their employees and/or contractors, as well as other standards that may be established, bearing any and all responsibilities before their employees and/or contractors.

### *EVENT'S SECURITY*

The Organizer will maintain a GENERAL FAIR SECURITY SERVICE during the full assembly, execution and disassembly period.

It is not the responsibility of the General Security, to watch over the products on display at each booth. It is up to the interested Exhibitor to hire security for his booth.

### *EVENT'S CLEANING*

The Organizer will maintain a general fair cleaning service during the full assembly, execution and disassembly period. The official cleaning service will operate in the areas of circulation, administration and toilets. Exhibitors should take care of the cleanliness of their booths, as well as their kitchen services.

Refueling and cleaning during the event should occur two hours before the opening of the event and the debris of each booth must be packed in special plastic bags and can only be placed in pathways after the day's activities are closed.



## VEHICLE ACCESS

Vehicle access will be allowed according to the progress of the assembly.

When the entrance is cleared, the vehicle must be removed from the pavilion as soon as its load is loaded. During the first six hours of Disassembly, only small vehicles will have access (Van, pick-up etc.). Trucks will have access after this period, in order to avoid congestion in the internal lanes of the pavilion. Guidelines for loading and downloading are due to identification on the event plan.

**Obs: All the vehicles that will be exposed must obligatorily enter the loading and unloading gates, remove the parking ticket and deliver it immediately to CAEX to be exempted. Tickets that are not delivered at the time of the entrance of the pavilion, will not be exempt from paying the parking.**

---

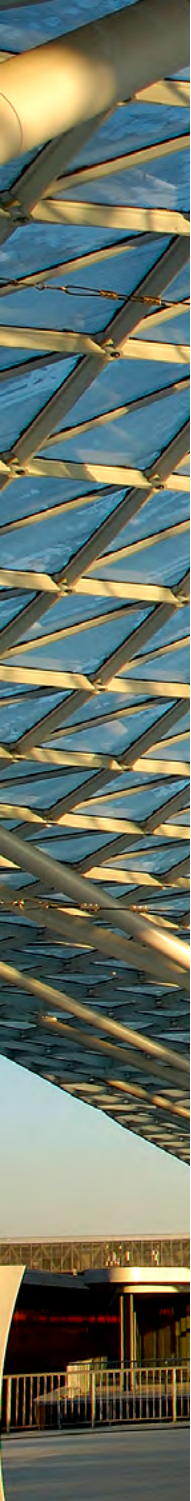
## EXHIBITED PRODUCTS SECURITY

We recommend that your booth, furniture, decoration and equipment be insured, in addition to the products on display, against risks of any kind during the assembly, execution and disassembly periods.

**Exhibitors should pay special attention to cell phones, bags, backpacks and notebooks.**

The Organizer will not be responsible for the reimbursement of amounts to cover costs with the aforementioned items, in any eventuality. Throughout the event, the exhibitors must keep their valuable objects and equipment in a safe place with restricted access.

The exhibitor who does not remove his products and materials from the exhibition on the night of the disassembly, must maintain a security responsible for the objects left.



## **BOOTH HIRING SECURITY**

According to the LETTER OF NOTIFICATION issued by the FEDERAL POLICE on 4/8/99, the promoters and organizers of events are strictly prohibited from accrediting persons who are not qualified and regulated for the services of booth SECURITY and/or SURVEILLANCE.

The promoter will not accredit the exhibitor's employees for the booth surveillance service, or a professional that is not tied to a security company legalized by the FEDERAL and STATE entities.

Federal Police agents will be present during the Fair, in a reserved place conducting inspections on the booths. We request that you do not fail to comply with the provisions of this entity, avoiding problems during the event.

### *EMPLOYEES FROM THE SECURITY COMPANY CONTRACTED BY THE OFFICIAL SECURITY*

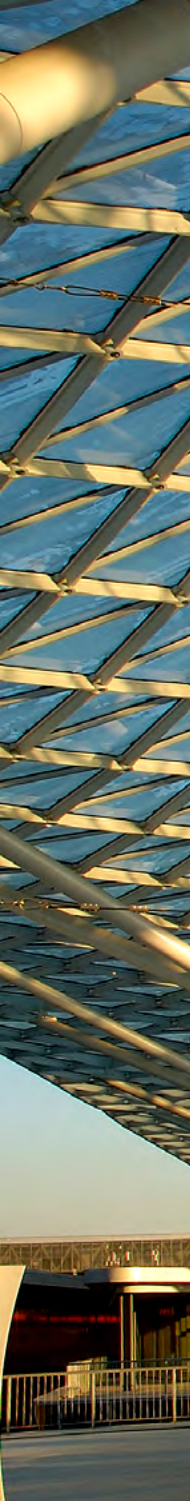
The exhibitor who is interested in the contractor's service must complete the corresponding Form in the Exhibitor's Electronic Manual (REQUESTS - OFFICIAL SECURITY SERVICE) until the end date in our system.

The cost per day worked must be verified in the relevant form, with a minimum of twelve hours. Payment must be made by means of a slip issued at the end of the request.

### *EMPLOYEES FROM COMPANIES SPECIALIZING IN SECURITY*

The exhibitor who uses services from specialized companies must complete the Form (ACCREDITATION – ADDITIONAL SERVICES PROVIDERS) until the end date in our system.

The contracted company must pay the credential through a slip issued at the end of the request and the credential will only be delivered after the discharge of said ticket.



In view of the determination of the Federal Police, which is the official body responsible for supervising the surveillance service, only professionals linked to security and surveillance companies that prove a regular situation may be hired for that service, and the following documents will be demanded for the withdrawal of the credential:

- *Letter, on letterhead, from the surveillance company indicating the professional to perform the function. Note: the letter must contain the Event Name, Date of Realization and Name of the Exhibitor (ORIGINAL)*
- *CFV – Certificate of Completion of the surveillance course with validity of up to 02 years (COPY)*
- *Certificate of completion of the recycling course with validity of up to 01 year (COPY)*
- *Personal documents RG (ID) and CPF (Corporate Taxpayer Registration) (COPY)*

The contracted professional must be properly uniformed and, under no circumstances, will be allowed to carry arms.

The credential is mandatory, personal and non-transferable. Identification of the bearer may be required, implying the seizure of the credential in case of eventual use by third parties.

**NOTE: A 2<sup>nd</sup> copy of the seized credential will not be issued.**

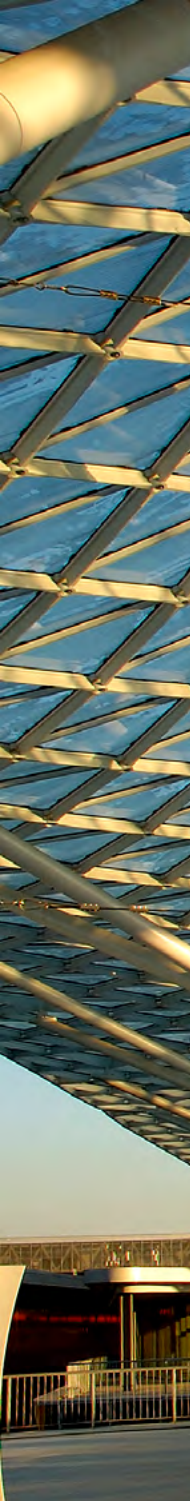
---

## *INSURANCE*

The Organizer will not be liable for damages caused by the exhibitors in the pavilion, the booth or to third parties, transferring all responsibility to the guilty Exhibitor, which is why we recommend contracting insurance for your booth, furniture, decoration and equipment, as well as products being exhibited, against risks of any kind, during the assembly, execution and disassembly periods.

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





occurring inside or outside their booths caused by their employees and/or damage to any material assets they use or under their responsibility, also in connection with damages caused by their machinery / equipment / outsourced to the event room.

FIERA MILANO BRASIL formally recommends that Exhibitors provide their own specific insurances for Miscellaneous Risks (RD) and Civil Responsibility (RC), also covering the place of execution against damages caused by its employees, machinery and/or equipment exposed in all periods, whether assembly, execution and/or disassembly of the event, offering sufficient coverage to the risks involved during the assembly, execution and disassembly of the event.

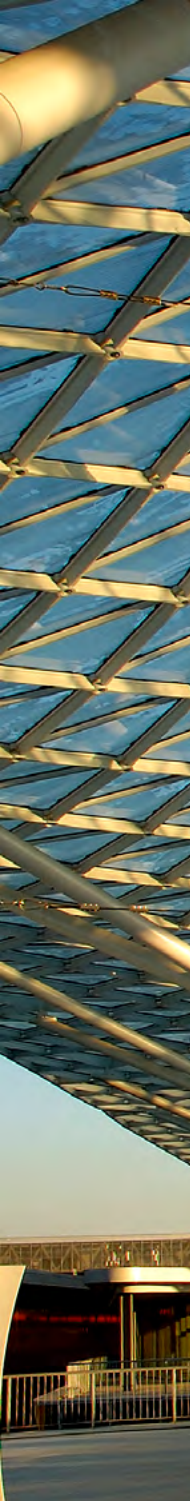
The absence of such policies or inefficiency in covering the above risks will imply the total responsibility of the Exhibiting Company and its Assembler and or third parties, for any damages that may occur, being responsible for indemnifying and recovering all damages before the event, space and third parties; regardless of whether such damages are permanent or temporary.

### *WORK SUITS*

Every employee and/or contractor of the Exhibiting and/or assembly companies and/or third parties will only have access to the pavilion carrying identification credentials, wearing a uniform or shirt, long pants, sneakers or shoes.



**ATTENTION: Exhibitor/Service Providers/Visitors will not be allowed to wear Shorts, Tank tops, Slippers or sandals, high heels shoes.**



## **PPE - PERSONAL PROTECTION EQUIPMENT**

According to regulatory standard No. 6 of the Ministry of Labor and Employment (MTE) the prosecutor determines that:

It is mandatory to use PPE - Personal Protection Equipment specific to the development of each function.

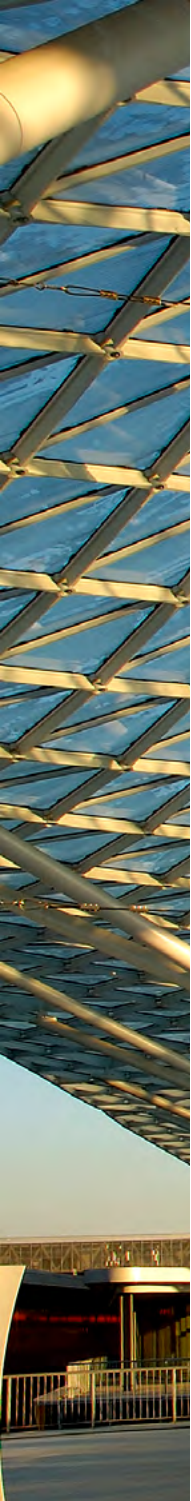
The Organizer Event Team will inspect the PPE wearing. The equipment that will be mandatory to everyone during ASSEMBLY and DISASSEMBLY are:

- *Helmet with jugular;*
- *Boot with toe cap;*
- *Glove Suitable for each function;*
- *Rubber Boots - cleaners.*

It shall be incumbent upon the Exhibitor, Assembler and/or contractors to provide their employees and/or contractors with the necessary personal protection equipment appropriate to the risks of the work environment. Such equipment must be in perfect state of conservation, use and operation, guaranteeing the total safety of workers and other persons who are in the place of assembly and disassembly.

## **NO SMOKING SIGNS**

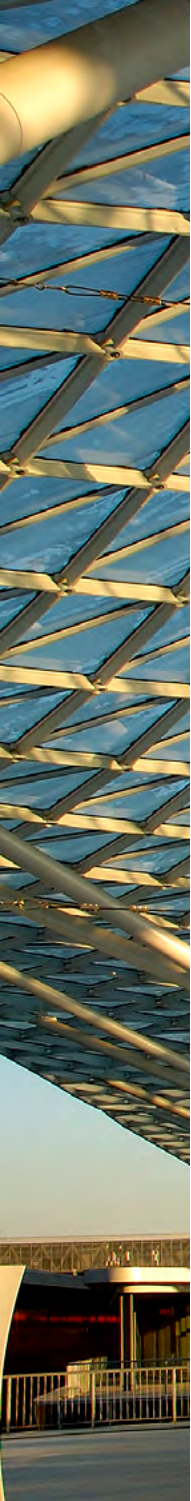
The Direction of the Fair and the Pavilions, in compliance with State Law 13.541 of May 7, 2009, prohibits smoking in all internal areas (pavilion, support rooms, auditoriums, toilets, coffee shops and other enclosed areas) intended for events and also outdoor areas with walls and stretches of cover are subject to the restriction of consumption of cigarettes, cigarillos, cigars, pipes or any other smoking product, whether or not derived from tobacco, in the form specified, including cigarettes and electronic cigars. The direction of the fair requests that the notices regarding this determination, distributed through the areas of the enterprise, be respected.



## FIRE EXTINGUISHERS / FIREFIGHTERS

According to Decree 63.911/2018 of the Fire Department which regulates the Fire Safety of Buildings and Risk Areas of the State of São Paulo, and as a means of standardizing and guiding the model to be followed we have the Technical Instructions. However, we will follow the decree cited here and the IT - Technical Instruction No. 21 - Protection System by Fire Extinguishers. According to IT 21/2019, which aims to establish criteria for fire protection in buildings and risk areas by means of fire extinguishers (portable or on wheels), to fight the outbreak of fire. There is a classification of fire extinguishers. This classification defines whether it will be Class A, B, C or D the extinguisher that must be used in a given area. However, item 5.2.1.3 states that the extinguishers should be installed in accessible locations and available for immediate use in case of fire. Regarding signaling, we must follow the item 5.1.2.4, which informs us that the extinguishers should remain unobstructed and signaled according to what is established in IT 20. Therefore, according to Decree 63.911/2019 and Technical Instructions, it will be mandatory to keep fire extinguishers in your booth. For this reason, all exhibitors, having purchased free areas or with assembly, must keep fire extinguishers in their booths during the entire period of the event, according to the classification informed above. These extinguishers can be brought by the exhibitor himself, respecting the determined rules, or can be rented through the Exhibitor Portal, being 01 extinguisher for each closed area and 01 extinguisher for each 25m<sup>2</sup> of area without division.

BOOTH AREA	QUANTITY OF EXTINGUISHERS 4KG - POWDER FIRE EXTINGUISHERS
Until 25m <sup>2</sup>	1
25-50m <sup>2</sup>	2
51-73m <sup>2</sup>	3
76-100m <sup>2</sup>	4
100-125m <sup>2</sup>	5
126-150m <sup>2</sup>	6
151-200m <sup>2</sup>	7



## ASSEMBLY RULES

The Exhibitor/Assembler contracted will receive the area of the booth demarcated on the floor of the pavilion. The demarcation on the floor should be checked (footage and location) by the contracted Assembler or by the Exhibitor prior to the beginning of the assembly work, in order to avoid subsequent problems.

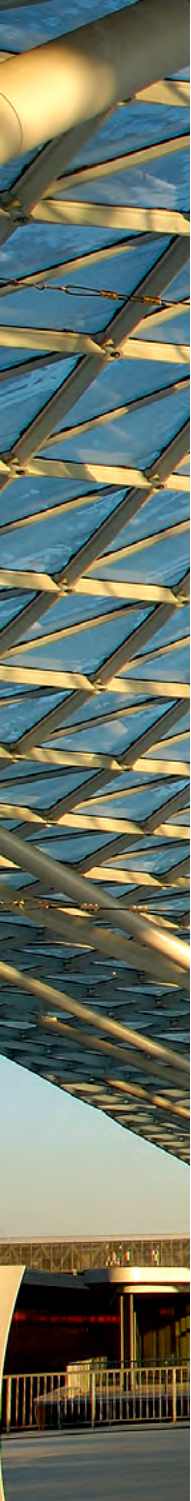
Carpeting, partition walls and lighting are mandatory for all booths, and at least the identification tag of the exhibitor/booth.



**ATTENTION: It is strictly forbidden to use glue on the floor to place carpet or the like directly on the floor of the pavilion. Any fixation should be done using 3M double-sided tape, reference code 4880 or Adere code 462, reference 4890.**

It is forbidden to pierce, paint, weld, tie, trim, cut, lean against the floors, walls and columns in the pavilion. Any damage or breakage will immediately suspend the assembling of the causer until compensation is made for damages caused, whether these are for painting, spillage of machinery oils or any other.

Any work with paint, grease, corrosive materials, powders, liquids should be carried out in proper containers and adequate equipment, avoiding damages and accidents to the people, neighboring booths and the pavilion. Guidelines for loading and downloading are due to identification on the event plan.



## *BOOTH ASSEMBLERS AND DECORATORS*

Exhibitors are free to choose a company specialized in the assembly, decoration, maintenance and disassembly of their booth. However, in the specific manual for each event, we indicate the official companies for hiring.

We advise that the Technical Assistance/Maintenance Term be established between the parties for the entire duration of the Event.

For greater security of your company, we recommend hiring a company affiliated with Sindiprom, thus avoiding risks in the provision of services and respective deadlines.

Rua Frei Caneca, 91 - 11º andar - Cerqueira César  
CEP: 01307-001 – São Paulo - SP  
Phone number: +55 11 3120-7099  
[www.sindiprom.org.br](http://www.sindiprom.org.br)



**ATTENTION: Hiring of a specialized company for the assembly, decoration, maintenance and disassembly of the booth does not exempt the Exhibitor from responsibility for the full compliance with this Participation Manual.**

## *BOOTH MAINTENANCE*

Maintenance and cleaning of the booth must be carried out two hours prior to the opening on the days of the event.

In case of the assembler booth maintenance must go to CAEX with a letter from the assembling company to exchange the ASSEMBLY credential for the MAINTENANCE credential.

**NOTE: Two (2) maintenance credentials will be provided per booth assembly company.**



### *BOOTH CLEANING AND SUPPLY*

After placing the carpet, it is strictly forbidden to throw trash and/or dirt around the booth. The responsible person person for booth's cleaning must collect the trash and/or dirt and put it in plastic bags on the aisle at time of collection.

The booth should cleaned two hours in advance during the event.

From this time on, it is strictly forbidden to place trash bags outside the booths on the pathways. The offending booth will be charged the amount of R\$ 300.00 for each infraction.

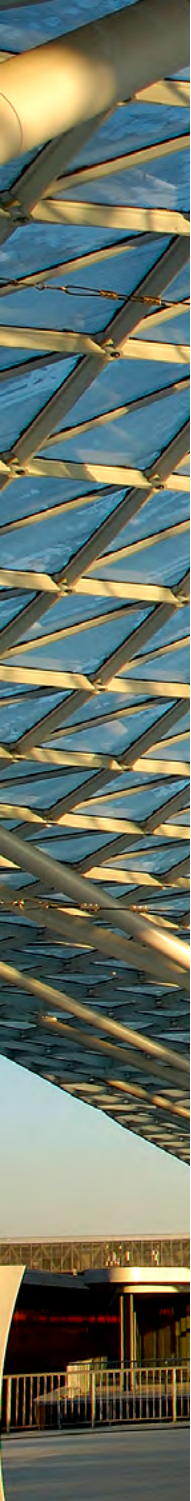
It is the obligation of the Exhibitor to ask for the cleaning department to remove discarded materials, garbage, etc., thus avoiding fines and placement of garbage bags on the pathways.

Available, in the above period, all material disposed due conditioned in proper trash bags, for our official cleaning team to collect these materials.

### *THE PAVILION WILL BE ENERGIZED 24 HOURS BEFORE THE BEGINNING OF THE EVENT PERIOD*

During the period of the event, electricity must be switched on one hour before the start of the event and disconnected half an hour after the end of the event. If the exhibitor needs electricity outside these hours, he must make the request by e-mail [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)

After the daily closing of the event, the Exhibitor must disconnect the electric energy of the booth in its entirety. Therefore, if there are appliances such as freezers, refrigerators, machines or products that require a continuous supply of energy in the booth, we ask that it be done separately.



## **FLOOR AND PARTITION**

The promoter on the floor of the pavilion will demarcate the area of each booth for assembly. The floor of the pavilion cannot, in any way, be painted, pierced or excavated.

### *PELEVATED FLOORS AND ACCESS RAMPS*

The use of wooden planks to lift the floor of the booths is allowed. The conventional height is 10cm, but it must have an access ramp with at least 1.00m long X 1.00m wide with the appropriate signaling for wheelchair users and people with difficulty of locomotion.

In order to facilitate circulation in the event we suggest that the sharp corners on the floor be bevelled.

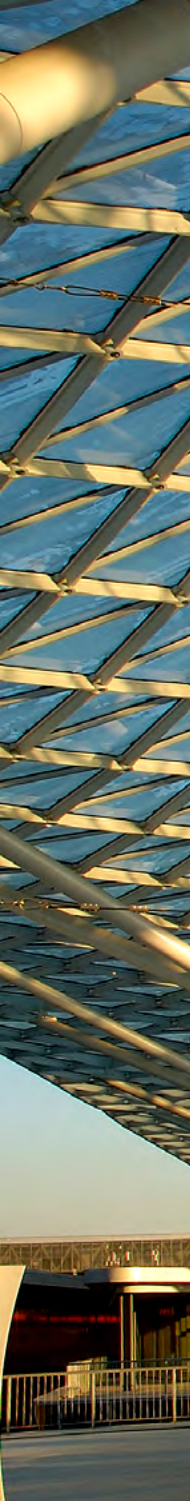
### *PARTITION WALLS*

Partition walls should be built between booths that have neighbors. Establishing the limit of each area, according to the marking on the floor of the pavilion. The minimum height of the walls should be 2.20m. Walls that go beyond the partition walls of the neighbor should have finishes that are compatible with the interior finishes.

Mounted booths which do not have neighbors should be provided the external finish.

### *GLASS ON BOOTH ASSEMBLIES*

If glass is used in the booth and if this one simple or tempered, the use of adhesive and / or protective signaling strips (for the safety of the public in breakage and / or latching) when using laminated glass, we recommend using signaling lanes.



## HEIGHTS AND SETBACK LIMITS

The table below determines the permitted heights and setbacks for any decorative components of the booths. These heights are considered from the floor of the pavilions, with no need for setbacks for the streets of booths with areas that do not configure islands, maintaining the maximum height and setbacks of the table below, in relation to the neighbors.

MAXIMUM HEIGHT (m)	MINIMUM SETBACK (m)
Up to 4.50	0.00m
4.51m to 6.00m	1.00m
6.01m to 7.00m (booth with mezzanine)	2.00m

The booths that make up the island can have the total occupation of the linear footage of its perimeter, up to 4.50m in height, with no need for retreat. From a height of 4.51m, the assembly cannot exceed 40% of the perimeter, when exceeded, it should observe the indentation table.

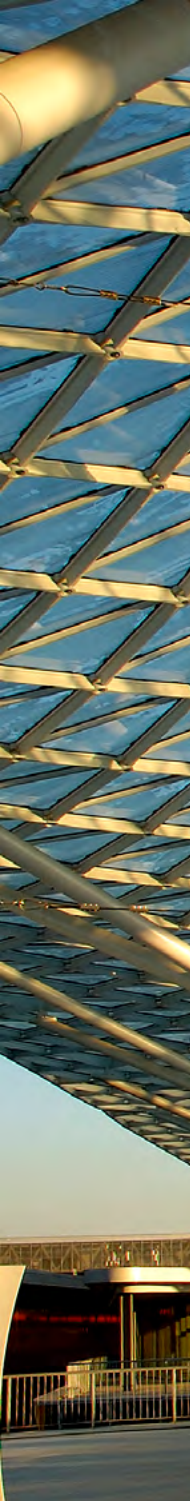
In the case of assembling elements of testers, beams, columns and totem types, they should follow the indentation table above.

## MEZZANINE OR TOP FLOOR ASSEMBLY

In the case of mezzanine or 2<sup>nd</sup> floor construction, the final height allowed, ONLY IN THIS AREA OF THE BOOTH - MEZANINO OR 2<sup>nd</sup> FLOOR, becomes 7.00m, counting from the floor of the Pavilion, with a minimum indentation of 2m. With up to 20% in the linear footage on the front face of the booth without indentation being allowed.

**NOTE: The access ladder to the mezzanine or 2<sup>nd</sup> floor should be considered part of the mezzanine or 2<sup>nd</sup> floor, and heights, indentations and presentation of specific structural calculation of the stairs should be observed.**

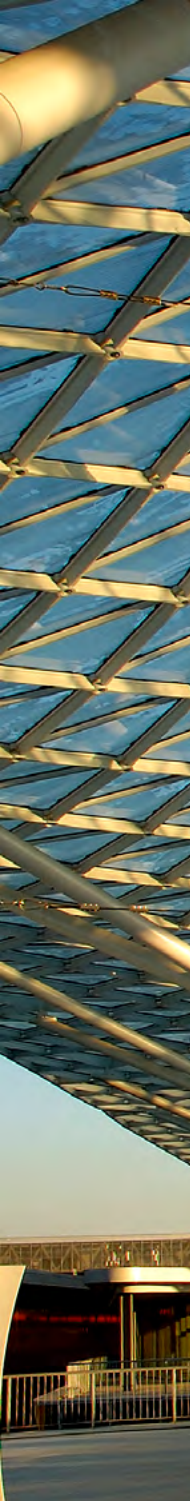




- *The floor of mezzanine or 2<sup>o</sup> floor will be compatible with established information on ART/RRT-TRA/TRR calculated by responsible professional for the project;*
- *The project for the booth with mezzanine or 2<sup>nd</sup> floor, there should be a structural calculation memory of the 2<sup>nd</sup> floor;*
- *The structure shall be dimensioned according to the calculations of capacity per m<sup>2</sup>, according to the load capacity calculation worksheet;*
- *The mezzanine floor or 2<sup>nd</sup> floor must be compatible with the load established in the load calculation worksheet;*
- *The maximum load capacity of the mezzanine or 2<sup>nd</sup> floor and the number of persons at the beginning of the stairway connecting this ground floor to the mezzanine or 2<sup>nd</sup> floor should be expressed in kg/m<sup>2</sup>;*
- *The use of glass panels on the mezzanine or 2<sup>nd</sup> floor is not permitted, and acrylic, polycarbonate or similar panels shall be used, which shall have their maximum aperture dimensions at 1mx1.40m;*
- *There will be an exception to this rule only for those cases where glass panels have received the application of insulfilm type safety film, or laminated or tempered glass panels.*



**ATTENTION: Must be delivered in CAEX, impreterively on the first day of assembly all the original documents: ART/RRT-TRA/TRR of project and performance, ART/RRT-TRA/TRR prood of payment, liability term, functional identity of responsible for the project (COPY). We just will accept ART / RRT document.**



## MASONRY CONSTRUCTION

Any masonry or similar floors and walls construction are prohibited.

## GARDEN AND PLANTS

Garden, Flowers or ornamental Plants are allowed in flower vases, baskets or others recipients provided not used loose soil, sand or stones to make gardens directly on pavilion's floor.

## BOOTH VERTICAL PROJECTION

The Vertical Projection any assembly compounds or products exhibited must be mandatorily on the limit of location area. It will not allowed projection about neighbor's booth or circulation area.

## BOOTH PROJECT APPROVAL

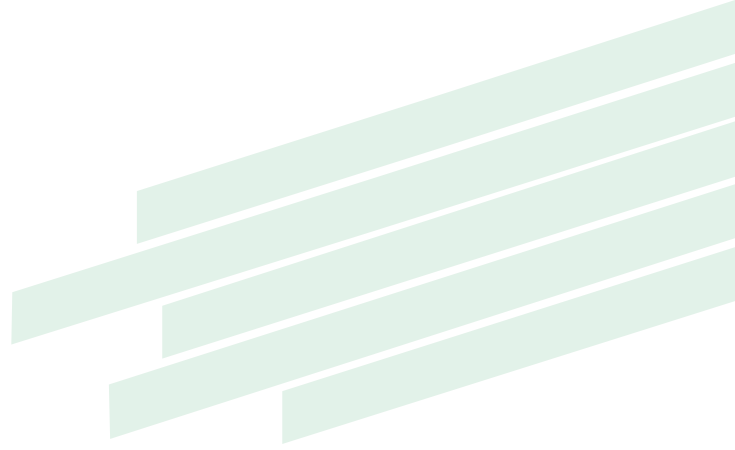
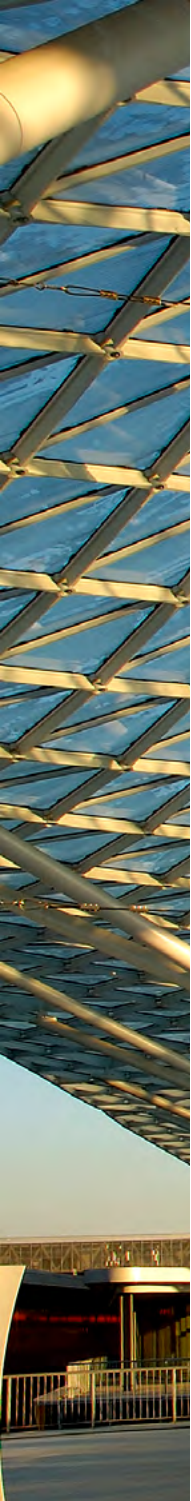
It is mandatory the shipping of documents related below to the Promoter Operational Department, on maximum deadline of 45 days before the beginning of event. The Promoter will authorize or not the maximum deadline of 15 days before the beginning of event's assembly.

- *Project and Structural calculation*
- *Architecture Project*
- *ART - Technical Responsibility Annotation / RRT - Technical Responsibility Registration of Project and Execution*
- *Payment Receipt of ART-TRA/RRT-TRR*

All the Exhibitor get free area must be sending the Project, ART-TRA/ RRT-TRR of assembly and descriptive memorial to check its adequacy for constant rules of this manual to **Operations and Infrastructure Department through E-mail Address: [projetos@fieramilano.com.br](mailto:projetos@fieramilano.com.br)**.

**[ The limit date to send the Booth's Project is 45 days before the beginning of assembly period. ]**

It is liability Exhibitor make sure that the Booth's Project was made with an oversight and participation of responsible technician, engineer and/or architect.



- *A.R.T. (Annotation of Technical Responsibility) or R.R.T. (Technical Responsibility Registration) collected and filled in correctly, describing the responsibility of the professional.*
- *The ART or RRT must contemplate the whole period of the EVENT, that is, assembly, execution and disassembly, without the following complete data the ART or RRT will not be accepted.*
- *Projects should be sent by e-mail to check until 45 days before the assembly's beginning. After this period they will be subject to availability of the technician responsible.*
- *Optimizing the project's analyze, the Exhibitor must send us a e-mail with the subsequent header: Name of the event, Exhibitor's Name or Company Name, Location (booth number)*

A COPY of the ART and/or RRT attached to the project shall remain in the booth during the entire assembly period for inspection purposes.

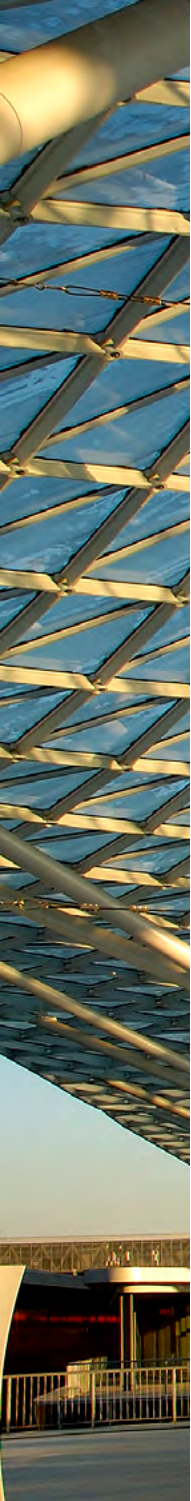


**ATTENTION: The start of assembly will only be allowed after delivery of the following documents at CAEX:**

- *Term of responsibility, original, duly signed by the responsible persons, exhibitor and assembler (available in the Exhibitor and Provider Electronic Manual).*
- *Copy of the project.*
- *ART and/or RRT.*
- *Proof of payment of ART and/or RRT.*
- *Copy of the functional identity of the Architect and/or engineer responsible for the project.*

The ART or RRT must clearly contain the identification, signatures of the contractor and of the Civil Engineering or Architecture professional registered with CREA or CAU, and the specifications of the structure hanging on the ceiling of the pavilion.

The ART or RRT must be collected in a bank institution and will only be accepted with the corresponding proof of payment.



Only CEILING in elastane type fabric will be allowed without images, for lighting effect. THE PRESENTATION OF THE FIREPROOFING REPORT IS MANDATORY.

The lighting structures hanging from the ceiling of the pavilion, if they have "ceiling" and lining, should obey the indentations table.

When structures are hollow and roofless, they must be in alignment with streets and neighbors. CEILINGS in wood, canvas and related materials will not be allowed.

FASCIAS: only booth identification fascias will be allowed (NAME/ LOGO OF THE EXHIBITOR) coupled to the elements (lighting supports). The fascias must obey the indentations table and cannot exceed 1m in height, and their length has no footage restriction.

The installation of banners or any decorative elements will not be allowed in the lighting structures hanging from the ceiling of the Pavilion.

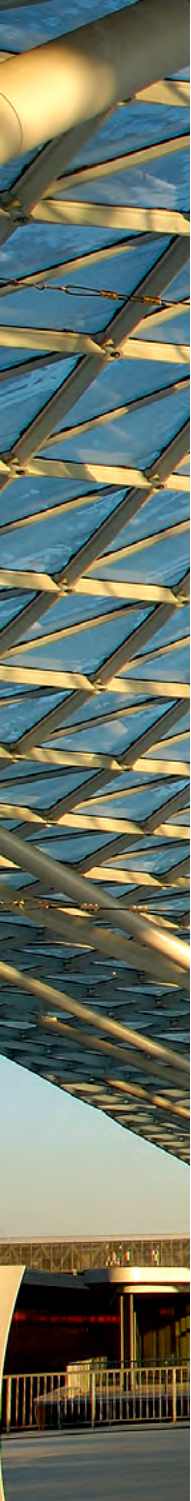
The lighting structures hanging from the ceiling of the pavilion, if they have "ceiling" and lining, should obey the indentations table.

The Exhibitor and the Assembler Company undertake to send, compulsorily, **the project of the booth, with floor plan, front elevation with quotas, left lateral elevation with quotas, right lateral elevation with quotas, back of the booth with quotas, ART/RRT of assembly and descriptive memorial**, in addition to the appropriate **Assembly and Disassembly Responsibility Statement** (assembly company affiliated with Sindiprom or not). **In case of an assembly company not affiliated with Sindiprom, a check deposit of R\$ 3.000,00 must be left for each booth.**

Projects without the information requested above will not be analyzed. The projects will be analyzed within five (5) business days from the date of receipt of the file. It is the Exhibitor/Assembler's responsibility to contact.



**Attention: In the absence of one of the aforementioned documents, access to the leased area will not be authorized, and the Fair Management shall be exempt from any liability for delays or damages that may occur.**



- *Projects should be sent by e-mail to [projetos@fieramilano.com.br](mailto:projetos@fieramilano.com.br);*
- *The name of the exhibitor, the data of the assembler, the telephone contact and the number of the booth in the floor plan must be included;*
- *All requests for the fitting of the booth by the fair management must be attended to immediately, being subject to a total ban of the assembly until such requests are met;*

#### **RESPONSIBILITY TERM AND DEPOSIT CHECK**

It is the responsibility of the Exhibitor, as well as the company contracted to set up its booth, to sign the aforementioned Terms of Responsibility in order to guarantee the faithful fulfillment of the obligations, deadlines and determinations of this Participation Manual.

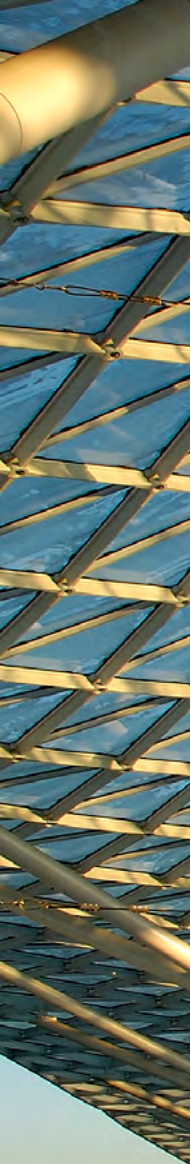
Companies affiliated to Sindiprom must present their original and properly signed Term of Responsibility. The companies not affiliated with Sindiprom, in addition to the respective original and properly signed Term of Responsibility, must leave a check deposit of R\$ 3.000,00 per booth to be executed.



**ATTENTION:** without this document, entry into the assembly hall is prohibited. It is important to remember that the signature by the Exhibitor and the Assembler is mandatory.

In the absence of restrictions, the **CHECK DEPOSIT** will be **RETURNED**.

**Checks must be withdrawn, NECESSARILY, on the last day of disassembly with the Operational Team of the Fair, checks not withdrawn, will not be mailed and will be shredded in 30 days.**



## ASSEMBLY RENTAL AREA

The Exhibitor who hired space with basic, special or first participation, will receive his booth area demarcated and mounted in the pavilion during the last assembly day.

**Basic**

Front model

PERSPECTIVA

DESCRIPTIVO	
<b>PAINÉIS MODULARES</b>	
—	— Painel TS h=2.65
—	— Projção Z-500
Paredes estruturadas em alumínio e painel branco formilizado.	
Testeira em painel formilizado de 1,00x1,00 m com Logo da empresa	
<b>COMPLEMENTOS/ MOBILIÁRIO</b>	
▨	— 01- Balcão padrão
⊗	— 01 - Mesa com 04 cadeiras
<b>ELÉTRICA</b>	
●	Tomada 220V
⊗	Arandela
■	Refletor Halógeno
<b>PISO/ REVESTIMENTO</b>	
Revestido em carpete grafite	
Piso - 0.00 direto no piso do pavilhão	
<b>ATENÇÃO:</b>	
Layout válido para projetos de 9,00m², 12,00m² e 16,00m².	

Illustrative images

**Special**

Corner model

DESCRIPTIVO	
<b>PAINÉIS MODULARES</b>	
—	— Painel TS h=2.65
—	— Painel 1/2 vidro 1/2 ts
—	— Star link c/ vidro adesivado h-0.50
—	— Projção z500
<b>COMPLEMENTOS/ MOBILIÁRIO</b>	
▨	— 01- Prateleira padrão no depósito
▨	— 01- Balcão padrão
⊗	— 01 - Mesa com 04 cadeiras cromadas
⊗	— 01 - Bistrô com 03 - banquetas
⊗	— 02 - Banqueta
⊗	— 02 - Vitrine padrão
⊗	— 01 - Frigobar
<b>ELÉTRICA</b>	
●	Tomada 220V
⊗	Arandela
⊗	HQI embutida
■	Refletor Halógeno
<b>PISO/ REVESTIMENTO</b>	
Revestido em carpete grafite	
Piso - 0.00 direto no piso do pavilhão	
<b>ATENÇÃO:</b>	
Layout válido para projetos especiais a partir de 20,00 m²	

Illustrative images

**1<sup>st</sup> participation**

Corner model

2,65

Planta baixa

00 01 02 03

TS h = 2,65

Emprego Grafite

Mesa e Cadeiras

Balcão Padrão h = 1,00

Emprego de Madeira h = 2,65

Vidro em Spider h = 2,64

0,64

1,09

0,99

0,99

1,20

0,45

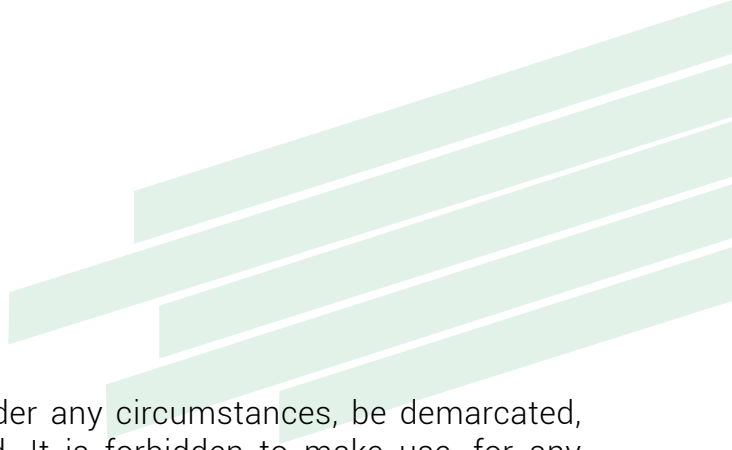
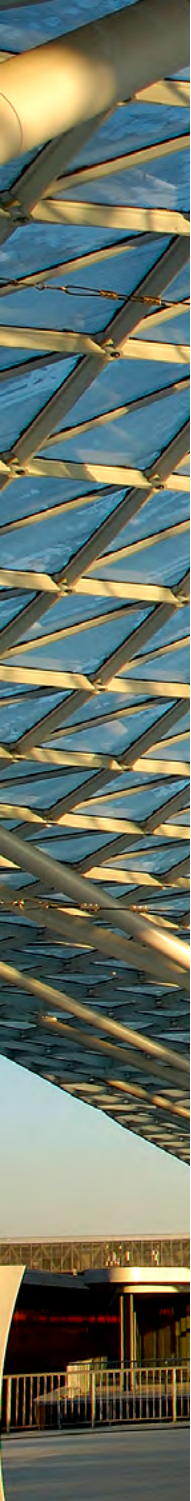
R0,10

Detalhamento Testeira

ELÉTRICA/ HIDRAULICA	
●	Tomada 220V
⊗	Refletor
PISO	
⊗	Carpete Grafite

Paginação Vidro Spider

Illustrative images



## PAVILION USE

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

The use of the ceiling of the pavilion to fix steel cables to ground lighting structures with tags attached to this structure (or not) will depend on previous analysis of the projects.

All requests, as well as the submission of documents and approval of the project (regarding the aerial structure) should be sent to the São Paulo Expo management:

Contact: Davi Teixeira / Amanda Ramos  
RiggingSPexpo@glbr.com.br / cabos.spexpo@glbr.com.br  
Phone: +55 (11) 5067-1717 / (11) 5067-1667

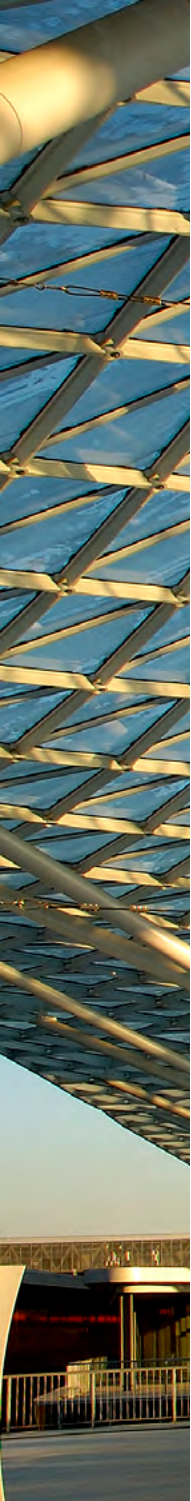
It is strictly prohibited to support, tie, hang any element of the booth or products exposed on the pavilion ceiling structure, except the support structures for lighting.

Fixation point on the ceiling will be charged by the pavilion directly to the exhibitor/or assembler.



**ATTENTION: The delivery of the documents relating to the department of operations and infrastructure of the pavilion administration is mandatory, before the start of assembly for the event. The pavilion administration will send the authorization or deauthorize to the projects delivered until the maximum deadline 15 days before the event.**

- *Architectural design of the booth with floor plan, cuts, elevation and perspective with all dimensions.*
- *Floor plan and elevation showing the situation of all the elements that will be hung.*
- *The ceiling of the pavilion and the respective steel cables tied to the parts of the booth to the knots of the ceiling.*
- *A memorial describing all the elements to be hung and the way in which the elements will be hung and how these elements will be attached to the ceiling of the pavilion.*
- *Design and calculation memory of the elements to be hung, dimensioning of parts, steel cables and others.*

- 
- *Support reaction on the parts that will be hung on the pavilion ceiling structure.*
  - *All documents must specify the names of the booth (exhibitor), the event and the technical responsible. The technician must sign all the sheets.*

## **ELECTRICAL AND HYDRAULIC INSTALLATIONS**

Hydraulic and electrical installations require prior sizing for efficient and proper distribution and use of the necessary equipment and components. Therefore, the promoter will not authorize the installation of these services, when the request is made outside the determined period.

### *ELECTRICAL INSTALLATIONS*

An electric power point will be installed in the leased area, with cables sized according to the requested electrical charge. However, the distribution of the booth's electrical grid is the responsibility of the exhibiting company, which must comply with ABNT and ENEEL standards, using an appropriate circuit breaker.

Circuit breakers should be installed in an easily accessible location and disconnected at the end of daily activities, except for equipment that needs to be turned on after hours.

They must be installed with independent circuits and have their own identification, the operating department must be notified in advance.

The contracted assemblers must install and distribute the lighting and internal power extensions to the booth, in accordance with the standards established in the Pavilion and NBR 5410 of ABNT (Brazilian Association of Technical Standards).

Parallel wires may not be used. Any improvised electrical installations ("hacks") shall also be prohibited.

Failure to comply with this standard will result in the power supply being cut off from the booth and its total ban until its compliance with the standards.

Mandatory use of non-flame propagating cable with double mechanical insulation (type PP).





**ATTENTION:** We would like to remind everyone that the available voltage in the pavilion is 380V three-phase, and can be transformed into 220v single-phase by the electrician/technician of the assembler and the cost is per KVA. Any change in voltage must be provided by the assembler.

The promoter recommends that the technicians/electricians of the assembler carry out the installation of the equipment, and that each booth must have protection equipment (stabilizer, automatic switches, no-break) against possible power oscillations or lack of phases, and such equipment must be in a place of free access. The promoter is not responsible for any damage caused by the lack of these equipments and by improper installation.

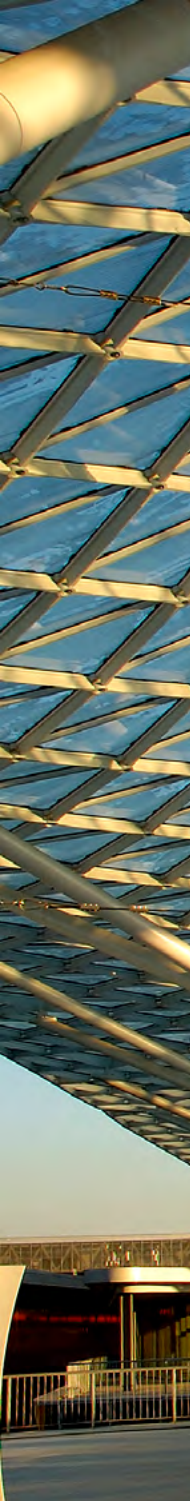
#### *ELETRIC POWER CONSUMPTION*

To calculate the KVA number required for his booth, the Exhibitor should simply add the W and KVA indicated on the platelets of the equipment and the light bulbs to be used in their lighting. There is no need to consider the KVA/hour because the cost of KVA refers to consumption during the entire period of the Event.

**The exhibitor is required to hire at least 0.1 KVA's/ m<sup>2</sup>.  
It is worth noting that no energy fee is included in the contract.**

We request that you verify with the contracted assembler the real need for electric power, since this, additional must be requested before the assembly period. In order to facilitate the calculation, an energy consumption table is available for download in the Exhibitor/Provider Portal, which is the same one that will be used in the technical survey.

**Any excess consumption identified during the course of the event by the electrical technical team shall be considered by the promoter as surplus**, the difference being calculated between the amount of energy consumed by the Exhibitor and the amount of energy contracted and effectively paid by the Exhibitor, it will be charged by the promoter at the rate of the service specified, WITH A 25% ADDITION AS A FINE.



The area intended for the assembly of the booth will only be released to the Exhibitor through the request and payment of the services of hired companies (**the electric energy service is mandatory**).

### *HYDRAULICS INSTALLATIONS*

The request must be made by completing the form directly in the Exhibitor Portal and only after payment of this request will the promoter install the point of delivery and water supply in your booth.

The assembler hired by the Exhibitor should go to CAEX to inform the location of the point for this installation, before the flooring of the booth.

The installation will consist of a  $\frac{3}{4}$ -inch supply point with registration, a two-inch (50mm) flow point, with the cost per delivery point being requested.

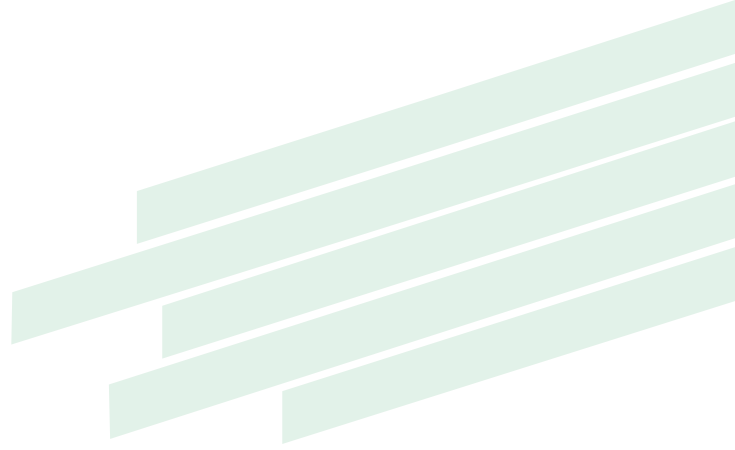
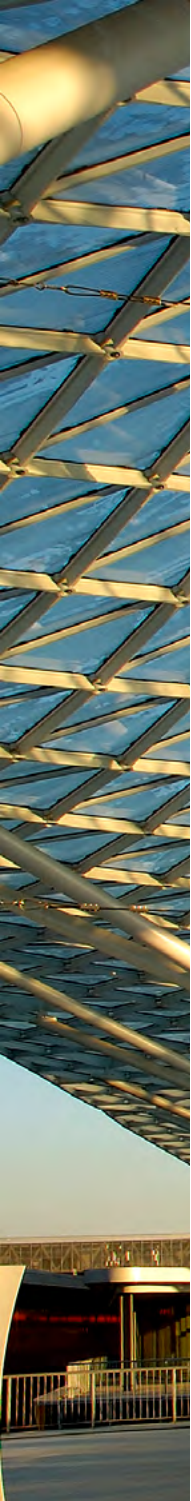
*WE DO NOT INSTALL A POINT ON THE MEZZANINE OR 2<sup>ND</sup> FLOOR.*

It will be incumbent upon the Exhibitor to complete the distribution facility in its booth, obeying ABNT standards, from the point installed by the promoter.

The water point must not be installed near the power point.



**ATTENTION: The promoter will not supply sinks, and the exhibitor must request its installation directly from the assembler he hired to assemble the booth.**



### *DRAIN FOR AIR-CONDITIONING*

Exclusive drain spot for air conditioners.

The assembler hired by the Exhibitor should go to CAEX to inform the location of the point for this installation, before the flooring of the booth. It is not necessary to request a point for each device, since the Exhibitor can make the distribution network from this point, interconnecting a ½-inch crystal hose through a plastic "T", in case the exhibitor does not want to make the distribution network, he must then request a point for each air conditioner.

## **DANGEROUS MATERIALS**

### *EXPLOSIVES AND FUELS*

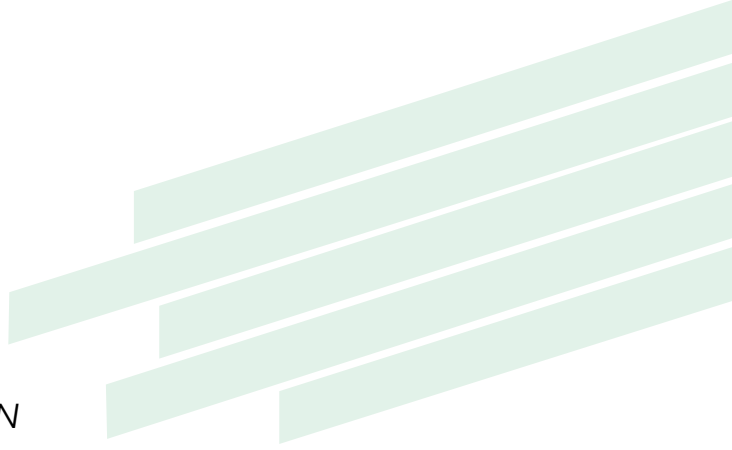
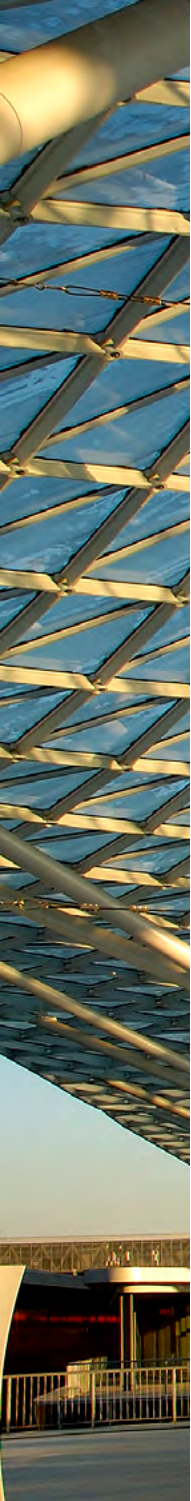
The use of explosives, non-liquefied gases, toxic gases, fuels, gas cylinders (LPG) or any other elements which may cause fires and/or explosions is prohibited in the location. The use of electric plates, fryers, any other type of flammable gas, or any utensils that produce smoke inside the pavilion for frying, grilling or cooking food is prohibited. Only use of electric and microwave oven will be allowed.

### *SPECIAL AND FUEL MATERIALS*

Any work with paint, grease, corrosive materials, powders and liquids should be carried out in proper containers and with adequate equipment, avoiding damages and accidents to the people, neighboring booths and the pavilion.

### *COMBUSTION ENGINES*

The operation of combustion engines inside the pavilion shall not be permitted.



## CARPET

### CROSSING INSTALLATION

The crossing will be placed starting at **4pm on the last assembly day and from that time on, the entrance of any assembly or exhibition equipment should be done in a way so as not to damage the already installed crossing**, at the sole and exclusive discretion of the Fair Management.

Any damages to the ones shall be the sole responsibility of the Exhibitor/Assembler, who shall immediately reimburse the Fair Management for the values related to the replacement and re-installation of the damaged crossing roller.

**Note: The crossing are installed in rolls of 60.00 linear meters x 2.00 meters wide.**

---

After the ones are placed, it is strictly forbidden to throw trash or leave any kind of material on them.

- *Failure to comply with this rule will result in a fine of R\$ 5,000.00 (5 thousand reals) it must be paid on the CAEX;*
- *During the disassembly period, the teams responsible will accompany the release of the areas with the assemblers.*
- *In case of irregularities when removing the material and releasing the area, a fine will be applied, and the check deposit made in advance will be withheld to pay the fees.*

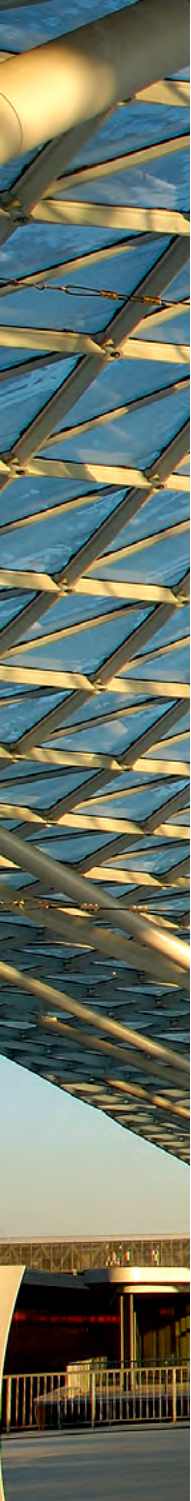
## ASSEMBLY LAST DAY

### BOOTH ASSEMBLY ENDING

The assembly works of the booths must **necessarily** be closed by **4pm on the last day of assembly; the assembler who does not comply with this standard will pay a fine of R\$ 3.000,00 per hour of delay.**

### FINAL BOOTH CLEANING AND DECORATION

The last day of assembly is intended for the final decoration and general cleaning of the booths and the pavilion, being prohibited to sand, paint, weld, saw and/or any assembly that produces dirt.



## EXECUTION

On the days of execution, the lighting system of the pavilion will be turned off 30 minutes after the end of the execution period. This action is exclusively aimed at demonstrating the closure of the daily period of operation of the event.

### *PROMOTIONAL MATERIALS, BROCHURES AND GIFTS DISTRIBUTION*

The distribution of gifts, samples, brochures, catalogs, etc., is strictly forbidden outside the boundaries of the booth area, in the outside areas of the pavilion and parking lot. The Organizer reserves the right to suspend distribution whenever disturbances or agglomerations occur. Exhibitors who do not comply with this determination will have their materials collected from the Security Department, which must be withdrawn by the Exhibitor at the closing on the last day of the event.

For this kind of service contact the Commercial Department: [comercial@fieramilano.com.br](mailto:comercial@fieramilano.com.br).

### *AUDIO AND VIDEO DEMONSTRATION*

It is strictly forbidden to use sound equipment during the whole performance of the event, this includes playing songs, audios, soundtracks or any other sound artifice, whether live or recorded.

In case the Exhibitor does not observe/comply with this standard, the following attitudes/positions will be taken by the Fair Management:

- **First warning:** *The Exhibitor will receive a notification of the infraction committed.*
- **Second warning:** *The Exhibitor will receive a recurrence notification, which will result in a fine of R\$ 5.000,00, which must be paid immediately. Failure to pay the fine will entail the power outage of the booth without prior notice until the equipment causing the infractions is removed.*



In case of payment of a fine and the use of sound is once again verified, the equipment must be removed from the venue of the event. Failure to do so will result in an electricity supply cut to the booth in question.

In case of lectures, presentation and others, the use of headphones is suggested. However, according to Law no. 9610/98, which regulates Copyrights, the Exhibiting company that uses music, even through AM/FM, must collect a specific fee through their own guide, provided by ECAD.

### *MORE INFORMATION*

ECAD - Central Collection and Distribution Office  
Av. Paulista, 171 – 3º andar – Ed. Dom Pedro I de Alcântara  
Bela Vista – CEP. 01311-000 - São Paulo - SP  
Phone number: +55 11 3287-6722  
Fax: +55 11 3285-6790  
E-mail: [ecadsp@ecad.org.br](mailto:ecadsp@ecad.org.br)  
[www.ecad.org.br](http://www.ecad.org.br)

The amount of the fee must be paid up to 72 hours before the start of the Event.

### *PRODUCTS EXIT*

**Any product may leave the Pavilion during the period of operation of the Event.** In special cases, the Fair Management will authorize the substitution of products that have defects.

### *EQUIPMENT SALE AND/OR DEMONSTRATION*

The Fair Management may suspend or determine a period for the demonstration and/or sale of any equipment that, in its discretion, may present risks to people, products, structures, stands, or that produce a high level of noise or vibration that may disturb the operations of neighboring stands.

## LEGAL DEMANDS

### *TAX PROCEDURES, IPI/TPI (TAX PRODUCT INDUSTRIALIZED) AND ICMS/SGCT (SERVICE, GOOD CIRCULATION TAX)*

It is the sole responsibility of the Exhibitor to comply with the legal requirements regarding the procedures for shipment of goods, equipment, products, utensils, etc.

The Fair Management disclaims any liability arising from non-compliance with the legal requirements of the IPI and ICMS.



**ATTENTION: The IPI regulation is national in scope, therefore valid for Exhibitors from all States of the Union. The ICMS, however, is statewide, regulated by the state, and the procedures set forth are valid for Exhibitors of the State of São Paulo.**

Exhibitors from other states should inquire with the Treasury Department about procedures regarding ICMS.

### *PROCEDURE FOR ISSUE OF EXHIBITION SIMPLE SHIPMENT INVOICE*

#### 5. Exhibition

##### 5.1 - Shipment to Exhibition

Nature of operation: Shipment to Exhibition

C.F.O.P.: 5914 / 6914

Addressee: The sender himself

Calculation base: Not fill

ICMS: Not fill

Additional Information

- ICMS exempt: Article 4, ANNEX I, item 61 of the RICMS/PR
- IPI Suspended: Article 43, Item II of decree 7.212/2010.
- Return in 60 days
- Complementary information: Intended Goods to Exhibition that will begin from \*\*\* to \*\*\* 2022, on Sao Paulo Expo GL, Immigrants Highway Km 1,5 – Vila Agua Funda – Sao Paulo Zipcode: 04123-010.

5.2 - Shipment of return to Exhibition  
Nature of operation: Return of goods or remitted  
C.F.O.P.: 1914 / 2914  
Addressee: The sender himself  
Calculation base: Not fill  
ICMS: Not fill  
Additional Information:

Fair's Organization will receive by exhibitors city hall fees' payments to pay our town hall in unique bill for all event to attend city legislation.

- ICMS exempt: Article 4, ANNEX I, item 61 of the RICMS / PR decree 1980/2007
- IPI Suspended: Article 43, item II of decree 7.212/2010.
- Return in 60 days
- Return or our shipment invoice \_\_\_\_\_ of \_\_\_/\_\_\_/\_\_\_

### *FEES LICENSE FOR OPERATION AND MONITORING*

It is a requirement of the Municipality of São Paulo that each booth of sectoral events has the license for establishment (13.456/2002 – Code: 34932), a second license for an inspection fee (13.474/2002 – Code: 90042) and the third license for the distribution of gifts, brochures, pamphlets, among others (13.474/2002 – Code: 90042).

To comply with the legislation, the Fair Management will receive from the Exhibitors and will pay the fees to the City Hall. (MANDATORY), in a single guide covering the event as a whole, the exhibitor cannot collect on his own:

- *TFA - Ad Inspection Fee - code 90042*
- *TFA - Distribution Fee for Gifts, Brochures, Pamphlets - code 97110*
- *TFA - Establishment Inspection Fee - code 34932*

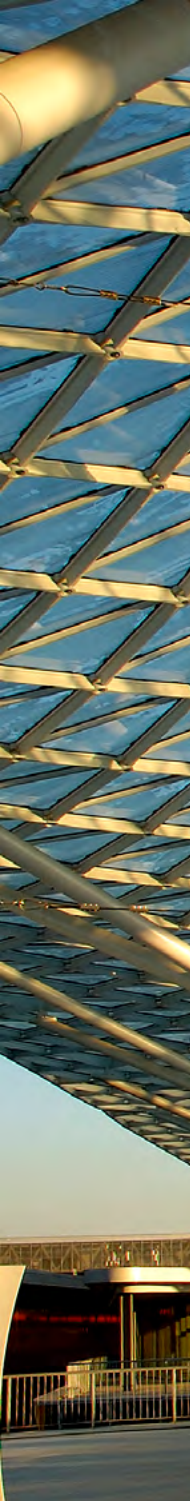


**Attention: The company is authorized to disclose its brand. In case of exposing another brand will pay a further city hall fee for each brand exposed.**

### *INSPECTION MINISTRY AND HIRING LABOR*

For any and all contracting companies providing services in general such as ASSEMBLY, BUFFET, DECORATION, RECEPTION ETC., the exhibitor must make sure of the suitability of the company being hired.





We caution that the SRTE (Regional Secretary of Labor and Employment) performs inspection services at fairs in periods of assembly, execution and disassembly.

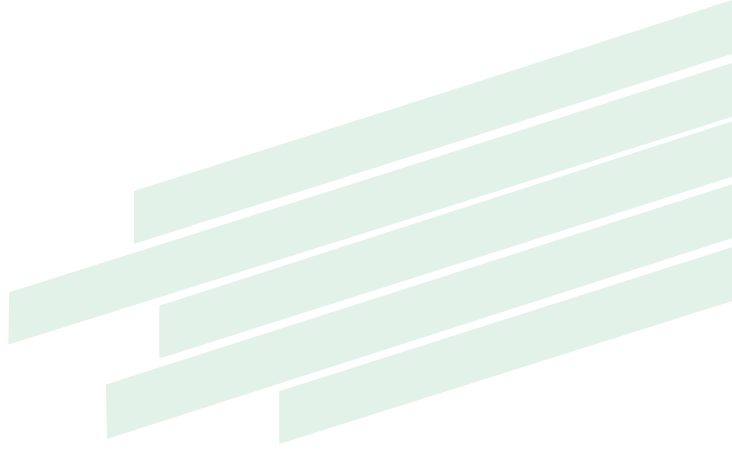
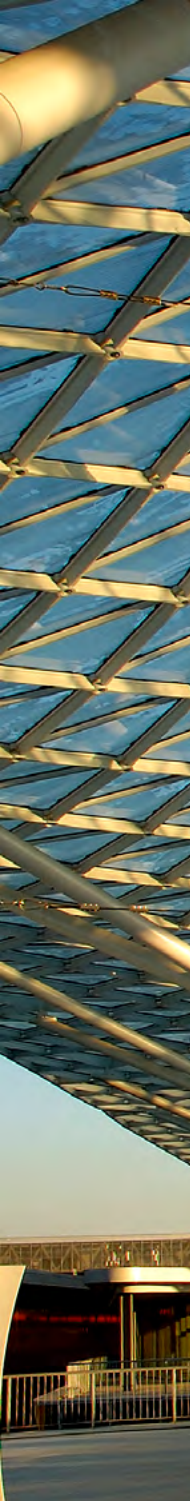
Irregularities are often found when hiring workers in general, such as hiring minors, excessive work hours, lack of registration, cooperatives, etc.

**THE SRTE (Regional Secretary of Labor and Employment)** will be at the event and the following documents will be required:

- **EXHIBITING COMPANY:** *Social Contract, CNPJ - Corporate Taxpayer Registration (Xerox), list of employees at the fair, 2<sup>nd</sup> copy of the employee registration form, FGTS (month prior to the fair), external point cards and service contracts.*
- **SERVICE PROVIDER COMPANY:** *Social Contract, CNPJ - Corporate Taxpayer Registration (Xerox), list of employees at the fair, 2<sup>nd</sup> copy of the employee registration form, FGTS (month prior to the fair), Service Contract.*
- **TEMPORARY:** *Contract signed with the contracting company, Registration of this Company with the Ministry of Labor, list of employees who will be working at the fair.*
- **AUTONOMOUS:** *Copy of the registration with the City Hall and INSS (only for vendors and waiters). SECURITY COMPANY: Business license, Social Contract, CNPJ - Corporate Taxpayer Registration (Xerox), list of employees at the fair, 2<sup>nd</sup> copy of the employee registration form, FGTS (month prior to the fair) and Service Contract, and comply with official letter No. 1783/1977 issued by the Federal Police.*

**Note: The company cannot have more temporary employees than effective ones.**

---



## EXHIBITOR/PROVIDER PORTAL

### LIMIT DATES AND PRICES TABLES

Forms to request credentials, services and fees are available for completion and payment through the Exhibitor/Provider Portal.

Failure to comply with the deadlines or other instructions herein, exempts the Fair Management from any responsibility for the attendance, non-installation and or supply of the item or quantity requested and for any damages or problems that may arise for the Exhibitor.

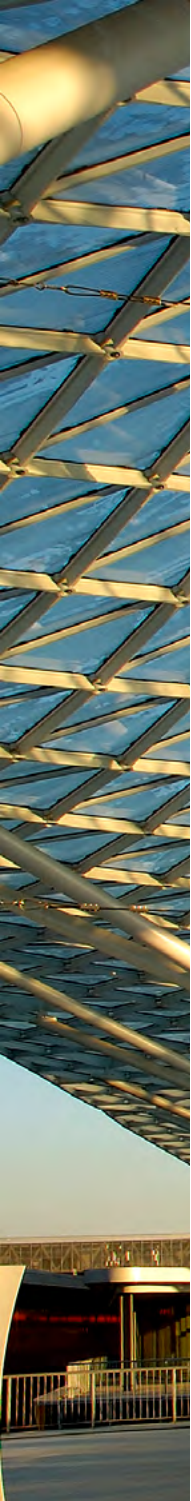


**ATTENTION: If you have not received the access login to the Exhibitor/Provider Portal, please contact: [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)**

### SERVICES COSTS

Forms will be available with the readjusted values for fill online according to the table below. All requests for accreditation must be filled by the exhibitor or service provider duly contracted. To do so, the Exhibitor must fill out a specific form in the Exhibitor Portal with the data of its contracted suppliers.

	1 <sup>st</sup> Validity	2 <sup>nd</sup> Validity	3 <sup>rd</sup> Validity	Official Catalogue	Manual Deadline	Assembly Registration	Projects Deadline
EXPOSEC ECOENERGY	up to 04/3/22	from 04/04 to 06/01/22	as of 06/02/22 in front	up to 05/13/22	up to 05/28/22	up to 04/17/22	up to 04/17/22



For each Exhibitor/Provider a login and password will be generated, which will give access to the specific system pertinent to their area. After completing this form, a bank slip will be generated, which must be paid according to the date specified in the slip itself, in order to obtain the withdrawal of the credential.

Slips not paid in advance will be charged with no cash discount at CAEX, and depending on the service requested, at the risk of not being available at the Pavilion itself. Any and all requests will only be answered after payment of these slips. All responsibility for the correct completion of these forms is the Exhibitor/Services Provider contracted.

## **GENERAL ACCREDITATION**

*EXHIBITOR - REPRESENTATIVES - EXHIBITOR PRESS OFFICE  
- SERVICE PROVIDERS - BUFFET - CLEANING - SECURITY*

They are consider exhibitors, only exhibitors' companies employees will work on the Fair.

No professional can enter the fair without being properly accredited and wearing a name tag.

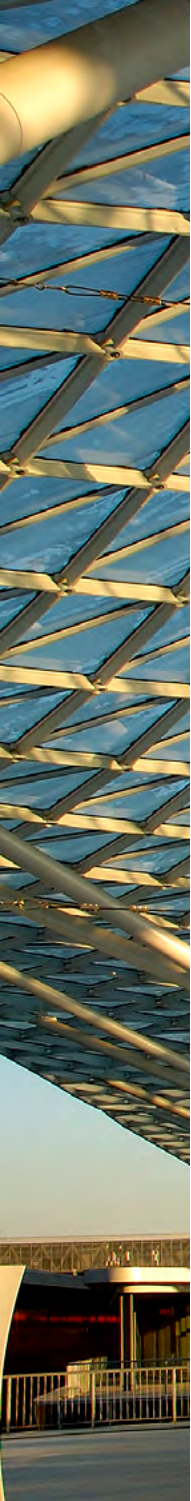
All credentials are personal and non-transferable without the right to companions. The misuse of the credential will imply in its seizure, fine and cancellation.

### *EXHIBITOR ACCREDITATION*

EXHIBITORS' NAME TAGS are personalized with the name of the company, the professional and their respective position. They are exclusive to DIRECTORS and other EMPLOYEES OF THE COMPANY.

Each exhibitor will be entitled to one (1) credential per square meter purchased, if necessary, the exhibitor may request additional credentials which will be charged according to the table.

**NOTE: The exhibitor's credentials will not be sent by mail, they must be withdrawn at CAEX (pavilion) from the first day of assembly.**



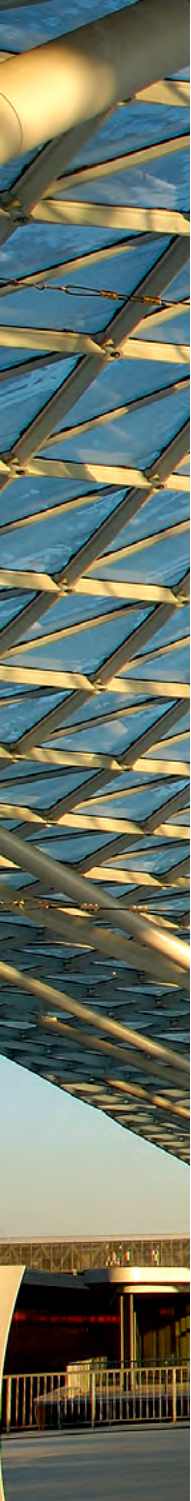
In order to minimize misplacements and consequently additional costs for the 2<sup>nd</sup> printing of the credentials, we advise that the exhibitor send a properly identified holder to CAEX from the first assembly day for early withdrawal.

However, it is worth mentioning that the credentials will be delivered after the mandatory fees have been paid.

### *EXHIBITOR PRESS OFFICE*

It is important that the exhibitor inform the promoter of the event about its Press Office, so that we can contact it and develop a partnership work between the Exhibitor's Press Office and the Fair Official.

The outsourced professionals who will provide this service will receive PRESS OFFICE NAME TAGS. If an internal professional carries out your company's presswork, the name tag request is the same as the exhibitors.



## PROMOTIONAL MATERIAL

### • SUPPORT MATERIAL

We offer free tools on the event's website personalized advertising in order to promote your brand and increase presence of professionals in your booth.

- [Exposec](#);
- [Ecoenergy](#).

### • ELECTRONIC INVITATION

We offer free of charge to all exhibitors the Invitation Custom Electronic (HTML) for your business to spread to prospects and clients your presence at the fair. To order yours, simply fill out the form on the website, include your company logo (.jpg, .png or .pdf) and indicate the booth number and street.

[Click here](#) and request your personalized invitation.

### • PRESS OFFICE

The fair has a Press Office that promotes the event in the main media of the country and the world.

The work of the Press Office is completely free and you can advertise your company and its products that will be presented during the fair, increasing the visibility of your brand with main means of communication, being within reach of visitors before, during and after the event.

Send an email to [fieramilano@2pro.com.br](mailto:fieramilano@2pro.com.br).

### • OFFICIAL CATALOG

The official catalog is an exclusive guide for the visitor of the fair, with the list and complete data of the exhibitors. In addition to gathering the grid of the lectures to be presented at the event.

Therefore, it is very important to fill in all the items requested on the Exhibitor Portal. The more information you enter, The easier it will be for the visitor to locate you. Don't forget, the deadline for filling your company data on the Exhibitor Portal.



#### • EXPOSHOW - EXHIBITORS LECTURE

The fair provides a free space for exhibitors to give lectures during the event, in addition to offering free lectures to visitors. Want to know more about how to participate?

Contact [exposhow@fieramilano.com.br](mailto:exposhow@fieramilano.com.br) or call (55 11) 5585-4355 / 3159-1010

- Lectures of maximum 50 minutes.
- Technical content, as defined by the exhibitor
- Date / Time Availability
- Infrastructure provided by the organizer
- Foreign Speakers

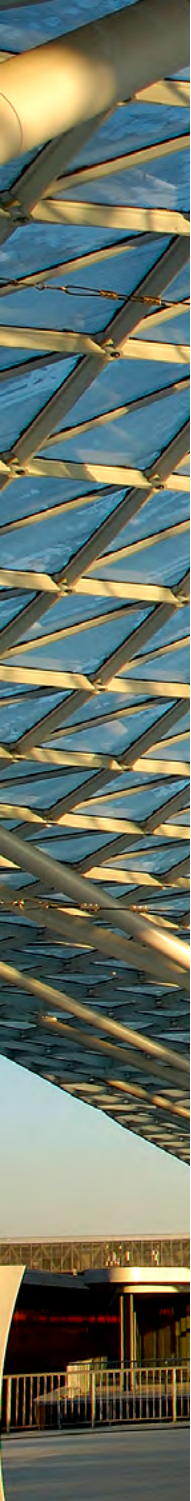
#### • APP OF THE FAIR

FIERA MILANO BRASIL makes available to all exhibitors of the event login and password to access the content application. The platform opens a powerful communication channel between the exhibitor and the visitor, not only during the 3 days of the fair, but throughout the year.

Each exhibitor may register a content card, either company presentation, product catalog, promotional flyer, informational content, service or any content in PDF format, including links within that content, which generates a range of business possibilities.

This content will be captured by visitors at the fair through Midiacodes, smart codes that allow you to store your content within the smartphone of each visitor who captured it, and can collect all the content you want, from the presentations and lectures to the exhibitors' catalogs and much more!

[Click here](#) to learn more.

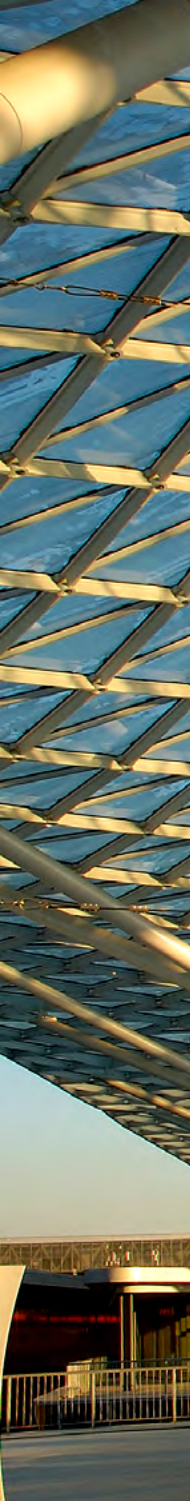


### **MERCHANDISING**

To get the most out of your participation during the event, we offer the opportunity to increase your participation with merchandising tools that will increase your visibility in the fair and make your company stand out from its competitors.

[Click here](#) to learn about marketing tools that will maximize your participation during the event.

NOTE: If your company has hired any merchandising, please stay watch the delivery dates of the materials to the marketing area.



## DISASSEMBLY PERIOD

### *PERIOD*

The Disassembly will begin 2 hours after the stipulated time for the end of event. After this time, the Assemblers will need previously authorization by organization to exit of booth's object.

The located area to the booth or merchandising exhibition must be vacated and totally clean indispensable until 7am. Non-compliance of this rule, will be done an automatic discount of check deposit of R\$ 3.000,00 delivered on Caex. The affiliated assembly companies to Sindiprom will be punished with fine equal value and it will be pay immediately.

### *ASSEMBLY MATERIAL*

All wood and glass residue must be collected for the responsible assembly booth and it is not permitted the disposal any hypothesis on the pavilion containers.

### *CHECK DEPOSIT*

The delivery deposit check during the period of assembly must be withdraw in the pavilion taxes after checking and deliverance until on the last assembly day.

All objects left on the pavilion during disassembly period must be deliverance in our office Monday to Friday 9am to 5pm, Angelica Avenue, 2491, 20<sup>th</sup> floor - Room 204 – Consolacao – Sao Paulo.



**Attention: We do not send check by Post Office.**

Deposit Check must be withdraw necessarily on the last day of disassembly as Fair Operational Team will not be mailed and be shredded in 30 days.





**FIERA MILANO BRASIL**

**CIRTEC SERVICES TABLE  
(TECHNICAL CIRCULARS)  
2022**



SERVICES / PRODUCTS	1ª VALIDITY UP TO 4/3/2022	2ª VALIDITY FROM 4/4/2022 TO 6/1/2022	3ª VALIDITY NO DISCOUNT FOR PAYMENT IN THE PAVILION AFTER 6/2/2022	DUPLICATE VALUE
ELECTRICITY / KVA <sup>1</sup>	R\$ 586,00	R\$ 610,00	R\$ 640,00	
WATER POINT	R\$ 950,00	R\$ 980,00	R\$ 1.000,00	
EXTRA POINT DRAINAGE	R\$ 630,00	R\$ 660,00	R\$ 690,00	
CLEANING FEE <sup>2</sup>	R\$ 30,00	R\$ 32,00	R\$ 35,00	
FIRE EXTINGUISHER FEE <sup>5</sup>	R\$ 170,00	R\$ 180,00	R\$ 190,00	
MUNICIPAL FEE <sup>3</sup>	R\$		830,00	
WATCHMAN / 12H	R\$ 595,00	R\$ 620,00	R\$ 650,00	
WATCHMAN FULL PACKAGE 24HS <sup>4</sup> - 6 DAYS	R\$ 2.920,00	R\$ 3.000,00	R\$ 3.200,00	
HOSTESS / DAY	R\$ 530,00	R\$ 550,00	R\$ 580,00	
INTERPRETER / DAY	R\$ 610,00	R\$ 640,00	R\$ 670,00	
CLEANING (STAND) / SQM	R\$ 50,00	R\$ 52,00	R\$ 55,00	
DATA COLLECTOR	<b>Directly MBX Events</b>			
DEPOSIT/ 9SQM	R\$ 1.830,00	R\$ 1.920,00	R\$ 2.000,00	
LUGGAGE STORAGE			R\$ 25,00	
COMPRESSED AIR	R\$ 2.420,00	R\$ 2.540,00	R\$ 2.600,00	
HANGING POINT <sup>6</sup>	<b>Directly GL Events</b>			
ASSEMBLER BADGE <sup>7</sup>	R\$ 50,00	R\$ 52,00	R\$ 55,00	R\$ 35,00
SERVICES BADGE <sup>7</sup>	R\$ 50,00	R\$ 52,00	R\$ 55,00	R\$ 35,00
CLEANING BADGE <sup>7</sup>	R\$ 50,00	R\$ 52,00	R\$ 55,00	R\$ 35,00
EXHIBITOR'S EXTRA BADGE <sup>8</sup>	R\$		10,00	R\$ 15,00
WATCHMAN BADGE <sup>9</sup>	R\$ 290,00	R\$ 300,00	R\$ 320,00	R\$ 230,00

[1] **Value per KVA.** It is mandatory, for the good working of the booth, hiring 0.10 KVA per square meter.

[2] A **CLEANING FEE** is calculated per square meter. Must be paid for all those without basic assembly.

[3] The **MUNICIPAL FEE** is calculated by stand or brand.

[4] The **WATCHMAN** remains at the booth throughout the event.

[5] It is mandatory to have **FIRE EXTINGUISHER** in the booth throughout the event. (Check the **Exhibitors Guide**)

[6] Request directly to **São Paulo Expo**. (jurandir.silva@glbr.com.br/bruno.carnevale@glbr.com.br)

[7] Your supplier must pay for the **SERVICE BADGE**, if it is not affiliated to "SINDIPROM"; Price by each badge.

[8] Exceeding the courtesy amount, which is **1 und. by sq.m.**

[9] **SECURITY BADGE:** Price by each badge.

**FIERA MILANO BRASIL**

Angélica Ave, 2491, 20th floor, room 203/204  
Zip Code 01227-200 – São Paulo / SP – Brazil  
Phone: +55 (11) 5585-4355 / +55 (11) 3159-1010  
E-mail: [caex@fieramilano.com.br](mailto:caex@fieramilano.com.br)

[fieramilano.com.br](http://fieramilano.com.br)

[@](#) [f](#) [t](#) [in](#) [v](#) /fieramilanobrasil



**FIERA MILANO**



**FIERA MILANO BRASIL**