



2<sup>nd</sup> International Conference and Exhibition  
on Geospatial Technology and Applications



**LATIN AMERICA**  
**GEOSPATIAL**  
**FORUM**

**15-17 AUGUST, 2012**

Sul America Convention Centre  
Rio de Janeiro, Brazil

# EXHIBITOR MANUAL



[www.lagf.org](http://www.lagf.org)

Dear Exhibitor,

Thank you for your support to Latin America Geospatial Forum 2012 to be held on 15<sup>th</sup> – 17<sup>th</sup> August 2012 and GeoIntelligence Latin America 2012, to be held on 16<sup>th</sup> – 17<sup>th</sup> August 2012 at the SulAmerica Convention Centre, Rio de Janeiro, Brazil.

This exhibitor manual is a valuable resource in preparing for Latin America Geospatial Forum 2012 and GeoIntelligence Latin America 2012. Whether it's your first time at Latin America Geospatial Forum 2012 and GeoIntelligence Latin America 2012 or you're an experienced exhibitor, the manual is an easy-to-use guide to help make exhibiting a smooth process and ensure that you have a successful show.

•**What to do and when to do it...**

The manual includes all of the forms and information you need for the shipping, set-up and dismantling of your booth.

Please pay special attention to the **Built-up schedule, technical specification** list to prepare for the show, be sure to note the deadlines and keep in mind that advanced ordering will save you money and ensure a smooth running show.

All order forms contained on the website should be mailed as directed. Please retain a photocopy of each form for your records, so that queries, if any, can be addressed quickly and invoices checked easily and accurately.

The entire Geospatial Media and Communication team is available to help you, so please feel free to contact us at anytime. We look forward to working with you during the next few months, and we are confident that you will have a successful and profitable show.

Sincerely,



Prashant Joshi

Director-Sales

## **TABLE OF CONTENTS**

### **1. General Information | Section 1**

a. Organiser.....	4
b. Venue.....	4
c. Exhibition Dates & Opening Hours .....	5
d. Opening Ceremony and Exhibition Visit .....	5
e. Smoking .....	5
f. Currency .....	5
g. Tourist Information .....	5
h. Visa .....	5

### **2. Technical Information | Section 2**

a. Build-up Schedule .....	6
b. Possession of Exhibit Space .....	6
i. Plan Approval .....	7
ii. Carpentry .....	7
iii. Completion .....	7
iv. Exhibitor Facilities .....	7
c. Booth Inspection .....	8
d. Technical Specification .....	8
i. Building Height .....	8
ii. Floor Material in Exhibition Area .....	8
iii. Electricity .....	8
iv. Suspension and Rigging .....	9
e. Delivery and Removal of Exhibits .....	9
i. Waste .....	10
1. Storage and Waste Material .....	10
ii. Dismantle of Exhibits .....	10



# LATIN AMERICA GEOSPATIAL FORUM

**15-17 AUGUST, 2012**

Sul America Convention Centre  
Rio de Janeiro, Brazil

f. Stand Number and Final Allocation .....	10
g. Personal Belongings .....	10
3. Rules, Instructions and Regulations   <b>Section 3</b>	
a. Rules, Instructions and Regulations .....	11
b. Force Majeure .....	12
c. Insurance of Contractors .....	12
4. Exhibitor Registration   <b>Section 4</b>	
a. Complementary Registration .....	13
b. Registration Guidelines .....	13
5. Ordering Through Web-Shop   <b>Section 5</b>	
a. Vender Contact Details for Services .....	14





# LATIN AMERICA GEOSPATIAL FORUM

**15-17 AUGUST, 2012**

Sul America Convention Centre  
Rio de Janeiro, Brazil

## General Information ..... Section 1

### Organiser

Local Secretariat : Geospatial Media and Communications Ltda  
Avenida Rio Branco 156 sala 811  
Edifício Avenida Central, CEP 20040-901  
Rio de Janeiro, Brazil

Phone : +55 21 7912 0505, +55 21 6878 6132

Head Office : Geospatial Media and Communications Pvt. Ltd.  
A-145, Sector 63  
Noida, Uttar Pradesh  
India. Pin: 201301

Phone : +91 120 4612500

Fax : +91 120 4612555

Contact Person : Tarun Kumar (Exhibition Logistics)

E-mail : [tarun@geospatialmedia.net](mailto:tarun@geospatialmedia.net)

Mobile : +91 9958727957

### Exhibition Venue

Venue : SulAmerica Convention Centre Rio de Janeiro, Brazil

Exhibition Area : Grand Ballroom B3, B4, B5, B6

Conference Area : Grand Ballroom B1, B2, Meeting Room 01, 02, 03, 04

Address : Rio de Janeiro  
Brazil

Phone : +55 21 3293 6700

### Exhibition License

*As per the Brazilian Government Policy, it is mandatory for all the exhibitors to take license for exhibition from the City Hall. No exhibitor will be allowed to exhibit in the exhibition without the license. A form to apply for the license can be downloaded from Below link:*

<http://lagf.org/2012/exhibition.htm>

**Exhibition Dates & Opening Hours**

Wednesday	15 <sup>th</sup> August 2012	1030 hrs 1800 hrs
Thursday	16 <sup>th</sup> August 2012	0930 hrs 1800 hrs
Friday	17 <sup>th</sup> August 2012	0930 hrs 1600 hrs

- ❖ Stands must be staffed at all times during opening hours of the exhibition.
- ❖ If a booth is not staffed when the exhibition opens, the organisers will remove protective covers and will turn on the stand lights.
- ❖ For Buildup and Breakdown Schedule see page number 6.

**Opening Ceremony and Exhibition Visit**

Exhibitors are invited to the Opening Ceremony on Wednesday 15<sup>th</sup> August 2012 from 1030 hrs at Grand Ballroom, SulAmerica Convention Centre Rio de Janeiro, Brazil.

**Smoking**

Apart from the fact that Latin America Geospatial Forum 2012 and GeoIntelligence Latin America 2012 is a non-smoking conference, the congress centre itself, SulAmerica Convention Centre, do not allow smoking in any part of the building.

**Currency**

The currency in Brazil is Brazilian real (BRL). For up-to-date exchange rates, please refer to a currency exchange site on the Internet, e.g. [www.xe.com/ucc](http://www.xe.com/ucc).

**Tourist Information**

For tourist information on Rio de Janeiro, Brazil, please refer to the following websites:  
[http://www.visitbrasil.com/index.html?\\_\\_locale=en](http://www.visitbrasil.com/index.html?__locale=en)

**Visa**

Don't forget to check with your travel agency, or with the Brazilian embassy in your country, if you need a visa to enter the country.

## Technical Information ..... Section 2

### **Build-up Schedule**

Schedule for exhibitors **using the standard stand construction** package (Shell Scheme)

Tuesday	14 <sup>th</sup> August 2012	1400 hrs onward	bringing in and installation of exhibits
Wednesday	15 <sup>th</sup> August 2012	0700 hrs	Aisles must be clear and empties & packing materials taken for storage Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning & carpeting of aisles.

Schedule for exhibitors **bringing and building their own stand (Raw Booth)**

Tuesday	14 <sup>th</sup> August 2012	0200 hrs onward	bringing in and installation of exhibits
Thursday	15 <sup>th</sup> August 2012	0700 hrs	Aisles must be clear and empties & packing materials taken for storage Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning & carpeting of aisles.

### ❖ **IMPORTANT**

As an exhibitor, we require the following from you latest by 30<sup>th</sup> July 2012 for the inclusion of the same in our Exhibitor's Profile:

- 100 words company profile in MS Word Format
- High resolution company logo in JPEG
- Contact person name and email id
- Fascia name in MS Word Format

### **Possession of Exhibit Space**

*Exhibitors using any contractor other than the official stand construction contractor for their stalls will get possession, only if drawings / designs for their stands have been approved by the organizer and the performance bond/security deposit is in place.*

Possession of space will be given to those exhibitors who have made FULL PAYMENT, and have provided performance bonds/ security deposits cheque of BRL 5000 in the name of Geospatial Media and Communications Ltda to Tarun Kumar by 13<sup>th</sup> August 2012. The cheque will be returned to the exhibitor just after the exhibition gets over and no damage in the property is made. This cheque will be given by the contractor of raw booth, if the contractor is other then official contractor.

Contractual working hours agreed with the SulAmerica do not allow for any delay in leaving the exhibition area after contractual hours. If an exhibitor, his staff, his contractor or his supplier does not leave the premises at, or before, the times specified, the exhibitor will be held responsible for additional rental fees incurred.

**Parking**

The parking area has 1300 permanent parking spaces available which are located in the underground area of the Teleporto, annexed to the SULAMERICA CONVENTION CENTER, and does not offer valet parking. The users will be charged based on price policies to be established by the respective administrator. The suppliers will have the right to buy special credentials, in accordance with price policies established by the parking lot, and which will give them the right to use the parking area as many times necessary during the move-in and move-out.

The loading and unloading of material and merchandise must be done at the Service Road which can be accessed using Paulo de Frontin Avenue. The entrance of trucks and vehicles will be done honoring the order each of the arrival. The drivers will be obliged to stay inside the vehicle.

**Plan approval**

Exhibitors who have reserved 'raw space' and using a contractor other than the official stand construction contractor, must submit the layout design of their stands, for approval by the organiser. This is to prevent costly alterations on site being required by the hall owner and the organizer. Deadline is 15<sup>th</sup> July 2012.

These plans shall include elevation drawings. One set of drawings duly approved or with suggested modifications, if necessary, will be returned to the exhibitor. Actual construction and display in the stand must strictly conform to the drawings approved by the organiser.

**Carpentry**

Contractors and exhibitors are requested to strictly observe that carpentry inside the halls during build-up is not permitted. Only assembly of the display and minor finishing/touching up is allowed. Contractors violating this guideline will be prevented from continuing work on the exhibitors stand inside the hall. It's mandatory to use an old flex sheet or plastic sheet on the ground before starting the installation of your raw booth.

**Completion**

Installation of stands /booths should be completed by 0700 hrs on 15<sup>th</sup> August 2012. General cleaning of the exhibition hall will be carried out immediately thereafter for the Hall, to be ready by 0900 hours on 15<sup>th</sup> August 2012, for inauguration of the exhibition.

**Please Note:**

- Exhibitors must order for furniture and extra power supply if required through additional furniture order form and electricity order form, which will be on paid



basis. You can download the form from the website of Latin America Geospatial Forum 2012.

### **Booth Inspection**

Inspection of the booths will be carried out continuously during build-up procedures to make sure that exhibitors have received the services ordered, and to see if the instructions of and on behalf of the organisers and the SulAmerica Convention Centre have been taken into account.

### **Technical Specification**

Below are important technical specifications related to the use of your exhibit space, the standard stand construction package, and the exhibition area in general.

#### **Building Height**

- ❖ The building height is 2.20 m for all shell scheme stand walls and objects inside the stand (height measured from the floor of the hall, not from a technical/raised floor).
- ❖ For **higher raw booth more than 3 m, permission is required** from organiser by submitting the design of the stand before 15<sup>th</sup> July 2012.

#### **Floor Material in Exhibition Area**

Objects in a shell scheme stand which are higher than 2.20 m should be placed at a minimum distance of 0.75 m inward from the stand front, side and back lines. For objects higher than 2.20 m **permission is required** from Organiser.

If you wish to **bring a display system** (e.g. pop-up display) to put up in your stand, please inform organiser with exact measurements (height x width in meter) so we can check if it fits in view of possible height restrictions.

**Maximum Floor Load**                      500 KG/M<sup>2</sup>

#### **Electricity**

The electric tension in the SULAMERICA CONVENTION CENTER is of 380 Volts – three-phase – neutral phase 220 volts. For raw space, power connection from the main distribution box (DB) inside the exhibitors' area will be provided by the organiser commencing 15<sup>th</sup> August 2012. **All the exhibitors are requested to order through additional electricity order form for their additional electricity requirement.**

Connection to the exhibitor's equipment from the distribution box (DB) inside the exhibitor's area will be operated by the exhibitors. A work completion-cum-listing report must be provided to the official electrical contractor after the exhibitors have completed their work on 15<sup>th</sup> August 2012 by 0700 hrs.

Each stand will be provided with electric power at one or more main points depending on the requirement on additional charges. Please log on to the website of Latin America Geospatial Forum 2012 to order the additional electricity for your booth. Exhibitors should use distribution boards, individual isolation switches for exhibits, and insulated cables or metal conduits for connecting power supply to the exhibits.

Exhibitors who use power for general lighting and running of equipment/exhibits in excess of their specified load will attract penalties and/or disconnection.

Exhibitors must install separate and independent switch connections for each exhibit. Alternate connections or throw-over switches are not allowed. Power load is not allowed to be taken from the wall sockets.

All the main electrical supply points must be kept easily accessible for operation and repairs in the event of emergency. Main electrical supply points should not be concealed or covered.

Exhibitors are advised to install equipments voltage stabilizers/UPS for their sophisticated equipments.

Exhibitors are advised to exercise the highest level of safety precautions and engage the services of only qualified professionals for electrical wiring and installations.

### **Delivery and Removal of Exhibits**

The delivery and removal of exhibition goods, with the exception of hand-carried materials, should take place via the loading Area of SulAmerica Convention Centre; the following instructions apply for the delivery and loading of goods.

- ❖ Exhibits will NOT be allowed to take out of the exhibition halls during the exhibition period.
- ❖ Removal or delivery of exhibition stores in or out of the exhibition hall is not permitted during the open hours of the exhibition.
- ❖ Such removal, delivery or replenishment of stock may only be carried out before opening hours in the morning or after closing time in the evening. If you wish to remove any item, a "GOODS REMOVAL PASS" must be obtained from the venue duly signed and stamped by the organizer.
- ❖ Goods removal pass: At the close of the exhibition, in order to remove your goods smoothly, safely and easily, the following paperwork must be carried out. Make 4 copies of an itemized list showing equipment and material required to be exited from SulAmerica Convention Centre. These copies must be on the exhibitor company's letterhead, duly stamped with the company's official seal and signed by an authorized person. Get all copies attested and stamped by **Latin America Geospatial Forum 2012 and GeoIntelligence Latin America 2012** organiser.

**WASTE**

Exhibitors are advised not to throw waste material from their stands on the aisles. Empty cases /crates should not be left in the aisles to ensure the safety of all SHOW participants.

**Booth Cleaning**

We recommend, exhibitors must book the booth cleaning service through additional requirement form, available on the website on the Latin America Geospatial Forum 2012.

**Storage and Waste Materials**

The organizer is unable to provide storage facilities in the hall for packing cases, surplus materials or other property of the exhibitors. Arrangements for safekeeping of such items must be made with the freight forwarder.

During move-in, construction of stands and removal of exhibits, the passageways in the exhibition halls must not be obstructed with packing materials, construction materials or debris. Contractors are responsible for removing their own cuts-offs and waste on each day of build-up and breakdown. Use of passageways behind stalls for storage of empty, waste or surplus material is strictly prohibited.

**Dismantle Of Exhibits**

The halls have to be handed over to the SulAmerica Convention Centre promptly on the final day of break-down. Shell Scheme Exhibitors must ensure that their exhibits and stand materials are removed by 1800 hrs on 17<sup>th</sup> August 2012. All the raw space contractor must remove the stand material latest by 2000 hrs on 17<sup>th</sup> August 2012. The organizer will dispose off any items remaining in the hall beyond this time, and the management will not accept responsibility for any loss or damage. Costs involved will be borne by the defaulting exhibitor.

***As it is impossible to provide complete protection against theft, exhibitors should ensure that their exhibits are properly insured. We do remind you that you are responsible for your exhibits at all times and that they will be at greatest risk during buildup and breakdown. Do not take chances with your valuables- once they are lost, it will be very difficult or impossible to recover them. The organizer will accept no responsibility for losses or damages of any kind. Keep your passport, exhibit goods and laptop etc. under your strict supervision at all times.***

**Stand Number and Final Allocation**

Stand locations and stand numbers will be (re-)confirmed by Geospatial Media and Communications in case it is necessary to change an exhibitor's stand number or stand location, the exhibitor will be notified immediately.

**Personal Belongings**

All exhibitors / participants must take care of their personal belongings at all times. The organizer will not be held responsible for any damage / loss etc.



# LATIN AMERICA GEOSPATIAL FORUM

**15-17 AUGUST, 2012**

Sul America Convention Centre  
Rio de Janeiro, Brazil

## **Rules, Instructions and Regulations..... Section 3**

### **Rules, Instructions and Regulations**

- ❖ Raw space exhibitors / contractor will also be responsible for the proper behavior of the contractor, if the contractor appointed is other than the 'Official Contractor'.
- ❖ The exhibitors/ contractor will also have to bear any charges levied by the venue SulAmerica Convention Centre for damages caused to property, walls, flooring, etc.
- ❖ Exhibitors' contractors are requested to avoid designs blocking or boxing-in other exhibitors' stands. The back wall shall never be left unsightly.
- ❖ Exhibitors / contractors are not permitted to fabricate or build from scratch, stands inside the halls. They should prefabricate and fit sub-sections of the stand inside the hall. Only finishing and touching up of paint (not complete painting) is permitted inside the hall.
- ❖ Exhibitors/contractors must ensure that finishing/ painting of the stand does not result in spillage.
- ❖ Exhibitors / contractors must remove cut-offs and debris from inside their stand, and ensure that the stand is completed by 0700 hrs 15<sup>th</sup> August 2012.
- ❖ Exhibitors' contractors are not allowed to block the aisles inside the hall. Packing cases and crates belonging to contractors and exhibitors and material lying on the aisle will be removed under the instruction of the organizer at the exhibitor's cost.
- ❖ No part of any structures may extend beyond the boundaries of the stand allocated to the exhibitor by the organizer.
- ❖ A finished back wall, except in the case of an island or peninsula stand, must be provided.
- ❖ Where 'raw space only' stands rest on a shell scheme package stand, the walls of the shell scheme package may not be utilized by the 'raw space' exhibitor.
- ❖ Nailing or puncturing the shell scheme panels is strictly prohibited. Any such damage will be made good at the expense of the exhibitor.
- ❖ In case of heavy machinery, the maximum height of 2.2 mts. can be accommodated in the hall.
- ❖ Exhibitors are requested to take approval from the organiser for exceeding the height of their booth more than 3 meters.





# LATIN AMERICA GEOSPATIAL FORUM

**15-17 AUGUST, 2012**

Sul America Convention Centre  
Rio de Janeiro, Brazil

- ❖ We would highly recommend that you practice cautious with regard to the move in / build up and tear down / move out phase of your exhibitions. We would recommend the following additional precaution actions to be taken and enforced to contractors and exhibitors to minimize the damage to the venue.
  - Protection of the carpet by old carpet or plywood for the movement of heavy duty trolley during move in and move out.
  - Protection of the carpet particular on the aisle with plastic sheet, plywood or used carpet during build up
  - No sanding, sawing, metal cutting, major painting and major construction allowed.

## **Force majeure**

If due to force Majeure or other unavoidable circumstances, the organisers are forced to cancel the exhibition, the exhibitor will not be entitled to claim damages or compensation of any kind. The organisers reserve the right to reschedule the event in the interest of the exhibition.

## **Insurance for contractors & service men**

Exhibitors are liable to cover their own staff and the contractors they hire for booth set up and dismantle for any physical damage on site. In case of any mishap, the organisers will not be liable to bear any such damages.

## **Exhibitor Registration..... Section 4**

### **Exhibitor Registration**

Each booth comes with a certain number of complimentary facilities like Registrations as per booth size. The following chart shows the general guidelines:

<b>Exhibition Area SQM</b>	<b>9-17</b>	<b>18-26</b>	<b>27-35</b>	<b>36-above</b>
<b>Complimentary Delegates</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>As per package</b>

### **Registration Guidelines:**

- Exhibitors will receive a password that will entitle them to register the offered complimentary registrations online at  
  
<http://lagf.org/2012/reg/registration.asp>
- Exhibitors are requested to register the names of representatives from their organization availing this complimentary registration not later than 30 July 2012.
- Please note that it is compulsory for each exhibitor to wear their exhibitor registration badge for the duration of the Trade Show
- Identification badges can be collected from Latin America Geospatial Forum 2012 and GeoIntelligence Latin America 2012 conference registration desk at the conference venue on any of the registration days starting from 15<sup>th</sup> August 2012 onwards

**Vender Contact Details for Services**

Service	Official Vendor	Order Due Date
Extra Furniture Electrical and Lighting Booth Cleaning Form	Daniele Prista LK Montagens Ltda. Tel: + 55 21 3295-2805 Mobile: + 55 21 7842-1568 Fax: + 55 21 3295-2813 E-mail: <a href="mailto:daniele@lk.com.br">daniele@lk.com.br</a> Website: <a href="http://www.lk.com.br">www.lk.com.br</a>	23 <sup>rd</sup> July 2012
Fascia Name Form Company Information Form Security Deposit Form Additional Electricity Form	Tarun Kumar Geospatial Media and Communications Pvt. Ltd. Tel : +91 120 461 2500 Mobile : +91 9958 727 957 Fax : +91 120 461 2555 Email: <a href="mailto:tarun@geospatialmedia.net">tarun@geospatialmedia.net</a>	30 <sup>th</sup> July 2012
Shipping Manual	Rua Frei Caneca 739 - São Paulo - SP Brasil - 01307-001. Tel.: +55 11 3218 7000. Fax: +55 11 3218 7061 Email: <a href="mailto:fairs@ttilog.com.br">fairs@ttilog.com.br</a> Website: <a href="http://www.ttilog.com.br">www.ttilog.com.br</a>	Please Refer to Shipping Manual
Internet and Phone	Felipe Botelho Link Solution Tel: +55 21 2132 7175 / 3035 9010 Email: <a href="mailto:evento@linksolution.com.br">evento@linksolution.com.br</a> Website: <a href="http://www.linksolution.com.br">www.linksolution.com.br</a>	23 <sup>rd</sup> July 2012