



LATIN AMERICATM GEOSPATIAL FORUM

22 – 25 SEPTEMBER 2014

Hilton Mexico City Reforma Hotel, Mexico



Geospatial Infrastructure for
Knowledge Economy and Governance



Exhibitors' Manual

www.lagf.org



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Dear Exhibitor,

Thank you for your support to Latin America Geospatial Forum to be held on 22 – 25 September, 2014 at Hotel Hilton, Mexico Reforma Mexico City.

This exhibitor manual is a valuable resource for preparing your participation at the conference-cum-exhibition. It is an *easy-to-use* guide to smooth out your exhibiting experience and to ensure that you have a successful show.

The manual includes all of the forms and information you need for shipping your exhibition items, set-up and dismantle 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 trouble free exhibition.

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 can be checked easily and accurately.

The entire Geospatial Media and Communications 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,

Megha Datta

Regional Manager – Latin America





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General Information Section 1

Organiser

Regional Secretariat : Geospatial Media and Comunicação Ltda
Av.13 Maio, N 23 Salas 2238- 2240, CEP 20031-007,
Rio de Janeiro, Brasil

Local Secretariat Phone : +52 55 1910 5682 / +52 55 2532 7660

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

Mobile : +91 99 5872 7957

Exhibition Venue

Venue : Hotel Hilton, Mexico Reforma

Exhibition Area : Don Diago Hall

Address : Juárez 70, Centro, Cuauhtémoc, 06010 Ciudad de
México, Distrito Federal, Mexico

Phone : +52 55 5130 5300

Fax : + 52 55 5130 5285





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Exhibition Dates & Opening Hours

Tuesday	23 September 2014	1100 hrs 1800 hrs
Wednesday	24 September 2014	0930 hrs 1830 hrs
Thursday	25 September 2014	0930 hrs 1700 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 Tuesday 23 September 2014 from 1100 hrs at Don Diego Hall, Hotel Hilton, Mexico Reforma, Mexico City.

Currency

The currency in Mexico is Mexican Peso (MXN). For up-to-date exchange rates, please refer to a currency exchange site on the Internet, e.g. www.xe.com/ucc.

Tourist Information

For tourist information on Mexico, please refer to the following website:
<http://www.visitmexico.com/en/>

Visa

Don't forget to check with your travel agency, or with the Mexican 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)

Monday	22 September 2014	1400 hrs onward	bringing in and installation of exhibits
Wednesday	23 September 2014	0700 hrs	Aisles must be clear and empty & packing materials taken for storage. Installation of exhibits inside 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)**

Monday	22 September 2014	0500 hrs onward	bringing in and installation of exhibits
Tuesday	23 September 2014	0700 hrs	Aisles must be clear and empties & packing materials taken for storage. Installation of exhibits inside 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 22 August 2014 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 of Peso 5000 in the name of Geospatial Media and Communications Ltda to Tarun Kumar by 22 August 2014. 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 Hotel Hilton 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

Parking charge of the guest staying in the hotel is USD 10/ day.
General parking charges in the hotel are USD 15 for 5 hours and USD 18 for 10 hours.
Loading material should come from the loading bay of the

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 22 August 2014.

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 23 September 2014. General cleaning of the exhibition hall will be carried out immediately thereafter for the Hall, to be ready by 0900 hours on 23 September 2014, 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 2014.

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 organizers and the Hotel Hilton 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 2.40 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 22 August 2014.

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.

Electricity

For raw space, power connection from the main distribution box (DB) inside the exhibitors' area will be provided by the organiser commencing 23 September 2014. **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 23 September 2014 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 2014 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 Hotel Hilton. 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 2014** 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 2014.





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 Hotel Hilton promptly on the final day of breakdown. Shell Scheme Exhibitors must ensure that their exhibits and stand materials are removed by 1800 hrs on 25 September 2014. The entire raw space contractor must remove the stand material latest by 2000 hrs on 25 September 2014. 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.





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 Hotel Hilton 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 23 September 2014.
- ❖ 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.
- ❖ Exhibitors are requested to take approval from the organiser for exceeding the height of their booth more than 3 meters.
- ❖ 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:

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

Registration Guidelines:

- Exhibitors will receive a password that will entitle them to register the offered complimentary registrations online at
<http://lagf.org/2014/Registration.aspx>
- Exhibitors are requested to register the names of representatives from their organization availing this complimentary registration not later than 30 August 2014.
- 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 2014 conference registration desk at the conference venue on any of the registration days starting from 23 September 2014 onwards

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Vender Contact Details for Services

Service	Official Vendor	Order Due Date
Extra Furniture Electrical and Lighting Booth Cleaning Form Official Exhibition Stand Contractor	Ricardo Collazo García Sistemas de Exposición, Mexico . Cancun, Acapulco U.S.A. - South America Phone: +52 1 5548 777 555, 55 5764 28 86 Email: rcollazo@sistexpo.com.mx	22 August 2014
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: tarun@geospatialmedia.net	22 August 2014
Shipping Manual	Bera Benitez Ibarias Cargolive S. de R.L. de C.V. Email: bera.benitez@cargolive.com.mx tradeshows@cargolive.com.mx Phone: +52 55 5280 1279 Fax: +52 55 5280 7434	Please Refer to Shipping Manual
Internet Order Form	Miguel Martinez Hilton Mexico City Reforma Phone : +1 55 5130 5300 x: 4302, +1 55 5130 5278 Mobile : 04455 1948 7558 Email: miguel.martinez2@hilton.com	15 September 2014

