

The background of the top half of the page is a photograph of a trade show booth. In the foreground, three men in business suits are looking at a large, complex piece of equipment mounted on a crane. One man is pointing at the equipment. In the background, there are banners for 'VIRTUAL MEDIA EXPO' and 'STAPE'.

**20
24**

Exhibitor's manual

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The **technology integration** trade
fair and **congress** for **integrators**
and **end users**.

August 14TH & 15TH, 2024
Mexico

WORLD TRADE CENTER CDMX

Nápoles, Benito Juárez, 03810 Ciudad de México, CDMX, México

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CEDIA[®] EXPO Commercial INTEGRATOR EXPO
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This manual was designed to make your participation more effective in our congress and trade fair.

Enclosed you will find key information about the event organization and development. Should you have additional questions, please refer to our website:

WWW.INTEGRATEC.SHOW

Organizing **committee:**

Miami **+1 [305] 285 3133** | México **+52 [55] 4170 8330**

Bogotá **+57 [601] 381 9215** | São Paulo **+55 [11] 3042 2103**

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Before, during and after the event, you may access all information through **www.integratec.show**

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Venue and schedule

MAYA HALL 3 - INTERNATIONAL EXHIBITION & CONVENTION CENTER | WORLD TRADE CENTER MEXICO CITY, MEXICO

Assembly schedule:

(From the time of admission through all day/night)

- For booths 54 to sqm, Monday August 12 from 16:00 hrs on.
- For booths 27 to 36 sqm, Monday August 12 from 20:00 hrs on.
- For booths 9 to 18 sqm, Tuesday August 13 from 08:00 hrs on.

End of assembly:

Wednesday August 14, 2024 | 08:00 hrs.

Expo Opening Hour:

August 14th, 2024 | 13:00 - 20:00 hrs.

August 15th, 2024 | 13:00 - 19:00 hrs.

Disassembly Hours:

Thursday, August 15 | 20:00 hrs. all night to Friday,

August 16 | 12:00 hrs. (noon)

Booth components

Only includes contracted square meters, the rest must be contracted with the convention center.

Look on-line forms for any need

www.integratec.show

(Expo: Servicios para el Expositor | Exhibitor Services).



Includes:

- **1 Table 120 cm x 60 cm x 0.75 cm**
- **1 Tablecloth**
- **2 Chairs**
- **1 110 V electrical outlet**
- **1 Antepecho with company name**

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Basic rules: booth assembly, disassembly and decoration

Assigning **Exhibit Space**

- You shall be allowed to start mounting after the hours indicated.

Booth **decoration**

Maximum height allowed for booth decoration is:

- For booths with 9 meters of area - maximum height shall be 3 meters.
- For booths 18 meters or larger, walls limiting or affecting other booths' visibility shall not exceed 3 meters.
- For booths 18 meters or larger, walls not limiting and not affecting visibility to other booths are allowed to be up to 5 meters.
- Booths 18 meters or larger are allowed to install decorative columns up to 5 meters high, as long as they do not affect neighboring booths' visibility, and are not next to walls.
- For booths 36 meters or larger intending to build two-story structures with a balcony on the second level, no wall shall be over 3 meters high. These designs shall be previously approved by the organizing committee.

Right to **use space**

- Access to assembly area shall be disallowed to Exhibitors having not paid their booth rental fees in full at the time of mounting.

- Therefore, you shall show your payment voucher to be allowed to access to the mounting area. This shall be delivered to you in advance by the executive in charge of your account.
- Exhibitors are not allowed to trespass any space not expressly authorized on the floor plan, or not having been agreed through a written agreement duly authorized by the organizing committee. If that were the case, the organizing committee reserves the right to evict or have such areas evicted without incurring any liability.
- The dimensions of the spaces appearing on the floor plan were designed on scale, but they are guaranteed only to be approximate. The organizing committee reserves the right to introduce changes as it may be needed to meet the needs of the exhibition and its exhibitors.
- No exhibitor shall be allowed to rent, sublet or share whether in full or in part the rented space without previous written consent from the organizing committee. No product, brochure, accessory, souvenir, catalogue or any other object, carrying the name or any other sort of advertising from another company other than the exhibitor's shall be allowed. No company failing to have a booth assigned may advance any negotiations within the area of exhibition.
- The exhibitor agrees to abide by the limits both of area on floor and in height, and to use solely and exclusively the space assigned, taking care not to hinder the visibility of neighboring booths with their equipment, furniture or products.

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- Any demonstration or activity hindering aisles or impeding free access to neighboring exhibitors' booths shall be totally or partially prohibited, according to the organizing committee's criteria.
 - Any activity the exhibitor intends to carry out for the purpose of exhibition, which could result in damage or risk for visitors and/or exhibitors, shall be submitted for previous approval to the organizing committee before starting the event or the aforementioned activity. In case they are approved, any disposition should be met, in order to avoid accidents or injuries to people, furniture, equipment and even the property. Similarly, they shall be limited to the space granted exclusively, respecting adjacent areas and keeping other spaces free and clear. In case the exhibitor fails to comply with this measure, the organizing committee may rescind the agreement signed.
 - Any product demonstration resulting in trouble to other exhibitors or visitors, resulting in smoke & bad odor emissions or explosions, and so on shall be disallowed. In case demonstrations are carried out that result in noise, this shall not be allowed to exceed 80 decibels, so that no nuisance is caused to neighboring exhibitors or visitors.
- Maximum decibel rate per booth is 80 db. Therefore, we kindly ask you to moderate your equipment audio output, and adjust sound levels so that the area of sound coverage does not surpass your booth area, interfering other exhibitors' activities.**
- The use of two-story structures is limited to booth equal or larger than 36 sqm. No wall shall be allowed to exceed the aforementioned dimensions, and they shall be of a balcony-type. In all cases, designs shall be approved by the organizing committee. Under no circumstances, the structure will be allowed to exceed the agreed space, whether in its base or height, including the materials that shall be used for construction and decoration.
 - Both for one-level booths and for booths above 3 meters high, special care should be given to decorating visible and rear parts. These shall be finished and be aesthetically acceptable in their rear side, always trying not to affect the appearance of adjacent booths.
 - Both exhibitors and mounting staff, shall show respect for the building facilities, to other booths, equipment and furniture within them. It is strictly prohibited to nail, staple, drill or paint



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- booth panels and/or the building's floors, as well as cutting carpets, painting columns or failing to abide by load limits on floor. Failing to comply with any of these measures binds the exhibitor to cover the cost of the damaged good.
- During the hours the exhibition is open to the public, any booth should be attended by at least one representative duly accredited with his/her corresponding badge.
- Exhibitor company staff shall be allowed to make business, distribute brochures and advertising papers, exclusively within their booth area. Any advertising materials that are found distributed outside the agreed area shall be retired from the event.
- Any installation of promotional material, advertorials, banners or any other sort of information shall be submitted for authorization and overseen by the organizing committee.
- It is prohibited to place advertising materials in the following areas within the exhibition premises: aisles, parking, sidewalks, fronts, gates.

- Any staff member shall be duly registered and carry their own badge within the show premises.

- IMPORTANT: Please remember that in order to accomplish out your installation, your staff must have appropriate safety equipment (helmets, harnesses, goggles, gloves, etc.)**

Complementary activities

- Technical-Commercial Keynotes
- Conference Program

Check our website and download the on-line forms for any service **www.integratec.show**
(Menu: Expo - Servicios al Exhibidor (Exhibitor Services))

Main security & safety guidelines

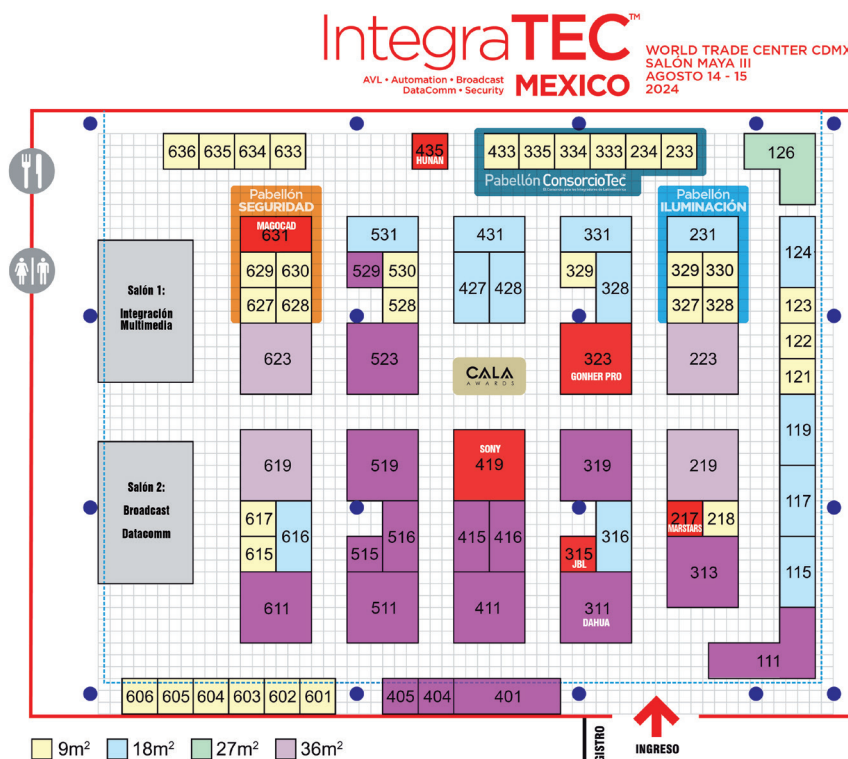
- Show facilities are surveyed by security personnel at the service of exhibitors and show attendants. However, since it is a public event, it is impossible to guarantee each booth's individual security in full.
Therefore, every exhibitor is held liable for their decoration items, equipment, furniture, advertising materials and so on.
- Special care is recommended to purses, calculators, briefcases, laptops, video beams, cell phones, etc. of personal use at mounting, exhibition and dismantling hours.

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Floor plans

To open the updated version of the floorplan visit the website:

www.integratec.show



WTC Platform complementary services

To contract services with the convention center use the official forms published in our web site
ELECTRICITY • INTERNET • HANGING • FOOD AND BEVERAGE • Among others.

To consult other services of the venue write to:
Pablo Gonzalez
pgonzalez@exposwtc.com
pablo.gonzalez@originago.com

**Please read carefully these event's rules.
This will help you have a successful participation.**

Should you have any concern, please contact Milena Castaño by email:
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amendez@latinpressinc.com

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