





02-05 **JULY** 

SAO PAULO - BRAZIL

## formóbile

INTERNATIONAL TRADE SHOW FOR THE FURNITURE AND WOOD INDUSTRIES

Your brand in the largest and most complete fair of the furniture sector!

## **EXHIBITOR'S MANUAL**

Exhibitor's Area



formobile.com.br







#### **Summary**

1 GENERAL INFORMATION	7
1.1 PROMOTER'S RIGHTS	7
1.2 RESPONSIBILITY OF THE EXHIBITOR, ASSEMBLER AND SUPPLIER	7
1.3 VENUE	7
1.4 PARKING	7
1.5 DAYS AND TIMES OF THE FAIR	8
1.6 CAEX - OPENING HOURS	8
2 CUSTOMER PORTAL	9
2.1 MANDATORY ITEMS	9
2.1.1 MINIMUM ENERGY CONSUMPTION	9
2.1.2 CLEANING DURING ASSEMBLY	9
2.1.3 MUNICIPAL TAXES (TFE)	9
2.1.4 CO-EXHIBITOR PARTICIPATION	10
2.2 ADDITIONAL SERVICES	10
2.2.1 ADDITIONAL ENERGY CONSUMPTION	10
2.2.2 HYDRAULICS	
2.2.3 COMPRESSED AIR	11
2.3.1 CREDENTIALS FOR EXHIBITOR	
2.3.2 ASSEMBLER AND SUPPLIER CREDENTIALS	
2.3.3 TRADE FAIR ACCREDITATION	
2.3.4 TICKETS	12
2.3.2.2 PHOTOGRAPHER AND FILMING	
2.3.3 SECURITY CREDENTIALS	
2.4 LEADSTER	
2.4 VIP CLUB	
2.5 EXHIBITOR'S GUEST	
2.5 PAYMENTS	
2.5.1 INVOICES	
3 DIGITAL PLATFORM	
3.1 INTRODUCTION TO THE DIGITAL PLATFORM	
3.2 WHY SEIZE THE MOST IN THE DIGITAL PLATFORM	
3.3 SUCCESS CHECKLIST	
3.4 UNCOMPLICATED ACCESS	
3.5 SUPPORT ALWAYS AVAILABLE	
4 EVENT SECURITY	
5 ASSEMBLY AND DISASSEMBLY RULES	_
5.1 RENTED AREA OCCUPATION	
5.2 PROJECT PRESENTATION - FREE AREA	
5.3 TERM OF RESPONSIBILITY AND OCCUPATION OF THE AREA	
5.4 HEIGHTS AND SETBACKS FOR SETTING UP THE STAND	20





# 02-05 **JULY 2024 SÃO PAULO EXPO**SAO PAULO - BRAZIL

5.4.1 SUSPENDED STRUCTURE HEIGHT	
5.5 VISIBILITY	
5.6 PARTITION WALLS AND FINISHES	
5.7 GLASS WALLS	
5.8 STAND FLOOR	
5.8.1 PAVILION FLOOR	
5.8.2 TYPES OF ADHESIVE TAPE PERMITTED	
5.9 STANDS WITH MEZANINE ASSEMBLING	
5.10 AERIAL STRUCTURE	23
5.11 HORIZONTAL PROJECTION OF THE STAND	
5.12 PROJECTION OF STAND FAÇADE	24
5.13 USE OF THATCH, LYCRA, AND DECORATIVE FABRICS	25
5.14 AUDITORIUMS OR PROJECTION ROOMS	25
5.15 EXTERNAL LIGHTING, BRACKET SCONCES, EXTERNAL SPOTLIGHTS FOR STANDS	25
5.16 MASONRY CONSTRUCTIONS	25
5.17 CABLES	25
5.18 PAVILION ELECTRICAL INSTALLATIONS	25
5.19 ELECTRICAL APPLIANCES	26
5.20 USE OF INDIVIDUAL PROTECTION EQUIPMENT AND COLLECTIVE PROTECTION EQUI	
5.22 TRAFFIC ROUTES	27
5.23 AIR CONDITIONING	27
5.24 EQUIPMENT AND POWER TESTS	27
5.25 FINAL DECORATIONS AND STAND CLEANING	28
5.26 CARPETING IN COMMON AREAS	28
5.27 GOODS ENTRANCE	28
5.28 DISMANTLING	28
5.29 END OF DISMANTLING PERIOD	28
5.30 INFORMA MARKETS AND SUSTAINABILITY	29
6 REGULATORY STANDARDS	32
6.1 NR-12 - SAFETY AT WORK ON MACHINERY AND EQUIPMENT	32
6.2 USE OF STAIRS	34
7 ADDITIONAL INFORMATION	35
7.1 SECURITY IN THE PAVILION	35
7.2 EMERGENCY SERVICES	35
7.3 TELEPHONY AND INTERNET	35
7.4 INSURANCE	35
7.5 INTERNAL LOGISTICS SERVICE	
7.6 CUSTOMS CLEARANCE AND FORWARDING	
7.8 DIVERSITY AND HARASSMENT	
8 PERIOD OF EVENT REALIZATION	
8.1 PROMOTIONAL DISTRIBUTION AND BRAND PROMOTION	





### 02-05 **JULY 2024** SÃO PAULO EXPO SAO PAULO - BRAZIL

8.2 EXHIBITION OF MACHINERY AND VEHICLES ON STAND	37
8.4 TICKETS AND BOX OFFICE	38
8.5 SUPPLY, MAINTENANCE AND CLEANING OF THE STAND	38
8.6 MERCHANDISING	38
8.7 COMMERCIAL REPRESENTATION	38
8.8 SOUND AND BACKGROUND MUSIC	38
8.9 FREE PRIZE DISTRIBUTION AND RAFFLES	39
8.10 ALCOHOL CONSUMPTION	39
8.11 PROHIBITED ACTIVITIES	39
8.12 FIRE EXTINGUISHERS	40
8.13 COMBUSTION ENGINES	40
9 LEGAL REQUIREMENTS	41
9.1 TAX PROCEDURES	41
9.1.1 INVOICE FOR SHIPMENT AND RETURN OF GOODS	41
9.2 IMPORT	
9.2.1 ICMS	41
9.2.2 TEMPORARY ADMISSION OF GOODS FOR FAIRS, EXHIBITIONS, CONGRESSES AN	D 41
AND OTHER EVENTS (FEDERAL REVENUE)	41
9.2.3 IPI (Tax on industrialized products)	41
9.3 COVISA E ANVISA	42
9.4 INSPECTION BY THE MINISTRY OF LABOR AND EMPLOYMENT	42
9.4.1 AUDITOR OF THE MINISTRY OF LABOUR AND EMPLOYMENT	42
9.5 SOCIAL SECURITY	
9.6 ANATEL (National Telecommunications Agency)	
ATTACHMENT I - REFERENCE FOR THE CALCULATION OF ELECTRIC POWER	43
ATTACHMENT II - WAIVER OF RIGHT OF RETURN (MODEL)	44
TERM OF RESPONSIBILITY FOR EXHIBITORS AND ASSEMBLERS	45





## MANUAL UPDATES Updated January 22th, 2024





#### Dear Exhibitor,

The purpose of this manual is to guide you through your participation in **ForMóbile 2024.** It is important that exhibitors and fitters respect the rules and deadlines set out in these documents to ensure that your exhibition runs smoothly and safely.

It is the exhibiting company's sole responsibility to observe and comply with the rules set out in this manual.

The Promoter reserves the right to establish, at any time, new rules that are necessary for the smooth running of the event, as well as altering and/or adding relevant information to exhibitors, assemblers and service providers.

We ask for your attention regarding the rules and deadlines established in the Manual and required by legislation and authorities in order to avoid unnecessary inconvenience.

For more information, the Informa Markets team will be happy to assist you:

#### **CALL CENTER**

Phone: +55 (11) 50439680

E-mail: atendimento.formobile@informamarkets.com.br

#### **CUSTOMER SUCCESS**

Lidiane Silva

E-mail: lidiane.silva@informa.com

#### **DEPARTAMENTO OPERACIONAL**

Lais Araújo

E-mail: lais.araujo@informa.com

Andréa Leandro

E-mail: andrea.leandro@informa.com

Fernanda Oliveira

E-mail: fernanda.oliveira@informa.com

**ENVIO DE PROJETOS** 

E-mail: projetos.formobile@informa.com

**DEPARTAMENTO FINANCEIRO** E-mail: financeirocr@informa.com

#### **DEPARTAMENTO FISCAL**

E-mail: fiscalbr@informa.com

#### **BUSINESS MANAGER**

Tatiano Segalin

E-mail: tatiano.segalin@informa.com

#### **DEPARTAMENTO COMERCIAL**

Valéria Brizola

E-mail: valeria.brizola@informa.com

Vivian Trogiani

E-mail: vivian.trogiani@informa.com

#### **DEPARTAMENTO MARKETING**

E-mail: formobile.marketing@informa.com





## 1 GENERAL INFORMATION

#### 1.1 PROMOTER'S RIGHTS

The Event Organizer, Informa Markets Ltda., reserves the right to change the rules set out in the manual, or establish new rules, in good time for the smooth running of the event or for safety reasons.

It may relocate or replace the exhibition areas up until the event delivery date, in accordance with the rules established in the contract, in order to accommodate any unoccupied spaces and promote a better general ambience of the fair. The Organizer must respect the useful size of the rented area and notify the exhibitor in advance.

In order to begin setting up the stand, the Organizer requires the exhibitor to immediately pay any installments of the contract and mandatory and/or contracted services.

The Organizer may penalize or terminate the activities of stands that do not comply with the established in this manual and in the general conditions applicable to participation and service contracts.

#### 1.2 RESPONSIBILITY OF THE EXHIBITOR, ASSEMBLER AND SUPPLIER

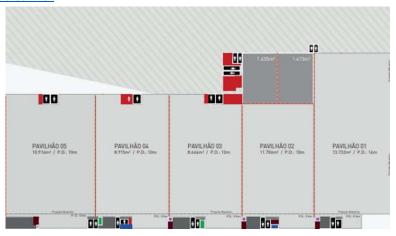
Comply with all the rules and dates set out in this manual and instruct their employees, contractors and subcontractors.

#### 1.3 VENUE

#### SÃO PAULO EXPO - EXHIBITION & CONVENTION CENTER (Pavilion 1, 2, 3, 4, and 5)

Rodovia dos Imigrantes, s/n - Km, 1,5 - CEP: 04329-900

Site: www.saopauloexpo.com.br



#### 1.4 PARKING

Parking is managed exclusively by **INDIGO**, which is responsible for access control and charging during the assembly, staging and dismantling periods.

Exhibitors can purchase a parking package (to be defined) for the period of assembly, staging and dismantling, as long as the purchase is made in advance. With the package, you can leave and return as many times as necessary. Otherwise, you pay for entry to the parking lot. Exclusively for advance purchases, exhibitors can purchase parking for the days of the event, including assembly and disassembly. In addition, this parking pass (valid only in the Garage Building) entitles the holder to enter and exit as many times as necessary, with no additional charge for the entire duration of the fair.







The price of this package is only valid for advance purchases made directly at the cash desk in the Garage Building from the first day of assembly.

In all other cases, you will be charged at each entrance to the parking lot.

#### Valid only in the Garage Building.

Loading and unloading parking is charged by the hour and according to the type of vehicle. Access to the loading and unloading parking lot is via Gate 2:

Av. Miguel Stéfano, altura 3.000 - on Rua Etruscos

ZIP code: 04301-903 - São Paulo/SP - Brazil

#### 1.5 DAYS AND TIMES OF THE FAIR

ENTRY OF MACHINERY AND EQUIPMENT			
June 26, 2024 - Wednesday	8am to 10pm		
ASSEMBLY			
June 27, 2024 - Thursday	8am to 10pm		
June 28, 2024 - Friday	8am to 10pm		
June 29, 2024 - Saturday	8am to 10pm		
June 30, 2024 - Sunday	8am to 10pm		
July 01, 2024 - Monday	8am to 12pm		
	DECORATION		
July 01, 2024 - Monday	12pm to 8pm		
	REALIZATION		
July 02, 2024 - Tuesday	10am to 7pm		
July 03, 2024 - Wednesday	10am to 7pm		
July 04, 2024 - Thursday	10am to 7pm		
July 05, 2024 - Friday	10am to 7pm		
DISASSEMBLY			
	From 7pm to 8pm - Hands off material		
July 05, 2024 - Friday	8pm to 9 pm - Trolley deliveries		
	From 10pm - Dismantling begins		
July 06, 2024 - Saturday	12am to 11:59pm - Dismantling and exit of machines		
July 07, 2024 - Sunday	12am to 12pm - Handover of the clean area		

#### 1.6 CAEX - OPENING HOURS

CAEX	
June 26, 2024	12pm to 8pm
From June 27, 2024 to July 05, 2024	8am to 8pm







## 2 CUSTOMER PORTAL

#### 2.1 MANDATORY ITEMS

All the mandatory items are already **included** in the fair participation contract.

#### 2.1.1 MINIMUM ENERGY CONSUMPTION

Energy consumption is measured in kVA and will be supplied in **380v three-phase / 220v single-phase** by the pavilion.

The promoter considers the use of each kVA during the four (4) days of the event. If you need to power up in advance, please contact the organizers with your requirements. If you need to be energized in advance, please contact the organization with your requirements.

Minimum energy consumption (0.1 KVA per  $m^2$ ): mandatory for all exhibitors for the basic operation of the stand.

To calculate the number of kVA required for your stand, you must add up the watts of your lighting system and electrical equipment. Consult the nameplate of your equipment and the reference table available in **Annex 1** ("Table for Calculating Electricity") of this manual.

The kVA used on the stand during the event will be checked and controlled by the event's official infrastructure company.

If consumption exceeds the contracted amount, during the fair period, the exhibitor will receive a notification and be charge for immediate payment at the CAEX - Exhibitor Service Center.

#### 2.1.2 CLEANING DURING ASSEMBLY

The cleaning fee is part of the mandatory services (included in the contract) and is charged per square meter.

This service refers to the general cleaning of the pavilion (removal of debris, circulation areas, toilets and common areas) during the **assembly period**.

It is the responsibility of the assembly company or a specific company hired to deliver the stand clean for the opening.

This fee does not cover the removal of debris and garbage produced during <u>dismantling</u>. It is the exhibitor's/assembly company's responsibility to ensure that the rented area is cleared and cleaned when it is returned.

\*\*\*FEE INCLUDED IN THE CONTRACT.

#### 2.1.3 MUNICIPAL TAXES (TFE)

In accordance with Law **No. 13.477**, **of DECEMBER 30th, 2002**, the São Paulo City Hall requires the Promoter to pay the following fee for each stand:

1. TFE - Establishment Inspection Fee;

Mandatory only for exhibitors at Fairs and Events in the Municipality of São Paulo, the **"Establishment Inspection Fee (TFE)"**, is due to the actions of the competent bodies of the Executive that exercise police power, carrying out permanent activities of control, surveillance or inspection of compliance with municipal legislation. The fee is regulated by the following legislation of the municipality of São Paulo: Law no. 13.477/02 (TFE).

The fee due will be collected by the Promoter and passed on to the São Paulo City Hall, except in the event of non-compliance with the rules in this manual.







#### 2.1.4 CO-EXHIBITOR PARTICIPATION

The Exhibitor Participation Form should be requested from the trade fair's Commercial Department. Once completed, the document must be sent to <a href="mailto:atender.formobile@informa.com.br">atender.formobile@informa.com.br</a> by <a href="mailto:May 30">May 30</a>, <a href="mailto:2024">2024</a> for analysis.

The co-exhibitor's participation will only be possible with the express authorization of the Promoter, as long as it complies with the segment for which the fair is intended.

After approval, a co-exhibitor participation fee and the Municipal Tax of the City of São Paulo will be generated in accordance with Law No. 13.477/02 (TFE).

The exhibitor is required to present the division of their respective area in the project.

Once participation has been granted, the main exhibitor will be responsible for paying the City Hall Tax for each new co-exhibitor authorized to take part in the event, due to the transfer to the São Paulo City Hall.

Any material made available to the co-exhibitor will always be sent to the main exhibitor, in accordance with the participation contract, who will deal directly with each co-exhibitor.

#### 2.2 ADDITIONAL SERVICES

Additional services should be contracted as required.

#### 2.2.1 ADDITIONAL ENERGY CONSUMPTION

This should be requested when the kVA consumption required to operate the equipment exceeds the mandatory minimum (including lighting and equipment).



Please note that the voltage available in the pavilion is 380V three-phase, transformed into 220V single-phase by the assembler's electrician/technician and the cost is per kVA. Any change of voltage must be arranged by the exhibitor.

In order to calculate the number of kVA required for their stand, exhibitors must add up the watts of their lighting system and electrical equipment. Please refer to the nameplate of your equipment and the reference table available in **Attachment 1** ("Electricity Calculation Table") of this manual.

The use of each kVA will be considered for the 4 (five) days of the event and a further 2 (two) days for testing during assembly.

Exhibitors who request early energization will be inspected the day before energization.

- The connection of the assembler's cables and panels will be checked;
- If the cables and connections are connected and duly tested, the stand will be energized for the following day, as requested, from 8am to 11am;
- If the stand is not ready and complies with the São Paulo Expo technician's inspection, it will be energized after 11am, or as soon as the stands inspected in compliance are energized. In this case, the stand will be put on a waiting list as requested by the Exhibitor Service Center (CAEX).

#### 2.2.2 HYDRAULICS

Please note that the Promoter will only provide the hydraulic point. It is the responsibility of the exhibitor/assembler to connect the hydraulic point to the sink or equipment, as well as carry out all the necessary finishing.

Please note that the hydraulic point is not included with the **sink and finish.** 

In order to request this service, the stand must have a raised floor in the area of the plumbing point and identify the location of the water and/or drainage points in the stand design.







#### Water supply:

 $\frac{1}{2}$  or  $\frac{3}{4}$  inch rubber hose  $\frac{1}{2}$  or  $\frac{3}{4}$  inch threaded metal ball valve with lever



Sewage collection: 40mm PVC pipe located inside the stand



The use of a discharge point for equipment with pressure and heated water will be allowed, provided that the water outlet does not exceed a pressure of 2 meters of water column and does not exceed a maximum temperature of 65°C.

**ATTENTION:** For equipment that requires a drainage pipe, the exhibitor must request the installation of a drainage point. It is compulsory to connect the stand drain to the pipe in the channel, and it is forbidden to drain directly into the channel bed.

#### 2.2.3 COMPRESSED AIR

Compressed air will be supplied via rubber hoses and threaded metal ball register from ½ to the stand with an effective capacity of up to 8 bar and a system flow rate of 20 PCM. It will not be promoter's responsibility the moisture or impurity for the distribution network.



It is the exhibitor's responsibility to provide the registration and connection on their equipment, as well as filters, steam traps and pressure regulators to keep the air clean and dry.



We recommend hiring 1 point per machine/equipment. We do not authorize branching of the point as there is no guarantee of effective capacity (pressure and flow)

If the equipment does not meet the specifications mentioned above or if other procedures are required, please contact Exhibitor Services at +55 (11) 5043-9680 or e-mail <a href="mailto:atendimento.formobile@informamarkets.com.br">atendimento.formobile@informamarkets.com.br</a>

For technical reasons, any request made after the deadline will be analyzed beforehand by the Operational Team for release.

#### 2.3.1 CREDENTIALS FOR EXHIBITOR

The exhibitor will have a free quota of 01 badge for every  $4m^2$  (e.g.  $30m^2 \times 0$ . 4 = 12 badges). These credentials are personal and non-transferable, valid only for the exhibitor's own employees, when duly completed.

Please note that once the free quota has been used up, each additional accreditation will be subject to a charge, according to the price list available on the Exhibitor Portal.

\*Full name, job title and document must be filled in to make the credential. It is not permitted to enter the name of the company/institution in this field.

Use of these credentials by third parties will result in their confiscation. It is compulsory that identification be presented upon request. In order to minimize losses and consequently additional costs for printing duplicate







credentials, we recommend that the exhibitor send a duly identified bearer to CAEX from the first day of assembly for early withdrawal.

However, it is worth noting that the credentials will be handed out once the fees have been paid.

#### 2.3.2 ASSEMBLER AND SUPPLIER CREDENTIALS

To request assembler/provider credentials, it is necessary to access the provider's area. After the exhibitors have linked the assembler to the Exhibitor Portal, they will receive an e-mail with the access information.

All credentials issued via the website will be picked up at the pavilion, at CAMPS - Service Center for Assembler and Service Providers, from the first day of operation, upon confirmation of payment.

Each accreditation will have a cost, according to the price available on the website.

**SINDIPROM ASSOCIATES:** Assembler employees who are members of Sindiprom will not pay for the credential, as long as they present a copy of their membership card at CAMPS - Service Center for Assembler and Service Providers.

**ABRACE member assemblers** are also exempt from paying for credentials. As proof of this, their name must appear on the ABRACE website as a member, and they must inform and apply directly to CAEX.

#### 2.3.3 TRADE FAIR ACCREDITATION

Only accredited people will be allowed into the internal areas of the event, and it is compulsory to carry the accreditation in a visible place for the duration of their stay.

When entering the pavilion, you will be asked to show a photo ID to prove your identity. If you do not have this documentation, you will not be allowed to enter the event.

ATTENTION: The badge is personal and non-transferable. Its use is restricted to authorized times and places.

Issuing a duplicate or exchanging a badge will be charged according to the current price list.

#### **2.3.4 TICKETS**

The event does not have a ticket office. Admission is free and aimed at professionals from all areas of the Furniture and Wood Industry.

All access will be granted upon prior registration or at the venue: São Paulo Expo Pavilion.

When entering the pavilion, you will be asked to show a photo ID and/or business card to prove your identity. If you do not have this documentation, you will not be allowed to enter the event.

ATTENTION: The credential is personal and non-transferable. Its use is restricted to authorized times and places. Minors under the age of 16 are not allowed to enter, even if accompanied by their parents and/or guardians.

The event will be filmed and photographed by the organizers and the images may be shown on the internet, electronic and printed media to promote the sector and the event.

People wearing shorts, hats, flip-flops or tank tops are prohibited.

#### 2.3.2.2 PHOTOGRAPHER AND FILMING

Permission to carry out photographic and filming work must be requested in advance from the event organizers.

To pick up the credential, the hired professional must present the approval received by email from the Organization.

If the stand builder wants to take photographs of the stand they have assembled, they must have the exhibitor's authorization, present the document and purchase a credential at CAMPS - Service Center for Assembler and Service Providers.







**IMPORTANT:** The hired professional must only photograph/film the authorized stand. The Promoter may seize any unauthorized material or prevent access to the stand if the limitations imposed by the Promoter are not complied with.

#### 2.3.3 SECURITY CREDENTIALS

According to the NOTICE OF NOTIFICATION issued by the FEDERAL POLICE on 4/8th/99, the promoter companies and organizers of events are strictly forbidden from accrediting people who are not licensed and regulated to provide stand SECURITY GUARD and/or WATCHMAN services.

For both "exhibitor employee" security and "contracted company" security, the credential will have a cost, according to the price available on the website.

We recommend hiring the Official Security Company, which will be published in the List of Official Suppliers.

The exhibitor must hire staff from legally specialized companies and demand the necessary documents, as directed by the Federal Police, for the release of the credential in the pavilion, such as authorization to operate, a security certificate, and a review of authorization to operate.

The credential of **the security guard hired by a non-official** company will only be issued upon presentation of the following documents at CAMPS (Service Center for the Assembler and Provider of Service Provider):

- ✓ Presentation of the security guard's documents followed by a simple copy: training course, refresher course (training more than two years ago), ID, CPF and background check;
- Service contract between the exhibitor and the security company or letter on the exhibitor's letterhead letter
  from the exhibitor, stating the name of the company and the security guard who will be providing the service;
- ✓ Company cover letter (letterhead of the contracted company), containing the details of the security guard who will be providing the service and the name of the exhibitor;
- ✓ Safety certificate and company operating permit valid for 1 year (simple copy).

We ask for your special attention in complying with this order, as the Federal Police will be inspecting you during the event and, if violations of the law are found, the companies will be subject to warnings, fines and even interdiction.

The Organizer is not responsible for any theft or robbery that may occur in the exhibition hall.

Under no circumstances may security quards carry any type of weapon.



Exhibitors, fitters or service providers will not be allowed to stay inside the pavilion at night. Only security guards, upon presentation of documents and duly accredited.

Security companies must be registered by June 20, 2024. After that date it will only be possible to contract the official service offered by the promoter.

#### 2.4 LEADSTER

With a view to speeding things up, facilitating access to data, and improving the measurement of your results during the fair, data collection from the professionals who visit your stand is now 100% digital, using Leadster.

Leadster is a tool where your team can, by simply scanning the visitor's credential code, collect, rate and make notes on each professional who passes by your stand during the event.

You can purchase Leadster when you book your stand, directly with your sales executive or through the e-commerce additional services.







With just one Leadster license, you'll be able to register your entire team, increasing even more your ability to collect contacts during the event.

If you would like more details about Leadster, please contact our exhibitor support team at <a href="leadster@informa.com">leadster@informa.com</a>.

#### 2.4 VIP CLUB

Each exhibitor can nominate up to 30 national guests and 30 international guests for the ForMóbile VIP Club, offering convenience for their main buyers to visit them during the event.

Among the amenities, VIP Club guests have: - National VIP Club: exclusive entrance, access to the VIP lounge with meeting rooms, WiFi, buffet service and 1 day's free parking; - International VIP Club: exclusive entrance, access to the VIP lounge with meeting rooms, WiFi and buffet service. More information on how to use this benefit will be available soon.

ATTENTION: Employees of exhibiting companies will not be accepted as VIP Club guests.

#### 2.5 EXHIBITOR'S GUEST

Each exhibitor can nominate as many guests as they like to receive a digital GUEST credential for access to the event.

The number of invitations is unlimited and we will communicate the importance of visiting the event to each guest in a personalized way.

More information on how to use the benefit will be available soon.

#### 2.5 PAYMENTS

#### **PAYMENT METHODS AND DEADLINES:**

- A) E-commerce (via the Exhibitor's manual):
  - Bank slip

Payment within 07 calendar days of purchase (respecting the deadline).

Credit card (Amex, Visa, Mastercard and Elo).

Possibility of purchase and payment through the website until June 20th, 2024.

- B) CAEX (Exhibitor Service Center, in the Exhibition Pavilion)
- · Credit and/or debit cards (Amex, Visa, Mastercard, Elo) charged in local currency (Reals)

#### **NOTE:** We do not accept checks

**Important:** The e-commerce will be open for purchases until **June 20th, 2024**, business hours, closing promptly at 6pm.

Orders placed and not paid by June 20th, 2024, will be automatically canceled. And the purchase must be made directly at CAEX at the current updated price list.

Credentials will only be delivered once all outstanding amounts have been paid.

If you have any questions, please contact the Finance Department at financeirocr@informa.com.

- Receipts and invoices will ONLY be available on the billing portal and will be issued to the CNPJ indicated on the order. Once approved, it will not be possible to cancel and reissue with another CNPJ.
- Be sure to confirm the correct payer's CNPJ when requesting additional services.
- Make sure that the order is placed for the CNPJ that requires the receipt and invoice.







#### 2.5.1 INVOICES

Please note that for the 2024 edition the invoice for the total value of the contract and services will be issued in the month in which the event takes place. For each invoice, a Simple Receipt is issued describing the value of each document, as well as a description of the tax withheld. As stipulated in the contract, the receipt available (Billing Portal) has a treatment according to advance payments inherent to the Provision of Services of PLANNING, ORGANIZATION AND ADMINISTRATION OF FAIRS, EXHIBITIONS, CONGRESSES AND SIMILAR - SERVICE CODE: 07161 - ITEM 17.10 OF LAW 116/03.

For more information on invoices and receipts, please contact the Tax Department at e-mail: <a href="mailto:fiscalbr@informa.com">fiscalbr@informa.com</a>.









## 3 DIGITAL PLATFORM

#### 3.1 INTRODUCTION TO THE DIGITAL PLATFORM

The exclusive **ForMobile Xperience** Platform is a revolutionary space to boost your presence during the event and expand your connections throughout the year. This Digital Platform will be your ally in both the virtual and face-to-face environments, taking your participation to a new level.

#### https://app.informamarkets.com.br/event/formobile-xperience-2024

You will soon receive a special welcome e-mail from the sender noreply@informamarkets.com.br

If you can't find the email in your inbox, take a look in your SPAM folder - we don't want you miss any important details.

#### 3.2 WHY SEIZE THE MOST IN THE DIGITAL PLATFORM

This is your chance to boost your sales and strengthen your brand. Explore the most of all the possibilities offered by the Digital Platform, using it as a partner to achieve recognition and success.

During your journey, we'll be here to send you detailed guidance on how to use the platform.

- Networking and Connecting: Prospect for new business opportunities by adding and chatting with your target audience.
- Keep an eye on your inbox on the Digital Platform, a new opportunity could arrive at any moment!
- Find out the latest news in real time via the Event Feed!
- Search for companies and products on display and find out about the latest launches in the sector!
- Watch the best content we have available for you!

#### 3.3 SUCCESS CHECKLIST

Your experience with the Digital Platform will be even more beneficial by following these step-by-step instructions:

- Bring your Company profile to life. Add logos, videos, attractive catalogs and even links to your social media. Tip:
Be careful, this is your business card, and the first impression is the last impression! - Add all of your team that will
be present at the event to your Company Profile, so that everyone is connected and able to do good business! - Use
the "Connect" function to find visitors who share an interest in your segment, expanding your network. - Don't miss
what matters: bookmark the lectures and panels that most caught your attention in the "Schedule yourself" menu.

#### 3.4 UNCOMPLICATED ACCESS

In addition to the access you receive via e-mail, you can also access the platform directly via the link [link coming soon].

Click on the "Login" option in the top right-hand corner of the screen, enter your e-mail address and create a password to start enjoying all the features.

#### 3.5 SUPPORT ALWAYS AVAILABLE

Questions? We're at your side, ready to help you during every step of the way on your Digital Platform journey. Don't hesitate to contact us at atendimento.formobile@informamarkets.com.br to receive personalized and efficient support.









## **4 EVENT SECURITY**

The event has a security team in the common areas and at the access controls available during the entire assembly, accomplishment and disassembly period.

The exhibitors are responsible for the security of all goods exhibited in the internal area of their stand.

It is the responsibility of each exhibitor to provide security for their stand, objects and equipment during assembly, implementation and disassembly.



ATTENTION: we recommend that you pay extra attention to all your personal belongings while in the pavilion, especially laptops, tablets, digital cameras and cell phones. Keep them under your constant observation or in a safe place. The organizer is not responsible for theft of this type of equipment at events. Be vigilant and avoid inconvenience.

You should also avoid hiring clandestine companies or people who are unqualified to work as security guards for the security profession, and even authorized companies, but which are not in good standing with the Private Security Control Department.

The exhibitor is responsible for the isolation and security of their stand during assembly, decoration, implementation and dismantling of the event. The event organizer will not be held responsible for losses, damages, thefts, breakdowns or misplacements of any kind during assembly, implementation and disassembly of the event, each exhibitor must provide for the safekeeping of products and equipment. After the close of business (check the period in items "1.5 DAYS AND HOURS OF THE FAIR" and "1.6 CAEX - SERVICE HOURS"), all participants, exhibitors and other service providers must leave the pavilion, only the security guards who work for the exhibiting company and the staff of the organizing company will remain.

The exhibiting company may hire security from a supplier it trusts, as long as the service provider provides the necessary documentation requested in item "2.3 SECURITY CREDENTIAL" of this manual.

We recommend contracting the security service through our e-commerce site, in the Customer Portal. If you have any questions or need support in contracting, please contact customer service at <a href="mailto:atendimento.formobile@informamarkets.com.br">atendimento.formobile@informamarkets.com.br</a> or phone: +55 (11) 5043-9680.

The e-commerce will be open until July 26th, 2024 to contract this service. For information on payments, days and times available, see item 2.5- PAYMENTS of this manual. If you have contracted the security service through e-commerce on the Customer Portal, you do not need to purchase a credential for this service.

#### **EVENT SAFETY TIPS:**

- To ask for information or help, always look for someone with the event organizer's badge or official supplier badge;
- Don't neglect your belongings. Beware of people who approach you suspiciously just to distract you;
- Do not leave your wallet, cell phone or other belongings on the table if you need to be away temporarily;
- Charge video cameras, laptops, cell phones or other electronic devices in a safe place;
- Keep your personal belongings in a safe place;
- As a suggestion, have a mini storage room at your stand, with a key, for your team's belongings and leave only one person in charge of the key.

#### IN THE CASE OF LAPTOPS AND CELL PHONES:

- Always keep it safe and back it up;
- Keep the screen out of reach of prying eyes;
- Wow, free Wi-Fi! Be careful with open networks;
- Use secure passwords to lock them;
- Install a VPN, especially if the laptop is used for professional purposes.

If something happens, and you need support, please contact CAEX (EXHIBITORS SERVICE CENTER), you will be attended by the organization, together with the event's supervisor. The team will help you file a police report, reporting all lost or stolen items, via the link below, or at the police station closest to the event: <a href="https://www.delegaciaeletronica.policiacivil.sp.gov.br/ssp-de-cidadao/home">https://www.delegaciaeletronica.policiacivil.sp.gov.br/ssp-de-cidadao/home</a>







Foreigners, in the case of a passport's loss, must go to their country's consular service to obtain a new passport. If you lose your credit cards, immediately notify your bank administrator.

#### **SAFETY AND EMERGENCIES**

Always keep these numbers within easy reach:

- Traffic CET 156
- Fire Department 193
- Civil Defense 199
- Specialized Women's Police Stations 180
- Hotline 181 or 0800-156315
- DDI Information 0800 777 1515
- Ombudsman of the Municipality of São Paulo 0800 17 5717
- Civil Police 197
- Military Police 190
- Federal Highway Police 191
- SAMU Mobile Emergency Service 192
- Sustainable Tourism and Childhood Dial and report sexual exploitation of children and adolescents 100









## **5 ASSEMBLY AND DISASSEMBLY RULES**

#### **5.1 RENTED AREA OCCUPATION**

The areas contractually rented will be free for occupation and assembly in accordance with the dates, times and requirements contained in this manual. Areas not occupied up **to 48 hours** before the start of the period may be reallocated at the sole and exclusive discretion of the Fair Management, the exhibitor shall not be entitled to any compensation or claims.

#### **5.2 PROJECT PRESENTATION - FREE AREA**

It is compulsory to present the project for the entire stand with its own assembly.

The construction of the stands must follow exactly the designs sent to the Organizer and any changes to the design must be sent to the Operations Department beforehand.

The following documents must be sent:

- Ground plan;
- Front and side elevations;
- Perspectives (1 per façade), with the legible name and signature of the qualified professional (responsible for the project) and contact telephone number;
- A.R.T. / R.R.T. of the project and execution\*
- A.R.T. / R.R.T. for electrics;
- Copy of CAU/CREA card\*\*
- Term of Responsibility duly completed and signed;
- Aerial structures: send documents directly to São Paulo Expo (form available for download on the online Exhibitor Portal).

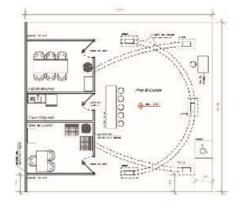
Projects and other documents must be submitted by the exhibitor via the J.A Promoções platform. Once the exhibitor has logged on to the Exhibitor Portal, they will receive an e-mail with access information so that they can submit their projects. Submissions must be made by the deadline specified in this manual. Projects sent by e-mail will not be analyzed.

E-mail for project questions: projetos.formobile@informa.com

\*A.R.T. (Annotation of Technical Responsibility) or R.R.T. (Registration of Technical Responsibility), signed by a professional registered with CAU/CREA in the State of São Paulo, with proof of payment;

\*\*Copy of the CAU/CREA card of the professional who signed the A.R.T./R.R.T.

## PROJECT EXAMPLES GROUND PLAN

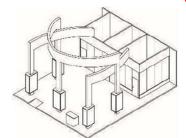


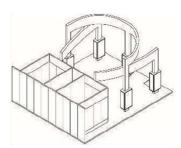






#### **PERSPECTIVES**





#### DEADLINE FOR SUBMITTING THE STAND PROJECT: May 24th, 2024.

#### **IMPORTANT OBSERVATIONS**

- 1. All projects submitted must have elevation/height dimensions and area measurements;
- 2. The exhibiting companies are obliged to identify the project with the name of the responsible exhibitor, phone number and e-mail address;
- 3. Failure to comply with the above stipulations within the stipulated period shall exempt the Promoter from any liability and/or obligation.

**ATTENTION:** The stand will be set up once the project has been approved, discharge of all debts of the exhibitor and assembler. It is extremely important, for inspection reasons, to keep a copy of the project and A.R.T./R.R.T. at the stand during the entire period of assembly and execution of the event.

#### 5.3 TERM OF RESPONSIBILITY AND OCCUPATION OF THE AREA

The assembler must submit a Statement of Liability, assuming responsibility for any damage caused by its material and/or personnel to the pavilion, to third parties, including penalties for failure to comply with the assembly, maintenance and disassembly rules, in accordance with the deadlines established in the fair regulations and in this manual.

#### 5.4 HEIGHTS AND SETBACKS FOR SETTING UP THE STAND

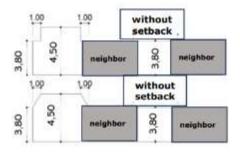
## HEIGHTS (FROM THE PAVILION FLOOR)

Up to 3.80 m From 3.81m to 4.50m MINIMUM SETBACK (Neighbors only\*)

WITHOUT SETBACK 1,00 m

\*The setback is only obligatory for the construction of walls facing the neighbors (regardless of the configuration of the stand, e.g. front-only, island end and corner).

IMPORTANT: Only stands that have suspended structures (overhead) will be allowed to raise this structure to 5.00m, and the height limit of the stand walls must remain at 4.50m, respecting the appropriate setbacks.









**ATTENTION:** The use of containers as exhibition stands is authorized, provided they comply with all the required standards, such as the height limit and 30% visibility. This material must be brought in and positioned next to the machinery entrance on the first day and at assembly time.

#### **5.4.1 SUSPENDED STRUCTURE HEIGHT**

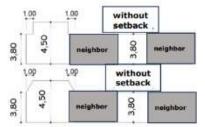
## HEIGHTS (FROM THE PAVILION FLOOR)

Up to 5 m

MINIMUM SETBACK (Neighbors only\*)

1,00 m

Stands with suspended structures (overhead) may only raise this structure to 5.00m. Other walls must follow the height limit of 4.50m, respecting the appropriate setbacks.



#### **5.5 VISIBILITY**

Stands may not, under any circumstances, obstruct the visibility of the sides facing the roads. It is compulsory to open 30% of the linear footage of each side. Glass/vitrines will be accepted in the opening area. Walls made of glass or similar material with total transparency must be marked with safety signs.

**IMPORTANT:** For all stands in front-only, corner and island-top configurations (surrounded by three streets), it is compulsory to build walls to divide their area. Also remember that at the back of the wall, if your neighbor has the standard height (2.20m), you must have the neutral finish (white color) at the same level of quality up to the height limit built.

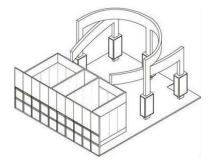
#### **5.6 PARTITION WALLS AND FINISHES**

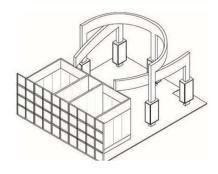
It is compulsory to build dividing walls on the boundaries of your area (but within it) with neighboring areas. The minimum height must be **2.20m** from the pavilion floor, up to a maximum height of 4.50m, respecting the respective height setback around the entire perimeter of the stand.

#### **EXAMPLE**

**RIGHT** 

#### **WRONG**





IMPORTANT: Hydrants and any other fire-fighting equipment within the stand area must be easily accessible, visible and well signposted.









#### **5.7 GLASS WALLS**

All glass walls must be made of tempered or laminated glass, respecting the setback table imposed by the Informa.

The panels must be marked with safety tape (stickers, graphics, logos, etc.) during the assembly and disassembly periods, in order to prevent accidents.

The following must be observed: legal requirements, Fire Department regulations and NBR 7.199, 14.697 and 14.698 of the ABNT. The use of glass panels requires the presentation of an A.R.T. (Annotation of Technical Responsibility) or R.R.T. (Registration of Technical Responsibility) and presentation of a certificate of manufacture (certification of the material).

#### **5.8 STAND FLOOR**

**Raising the stand floor in any area is optional.** When the floor is raised, it is compulsory the construction of an access ramp for the disabled, regardless of its size.

Stands with gaps of up to 20 cm must have an access ramp with a slope of between 8.33% and 10%. Ramps must be chamfered on their sides with a minimum width of 1.20m, with an 80 cm wide clearance for wheelchair users.

The area of each stand will be demarcated and identified on the pavilion floor. It is the responsibility of the exhibitor/assembler to ask the Operational Team for help with any questions regarding the rented area.

#### Example 1



- 1 Slope between 8.33% and 10%
- 2 Minimum clear span of 0.80 m
- 3- A side barrier along the entire length of the ramp, at least 0.10 meters wide x 0.15 meters high

#### Example 2



- 1 E2 Slope between 8.33% and 10%
- 2 Minimum clear span of 0.80 m
- 3 Minimum ramp width 1.20 meters (gap and chamfer)







The event's Operations team will not be held responsible for any unevenness in the floor or any problems related to the non-use of raised flooring.

**IMPORTANT:** For any stand with a raised floor above 0.50 m in height from the pavilion floor, it is compulsory to present the A.R.T. (Annotation of Technical Responsibility) / R.R.T. (Registration of Technical Responsibility) signed by a professional registered with the CAU/CREA bodies of the State of São Paulo, duly paid, and a structural calculation of said project in two copies.

#### **5.8.1 PAVILION FLOOR**

It is forbidden for the exhibitor/assembler to mark, drill or paint the pavilion floor. The pavilion floor must be covered with the appropriate material to protect it. Any damage caused will result in a fine and will be charged directly to the exhibitor.

#### **5.8.2 TYPES OF ADHESIVE TAPE PERMITTED**

When the exhibitor and/or assembler is using carpeting and/or padding directly on the pavilion floor. **THE USE OF THE FOLLOWING TYPES OF EASILY REMOVABLE DOUBLE-SIDED TAPE IS MANDATORY:** 

- 3M SCOTCH Double Sided Ref. 4880.
- CARPEFIX Paper Double Sided Adhesive Ref. 462/ 40g/m<sup>2</sup>.

The use of glue and/or other abrasive "adhesive" derivatives directly on the floor is expressly prohibited on the floor.

**ATTENTION:** Double-sided adhesive tapes have a different degree of adhesion depending on the side applied, check the label on the tape before applying. If applied incorrectly, it may be difficult to remove during dismantling. For example, according to the manufacturer ADERE: "Medium adhesion on the outside and high adhesion on the inside". It is the assembler's responsibility to remove all tape residue from the assembly area.

All tapes must be removed during dismantling, and the area delivered clean.

#### **5.9 STANDS WITH MEZANINE ASSEMBLING**

**ATTENTION:** The construction of mezzanines will not be permitted.

Following new guidelines related to safety and sustainability, as of 2023 it will adopt restrictive measures regarding the construction of mezzanines. The construction of mezzanines will not be allowed. If you have any doubts, please contact your sales representative.

Exceptions following all the conditions below may be assessed and approved by the Organizer:

- Mezzanines installed on top of containers;
- Mezzanines that do not require construction, only installation (without generating waste and ensuring greater worker safety);
- And that meet the maximum height allowed for the event.

#### **5.10 AERIAL STRUCTURE**

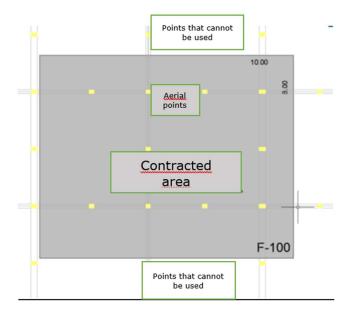
It is forbidden for any exhibitor to use the Pavilion's airspace to advertise their stand. This area may only be used by the Promoter for signage and merchandising.

For the use of aerial cables, only the cables that are within the contracted area will be allowed, and it is not possible to use the points that are on the streets. We recommend that before drawing up the project, you request a technical plan of the aerial network of the contracted area in order to size the cables within the exhibition area. Example below:









The exhibitor/assembler will be allowed to place suspended structures fixed to the ceiling of the Pavilion when it is indispensable for supporting the stand, as long as the following documentation mentioned in the file **Standards Air Structure SÃO PAULO EXPO - EXHIBITION & CONVENTION CENTER** is presented to the operational team of SÃO PAULO EXPO - EXHIBITION & CONVENTION CENTER up to 30 (thirty) days before the event and to the operational department together with the stand project.

- The price charged is per point fixed to the pavilion's metal structure.
- The maximum load capacity is 50 kg per node point.

Request the file via the customer service e-mail (Aerial Structure Regulations SÃO PAULO EXPO - EXHIBITION & CONVENTION CENTER). It describes the procedures and standards for the aerial structure in the pavilion.

São Paulo Expo +55 (11) 5067-1717 riggingspexpo@glbr.com.br cabos.spexpo@glbr.com.br

#### **5.11 HORIZONTAL PROJECTION OF THE STAND**

The horizontal projection of any assembly element or products on display must be within the limits of the rented area.

Projections onto neighboring stands or circulation areas will not be allowed.

#### **5.12 PROJECTION OF STAND FAÇADE**

No raised banners may be installed projecting outside the boundaries of the area, with the exception of lighting spots, as long as they are at least **2.80m high.** 

Stands may only be identified from the side facing the street. Façade facing neighbors will not be allowed.









#### **5.13 USE OF THATCH, LYCRA, AND DECORATIVE FABRICS**

For the use of thatch, lycra and decorative fabrics, it is compulsory to present a report on the application of a flame retardant product (fireproofing). These materials must be accompanied by fire extinguishers in adequate quantity, at the discretion of the Fair Management and/or the Official Fire Brigade.

The material may undergo a flame test and will have an entry time to the fairground.

The report and A.R.T./R.R.T. for the application of the flame retardant product must be submitted to the event's Fire Brigade during the assembly period.

#### **5.14 AUDITORIUMS OR PROJECTION ROOMS**

In environments such as auditoriums or projection rooms, or even closed, dark environments, emergency lights must be installed, acoustics appropriate to the activity, signage for emergency exits, signs indicating the maximum capacity, and other safety equipment that may be necessary.

The Fair Management may require the installation of additional safety equipment and may also interdict the environment that is not in compliance with any of these mandatory safety items.

#### 5.15 EXTERNAL LIGHTING, BRACKET SCONCES, EXTERNAL SPOTLIGHTS FOR STANDS

Any and all lighting on the outside of the stand must be shielded, preventing access by people. Sconces and external spotlights must be above 2,80m or isolated and protected from visitor access.

All stand lighting must be self-sufficient, and the exhibitor/assembler must not "rely" on the general lighting of the fairgrounds. The exhibitor/assembler must ensure that this lighting does not harm neighboring stands (floodlights, etc.) or visitors.

The Fair Management reserves the right to close the stand until the requests for protection or removal of equipment are complied.

#### **5.16 MASONRY CONSTRUCTIONS**

Any construction (floors and walls) in masonry, similar materials, reinforced or unreinforced concrete is prohibited.

If masonry construction is essential, prior approval from the Promoter will be required before starting the stand project. If approved, the floor of the pavilion must be covered with a suitable material to protect it before construction of the stand begins.

#### **5.17 CABLES**

It is not permitted to run cables or any connecting elements that cut through streets, common areas or neighboring stands. These needs, if they occur, must be foreseen in advance, and resolved with the Promoter.

It is compulsory to use non-flame propagating cable with double mechanical insulation (PP type). In case of doubt, consult NBR 5.410. All stands must be grounded.

#### **5.18 PAVILION ELECTRICAL INSTALLATIONS**

The cable gauges and socket capacities supplied for the stands will be sized according to the table below:

Requested power (Kva)	Maximum Electrical Current (A)	Cabe (PP type)	Socket Industrial Model - Female - Earth 6hrs
0 a 22	32	6mm	32 A
23 a 42	61	16mm	63 A
Above 43	Electrical distribut	ion will be studied in detail	Ponta Viva







In accordance with Regulatory Standard NR-10 (art.10.5.1, items "a" and "c"), the following is the procedure to be adopted when energizing distribution boards installed in temporary electrical installations. Before energizing the stand, the main circuit breaker must be tripped. After confirming that the circuit breaker has been disarmed, carry out a voltage test on the stand's main switchboard and on the stand's other distribution circuits, regardless of the connection provided by the pavilion at the stand (Steck or Ponta Ativa). This test is usual and normative, as mentioned above in the NR-10 articles. It is carried out so that no problems can occur as soon as the stand is energized, causing equipment to burn out and possible accidents to the people involved in the assembly. It is therefore the assembler's responsibility to carry out a voltage test on the main switchboards before energizing the stand.



#### Socket supplied 32A or 63A

- Industrial socket 3P + N + T
- Female
- · Earth direction 6 hours



## Socket required for 32A or 63A connection:

- Industrial socket 3P + N + T
- Male
- . Earth direction 6 hours

#### **VOLTAGE SYSTEM**

- 380 V FFF + T
- 220 V F + N + T
- · 60 HZ frequency

#### Please note:

The grounding of each stand is mandatory according to NR3410.

São Paulo Expo only supplies the point with a female Steck.

The electrical distribution, power board and sockets are the responsibility of the exhibitor.

#### **5.19 ELECTRICAL APPLIANCES**

Electrical appliances are widely used in the assembly and disassembly of stands. Direct contact with electrical materials can cause serious or fatal injuries. To avoid these accidents, due attention must be paid to the safe use of electricity.

Here are some basic safety precautions for using electricity:

- Check all electrical appliances before use. Repair or replace damaged or defective parts;
- If the protection device of the electrical equipment (fuse or circuit breaker) is failure, the problem must be checked immediately and rectified before using the equipment again.
- All sockets and plugs must be suitable and electrical cable connections must be adequately protected;
- Avoid overloading electrical sockets;
- All electrical work must be carried out by an electrician.

## 5.20 USE OF INDIVIDUAL PROTECTION EQUIPMENT AND COLLECTIVE PROTECTION EQUIPMENT (EPI AND EPC)

According to Regulatory Standard No. 6 of the Ministry of Labor and Employment (MTE) the promoter determines that: the use of PPE - Personal Protective Equipment - is mandatory and EPC - Collective Protection Equipment, specific to the development of each function.

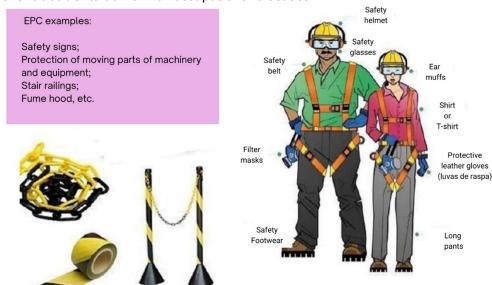
According to Article 157 of the CLT, companies are responsible for:

I. Comply with and enforce occupational health and safety regulations;





II. Instructing employees, by means of work orders, on the precautions to be taken in order to prevent accidents at work or occupational diseases.



When carrying out services in and around electrical installations, collective protection equipment must be provided and adopted.

Collective Protective Equipment (EPC) is any device, system, fixed or mobile, which has the purpose of the physical integrity and health of workers, users and third parties.

Minors under the age of 18 are prohibited from entering the pavilion during the assembly and disassembly of stands, even if they are accompanied by a legal guardian.

We remind you that the Public Ministry of Labor and Employment is supervising the event, and all those involved must comply with labor legislation and use PPE in accordance with each NR.

#### **5.22 TRAFFIC ROUTES**

Traffic routes and neighboring stands may not be used for placing materials, tools, garbage bags and products to be installed on the stand. The entire operation must be carried out exclusively within the confines of the exhibitor's stand.

If there is a need to temporarily leave any material on traffic routes, the assembly company will have to leave a free area **1m** wide for the circulation of trolleys and the rapid passage of emergency equipment, rescue teams, fire departments and firefighters.

#### **5.23 AIR CONDITIONING**

The SÃO PAULO EXPO - EXHIBITION & CONVENTION CENTER has an air conditioning system.

The use of air-conditioning machines inside the stands will not be permitted.

#### **5.24 EQUIPMENT AND POWER TESTS**

**On June 30,2024 and July 1,2024, from 10am to 8pm,** the pavilion's power will be released for equipment testing. After this, the supply will be available regularly throughout the event, according to the opening and closing times.

**IMPORTANT:** If it is necessary to energize beforehand, please inform the Organization by e-mailing atendimento.formobile@informamarkets.com.br.







#### **5.25 FINAL DECORATIONS AND STAND CLEANING**

The final decoration of the stands will take place on **July 1st**, starting at **12pm**. Sanding, painting, welding, sawing and/or any other assembly that produces dirt after this time is prohibited.

It is the responsibility of the assembling company to deliver the stand clean for the opening.

#### **5.26 CARPETING IN COMMON AREAS**

The walkways (carpets) will be laid from 12pm on July 1th, and from that time onwards any assembly or exhibition equipment must be brought in such a way as not to damage the walkways that have already been laid.

Any damage to the walkways will be the sole responsibility of the exhibitor, who must reimburse the Fair Management for the cost of replacing and reinstalling the damaged walkway roll.

#### **5.27 GOODS ENTRANCE**

All merchandise will be free to enter the fairgrounds. It is the exhibitor's sole responsibility to comply with any and all legal requirements relating to the procedure of shipments of goods, products, equipment and/or utensils. **See "Legal Requirements" - "Tax Procedures".** 

**IMPORTANT:** The Organizer is not responsible for the receipt of goods and does not provide any kind of storage facility on the fairgrounds for exhibitors' products and equipment, also being exempt from any liability for damage, breakdown, loss, theft or robbery of any kind.

It is the exhibitor's responsibility to provide a place to store their materials and belongings, as well as to have an employee responsible for receiving equipment and/or products.

On July 1th, only the decoration of stands and the entry of materials by hand or by means of trolleys with pneumatic rubber tires will be allowed until 8pm.

#### **5.28 DISMANTLING**

On July 5th, from 7pm to 8pm, only the removal of decorative material, products, equipment and exhibitors' belongings by hand or by means of trolleys with pneumatic rubber tires will be allowed.

Exhibitors are asked to keep a responsible employee at their stand during the dismantling period until their equipment and/or products have been completely removed, as the fair management is not responsible for any disappearances, damage and/or theft that may occur.

The Promoter is exempt from any liability for damage, breakdown, loss, theft or robbery of any kind.

ATTENTION: The Organizer does not keep any material after dismantling has finished.

#### **5.29 END OF DISMANTLING PERIOD**

Dismantling ends at **12pm** on **July 7th**. The rented area must be returned to the Promoter, clean and clear, without any materials, whether from the exhibiting company or the assembling company.

Any materials, equipment and products remaining in the pavilion after the end of the dismantling period will be removed by the fair management, who will charge the exhibitor for the costs arising from this operation and will also execute the Statement of Responsibility.

**IMPORTANT:** We ask all exhibitors who handle oil and/or paints during the event to clean and protect the equipment before removing it, so as not to cause stains on the pavilion floor.

It is also the responsibility of the assembler to completely remove the adhesive tapes applied to the assembled area.

Companies that fail to adopt this measure could be fined according to the damage found. It is of the utmost importance to provide guidance to the technician responsible.









#### **5.30 INFORMA MARKETS AND SUSTAINABILITY**

Our goal is to be an increasingly sustainable business with a positive impact on our clients and the communities around the venues where the events are held. Through the **FasterForward** program, we are incorporating sustainability into everything we do and seizing opportunities to help our customers and markets to do the same.

The program is structured around 3 pillars - **Faster to Zero, Sustainability Inside and Impact Multiplier** - with ambitious commitments and a wide range of activities, embracing Informa's business operations, our brands and products, and our impact on the wider community.



In the **Faster to Zero** pillar, one of our global goals is:

Halve the waste generated through our products and events by 2024.

And to achieve this goal, we launched the **Better Stands** program, which in turn has 2 goals: **eliminating the use of disposable structures,** replacing them with reusable structures, and **bringing waste generation to zero.** 



We want to show that reusable stands can be better and create an even more relevant experience at our events, and we invite you, exhibitors and assemblers, to join us towards a future of events in Brazil and around the world that is more sustainable for everyone and for the environment.

#### SOME IMPORTANT EXPLANATIONS

#### Why are we asking exhibitors to stop building disposable stands?

Disposable stands create considerable environmental and safety problems on site due to the amount of waste generated, the high risks due to less safe construction practices, and the toxic impact of the raw materials used in the stands. The quality of the finish is also often compromised due to the pressure of working time (assembly and disassembly).

#### What is a disposable stand?







Generally, its structure is built with materials that cannot be reused or recycled after the event, so it is only used once and then demolished and disposed of, generating a very large amount of waste.

#### What is a reusable (non-disposable) stand?

A reusable (non-disposable) stand is built with materials designed to be used several times. There are almost infinite variations of multi-use brackets to suit every size and desired appearance, and as the cost of these supports is generally lower than for disposable supports, this helps to reduce expenses and provide a better investment.

#### What is a prefabricated stand?

A prefabricated stand is one that arrives at the event in pieces ready to be assembled, reducing the need for on-site work. At the end of the event, the stand is dismantled into pieces and kept for reuse at other events.

Benefits of reusable and prefabricated stands:

- · Reduces material waste and environmental impact;
- Reduces construction, assembly and disassembly time;
- Reduces design and construction costs;
- Increases the safety of assemblers, exhibitors and visitors;
- Allows investment in stands of higher quality and durability.

#### My stand is made of wood - isn't that recyclable?

Most of the disposable stands built at events are made from MDF, which cannot be recycled, and when cut, releases clouds of carcinogenic dust particles.

Once used, MDF can only be disposed of in landfills or incinerated and therefore does not comply with the Better Stands requirements.

However, some prefabricated stands can be made from wooden stock panels, which are reusable and would therefore comply with the new regulations. It is important that the contracted assembler send details of the materials being used to clarify this.

## GOOD SUSTAINABILITY PRACTICES AT EVENTS ORGANIZED AND PROMOTED BY INFORMA MARKETS

Here are some recommendations for you, the exhibitors, so that your stand complies with the criteria of the *Better Stands program*.

#### Recommended:

- All the main elements, i.e., walls, arches, counters, etc., should be built with reusable materials, e.g., system construction or stock panels;
- The stand structure must be prefabricated and ready for assembly on site;
- Final adjustments to prefabricated parts are permitted for fitting purposes;
- Final coating of TVOC (Volatile Organic Solvent Content) paints is acceptable for repair purposes only;
- Flat floors and system floors must be cut to size before entering the site and be recyclable and/or reusable;
- The use of LED lighting;
- The use of recycled carpet, vinyl flooring and other floor coverings.

#### Not recommended:







- The use of single MDF panels or similar raw materials planned to be cut on site;
- The use of 'other' raw materials to build main structural elements, i.e., walls, arches, floor systems, counters, etc., which are not intended to be reused or recycled after use;
- Construction of any stand component from single-use materials;
- Build from scratch on the site of any central element of the stand;
- The use of incandescent lamps;
- The use of non-recycled carpet; vinyl flooring and other floor coverings.

By following these tips, you can be sure that your stand and brand will be allies in ensuring good practices in sustainability, increasing public engagement, and at the same time, making your product and/or service is much more valued in the market.

For more details and information, see the chapter "Tips for hiring staging companies for your event."









## **6 REGULATORY STANDARDS**

The Regulatory Norms - NR have the principle of regulating and providing guidance on the procedures related to occupational safety and medicine in Brazil. The Regulatory Standards of Chapter V, Title II, of the Consolidation of Labor Laws (CLT), relating to Safety and Occupational Medicine, were approved by Ordinance No. 3.214, June 08, 1978 and are mandatory observance by all Brazilian companies governed by the CLT.

During the assembly and dismantling of the stand, the requirements set out in the NR, among others, must be complied with:

**NR 06 - Personal Protective Equipment** 

NR 10 - Safety in Electrical Installations and Services

NR 11 - Transportation, Movement, Storage and Handling of Materials

NR 18 - Working Conditions and Environment in the Construction Industry

NR 35 - Working at Height

In order to work at heights and on electricity, the training specified in the NRs will be required to be cleared for the respective jobs. The promoter will develop a system for identifying assemblers using a wristband for each type of work, which must be worn throughout the assembly and disassembly period.

Training certificates for the use of crane equipment (NR 11) and aerial work platforms (NR 18) must be checked with the service provider contracted by the assembler and exhibitor and requested by the promoter.

For more information and to find out more about all the regulations, visit:

http://www.mtps.gov.br/seguranca-e-saude-no-trabalho/normatizacao/normas-regulamentadoras

#### 6.1 NR-12 - SAFETY AT WORK ON MACHINERY AND EQUIPMENT

As explained in the Legal Requirements Chapter of this Manual under the item "MINISTRY OF LABOR AND and SOCIAL SECURITY", exhibitor, Promoter, service providers must comply with all Regulatory Standards, Conventions, Decrees, Normative Instructions, Laws and Ordinances applied to Occupational Health and Safety.

With regard to Safety at Work in Machinery and Equipment related to this event, we note the attention paid to all Regulatory Standards and other legislation, especially **NR-12 - SAFETY AT WORK IN MACHINERY AND EQUIPMENT**.

The full content of all legislation related to the Ministry of Labor and Employment can be accessed at the following link: <a href="http://portal.mte.gov.br/legislacao/">http://portal.mte.gov.br/legislacao/</a>.

In addition to the Regulatory Standards of the Ministry of Labor and Social Security, the Exhibitor must observe the following fundamental concepts and general design principles relating to machine safety, established by "ABNT" in accordance with the Brazilian Committee for Machinery and Mechanical Equipment and the MERCOSUR Sectorial Committee for Machinery and Mechanical Equipment.

We also recommend that the machines comply with the following standards, among others Brazilian Technical Standards:







Nº Title Date

	- 1-1-0	
ABNT NBR 13759: 1996	Safety of machinery - Emergency stop equipment - Functional aspects - Project principles	30/12/1996
ABNT NBR. 13970:1997	Machine safety - Temperature of accessible surfaces - Ergonomic data to establish temperature limits for heated surfaces	30/09/1997
ABNT NBR 14009: 1997	Safety of machinery - Principles for risk assessment	30/11/1997
ABNT NBR. 14152:1998	Safety machine - Two-hand control devices - Functional aspects and project principles	30/07/1998
ABNT NBR 14153:1998	Safety of machinery - Safety-related parts of control systems - General principles for the project / ISSO 13849-1: 2006, Safety of machinery - Safety - related parts of control systems - Part 1: General principles for design	30/07/1998
ABNT NBR 14154:1998	Machine safety - Preventing unexpected starts	30/07/1998
ABNT NBR 14191- 1:1998	Machinery safety - Reducing health risks resulting from hazardous substances emitted by machinery	30/10/1998

ABNTNBRNM 213- 1:2000	Safety of machinery - Fundamental concepts, general project principles - Part 1: Basic terminology and methodology	30/01/2000
ABNT NBR NM 213- 2:2000	Safety of machinery - Fundamental concepts, general project principles - Part 2: Technical principles and specialization and specifications	30/01/2000
ABNT NBR NM 272:2002	Safety of machinery - Protections - General requirements for the project and construction of fixed and mobile protections	30/07/2002
ABNT NBR NM 273:2002	Safety of machinery - Interlocking devices associated with protection - Principles for project and selection	30/07/2002
ABNT NBR NM ISO 13852:2003	Safety of machinery - Safety distances to prevent access to danger zones by upper limbs	30/05/2003
ABNT NBR NM ISO 13853:2003	Safety of machinery - Safety distances to prevent access to danger zones by lower limbs	30/11/2003







ABNT NBR NM ISO 13854:2003	Machine safety - Minimum gaps to avoid crushing parts of the human body	30/05/2003
ABNT NBR 13930:2008	Mechanical presses - Safety requirements	18/08/2008

Since June 11th, 2010, it has been forbidden to manufacture, import and market machines and equipment with squirrel-cage rotor induction electric motors between 1 hp and 250 hp, which that do not meet the high efficiency requirements.

The labeling of engines with the above characteristics is mandatory, and they must comply with INMETRO's conformity assessment requirements.

It is important to note that the use of machinery and equipment that does not comply with the INMETRO requirements will be subject to inspection, as well as a fine or seizure. The ordinances that regulate electric motors are:

• INMETRO Order No. 243 of September 4th, 2009

http://www.inmetro.gov.br/legislacao/rtac/pdf/RTAC001485.pdf

Ordinance No. 488 of December 8th, 2010

http://www.inmetro.gov.br/legislacao/rtac/pdf/RTAC001643.pdf

Please note that labor inspectors will be inspecting the machinery and equipment on display during the fair.

If security devices need to be removed to better display the products, we suggest that the device should also be on display and that visitors should be made aware of the fact that the machine is without them, even if it is not put into operation under these conditions.

#### **6.2 USE OF STAIRS**

The use of stairs inside the pavilion is common during assembly and disassembly. Some precautions must be taken to ensure the safety of the workers using them:

- Choose the right type of stairs for the job;
- Only use stairs that are of good quality and in perfect condition;
- Maintain the three balance points before use;
- If necessary, receive the help of a person to protect and provide the necessary assistance;
- Use the stairs for light, short-term work. Do not overload the ladder;
- Do not work on the steps of the stairs when you are more than 2.00 m high; if necessary, you must wear a safety belt;
- Do not place the stairs on irregular, sloping surfaces or on loose materials;
- Provide information, appropriate instructions, training and supervision for users;
- Scaffolding work floors must be fully lined, non-slip, level and securely and sturdily fixed or locked;
- Scaffolding must have a guardrail system and a toe board, including at the head end, around the entire perimeter, with the exception of the working face;
- Scaffolding must be accessed safely via a staircase built into the structure;
- It is forbidden to move scaffolding structures with workers on them;
- Scaffold towers may not exceed a height of four times the smallest dimension of the support base when not guved:
- Scaffolding castors must be fitted with locks to prevent accidental movement.

It is forbidden for professionals to move around on the stairs, and it is compulsory for the employee to get off the ladder to move it.









## 7 ADDITIONAL INFORMATION

#### 7.1 SECURITY IN THE PAVILION

The security service will be available during the entire period of assembly, implementation and dismantling, in the common areas of the event.

It is the responsibility of each exhibitor to provide security for their stand, objects and equipment during assembly, implementation and disassembly.

#### 7.2 EMERGENCY SERVICES

The emergency service will be in operation at times compatible with the periods of assembly, realization and disassembly periods set out in this manual.



If you need to work after the period specified in this manual, you will be charged. The person responsible must go to CAEX to pay immediately.

**ATTENTION:** The delivery of goods or remaining in the pavilion after the time announced by the event organizers will only be possible with the prior authorization of the Operational Team, as long as the medical service is available on site.

#### 7.3 TELEPHONY AND INTERNET

For events held at the São Paulo Expo, Hipernet provides direct line rental services and internet via aerial cable configured to the speed requested. The rental period will be counted from date of installation. Internal cabling and router installation are the sole responsibility of the exhibitor.

#### Contact

feirasspo@hthnet.net +55 (11) 3077-5500

IMPORTANT: Please note that there will be no wireless access (wi-fi) in the São Paulo Expo pavilion.

#### 7.4 INSURANCE

Contracting: https://vendas.seguroexpositor.com/plataformas/informa-markets/feiras-e-eventos

The exhibitor is **obliged** to take out specific insurance for Miscellaneous Risks - RD and Civil Liability - RC, which provide sufficient cover for the risks involved during the assembly and disassembly of the stand and the period during which the event is being held. Coverage must be contracted with insured amounts sufficient to cover losses resulting from damage to third parties, personal and material, or to the Exhibition Pavilions and resulting from damage and theft resulting from the relevant material on display. The ineffectiveness of these policies in covering the above risks will result in the exhibitor and their assembler being fully liable for all losses that may occur, and they will be responsible for indemnifying and recovering all damages from the Promoter, the Pavilion and third parties.

We reiterate that exhibitors are free to take out insurance through their preferred broker.

#### **Portal Seguro Expositor Team**

WhatsApp: +55 (11) 97632-1356 E-mail: <a href="mailto:seguroxpositor@2911.digital">seguroxpositor@2911.digital</a>

#### 7.5 INTERNAL LOGISTICS SERVICE

The following services will be offered by official companies for hire during the assembly and disassembly period.

√Forklift truck √Munck truck







- √Pallet truck
- √Crane
- √Removal team

The company's contact details will be published on the Suppliers List.

Accredited companies do not have the exclusive right to provide logistics services. Exhibitors have the free choice to contract another company of their choice.

In order to transport materials and/or equipment, the company providing the internal logistics service requires the exhibitor to take out insurance.

The exhibitor can take out insurance with the official company, which will calculate the cost based on the value of the equipment described on the invoice, both when the product is brought in and when it is taken out.

ATTENTION: The official company will not charge for the insurance when the DDR Letter - Waiver of Right of Return in the name of the company making the move, delivered on the Insurer's letterhead, is presented. Letters issued by brokers will not be accepted.

The model letter is available in Annex II (Waiver of Right of Return) of this manual.

The exhibitor is responsible for any damage caused by the outsourced transport company and the movement of this equipment inside the pavilion (e.g. tire marks, oil stains on the floor, accidents and damage to the pavilion structure).

#### 7.6 CUSTOMS CLEARANCE AND FORWARDING

For the contracting of import services, and for the temporary/definitive admission of goods or samples, the exhibitor may contact the accredited companies. The data will be published in the **Suppliers List.** 

It is at the exhibitor's discretion whether to hire a company for clearance, customs clearance and/or transit of goods.

#### 7.8 DIVERSITY AND HARASSMENT

Informa Markets, as promoter and organizer of the ForMóbile event, repudiates any type of discrimination, in relation to sex, origin, race, color, marital status, family situation, disability, age, sexual orientation, physical appearance, among others (in the form of law). We strongly encourage our exhibitors to celebrate diversity in every sense. We also advise that exhibitors pass on this principle to their direct contractors for carrying out any and all activities at the event. Sexual and moral harassment is a crime – Reports can be made through the specialized sexual harassment service, guidance and reporting channel. The service is confidential and individualized. You can contact us by telephone: 180 - Women's Service Center".









## **8 PERIOD OF EVENT REALIZATION**

Exhibitors must have at least one member of their staff present at the stand who is able to provide information about the products on display. A responsible person must be at the stand at least 30 minutes before the event opens.

Stands must not be closed before the end of event hours, even on the last day of the event.

The lighting will remain on for the duration of the event, and it is the exhibitor's responsibility to turn off the main power switch to their stand at the end of the day.

The lighting system will be switched off 30 (thirty) minutes after the daily closing of the fair.

**IMPORTANT:** The sale of food, ice cream, drinks and cigarettes on the stand is prohibited.

#### 8.1 PROMOTIONAL DISTRIBUTION AND BRAND PROMOTION

Exhibitors are forbidden to keep their staff outside the confines of the stand when selling or distributing leaflets, gifts, etc.

The distribution of gifts, samples, leaflets and catalogs will be allowed exclusively inside the stand, except from non-participating companies with no connection to the exhibitor.

If it is essential for the exhibitor to present products, equipment and services on its stand that it does not manufacture itself or represent exclusively, but which complement its product line, it is compulsory to send a written request to the Promoter who, at their discretion, may or may not authorize the display of the material.

It will not be allowed:

- Advertising, promotion or marketing by any other event promoter in the pavilion;
- Products and/or brand displays from companies competing with the official Sponsors of the event;
- Display of beverage and soft drink brands in visible places;

Exhibitors who do not comply with this requirement will have their materials collected by the security department, and may only remove them after the end of the event period. The Promoter may also prohibit the stand from operating at any time.

It is forbidden to sell products or services to visitors during the event.

#### 8.2 EXHIBITION OF MACHINERY AND VEHICLES ON STAND

For all motor vehicles that will be on display, it is mandatory that the fuel tanks are below the reserve line in order to avoid a large quantity of flammable liquid in an enclosed space.

The Operational Team may, at any time, request that the vehicle's fuel level be checked.

- The display/demonstration of any used machinery and/or equipment is prohibited. All must be new and unused. The Organization will notify the exhibiting company at any time and demand that the equipment in question be removed or covered, and will take the appropriate measures at the exhibitor's expense.
- The demonstration of any equipment, product, structure or element that poses a risk to people, or that produces a high level of noise or vibration that could disturb the operations of neighboring stands, may be suspended by the event organizers.

The permitted noise limit during the event is 70 decibels.

It is strictly forbidden to hold any events throughout the event:

- Pyrotechnic shows using smoke or dirigibles;
- Presentation of live models of any sex half-naked or wearing sex coverings;







- Animals of any species or size, including birds to decorate the stand or to complement the demonstration of the products on display;
- Use of drones inside the pavilion;
- Popcorn distribution is not allowed at the event;
- Samba school performances are forbidden.

#### **8.4 TICKETS AND BOX OFFICE**

The event has no ticket office. It is aimed at professionals in the field.

Entry will be allowed on presentation of the trade fair invitation (stamped by the exhibitor) and/or business card, accompanied by pre-registration.

ATTENTION: Children under the age of 18 are not allowed, even if accompanied by their guardians.

#### 8.5 SUPPLY, MAINTENANCE AND CLEANING OF THE STAND

Product supply, maintenance and stand cleaning services must be carried out from **08 am to 11am**. Access must be provided via the pavilion's loading and unloading area.

For maintenance, the assembly company must request a maximum of **2 (two) credentials** for any maintenance services during the event. The employees who will be providing the maintenance service must present themselves at CAMPS - Service Center for Assemblers and Service Providers, on the last day of assembly, and exchange their credentials.

If emergency maintenance is required, the exhibitor must go to the CAEX - Exhibitor Service Center and request authorization, and the criteria for approval are the sole and exclusive responsibility of the fair management.

#### **8.6 MERCHANDISING**

Merchandising will be considered to be any advertising carried out outside the land boundaries of the stand. Merchandising products are designed to increase the exhibitor's visibility and publicity within FORMOBILE 2024.

To find out about the merchandising tools available for the event, contact the sales team.

No material may be installed unless the Merchandising Contract has been signed and paid for by the exhibitor.

#### 8.7 COMMERCIAL REPRESENTATION

When the exhibitor is a commercial representation company, trading company, holding company, member of a business group or has associated companies, the presentation of products from other brands will be permitted as long as the exhibitor provides the Promoter with a list of the companies in advance, together with proof of the existing exclusive relationship.

#### 8.8 SOUND AND BACKGROUND MUSIC

All sound produced on the stand by audiovisuals, recorders, radios or any other equipment must **not exceed normal voice volume or 70 decibels.** 

The use of any amplification device to broadcast sales or promotional messages is also prohibited.

If the exhibitor does not comply with this rule, the following procedures will be followed by the Fair Management:

- ✓ On the first infringement: a verbal request will be made to establish the permitted volume of sound;
- ✓ For the second infringement: the exhibitor will be notified by letter from the fair management.

Failure to comply with requests to reduce sound levels will result in the power supply being cut off and to the removal of the equipment in question, without prior notice, for an indefinite period of time, and a fine.

In the case of lectures, presentations, etc., it will be compulsory to use closed environments, such as halls, auditoriums, etc.







According to Law No. 9.610/98, which regulates copyright, the exhibiting company that uses ambient music on its stand, even through AM/FM, must pay a specific fee through a specific form supplied by ECAD.

**ATTENTION:** Exhibiting companies wishing to hold any kind of promotion, such as concerts, live music, resentations, etc., must first consult the Fair Management for authorization.

#### ECAD - SP

Av. Paulista, 171 - 3º Floor - Building Dom Pedro I de Alcântara - Zip code: 01311-000 - São Paulo/SP

Contact: Soliane / Tel.: +55 (11) 3287-6722 - Ext. 1132 Contact: Ana Claudia / Tel: +55 (11) 3287-6722 - Ext. 1146

Fax: +55 (11) 3285-6790 E-mail: <a href="mailto:eventossp@ecad.org.br">eventossp@ecad.org.br</a> Website: <a href="mailto:www.ecad.org.br">www.ecad.org.br</a>

#### **8.9 FREE PRIZE DISTRIBUTION AND RAFFLES**

The operation, issuing of authorizations and supervision of activities related to the distribution of prizes by means of raffles, gift vouchers, contests, etc. or similar assessments are within the competence of Caixa Econômica Federal, except when Caixa Econômica itself or any other financial institution is an interested party. In these cases, the competence to analyze and authorize the requests belongs to Seae - Secretariat for Economic Monitoring of the Ministry of Finance.

#### For more information, visit:

http://www.caixa.gov.br/empresa/promocoes-sorteios/distribuicao-gratuita-premios/Paginas/default.aspx and http://www.caixa.gov.br/empresa/promocoes-sorteios/distribuicao-gratuita-premios/perguntas-frequentes/Paginas/default.aspx.

Permits and necessary documents are the sole responsibility of the exhibitor.

**IMPORTANT:** The Promoter/Organizer of the event does not have any links with the competent bodies that determine the rules for the distribution of prizes and raffles.

#### **8.10 ALCOHOL CONSUMPTION**

The Exhibitor must comply with Law 14.592/2011, which prohibits the sale, offer, supply, delivery and permission to consume alcoholic beverages, even free of charge, to persons under 18 (eighteen) years of age. The consumption of alcoholic beverages at the Event, when permitted, must be appropriate and moderate. Anyone under the influence of alcoholic beverages or any illicit substance that may cause a disturbance to the Event will be removed immediately by the Promoter and will be permanently barred from activities during the entire period of assembling, executing and disassembling the Event.

#### **8.11 PROHIBITED ACTIVITIES**

The following activities are prohibited:

- Use of flames inside the pavilion;
- Generators and radioactive materials;
- Storage of gasoline, kerosene, diesel oil or other flammable liquids, even temporarily, inside the pavilion;
- Use of explosives and pyrophoric;
- Speeding or reckless use of vehicles or equipment, including forklifts;
- The presence of workers under the age of 18 during assembly and disassembly;
- · Welding service;
- Spray or compressed air painting service;
- Products classified as hazardous, include toxic, irritating, corrosive, harmful or oxidizing materials. (except for household cleaning materials);
- Equipment that may cause a nuisance due to odor, emission of unpleasant noises or strobe lights;
- Animals on the grounds;







#### **8.12 FIRE EXTINGUISHERS**

Exhibitors are obliged to keep fire extinguishers on their stands in accordance with the following regulations:

NR 23 (fire protection), NBR 14.276/1999 (fire and panic brigade) and decree 46.072/2001 (fire protection). Failure to comply with these regulations will result in a fine, which will be levied for the duration of the event.

During the assembly, execution and disassembly periods, there must be **one fire extinguisher for every 25m²** with a charge compatible with the products on display and the materials used to assemble the stand, duly signposted.

We recommend **chemical powder**, **CO<sup>2</sup>** or **ABC extinguishers** weighing 4kg.

Category	MATERIAL
A	Materials that burn at the surface and depth and leave residues such as paper, wood, fabrics, fibers, etc.
В	Flammable products such as gasoline, thinner, diesel oil, etc.
С	Energized equipment such as electric motors, machines, etc.

#### **8.13 COMBUSTION ENGINES**

Internal combustion engines will not be allowed inside the pavilion.

The use of any explosives, non-liquefied, toxic and combustible gases or LPG and helium gas cylinders inside the pavilion is prohibited.

In order to use non-toxic and non-flammable gases such as Nitrogen and Oxygen, the exhibitor must comply with the following conditions:

- The cylinders must be installed and operated by demonstrably qualified personnel in compliance with standards;
- ART is required for the design and installation of the gas system and a certificate of conformity and civil liability signed by the responsible professional;
- Only use the product in well-ventilated areas;
- Do not drag or roll cylinders across the floor, always use a suitable trolley for handling;
- Do not subject cylinders to mechanical blows or energized equipment;
- Do not use damaged cylinders;
- Use a control valve on the outlet line to prevent gas from flowing back into the cylinder;
- Use mechanical impact protection for the valve;
- Store in a dry, well-ventilated place, away from passageways. Cylinders must not be stored in the streets or escape routes of the building;
- Do not allow the ambient temperature to exceed 50°C;
- Cylinders must be stored upright and protected from falling by means of constructive elements that quarantee their stability;
- Keep at least one CO2 extinguisher near the cylinders;
- The necessary changes should only be made at the times before or after the event defined by the promoter;
- Keep the MSDS sheet in a visible place;
- The exhibitor must provide the signed Term of Responsibility (available for download from the Exhibitor Portal) for the use/exhibition of the cylinders.
- The use/exhibition of toxic gases is not permitted.









## 9 LEGAL REQUIREMENTS

The exhibitor is solely responsible for complying with the legal requirements of the law with regard to obligations:

- 1. Tax authorities inherent to the Federal Revenue Service, Finance Department, City Hall, Social Security;
- 2. Ministry of Labor and Employment;
- 3. Central Collection and Distribution Office (ECAD);
- 4. COVISA (Health Surveillance Coordination);
- 5. National Health Surveillance Agency (ANVISA);
- 6. SIF
- 7. ANATEL (National Telecommunications Agency)

#### **9.1 TAX PROCEDURES**



Do not issue invoices with the event promoter/organizer as the recipient (Informa Markets), as ICMS legislation does not provide for this type of operation.

#### 9.1.1 INVOICE FOR SHIPMENT AND RETURN OF GOODS

It is the Exhibitor's responsibility to comply with the legal requirements regarding the procedures for shipping and return of goods, equipment, products, utensils, etc.

#### 9.2 IMPORT

#### 9.2.1 ICMS

Imports of goods from abroad under the Temporary Admission Regime are exempt from ICMS, with total suspension of payment of federal taxes levied on imports, subject to the deadlines and conditions established in federal legislation and when destined for:

- Fairs, exhibitions, congresses and other scientific or technical events;
- Commercial or industrial fairs and exhibitions;
- Shows, exhibitions and other artistic or cultural events (RICMS-SP/2000, Annex I, art. 37, VI).

## 9.2.2 TEMPORARY ADMISSION OF GOODS FOR FAIRS, EXHIBITIONS, CONGRESSES AND AND OTHER EVENTS (FEDERAL REVENUE)

Temporary admission is a customs procedure that allows foreign exhibitors, or Brazilian exhibitors who want to exhibit at fairs and events certain goods from other countries, to enjoy total or partial suspension of the payment of customs duties levied on their importation.

This benefit is only valid when the import of these goods is intended for the realization of/participation in cultural, artistic, scientific, commercial and sporting events, the packaging and transportation of other goods for trials and tests, with a commitment to be re-exported and provided that are regulated by the following legislation: IN SRF no 35/99, IN SRF no 285/03 and IN SRF no 611/06.

The procedures to be applied in customs clearance, as well as the customs declaration to be used, depend exclusively on the purpose of the goods and can be found on the Federal Revenue website:

http://idg.receita.fazenda.gov.br/orientacao/aduaneira/regimes-e-controles-especiais/regimes-aduaneiros-especiais/regime-de-importacao-comum-para-bagagens-1

(DECREE NO. 6.759, OF FEBRUARY 5, 2009. Customs Regulations - Article 136 - O).

Federal Revenue - Service Unit - RECEITAFONE: 146

#### 9.2.3 IPI (Tax on industrialized products)

Products sent directly to exhibitions at sample fairs and similar promotions, carried out by the industrial establishment or industrial equivalent, may be released with tax suspension in accordance with Art. 43, II of the RIPI/2010 - Normative Opinion CST No. 242/1972.







For more information on RFB Normative Instruction No. 1,361/2013, arts. 3, caput, § 1, II, 4°, 5°, caput I, access: http://normas.receita.fazenda.gov.br/sijut2consulta/link.action?idAto=42144&visao=anotado

#### 9.3 COVISA E ANVISA

Exhibitors are obliged by law to keep their products, goods, services, environments and processes subject to health surveillance in compliance with COVISA and ANVISA legislation, remembering that stands at fairs and events are temporary establishments for exhibitors.

#### **COVISA (Health Surveillance Coordination)**

Street Santa Isabel, 181, Vila Buarque - ZIP Code: 01221-010 - São Paulo - SP

Opening hours: From 9 a.m. to 4 p.m., Monday to Friday. Phones: +55 (11) 3397-8278/ 3397-8279/ 3397-8280

http://www.prefeitura.sp.gov.br/cidade/secretarias/saude/vigilancia em saude/

#### ANVISA (National Health Surveillance Agency)

Section 5, Special Area 57

ZIP code: 71205-050 - Brasília/DF

Service Hours: From 7:30 a.m. to 7:30 p.m., Monday to Friday.

Telephone numbers: 0800 642-9782 https://www.gov.br/anvisa/pt-br

#### 9.4 INSPECTION BY THE MINISTRY OF LABOR AND EMPLOYMENT

#### **CONTACT: MINISTRY OF LABOR AND SOCIAL SECURITY**

Alô Trabalho Call Center: 158 (national service)

http://portal.mte.gov.br

#### 9.4.1 AUDITOR OF THE MINISTRY OF LABOUR AND EMPLOYMENT

It verifies companies' compliance with worker protection legislation, with the aim of combating informality in the labor market and ensuring compliance with labor legislation. http://portal.mte.gov.br/fisca\_trab/

#### 9.5 SOCIAL SECURITY

#### **General Social Security Ombudsman - OUGPS**

Call Center 135 - Via Telephone

PREVCartas - Correspondence: P.O. Box 09714 - Zip code 70001-970 - Brasília-DF

In-Person Service: Esplanada dos Ministérios, Block F, Annex Building, Wing "A", 1st floor,

Monday to Friday, from 8 a.m. to 6 p.m.

Website: https://www.gov.br/previdencia/pt-br

#### 9.6 ANATEL (National Telecommunications Agency)

Exhibitors must follow ANATEL's regulations for the use of the spectrum, approval and use of any equipment where any type of information transmission is carried out, whether telecommunication or not. Inspection and fines may result in the removal of equipment during the event, as well as other types of penalties applied by the regulatory body. The regularization and approval of equipment before starting to use or market equipment and telecommunications can be consulted at:

http://www.anatel.gov.br/setorregulado/apresentacao-certificacao

To find out about the need to obtain UTE (Temporary Use of Spectrum) authorization before using radio frequency emitting equipment or demonstrating new technologies that occupy the spectrum, read the guidelines at: <a href="https://www.anatel.gov.br/setorregulado/uso-temporario-do-espectro">www.anatel.gov.br/setorregulado/uso-temporario-do-espectro</a>

The minimum request period is 15 days before the start of the operation.







## ATTACHMENT I - REFERENCE FOR THE CALCULATION OF ELECTRIC POWER

EQUIPAMENT	KVA
Commercial coffee machine 1700w/ 2700w/ 3000w/ 5000w	1,70/ 2,70/ 3/ 5
Residential coffee machine 600w/ 800w/ 1100w	0,60/ 0,80/ 1,10
Grill plate 3000w	3,00
Grill plate 6000w	6,00
Grill plate 9500w	9,50
Choppeira (beer taps)	0,50
DVD player	0,30
Oven 1000w	1,00
Oven 1750w	1,75
Oven 2400w	2,40
Oven 5000w	5,00
Oven 8000w	8,00
Microwave oven	1,20
Freezer	0,50
Fryer 2500w	2,50
Fryer 5000w	5,00
Fridge/mini fridge	0,30
Printer	0,25
Dichroic lamp (Halogen)	0,05
Dichroic lamp (LED)	0,01
PL fluorescent lamp 20w / 40w (with ballast)	0,03/ 0,05
Halogen lamp 300w / 500w	0,30/ 0,50
Fluorescent lamp HO 110w	0,22
HQI lamp 150W + ballast	0,35
Incandescent lamp 100w	0,10
Mixed lamp 250W	0,25
Lamp PL 40w	0,05
Microcomputer (CPU with monitor)	0,50
Laptop	0,03
Grill press 3000w	3,00
Grill press 6000w	6,00
Projector 150w/ 350w/ 500w	0,15/ 0,35/ 0,50
Bain Marie food warmer 1000w	1,00
Reflector with halogen lamp 180w/ 300w/ 500w	0,18/ 0,30/ 0,50
Reflector with 150w HQI lamp (with ballast)	0,30
Reflector (LED) 20w/ 30w/ 50w	0,02/ 0,03/ 0,05
Juice Coolers 300w	0,30
Television (average consumption)	0,30

**Note:** The above kVA quantities refer to consumption during the entire period of the event. The table above only serves as a reference for calculating the consumption of common equipment. Please refer to the technical manuals or the nameplate on the body of the appliance with the installation characteristics.

The kVA used on your stand during the event will be checked and controlled by the company responsible for this area. If consumption exceeds the contracted amount, the exhibitor will be notified and charged during the event.









# ATTACHMENT II - WAIVER OF RIGHT OF RETURN (MODEL)

Insurer's letterhead
to
Official Carrier of the event (Name and Taxpayer Identification Number)
Declaration
It is hereby declared for all intents and purposes that, for a period of three months, starting from, the company maintains a <b>NATIONAL TRANSPORT</b> Insurance Policy, guaranteeing the risks of goods transported within the National Territory, covering the following risks:
Collision, rollover, overturning of the transporting vehicle, fresh water/rainwater, poor storage of the load, breakage, denting, scratching, loading and unloading operations, removal, handling, contamination, contact with other goods, spillage, leakage, theft "by armed robbery", total disappearance of the transported vehicle, loss of entire packages, and qualified theft.
The maximum limit of liability for goods per vehicle/trip is R\$
RECOURSE ACTION AGAINST CARRIERS  This insurer waives its right to take recourse action against  (Legal Name of the Official Carrier), exclusively in the event of compensation for the risks described above, covered by the policy IN ISSUE.
The Sub-Rogation of Rights Clause by the Insurer is excluded only in relation to Cargo owned by and provided that it is not attributable to serious fault, bad faith on the part of the carrier
and/or their agents, or failure to comply with the provisions governing road transport and the laws of the Brazilian Traffic Code.
Signature of Insurer







## TERM OF RESPONSIBILITY FOR EXHIBITORS AND ASSEMBLERS

Exhibitor:				
Trade name:	Taxpayer identification number/ National tax identification number:			
Legal representative:				
Assembler:	Stand Number:	M <sup>2</sup> :		
Trade name:	Taxpayer identification number/ National tax identification number:			
Legal representative:				
Services provided:				

In concluding this agreement, the parties took into account that:

- (i) The Exhibitor entered into a Participation and Services contract with the Promoter INFORMA MARKETS LTDA, the purpose of which is to rent an area for **ForMobile 2024** to be held between **July 2 to July 5, 2024**
- (ii) The Exhibitor has undertaken to comply effectively with the specific conditions, general conditions and participation manual that make up the Contract entered into with INFORMA;
- (iii) The Exhibitor expressly declares that it is fully and unrestrictedly aware of the rules and safety measures to be adopted by itself, its legal representatives or agents, as well as assembly companies, suppliers, contractors, third parties and their employees;
- (iv) The Exhibitor is the sole and exclusive contractor for the services of the assembly company, qualified above, and must guarantee the conservation of the area and effective compliance with all standards and safety measures by the assembly company, taking full responsibility for the contracted services, whether to Informa Markets or any third party;
- (v) The Assembler declares itself responsible for the assembly of the stand, material, team and any other service providers contracted during the entire period from assembly to disassembly of the stand.







Having made the above preliminary considerations, the parties, Exhibitor and Assembler, hereby declare, to be responsible, jointly and severally, with INFORMA MARKETS LTDA., located at Avenue Dra Ruth Cardoso, 7221, 22° floor, São Paulo, SP, and registered with the CNPJ/MF under no. 01.914.765/0001-08:

- (i) For the upkeep of the area where the services will be carried out, undertaking to return it in the same condition in which it was delivered, free and clear of persons, things and any materials;
- (ii) For setting up the stand in accordance with the contractual rules, standards and requirements stipulated in the Exhibitor's Manual and all those expressed in current legislation;
- (iii) Effective compliance with occupational health and safety rules and measures in order to protect and prevent risks and damage to workers' lives and health, also adopting all measures necessary to monitor them;
- (iv) Compliance with all the Regulatory Norms (NRs) applicable to events, which are legal norms incorporated into Brazilian legislation, ensuring that all its employees and/or contractors are legally qualified in accordance with these standards;
- (v) For any damage that they may cause, directly or indirectly, to the Pavilion, service providers, employees or any third parties.

Paragraph One: In the event of non-compliance with item (i) above, the Assembler shall pay the Promoter company a non-compensatory fine of R\$ 2,000.00 (two thousand reals), without prejudice to the determination and compensation for damage to buildings, installations, equipment and fittings.

Paragraph Two: The parties, Exhibitor and Assembler, shall be jointly and severally liable, by themselves, their legal representatives or their agents, for any damage they may cause during the provision of services, whether material or moral, in the civil or criminal sphere.

" In agreement":	São Paulo, in in 2024.
Exhibitor's name	Assembler's name
Exhibitor's signature	Assembler's signature
FOR USE BY THE PROMOTER COMPANY:	
We certify that the area was returned on// 2	024, under the following conditions:
(_) In perfect condition	
(_) Missing parts or accessories	
(_) Defective as follows:	
(_) Others:	

