

**JORNADAS 2009**  
**October 14, 15 and 16, 2009**  
**Hilton Buenos Aires Hotel, Buenos Aires, Argentina**

**GENERAL RULES FOR THE TRADE EXHIBITION**

**1. GENERAL GUIDELINES.**

JORNADAS 2009 are organized by Asociación Argentina de Television por Cable -ATVC- and Cámara de Productores y Programadores de Señales Audiovisuales -CAPPSA-, and will take place on October 14-16 at the Hilton Buenos Aires Hotel, Buenos Aires, Argentina. The Commercial Exhibition will be open to participants as established on Item 4 of these "General Rules for the Trade Exhibition."

The present "General Rules for the Trade Exhibition" as well as all Newsletters and Technical Reports to be eventually issued by the Executive Committee are to be compulsorily complied by all exhibitors, who will agree on this point when signing the pertinent agreement. Ignorance shall not be a reason for non compliance.

**2. GOALS**

- 2.1. Facilitate the attendance of industry representatives.
- 2.2. Expand the target audience.
- 2.3. Preserve the professional nature of the convention.

**3. AUTHORITIES.**

3.1. The Executive Committee (hereinafter the E.C), is the authority of JORNADAS 2009 and its decisions shall not be subject to appeal. The E.C. is empowered to apply and construe the present Rules.

3.2. The E.C. may, in exceptional cases and when considered convenient to the benefit of the Exhibition's functioning and success, divert from the clauses herein stipulated. Such decisions should be accepted and complied by all the participants.

**4 PARTICIPANTS**

The following are qualified to participate in JORNADAS 2009

- Programming distributors and/or producers.
- Production and post-production companies.
- Telecommunications equipment and HFC networks' manufacturers, distributors and vendors.
- Ground and satellite transmission systems' companies.
- Various types of service companies, e.g., Internet, wireless Internet, e-commerce VOD and other broadband services.
- Production and post-production, lighting and sound equipment and service companies.
- Video animation companies.

once their participation has been fully accepted by the E.C, which has the power to admit companies interested in participating.

The following are qualified to attend JORNADAS 2009

- Cable-operators from Argentina, the Americas and other countries.
- Representatives from sister-associations in the Americas and other countries.
- Directors, executives, technical staff and professionals related to Cable TV and allied industries.
- Systems analysts.
- Producers of Cable programs.
- Educators.
- Public officials.

**5 TRADE EXHIBITION FORMAT**

The "JORNADAS 2009" Trade Exhibition will be held in the Pacífico Hall, Hilton Buenos Aires Hotel, accessed through Macacha Güemes 351, Puerto Madero.

The booths, to be provided by the organizers, are offered in two sizes: 9 and 18 sq. mt. Booths are furnished with a platform, carpets (as long as the pertaining request is filed through Forms 6 and 7 of the Exhibitors' Manual), beech wood dividing panels, basic lighting and electricity, signs, and basic furniture. General cleaning and security services are also provided.

**6 SPACE SALES PROCEDURE**

CAPPSA will be in charge of managing the sales of space to CAPPSA-member and non-member programming companies. Availability and cost of spaces are detailed in the Sales Dossier.

Contact: Eduardo D. Suárez, General Manager, CAPPSA. (Secretary: Paola Gorla) Telephone: (54-11) 4374-6982/6932, e-mail: [cappsa@cappsa.org](mailto:cappsa@cappsa.org) - Website: [www.cappsa.org](http://www.cappsa.org)

ATVC, in turn, will be in charge of managing the sales of space to production and post-production companies; manufacturers, distributors and vendors of telecommunications and HFC networks' equipment; ground and satellite transmission system companies; different service providers, e.g., Internet and wireless Internet, E-commerce VOD and other broadband services; production and post-production as well as lighting and sound equipment and service companies, and video animation companies. Space availability and cost are detailed in the Sales Dossier. Forms, down payments and all other payments should be submitted to JORNADAS 2009 Administrative Office, located at ATVC Office.

Contact: Laura Antoniazzi, Manager, ATVC and Claudia González, Assistant. Telephone: (54-11) 4345-5074/5 and 4342-3362, Fax: (54-11) 4343-1716. E-mail: [laura\\_atvc@velocom.com.ar](mailto:laura_atvc@velocom.com.ar) and/or [claudia@atvc.org.ar](mailto:claudia@atvc.org.ar) - Website: [www.atvc.org.ar](http://www.atvc.org.ar) / [www.atvc.org](http://www.atvc.org)

**7 TRADE EXHIBITION SPACE AVAILABILITY**

7.1. Trade exhibition space availability and prices are as follows:

7.1.1. CAPPSA-member programming companies may purchase:

a) an 18 sq. mt. booth, in a preferential location (center of the hall) and an additional 4 sq. mt. locked storage space for promotion and merchandising items, and meeting lounges on the 5<sup>th</sup>. floor of the hotel, with basic catering service (coffee and pastries). Price: AR\$ 34,460 plus VAT.

7.1.2. Non- CAPPSA member programming companies may purchase:

a) 18 sq. mt. booth, in a preferential location (center of the hall), at AR\$ 34,460 plus VAT.

b) 18 sq. mt. booth, in the periphery of the hall at AR\$ 27,942 plus VAT.

c) 9 sq. mt. booth, in a preferential location (center of the hall), at AR\$ 12,633 plus VAT.

d) 9 sq. mt. booth, in the periphery of the hall, at AR\$ 10,244 plus VAT.

The contact person for these companies, as indicated in item 6, is Eduardo D. Suárez, General Manager, CAPPSA (Secretary: Paola Gorla).

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7.1.3. Equipment and service companies described in item 1 may purchase:

- a) 18 sq. mt. booth, in a preferential location (center of the hall), at AR\$ 34,460 plus VAT.
- b) 18 sq. mt. booth, in the periphery of the hall, at AR\$ 27,942 plus VAT
- c) 9 sq. mt. booth, in a preferential location (center of the hall), at AR\$ 12,633 plus VAT
- d) 9 sq. mt. booth, in the periphery of the hall, at AR\$ 10,244 plus VAT.

The contact person for these companies, as indicated in item 6, is Laura Antoniazzo, Manager, ATVC. Assistant: Claudia González.

**IMPORTANT:** Prices are quoted in Argentine pesos .

### **8. BOOTH ALLOCATION SYSTEM**

- a) Monday, February 23, 2009 is the initial date for participants to make their Space Reservations. Closing day is Friday March 6..

The above-mentioned reservations will become effective upon submission of the "Space Reservation Form" included in the Sales Dossier, and AR\$ 1,500 (one thousand five hundred Argentine Pesos) as a down payment per participating company. The date and time of said payment, will determine the order in which each company will be selected in the Booths Allocation Act.

- b) As from Thursday, March 12, 2009 (i.e., after the Allocation Act), companies contracting and paying the total price fixed for the booths, will choose among the booths then available. Should more than one company contract space on the same day, the allocation order of priority will take into account the payment time.

### **9. BOOTHS ALLOCATION ACT**

The Booths Allocation Act will take place on Wednesday, March 11, 2009, at Club Alemán. Corrientes 327, Floor 22, Buenos Aires at 4 p.m. Only companies that have made their reservation, down payment, and paid the entire outstanding balance corresponding to the booth requested until Tuesday, March 10, 2009, are eligible to participate in the Allocation Act.

**IMPORTANT:** Only companies that have paid in full their reservation will be eligible to participate in the Allocation Act.

### **10. MEANS OF PAYMENT**

- 1) Cash in Argentine pesos or US dollars (at the exchange rate current on said date).
- 2) Domestic non-deferred checks, to the order of ATVC.
- 3) International checks denominated in US Dollars, to the order of ATVC.
- 4) Bank wire transfer to the order of ATVC .

The total balance should be paid up by Tuesday, March 10, 2009, as follows:

- a) Single payment using the above described means of payment
- b) Three consecutive checks for equal amounts, covering the total sum to be paid, dated as follows: the first before the Allocation Act, the second on May 20, 2009, and the third at the latest on July 22, 2009. For companies taking part in the Allocation Act, checks should be delivered prior to the act, i.e. before March 10, 2009.

**People buying space after the Allocation Act should inquire about possible payment terms.**

### **11. PLACE OF PAYMENT**

**IMPORTANT:** The administration offices of JORNADAS 2009, i.e., ATVC headquarters, are located at Av. de Mayo 749, 2<sup>nd</sup> floor, Office N° 10, C1084AAC, Buenos Aires, Argentina. Office hours are: Monday through Friday, **11 am to 5 pm only**. All advance and complementary payments should be made there, and the pertaining official receipts collected. Please note that ATVC VAT status is *Responsable Inscripto* (VAT payer). **The amount corresponding to such tax should be paid when billed.**

### **12. SURETY DEPOSITS**

Companies should make an AR\$ 1,500 (one thousand five hundred Argentine pesos) deposit as surety for any loss or damage caused to the exhibition facilities. Such deposit or the resulting balance will be reimbursed within 20 days after the end of the exhibition. Said surety deposit should be made regardless of any deposit that the Hilton Buenos Aires Hotel may request as guarantee for the use of the rooms and other hotel facilities and services

- 12.1 The surety deposit does not release Exhibitors from their responsibility, in case the same were insufficient to cover the expenses incurred, in which case exhibitors should deposit the difference claimed, at ATVC office within 48 hours from notice.

### **13. PARTICIPATION REQUIREMENTS**

13.1 Companies interested in participating in JORNADAS 2009 must fill in the Participant's Application Form and supply all the information requested therein. The E.C. may disapprove applications not in line with the spirit of the Exhibition, thus retaining the power to accept or reject such participants.

13.3 The payment of booths, which should be made according to section 11 above at the administration offices of JORNADAS 2009, i.e., ATVC headquarters, located at Av. de Mayo 749, 2<sup>nd</sup> floor, Office N° 10, C1084AAC, Buenos Aires, Argentina, Monday through Friday, 11 am to 5 pm, includes:

- a) Use of space during the assembly, exhibition and disassembly periods.
- b) Temporary loan of elements supplied by JORNADAS 2009.
  - b.1) Platforms, carpets (if a request was submitted in the Exhibitors' Manual Forms 6 and 7), parting walls, lighting, electricity, and other appropriate elements pertaining to the alternative selected.
- c) Meeting halls, only for CAPPSSA members.
- d) Signs.
- e) General security.
- f) Cleaning service.
- g) Counseling and general management.
- h) Badges for Exhibitors, booth staff and booth assemblers,
- i) Publicity and general promotion of the Exhibition and the event in general, among cable operators, technicians, professionals, public officials, press, teachers/professors, directors and executives of the industry, both from Argentina and abroad.

13.3 Non-compliance by the Exhibitor with any of the obligations set forth in these Rules will result in the following actions by the E.C.:

- 13.3.1 Request compliance of the signed contract and/or,
- 13.3.2 Terminate the contract as a matter of law. In the latter case, consequences shall be the total loss of the amounts paid by the exhibitor;

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13.4. The exhibitor may not resign the contract execution in all and each of its sections. Should the exhibitor inform that he will not be able to take part in the event for any reason, provisions stated in section 13.5 shall apply.

13.5 The Executive Committee is empowered to cancel and allot to third parties the spaces of those exhibitors who, having paid the full amount, have not occupied the rented spaces 3 hours prior to the time period to be defined for the completion of booths' construction before the Exhibition opening. The E.C. is empowered to dispose of such space and/or to allot the same to third parties, while the exhibitor loses all rights over the amounts paid.

13.6 The authorities of JORNADAS 2009 may decide the booths' closure without any compensation or reimbursement, should amounts be outstanding on the Exhibition's opening date for additional services and/or any other concept, until such amounts have been paid.

#### **14. TRANSFER OF BOOTHS**

Exhibitors may not transfer, donate, sell, hire, relinquish or share the booth or part of it.

#### **15. PUBLICITY, PROMOTION AND MARKETING.**

15.1. Exhibitors may not engage in advertising or promotional activities outside their booths, inside or outside the Hilton Buenos Aires Hotel or any of the neighboring facilities, or in an area comprising 100 m. around such hotel, without the prior written authorization of the E.C. and the payment of the pertaining fees, defined according to the characteristics of the actions to be undertaken.

15.2. Work-shops will only be allowed on Jornada Digital ATVC to exhibiting technology companies, after coordinating the activity with ATVC Technical Committee.

15.3 Also, persons who are not companies' staff members, may not engage in business or promotion or publicity for Exhibition participants or visitors, within the premises of the Hilton Buenos Aires Hotel.

15.4. Exhibitors' booths should not advertise products and/or services of third parties not participating in the exhibition, or suppliers of elements that are part of the Exhibitor's products. (Manufacturers should seek authorization to announce their exclusive and/or official distributors, as the E.C. may deem appropriate).

15.5. Publicity and/or promotional activities inside each booth are restricted solely to the distribution of merchandising material and brochures, as long as their content does not infringe the rules in force and respects the principles established in the Exhibition's General Rules. The E.C. however may cancel or remove from the premises any advertising or promotional action or material considered of bad taste or whose content goes against the spirit of the Exhibition.

15.6. Exhibitors using receptionists shall be careful to dress them appropriately. The E.C. retains the right to demand that certain clothes not be worn if it considers same go against the spirit of the exhibition or good manners.

15.7 Receptionists shall not walk about the aisles or any other area of the Exhibition or Hotel, except if considered crucial

#### **16. VISITORS**

Visitors shall always remain within the limits of the booth without invading the neighboring aisles.

#### **17. PUBLICATIONS**

Within the exhibition area all specialized publications,

newspapers, magazines or any other kind of literature, shall be distributed at the places defined by the E.C. and by distributors' staff, who should not be wearing any brand identification. Requests to distribute graphic material shall be submitted in writing to the E.C., which shall issue the pertaining written authorizations.

#### **18. FOOD AND/OR BEVERAGE DISTRIBUTION**

Exhibitors may offer food or beverages in their booths during the course of the exhibition as long as the catering is provided by the Hilton Buenos Aires Hotel.

The catering shall be served inside the booth.

#### **19. NOISE LEVEL AND PENALTIES**

19.1 Rights: According to Laws 11723 and 20115, exhibitors shall not play any kind of music, or show text or images without having previously paid the rights to SADAIC, AADI-CAPIF and ARGENTORES. The companies are wholly responsible for the payments to be made to such entities on account of the above mentioned reasons.

19.2 The utilization of television sets or any sound and/or noise emitting source, should be limited to a level which does not interfere with other booths, regardless of their location. The E.C. has established the following measures:

- Total value of maximum acceptable sound pressure level: 30 dBa, including background noise at the same measuring point.

Measuring Point: 1 m. height and 1.5 m. away from the edge of the booth causing the disturbance and all around its perimeter.

- Measuring Instrument: Compensated Decibel Meter "A", with "Slow" Temporal Response.

The E.C. is empowered to apply penalties, even closing the booth, in case of non-compliance with these instructions.

##### **19.3 Penalties.**

- First warning: notifying the booth owner of the warning
- Second warning: two hours interruption of power supply to the booth.
- Third warning: six hours interruption of power supply to the booth.
- Fourth warning: performance of the security deposit.

#### **20. SPONSORS.**

The E.C. will deliver together with these Rules a list of activities that may be sponsored. The list includes certain activities, but is not limited to them. The E.C. will therefore consider other proposals submitted by Exhibitors, as long as the Hilton Buenos Aires Hotel Regulations allow them.

#### **21. SECURITY AND SURVEILLANCE.**

21.1 Exhibitors shall be fully responsible for injuries caused to personnel, Exhibition visitors while within their booths and/or any damage caused to their belongings or any kind of goods by theft, fire, lightning, storm, explosion, hail, water penetration, dampness, floods and leaks, accidents, civil commotion, sabotage or other causes whatever their origin and source, and will also be responsible for damages and/or personal damages produced inside or outside their booths by the personnel and/or property which they use or have under their care. Exhibitors shall consequently take insurance against all risks.

21.2 The Exhibition will not be responsible for any interruption and/or deficiencies in the supplies provided by third parties through the Buenos Aires Hilton Hotel, i.e.,

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Edenor, Gas Natural, Aguas Argentinas, Telefónica de Argentina.

21.3. Exhibitors will be wholly responsible for the payments to be made on account of damages to persons or things that depend on them, or which they use. Also for damages to the fittings, be they their own or belonging to third parties.

21.4. As a result of the above, the JORNADAS 2009 authorities will transfer to the exhibitors the amount due to damages that their booth constructors, trucks and/or vans may cause to the fittings of any sort that belong to the Buenos Aires Hilton Hotel or supplied by the Exhibition.

21.5. JORNADAS 2009 shall not be responsible for the damages that may be caused by deficiencies in the light and power installations, drainage systems, etc. All exhibitors must install protection and security devices for all equipment being exhibited. JORNADAS 2009 will not be responsible for any interruption of such services, whatever the reason or cause and/or event.

21.6. JORNADAS 2009 will provide round-the-clock general surveillance personnel to take care of unexpected situations or events, during the course of the exhibition, and also the booth assembly and disassembly period. Although JORNADAS 2009 will employ utmost care to safeguard exhibitors' property, it shall not be responsible for thefts that may occur in the booths. Exhibitors are therefore reminded that the primary responsibility for safeguarding the booths and the elements exhibited therein lies in their hands. Should exhibitors wish to reinforce the surveillance provided by the E.C. in their booths, the staff to be hired should belong to the same security company that renders the service for JORNADAS 2009.

21.7. The exhibitor's surveillance personnel shall wear special badges furnished by JORNADAS 2009 authorities upon written request, stating name and identity card number of the people providing such service.

21.8. Security, Control of Entrances, entry and removal of goods.

21.8.1. During closing hours only the above-mentioned surveillance staff will be allowed in the premises, and the exhibitor's staff under the E.C. written authorization. Also during closing hours, and from the moment the assembly is finished and until the Exhibition closure, the surveillance personnel shall control the entry and exit of persons, goods, belongings and/or vehicles.

21.8.2. Goods may be brought into and removed from the Hilton Buenos Aires Hotel during the assembly, exhibition and disassembly period only through the entrance located at Av. Juana Manso 751, Buenos Aires

21.8.3. The people registered as exhibitors and/or persons responsible for the booth are the only ones authorized to bring in and remove goods during the above mentioned hours with the pertinent authorization previously provided by the Superintendent of JORNADAS 2009.

21.8.4. During opening hours and until closing time, no goods shall be removed from the Exhibition.

21.8.5 All these measures aim at safeguarding Exhibitors' possessions, so strict compliance of the same is required.

**22. RULES FOR BOOTHS**

Booths shall be furnished with the below described basic infrastructure, at no additional charge in all cases:

- a) Wooden platform
- b) New carpeting with polyethylene protection covering, as long as the installation request has been submitted using the Exhibitor's Manual Forms 6 and 7
- c) Booths' dividing opaque panels made of birch-

like material mounted on aluminum frames.  
Height: 2.40 m.

- d) Opaque ornamental border with supporting columns made of birch-like material

e) Furniture:

- 9 sq. mt. booths: 1 counter-type module 1.0 x 0.50 x 1.00 mt height made of white anodized aluminum, with lateral boards and top made of birch-like melamine, 2 black upholstered high stools, 2 black upholstered armchairs, one birch-like low table 0.50 x 0.50 mt.

- 18 sq. mt. booths: 1 counter-type module 1.0 x 0.50 x 1.00 mt height made of white anodized aluminum, with lateral boards and top made of birch-like melamine, 2 black upholstered high stools, 1 birch-like 0.80 mt. round table, 3 upholstered chairs, a storing module, 1.0 x 0.50 x 1.00 mt high made in white anodized aluminum with lateral boards and top made of birch-like melamine.

- f) 3 movable spots on fascia, to illuminate the booth, with 150 W halogen bulbs, and one 300 W grounded power outlet (in 9 sq. mt. booths) or 6 movable spots on fascia, with 150 W halogen bulbs, and two 300 W grounded power outlets (in 18 sq. mt. booths).

- g) Static: standardized, flag-type sign, with self-adhesive dark grey letters.

Complementing these elements, at extra cost (optional) a bracket will be provided with 2 TV sets and 1 or 2 video-players for 9 and 18 sq. mt. booths. (Note: The volume at which the sets perform should meet the specifications described in section 19).

22.1. Exhibitors may not remove the wooden platform or the booths' parting walls, except the frontal fascia.

22.2. Cloth may not be used for decoration, or for the roof or sides, regardless of it being fireproof.

It should also be mentioned that booths located by emergency exits or fire extinguishers will not have a lateral panel, and should not construct or place any decoration on that spot.

22.3 Carpeting: for standard carpet to be installed in the booth, exhibitors should submit Exhibitor Manual Forms 6 and 7. A different carpet may be chosen as long as it is installed by the exhibition's official carpet supplier with two-face tape on top of the standard carpet, which should not be removed or damaged. Damaged carpets will be charged to Exhibitors.

22.4 Graphic material: in the booths supplied by the exhibition, graphic signs may be placed on the dividing panels, hanging from the upper rod. The graphic material should not weigh more than 3 kg per panel, nor exceed the height of the panel or the booth limits. Panels and structures may not be nailed, screwed, perforated, or cut, and elements may not be glued onto them. Damaged panels will be charged to Exhibitors.

22.5 Furniture: the furniture supplied by the organizers may be removed or substituted. The decision not to use the furniture supplied, and the description of the replacing elements, should be reported by the Exhibitor within the term defined (item 22.8.4)

22.6 Electricity

22.6.1 Responsibility: Exhibitors are exclusively responsible for accidents or damages, to its staff, visitors or third parties, or to their own or third party products, caused by electric installations or fittings of any type, installed, used or exhibited in the booth.

22.6.2 Safety conditions of electric installations and equipment: the installations and the electric or electronic equipment to be used or exhibited in the booth, should meet, throughout the exhibition, the best applicable safety standards, complying at least with:

- a) Building code of the City of Buenos Aires.

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- b) Regulations for electricity installations in buildings (Asociación Electrotécnica Argentina).
  - c) IRAM standards applicable to each specific equipment.
- 22.6.3. Basic supply: will be that indicated in section 22 f) under the heading lighting
- 22.6.4 Maximum supply: on request, it will be supplied additional electric power up to a maximum total (including the originally supplied electricity) of 200 W per sq. mt. The request should be submitted in the corresponding form and within the established terms (section 22.7) including the following information:
- a) Electricity use.
  - b) Power for each use.
  - c) Equipment details.
  - d) Additional information Exhibitors may deem appropriate.

Installations required to manage the additional power will be supplied by Exhibitors, according to the following:

22.6.5 Operational conditions of the installations to be provided by the Exhibitor: the booth installation will be made so that:

- a) It is possible to totally disconnect (double pole circuit breaker for single phase load) every machine or equipment exhibited and/or installed.
- b) It is possible to manage the lighting independently from other exhibitors and/or installations
- c) The total power factor of the installation at switchboard entry is never below 0.85

22.6.6 Installations to be provided by Exhibitors: Exhibitors must provide, install and maintain throughout the exhibition all the electrical installations needed, i.e. ,

- a) Main switchboard.
- b) Circuits and lighting devices.
- c) Other electric installations that the booth may require.

22.6.7 Booth main switchboard: exhibitors should provide and install a main switchboard at which entry will be connected the main electricity line to the booth. The main switchboard should meet the best safety standards. It should be contained in an enclosure or metal box, with a door, totally closed and with a grounding cable. It should be electrically calculated to manage the booth's total electricity load, and have a grounding bar. It should be connected so as to fully comply with section 22.6.2 and should be fitted with at least one general circuit breaker and automatic double pole thermal circuit breakers (or a manual circuit breaker and fuses). All outgoing circuits should be protected by a differential breaker and accompanied by an insulated conductor (grounded). Compliance with the above should be carried out by exhibitor's staff and Technical Department personnel.

22.6.8 Electric power supply: Electric power supply should be made to the main switchboard. Technical Department personnel will be in charge of connection after approval, as described in 22.6.7

22.6.9 Other requirements: Additionally, as regards electricity installation, exhibitors should comply with the following requirements:

- a) All exposed metal structures should be grounded by means of bare copper wire of no less than 7 x 0.5 mm, firmly fixed with screws.
- b) Conductors, both common and neutral, should be of good quality and well maintained and covered with a double layer of rubber or PVC. Branching of a distribution should be made between phases and the neutral, never between phases and ground.
- c) Conductors should be installed with utmost care and

bearing in mind all applicable safety standards (insulation, mechanic protection, etc.)

22.6.10 Disconnection: Exhibitors must disconnect, daily and at closing time, the following: a) Switch of every machine or equipment, b) General switch.

22.6.11 Penalties: the installation or connection of power higher than agreed, clandestine or non-approved connections, or violation or non-compliance with any of the above rules will be penalized at the discretion of the Technical Department or the Exhibition Superintendent, with the disconnection of the electricity supply (either until the violation is remedied or definitively), or the closure of the booth (without the right to appeal or to receive any money compensation).

22.6.12 Counseling: should a request be submitted, the Technical Department will advise Exhibitors on the construance and application of these rules to each specific case.

22.7. Exhibitors should fill in the electricity service request and submit the form at the offices of Linares, Passini & Asociados S.A., Libertad 1032, 2nd. floor, Office A, Buenos Aires before Tuesday September 1, 2009. The request, approved or rejected, may be claimed seven (7) days after submission. This information may not be sent by e-mail. The approved form is a mandatory requirement to enter the premises.

**22.8 Booth construction/decoration**

Exhibitors may use the booths provided by the organizers, change the decoration or build custom booths. However, the perimeter panels supplied by the organizers (with the exception of the fascia) should remain as they are.

Exhibitors who wish to decorate or build booths should abide by the following:

22.8.1 All materials used shall be for dry construction and of the least possible combustibility. Bearing in mind t he short time allocated for booth construction, and the characteristics of the venue, no carpentry or paint jobs are allowed. Therefore, booths' parts must be fully finished and painted for assembly.

**22.8.2 Size restrictions:**

- a) **No element may exceed the limits of the plots at any height.**
- b) **Maximum construction height, including lighting appliances, should be 3.50 m from the level of the platform provided by the Organizers, with the exception of booths No. 70-71-72-73-74 and 75, where due to the restrictions of the venue, the maximum height should not exceed 2.40 m from platform level.**
- c) Any construction that exceeds the height of the perimeter panels should have all its faces treated in the same manner, in order not to interfere with the esthetic of adjacent booths.

The signs and advertising notices that exceed the dividing panels' height should also meet this condition.

In case of doubt on the interpretation of this section. Exhibitors may resort to the Technical Department for clarification.

22.8.3 Structure support: All constructions must be self-supporting (even ceilings, if any). Under no circumstance shall exhibitors use perimeter panels to support their booths or place them on top of the hall infrastructure.

Also, no foundations are admitted; all constructions should be made on top of the existing platform without damaging the same.

22.8.4. Exhibitors who build or decorate their booths, in the above described manner, should submit to Linares, Passini & Asociados S.A., Libertad 1032, 2nd. floor, Office "A", Buenos Aires, before Tuesday September 1,

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2009, a list describing the elements to be used and blueprints in duplicate, in a 1:20 scale, of the floor plan and front elevation/s with the indications needed to comprehend them. The blueprint should include a cover containing the following information: Name, Address and Telephone number of the Exhibitor, Booth Number, Name, Address and Telephone of the Booth constructor. The description and the blueprint, approved or rejected, may be claimed seven (7) days after submission. The information may not be sent by e-mail. The approved list and blueprint are a mandatory requirement to enter the premises.

#### **22.9 Lighting**

- a) Appliances should be installed so as not to disturb the public or neighboring booths.
- b) Lighted or mobile signs are forbidden: In all cases lights must be fixed, and mobile lights, sparks, intermittent lights, lights of variable color or intensity, spinning devices, etc. are not permitted.

22.10 **Plant decoration:** Plants may be used for booth decoration. However, plants should be obtained from the Exhibition supplier, and size restrictions applicable to all the elements used in the booth should be complied with.

22.11 All the above standards should be literally complied with, and admit no exceptions. The Exhibition E.C., Technical Department or Superintendent are empowered to make observations, correct -at Exhibitor's cost- prohibit and/or close the booths that do not abide by the standards.

22.12 As regards brochures and/or merchandising elements, their number should not exceed the booth storage capacity.

Also, their distribution should be confined to the booth, including the people receiving them.

22.13 According to section 18, catering and drinks in the booths may only be provided by the Hilton Buenos Aires Hotel.

22.14 The Exhibitor or his representative shall be present when receiving the booth, returning the booth and/or for any other procedure before the E.C., the Technical Department or Superintendent.

22.15 The Exhibitor or his representative shall carefully inspect the booth when delivered and report observations, since all repairs required while in use will be covered by Exhibitors.

22.16 The authorities of the Exhibition will inspect booths during the assembly period to verify compliance with the above norms, warning the Exhibitors that depart from their wording or spirit, to remedy any anomalies.

#### **22.17 Penalties:**

All the above rules should be literally complied with, and admit no exceptions. The Exhibition E.C., Technical Department or Superintendent are empowered to make observations, correct -at Exhibitor's cost- prohibit, and/or close the booths that do not abide by the standards.

#### **22.18 Responsibility:**

Exhibitors are exclusively responsible for damages or accidents caused by their constructions or electrical or electronic elements, to themselves, their staff, products or third parties, or visitors to the exhibition. Exhibitors should therefore take insurance against all risks, bought from authorized insurance companies, to cover all risks that may arise.

### **23. PROHIBITIONS**

23.1 Prohibitions: The following are totally prohibited:

- a) Installing any decoration or piece of furniture (even those authorized) on the lateral sides of the booths that have no panels there because of their location beside emergency exits or fire extinguishers.

- b) Installing mechanical and/or electronic games, without the E.C. explicit authorization
- c) Balloons
- d) Hanging wires of any nature
- e) The use of gas or other fuel containers that are explosive or flammable.

#### **23.2 Responsibility**

Exhibitors are exclusively responsible for accidents, damages, to its staff, visitors or third parties, or to their own or third party products, caused by electric installations or fittings of any type. Exhibitors should therefore take insurance, bought from authorized insurance companies, to cover all the risks that may arise

#### **23.3 Penalties**

All the above rules should be literally complied with, and admit no exceptions. The Exhibition E.C., Technical Department or Superintendent are empowered to make observations, correct -at Exhibitor's cost- prohibit and/or close the booths that do not abide by the standards

23.4 As regards brochures and/or merchandising elements, their number should not exceed the booth storage capacity.

Also, their distribution should be confined to the booth, including the people receiving them.

23.5 According to section 18, catering and drinks in the booths may only be provided by the Hilton Buenos Aires Hotel.

23.6 The Exhibitor or his representative shall be present when receiving the booth, returning the booth and/or for any other procedure before the E.C., the Technical Department or Superintendent.

23.7 The Exhibitor or his representative shall carefully inspect the booth when delivered and report any deficiency observed, since all repairs required as a result of its use will be covered by the Exhibitor.

23.8 The authorities of the Exhibition will inspect the booths during the assembly period to verify compliance with the above norms, warning the Exhibitors that depart from their wording or spirit to remedy any anomalies.

It should be clear that whenever the observations made by the E.C. are not immediately remedied, the E.C. could have them made, at exhibitors' cost, or even ban and/or close the booths that do not abide by these Regulations.

### **24. CLEANING**

JORNADAS 2009 shall provide staff to clean the whole Exhibition. Beyond the above, exhibitors shall:

- Maintain booths in perfect order during opening hours.
- Throw waste into the special containers provided and under no circumstance in corridors or other common areas.

The Hilton Buenos Aires Hotel does not have warehousing facilities available to keep empty containers. However, during the assembly period a cleaning service will take care of corridors and entrances. Any container lying close to the booths 2 hours prior to the end of the assembly period shall be removed, and any resulting charges shall be debited to the exhibitor.

### **25 EXHIBITION OPENING HOURS**

25.1 The JORNADAS 2009 Trade Exhibition will be open on October 14 and 15, 2009 from 11 a.m. to 7 p.m., and on Friday October 16 from 11 a.m. to 6 p.m. Disassembly will start at 8 p.m.

25.2 The booth staff shall be ready at least 15 minutes prior to the opening, and shall not leave until at least 10 minutes after closing time.

25.3. During opening hours, at least one company representative shall be permanently in the booth.

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**26. BADGES**

26.1. The E.C. will furnish 7 badges to 9 sq.mt. booths and 16 to 18 sq.mt. booths, for the authorities of the exhibiting firms. Each badge is valid for one person without limitation to the number of times it is used.

26.2 The E.C. will furnish exhibiting companies "Booth Personnel" badges; 5 badges to 9 sq. mt. booths and 7 to 18 sq. mt. booths. Each badge will be valid for one person without limitation to the number of times it is used.

26.3 The E.C. will furnish exhibiting companies with "Booth Constructor" badges for the staff in charge of the booth assembly and decoration, as follows: 3 badges for 9 sq. mt booths and 5 for 18 sq mt booths. Each badge will be valid for one person, without limitation to the number of times it is used during the assembling and disassembling periods.

26.4. The above-mentioned badges will be furnished to Exhibitors once all payments have been made.

26.5. All badge-related application forms shall be submitted before the date set forth in the Exhibitor's Manual Deadline Schedule Form, stating Firm's name, Exhibitor's name, Position or function, and Identity card number, which may be required for entering the Exhibition area, together with the badge. Badges not requested prior to such date will only be issued at the Hilton Buenos Aires Hotel the day before the Exhibition opening date.

26.6. The principal of each exhibiting company, registered as such in the Technical Form, will be the only one authorized to request the badges issued by the Exhibition Organizer. Such responsibility may be delegated on a third party in a sheet with the company's letterhead, indicating the holder's name and identity document.

26.7 Since the purpose of the badges is to identify people at security and access controls, the people responsible for each booth are requested to be cautious on their distribution.

26.8 As stated in 26.5, badges should be worn to enter the premises, and all the time while at the exhibition.

26.9 All badges are personal. Their improper use empowers JORNADAS 2009 to take them away and/or ban the entrance to the Exhibition, to people involved in such infringement. Under no circumstance will accompanying persons be allowed into the premises, not even children or babies.

26.10 The only valid badges to enter the Exhibition will be those officially issued by the pertaining authorities. No other identification or badge will be valid.

**27 PRE-REGISTRATION MODALITIES**

In order to expedite the registration and provide a better service to Exhibitors and visitors, the following pre-registration modalities will be used:

**a. Exhibitors**

Should fill in the form that will be e-mailed to that effect, to pre-register the staff who will be attending Jornadas, and return the form to the e-mail address stated therein.

**b. Visitors:**

All those included in the categories described in section 4 may pre-register. Participants and attendants should download the pertaining form from ATVC ([www.atvc.org.ar](http://www.atvc.org.ar)) and CAPPISA ([www.cappisa.org](http://www.cappisa.org)) websites, fill it in and email to the appropriate email address, or send it directly from the ATVC webpage.

The Exhibition will be closed to general publics during its whole duration (3 days); and only people related to the industry will have access to it.

Invitations printed by exhibitors or third parties will not be valid.

No babies will be allowed into the exhibition –neither in trolleys nor in other form of transportation -, or persons

under 18 years of age.

**28 COUNSELING.**

In the Exhibitors' Manual, to be distributed shortly, will appear the list of persons responsible for various activities carried out as part of the Exhibition, with all the necessary contact information should counseling be required.

**29 MODIFICATIONS, DELAY, CANCELLATION.**

The E.C. retains the right to alter whenever deemed convenient, the Exhibition's dates and timetable as well as the original plans for the distribution of booths within the premises, for a smoother development of the event, without such a procedure resulting in any compensation to the exhibitor.

Likewise, in case of unforeseen circumstances or force majeure that may result in the cancellation of the event, all amounts paid by exhibitors shall be returned, previously deducting on a pro rata basis the expenses incurred, without any compensation whatsoever.

Force majeure is any event beyond reasonable control by the E.C. whereby it is in no position to prevent its occurrence, in spite of having employed its best efforts. Force majeure will also be considered if, in spite of having hired the Exhibition grounds for the Exhibition, its holder does not allow the premises to be used on the date agreed on account of his own decision, or defers the event for a date considered unsuitable by the E.C.

**30 EXCEPTIONS - MODIFICATIONS**

The Exhibition authorities retain the right to concede exceptions and amend these Rules under certain circumstances, and also to grant authorizations not considered in such Rules, which according to their judgment may be convenient for the success of the Exhibition.

**31 OBLIGATIONS**

Compliance with all the stipulations established in the General Rules, Information Bulletins, Technical Communications, Application Forms, Schedules, blueprints, areas and prices is mandatory. Should the Exhibitor incur in partial or total breach of the above, JORNADAS 2009 will be empowered, without any special communication, to terminate the contract. The amounts paid up to that time will be kept by JORNADAS 2009, which will also have the right to demand payment of the balance owed, without prejudice to the right of lien over materials and elements within the occupied booth until the total sums claimed have been paid.

Should any difference arise from the translation to other languages, the Spanish version of these Rules and Regulations and other existing documents shall be considered valid and final. The city of Buenos Aires, Argentina will be the competent jurisdiction for enforcement of judgment.

**32 CONTROL.**

32.1. The norms set in these Rules are mandatory. The authorities of JORNADAS 2009 may observe, correct on behalf of the Exhibitor and at his own expense, ban and/or close booths that do not adhere to such norms.

32.2 The Exhibition authorities will inspect during the course of the assembly process all the booths to verify strict adherence to the respective norms. Exhibitors who depart from such rules will be required to remedy the anomalies. Should anomalies not be immediately corrected, the E.C. shall have the right to correct the same

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at the exhibitors' expense.

32.3 "Booth" is the area shown on the plans with its pertaining number and measures.

32.4 JORNADAS 2009 will issue Technical Communications to complement these norms. The reports are to be compulsorily complied with, in the same way as the present Booth Rules.

**33. REQUEST FOR SERVICES.**

33.1 Telephone, Internet, CATV and satellite signal services for the booths will be charged to the Exhibitor and must be requested through a Service Application Form included in the Exhibitor's Manual.

Special attention should be paid to each Service Application deadline appearing in the Exhibitor's Manual

33.2 Applications and payments after closing dates: no applications will be accepted after closing dates, and no service will be provided unless the corresponding payments have been effected before the deadlines.

33.3 Rates will be duly communicated through an Information Bulletin.

**34. REQUISITES FOR ENTERING THE PREMISES.**

34.1 To have fully paid the booth.

34.2 To have fully paid all additional services required.

34.3. To have submitted the booth's blueprint and the list describing the elements for decoration, and to have them approved (section 22).

34.4 To have appointed a booth representative to interact with JORNADAS 2009.

34.5 To have paid the surety deposit.

34.6 To have submitted evidence that insurance against all risk has been obtained for the booth at JORNADAS 2009 (section 22.18).

**35. PENALTIES.**

The installations that have not been requested and those not approved by the Technical Department will be closed down. No replacement shall be authorized.

**36. ASSEMBLY AND DISASSEMBLY.**

In due time the Exhibition Assembly and Disassembly Schedule will be furnished by JORNADAS 2009 to Exhibitors, as well as the complementary regulations that apply. However, should Exhibitor not remove the material located in his booth in due time, the same shall be disassembled and removed by staff appointed by the E.C. with no responsibility whatsoever over damages. The cost shall be borne by the exhibitor.

**Executive Committee**

\_\_\_\_\_  
March 2009.