

JORNADAS INTERNACIONALES 2015

XXV ANIVERSARIO
16, 17 Y 18 DE SEPTIEMBRE
HILTON BUENOS AIRES, ARGENTINA

SALES FOLDER

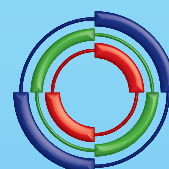
El gran Encuentro Anual que reúne a la industria de la TV por Cable de Argentina, Latinoamérica, Estados Unidos, Europa y Asia.

Las Jornadas son el ámbito propicio para conocer una completa exposición comercial y participar de conferencias técnicas y de interés general.



Asociación Argentina
de Televisión por Cable

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cappsa

CÁMARA DE PRODUCTORES Y PROGRAMADORES
DE SEÑALES AUDIOVISUALES

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Buenos Aires, February 16th, 2015.

TO ALL COMPANIES INTERESTED IN EXHIBITING IN
"JORNADAS INTERNACIONALES 2015"

ATVC (Asociación Argentina de Televisión por Cable) and CAPPSPA (Cámara de Productores y Programadores de Señales Audiovisuales) are pleased to invite you to exhibit in "**JORNADAS INTERNACIONALES 2015**", organized by both institutions, to be held on September 16th thru 18th at the Hilton Buenos Aires hotel, Macacha Güemes 351, Puerto Madero, Buenos Aires, Argentina.

Who may exhibit

Since this is a trade show organized exclusively for the cable tv industry, the type of companies that may exhibit are the following:

Programming distributors and/or producers.

Production and post-production companies.

Manufacturers, distributors and suppliers of equipment for HFC telecommunications and networks.

Suppliers of various products and services for Internet, wireless Internet, E-commerce VOD, and other broadband services

Suppliers of equipment and services for production and post-production, lighting and sound

Video animation companies

Who may attend

Cable TV operators from Argentina, the Americas and other countries.

Representatives from colleague associations of the Americas and other countries.

Directors, executives, technical staff and professionals related to the Cable TV industry.

Systems analysts.

Cable TV producers of programs.

Educators.

Public officials

Those companies – or their representatives- that would't have purchased a booth, will not be allowed to participate in any of the activities of the convention.

Attached please find the Sales Folder and the Exhibition Floor Plan. We look forward to the participation of your company in "JORNADAS INTERNACIONALES 2015" as an exhibitor.

Cordially,

ORGANIZING COMMITTEE
JORNADAS INTERNACIONALES 2015



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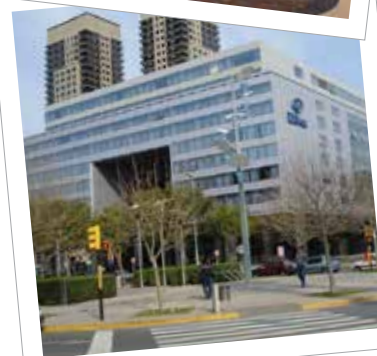
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Trade exhibition format

"JORNADAS INTERNACIONALES 2015" Commercial Exhibition will be held at the Pacífico Hall , Hilton Buenos Aires hotel, Macacha Güemes 351, Puerto Madero, Buenos Aires, Argentina

"Pacífico" Hall

The exhibition floor will house the companies described under item 1) of the invitation letter ("Who may exhibit"). The booths supplied by the organizers are offered in two different sizes: 9 sq. mts. and 18 sq. mts.



The booth price includes: platform, carpet (only when specifically ordered) , beech wood dividing panels and basic furniture, lighting and electricity, signaling, Internet Wi Fi and basic cleaning and surveillance services . These booths, as supplied by the organizers, are ready to use by simply adding banners. Exhibitors may also upgrade the booths, following the specifications included in the Exhibition General Rules, to be distributed shortly.



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Trade exhibition space availability and prices

FOR THOSE COMPANIES WHO PAY FROM ABROAD IN US DOLLARS THE PRICES WILL BE AS FOLLOWS:

- 18 sq. mts. booth in the center of the exhibition hall (yellow sector in the attached floor plan) atU\$S 13,198.00.- + VAT
- 18 sq. mts. booth, in the periphery of the exhibition hall (green sector in the attached floor plan) atU\$S 10,703.00.- + VAT
- 9 sq. mts. booth, in the center of the exhibition hall (yellow sector in the attached floor plan) at.....U\$S 4,838.00. - + VAT
- 9 sq. mts. booth, in the periphery of the exhibition hall (green sector in the attached floor plan) at.....U\$S 3,923.00. - + VAT



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Space sales procedure



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CAPPSA will be in charge of selling booths to CAPPSA-member and non-member programming companies. Space availability and costs are detailed in Addendum II. Forms of all types, advanced and all other payments must be submitted to JORNADAS INTERNACIONALES 2015 Administrative Offices, located at ATVC Offices, Av. De Mayo 749, 5° floor , Office 31, C1084AAC, Buenos Aires, Argentina.

Contact: Eduardo D. Suárez, Manager, CAPPSA.
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ATVC will be in charge of selling booths to production and post-production companies; manufacturers, distributors and suppliers of equipment for HFC telecommunications and networks; suppliers of various services, e.g. Internet, wireless Internet, E-commerce VOD, and other broadband services; suppliers of equipment and services for production and post-production, lighting and sound; video animation companies.

Space availability and costs are detailed in Addendum II. Forms of all types, down payments and all other payments should be submitted to JORNADAS INTERNACIONALES 2015 Administrative Office, located at ATVC Offices.

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New space allocation system in the "Pacífico" hall

The Booth Allocation Act will take place on Thursday March 12th at 3pm, at the Club Alemán, Corrientes 327, 21st floor, Buenos Aires. Companies which have fully paid their booths up to Wednesday March 11th at 5 pm will be able to participate. Together with their payment, the companies must present the Booth Purchase Form (see Addendum VII of this sales folder)

Please be aware that the total value of the booth (no advanced payment is required) must be cancelled before the Booth Allocation Act, otherwise companies will not be allowed to participate in it. Starting Friday March 13th, companies may choose their spaces upon presenting at ATVC offices the Booth Purchase Form and paying the full value of the chosen booth. If payment was made by bank transfer, a copy of the bank receipt must be presented or faxed to 54-11-4342-7340 together with the Booth Purchase Form.

The day of the Booth Allocation Act the booth locations will be granted in the presence of a Public Notary by means of a draw machine, in the following order: central 18 sq. mts; peripheral 18 sq.mts; central 9 sq.mts and peripheral 9sq.mts.

The participating companies will be grouped by categories according to the above mentioned booth sizes. When arriving to the Booth Allocation Act, the company representative will receive a color ticket with a number. Each booth category will have a different color ticket.

Once the Booth Allocation Act starts and always following the order of size and location of the purchased booths, the Public Notary will proceed to draw out numbers, category by category, until all companies included in each category have chosen their locations in the exhibition floor.

Those companies unable to be present at the Booth Allocation Act may appoint a representative to choose their booth location, previously informing ATVC and/or CAPPSA of their representatives names. These companies may also request to be represented by the organizers, specifying in the e-mail the booth numbers of their preference.



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Means of payment from abroad

ONLY BANK WIRE TRANSFER to the order of ATVC, exclusively to the ATVC bank account at the Citibank. The data are the following:

Citibank N.A. New York, N.Y., ABA No 021000089.
F/O: Citibank N.A. Buenos Aires, Argentina, ACC N° 10990028.
F/F/C: Asociación Argentina de Televisión por Cable
ACC N° cuenta corriente en pesos 0158-147319.
SWIFT CITIARB1 ó CITIARBA

“JORNADAS INTERNACIONALES 2015” Administrative Office will be located at ATVC offices, Av. De Mayo 749, 5th Floor, Office 31, C1084AAC, Buenos Aires, Argentina.

Please note that ATVC VAT status is Responsable Inscripto (VAT payer); the amount corresponding to such tax should be paid when billed.



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Guarantee deposit

All companies must pay the sum of U\$S 300 cash (three hundred dollars) before the convention opening, to guarantee any loss or damage caused to the exhibition facilities.

Such sum will be returned at the end of the show, also in cash.

Said guarantee is independent from any other that the Hilton Buenos Aires Hotel may request as a guarantee for the use of other hotel facilities and services.

Terms for access to the exhibition floor

As set forth in the Exhibition Rules, to be distributed shortly, in order to access the Exhibition Floor exhibitors must:

Have paid the booth in full

Have paid in full any additional services requested. A specific recommendation will be sent to all exhibitors regarding other essential requirements to be met in order to access the exhibition area, which will be included in both the Rules & Regulations manual and the Exhibitor's Guide.

Have paid the guarantee

Have appointed the person in charge of the booth by fax or e-mail addressed to the Organizers of "JORNADAS INTERNACIONALES 2015"

Must also exhibit written evidence of the insurance (seguro de responsabilidad civil) demanded in the Rules & Regulations of Jornadas Internacionales 2015 (as requested every year) as indicated in point 21st of such Rules & Regulations and which is mandatory condition to enter in the exhibition floor, as indicated in point 34th of the above mentioned Rules & Regulations



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Booth purchase form Jornadas Int'l 2015

VERY IMPORTANT: this form must be completed, signed and sent by fax or e-mail to ATVC together with the receipt of the bank wire transfer before Wednesday March 12th, if you wish to participate in the Booth Allocation Act. Starting Friday March 13th, when ATVC receives both the form and the receipt by e-mail or fax you may choose your booth location.
Fax: 54-11-4342-7340 E-mails: laura@atvc.org.ar, claudia@atvc.org.ar

Company:
 Address: Tel./fax
 E-mail: Web Site:
 Representative: Title:

SIZE OF BOOTH AND LOCATION REQUESTED (underline what corresponds):

18 sq.mts – central; 18 sq. mts peripheral; 9 sq.mts central; 9 sq.mts peripheral

PLEASE COMPLETE IN ORDER TO ENSURE CORRECT BILLING.

Do the billing data coincide with the above mentioned ones? YES NO

If billing data are different from the above, please complete the following:

Company:
 Address:
 Zip Code: City: State:
 Country:
 Contact:
 Title:
 E-mail:
 Signature:



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