

JORNADAS INTERNACIONALES 2016
September 14-16
Hilton Buenos Aires Hotel, Buenos Aires, Argentina

GENERAL RULES FOR THE COMMERCIAL EXHIBITION

1. GENERAL GUIDELINES.

JORNADAS INTERNACIONALES 2016 are organized by Asociación Argentina de Televisión por Cable -ATVC- and Cámara de Productores y Programadores de Señales Audiovisuales-CAPPSA-, and will take place on September 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 rules.

The present "General Rules for the Commercial Exhibition" as well as all Newsletters and Technical Reports to be eventually issued by the Executive Committee are mandatory to all exhibitors, who will automatically accept them when signing the pertinent agreement. Exhibitors cannot argue ignorance for not following these rules..

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 INTERNACIONALES 2016** and its decisions shall not be subject to appeal. The E.C. is empowered to apply and interpret 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 of the show, 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 INTERNACIONALES 2016**:

- 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.

All of the above mentioned companies may exhibit provided that the E.C. accepts them.

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

The following categories of attendees may register at **JORNADAS INTERNACIONALES 2016**

- 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.

5 COMMERCIAL EXHIBITION FORMAT

The **JORNADAS**

INTERNACIONALES 2016 Commercial Exhibition will be held at the "Pacífico" Hall, Hilton Buenos Aires Hotel, Macacha Güemes 351, Puerto Madero, Buenos Aires, Argentina.

The booths supplied by the organizers are offered in two different sizes: 9 and 18 sq. mts. The booth price includes: platform, carpet (as long as the pertaining request is filed through Forms 6 or 7 of the Exhibitors' Manual), birch-like material dividing panels mounted on aluminum frames, Wi Fi Internet, basic lighting and electricity, signaling, and basic furniture. Basic cleaning and surveillance services are also provided.

6 SPACE SALES PROCEDURE

CAPPSA will be in charge of selling booths to CAPPSA-member and non-member programming companies.

Contact: Eduardo D. Suárez, Manager, CAPPSA.

Telephone: (54-11) 4374-6982/6932,

E-

mail: eduardosuarez@cappsa.org, cappsa@cappsa.org

Website: www.cappsa.org

ATVC will be in charge of selling booth 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.

Forms of all types, down payments and all other payments should be submitted to **JORNADAS INTERNACIONALES 2016** Administrative Office, located at ATVC Office.

Contact: Laura Antoniazco, Organization Committee - ATVC, Telephone: (54-11) 4342-3362, Fax: (54-11) 4342-7340. E-mail: laura@atvc.org.ar

Website: www.atvc.org.ar / www.atvc.org

7 COMMERCIAL EXHIBITION SPACE AVAILABILITY

Commercial exhibition space availability and prices are as follows:

a) 18 sq. mts. booth, in the center of the exhibition hall (yellow sector in the floor plan). Price: **US\$ 13,198.00 plus 21% VAT.**

b) 18 sq. mts. booth, in the periphery of the exhibition hall (green sector in the floor plan) at **US\$ 10,703.00 plus 21% VAT.**

c) 9 sq. mts. booth, in the center of the exhibition hall (yellow sector in the floor plan), at **US\$4,838.00 plus 21% VAT.**

d) 9 sq. mts. booth, in the periphery of the exhibition hall (green sector in the floor plan), at **US\$3,923.00 plus 21% VAT.**

IMPORTANT: Prices are quoted in US\$ dollars.

8. BOOTH ALLOCATION SYSTEM

- The Booth Allocation Act will take place on Thursday

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May 5th at 2 p.m., at the Club Alemán, Corrientes 327, 21st floor, Buenos Aires. Companies which have fully paid their booths up to Wednesday May 4th at 5 p.m. will be able to participate. Together with their payment, the companies must present the Booth Purchase Form (see Addendum VI of the 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 May 6th, 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, 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 CAPPESA of their representatives names. These companies may also request to be represented by the organization, specifying in the e-mail the booth numbers of their preference.

9. BOOTHS ALLOCATION ACT

The Booth Allocation Act will take place on Thursday, May 5th, 2016 at 2 p.m. at the Club Alemán, Corrientes 327, Floor 21st, Buenos Aires.

IMPORTANT: Only companies that have fully paid their booth up to Wednesday May 4th at 5 p.m. will be eligible to participate in the Allocation Act.

10. 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

11. WIRE TRANSFER RECEIPT

IMPORTANT: the wire transfer payment receipt must be sent to ATVC by fax (54-11-4342-7340) or e-mail to claudia@atvc.org.ar. Please note that ATVC VAT status is "Responsable Inscripto"(VAT payer). **The amount corresponding to such tax should be paid when billed.**

12. GUARANTEE DEPOSIT

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

Such sum will be reimbursed also in cash after the end of the show after the general disassembly inspection. Said guarantee payment is independent from any other deposit that the Hilton Buenos Aires Hotel may request as a guarantee for the use of other hotel facilities and services.

The guarantee payment does not release Exhibitors from their responsibility, in case it were insufficient to cover the expenses incurred, in which case exhibitors must pay on site the difference claimed.

13. PARTICIPATION REQUIREMENTS

13.1 Companies interested in participating in **JORNADAS INTERNACIONALES 2016** must fill in the Booth Purchase Form (Addendum VII of the Sales Folder) 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.

13.2 The booth payment, which should be made according to sections 10 and 11 above, complies:

a) Use of space during the assembly, exhibition and disassembly periods.

b) Temporary loan of elements supplied by **JORNADAS INTERNACIONALES 2016**.

b.1) Platforms, carpets (if a request was submitted in the Exhibitors' Manual Forms 6 or 7), paneling, lighting, electricity, and other appropriate elements pertaining to the alternative selected.

c) Meeting halls, coordinated by CAPPESA.

d) Signs.

e) General surveillance.

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 of 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 Rules & Regulations 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;

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 INTERNACIONALES 2016** 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

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have been paid.

14. TRANSFER OF BOOTH SPACE

Exhibitors may not transfer, donate, sell, hire, relinquish or share the booth they have purchased, 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.

15.2. Workshops will only be allowed to exhibiting technology companies, after coordinating the activity with ATVC Engineers Committee.

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

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

15.5. Publicity and/or promotional activities inside each booth are restricted solely to the distribution of merchandising material and brochures, as long as its content does not infringe the rules in force and respects the principles established in the Exhibition's General Rules & Regulations. 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 who've hired 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. ATTENDEES

Exhibitors must receive the attendees within the limits of their booths without invading the neighboring aisles.

17. PUBLICATIONS

Within the exhibition hall 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 printed 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 must 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:

- Full 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 guarantee deposit.

20. SPONSORS.

The E.C. will deliver with duly anticipation a list of activities/items that may be sponsored, 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 attendees 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., 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 INTERNACIONALES 2016** 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 INTERNACIONALES 2016** 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.

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JORNADAS INTERNACIONALES 2016 will not be responsible for any interruption of such services, whatever the reason or cause and/or event.

21.6. **JORNADAS INTERNACIONALES 2016** 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 INTERNACIONALES 2016** 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 INTERNACIONALES 2016**.

21.7. The exhibitor's surveillance personnel shall wear special badges supplied by **JORNADAS INTERNACIONALES 2016** authorities upon written request, stating name and identity card number of the persons 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 INTERNACIONALES 2016**.

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. Height: 4 cm.
- b) New carpeting with polyethylene protection covering, as long as the installation request has been submitted using the Exhibitor's Manual Forms 6 or 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. mts. booths: 1 counter-type module 1.0 x 0.50 x 1.00 mts 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 mts.
 - 18 sq. mts. booths: 1 counter-type module 1.0 x 0.50 x 1.00 mts 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 mts. round table, 3 upholstered chairs, a storing module, 1.0 x 0.50 x 1.00 mts 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. mts. booths) or 6 movable spots on fascia, with 150 W halogen bulbs, and two 300 W grounded power outlets (in 18 sq.mts. booths).
- g) Static: standardized, flag-type sign, with self-adhesive letters.

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 besides emergency exits or fire extinguishers will not have a lateral panel, and should not construct or place any decoration on that side.

22.3 Carpeting: for the standard carpet supplied by the organization to be installed in the booth, exhibitors should submit Exhibitor's Manual Forms 6 or 7 specifying its acceptance. Contrary case, the exhibitor may place another carpet at its own expense. However, this carpet should be obtained from the Exhibition official supplier

22.4 Graphic material: in the booths supplied by the organization, 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 either glued or fixed with mounting tape onto them. Damaged panels will be charged to Exhibitors.

22.5 Furniture: the furniture supplied by the organization 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 established time frame (Exhibitor's Manual Forms 5 or 6)

22.6 Electricity

22.6.1 Responsibility: Exhibitors are exclusively responsible for accidents or damages, to its staff, attendees 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.
- 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: upon request, additional electric power will be supplied up to a maximum total (including the originally supplied electricity) of 200 W per sq.mts. The request should be submitted in the corresponding form (Exhibitor's Manual Form 7) 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

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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 the Technical Director of the event.

22.6.8 Electric power supply: Electric power supply should be made to the main switchboard. Technical Director 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 Director 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 Director will advise Exhibitors on the

interpretation and application of these rules to each specific case.

22.7. Exhibitors should fill in the electricity service request and present the form at the offices of Linares, Passini & Asociados S.A., Libertad 1032, 2nd. floor, Office A, Buenos Aires (not by mail), before Friday August 12th, 2016. It will be informed if this request was approved or rejected, within seven (7) days of the submission date. To have this form approved is a mandatory requirement to enter the premises.

22.8 Booth construction/decoration

Exhibitors may use the booths provided by the organization, change the decoration or build custom booths. However, the perimeter panels supplied by the organization (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 the 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 construction may exceed the limits of the booth .
- b) Maximum construction height, including lighting appliances and signs, is 2,40 m from the level of the platform provided by the Organization. With the purpose of allowing a higher architectural development of the booths, constructions may have a maximum height of 3,50m (including lighting and signs) from the level of the platform supplied by the organization, but provided the constructor applies a distance of 1m from the dividing lateral or back paneling, with the exception of booths No. 59, 60 and 61, where due to the restrictions of the exhibition hall design, the maximum height should not exceed 2.90 m from the platform level.
- c) Any construction that exceeds the height of the perimeter paneling , due to its visibility from the neighboring booths, should have all its faces treated in the same good form that the front one, in order not to interfere with the esthetic of adjacent booths. The signs and advertising material that exceed the dividing panels' height should also meet the above mentioned requirement. In case of doubt about the interpretation of this section, Exhibitors should address to the Technical Director of the show for clarification.

22.8.3 Booths with two floors (levels): in this case it is mandatory that the constructor presents the corresponding calculations together with the booth blue prints.

22.8.4 Structure support: All constructions must be self-supporting (even ceilings, if any). Under no circumstance shall exhibitors use perimeter panels or the exhibition hall infrastructure to support their booths. Also, no foundations are admitted; all constructions should be made on top of the provided platform without damaging it.

22.8.5 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 Friday August 12th, 2016, a list describing the elements to be used, all the graphic to be exhibited including design, text, materials, dimensions and location within the booth, and blueprints in duplicate, in a 1:25 scale, of the floor plan and front elevation/s with the indications

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needed to comprehend them (and if considered necessary a 3D rendering). The blueprint should have clearly indicated the maximum heights and 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. This information may not be sent by e-mail. It will be informed if this request was approved or rejected, within seven (7) days of the submission date. 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 Decoration with plants: Plants may be used for booth decoration. However, plants should be obtained from the Exhibition official supplier, and size restrictions applicable to all the elements used in the booth should be complied with.

22.11 All the above rules & regulations should be literally complied with, and admit no exceptions. The Exhibition E.C., Technical Director or Superintendent are empowered to make observations, correct -at the Exhibitor's expense- prohibit and/or close those booths that do not accomplish these rules & regulations.

22.12 Regarding brochures and/or merchandising elements, their number should not exceed the booth storage capacity, unless the exhibitor has a merchandising box (see Sales Folder). 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's representative must be present when receiving the booth, when returning the booth and/or for any other procedure before the E.C, the Technical Director or the 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 booth assembly period to verify compliance with of all the above mentioned rules & regulations, warning the Exhibitors that do not accomplish their wording or spirit, to remedy any anomaly. 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.

22.17 Penalties: All the above rules & regulations should be literally accomplished, without exceptions. The Exhibition E.C., Technical Director or Superintendent are empowered to make observations, correct -at Exhibitor's cost- prohibit, and/or close the booths that do not accomplish these rules & regulations.

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 attendees 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 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) The use of lighted or mobile signs, mobile or intermittent lights or lights of variable color or intensity as described in 22.9 b).
- d) Doors in booth should not project into circulation aisles.
- e) Balloons
- f) Hanging wires of any nature
- g) The use of gas or other fuel containers that are explosive or flammable.

with the above norms, warning the Exhibitors that depart from their wording or spirit to remedy any anomalies.

24. CLEANING

JORNADAS INTERNACIONALES 2016 will provide staff to clean the whole Exhibition area. Beyond the above, exhibitors shall:

- Maintain booths in perfect order during opening hours.
- Throw waste into the special containers provided by the organization 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 INTERNACIONALES 2016** Commercial exhibition will be open on September 14th and 15th from 11 a.m. to 7 p.m., and on September 16th from 11 a.m. to 5 p.m. Disassembly will start at 6 pm.

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

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

26. BADGES

26.1. The E.C. will furnish 7 badges to 9 sq.mts. booths and 16 badges to 18 sq.mts. booths, for the official representatives 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. mts. booths and 7 badges to 18 sq. mts. 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. mts booths and 5 badges for 18 sq mts 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 on due time. Contact: Claudia Gonzalez - ATVC

26.5. All badge-related application forms shall be submitted before Friday August 12th, as stated in the Exhibitor's Manual, Form # 1. Stating Firm's name,

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Exhibitor's name, title 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 Registration Desk - Hilton Buenos Aires Hotel the day before the Exhibition opening date.

26.6. The Exhibitor's representative registered in Form 3 of the Exhibitor's Manual as the principal responsible of the booth will be the only one authorized to request the badges issued by the organization. Such responsibility may be delegated on a third party only by means of a note 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 may be required for entering the Exhibition area, and consequently should be worn to enter the premises, and all the time while at the exhibition.

26.9 All badges are personal. Their improper use authorizes **JORNADAS INTERNACIONALES 2016** 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 convention 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 attendees, the following pre-registration modalities will be used:

a. Exhibitors

Should fill in the Form 1 of the Exhibitor's Manual and send it to Claudia González – ATVC – up to August 12th.

b. Attendees:

All those included in the categories described in section 4 may pre-register online, through www.atvc.org.ar - www.cappsa.org.

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. has the right to change any rule that considers convenient for the benefit of the show, including dates and timetable as well as the original plans for the distribution of booths within the premises, for a better 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 development of the convention, 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 inadequate 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 INTERNACIONALES 2016** will be empowered, without any special communication, to terminate the contract. The amounts paid up to that time will be kept by **JORNADAS INTERNACIONALES 2016**, 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 INTERNACIONALES 2016** 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 at the exhibitors' expense.

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

32.4 **JORNADAS INTERNACIONALES 2016** will issue Technical Communications to complement these norms. The reports are mandatory, in the same way as the present Booth Rules.

33. REQUEST FOR SERVICES.

33.1 Telephone, 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

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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 TO 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 lists describing decoration and graphic elements, and to have them approved (section 22).
- 34.4 To have appointed a booth representative to interact with **JORNADAS INTERNACIONALES 2016**.
- 34.5 To have paid the surety deposit.
- 34.6 To have submitted written evidence that insurance against all risks (seguro de responsabilidad civil) has been obtained for the booth at **JORNADAS INTERNACIONALES 2016**(section 22.18).

35. PENALTIES.

The installations that have not been requested and those not approved by the Technical Director 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 INTERNACIONALES 2016** 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

May 2016

VERY IMPORTANT

The organization requests that the exhibitor:

1) **Acknowledges receipt** of this Rules & Regulations upon its reception, by signing this last page, which can be submitted to ATVC via fax (54-11) 4342-7340 or mail to claudia@atvc.org.ar

Exhibitor's signature.....

Full name in printed letters:

2) **Informs urgently** the booth constructor's data in order to facilitate the blue prints approval, in case an upgrade is done to the booth delivered by the organization.

Deadline: Friday August 12th.

Constructor's full name:.....

Telephone:.....

E-mail:.....