



# EXHIBITOR

## Manual

**EXPO**  
MUEBLE  
INTERNACIONAL

**TECNO**  
MUEBLE  
INTERNACIONAL



TECNOMUEBLE.COM.MX

EXPOMUEBLEINTERNACIONAL.COM.MX



Dear Exhibitor:

The Jalisco Manufacturers Furniture Association gives you the welcome to participate in the most important and biggest fair in Latin-America, Expo Mueble Internacional and Tecno Mueble Internacional. We thank you for your participation in this event and make it the place where you do business, we are sure that your participation will be a success!

In this manual you will find all the information important about your participation:

1. Exhibition Rules and Regulations of Expo Guadalajara.
2. Service Fees of Expo Guadalajara.
3. Sizes of booth and exhibition areas.
4. Suppliers Information

Please read the entire contents of this manual to ensure successful participation and avoid any kind of problems.

*Welcome!*

Organizing Committee

## ORGANIZING COMMITTEE

### Board of Directors:

Lic. Mercedes Abundis Sánchez

**PRESIDENT**

Ing. Enrique Ruiz Castro

**VICE-PRESIDENT**

Lic. Abelardo Arreola Jiménez

**TREASURER**

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Ing. Ernesto Fregoso Dueñas

**COUNSELOR'S**

Lic. Jesús J. Gamboa García

**COMMISSIONER**

## EXHIBIT COMMITTEE

Sr. Roberto Quiñones Cornejo

**CORDINATOR**

Lic. Mercedes Abundis Sánchez

Ing. Ernesto Fregoso Dueñas

Lic. Jesus Gamboa Garcia

Sr. Gilberto Garcia Valadez

Ing. Arturo Padilla Vega

Sr. Jaime Contreras Lozano

Sr. Adolfo Tanda Castillo

Lic. Abelardo Arreola Jiménez

Ing. Galván Cárdenas

**DIRECTORS**

## OPERATIONS PERSONNEL

### EXHIBITS DEPARTMENT

- |                                                                      |                                                                                      |
|----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Luis Eduardo del Rio ■<br><b>Director</b>                            | ■ Rafael Lozornio Barragán<br><b>Reporter</b>                                        |
| Carlos Delgadillo Keenan ■<br><b>Exhibit Manager</b>                 | ■ Juan Carlos Ortiz Ramos<br><b>Acting Chief Executive</b>                           |
| Cristina Sánchez Origel ■<br><b>Sales Agent</b>                      | ■ Dunia del Rocío Arellano Anguiano<br><b>Credit and Collection</b>                  |
| Idolina Sarahí Herrera Aceves ■<br><b>Sales Agent</b>                | ■ Lucina Jáuregui / Román Flores<br><b>Accounting</b>                                |
| Mónica Díaz Fararoni ■<br><b>Sales Agent</b>                         | ■ Karen Eunice Baez Martínez<br><b>Assistant to the Director and the President</b>   |
| Omar Jair Vázquez López ■<br><b>Operations and Logistics</b>         | ■ Ana María Chávez Palomino<br><b>Manager of Technical and Social Events</b>         |
| María Luisa Bermejo Ortega ■<br><b>Marketing Manager / Dimueble</b>  | ■ Isabel Padilla / Rocío Sánchez<br><b>Assistant for Technical and Social Events</b> |
| Myra Nathalie Aguilar Soltero ■<br><b>Design / Dimueble</b>          | ■ Rogelio Ortega Ortega                                                              |
| Julieta Correa Rodríguez ■<br><b>Marketing Assistant / Dimueble</b>  | <b>Systems</b>                                                                       |
| Pedro Romero Olivera ■<br><b>Communications and Branding Manager</b> | ■ Sergio Sánchez / Vanesa Ayala<br><b>Sales Directory</b>                            |
| Paula Magaña Aguirre ■<br><b>Directive Design</b>                    | ■ Mario Vázquez / Ricardo Pérez / Ernesto Morán<br><b>Logistics Support</b>          |

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## STAND CHARACTERISTICS

### JALISCO HALL

3.60 x 3.60 (12.96 m<sup>2</sup>)

3.60 x 2.80 (10.08 m<sup>2</sup>)

### GUADALAJARA HALL

3.60 x 3.60 (12.96 m<sup>2</sup>)

7.20 x 17.20 (123.84 m<sup>2</sup>)

8.60 x 10.80 (92.88 m<sup>2</sup>)

7.20 x 7.20 (51.84 m<sup>2</sup>)

5.00 x 5.00 (25 m<sup>2</sup>)

4.00 x 5.00 (20 m<sup>2</sup>)

4.00 x 4.00 (16 m<sup>2</sup>)

7.20 x 18.00 (129.6 m<sup>2</sup>)

6.00 x 4.00 (24 m<sup>2</sup>)

### ESPECIAL EVENT HALL

3.60 x 3.60 (12.96 m<sup>2</sup>)

5.0 x 5.00 (25 m<sup>2</sup>)

9.00 x 7.20 (64.8 m<sup>2</sup>)

7.20 x 7.20 (51.84 m<sup>2</sup>)

14.00 x 3.60 (50.4 m<sup>2</sup>)

7.20 x 6.00 (43.20 m<sup>2</sup>)

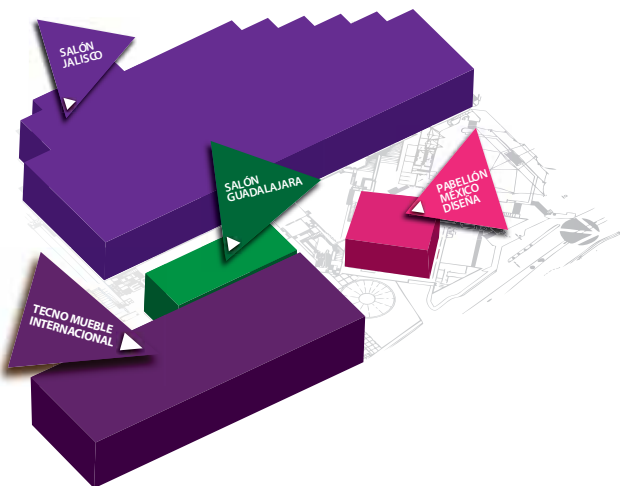
### MEXICO HALL

5.00 x 5.00 (25 m<sup>2</sup>)

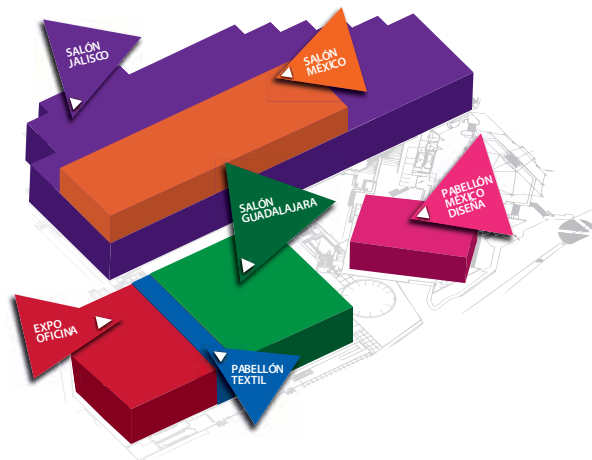
5.00 x 6.00 (30 m<sup>2</sup>)

7.20 x 3.00 (21.6 m<sup>2</sup>)

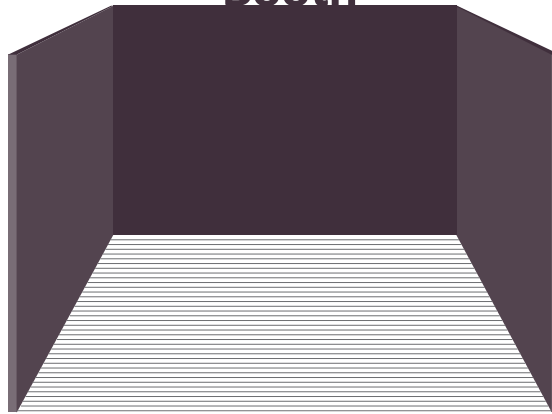
### EXPO MUEBLE INTERNACIONAL VERANO EDITION AND TECNO MUEBLE INTERNACIONAL



### EXPO MUEBLE INTERNACIONAL INVIERNO EDITION



## Booth



### THE BOOTH INCLUDES:

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A 2.40-meter white melamine screen with aluminum-post connections.

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A 110 volt / 760 watt electrical outlet (electrical installations not included)

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Carpet

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A sign with the name of the exhibitor (only under request)

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Digital invitations to send to clients.

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Induction into the Printed Directory (before July 8)

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Identification badges for the booth personnel (10 max). In case you need more than 10, please request it in writing.

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The presence of national and international buyers.

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Conferences at Afamjal and Expo Guadalajara.

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VIP Room with access to: - Internet, printer, telephone,  
- fax, copier and snack bar (free of charge)

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Closing Event

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DOES NOT INCLUDE FURNISHING.

# REGULATIONS

1. OBJECTIVES
2. PARTICIPANTS
3. ASSEMBLY
4. STANDS
5. OPERATION
6. GENERAL SERVICES
7. DISASSEMBLY
8. RESPONSIBILITIES
9. PENALTIES
10. OTHER CONSIDERATIONS

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## 1.OBJECTIVES

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### **1.1 OBJECTIVES OF THE EXHIBITION**

The Association of Furniture Manufacturers of Jalisco, A.C., henceforth AFAMJAL, promoter and organizer of Mexico International Furniture Market Winter Edition, Techno Furniture International, and Mexico International Furniture Market Summer Edition, has the purpose of bringing together manufacturers, buyers, and suppliers within the framework of the exhibits, with the goal of showcasing the latest advancements,

technology, and trends of the furniture and accessories industry to wholesalers and distributors.

### **1.2 OBJECTIVE OF THE REGULATIONS**

To establish the operational procedure that regulates the proper functioning of the exhibits and guarantees that the rights and obligations of everyone involved are fulfilled.

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## 2.PARTICIPANTS

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### 2.1 EXHIBITORS

An exhibitor is any person or legal entity that, by signing the Exhibition Contract and covering the fees set forth by AFAMJAL, has gained the right to use the booth(s) indicated in the aforementioned contract, once it has been determined that the person or entity is a manufacturer and/or buyer, in the case of furniture exhibitions, and manufacturer and/or distributor, in the case of Techno Furniture International. AFAMJAL reserves the right to refuse admission.

### 2.2 BUYERS

Buyers are professionals who represent themselves or a company and have the purpose of purchasing wholesale merchandise at the exhibits. They must register by entering their own personal information and that of the Company that they represent.

### 2.3 ORGANIZING COMMITTEE

Made up of AFAMJAL partners and officials, the Committee is responsible for organizing and ensuring the proper functioning of the exhibits.

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## 3.ASSEMBLY

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### 3.1 BOOTHS

Booths are delivered to exhibitors, who must assemble them according to the schedule set forth by AFAMJAL, which will serve as a written notification of their date of entry. *Companies with the most booths or square meters in exhibit area will receive official confirmation of their date of entry.*

### 3.1.1 ASSEMBLY OF MEXICO HALL

For all the exhibitors that their stand is in this room, they are informed the following points for a better logistics of their assembly that is very important to consider for the entrance to the Mexico Hall.

*\* For access to this room will have two main accesses.*

#### Entry number 1

The ramp located by Mariano Otero Av., for this access can only enter light box vans of 3.5 tons. *(see map).*



#### Entry number 2

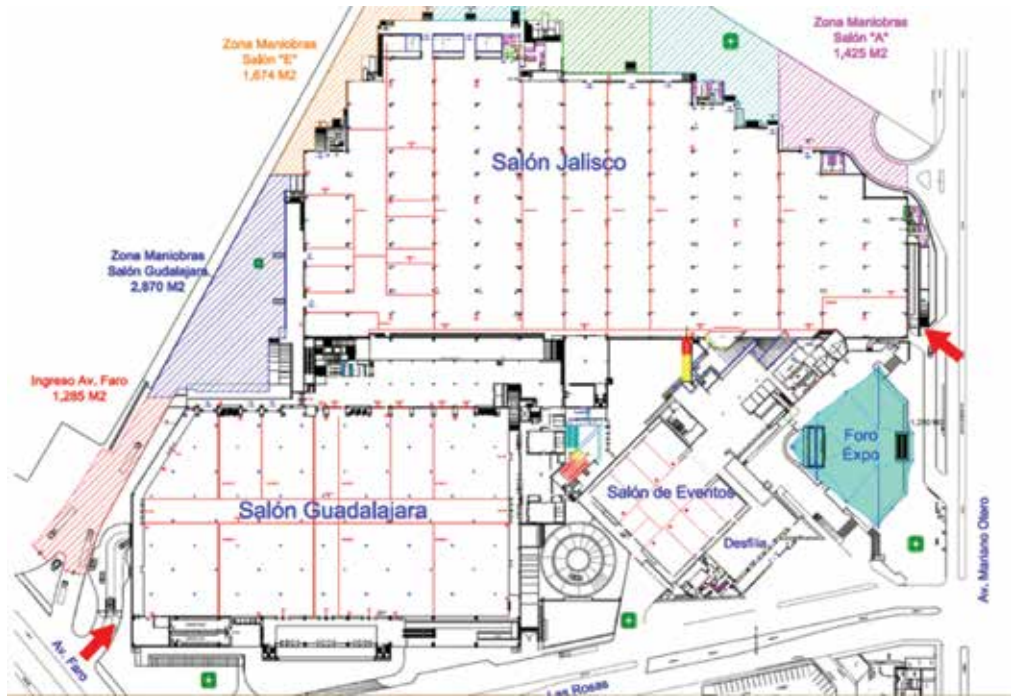
The second entrance to the hall will be through two cargo lifts located in the maneuvering yard entering through a shed of Faro Avenue *(See map).*

#### Freight elevators

The elevators measure 2.10 meters high x 2.00 meters wide and have a loading capacity of up to 3 tons.



## ENTRY MAP OF MEXICO HALL



### 3.2 CERTIFICATE OF PAYMENT

In order to have access to their stand(s), exhibitors must have covered the entire costs of the booth(s). Not doing so will cause access restriction.

### 3.3 ENTRY OF SAMPLES AND DECORATING MATERIAL

The Exhibitor, the company's personnel, or anyone else who has been hired for this event can access the stand(s) with the material necessary to decorate them, as well as with the samples that are to be exhibited within the schedule set forth by AFAMJAL in writing. The Exhibitor must agree to comply with the appointed date and times- between 8:00 a.m. and 10:00 p.m. If exhibitors surpass

the appointed times, they must pay the extra hours directly to the venue, which will determine the corresponding fees.

### 3.3.1 ACCESS TO HEAVY MACHINERY, EXCLUSIVELY FOR TECHNO FURNITURE

Exhibitors and stands that require heavy machinery to operate must enter the venue on the first day of assembly at the specific areas designated to unload this type of machinery, in order to avoid risky situations and/or assembly accidents (to all exhibitors). They must also request a confirmation from the Organizing Committee of their date of entry 20 days prior to the event.

### 3.4 ENTRY TO THE VENUE

At arrival at the venue, on the date and time scheduled to assemble the exhibit, participants must report to the Control Booth in order to collect the cards and identification badges (for decoration and/or assembly) that will give them access to the facilities.

Access to minors is strictly prohibited during the assembly and disassembly phases. The security personnel will be forced to remove any minors from the Venue. The Organizing Committee and AFAMJAL disclaims any liability in case of an accident that may arise from this type of situation.

#### 3.4.1 MANEUVERS AREA

This area is designated exclusively for loading and unloading, and therefore only freight vehicles containing assembly material, decoration and exhibit samples are allowed into this area. These vehicles can remain in the area only during loading and unloading, and will be asked to leave immediately afterwards in order to speed up the process.

Any private or freight vehicle that remains "parked" after loading or unloading will be sanctioned and removed from the area. Under any circumstances are vehicles allowed to park in this area overnight, and therefore must be removed before the closing of operations of each day.

#### 3.5 PENDING FEES

Exhibitors with unpaid AFAMJAL fees will not be allowed into the event.

#### 3.6 SECURITY AND SURVEILLANCE

During the times of assembly, between 8:00 a.m. and 10:00 p.m., exhibitors are responsible for safeguarding their own assets. Between 10:00 p.m. and 8:00 a.m. of the following day, AFAMJAL will set up a surveillance system

for the entire Venue, during which exhibitors are not allowed to access the venue. If due to force majeure an exhibitor must remain at their booth(s) after 10:00 p.m., they must request written authorization from AFAMJAL, at their own risk.

#### 3.7 ASSEMBLY COMPLETION

Exhibitors must have completed the decoration and assembly process 2 (two) hours before the official start of the exhibition.

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## 4. BOOTHS

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### 4.1 CHARACTERISTICS

Booth(s) must be confined to specific physical limitations. Such limitations will be marked by screens between the stand(s), but AFAMJAL will leave the fronts open in case it considers that it improves the exhibition of samples. AFAMJAL will provide the electrical power needed for each booked area, with a limit of 760 watts per every 12.96 square meters. If the Exhibitor requires more electrical power, it must request written authorization from AFAMJAL at least 30 days prior to the start of the event and cover the cost involved. In case the design of a stand requires it, and/or the amount of energy consumption is higher, exhibitors are responsible for hiring qualified personnel to set up electrical installations that comply with current security State regulations and use the correct materials and gauges, including 12 gauge extension cords for heavy-duty activity, as required by the Venue.

### 4.2 SPACE LIMITATIONS

Exhibitors are responsible for limiting their exhibits only to the space that has been booked, without invading or blocking the hallways or neighboring stands, from floor

to ceiling, be it with samples or structural elements of the stand; such invasion, if not rectified, is subject to penalties. Penalty for invasion: a company that exceeds the physical limits of the stands it has booked, after being warned once before, and invades the hallways or neighboring stands, will be subject to an economic sanction, applicable immediately, of 5 times the value of the invaded surface; furthermore, if the invaded surface is not cleared within the established time limit, the elements causing the trespassing will be removed and the company banned for future events.

#### **4.3 RIGHTS OF USE**

Exhibitors are strictly forbidden to partially or totally sublet, sublease, lend, hand over or transfer the rights of space, according to the Exhibition Contract, and exhibitors agree to exclusively showcase products that are manufactured and/or marketed ordinarily, as set forth by the foregoing contract. In the case of Techno Furniture International, exhibitors agree to exclusively exhibit products or services that they manufacture or distribute.

In case the Exhibitor does not make use of the stand(s), it will forfeit, to the benefit of AFAMJAL, the amounts that have been covered without the right to a reimbursement or to issue a complaint.

Regardless of the foregoing, in the event that the showcased products are not set up by 10:00 p.m. of the day prior the start of the exhibition, AFAMJAL reserves the right to reclaim the stand(s) without being held responsible for the interests of the Exhibitor.

#### **4.4 RELOCATIONS**

AFAMJAL reserves the right to relocate the stand(s) that have been booked in cases of force majeure.

#### **4.5 DECORATIVE ELEMENTS**

Exhibitors can use decorative elements that they consider necessary within the physical limitations of their stands. It is prohibited to paint, nail or paste anything on the screens, as well as to drill the floor or paint the walls or columns of the structure. In the event of this happening, the damages will be assessed by AFAMJAL and/or the Venue and the perpetrator must cover the costs involved.

##### **4.5.1 INVASION ADJACENT STANDS**

The design of the stand(s) must consider NOT aesthetically ruining nearby exhibits with structures or walls that may affect the image of neighboring stands (at the sides or rear), or with advertising for the stand itself. If this indication is breached, the sanctions specified in item 4.2 will be applied.

Stands that face two hallways cannot be closed without the authorization of AFAMJAL, contingent on the prior review of the decoration and project blueprints.

If exhibitors use decoration or ornamentation, they must submit a sketch of the design to AFAMJAL for authorization 30 days prior to the exhibition, and must particularly focus on not damaging the image of neighboring stands or walkways, which are meant to be decorated or ornamented separately.

#### **JALISCO HALL**

Maximum Total Height: 5.00 mts.  
Adjustments of 3.60 x 3.60 per booth, after verifying the presence of columns and hydrants.

#### **GUADALAJARA HALL**

Maximum Total Height: 5.00 mts.  
Adjustments contingent on the blueprints of each particular event.

In case the design of the stand, its decoration or ornamentation, exceeds 3.20 meters in height, exhibitors must submit the following requirements 30 days prior to the start of the exhibition for authorization:

**1. Construction** blueprints indicating dimensions and characteristics, as well as the materials and gauges used.

**2. A civil responsibility** insurance policy for third party damages, or a copy of your company's policy, with extended coverage to account for everything from assembly to disassembly.

**3. Upon prior review**, AFAMJAL reserves the right to request the structural calculation reports of the exhibit area, and to designate, at the expense of the exhibitor, an Expert to verify the characteristics and conditions of the exhibit area.

**4. AFAMJAL** will respond to applications within the following 5 days after receiving the foregoing information.

#### 4.6 USE OF DOUBLE DECKER STRUCTURES

##### 4.6.1 REGARDING DIMENSIONS AND HEIGHT

**1. The structure** must not, under any circumstances, exceed the height and width specified for the booked area, including the materials used for construction and decoration purposes.

#### JALISCO HALL

Maximum Total Height: 5.00 m.

Maximum Height of the Mezzanine: 3.20 m. from the floor

Adjustments of 3.60 x 3.60 per stand, after verifying the presence of columns and hydrants.

#### GUADALAJARA HALL

Maximum Total Height: 5.00 m.

Maximum Height of the Mezzanine: 3.20 m. from the floor

Adjustments contingent on the blueprint of every particular event.

**2. Booth** single and double decker stands must include decoration on visible parts and the rear that does not damage the image of neighboring stands.

##### 4.6.2 REGARDING THE APPLICATION

**1. Exhibitors** must submit the calculation reports and construction layouts of the structure to AFAMJAL 30 days prior to the exhibition, indicating its dimensions and characteristics, as well as the materials and gauges used. An Expert will verify that the structure is in good condition and that it complies with security and resistance specifications.

**2. Exhibitors** must submit one application per event, even if no changes are made to prior applications. Non-compliance with this item is a reason to reject authorization.

**3. Exhibitors** must purchase a Civil Responsibility insurance policy for third party damages, or a copy of their company's Insurance policy, with extended coverage to account for everything from assembly to disassembly, or otherwise submit a letter from the joint liability company for third party damages that generates the structure, thus relieving AFAMJAL from any responsibility. Exhibitors must include copies of any of the foregoing documents.

##### 4.6.3 REGARDING THE AUTHORIZATION

**1. After receiving** the documentation from the exhibitor, AFAMJAL will proceed to review it and will notify the applicant of the decision in writing.

**2. Without the express authorization** of AFAMJAL, exhibitors are not allowed to install any structures or access the exhibition venue.

#### **4.6.4 REGARDING ASSEMBLY SUPERVISION**

**1. At the time** of assembly AFAMJAL will designate, at the expense of the Exhibitor, an Expert to verify that the characteristics and conditions of the structure comply with these Regulations in terms of security and aesthetics.

**2. The cost** of assembly supervision will be contingent on the surface covered and will be payable to AFAMJAL.

#### **4.7 EXHIBITION MATERIALS AND FURNISHING**

AFAMJAL does not supply decoration and/or furnishing for the stand(s). Exhibitors must procure their own materials and make sure that it does not invade walkways or service areas.

#### **4.8 STAFF FOR THE EXHIBITS**

Exhibitors are responsible for hiring the staff that will assemble, decorate and disassemble the stand, as well as the customer service representative that will showcase the products or merchandise to clients, whereby it is the absolute responsibility of the exhibitor to comply with labor obligations and account for any infractions to current labor laws and regulations on behalf of these employees, as well as for all Fiscal and Social Security obligations that are applicable in the Mexican Republic, therefore relieving AFAMJAL from any responsibility related to this topic.

#### **4.9 FLOORING**

The Exhibitor can cover the floor of the stand(s) with carpet or any other type of

covering, as long as it does not damage the floors of the venue and the Exhibitor agrees to remove the carpet or material upon the conclusion of the exhibit. The costs to remove the covering and any residues from AFAMJAL carpets and the floors of the Venue will be covered by the Exhibitor, who will be notified in writing.

#### **4.10 MATERIALS**

Exhibitors are not allowed to use solvents, drywall, plaster or cement; carpentry or blacksmithing; jigsaws, compressors, air guns, welding torches or machines, etc.

#### **1.10.1 SAMPLE MATERIALS**

Exhibitors are responsible for removing, on the day of disassembly, any material that was used as a sample (wood, MDF, chipboard, triplay, custom materials, drywall, residues, or any material that is considered to be waste or trash) during the days of the event. Otherwise, the Venue will apply an economic sanction directly to the exhibitor or the Organizing Committee for not cleaning this type of waste and/or material.

#### **4.11 LIMITATION OF ACTIVITIES**

Within the exhibition area, Exhibitors are not allowed to act against public morality and commonly accepted customs, this with the purpose of carrying out the exhibition smoothly. Furthermore, it is prohibited to organize lotteries, raffles, contests and/or similar activities within the premises.

#### **4.12 ADVERTISING**

Exhibitors can distribute, within the physical limitations of their stand(s), pamphlets, catalogues, printed advertising, and promotional items if they relate to the activity stated in the Exhibition Contract.

For the use of visual and/or sound resources, it is only required that they do not affect the operations and well-being of the other

exhibitors. To this end, exhibitors should agree to the recommendations of AFAMJAL regarding sound volume.

#### **4.13 ATTENTION TO BUYERS**

Exhibitors, with prior authorization from Expo Guadalajara, can treat their clients with food and beverages, with the only requirement that it is done with moderation and without causing awkward or unpleasant situations for others.

If there are issues related to the foregoing paragraph in any stand, AFAMJAL reserves the right to withdraw authorization from Exhibitors, and even in some cases, when the situation calls for it, remove the party involved from the premises without liability on the part of AFAMJAL.

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## 5. OPERATION

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### **5.1 EXHIBITION SCHEDULE**

The exhibition will be open to the general public from 10:00 a.m. to 8:00 p.m. on the days set forth in the Exhibition Contract. Exhibitors will be allowed in the venue from 9:00 a.m. onwards.

### **5.2 REMOVAL OF EXHIBITED SAMPLES AND MERCHANDISE**

During the days of the exhibit, Exhibitors are not allowed to remove the articles or merchandise that is being showcased without the written consent of AFAMJAL, which will request the documentation and identifications that it deems appropriate.

### **5.3 CAUSES OF FORCE MAJEURE**

For causes of force majeure, AFAMJAL may postpone the start of the event, lengthen or shorten it, as well as change its program, schedules, venue, characteristics or activities without any liability on the part of AFAMJAL.

### **5.4 BADGES AND SPECIAL HOURS**

#### **5.4.1 EXHIBITORS**

Each company will be provided with Exhibitor identification badges to operate the stand(s), after the Exhibitor's application is submitted to the AFAMJAL Headquarters. The use of the identification badges is mandatory during the exhibition.

#### **5.4.2 ORGANIZER COMMITTEE**

The Organizing Committee badges will be worn exclusively by the members of said committee, who must take the necessary considerations given their role in operating the event.

They will have free access to the exhibition at any time, due to the nature of their responsibilities.

#### **5.4.3 ASSEMBLY, DECORATION AND DISASSEMBLY**

This badge will be provided to the people in charge of assembling, decorating and disassembling the stand(s). The exhibitor is liable for the behavior of the people wearing this badge, which must be visible at all times. This badge is only valid during the times set forth by AFAMJAL for assembly and disassembly.

### **5.5 EXHIBITION ACCESS CONTROL**

Access to the exhibition area is exclusively for people wearing badges of the following types: Exhibitor, Buyer, Escort, Visitor, Special Guest, Press, and Services.

#### **5.5.1 RESTRICTIONS:**

A).- IN THE ASSEMBLY AND DISASSEMBLY STAGES:

- **Access with any type of photographic or video equipment is prohibited.**

- **Children under 14 are not allowed into this area.**



- **Animals are not allowed into this area.**
- **People carrying any type of weapon or in any type of vehicle, except for disabled individuals who require it, are not allowed into this area.**
- **It is prohibited to enter with or consume alcoholic beverages, as well as any type of narcotic or drug. Anyone who is caught consuming any of the foregoing will be removed from the premises.**

B).- AT THE EVENT:

- **Access with any type of photographic or video equipment is prohibited** *Anyone carrying photographic or video equipment must leave it at the offices of the Organizing Committee or at the storage facility. If an Exhibitor wishes to take pictures of his or her product(s) or stand(s), they must request permission from AFAMJAL, which will assign people to supervise the session.*
- **Children under 14 are not allowed into the venue.**
- **Animals are not allowed into the venue.**
- **People carrying any type of weapon or in any type of vehicle, except for disabled individuals who require it, are not allowed into this area.**
- **People wearing sports clothing are not allowed into the venue.**
- **Mail order business is prohibited in common areas.**

## 5.6 AFAMJAL OFFICE AT THE VENUE

This office will be open between 9:00 a.m. and 8:00 p.m. during the assembly, exhibition and disassembly processes, which is where exhibitors can make suggestions, report anomalies, and receive information and support related to their needs.

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## 6. GENERAL SERVICES

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### 6.1 ELECTRIC POWER

In accordance with paragraphs two and three of item 4.1, AFAMJAL will supply the electrical power for the exhibitors. If the Exhibitor DOES NOT comply with current security regulations, DOES NOT use the minimum gauges required, or Exceeds the consumption limits that were agreed upon, AFAMJAL will be allowed to restrict the power supply until the exhibitor fixes any of the foregoing irregularities.

### 6.2 CLEANING OF GENERAL AREAS

AFAMJAL is responsible for the tidiness and cleanness of the hallways, common areas, access points, and the reception and registration areas during the entire event. Waste bins will be strategically located throughout the premises and emptied frequently as it is required.

### 6.3 CLEANING OF STAND(S)

Exhibitors are responsible for the cleanness of their own stand(s). Any trash or waste that originates from the stand(s) must be disposed of at the waste bins located in the hallways.

### 6.4 SOUND – PUBLIC ADDRESS SYSTEM

AFAMJAL reserves the right to use the public address system in case of an emergency. The use of the system must be requested at the Exhibitor's Module (Atención a Expositores) located inside the premises.

## 6.5 FIRE EXTINGUISHERS

The venue will strategically locate fire extinguishers, as well as other fire equipment that it considers essential to prevent disasters.

## 6.6 MEDICAL SERVICES

The Organizing Committee is responsible for the medical attention module located in lobby 4 of Expo Guadalajara, next to the Exhibitor's Module. This service will be available on the official days designated for assembly and disassembly.

## 6.7 BUYER'S GUIDE (DIRECTORY)

Upon registration, buyers will receive a guide that is classified as follows:

- GENERAL INFORMATION
- LIST OF EXHIBITORS IN ALPHABETICAL ORDER
- ANNEX OF PREVIOUS CONTRACTS
- EXHIBITION LAYOUT

## 6.8 ADDITIONAL SERVICES

### 6.8.1 FOOD AND BEVERAGES

The venue has a restaurant, a café and a bar that are operated by a licensee that bears complete responsibility in the case of any eventuality, thus relieving AFAMJAL from any liability.

### 6.8.2 ATMS

The Venue has ATM machines located at the main entrance of lobby 1.

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## 7. DISASSEMBLY

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### 7.1. RETURN OF STAND(S)

Exhibitors must completely evacuate the

stand(s) between 8:00 a.m. and 10:00 p.m. of the day following the conclusion of the exhibition, in accordance with an evacuation program of which they will be notified in writing beforehand. Any Exhibitor that does not return the stand(s) following the foregoing requirements will be responsible for covering the costs of the delay. For their part, AFAMJAL can remove the articles and objects that are left behind after the established times, and choose the place where the Exhibitor can recover them without being held responsible for any damages, deterioration and/or loss of the articles or objects. Moreover, the Exhibitor will be responsible for covering the costs of evacuation, transportation and storage of said articles.

## 7.2 DEFECTS AND DAMAGES

The reparation fees for any damages caused to the facilities or the venue will be entirely covered by the Exhibitor.

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## 8. RESPONSIBILITIES

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### 8.1. CONTROL

The samples, products, materials, tools, equipment and assets that belong to the Exhibitor (or to its workers or contractors) are the sole responsibility of their owners, which is why we recommend the purchase of an insurance policy that covers every possible risk, as stipulated in item 8.4 of these Regulations. Under any circumstances is AFAMJAL liable for any loss, damage or theft during the assembly, exhibition and disassembly stages.

### 8.2 CASES OF FORCE MAJEURE

AFAMJAL cannot be held responsible for any possible damages suffered by the exhibitors,



or any participant or attendant, in terms of assets or physical integrity, regardless of the cause that may originate the damage, including, but limited to: civil liability, theft, fire, acts of terrorism, earthquakes, flooding, public demonstrations, etc.

### **8.3 INSURANCE POLICY**

The Exhibitor is required to be covered for civil liability and third party damages, in order to protect against the risks mentioned in the foregoing clause and in accordance with item 4.6.2 of the request for a double decker structure, in section 3.

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## **9. PENALTIES**

### **9.1 CAUSES FOR CONTRACT TERMINATION**

The following are causes for terminating a contract without AFAMJAL being held responsible:

- Noncompliance with what is set forth in item 3.2
- Infringement of what is stipulated in items 4.2 and 4.3
- Exhibition of nondisclosed samples, in accordance with the First Clause of the Exhibition Contract.

### **9.2 CAUSES FOR BANNING**

The following are causes for banning an exhibitor from future events:

- Recurrence in any of the causes for contract termination indicated in the item above.
- Evidence of nonprofessional commercial practices and anything that breaches the following code of ethics:

- a) Exhibitors must behave ethically and with absolute Honesty and Integrity.
- b) Everyone must show unconditional respect for the design of the articles that are manufactured by each Exhibitor.
- c) Organizing collateral exhibitions without the authorization of AFAMJAL is strictly prohibited.

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## **10. OTHER CONSIDERATIONS**

### **10.1 INAUGURAL TOUR**

We recommend that exhibitors are present at their stand(s) during the inaugural tour.

### **10.2 CHANGES TO THE REGULATIONS**

These Regulations can only be modified, broadened, or altered by the AFAMJAL Board of Directors. In the event of a modification, exhibitors will be promptly notified.

### **10.3 CONTINGENCIES**

Any contingencies that are not foreseen in these Regulations will be solved under the criteria of objectivity, justice and equity of AFAMJAL, and its decisions cannot be appealed.

### **10.4 ACCEPTANCE OF THE REGULATIONS**

Exhibitors must agree to comply with the provisions set forth by these Regulations.

# INTERNAL REGULATIONS FOR VENUE ASSEMBLY AND DISASSEMBLY

- 1.** The obstruction of fire equipment and emergency exits is strictly prohibited.
- 2.** Hazardous substances or materials are not allowed into the premises, including substances that are:
  - Inflammable
  - Toxic
  - Corrosive
  - Explosive
  - Biologically infectious
- 3.** The use of any cutting or welding machine is strictly prohibited inside the venue.
- 4.** The detonation of fireworks is strictly prohibited inside the venue, which includes decorative elements that use fire (candles, torches, etc.)
- 5.** Any audio, lighting or video equipment that needs to be attached to the structure of the venue must include proper clamping tracks.
- 6.** Any assembly or disassembly operation under the influence of alcohol or drugs is strictly prohibited.
- 7.** All double decker stands must include a sign that indicates the maximum capacity of the mezzanine, in terms of kg/m<sup>2</sup>.

This information must be supported by a structural calculation report that is signed by a specialist.

- 8.** Removing the signs for exits, fire extinguishers and/or general information regarding the venue is strictly prohibited.
- 9.** Obstructing or manipulating the loading centers is strictly prohibited.
- 10.** Anyone who intends to work on top of the venue's structure must have prior authorization and wear protection equipment.
- 11.** The construction of stands inside the venue is not permitted. Only assembly activities are to be carried out inside.
- 12.** Spray paint is not permitted inside the venue, only paint applied with a brush or a roller, in which case potentially affected areas must be covered in plastic.
- 13.** The scaffolding and ladders must be used correctly, which means that they must be in perfect conditions and properly attached to the ground.
- 14.** The floors, columns and structures of the venue must not be drilled. The use of hydraulic trucks or lifts that are in poor condition is also prohibited.
- 15.** The supply of water, electricity, and other services that are installed at the ground level must include a guard protection and/or caution tape.
- 16.** Smoking is allowed only in designated areas (plaza, terrace, electrical staircase area).
- 17.** When installing flooring, including wood, tiles and carpet, the only permitted tape is

the Janel brand double-sided tape, which must be removed by the responsible company upon the conclusion of the event.

**Generalities**

Any contingency that is not included in these regulations, but that could be the cause for accidents that may affect the foregoing objective, will be followed up under the same criteria as in the previous section.

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# REGULATIONS FOR THE USE OF THE MANEUVER AREA

1. The maximum time for loading and unloading at the maneuver area is included in the attached table, and if this time is surpassed, the driver and/or the party that is liable for the vehicle will be sanctioned with \$100.00 plus I.V.A. per every five extra minutes.

▷ TIME LIMIT WITHOUT CHARGE:



10 MINUTES



20 MINUTES



30 MINUTES



40 MINUTES

3. Once a vehicle has been unloaded it must be removed from the maneuver area in order to clear the platform area for maneuvers.

4. During the disassembly stage, you must move your equipment and/or materials from the exhibition area to the platform area; here, the vehicle control personnel will give you authorization to access with your vehicle.

5. The platform area IS NOT a parking lot or storage area, and can only be used to load and unload materials for events celebrated at Expo Guadalajara.

6. Expo Guadalajara cannot be held responsible for any theft or damage to your vehicles, equipment and/or material.

7. Expo Guadalajara reserves the right to refuse or allow access to vehicles and pedestrians to the maneuver area.

**Note:** For any questions concerning this topic please contact the Service Module at Expo Guadalajara (Ext. 2550 and 2575).

#### MERCADO DE ABASTOS PARKING LOTS FOR TRUCKS

NO.	NAME OF THE PENSION	ADDRESS	PHONE	COST PER DAY	MANAGER	CAPACITY (UNITS)
1	Pensiones JARCA	Arboleda #1400	36713304	\$90.00 for torton and \$100.00 for trailer for 24 hrs.	Lic. Francisco Olvera	50 It has showers with hot water
2	Pensión #4	Trigo #1350 Trigo #1380 Trigo #1461	36713304	\$90.00 for torton and \$100.00 for trailer for 24 horas	Lic. Francisco Olvera	170
3	Pensión GDL-B	Acelga #1410	36713304	\$90.00 for torton and \$100.00 for trailer for 24 hrs.	Lic. Francisco Olvera	50
Note: In the previous pensions you can stay the transport drivers in your units						
4	Pensión Rex No drivers	Av. Mandarinina #1585	38108159 3318644568	\$189.00 for torton and \$204.00 for trailer for 24 hrs.	Sr. Miguel Angel Velazquez	10 trailer / 80 tortons

Note: In the previous pension the drivers are not allowed to stay to sleep in the units; Has closed circuit and vigilante the 24 hrs., It Wich guarantees complete security for transport.



**PENSIONES PARA VEHÍCULOS DE CARGA EN EL MERCADO DE ABASTOS.**

- 1) BODEGA TRANSBORDO ACELGA #1306 3671-3304 \$100.00 POR 24HRS. LIC. FRANCISCO OLVERA SANTAMARÍA**
- 2) PENSIÓN #4 TRIGO #1380 #1461 #1350 3671-3304 \$100.00 POR 24HRS. LIC. FRANCISCO OLVERA SANTAMARÍA**
- 3) PENSIÓN REX AV MANDARINA #1585 3810-8159 \$189.00 POR 24HRS. JAVIER ARCINIEGA**
- 4) PENSIÓN GDL-B ACELGA #1410 3671-3304 \$100.00 POR 24HRS. LIC. FRANCISCO OLVERA SANTAMARÍA**

## ADDITIONAL SERVICES RATES 2017

### SIGN & BANNER HANGING SERVICE

Code	Categories	Description	Lenght	Rate	
				Early bird	On site
03046	Standard type	Banners until 25 mts2 and figures until 50 kgs.	per event	\$ 401.08	\$ 471.86
03047	Medium type	Banners from 26 mts2 until 42 mts2 and figures from 51 until 100 kgs	per event	\$ 723.27	\$ 850.91
03050	Intermediate type	Banners from 43 until 64 mts2 and figures from 101 until 200 kgs.	per event	\$ 2,403.64	\$ 2,827.81
03048	Special type	All kind of banners installed outside of the fairground (no matters the size) Structures and complicated decorations	per event	\$ 4,806.33	\$ 5,340.36
03049	Strenght type	All kind of hang point fastened from the booth to the ceiling	per event	\$ 241.42	\$ 284.02
03051	Hang point (Rigging Guadalajara hall)	1 Ton per every rigging point	per event	\$ 716.63	\$ 843.09
0313	Curtain Wall rental	size 9m x 7m. Color black	per event	\$ 401.08	\$ 471.86
0314	Curtain Wall Hanging included	size 9m x 7m. Color black. Includes the rental and Hanging	per event	\$ 802.16	\$ 943.72

### CABLE AND DATA INSTALLATION

Code	Service	Description	Lenght	Rate	
				Early bird	On site
0311	Electric Cable hanging	Only Jalisco Hall, Cable and equipment is not included	per event	\$ 230.00	\$ 270.59
0308	30 linear meter	Cable and equipment is not included	per event	\$ 213.85	\$ 251.59
03082	60 linear meter	Cable and equipment is not included	per event	\$ 420.09	\$ 494.22
03083	90 linear meter	Cable and equipment is not included	per event	\$ 629.19	\$ 740.22
03084	120 linear meter	Cable and equipment is not included	per event	\$ 842.08	\$ 990.68
03085	150 linear meter	Cable and equipment is not included	per event	\$ 1,047.38	\$ 1,232.21

### FORKLIFT & LABOR SERVICES

Code	Service	Description	Lenght	Rate	
				Early bird	On site
01	Workforce	Subjet to availability	per hour	\$ 323.14	\$ 380.14
0601	5,000 pounds forklift	Subjet to availability. Operator included	per hour	\$ 815.48	\$ 959.38
0602	11,000 pounds forklift	Subjet to availability. Operator included	per hour	\$ 1,149.07	\$ 1,351.85
0603	Hidraulic lift	Subjet to availability. Operator is not included	per hour	\$ 175.83	\$ 206.85
5734	Overtime (Exhibition)	Per every standard booth of 13 mts2	per hour	\$ 364.96	\$ 429.37
5735	Overtime (Congress)	Per every standard booth of 13 mts3	per hour	\$ 364.96	\$ 429.37
5736	Overtime (Special Events)	Per every standard booth of 13 mts4	per hour	\$ 364.96	\$ 429.37
5737	Overtime (Corporate events)	Per every standard booth of 13 mts5	per hour	\$ 364.96	\$ 429.37

### TELEPHONE SERVICE

Code	Service	Description	Lenght	Rate	
				Early bird	On site
0104	Telephone line installation (analogue)	Phone included	per event	\$ 242.36	\$ 285.13
0103	Direct line rent	Additional is necessary to pay code 0104	per day	\$ 482.34	\$ 567.46
0101	Local call		per call	\$ 6.17	\$ 7.26
0102	Mexico long distance call		per minute	\$ 6.17	\$ 7.26

### CLEANING SERVICES AND SUPPLIES

Code	Service	Description	Lenght	Rate	
				Early bird	On site
0401	Booth cleaning	Per every standard booth of 13 mts2	Once a day	\$ 290.83	\$ 342.15
5761	Plastic bucket	piece		\$ 37.07	\$ 43.61
5759	Plastic broom	piece		\$ 41.82	\$ 49.20
5760	Mop	piece		\$ 43.54	\$ 51.23
5762	Cleaning rags	per meter		\$ 17.11	\$ 20.13
5771	Multi porpose blue towel	piece		\$ 49.09	\$ 57.75
5764	Glass & surface cleaning spray	piece		\$ 54.18	\$ 63.74
5763	Multi surface cleaner apray	piece		\$ 76.99	\$ 90.57
5772	Microfiber cleaning cloth	piece		\$ 19.01	\$ 22.36

## IMPORTAT

1. YOUR ORDER MUST BE PREVIOUSLY REVIEWED BY AN EXECUTIVE, TO GET THE CONDITIONS AND REGULATIONS OF ALL SERVICES.
2. IN ORDER TO GET THE ADVANCED RATE, IS NECESSARY TO MAKE FULL PAYMENT 15 DAYS BEFORE THE FIRST DAY OF SET UP ACTIVITIES.
3. ALL PRICES ARE SUBJECT TO CHANGE WITHOUT PREVIOUS NOTICE. PRICES ARE IN MEXICAN PESOS WITHOUT TAXES.

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 AT EXPO GUADALAJARA



Asociación de Fabricantes de Muebles de Jalisco, A.C.  
Mariano Otero Avenue #1313, Col. Rinconada del Bosque. Zip Code 44540.