



## **EXHIBITOR'S HANDBOOK**

Regarding the **35th BRAZILIAN MEETING OF OPHTHALMOLOGY**, promoted by the Brazilian Board of Ophthalmology (Conselho Brasileiro de Oftalmologia – CBO) and jointly organized by Consult Eventos and Rhodes Eventos.

This document represents the event's bylaws, governing the relationships between promoter, organizing companies, exhibitors and service providing companies.

The organizing companies may change the content of this handbook within 72 hours prior to the beginning of the event, sending the "Exhibitor's Handbook Complement" by e-mail to the Exhibitor.

### **EVENT DATES AND VENUE**

The 35TH BRAZILIAN MEETING OF OPHTHALMOLOGY shall be held on August 24 through August 27 of 2009, at the EXPOMINAS - Centro de Feiras e Exposições George Norman Kutova, in Belo Horizonte, Brazil, on Avenida Amazonas, 6030, Gameleira, CEP 30510-000.

### **EXHIBITORS' PERMITS**

We will provide permits to 04 (four) persons per booth of up to 9m<sup>2</sup> in size and to one more person for each additional 3m<sup>2</sup> contracted.

Permit request shall be made from July 01, 2009 through August 10, 2009, by filling out and sending the electronic form which will be available at the website: [www.cbo2009.com.br](http://www.cbo2009.com.br), menu "Feira de Exposição".

ID tags will be available at 2pm on August 21, 2009, at the special exhibitors' counter, setup at the Expominas entry lobby.

During the event, people without permits (ID Tags) will not be allowed into the Exhibition Pavilion.

The ID Tag is personal and nontransferable. Its use by a person without a permit will cause it to be apprehended and not returned.

The person with the permit is responsible for keeping his/her ID Tag, there will be no replacements (reprints) issued.

An Exhibitor permit will not grant access to the auditorium where the scientific sessions will be held.

### **OFFICIAL BOOTH ASSEMBLER**

The official assembler is Nakano & Nakano Equipamentos Promocionais Ltda. Contacts: Mitutu Nakano, Pedro Pinto or Magnus Nakano, telephone: (31) 3495-2633, e-mail: [atendimento@nakano.com.br](mailto:atendimento@nakano.com.br).

### **BASIC BOOTH ASSEMBLY**

The basic booth assembly offered by Nakano & Nakano is:

- High floor, covered by a 3mm carpet, installed with a double face adhesive tape;

- Dividing walls assembled from Formica TS panels white on the face and back, joined by anodized aluminum couplers at a standard height of 2.20m;
- Pergolated ceiling with aluminum joints in 1.00 x 1.00m size, frontal face with double pergolate to assemble the company's logo sign;
- One glass-covered table, 0.70 x 1.00m and three stuffed chairs;
- 1 showcase counter;
- 2 glass shelves: 1.00 x 0.30m, assembled in one of the dividing walls;
- 1 storage room (optional): 1.00 x 1.00m, with a door;
- Lighting with one 100 W bulb for each 3m<sup>2</sup> of area;
- 1 110v power outlet, with capacity for 300 watts, without ground wiring;
- Semi-curved front sign board with the company's logo sign in front-light.

### **SPECIAL ASSEMBLIES**

The EXHIBITOR may, on its own account, customize the rented booth, with rented or own decoration, furniture and equipment, as long as they do not trespass the booth's assigned area.

For special assemblages, the EXHIBITOR may contract the services of the Official Booth Assembler or those of any other assembler of choice.

All costs associated with special assemblage shall be the responsibility of the exhibitor.

Although EXPOMINAS Exhibit Pavilion is 13 meters high, booth height is limited to 6 (six) meters.

### **BOOTH IDENTIFICATION SIGN**

Those EXHIBITORS who choose the basic assemblage should send Nakano & Nakano, by 08/07/2009, a computer file with the logo they want posted on their booth ID Sign:

- For cut logos: Corel Draw files, in lines (vectors), or files with EPS or AI extensions;
- For digital logos: TIF files, CMYK color pattern, 20% of the original size, and 300 DPI resolution.

### **ASSEMBLAGE, DISASSEMBLING AND REPLACEMENT TIMES**

Product loading and unloading shall happen through the pavilion docks only, from 7am to 10pm.

Areas for special assemblage to be cleared by 2pm on 08/21/2009;

Basic assemblage booths to be cleared by: 2pm on 08/23/2009;

**Assemblage:** 08/21 – from 2pm to 11pm; 08/22 – 8am to 11pm; 08/23 – 8am to 10pm.

EXHIBITORS should finish their booth assemblage by 10pm on 08/23/2009.

**Disassembling removal of light material:** 08/27/2009, 6pm to 11pm.

**General disassembling and removal of all belongings:** 08/28/2009, from 8am to 12pm.

EXHIBITORS must clear their areas for disassembling by the official assembler by 12pm on 08/28/2009.

### **GUIDELINES FOR BOOTH ASSEMBLAGE AND WORKS**

The booths should remain open from 8am through 6pm during the four days of the meeting for visits by the convention participants.

EXHIBITORS can keep their booths open after the end of the scientific program until 8pm.

EXHIBITORS must comply with the following assemblage and work rules, as must their staff and contractors:

- Respect their booths' boundaries, not having furniture, panels, publicity displays or any kind of object beyond the confines of their areas, invading common areas or those of other exhibitors.
- Do not support, tie or hang any booth component on the tent frameworks;
- Do not mark, paint or punch holes in the exhibition pavilion floor;
- Do not use loose earth, sand and stones in gardens; plants and flowers must be contained in vases, baskets or other recipients;
- Do not use or store explosive, non-inert and toxic gases, LPG, fuel and/or flammables;
- Do not block emergency exits or access to fire extinguishers;
- Do not hand out flyers or any other type of publicity material outside the confines of your booth;
- During the entire visitation hours, keep your booth open, lighted and in full operation, with trained staff able to provide information on products, equipment or services being showcased;
- At the end of visitation hours, turn off booth light and equipment, collect and store small and valuable objects;
- During the entire event, do not place boxes, equipment or any other volumes blocking the exhibition area, otherwise these objects will be taken to a storage area and will be subjected to a storage fee;

Neither exhibitors nor visitors will be allowed in the pavilion after 8pm.

### **CLOSED STORAGE AREAS**

The organizers supply EXHIBITORS with closed storage, with areas of 4, 6, 8, 9, 12 or 18m<sup>2</sup>. These storage areas will be rented, when available, for the price of R\$75.00 per m<sup>2</sup>.

The keys will be handed to the exhibitor's licensed representative at the Special Counter for Exhibitors, assembled at the entry lobby of Expominas, at 2pm on 08/21/2009, and must be returned by 4pm on 08/28/2009.

### **GOODS STORAGE AND SHIPMENT**

The EXHIBITOR shall provide an invoice of goods shipped to the event's venue, listing all the material and merchandise to be used at the XXXV CONGRESSO BRASILEIRO DE OFTALMOLOGIA, in its own name, with the proper license and certification numbers.

The shipment invoices must be filled out according to state rules.

The EXHIBITOR is the only one responsible for receiving and storing these goods, which will in no way be received or stored by the organizing companies or the official assembler.

### **DAMAGE TO THE PAVILION OR TO THE BASIC ASSEMBLAGE**

The EXHIBITOR must compensate the official assembler for any damage caused to the floor, dividing walls, furniture or any other material or good used to assemble his booth, and is also responsible for compensating for any damage caused to the exhibit pavilion.

### **CONTESTS AND LOTTERY**

In order to hold contests, lotteries or any other type of promotion involving awards, the EXHIBITOR must follow the rules established by the Brazilian Treasury Department and have prior license for such from the organizing companies.

## **DIRECT SALES TO THE PUBLIC**

The EXHIBITOR must respect the fiscal and tax legislation in effect in Brazil, and is the only one responsible for collecting the fees and taxes regarding the trading of goods and services in his booth.

## **PROMOTING AND SHOWCASING THIRD PARTY PRODUCTS**

It is strictly prohibited to showcase, promote or distribute products which are not those from the EXHIBITOR. Non-compliance with this provision authorizes the apprehension of such products and their storage for later return.

## **PUBLICITY**

The EXHIBITOR can only show publicity material or perform promotional activities within the confines of his booth, and can not use the corridors or common areas for this purpose.

## **INSURANCE**

The EXHIBITOR is the sole responsible for injury suffered or caused by its staff or contracted service providers, inside or outside his booth area, as well as for damage to any material goods used by them or under their responsibility.

Booths, goods and products, as well as personnel – staff and/or contractors, are not covered by insurance contracted by the organizers, in assemblage, workings or disassembling of the event.

The EXHIBITOR should have his own insurance against any risks - personal or material, during the entire meeting assemblage, workings and disassembling.

## **WORKERS' BENEFITS**

The EXHIBITOR is fully responsible for workers' benefits associated with the contracting of service providers to his booth.

The work documentation of the staff and/or contractors must be available in the booth for occasional inspection from the Department of Labor.

During assembly and disassembly it is prohibited to have people without shoes, wearing sandals, slippers, shirtless or dressed in shorts, since this is subject to fines by the Department of Labor.

## **ELECTRICAL POWER**

The official assembler shall deliver a grounded electrical power output, 127 V, with a capacity for 300 W to the booth. For the booths rented without basic assembly, the EXHIBITOR is responsible for internal electrical power installation and distribution.

Should the EXHIBITOR require additional power for equipment which uses more power, he should make such request by 08/07/2009, using the "Telephone Line, Internet Spot or Electrical Power Request Form", which can be found at [www.cbo2009.com.br](http://www.cbo2009.com.br), being responsible for installation and consumption costs.

The promoting and organizing companies are not liable for any electric power supply failure in the booths caused by the electric power utility, nor for any damage caused by electric surges or overloads to the Expominas Electricity Grid, the EXHIBITOR is responsible for installing surge protection devices in his equipment.

## **TELEPHONE LINE AND INTERNET**

The EXHIBITOR who needs a telephone line or Internet outlet in his booth must make such request by 08/07/2009, using the "Telephone Line, Internet Spot or Electrical Power Request Form", which can be found at [www.cbo2009.com.br](http://www.cbo2009.com.br), being responsible for installation and consumption costs.

## **CLEANING**

The official assembler shall deliver the booths assembled cleaned, and the EXHIBITOR is responsible for cleaning the booth during decoration and during the entire event.

The meeting organizers are not responsible for cleaning the booths built by assemblers other than the official one.

The EXHIBITOR must clean his booth preferable within 30 minutes prior to the opening ceremony of the XXXV CONGRESSO BRASILEIRO DE OFTALMOLOGIA. All the garbage collected must be packaged in plastic bags and put, by 7:30am in from of his booth for collection by the cleaning staff.

The ORGANIZER is responsible for cleaning and maintaining the common use areas.

## **SECURITY**

The EXHIBITOR is responsible for security in his booth as of the time the booth is delivered to him until the meeting is over

From the daily end of activities all the way to the following day, no one, even with permits, will be allowed into the pavilion.

The ORGANIZER is responsible for security in the pavilion when it is closed to the public.

The EXHIBITOR who wishes to hire his own security service must request the permit to the hired company, which must be certified by the Department of Federal Police of the Ministry of Justice. No security guard alone will be licensed to work in the event, only those belonging to security companies duly certified by the Department of Federal Police of the Ministry of Justice.

## **SOUND**

The EXHIBITOR who wishes to install any sound diffusion equipment in his booth must request prior authorization from the event organizer. The grant of such authorization will be limited to sound diffusion within the confines of the booth only.

In order to play any music, the EXHIBITOR must comply with regulations from ECAD – Central Agency of Collection and Distribution, properly paying copyrights fees.

## **ALCOHOLIC BEVERAGES**

The EXHIBITOR who wishes to serve alcoholic beverage in his booth must request prior written authorization from the Organizer of the meeting.

Alcoholic beverages can only be served after 5:30pm.

## **ACCOMODATION AND AIR TRANSPORTATION**

The official travel agency for the XXXV CONGRESSO BRASILEIRO DE OFTALMOLOGIA is Mello Faro Turismo e Viagens Ltda.: Telephone contact: (55.11) 3258-5044, fax (55.11) 3231-1343 or e-mail araci@mellofaro.com.br.

## **FINAL REMARKS**

The Organizing Companies are not responsible for serving any request made off the terms established in this handbook.

The Meeting's Executive Committee and the organizing companies reserve the right to change the position of any booth, respecting booth size and the booth characteristics established in the contract.

This handbook is integral part of the Booth Rental Agreement established between the Conselho Brasileiro de Oftalmologia, the CP Eventos Ltda. Company and the Exhibitor.