

JORNADAS INTERNACIONALES 2017
September 19-21, 2017
Hilton Buenos Aires Hotel, Buenos Aires, Argentina

GENERAL RULES FOR THE COMMERCIAL EXHIBITION

1. GENERAL GUIDELINES.

Asociación Argentina de Televisión por Cable -ATVC- and Cámara de Productores y Programadores de Señales Audiovisuales -CAPPSA- organize **JORNADAS INTERNACIONALES 2017** which will take place on September 19-21, 2017 at the Hilton Buenos Aires Hotel, Buenos Aires, Argentina. The Commercial Exhibition will take place on September 20 & 21 and 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 2017** and its decisions shall not be subject to appeal. The E.C. is the only body 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 2017**:

- 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.
- Collective management companies and trade union organizations related to the industry.

All of the above mentioned companies may exhibit provided that the E.C. accepts them. The E.C. reserves the right to admission.

The following categories of attendees may register at **JORNADAS INTERNACIONALES 2017**:

- 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 2017** 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 5 or 6 of the Exhibitors' Manual), birch-like material dividing panels mounted on aluminium frames, Wi-Fi Internet, basic lighting and electricity, signalling, 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. The availability and cost of spaces are detailed on the Sales Folder and on Item 7 of these Rules. Contact person: Adriana Médici, Manager, CAPPSA. Telephone: (54-11) 4374-6982/6932,

E-mail: cappeda@cappeda.org, adrianamedici@cappeda.org, Website: www.cappeda.org. All forms and payments shall be submitted to the **JORNADAS INTERNACIONALES 2017** Administrative Office (see Item 11).

ATVC, in turn, will be in charge of selling booths to production and post-production companies; manufacturers, distributors and suppliers of equipment for HFC telecommunications and networks; suppliers of various services, e.g. Internet, wireless Internet, E-commerce VOD and other broadband services; suppliers of equipment and services for production and post-production, lighting and sound; video animation companies; collective management companies and trade union organizations related to the industry.

The availability and cost of spaces are detailed on the Sales Folder and on Item 7 of these Rules.

Forms of all types, down payments and all other payments should be submitted to the **JORNADAS INTERNACIONALES 2017** Administrative Office, located at the ATVC Office.

Contact person: Claudia González, Telephone numbers: (54-11) 4345-5074/5 or 4342-3362, Fax: (54-11) 4343-1716. E-mail: claudia@atvc.org.ar Website: www.atvc.org.ar

7 COMMERCIAL EXHIBITION SPACE AVAILABILITY

7.1 Commercial exhibition space availability and prices are as follows:

FOR PARTICIPANTS PAYING FROM ARGENTINA:

7.1.1. CAPPSA-member companies may purchase:

- a) 18 sq. mts. booth, with preferential location (in the center of the exhibition hall - yellow sector in the floor plan). Price: AR\$161,647.36 + 21% VAT.

The above price includes a 4 sq. mts. additional lockable-with-key space for exclusive use to warehouse promotional materials and merchandising, and meeting rooms. The organizers will designate a person responsible

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of providing a coordinated and productive use of such meeting rooms.

7.1.2 CAPPSSA non-member companies may purchase:

a) 18 sq. mts. booth, with preferential location (in the center of the exhibition hall - yellow sector in the floor plan). Price: AR\$165,856.00 + 21% VAT.

b) 18 sq. mts. booth, in the periphery of the exhibition hall (green sector in the floor plan). Price: AR\$136,704.00 + 21% VAT.

c) 9 sq. mts. booth, with preferential location (in the center of the exhibition hall - yellow sector in the floor plan). Price: AR\$61,795.84 + 21% VAT.

d) 9 sq. mts. booth, in the periphery of the exhibition hall (green sector in the floor plan), at AR\$50,101.76 + 21% VAT.

IMPORTANT:

All Prices above are quoted in Argentine Pesos.

FOR PARTICIPANTS PAYING FROM ABROAD:

7.1.3 Such participants may purchase:

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

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

c) 9 sq. mts. booth, with preferential location (in the center of the exhibition hall - yellow sector in the floor plan). Price: US\$4,838.00 + 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 + 21% VAT.

IMPORTANT:

All Prices above are quoted in United States dollars.

8. BOOTH ALLOCATION SYSTEM

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

The acquiring companies will be grouped by categories according to the above mentioned booth sizes, as acquired. 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 required booth, the Notary Public will proceed to draw in as many consecutive numbered balls as acquirers in the category. The Notary Public will then proceed to draw out a number and will invite the holder of the drawn out number to choose the desired space; such procedure will continue until concluding with the category. The procedure will be repeated with the following category. Those companies unable to be present at the Booth Allocation Act may appoint a representative to choose their booth location according to the acquired category, previously informing ATVC and/or CAPPSSA of their representatives' names. These companies may also request by e-mail to be so represented by the event organizers, specifying the booth numbers of their preference.

b) Starting Friday, April 21st, 2017, the interested 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 54-11-4343-1716.

9. BOOTHS ALLOCATION ACT

The Booth Allocation Act will take place on Thursday, April 20th, 2017 at 2 p.m. at the facilities of the Club Alemán, Corrientes 327, Floor 21st, Buenos Aires. The companies that have fully paid the requested space until Wednesday, April 19th, 2017, at 5 p.m., will be eligible to participate in the Allocation Act. Together with payment they shall submit the Booth Purchase Form included under Annex VII of the Sales Folder.

IMPORTANT: Only companies that have fully paid the reserved space will be eligible to participate in the Allocation Act.

10. MEANS AND METHOD OF PAYMENT

a) Cash: in Argentine Pesos or United States Dollars.

b) Domestic checks: to the order of ATVC.

c) Wire transfer: to the order of ATVC, exclusively to the ATVC bank account at the Citibank, which bank data are the following:

Wire transfer from abroad:

Citibank N.A. New York, N.Y., ABA No 021000089.

F/O: Citibank N.A. Buenos Aires, Argentina, ACC No. 10990028.

F/F/C: Asociación Argentina de Televisión por Cable ACC No. Cuenta Corriente en Pesos (Checking Account in Pesos) 0158-147319.

SWIFT: CITIARB1 or CITIARBA

Wire transfer from Argentina:

Citibank – Florida 183 – C.A.B.A.

Cta. Cte N° (Checking Account No.): 0-158147-319

VAT taxpayer – CUIT (Tax Id): 30-67963894-3

CBU: 0167777-1 0000158147319-1

Account Name: ATVC (ASOC ARG DE TV POR CABLE)

VERY IMPORTANT: exhibitors paying the price of the booth by wire transfer who require time in advance to internally process such payment, should take into account that the event organizers will accept proof of such transfer until Wednesday, April 19th only.

The amount of the purchased space shall then be fully paid until Wednesday, April 19th, 2017, as follows:

a) A lump sum payment made through any of the above mentioned methods of payment.

b) By means of 5 (five) equal and consecutive checks for the full amount of the purchased space, dated as follows: the first one dated before the Allocation Act scheduled for April 20th, the second one dated May 5th, the third one dated June 7th, the fourth one dated July 6th, and the fifth and last one dated on August 8th. All these checks shall be furnished before the Allocation Act, that is until Wednesday, April 19th, 2017.

IMPORTANT: considering that ATVC is organized under the form of a civil association, in good standing, it enjoys tax exemption benefits provided under the respective laws in relation to Income Tax at the national level, and in relation to Gross Income Tax in the jurisdiction of the City of Buenos Aires. Consequently, exhibitors and sponsors are requested to refrain from making any tax withholdings related to such taxes. Copy of the above referred laws are available upon request.

11. PLACE OF PAYMENT

Important: The Administrative Office of **JORNADAS INTERNACIONALES 2017** is set at the offices of ATVC, located at Avda. de Mayo 749, 5th Floor, Office 31, C1084AAC, City of Buenos Aires, Argentina; business hours are Monday-Friday, 11 a.m. through 5 p.m. At the ATVC office cash and check payments will be received and the appropriate official receipts will be issued. If

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payment is made by wire transfer, please send proof of transfer to the fax number (54-11) 4343-1716 or via e-mail to: claudia@atvc.org.ar. Please note that ATVC VAT status is "Responsible Inscripto" (VAT payer). The amount corresponding to such tax shall be paid when billed.

12. GUARANTEE DEPOSIT

12.1 Exhibitors must make a deposit of AR\$4,500 (Argentine Pesos four thousand five hundred) or US\$300 (US Dollars three hundred) to guarantee any loss or damage caused to the exhibition and the Hilton Hotel facilities. Payment in US-dollar bills must be made at the hotel one day prior to the beginning of the event. Such amount, or the resulting balance, will be reimbursed 7 days after the conclusion of the event. 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.

12.2 The guarantee payment does not release Exhibitors from their responsibility, in case it were insufficient to cover the expenses incurred (the determination and amount of which shall be at the sole criteria of the E.C., the Technical Director or the exhibition's Superintendent, and which will be informed to the Exhibitor orally or by legal notice if so is required; the costs of any such legal notices shall be borne by the Exhibitor). In such case, Exhibitors must pay the difference claimed at ATVC offices within 48 hours of such notice.

13. PARTICIPATION REQUIREMENTS

13.1 Companies interested in participating in **JORNADAS INTERNACIONALES 2017** must submit their participation application by filling in all the information requested in the appropriate form. 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 shall be made according to item 11 above at the Administrative Offices of **JORNADAS INTERNACIONALES 2017**, based at the ATVC offices – Av. de Mayo 749, 5th Floor, Office 31, City of Buenos Aires – Business hours Monday-Friday, from 11 a.m. to 5 p.m.

- a) Use of space during the assembly, exhibition and disassembly periods.
- b) Temporary lease of elements supplied by **JORNADAS INTERNACIONALES 2017**.
 - b.1) Platforms, carpets (if a request was submitted in the Exhibitors' Manual Forms 5 or 6), paneling, lighting, electricity, and other appropriate elements pertaining to the alternative selected.
- c) Meeting halls (Exclusive for CAPPSSA members).
- 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 executed contract and/or
- 13.3.2 Terminate the contract as a matter of law. In

the latter case, consequences shall be the total loss of the amounts paid by the exhibitor;

13.4. The Exhibitor may not waive compliance of any section of the contract. Notwithstanding the above, 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 and with no right to compensation or reimbursement of any nature in relation to such amounts.

13.6 The authorities of **JORNADAS INTERNACIONALES 2017** may decide the booths' closure without any compensation or reimbursement, should amounts be outstanding on the Exhibition's opening date for additional services and/or any other concept, until such amounts have been paid.

14. TRANSFER OF BOOTH SPACE

Exhibitors may not transfer, donate, sell, lease, assign 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, without prior written authorization of the E.C. and payment of a fee appropriately established in relation to the actions to be developed.

15.2 Workshops may only be conducted at the Jornada Digital ATVC (ATVC Digital Event) by 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 hiring 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 walkabout the aisles or any other area of the Exhibition or Hotel, except if considered crucial.

16. ATENDEES

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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 broadcast any kind of music, or display 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 broadcasting and display in their respective booths.

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 Applicable Penalties:

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

20. SPONSORS

The E.C. will duly deliver a list of activities/items that may be sponsored; however, such list is not restrictive. Therefore, the E.C. will consider other sponsorship proposals submitted by the 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 their personnel, Exhibition attendees while within their booths and/or any total or partial loss caused to their belongings or any kind of goods by reason of 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 out

Civil Liability Insurance (*Seguro de Responsabilidad Civil*).

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 authorities of **JORNADAS INTERNACIONALES 2017** will transfer to the Exhibitors the amounts 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. The assessment and amount of such damages shall be determined at the sole discretion of the E.C., the Technical Director or the Superintendent of the Exhibition, and shall be informed to the Exhibitor orally or by legal notice if so required, and all expenses related to such legal notice shall be borne by the Exhibitor. Should such circumstances take place, the Exhibitor shall deposit the claimed amount at the offices of ATVC within 48 hours of being informed.

21.5 **JORNADAS INTERNACIONALES 2017** 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. Additionally, **JORNADAS INTERNACIONALES 2017** shall not be responsible for any interruption of such services, whatever the reason or cause and/or event.

21.6 **JORNADAS INTERNACIONALES 2017** will provide round-the-clock general surveillance personnel to take care of unexpected situations or events, during the course of the exhibition, and also during the booth assembly and disassembly period. Although **JORNADAS INTERNACIONALES 2017** 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 to **JORNADAS INTERNACIONALES 2017**.

21.7 Such exhibitors' surveillance personnel shall wear special badges supplied by the authorities of **JORNADAS INTERNACIONALES 2017** 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 individuals 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

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previously provided by the Superintendent of **JORNADAS INTERNACIONALES 2017**.

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

21.8.5 All these regulations aim at safeguarding Exhibitors' possessions, so strict compliance of the same is required. It is hereby reminded that **JORNADAS INTERNACIONALES 2017** shall not be responsible for any thefts that may occur inside the booths.

22. RULES FOR BOOTHS

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

- a) Wooden platform. Height: 4 cm. In no case may this platform be removed.
- b) New carpeting with polyethylene protection covering, as long as the installation request has been submitted using the Exhibitor's Manual Forms 5 or 6.
- 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) Lighting: 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 with name of Exhibitor

Additionally to the above items, there will be optional supply (upon request and with charge) of a rack featuring two TV sets and 1 or 2 video players for the booths of 9 sq. mts and 18 sq. mts. (We reiterate that the operating volume of this TV sets shall be in line with the specifications set out in item 19).

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

22.2. Following the Hotel's regulations, 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 organizers to be installed in the booth, Exhibitors should submit Exhibitor's Manual Forms 5 or 6 specifying its acceptance. Otherwise, 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 organizers, 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 organizers may be removed or substituted. The decision not to use the furniture supplied, and the description of the replacing elements, should be reported by the Exhibitor within the 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 shall 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. mt. 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 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 shall 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 shall 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

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shall 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. The personnel under the Technical Director shall be in charge of connection after approval, as described in 22.6.7.

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

- a) All exposed metal structures shall 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, shall be of good quality and well maintained and covered with a double layer of rubber or PVC. Branching of a distribution shall be made between phases and the neutral, never between phases and ground.
- c) Conductors shall 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 shall fill in the electricity service request and present the form at the offices of Linares, Passini & Asociados S.A., Paraná 1279, 2nd Floor, Office A, Buenos Aires, before Friday, August 18th, 2017. This information in no case may be submitted by e-mail. It will be informed if this request was approved or rejected, within seven (7) days following 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 organizers, change the decoration or build custom booths. However, the perimeter panels supplied by the organizers (with the exception of the fascia) should remain as they are.

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

22.8.1 Materials and assembly: 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 premises, 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, including lighting appliances, audiovisual devices and signs, may exceed the limits of the booth space.
- b) Maximum construction height, including lighting appliances, audiovisual devices and signs, is 2,40

mts from the level of the platform provided by the Organizers. With the purpose of allowing a higher architectural development of the booths, constructions may additionally have a maximum height of 3,50 mts (including lighting and signs) from the level of the platform supplied by the organizers, but provided the constructor applies a distance of 1 mt 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 shall 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, shall have all its faces treated in the same good form that the front one, in order not to interfere with the aesthetics of adjacent booths. The signs and advertising material that exceed the dividing panels' height shall also meet the above mentioned requirement. In case of doubt about the interpretation of this section, Exhibitors shall address to the Technical Director of the show for clarification.

22.8.3 Booths with two levels: due to assembly time (only one day) constraints, two-level booths are not permitted.

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 any of the above described manners, shall submit to the offices of Linares, Passini & Asociados S.A., Paraná 1279, 2nd Floor, Office "A", Buenos Aires, (NOT by e-mail) before Friday, August 18th, 2017, 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 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. It will be informed if this request was approved or observed, within seven (7) days of the submission date. The approved list and blueprint are a mandatory requirement to enter the premises. All constructions shall strictly follow the approved floor plans including any timely required modifications.

22.9 Lighting

- a) Appliances shall 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 shall be obtained from the Exhibition official supplier, and size restrictions applicable to all the elements used in the booth shall be complied with.

22.11 All the above rules & regulations shall be literally complied with, and admit no exceptions. The Exhibition E.C., Technical Director or Superintendent are

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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 shall not exceed the booth storage capacity. Also, their distribution shall 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 Exhibitor or 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 Exhibitor or Exhibitor's representative shall carefully inspect the booth when delivered and report any observations regarding irregularities or damages, since all repairs required while in use shall be exclusively covered by Exhibitors.

22.16 The authorities of the Exhibition will inspect booths during the booth assembly period to verify compliance with all of the above mentioned rules & regulations, warning the Exhibitors not complying with their wording or spirit, to remedy any anomaly. It is hereby duly clarified that whenever the observations made by the E.C. are not immediately remedied, the E.C. could have them made, at Exhibitors' cost, apply the penalties it may deem appropriate (including power interruption for certain periods), or even ban and/or close the booths that do not abide by these Regulations.

22.17 Penalties: all the above rules & regulations shall be literally accomplished, without exceptions. The Exhibition E.C., Technical Director or Superintendent are empowered to make observations, correct -at Exhibitor's cost-, apply penalties, 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 shall therefore take out Civil Liability Insurance (*Seguro por Responsabilidad Civil*) form authorized insurance companies, to cover all risks that may arise in that respect.

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. express 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.
- 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 which are explosive or flammable.
- h) The use of fabric as decorative material or for the construction of ceilings or enclosures, whether they are fireproof or not.

24. CLEANING

JORNADAS INTERNACIONALES 2017 will provide staff for general cleaning of the Exhibition area. Beyond the

above, Exhibitors shall:

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

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 2017** Commercial Exhibition will be open on Wednesday, September 20th and Thursday, September 21st from 9 a.m. to 7 p.m. Disassembly will take place on Thursday, September 21st starting at 8 p.m.

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 EXHIBITOR badges to 9 sq.mts. booths and 16 EXHIBITOR 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 assembly and disassembly periods.

26.4 The above mentioned badges will be furnished to Exhibitors upon payment.

26.5 All badge-related application forms shall be submitted before the date stated in the Exhibitors' Manual Deadline List, stating Firm's name, 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 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 organizers. 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. It is hereby reminded that although **JORNADAS INTERNACIONALES 2017** will take reasonable care to safeguard the Exhibitors' property, it shall not be held liable for any thefts that may occur in the booths.

26.8 As stated in section 26.5, badges shall be shown to access the Exhibition area. In addition, badges are

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required to be visible at all times while at the exhibition.

26.9 All badges are personal. Their improper use authorizes **JORNADAS INTERNACIONALES 2017** 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:

Shall fill in the form sent by e-mail to that end for the pre-registration of personnel who will attend the Exhibition. The form shall be submitted by e-mail to the address specified therein.

b. Attendees:

All those included in the categories described in section 4 may pre-register through the forms available at the following Websites: ATVC - www.atvc.org.ar – CAPPSSA - www.cappssa.org. Filled in forms shall be sent to the e-mail address specified therein, or directly through the ATVC Website.

It is hereby reminded that the Exhibition will be closed to the general public, 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 the age of 18.

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 2017** will be empowered, without need of any special notice, to terminate the contract. The amounts paid up to that time will be kept by **JORNADAS INTERNACIONALES 2017**, 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 2017** 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 or apply any penalties that the E.C. may consider appropriate.

The authorities of **JORNADAS INTERNACIONALES 2017** will inspect during all the assembly process and thereafter to determine the occurrence of any damages or losses that the Exhibitor or its personnel or attendees may have caused in the exhibition's facilities and the Hilton Hotel (the assessment and amount of which shall be at the sole discretion of the E.C., the Technical Director and the Superintendent of the Exhibition). Such damages shall be reported to the Exhibitor orally (or by legal notice if so required by the Exhibitor, with costs related to such legal notice to be borne by the Exhibitor) and the amount of such damages shall be paid by the Exhibitor within 48 hours.

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

32.4 **JORNADAS INTERNACIONALES 2017** will issue Technical Communications to complement these norms. The communications 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 service will be provided unless the corresponding

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payments have been effected before the deadlines.
33.3 Rates will be duly communicated through an Information Bulletin.

done to the booth delivered by the organization.

Deadline: Friday, August 18th.

Constructor's full name:.....

Telephone:.....

E-mail:.....

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 22.8.5).
- 34.4 To have appointed a booth representative to interact with **JORNADAS INTERNACIONALES 2017**.
- 34.5 To have paid the surety deposit.
- 34.6 To have submitted written evidence that Civil Liability Insurance (*Seguro de Responsabilidad Civil*) has been obtained for the booth at **JORNADAS INTERNACIONALES 2017** (section 21.1).

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 2017** 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 2017

VERY IMPORTANT

The organizers request 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) 4343-1716 or mail to claudia@atvc.org.ar

Exhibitor's name:

Signature of authorized representative:
.....

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