

Latin American  
& Caribbean

**Tyre**  
**EXPO**

EXHIBITOR MANUAL

Latin American  
& Caribbean

**Tyre**  
**EXPO**

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## OUR MISSION

The LATIN TYRE EXPO provides international tire related products companies to present their products to Latin American and Caribbean tire dealers in their own “backyard”.

### CONTACT INFORMATION

For show questions, please contact:

Linda Bassitt, President  
 Email: Linda@latinexpogroup.com  
 Tel: +1-786-293-5186

## EXPO LOCATION AND DATES

ATLAPA Convention Center, Republic of Panama

### Exhibitor Booth Installation:

Saturday, June 22.....9:00 a.m. - 6:00 p.m.  
 Sunday, June 23..... 9:00 a.m. – 6:00 p.m.  
 Monday, June 24.....9:00 a.m. - Midnight  
 Tuesday, June 25 ..... 9:00 a.m. – Midnight

### Expo Days:

Wednesday, June 26..... 10:00 a.m. – 5:00 p.m.  
*Inaugural Ceremony..... 5:00 p.m. – 7:00 p.m.*  
 Thursday, June 27..... 10:00 a.m. – 6:00 p.m.  
*Conferences/Presentations..... 12:00 p.m. – 2:00 p.m.*  
 Friday, June 28..... 10:00 a.m. – 5:00 p.m.

*Exhibitors are permitted to enter the convention center at 9:00 a.m. on each expo day.*

### Exhibitor Booth Dismantle:

Friday, June 28.....6:00 p.m. – 8:00 p.m.  
 Saturday, June 29..... 9:00 a.m. – 6:00 p.m.  
 Sunday, June 30..... 9:00 a.m. – 6:00 p.m.

## RESERVATIONS, CANCELLATIONS, FEES

### RESERVATIONS & BOOTH ASSIGNMENT:

1. You may reserve your booth online by visiting our website [www.latintyreexpo.com](http://www.latintyreexpo.com) and selecting **BUY A BOOTH** on the homepage or under the **EXHIBITOR** section → **BUY A BOOTH**. Proceed to the **SELECT YOUR BOOTH LOCATION ONLINE** option and press → **Click here to reserve your booth location online**.
2. **Booth Assignment.** You will be asked to select (3) three desired booth locations and sizes (in SQM). Show management will assign (1) one of the booth spaces requested and will send a confirmation email to the email on file.
3. **Contract.** Once you have selected your booth location online, please complete the CONTRACT located on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → **EXHIBITOR** → **BUY A BOOTH** → **"Fill out the Contract"**, and submit it to show management via email to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com).
4. **Deposit and Balance.** You will receive an invoice within 48 hours of your online reservation along with the deposit and balance payment details and instructions. The deposit along with the contract is due within 10 business days of your reservation. Any booth missing the contract and/or deposit after the due date is subject to cancellation.

### CONTRACT DURATION AND APPROVAL:

Each contract is ONLY valid during the expo period. This does not give any exhibitor the right to the rented space for future use. Latin Expo Group, LLC retains the right to approve or deny any and all both reservations and exhibitors at the show's sole discretion.

### DIRECTORY PROFILE:

Each company is responsible for providing Show Management with a company profile and description within 10 days of the booth reservation. Should this not be provided, a company profile and description will be assigned to the company by Show Management. The exhibitor is responsible for communicating any changes/modifications to Show Management no later than **March 1, 2019**.

**No company profiles/descriptions will be added and/or modified after May 15<sup>th</sup>, 2019.**

**Please note:** This is the company information that will appear on both the Latin Tyre Expo website as well as the printed Official Show Guide and Exhibitor Directory. Latin Expo Group, LLC. is **not** responsible for any errors and/or omissions.

## PAYMENTS:

All approved booth reservations will receive an invoice by email, which states deposit deadlines and balance due dates.

- All contracts and deposits (**20% of booth balance**) are due within 20 business days of the booth reservation.
  - **Any booths missing a deposit will be cancelled if not received within 20 business days of the booth confirmation.**
- **50% of the balance is due** no later than December 31, 2019.
- **75% of the balance is due** no later than February 20, 2019.
- **Remaining balance 100%** is due before March 15, 2019.

**Any exhibitors with unpaid balances are subject to cancellation and penalties.**

## Payment Methods:

- **CREDIT CARD:** Please visit our website [www.latintyreexpo.com](http://www.latintyreexpo.com) under the *EXHIBITOR* section → *ACCOUNT PAYMENT*, or you may return the Credit Card Authorization form on the invoice to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com)
- **CHECK**
- **WIRE TRANSFER**

### WIRETRANSFER

Beneficiary: LATIN AMERICAN &  
CARIBBEAN TYRE EXPO, LLC.  
Bank: Wells Fargo Bank  
City/State/Country: MIAMI, FL. USA  
ABA: 121000248  
Swift Code: WFBIUS6S  
Chips Code: 0407  
Account #: 8172787932

### Beneficiary Bank Address:

Wells Fargo Bank  
420 Montgomery  
San Francisco, CA 94104

### CHECKS

Please send checks to:

Latin American & Caribbean Tyre Expo, LLC.  
9840 SW 77 Avenue  
Suite 301  
Miami, FL 33156

When sending a check, please include:

- Reference: Latin American & Caribbean Tyre Expo
- Company Name
- Primary Contact Person's Name
- Booth Number
- Address
- Phone Number
- Email Address

## CANCELLATIONS AND REFUNDS:

Cancellation of all or a portion of any exhibit space must be made by email to [linda@latinexpogroup.com](mailto:linda@latinexpogroup.com)

- All contracts and deposits (**20% of booth balance**) are due within 20 business days of the booth reservation.
  - **Any booths missing a deposit will be cancelled if not received within 20 business days of the booth confirmation.**
- **50% of the balance is due** no later than December 31, 2019.
- **75% of the balance is due** no later than February 20, 2019.
- **Remaining balance 100%** is due before March 15, 2019.

***Any exhibitors with unpaid balances are subject to cancellation and penalties.***

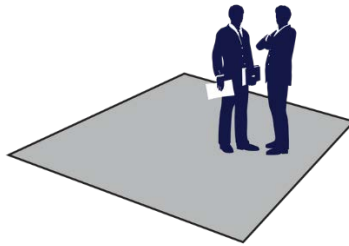
Show Management reserves the right to prohibit and/or accept or deny any exhibitors application. If Show Management deems a display or exhibitor objectionable to show interest, the exhibit shall be subject to removal or cancellation at the Exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter, signs, or any item of poor character, which is in the sole judgment of Show Management, is detrimental to the Expo. This reservation may be enacted at any time, regardless of whether it is before or during the Show.

In the event of such a restriction is enforced during the Show, Show Management shall not be liable for refund of exhibit space rental fees or exhibit equipment rental fees, except at its sole discretion. Exhibitor hereby expressly waives any right and all claims, actions or demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the facility, show management, their directors, officers, agents, employees and/or servants for such restriction or removal. Notwithstanding the foregoing, Show Management reserves the right to prohibit the sale and/or display of any products it considers unsuitable for the show or jeopardizes the show's safe operations.

## BOOTH OPTIONS AND PRICES

# OPTION 1: FLOOR SPACE ONLY

\$421.00/m<sup>2</sup> (minimum 36m<sup>2</sup>)



- The exhibitor is responsible for the construction of the booth. You may choose to hire one of the booth contractors recommended on our website or a contractor of your choice. For a list of contractors, please visit our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → **Exhibitors** → **Booth Contractors**.
- Your contractor must be approved by show management in order to enter the convention center during set-up days. Please send the “Contractor Authorization Form” which you can find on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → **Exhibitors** → **Booth Contractors** → **Contractor Authorization Form** before May 1, 2019.

### Additional Charges

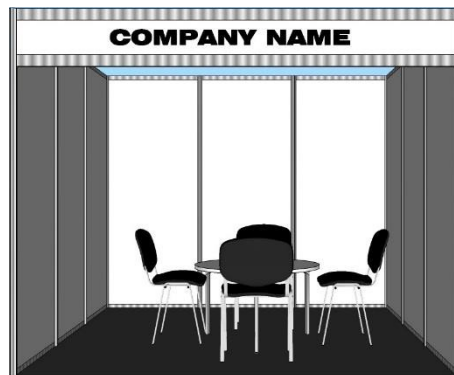
- **Electricity:** \$600 USD will automatically be added to your order for the use of electricity up to 2,000 watts. The expo will have the electrical connections available for the exhibitor during set-up days and the booth contractor shall be responsible for all internal connections. Should you exceed the 2,000 watts, you will receive an invoice at the end of the show charging any additional usage (\$30 per every 100 watts).
- **Wi-Fi:** \$100 USD will automatically be added to your order for Wi-Fi Internet use during show days (June 26-28, 2019).

### Available Booth Sizes:

- 36 m<sup>2</sup>
- 54 m<sup>2</sup>
- 72 m<sup>2</sup>
- 90 m<sup>2</sup>

## OPTION 2: PRE-FABRICATED

\$386.00/m<sup>2</sup>



### INCLUDED IN A PRE-FABRICATED BOOTH:

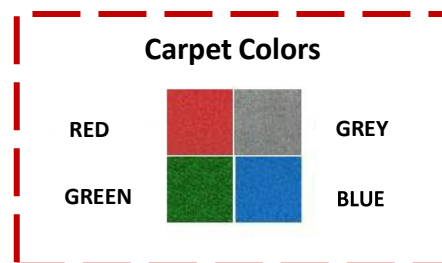
- Floor Space and basic construction of the booth.
- (Per every 9 m<sup>2</sup>) – Basic Partitions/Panels, fascia board with the company name, (3) spot lights, (1) business table, (4) chairs, trash can, and one electrical socket with 300 watts of electricity. Should you exceed the 2,000 watts, you will receive an invoice at the end of the show charging any additional usage (\$30 per every 100 watts).

### Additional Charges

- **Wi-Fi:** \$100 USD will automatically be added to your order for Wi-Fi Internet use during show days (June 26-28, 2019).

### Available Booth Sizes:

- 9 m<sup>2</sup> USD \$3,447
- 18 m<sup>2</sup> USD \$6,894
- 27 m<sup>2</sup> USD \$10,341





## BOOTH PANEL DIMENSIONS

Each melamin panel is 1 M **wide** x 2.48 M in **height** (each metal divider is 5 CM's wide).

For Pre-Fabricated: The size of the company name on the Fascia Board is 22 cm. **high** x 2.90 m **long**.

### 8 SQM

2 x 4 pre-fabricated.

5 panels total → 3 Lateral and 2 deep.

### 9 SQM

3 x 3 pre-fabricated.

9 panels total → 3 Lateral and 3 deep.

### 12 SQM

3 x 4 pre-fabricated.

7 panels total → 4 Lateral and 3 deep.

### 12 SQM

2 x 6 pre-fabricated.

10 panels total → 6 Lateral and 2 deep.

### 18 SQM

3 x 6 pre-fabricated.

12 panels total → 6 Lateral and 3 deep.

### 27 SQM

3 x 9 pre-fabricated.

15 panels total → 9 Lateral and 3 deep.

## BOOTH DESIGN AND APPROVAL

If your company selected a **FLOOR SPACE** booth then note your booth height and design **MUST** be submitted to Show Management [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com) no later than May 1, 2019 for approval. Any exhibitor who fails to submit their booth design by this date will not be allowed to exhibit or construct at the show. Also note your contractor **MUST** be registered with the show and submit a "**Contractor Authorization Form**" found on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → EXHIBITOR → Booth Contractors to show management.

## BOOTH CONTRACTORS – FOR FLOOR SPACE EXHIBITORS ONLY

### CONTRACTOR AUTHORIZATION FORM

*(All booth contractors must be pre-registered and approved by show management before set-up days)*

Exhibitors **MUST** submit the “**Contractor Authorization Form**” no later than **May 20, 2019**. If the exhibitor fails to supply this form by the date above, the Contractor will not be granted access to the convention center.

### LIABILITY

Exhibitors agree to indemnify and hold harmless Show Management, LATIN EXPO GROUP, LLC, ATLAPA Convention Center, its agents, and the exhibit facility for ALL losses, damages, injuries, claims, demands, and expenses including legal, due to the actions of the exhibitor-appointed contractors.

ALL CONTRACTORS MUST COMPLETE **SERVICE AND ASSEMBLY SERVICES CONTRACT** FOUND ON WEBSITE [www.latintyreexpo.com](http://www.latintyreexpo.com) EXHIBITORS - BOOTH CONTRACTORS section.

Exhibitors agree to indemnify and hold harmless Show Management, LATIN EXPO GROUP, LLC, ATLAPA Convention Center, its agents, and the exhibit facility for ALL losses, damages, injuries, claims, demands, and expenses including legal, that may arise from exhibitor commercial transactions with buyers and/or any third parties.

### BADGE REGISTRATION FOR CONTRACTORS

All contractors are required to have registered for their badges prior to entering the convention center. Badge registration may be done on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → **VISITOR REGISTRATION** → select Registration Type: **STAFF**. Badges for contractors are FREE of charge and may be picked up in the registration area during booth set-up days and times.

**ATLAPA Convention Center requires that ALL contractors submit a list of all workers who will be present during installation days along with copies of IDS. Send to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com) by May 30th, 2019.**

## COMPLIANCE

All exhibits must conform to the regulations set forth in this manual. Exhibits not in compliance by 9:00 a.m. on June 26, 2019 will be subject to the fines addressed in the Booth Construction, Decoration and Maintenance subsection of the manual.

### MAX HEIGHT

TAPICES HALL (L & C)	<b>MAX CONSTRUCTION HEIGHT:</b> 2.5 m
TOTUMAS HALL (D)	<b>MAX CONSTRUCTION HEIGHT:</b> 2.5 m
ISLAS HALL (A)	<b>MAX CONSTRUCTION HEIGHT:</b> 3.5 m
BAR CAYUCOS (M)	<b>MAX CONSTRUCTION HEIGHT:</b> 2.5 m
FOYER ANAYANSI (G)	<b>MAX CONSTRUCTION HEIGHT:</b> 2.5 m

### NO PAINTING

ATLAPA Convention Center prohibits contractors and exhibitors to paint onsite. Please bring all construction materials and booth pieces already painted to the show site.

### ATTIRE

ATLAPA Convention Center **prohibits** contractors, exhibitors, and visitors to wear shorts or open toes shoes during set up and expo days. Please bring pants and closed toe shoes to the show site for all days June 26-28.

## ELECTRICITY FOR ALL FLOOR SPACE BOOTHS

*Additional electricity charges will be automatically billed after the expo.*

### Required Electricity

**NOTE:** On June 26, 2019, there will be an electrical usage inventory performed. If your booth should exceed the usage ordered, you will be invoiced for the additional amount after the Expo. To order additional electricity fill out the order form found on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → EXHIBITOR → Contractors or send in your request to show management at [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com)

*The prices reflect usage for all (3) days of the expo (June 26-28, 2019).*

#### Additional Electricity Charges

300 watts	\$90.00
600 watts	\$180.00
1000 watts	\$300.00
2000 watts	\$600.00
4000 watts	\$1,200.00

## PRE-FABRICATED BOOTH WALLS

The area or rented space, furniture and panels shall be returned by the exhibitor in its original condition. Painting, using adhesive tape on the walls and making holes in the fascia board is prohibited. Exhibitors are responsible for all damages.

Exhibitors are allowed to have non-permanent posters made and placed on the booth walls for decorative purposes, so long as the posters are removable and non-damaging to the walls of the booth.

## FASCIA BOARD – COMPANY NAME

Exhibitors with Pre-Fabricated booths **will NOT be allowed to alter their company name on the fascia board in any way.** This includes INSIDE and OUTSIDE of fascia board. Any fascia board not in compliance by 10:00 a.m. on June 26, 2019 will be subject to the fine of \$250 due and payable within 24 hours. Show Management will repair/replace the fascia board to be in compliance with show regulations.

## NO ITEMS OR FURNITURE ALLOWED OUTSIDE THE CONFINES OF YOUR BOOTH SPACE

All packaging materials, company items, merchandise, signage, posters, products, and boxes shall be removed from the booth area and all articles are to be contained within the booth at all times.

### ***Furniture NOT PROVIDED by show management is NOT allowed in your booth***

Any items, tables, chairs, shelves, etc. not provided by the organizer MUST be approved and is subject to a fee. Any items seen in the booth or brought into convention will be removed unless approved.

## BOOTH MAINTENANCE

The exhibitor is responsible for maintaining the booth and its contents in good condition at all times. No exhibitor shall present an empty stand at any time during the exhibition. Excess of materials or materials not pertaining to the exhibition are not permitted in the booths. Exhibitors are asked to please turn off all booth lights at the end of each day to avoid excess electrical charges.

## OPTIONAL FURNITURE & ACCESSORIES FOR BOOTH

Exhibitors may place furniture orders by email to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com) or during set-up days.

**Please note:** A 20% surcharge will be applied to all furniture/accessories ordered on site.

## DEADLINES

Any booth that is not constructed and/or occupied by **8:00 p.m. (June 25, 2019)** shall be forfeited by the exhibitor and sold or eliminated by Latin Expo Group, LLC. All deposits or payments made by the exhibitor shall be forfeited.

***Hallways and back of the booths may not be used as waste disposal or storage areas.***

Industrial receptacles will be placed in areas outside of the convention center for the disposal of such waste. All boxes must be crushed before placing in waste receptacles. Any company with waste left outside of their booth space at any time after 10:00 a.m. on June 26, 2019 will be fined \$150 and must pay show management by June 28, 2019.

## STORING ITEMS/EMPTY BOXES

We offer exhibitors FREE storage of boxed items in the shipment receiving area of the ATLAPA Convention Center from June 24-28, 2019.

**All items MUST:**

- Be in boxes, pallets, or crates.
- Have proper STORAGE LABELS, which can be found in the information booth during set-up days.

## BOOTH DISMANTLING

Exhibited merchandise may only be removed after 4:00 p.m. on June 29, 2019.

Any booths dismantled and/or abandoned prior to 4:00 p.m. on June 29, 2019 will be subject to a \$250 fine by Show Management and/or possible loss of seniority and/or prohibited from participating in future Expos.

## REMOVAL OF MERCHANDISE

All exhibited merchandise shall be withdrawn from the leased space on the first day of dismantling June 28, 2019 at 4:00 p.m. Latin Expo Group is not responsible for any loss or damage to merchandise not removed, and Panama customs may seize in bond any products left after June 30, 2019.

# REGISTRATION

## REGISTRATION/BADGES

Only (4) badges per every 9m<sup>2</sup> of booth space will be provided.

- Any additional badge will be provided at a charge of \$25 per badge.
- Please do not register any clients or guests as “Exhibitors”. ONLY company employees can be registered as exhibitors.

Exhibitors must register for badges online on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) →EXHIBITOR →BADGE REGISTRATION.

- Your badge confirmation email (received after you register) includes a bar code which you MUST print and bring with you to the expo as it assists with finding your registration.

## BADGE RULES

- Exhibitors cannot register customers. Customers must register online at the website directly [www.latintyreexpo.com](http://www.latintyreexpo.com)
- Multiple employees and guests can be added to the same registration.
- Exhibitors are also able to register and add more persons to their registrations on site on show days, but are urged to pre-register to avoid long lines.

## WHERE TO PICK UP BADGES/REGISTRATION AREA

*Badges will have to be picked up in person at the expo during the following days and times.  
Must have a valid ID or business card*

<b>ATLAPA Convention Center, North Side, Shipping Area</b>	
Sunday June 23, 2019	from 10:00 a.m. - 6:00 p.m.
Monday June 24 2019	from 10:00 a.m. - 6:00 p.m.
Tuesday June 25, 2019	from 10:00 a.m. - 7:00 p.m.
<b>ATLAPA Convention Center,</b>	
Wednesday June 26 2019	from 10:00 a.m. - 5:00 p.m.
Thursday June 27, 2019	from 10:00 a.m. - 7:00 p.m.
Friday June 28, 2019	from 10:00 a.m. - 6:00 p.m.

## SHIPPING/CUSTOMS

### SHIPPING TO PANAMA

Exhibitors are allowed to use the shipping company of their choice to ship merchandise and goods into Panama.

- If by sea, closest port to ATLAPA Convention Center is Balboa.
- If by air, closest airport to ATLAPA would be Tocumen International.
- **SHIPPING CANNOT BE DIRECT TO ATLAPA Convention Center.** You must ship to our customs broker Arturo Arauz first, who will then deliver your merchandise to the convention center.

### SHIPPING TO PANAMA BY AIR

- All merchandise will go through Customs of Panama. Please use a professional company to ship your product to Panama.
- If you bring samples as attached luggage, **you MUST bring a commercial invoice** to present to customs in the Tocumen International Airport.
- For shipping labels and consignee instructions, visit our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → **EXHIBITOR → SHIPPING** and click on the instructions provided by the customs broker.

### CUSTOMS BROKER IN PANAMA

The expo's official customs broker is **ARTURO ARAUZ S.A.** and is available to assist you in bringing in your products and merchandise into Panama. All fees are paid by the exhibitors directly to the customs broker. Please see contact details below.

Your shipment **MUST ARRIVE IN PANAMA** at least two (2) weeks before the expo start date to have enough time for all customs procedures.

#### ARTURO ARAÚZ, S.A.

**Agente:** Lic. Rosa María Ortega

**Dirección:** Vía España, Edificio Orión, Primer Piso, Oficina N ° 1-A  
Panamá, Rep. De Panamá

**Email:** [rortega@arturoarauz.com](mailto:rortega@arturoarauz.com) **(CC to):** [arturob@arturoarauz.com](mailto:arturob@arturoarauz.com)

**Teléfono:** +507-264-2210

**Fax:** +507-263-5989

## RECEIVING MERCHANDISE IN ATLAPA Convention Center

All merchandise is received in the Shipment Receiving area of the ATLAPA Convention Center, see our floor plan on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) for location.

Your customs broker will store your merchandise upon arrival in Panama and will then deliver it directly to your booth.

**RE-EXPORT OF YOUR MERCHANDISE:** *Please contact the same customs broker used to import your merchandise to arrange the re-exportation of the same.*

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Please refer to our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → EXHIBITOR → ADVERTISING & SPONSORSHIPS for available options and send your order form to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com).

## EXHIBITOR SERVICES

### FURNITURE AND MSC SERVICES RENTALS

Please refer to our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → EXHIBITOR → FURNITURE RENTAL & MSC ORDERS for available options and the order form. You may place your order by email to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com)

### EXHIBITOR SERVICES AVAILABLE AT THE EXPO

- **Wi-Fi.** This will be provided at a charge of \$100 per company for all 3 days of the Expo. Login and password instructions will be handed out on June 25, 2019
- **Signs & Graphics.** Exhibitors are welcome to contact any of the contractors recommended by the Expo on our website [www.latintyreexpo.com](http://www.latintyreexpo.com) → EXHIBITORS → BOOTH CONTRACTORS for graphics and art for their booth.



## OPERATION AND CONDUCT

### PROHIBITED

#### MORALLY OFFENSIVE MATERIALS

The placing of signs, objects, banners, artifacts or propaganda (visual or audio) that are political in nature, morally offensive or go against basic good manners, or that LATIN EXPO GROUP, LLC considers detrimental to the relationship between the exhibitors and the visitors to the exhibition shall not be permitted in the pavilions, stands or hallways of the convention center.

#### FLAMMABLE, EXPLOSIVE, OR DANGEROUS MATERIALS

Flammable or explosive materials are also prohibited as well as any other product or materials that the organizers of the event consider to be dangerous, inappropriate or offensive to the participants and location of the event. In any of these cases the organizers of the event reserve the right to remove any object that falls into any of the above mentioned categories.

#### ENTERTAINMENT, MUSIC, NOISE LEVELS

No exhibitor will be permitted to hire artistic performers or groups for the purpose of entertainment. The use of loudspeakers, sound equipment, radios, etc. is prohibited in the stand. Loud music or noises that are disruptive to other exhibitors or the exhibition in general will not be permitted. The use of audio visual equipment must be approved by LATIN EXPO GROUP.

#### SMOKING

Smoking is strictly prohibited at the exposition site in accordance with Law 13 effective January 24, 2008.

#### BOOTH DISPLAY VEHICLES

Exhibitors may have a vehicle on display on their booth with advanced notice to show management. Exhibitors MUST inform Show Management by email to [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com) no later than May 1, 2019 of their intention to do so for vehicle entry accommodations to be made. Please note to have no more than 2 liters of gasoline in the car tank.

#### EXHIBIT PERSONNEL

Attendants, models, and other employees must confine their activities to the contracted exhibit space. Wandering around distributing advertising promotional material is prohibited.

Booths must be staffed during all show hours. Booths not staffed could be subject to loss of credentials for future shows and loss of other show privileges as determined by the Latin Expo Group. No area of the Convention center shall be used for any improper, immoral, illegal or objectionable purpose.

## **EXPO PARTICIPATION / BOOTH CANCELLATIONS / SELECTION**

Show Management reserves the right to accept or deny any exhibitors application to exhibit at the expo. You hereby acknowledge that a request to participate in the event or previous participation do not guarantee future participation in the event.

If Show Management deems a display or exhibitor objectionable to show interest, the exhibit shall be subject to removal or cancellation at the Exhibitor's sole expense. This includes persons, things, conduct, printed matter, signs, or anything or anyone item which is in the sole judgment of Show Management is detrimental to the Expo. This action may be enacted at any time regardless of whether it is before or during the operational show times.

In the event of such an action being enforced during the Show, Show Management shall not be liable for refund of exhibit space rental fees or exhibit equipment rental fees, except at its sole discretion. Exhibitor hereby expressly waives any right and all claims, actions or demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the facility, show management, their directors, officers, agents, employees and/or servants for such restriction or removal. Notwithstanding the foregoing, Show Management reserves the right to prohibit the sale and/or display of any products it considers unsuitable for the show or jeopardizes the show's safe operations.

## **INTELLECTUAL PROPERTY RIGHTS POLICY**

The term "Intellectual property" or "IP" is used to describe various types of intangible property, including patents, trademarks, service marks, trade dress, design marks, trade secrets and copyrights.

### ***Exhibitor's Agreement to Release, Indemnify and Assume Risk***

Pursuant to the Agreement signed by Exhibitor, Exhibitor releases, waives, discharges and covenants not to sue, file or maintain any action in law or equity against LATIN EXPO GROUP, LLC., Show Management, the ATLAPA Convention Center, the Panama Authority of Tourism, or their directors, officers, employees, agents, representatives, servants, licensees, invitees, patrons, guests or contractors (herein referred to as "Releases"), from all liability for any and all loss or damage and any claim or demands therefore on account of injury to person or property, including intellectual property, of Exhibitor arising out of or relating to a LATIN EXPO GROUP, LLC. - sponsored show, whether caused by the negligence of the Releases or otherwise.

Exhibitor further agrees to indemnify Releases against any loss, liability, damage or cost Releases incur from any and all claims, demands, actions, causes of action, penalties, judgments and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for any and all loss arising out of the acts or omissions of Exhibitor incident to a LATIN EXPO GROUP, LLC. -sponsored show.

Exhibitor hereby assumes full risk and responsibility for any injury to person or property, including intellectual property, arising out of or related to a LATIN EXPO GROUP LLC.-sponsored show, whether caused by the negligence of Releases or otherwise.

## **LICENSES & USE OF TRADE NAMES**

The Exhibitor should have the necessary documentation to demonstrate that they have the legal right to represent the manufacturer, distributor, and the products, trademarks and corporate brand signage that are on display or are mentioned on the banners, script writing and other communications in the booth.

## FOOD & BEVERAGE

**It is prohibited to bring any food or alcoholic beverages into the exhibition location and/or booth, unless otherwise authorized in writing by the Latin Expo Group and Show Management.**

Food is only allowed in the designated cafeteria area of the exhibition. If you wish to have your own catering and beverage in your booth you must contact show management [Info@latinexpogroup.com](mailto:Info@latinexpogroup.com) and ask for permission as all catering MUST BE through official show and convention catering company.

## SECURITY

LATIN EXPO GROUP, LLC will provide daytime and night time security for the exhibition. LATIN EXPO GROUP, LLC does not assume responsibility for any theft, damage, acts of vandalism to exhibitor's merchandise or any other property that remains in the building, booths, modules, exhibition site or parking areas. LATIN EXPO GROUP, LLC is not liable for any personal injuries that may occur to the exhibitor, exhibitor's personnel or show visitors. The Exhibitor shall be the sole liable party to Exhibitor's merchandise, products, personnel or third parties working directly or indirectly for the exhibitor.

## INSURANCE RESPONSIBILITY

It is recommended that the Exhibitor take out a third party insurance and an all risk insurance from first date of set-up to the last day of dismantling.

ACCIDENTS MUST BE REPORTED IMMEDIATELY TO SHOW MANAGEMENT. THERE IS EMERGENCY RESPONSE PERSONNEL AVAILABLE AT THE ATLAPA Convention Center. PLEASE NOTE ALL FEES AND CHARGES FOR USE OF ANY SERVICES PROVIDED ARE AT THE EXHIBITOR EXPENSE AND RESPONSIBILITY.

Exhibitors and all their related parties hereby release Latin Expo Group S. de RL. Latin Expo Group LLC. and any sub-contractor, ATLAPA Convention Center (herein referred to as the "releases") and any of their representatives from all liability to exhibitor for any and all loss or damage or any claim or demands on account of injury to the person or property or resulting death of Exhibitor arising out of or relating to Latin Tyre Expo whether caused by negligence of the Releases or otherwise. Exhibitor hereby agrees to Indemnify, save and hold harmless the Releases from any loss, liability, damage or costs incurred by the Releases from any action by the Exhibitor.

Any damage or loss should be reported in writing immediately to the police and to the organizer of the event.

## DIRECT SALES TO THE PUBLIC

Direct sales to the public ARE NOT allowed at the Latin American & Caribbean Tyre Expo, as this is an INDUSTRY only show.

## DISTRIBUTION OF FLYERS/SOLICITING

Any exhibitor or exhibiting company staff member seen distributing flyers or promotional materials off site from the confines of their booth space will be ejected from the show immediately.

## PRIVATE RECEPTIONS

Any exhibitor wishing to hold a reception in his booth must obtain prior authorization from Show Management. Private reception halls are available in the convention center for a set fee for all exhibitors. Please contact Show Management to obtain pricing and details.