

EXHIBITOR MANUAL

E EXPO MUEBLE[®] **T** TECNO MUEBLE[®]
MI INTERNACIONAL **MI** INTERNACIONAL

EXPOMUEBLEINTERNACIONAL.COM.MX

TECNOMUEBLE.COM.MX

Dear Exhibitor:

The Association of Furniture Manufacturers of Jalisco, A.C. (AFAMJAL by its name in Spanish) extends a warm welcome to you as a part of the most important furniture, decoration and technology exhibition in Mexico and Latin America, Expo Mueble Internacional and Tecno Mueble Internacional. We appreciate your trust in participating in this event and making it the meeting point for your business; we are confident that your participation will be a great success.

We recommend reading all the content of this manual to ensure a successful participation, avoid setbacks and work together more efficiently.

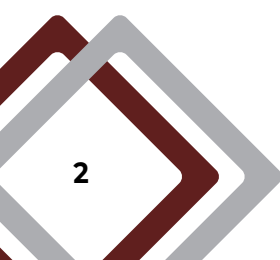
Welcome!

Sincerely,
Organizing Committee



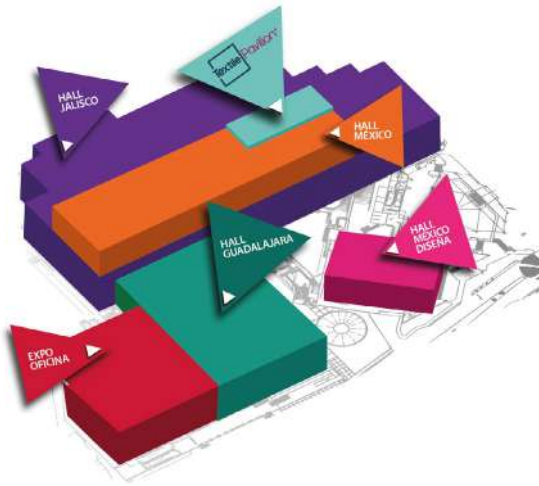
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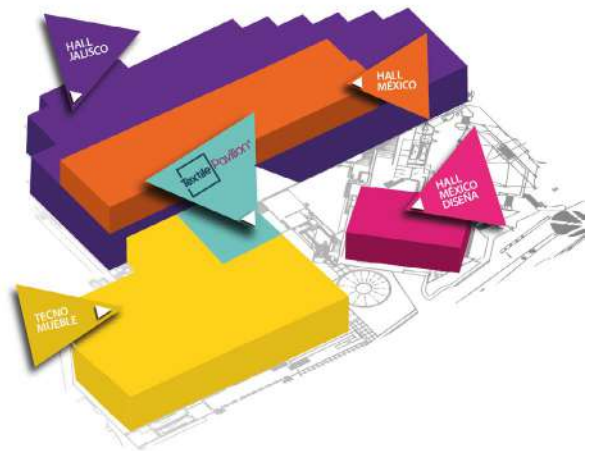
GENERAL MEASURES

EXPO MUEBLE INTERNACIONAL WINTER EDITION



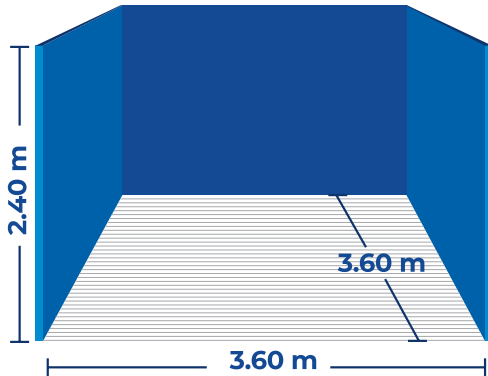
EXPO MUEBLE INTERNACIONAL SUMMER EDITION

TECNO MUEBLE INTERNACIONAL

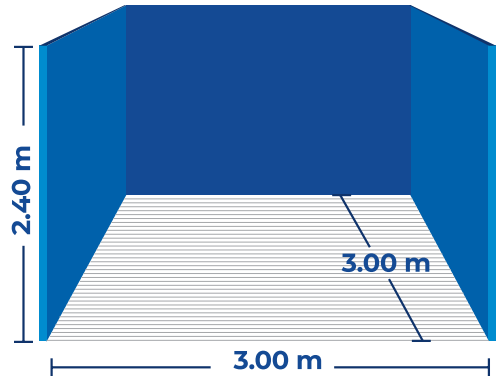


TYPICAL BOOTHS

Expo Mueble



Tecno Mueble



If you require the dimensioned floor plan, please request it by email at: lizette.dealba@afamjal.com.mx

THE STAND INCLUDES

White melamine panels, 7.87 ft high, with aluminum post connections every meter.

Basic 110-volt electrical service and one electrical extension per company. If additional-power capacity is required, the service must be contracted directly with the venue.

Carpet.

General digital invitations to share with your clients.

Presence in the digital directory and virtual catalog.

Staff badges for your stand personnel (maximum of 10). If additional badges are required, please request them in writing.

Access to national and international buyers.

FURNITURE IS NOT INCLUDED.

REGULATIONS

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

1.OBJECTIVES

1.1 OBJECTIVES OF THE EXHIBITION

The Furniture Manufacturers Association of Jalisco, A.C., hereinafter AFAMJAL, promoter and organizer of the exhibitions: Expo Mueble Internacional Winter, Expo Mueble Internacional Summer, and Tecno Mueble Internacional, has set the objective of gathering manufacturers, marketers, and suppliers within the framework of the exhibitions. The aim is to showcase advances,

trends, and technology in furniture and accessories to wholesalers and distributors.

1.2 OBJECTIVE OF THE REGULATIONS

To establish the operating procedure that regulates the proper functioning of the exhibitions and ensures the respect of the rights and compliance with the obligations of all parties involved.

2.PARTICIPANTS

2.1 EXHIBITORS

An exhibitor is any natural or legal person who, through the signing of the Exhibition Contract and payment to AFAMJAL, has acquired the right to use the booth(s) specified in said contract, with prior accreditation of their status as a manufacturer and/or marketer in the case of furniture exhibitions, and as a manufacturer and/or wholesale distributor in the case of Tecno Mueble Internacional. AFAMJAL reserves the right to approve their admission.

2.2 BUYERS

Buyers are professional individuals who, on their own or on behalf of a company, attend the exhibitions with the aim of purchasing the exhibited products in wholesale quantities. They must register their own information and the information of the company they represent upon entry.

2.3 ORGANIZING COMMITTEE

It is composed of members and officials of AFAMJAL, responsible for the organization and proper functioning of the exhibitions.

3.ASSEMBLY

3.1 BOOTHS

Booths will be provided to exhibitors for them to carry out assembly work according to the schedule prepared by AFAMJAL, notifying the exhibitor in writing of the entry date.

3.1.1 ASSEMBLY MEXICO HALL

For all exhibitors whose booth(s) are located in Mexico Hall, please note that the access will have two main entrances for better logistics.

Entrance No.1

Ramp located on Av. Mariano Otero, for this entrance, only short box vans of 3.5 tons or those measuring 16.4 ft from front to rear will be allowed to enter. If your transport does not meet these specifications, it will be directed to the second entrance located in the maneuvering area. (see entrance map).

AUTHORIZED VEHICLES: MAXIMUM 3.5-TON TRUCKS WITH A SHORT BOX.



Entrance No.2

The second entrance to the hall will be through two cargo elevators located in the maneuvering area, entering through the booth on Av. Faro. (see map)

Cargo Elevators

The elevators measure 7.54 ft in height × 6.56 ft in width × 9.18 ft in depth, and have a load capacity of up to 3 tons.

3.2 PAYMENT RECEIPT

To take possession of your booth(s), it will be necessary for the Exhibitor to have fully paid the cost of the booth(s). Non-compliance will result in restricted access.

3.3 MUSIC DURING MOVE-IN AND MOVE-OUT

In order to maintain adequate communication, safety, and operational conditions within the venue, the use of music, speakers, or audio equipment during move-in and move-out periods is prohibited. The Organizing Committee reserves the right to request the immediate suspension of any sound equipment that does not comply with this provision.

MAP OF ENTRANCES MEXICO HALL



3.4 ENTRANCE OF SAMPLES AND DECORATION MATERIAL

The Exhibitor, on their own, their company's staff, or any other person hired by them, may enter their booth(s) with the materials and items necessary for its decoration, as well as the samples to be exhibited, during the days and hours indicated by AFAMJAL in advance in writing.

If they exceed the regular allotted time, they will pay the corresponding hours directly to the fairground at the rate established for this purpose.

3.4.1 ENTRANCE OF HEAVY MACHINERY (EXCLUSIVELY TECNO MUEBLE INTERNACIONAL)

Exhibitors or booths with heavy machinery must enter the corresponding hall from the first day of setup for unloading said machinery. This helps avoid situations of risk and/or accidents during general setup (all exhibitors). Please request confirmation of the entrance day from the Organizing Committee with a notice of 20 days in advance.

3.5 ENTRANCE TO THE FAIRGROUND

As exhibitors arrive at the venue on the scheduled date and time to set up their exhibition, they must report to the Control Booth in order to gain access to the marshalling yard.

Entrance to minors during setup and dismantling is strictly prohibited. The security staff may need to request that the minor be removed. The Venue and the Organizing Committee of AFAMJAL disclaim any responsibility or liability arising from this.

3.5.1 MANEUVERING AREA

Exclusively designated for loading and unloading operations, only access will be granted to cargo vehicles carrying materials for assembly and decoration, such as exhibition samples. These vehicles may remain only for the necessary and justified time for the maneuvers, and afterward, they must exit to expedite the operations.

Any vehicle, whether private or cargo, that remains 'parked' after maneuvers will be penalized and removed from the area. Vehicles, under no circumstances, can stay in the area and must be completely removed at the end of each day's operations.

3.6 OUTSTANDING DEBTS

Exhibitors with pending debts or balances with AFAMJAL will not be allowed to take possession of their stands.

3.7 SECURITY AND SURVEILLANCE

During the setup days between 8:00 a.m. and 10:00 p.m., exhibitors are responsible for the safety of their belongings. Starting at 10:00 p.m. and until 8:00 a.m. the following day, AFAMJAL will establish a surveillance system inside the exhibition area, during which no exhibitor personnel will be allowed to remain on the premises.

If, due to force majeure, any exhibitor needs to remain in their booth(s) after 10:00 p.m., they must obtain written authorization from AFAMJAL, at their own responsibility and risk.

3.8 COMPLETION OF SETUP

The exhibitor must finish all decoration and product display work two hours before the official start of the exhibition.

Before the event begins, during stand cleaning, the exhibitor and/or contractor must avoid disposing of trash in aisles that have already been cleaned, in order to ensure the exhibition is ready for opening to buyers.

3.8.1 BOOTH(S) DETAILS

On Sunday, the only day before the event's start, sanding work on booths, either with a machine or by hand, will be allowed. This is to avoid causing dust that may affect neighboring exhibitors who have already prepared their exhibits.

4. BOOTH

4.1 CHARACTERISTICS

The booth(s) consist of the elements that physically define them. These boundaries are marked with partitions, using the necessary ones to delimit the corresponding booth(s), leaving the fronts open that AFAMJAL considers necessary for the best display of the samples.

Each contracted area will be provided with the necessary electrical outlets for double contacts with a limit of up to 760 watts per company. If the Exhibitor requires higher consumption, they must contract it directly with the venue.

In cases where the booth design and/or power consumption is higher, it is the exhibitor's responsibility to hire qualified personnel to carry out the electrical installation in accordance with the safety standards in force in the state, using appropriate materials and wire gauges. The minimum wire gauge required by the venue regulations is 12 for heavy-duty use.

4.2 SPACE LIMITATIONS

The exhibitor agrees to use the contracted space for the display of their samples, and it is prohibited to encroach upon or block the aisles and adjacent booths from floor to ceiling, either with samples or structural elements of the booth. Such encroachment, if not corrected immediately, will be subject to penalties.

Penalty for invasion: Any company that exceeds the limits of its contracted booth(s) and, after initial notification, continues such invasion over aisles or other booth(s), will be subject to an immediate financial penalty of five times the value of the invaded area. Furthermore, if they do not clear the space within the specified time frame, the elements causing the invasion will be removed, and they will be banned from participating in future exhibitions.

4.3 RIGHT OF USE

Subleasing, lending, assigning, or transferring in whole or in part the rights to the space referred to in the Exhibition Contract is strictly prohibited for the Exhibitor. The Exhibitor is committed to exclusively exhibit products ordinarily manufactured and/or marketed by the same company, in accordance with the representations made in the referenced contract. In the case of Tecno Mueble Internacional, the Exhibitor is committed to exhibiting products or services of their own manufacture or distribution.

In the event that the Exhibitor does not use the booths(s), any amounts paid will be forfeited in favor of AFAMJAL, with no right to any claim or refund whatsoever.

Regardless of the above, if the products to be exhibited have not been installed by 10:00 p.m. on the day before the start of the exhibition, AFAMJAL reserves the right to make use of the booth(s) without any responsibility towards the Exhibitor.

4.4 REALLOCATION

AFAMJAL reserves the right to relocate the location of the contracted booth(s) when this occurs for justified or force majeure reasons.

4.5 ORNAMENTAL ELEMENTS

Exhibitors may use decorative elements within their booths as they see fit, but it is prohibited to paint, nail, or glue onto the surfaces of the partitions. It is also not allowed to drill the floor or paint walls or columns of the structure.

In the event that this occurs, the damages or losses, as assessed by AFAMJAL and/or the trade fair venue, as applicable, must be settled by the offender.

4.5.1 INVASION OF ADJACENT BOOTHS

Regarding the design of the booth(s), it is required that they do not aesthetically hinder the visibility of adjacent booths with structures or walls that affect the image of neighboring booths (either on the sides or at the back) or their advertising. If this guideline is violated, the penalties specified in section 4.2 will apply.

For booths facing two aisles, it is strictly prohibited to close them off without AFAMJAL's authorization, subject to a review of the layout and decoration project.

4.5.2 SPECIAL STRUCTURES AND DECORATION

If decoration or ornamentation is to be used, a sketch and a design draft must be submitted to AFAMJAL at least 30 days prior to the exhibition for approval. Particular attention should be paid to ensuring that structural elements do not affect adjacent booths or circulation aisles, which must be decorated or ornamented.

In the event that, due to design, decoration or ornamentation exceeds a height of 3.30 meters or more, the following requirements must be submitted to AFAMJAL for approval 30 days in advance:

- 1. Construction Plan:** Indicating dimensions and characteristics, specifying materials and their gauge.
- 2. Contract Liability Insurance:** For damages to third parties or provide a copy of your company's policy, with coverage extension, covering from setup to teardown.
- 3. Based on a prior review,** AFAMJAL reserves the right to request the structural calculation report and will appoint, at the exhibitor's expense, an expert to verify its characteristics and conditions.
- 4. AFAMJAL will respond to the request** within a maximum of 5 business days from the receipt of the above information.

JALISCO HALL

- Maximum total height: 16.40 ft
- Effective booth dimensions are 11.81 ft x 11.81 ft per stand, taking into account the existence of columns and fire hydrants.

LOBBY 4

- Maximum total height: 8.85 ft.
- Effective booth dimensions: 9.84 ft x 9.84 ft.

GUADALAJARA HALL

- Maximum total height: 16.40 ft
- Various module sizes according to the floor plan of each event.

4.6 USE OF SECOND-FLOOR STRUCTURES**4.6.1 OF DIMENSIONS AND HEIGHT**

1. The structure, under no circumstances, should exceed the contracted space in its base and height, including the materials used for construction and decoration.

JALISCO HALL AND MEXICO HALL

- Maximum total height: 16.40 ft
- Maximum height of the mezzanine: 10.49 feet from the floor to the first level.
- Effective booth dimensions are 11.81 ft x 11.81 ft per booth, taking into account the existence of columns and fire hydrants.

GUADALAJARA HALL

- Maximum total height: 16.40 ft.
- Maximum mezzanine height: 10.49 feet from the floor to the first level.
- Different modular configurations according to the layout of each event.

2. Both single-level booths and two-level booths should be decorated with special care, considering both the visible parts and the rear parts to ensure they do not affect the aesthetics of neighboring booths.

4.6.2 OF THE REQUEST

1. A structural calculation report and construction plan must be submitted to AFAMJAL 30 days in advance of the exhibition, specifying dimensions and characteristics, indicating materials and their gauge. It should be accompanied by a statement from a structural engineer, guaranteeing that the structure to be used is in good condition and complies with safety and resistance specifications.

2. The submission of the aforementioned request must be made for each event, even in cases where there are no modifications. Non-compliance with this requirement may result in non-authorization.

3. Contract a Civil Liability Insurance Policy covering damage to third parties or provide a copy of the company's insurance policy with an extension of coverage, covering the period from assembly to disassembly. Alternatively, provide a letter from the company assuming solidary liability for damages to third parties resulting from such structure, relieving AFAMJAL of any responsibility, and submit copies of any of these documents.

4.6.3 OF AUTHORIZATION

1. AFAMJAL will review the documentation provided by the exhibitor and will notify the applicant in writing of the decision taken.

2. Without the express authorization of AFAMJAL, no structure may be installed, and access to the exhibition venue will not be allowed.

4.7 DISPLAY ELEMENTS AND FURNITURE

AFAMJAL does not provide decoration elements and/or furniture for the booth(s). Therefore, the Exhibitor must provide their own materials, ensuring not to encroach on transit or service areas.

4.8 EXHIBITOR'S PERSONNEL

It will be the responsibility of the Exhibitor to provide the personnel for assembly, decoration, dismantling, and customer service required for the exhibition of their products or merchandise. Therefore, the Exhibitor will be solely responsible for the obligations arising from employment relationships and any violations that such personnel may commit in accordance with current labor laws and regulations, as well as all applicable tax and social security obligations in the Mexican Republic. Through this act, AFAMJAL is relieved of any responsibility in this regard.

4.9 FLOOR COVERINGS

The Exhibitor may cover the floor area within the contracted booth(s) with carpet or the material of their choice, provided that it does not cause damage or deterioration to the floors of the exhibition venue. The Exhibitor is solely responsible for removing the carpets or materials owned by them at the end of the exhibition. The cost of removing materials and waste left and/or adhered to AFAMJAL's carpets and the floors of the Exhibition Venue will be borne by the Exhibitor, and these costs will be communicated in writing when necessary.

4.10 MATERIALS

The use of solvents, plaster, and cement is prohibited for the Exhibitor. Additionally, the use of carpentry and metalworking, as well as the use of saws, compressors, air guns, torches, welding machines, etc., is also prohibited.

4.10.1 SAMPLE MATERIAL

It is the responsibility of the exhibitor to control and remove, on the dismantling day, all the material used as samples (wood, MDF, particleboard, plywood, custom materials, drywall, etc., disposable or any material considered as waste or garbage) during the event days. Otherwise, the Venue or Organizing Committee will impose a financial penalty on the exhibitor for leaving this type of waste and/or material behind.

4.11 LIMITATION OF ACTIVITIES

Within the exhibition, exhibitors are not allowed to engage in acts that undermine morality and good manners for the proper conduct of the exhibition. It is also prohibited to carry out lotteries, raffles, draws, and/or similar activities within the exhibition premises.

4.12 ADVERTISING

The Exhibitor may distribute exclusively within their booth(s) brochures, catalogs, printed propaganda, and promotional items related to the activity stated in the Exhibition Contract.

In case of using optical and/or sound media, the only restriction will be that their use does not affect the operation and well-being of other exhibitors, accepting in this regard the recommendation of AFAMJAL, particularly with regard to the volume of sound. (Maximum 45 decibels).

4.13 CUSTOMER SERVICE

The Exhibitor may offer snacks or refreshments to their buyers that are allowed by the venue, understanding that they have exclusivity in Food and Beverages, with the only limitation being that this service should be provided with the moderation required, without allowing excesses that may cause unpleasant and disagreeable situations for others. In the event that problems arise in the booth(s) due to what is mentioned in the previous paragraph, AFAMJAL reserves the right to revoke the authorization and, if the violation warrants it, may remove the offending Exhibitor without any liability on the part of AFAMJAL.

5. OPERATION

5.1 EXHIBITION HOURS

The exhibition will be open to the general public from 10:00 a.m. to 8:00 p.m. on the days specified in the Exhibition Contract. Exhibitors will have the opportunity to enter from 9:00 a.m. onwards.

5.2 REMOVAL OF EXHIBITED SAMPLES AND SOLD MERCHANDISE

During the exhibition days, the item(s) that

the exhibitor has sold and that is/are of a large or considerable size or are not items that can be carried by hand (items with dimensions of 1.00 x 1.00 meters, weighing 10 kilograms), these pieces can only be removed through the doors:

- **Jalisco Hall:** The entrance will be through doors 2, 5, 8, and 11.
- **Guadalajara Hall:** The entrance will be through curtain A.
- **Mexico Hall:** The entrance will be through the freight elevators.

You can choose the entrance that is most convenient for your stand based on proximity.

For buyers, access to these points will be through the Av. Faro booth from 10:00 a.m. to 6:00 p.m. on the first 3 days of the exhibition.

On Saturday or the last day of the exhibition, the schedule for delivering sold samples will be reduced, starting at 10:00 a.m. and no later than 4:00 p.m. The adjustment and reduction of this schedule are due to logistics or control of access to the loading area for dismantling.

5.2.1 RESTOCKING OF MERCHANDISE

The days for restocking exhibition samples will be Wednesday, Thursday, and Friday only, during the hours of 8:00 AM to 10:00 AM and 8:00 p.m. to 10:00 p.m. through the doors:

- **Jalisco Hall:** Entry will be through doors 2, 5, 8, and 11.
- **Guadalajara Hall:** Entry will be through curtain A.
- **Mexico Hall:** Entry will be through the freight elevators.

Attendees can choose the entrance that is most convenient for their booth based on proximity.

5.3 FORCE MAJEURE

AFAMJAL, in the event of force majeure circumstances, may postpone the start of the exhibition, as well as extend or shorten its duration, or alter its program, schedules, location, features, or activities; without incurring any liability of any kind on its part.

5.4 BADGES AND SPECIAL SCHEDULES

5.4.1 EXHIBITORS

Each company will be provided with their allocation of Exhibitor badges necessary to attend their booth(s), according to the request that is previously sent and subsequently submitted by the Exhibitor to AFAMJAL's offices. Their use during the exhibition is mandatory.

The badge delivery schedule will be on Monday and Tuesday prior to the exhibition, from 10:00 a.m. to 8:00 p.m.

The location for badge delivery will be next to the Organizing Committee, in lobby 5.

5.4.2 ORGANIZING COMMITTEE

The Organizing Committee badge will be worn exclusively by the individuals who are part of it, and they should be treated with the appropriate respect, as they are responsible for this exhibition.

They will have unrestricted access to the exhibition at any hour and moment, as their responsibilities demand.

5.5 EXHIBITION ACCESS CONTROL

Only individuals accredited with badges in any of their categories will be allowed to enter the exhibition area. These categories include: Exhibitor, Buyer, Companion, Visitor, Special Guest, Press, and Services.

1. RESTRICTIONS

A).- DURING SETUP AND DISMANTLING

- **Entry to individuals under 18 years of age is not allowed.**

- **Animals are not allowed.**

- **Individuals carrying any type of weapons and vehicles of any kind, except those used by disabled individuals, are not allowed.**

- **Entry and consumption of alcoholic beverages, as well as any type of drug or narcotic, are not allowed. Individuals caught consuming or using any of these substances will be removed from the premises.**

- **The use of music, speakers, or any audio equipment that may affect the operation, communication, or overall development of the exhibition is prohibited. The Organizing Committee reserves the right to request the immediate suspension of any such equipment if deemed necessary.**

B).- DURING THE EVENT

- **The use of photographic and video equipment of any kind is not allowed.**

Individuals carrying any such equipment must deposit it at the Organizing Committee's

offices or with the parcel service. If any Exhibitor wishes to take photographs of their product(s) or booth(s), they may do so with prior request to AFAMJAL and authorization, under the supervision of individuals designated by AFAMJAL.

- **Entry to individuals under 18 years of age is not allowed.**
- **Animals are not allowed.**
- **Individuals carrying any type of weapons and vehicles of any kind, except those used by disabled individuals, are not allowed.**
- **Entry for individuals wearing sportswear is not allowed.**
- **The promotion and sale by catalog in common areas are not allowed.**

The display and sale of samples by catalog in hallways and common areas are strictly prohibited, with a strong emphasis on those who did not rent a booth within the exhibition. Anyone caught engaging in this activity will be removed from the premises, and their access to the event will be denied for the remainder of the event.

- **It is not permitted to partially or completely obstruct aisles, fire hydrants, and/or emergency exits.**

5.6 AFAMJAL OFFICE AT THE FAIRGROUNDS

From 9:00 a.m. to 8:00 p.m., during setup, exhibition days, and dismantling, the offices will be operational. All exhibitors should

report any suggestions or issues that arise here. Additionally, exhibitors will receive all kinds of information and support for their needs at this location.

6. GENERAL SERVICES

6.1 ELECTRICITY

AFAMJAL, in accordance with what is established in section 4.1, second and third paragraphs, will supply electrical power to the exhibitors. In the event that the Exhibitor does not comply with current safety standards, does not have the minimum required gauge in their installation, or exceeds the demand of the contracted service, AFAMJAL may, without any liability, restrict the supply until the exhibitor rectifies any of the aforementioned irregularities.

6.2 CLEANING AND MAINTENANCE OF GENERAL AREAS

It is the responsibility of AFAMJAL to ensure that the aisles, common areas, entrance areas, reception, and registration areas maintain a clean and tidy appearance throughout the entire event.

Strategically placed throughout the event area, containers for disposing of trash will be provided and emptied as needed.

6.3 CLEANING AND MAINTENANCE OF THE BOOTH(S)

The cleaning and maintenance of the booth(s) are the responsibility of the Exhibitor. Trash and waste generated within the booth(s) should be disposed of in the containers provided in the aisle for that purpose.

6.3.1 AISLES FREE OF TOOLS AND TRASH DURING SETUP

During the move-in period, exhibitors and contractors are responsible for keeping their stand area clean. Any waste generated must be concentrated at one point within the stand perimeter so that cleaning personnel may remove it during their rounds. It is recommended to assign a staff member to carry out periodic cleaning within the installation area.

Tools and materials must be arranged in an orderly manner, allowing free circulation through aisles and common areas. Compliance with these measures contributes to maintaining accessible and safe aisles, while also projecting a professional image to customers and visitors

6.4 FIRE EXTINGUISHERS

The fairground will place fire extinguishers and fire fighting equipment at strategic and visible locations that, in its judgment, are considered necessary to prevent any incident.

6.5 MEDICAL SERVICE

The Organizing Committee will have a medical service module located in vestibule 4 of Expo Guadalajara, next to the Exhibitor Services Module. This service will be available on the official setup, event, and dismantling days.

6.6 COLLATERAL SERVICES

6.6.1 FOOD AND BEVERAGES

The fairground has, within its facilities, restaurant, coffee, and bar services operated by a concessionaire under their full

responsibility, absolving AFAMJAL from any contingency.

6.6.2 CASH MACHINES

The Fairground has ATM (cash machine) services located at the main entrance of vestibule 1.

7. DISMANTLING

7.1 BOOTH RETRIEVAL

The Exhibitor agrees to completely vacate the stand(s) in accordance with the move-out schedule, which will be previously communicated in writing.

The Exhibitor who does not return the booth(s) as specified above will be responsible for the expenses and damages incurred as a result.

On the other hand, if AFAMJAL deems it necessary, it may remove these articles and objects and make them available to the Exhibitor in a location it deems suitable, without being responsible for any damage, deterioration, and/or loss they may suffer. The Exhibitor will be responsible for the costs of removal, transportation, and storage.

7.2 DEFECTS AND DAMAGES

The cost of repairing any flaws or damages that may have occurred in the facilities or premises of the fairground will be fully covered by the exhibitor.

8. RESPONSIBILITIES

8.1 CONTROL

The samples, products, materials, tools, equipment, and, in general, all assets located in the booth(s), owned by the Exhibitor (or their employees and contractors), will be under the exclusive responsibility of the Exhibitor. It is recommended to contract an insurance policy that covers all possible risks. AFAMJAL will in no case be responsible for loss, damage, theft, and/or loss during setup, exhibition, and dismantling.

8.2 FORCE MAJEURE

AFAMJAL is not responsible for any damages or harm that exhibitors, participants, or attendees may suffer, whether to their property or person, regardless of the cause, including but not limited to: civil liability, theft, fire, acts of terrorism, earthquakes, floods, riots, etc.

8.3 INSURANCE POLICY

The Exhibitor undertakes to take out liability insurance and third-party damage insurance to protect against any of the risks mentioned in the previous clause and in accordance with point 4.6.2 of the second-floor structure request, section 3.

9. PENALTIES

9.1 CAUSES FOR CONTRACT TERMINATION

The following are causes for contract termination without liability for AFAMJAL:

- Non-compliance with what is stipulated in section 3.2.

- Violation of the provisions in sections 4.2 and 4.3.

- Display of samples not declared in accordance with the first clause of the Exhibition Contract.

9.2 REASONS FOR EXCLUSION

The following are causes for veto:

- Recurrence of any of the causes for contract termination stipulated in the previous section.

- The verification of unprofessional business practices and everything it implies according to the following code of ethics:

- a) Exhibitors' behavior lacking absolute Honesty, Integrity, and Ethics.

- b) Unrestricted respect for the modeling in the articles manufactured by each exhibitor.

- c) Conducting unauthorized collateral exhibitions by AFAMJAL.

- d) Product plagiarism or piracy.

10. MISCELLANEOUS

10.1 OPENING CEREMONY TOUR

It is recommended that exhibitors be present at their respective booths during the inaugural tour.

10.2 MODIFICATIONS TO THE REGULATIONS

This Regulation may only be modified, expanded, or conditioned by the Board of Directors of AFAMJAL. In the event of any modification, it will be promptly communicated to the exhibitors.

10.3 UNFORESEEN CASES

Cases not foreseen in this Regulation will be resolved by AFAMJAL based on the criteria of objectivity, fairness, and equity, and its decisions will be final and unappealable.

10.4 ACCEPTANCE OF THE REGULATIONS

By the mere fact of being an Exhibitor, they accept to be subject to the provisions of these Regulations.

INTERNAL REGULATIONS FOR ASSEMBLY AT THE EXPO GUADALAJARA FAIRGROUNDS

1. It is strictly prohibited to obstruct fire equipment and emergency exits.

2. The entry of hazardous materials or substances is not allowed:

- Flammable
- Toxic
- Corrosive
- Explosives
- Infectious Biological

3. The use of cutting or welding equipment inside the venue is prohibited.

4. The use of any type of pyrotechnics inside the venue is not allowed, and the use of decorative elements that involve fire (candles, lanterns, etc.) is restricted.

5. Any audio, lighting, and video equipment supported by the venue's structure must have appropriate securing lines.

6. Assembly and disassembly work under the influence of alcoholic beverages and/or narcotics is not permitted.

7. All double-deck booths must display a sign indicating the estimated maximum capacity in terms of people and indicating the capacity in kg/m² in text. This should be supported by a structural calculation signed by an expert.

8. Removing signs for evacuation routes, fire extinguishers, and informational signs in the venue is strictly prohibited.

9. It is strictly prohibited to obstruct or manipulate power distribution centers.

10. Anyone working on the venue's structure must have prior authorization and personal protective equipment.

11. Booth construction inside the venue is not allowed; only assembly operations are permitted.

12. Spray painting is not allowed; it can only be applied with a brush and/or roller, and in the latter case, the affected area must be covered with plastic.

13. Scaffolds and ladders must be used correctly, in perfect condition, and properly supported on the floor.

14. Drilling into floors, columns, or the venue's own structures is not allowed, and the use of hydraulic jacks or carts in poor condition is prohibited.

15. Water, electricity, or other services at floor level must have protective ramps and/or caution tape.

16. When adhering visible floors such as hardwood, tiles, and carpet, only double-sided tape from the Janel brand may be used, and it must be removed by the responsible company once the event is completed.

Generalities

Any eventuality not covered in this regulation that could be a cause of an incident affecting the established objective will be addressed within the same context as the previous points.

REGULATIONS FOR THE USE OF MANEUVERING YARDS

1. The maximum time allowed for loading and unloading operations within the marshalling yard shall be according to the assigned schedule shown in the attached table. If this time is exceeded, the driver and/or person responsible for the vehicle will be charged a penalty of \$100.00 MXN plus VAT for every additional 5 minutes.

▶ FREE TIME LIMIT:



10 MINUTES



20 MINUTES



30 MINUTES



40 MINUTES

2. The fine charge is generated at the exit booth, where it is directed to the services module for its respective payment and, if required, billing.

3. Once the vehicle is unloaded, it must be removed from the maneuvering yard, leaving the dock free for maneuvers.

4. For disassembly, you must first move your equipment and/or materials from the event area to the dock area; at that time, the vehicle control personnel will provide you with an access authorization to bring in your vehicle.

5. The dock area is not a parking lot or storage area. It may only be used for loading and unloading operations for events held at Expo Guadalajara.

6. Expo Guadalajara is not responsible for theft or damage to your vehicles, equipment, and/or materials.

7. Expo Guadalajara reserves the right to allow vehicles and pedestrians access to the maneuvering yard.

Note: For any doubts or concerns regarding this, please contact the General Services Management of Expo Guadalajara. (Ext. 2550 y 2575).

MERCADO DE ABASTOS PARKING LOTS FOR TRUCKS

	NAME OF THE PENSION	ADDRESS	PHONE	MANAGER	CAPACITY (UNITS)
1	Pensiones JARCA	Arboleda #1400	+52 33 36713304	Lic. Francisco Olvera	50 It has showers with hot water
2	Pensión GDL-B	Acelga #1410	+52 3336713304	Lic. Francisco Olvera	50
Note: In the previous pensions you can stay the transport drivers in your units					
3	Pensión #4 No drivers	Trigo #1350	+523336713304	Lic. Francisco Olvera	170 Small vehides only

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

EXPO GUADALAJARA SERVICES

For the hiring of services such as hanging banners, structures, electrical power, food and beverage services, internet, etc., please contact Expo Guadalajara venue to request a quote.

For more information on the services:
modulo@expoguadalajara.mx
www.expoguadalajara.mx
T. 33 33 43 30 00, ext. 2530, 2540, 2550, 2575

To obtain the advance rate, you must pay 100% of your service, at least 15 natural days prior to the first day of event assembly.

DESIGN A BOOTH that attracts attention and has a strong presence.



CONSIDER ALL THE NECESSARY MATERIALS: business cards, price lists, catalogs, brochures, etc.



TRAINING THE STAFF is a key point for customer service during the expo: tone, attention, cordiality.



RESPONDING TO THE NEEDS and creating contact with new customers will generate better results.



TO PROVIDE TIMELY FOLLOW-UP, don't forget to record data and requirements.



CREATING A POST-EVENT REPORT is a key piece, in addition to keeping a record of prospects.



MEASURING THE RESULTS is essential: quantity and quality of contacts, message effectiveness, sales and opportunities, impact and improvement of brand loyalty.





+52 (33) 3343 3400

Asociación de Fabricantes de Muebles de Jalisco, A.C.

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