



**32° EDITION SAGSE LATAM Buenos Aires, Argentina  
HILTON BUENOS AIRES HOTEL  
MARCH 20 & 21, 2024  
PRIVATE & INVITE ONLY EVENT**

# **EXHIBITOR MANUAL**

## **OPERATIONS Y MARKETING**

**This manual is part of the Exhibition Space Reservation for your participation in SAGSE LATAM Buenos Aires 2024 and contains all the terms and conditions thereof.**

**The Organizer recommends the Exhibitor to read this document thoroughly and to ensure that the Both Contractor is aware of the information contained here.**

## **DEAR EXHIBITOR,**

On behalf of Monografie S.A., we wish to welcome you to SAGSE LATAM Buenos Aires 2024. Our objective is to provide you with the information and services you will need to achieve the success you pursue. This Manual has been designed to simplify the participation of your Company at SAGSE. This document should be considered as a guide to assure your success at the event.

The Exhibitor Manual is divided into various sections containing operative, technical, and marketing guidelines and rules which must be followed when taking part in SAGSE LATAM Buenos Aires 2024.

## **WHO SHOULD HAVE THIS MANUAL?**

1. The person who booked a booth at SAGSE LATAM.
2. The person in charge of a booth during SAGSE LATAM open hours.
3. The contractor or builder of a booth at SAGSE LATAM.

**The compliance of the terms set forth in this Manual and the Exhibitor's knowledge of his or her rights and liabilities are essential to ensure the success of the event and its smooth performance.**

Should you have any queries not cleared in this manual, please contact the Operations Department in Buenos Aires and we will be happy to help:

MONOGRAFIE S.A.  
Av. Alvear 1883 Loc. 21 (1129) C.A.B.A.

T. +5411 5264 4623  
M. +549115848 1368

[hola@sagselatam.com](mailto:hola@sagselatam.com)  
[www.sagselatam.com](http://www.sagselatam.com)

Skype: sagse-exp

Twitter: sagselatam

LinkedIn: sagselatam

Instagram: sagselatam

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# SAGSE LATAM, GENERAL INFO 2024

## ORGANIZING COMPANY

### Monografie S.A.

Av. Alvear 1883 Loc. 21 (C1129AAA), City of Buenos Aires, Argentina

T. +5411 5264 4623

M. +54911 5848 1368

hola@sagselatam.com

www.sagselatam.com

Skype: sagsse-expo

## VENUE

HILTON BUENOS AIRES HOTEL

Av. Macacha Güemes N° 351

(C1106BKG), Ciudad de Buenos Aires, Argentina

Salones Pacifico y Atlántico

TEL: +54-11-4891-0000

+54-11-4891-0001

www.hiltonbuenosaireshotel.com

## OPEN HOURS FOR VISITORS

Wednesday 20, March from 3:00 pm to 8:00 pm

Thursday 21, March from 3:00 pm to 7:00 pm

## SAGSE ACQUISITION

Thursday 21, March from 10:00 am to 3:00 pm

## MOUNTING HOURS

Monday 18, March from 7:00 am to 10:00 pm

Tuesday 19, March from 7:00 am to 10:00 pm

## DISMOUNTING HOURS

Friday 22, March from 7:00 am to 3:00 pm

**All the mounting/dismounting personnel must have their “ART” clause  
(Aseguradoras de Riesgos del Trabajo) to enter the venue.  
 (“NON-RECOURSE” CLAUSE in favour of South Convention S.A.  
 CUIT: 30-69218831-0)**

***EXHIBITOR BADGE PICK-UP***

*Tuesday 19, March from 3:00 pm to 7:00 pm at the badges registration area  
(next to the escalators).*

Access to minor under 18 years of age is prohibited.  
Minor relatives of exhibitors may enter the last day of the expo,  
Thursday, March 21, accompanied by an adult

## PRELIMINARY REQUIREMENTS FOR EXHIBITORS AND CONSTRUCTORS

Despatch note with the name of the venue: SAGSE Latam

Event room name: Pacifico

Amount, type and model of the material:

Measure and weight of the products and materials:

Name of the person in charge of the stand and constructor's name:

All the mounting/dismounting personnel must have their "ART" clause  
(Aseguradoras de Riesgos del Trabajo) to enter the venue.  
("NON-RECOURSE" CLAUSE in favour of South Convention S.A.  
CUIT: 30-69218831-0)

Please complete and send form N<sup>a</sup> 1 when confirming participation. Deadline  
March 1st

## **EXHIBITOR SERVICES**

In this list, the Organization recommends some of the vendors who provide services to SAGSE exhibitors. Take into account that the Rules allow Exhibitors to hire vendors not listed here.

We recommend contacting and hiring services for your booth with enough time in advance to avoid any setbacks.

The organization has a logistics provider for transfer, entry, merchandising movement, machines, products and materials to the exhibition halls.

The catering and Internet services are provided exclusively by the Hilton Hotel Buenos Aires. We recommend getting in contact with Martin Leone (martin.leone@hilton.com). Deadline to confirm: March 10th

We recommend hiring services well in advance to avoid setbacks, consult specifically which are the exclusive providers.

### **TRANSPORT AND MOVEMENT OF EQUIPMENT AND PRODUCTS.**

ASAP COMERCIO EXTERIOR S.A.

www.asapce.com

Cristian, Responsable Gaming

Tel. +54114301-5990

Cel. +54911 6183-5550

Mail: cgalzarza@asapamericas.com

### **BOOTH DESIGNER**

ZTARQ BY JOSPE

Pico 1861 PB Dpto. 1 (1429AVG), C.A.B.A.,  
Argentina

Sol Pergierycht: spergierycht@ztarq.com

Sandra Jospe: sandra@ztarq.com

Tel. +5411 4701 6582

Cel. +54911 5665 8946

### **BOOTH CLEANING SERVICES**

M&G ASOCIADOS

Att. Mr. Gonzalo

Tel: +5411 4800 1881/1144

Ms. Cristina: +54911-6246-7750

Mail: info@mglimpieza.com.ar

### **BROADCAST/PLATAFORMAS**

### **DIGITALES/PRODUCCION/DISTRIBUCION**

Servicio de fotografia y video

Manuel altman

Mail: manualtman@gmail.com

Cel: (+54911) 3133-2010

### **INTERNET SERVICE / CATERING**

Hilton Hotel Buenos Aires Contact:

martin.leone@hilton.com

ABOUT INTERNET SERVICES

The Organization provides free Wi-Fi access within the venue premises. However, if you need to use high data traffic, we recommend Exhibitors to order an internet service with the characteristics of the type of traffic you plan to have. In that case, feel free to contact martin.leone@hilton.com (listed above) to get to know the plans available.

### **BILINGUAL AND NON-BILINGUAL**

### **PROMOTERS AND HOSTESSES WITH A**

### **BUSINESS PROFILE / TRANSLATORS**

M&M PRODUCCIONES

Contact: Daniela Aciar -Asistente Mirta Menichelli-

Directora

Cel: +54 9 11 58143096

+54 9 11 49935637

Mail: eventosmymproducciones@gmail.com

www.mymproducciones.com.ar

IG @mymprod



**OFFICIAL SHOW CONTRACTOR,  
BOOTH DESIGN, FURNITURE,  
PLANTS, DECORATION.**

HS EVENTOS

Doblas 1753 (1424) CABA, Argentina

Tel. +54911 4081 3887

info@hseventos.com.ar

jresarini@hseventos.com.ar

www.hseventos.com.ar

Booth design

**DJ - SOUNDS - LIGHTS**

MARIANO LEGUI

marianoleguidj@live.com

Cel: +54 9 11 6364.8675

**SECURITY SERVICES**

CAMURA S.R.L.

José Sambón

Mariano Acosta 81, Piso 1 D (1407), CABA

Tel. +5411 4674 2000 / 4671 8136

Cel. +54911 5470 5463

Mail: camurasrl@fibertel.com.ar

**OFFICIAL TOURISM AGENT**

WEDELL TRAVEL

EVT Leg. N° 13829- Disp. 1718

Marcelo T. de Alvear 1261, Floor 2°, Of. 35

BuenosAires, Argentina - (C.P. 1058)

Phone: (011) 5258-0933/34 |

Cel.: +54 9 11 4411 4635

**OPTICAL PEN OR QR READING  
SERVICES**

Y3K-IT

Av. Triunvirato 4141 CABA (1431), Argentina Tel. +5411  
4100 0251

Mail: info@y3k-it.com

www.y3k-it.com

## GENERAL RULES - KEY INFORMATION FOR EXHIBITOR

These General Rules (the regulation) shall be interpreted subject to the laws of Argentina, in all circumstances, in order to maintain the Exhibition's hierarchy, internal order and security, aesthetic, functional and commercial levels, nature and essence.

### **AUTHORITIES**

The Executive Committee, hereinafter —**E.C.**, will be the highest authority of the Exhibition and his/her decisions shall not be subject to appeal. The **E.C.** will appoint a supervisor for the Exhibition, who will be in charge of controlling the strict compliance of the Rules. Should an Exhibitor breach any of conditions contained the Rules, the **E.C.** may permanently close the relevant booth without being liable to pay the Exhibitor any compensation or reimbursement in respect thereof.

### **PARTICIPANTS, PRODUCTS AND VISITORS**

Any manufacturing company, authorized representative, distributor, importer, businessperson, or service provider related to the purpose of the Exhibition is invited to take part in the Exhibition, subject to prior acceptance by the **E.C.**, who reserves the right of admission and permanence in the Exhibition. The products to be exhibited in the booths must be in suitable conditions to be exhibited.

**The E.C. reserves the right of admission and permanence of any person visiting the Exhibition.**

### **SCOPE OF THE RULES**

The **E.C.** is solely entitled to enforce the Rules and is in charge of the interpretation thereof in case of unforeseen events, not being its decision subject to appeal. The Exhibitors must inform all of his/her dependents and third party contractors, by duly written notice, the provisions included in the Contract and the Rules.

In order to achieve a better development of the Exhibition, the **E.C.** reserves the right to change any part of the Rules as the **E.C.** deems it convenient, and to decide not to abide by the rules provided therein, being its decisions binding on all Exhibitors.

## **PARTICIPATION CONDITIONS**

Any company wishing to participate in the Exhibition must fill in and subscribe to the relevant Participation Request and fully comply with all and any of the liabilities and terms provided for therein; otherwise, the **E.C.** will be entitled to limit the access to the Exhibition of the Exhibitor who has not complied with the agreed payments on the fixed dates. The **E.C.** is entitled to cancel and assign to third parties any booths which, although having been duly paid, remain unoccupied 12 hours before the Exhibition opening hour, in which case the Exhibitor will lose any rights concerning the paid amounts. Should the Exhibitor fail to pay any amounts in any respect, the **E.C.** may terminate the Contract at any time, in which case the sums of money paid shall be for the benefit of the **E.C.** as compensation for the termination of the contract due to the Exhibitor's fault, notwithstanding the **E.C.'s** right to request compensation for any damages suffered. The **E.C.** reserves the right to select the products to be displayed by the Exhibitors, being entitled to oppose the display of dangerous or simply inappropriate products at the Exhibition, at the sole discretion of the **E.C.**

## **PAYMENTS MADE BY EXHIBITORS**

Under no circumstances are the Exhibitors entitled to the reimbursement of any payment made in compliance with the provisions of this Agreement.

## **EARLY TERMINATION OF THE CONTRACT**

If, due to any reason, an Exhibitor waived his/her right to participate in the Exhibition or were unable to do it, the Exhibitor must serve a notice of termination to the E.C. Notwithstanding the provisions stated in Section above.

This agreement will be binding for both parties from the date of entry into force until its natural expiration for the fulfillements of all the obligations contracted here.

## **PARTICIPATION FEES**

The prices and measures of all booths are the ones specified in the agreement. For perimeter booths, the price includes:

- Inclusion in the virtual list of exhibitors
- Listing with Company name and booth number in [www.sahselatam.com](http://www.sahselatam.com)
- Security in aisles.
- Continuous assistance by the Organization.

## **SECURITY SERVICES**

The Exhibitor shall be the only one responsible for any damages caused to his/her staff, to the visitors of the Exhibition who are within his booth, or caused to his/her property of any nature, as a result of robbery, theft, fire, lightning, storms, explosions, hail, water leaking, dampness, floods and leakages, accidents, turmoil, sabotage or other events of whatever nature or origin, and the Exhibitor will be further liable for personal damages caused inside or outside the booth by his staff or the properties he/she uses or takes care of. Under no circumstances will the E.C. be responsible for any damages, loss or theft, of whatever nature, that visitors or other persons may cause.

The Exhibitor must hire insurance policies, at his/her sole expense, on all properties, of whatever nature, to be placed within his/her assigned booth space. The E.C. will hold the Exhibitor responsible for the damages that the Exhibitor or his/her booth contractors, trucks or cargos may cause to the permanent or temporary facilities provided by Hilton hotel Rooms Atlántico and Pacífico, or by the Exhibition. The E.C. is not responsible for any damages that the failures of the electrical, power and drainage systems may cause to the Exhibitor. The Exhibitor is obliged to use or set up protection and safety devices for the equipment or products in exhibition. Moreover, the E.C. will not be responsible if any event in which the E.C. was not involved causes the interruption or decrease of these services. The E.C. will provide general security staff in charge of the order and the assistance in the event of unforeseen events, not being responsible for robberies or thefts occurred within the booths. No person other than the security members referred above and the Exhibitor's employees duly authorized by written note by the E.C. can remain within the exhibition premises. The security staff hired by the Exhibitor must wear special badges which will be provided by the E.C.

**Water and drainage services are non-existent in the showrooms, and they are not available for the stands either.**

The Security Department conducts regular monitoring and vigilance of all hotel facilities during the day and night. Any additional security service must be contracted by the client, who must provide with: - A copy of the authorization paper granted by the PNA to work in the area. - A list with the names and ID numbers of the people who are working as guards.

**IMPORTANT: The carrying of weapons is prohibited within the hotel facilities.**

### **OPEN HOURS**

The Exhibition will be open to the public on the days and hours set forth in the Manual, and on the hours for booth mounting and dismounting, unless an express modification appears from the Exhibitors Manual. Under no circumstances is the Exhibitor authorized to mount or dismount his/her booth on time periods other than those established, unless the E.C. expressly authorizes it by written notice. The booth opening hours will be thirty (30) minutes before to fifteen (15) minutes after the hours mentioned above. Outside these hours, no person other than the organizers of the exhibition, the security staff and the cleaning staff duly authorized, is authorized to remain within the Exhibition premises. The Exhibitor must open his/her booth every day thirty (30) minutes before the opening time, and must provide permanent assistance at his/her booth during the established hours.

### **CLEANING**

The E.C. will hire a cleaning company or staff for the common areas of the Exhibition, task which will be executed without disturbing the visitors or decreasing the quality of the Exhibition.

Exhibitors undertake to:

- a) Hire cleaning services for his/her booth and keep the booth in sound cleanliness conditions during the show opening hours.
- b) Do the general cleaning of the booth between two (2) hours and half (1/2) an hour prior to the daily opening.
- c) Throw any waste in the common garbage containers.

If the E.C. considers that the disorder in the booth hinders the cleaning services, the E.C. will be entitled to close the booth down until the situation has been resolved to the satisfaction of the E.C.

All materials, including those used during dismantling, must be removed from the venue from 7:00 am to 3:00 pm on Friday 22, March 2024. After that time, the Organizer will take all necessary measures to empty the pavilion completely. If any additional costs are incurred for a delayed delivery of the venue due to an Exhibitor's fault, such Exhibitor must bear said costs.

### **RULES TO PREVENT FIRE**

The storage, use or display of flammable, explosive or radioactive products is forbidden inside the Exhibition Venue. Vehicles may be displayed only after the tank has been emptied and the battery cables disconnected. All booths must be equipped with a fire extinguisher during mounting, the exhibition itself and dismantling.

In order to prevent fires inside the exhibition venue, these measures must be following rules:

At no time you are aloud to take security elements of the hotel, such as emergency exits, fire warning hydrants, smoke detectors or sprinklers be covered, blocked or left inaccessible.

### **ADJOURNMENTS AND MODIFICATIONS**

The E.C. reserves the right to modify or cancel any dates, times, terms, floor plans and areas of the venue of the Exhibition, and any provisions of these Rules. Any modification or cancellation referred above will not give rise to any compensation duty whatsoever. The E.C. may terminate the Contract and/or cancel the Exhibition or part of it when the E.C. reasonably considers that: a) the conditions of the premises where the Exhibition is or is going to be held are inappropriate, or b) the holding of the Exhibition or the performance of the E.C. in virtue of the Contract were substantially or materially altered by a reasonable cause or causes beyond the control of the E.C. The E.C. will not be held liable for delays, damages, losses, cost increases or any other unfavorable conditions that may arise as consequence of those cancellations. Should any of said cancellations occur, the E.C. will be entitled to retain part of the amounts paid by the Exhibitor as compensation for any expenses incurred until the moment in which said cancellation occurred, without any future liability for any of the Parties of the agreement. The above mentioned phrase —reasonable cause or causes beyond the control of the E.C. includes, specifically but not restrictedly: fire, disaster, flood,

epidemic, earthquake, explosion, accident, blockade, embargo, hostile climate, delinquency acts, riots, strikes, closing, boycott or any labor riot, impossibility to perform the job under minimum security standards, technical omissions, lack of employees, lack of or failure in transport services, impossibility to receive, confiscation, seizure or exploration of inputs, equipment or necessary services, orders or restrictions imposed by the police, by the national gendarmerie or by other government authorities, minimum number of Exhibitors and causes of force majeure.

## **PROHIBITIONS**

Any Exhibitor, employees and contractors involved in the booth, and other persons are expressly forbidden to perform, in any area of the Exhibition hall, any of the following activities: a) to run advertisements by any means inside the Exhibition and outside the booth, which includes but not is not limited to, the distribution of leaflets or promotional items, the use of signs, screens, advertising boards, except when previously authorized by the E.C.; b) to display or sell elements that, according to the E.C., may affect the security of any persons or elements; c) to use aerial cable of whatever nature outside the booth; d) to show or install loudspeakers or audio equipment that, according to the E.C., may alter the normal development of the Exhibition; e) to sell products and services; f) to distribute or sell beverages or food, without the prior consent of the E.C.; g) to carry out contests and/or raffles without the prior consent of the E.C.; h) to draw paintings without protecting the surface of the premises or spray/aerosol paint; i) to do soldering inside the premises; j) to do wood-work without sawdust cleaning equipment; k) to carry out building tasks or to store material outside the boundaries of his booth; l) to take animals to the premises; m) to damage any structures or wall panels of the venue; n) no smoking in the hotel facilities; o) the carrying of weapons is prohibited within the hotel facilities; p) The entry of food and beverages into the exhibition halls is prohibited.

## **LIABILITIES**

The Exhibitor will be the only person responsible for any employees and/or contractors related to his/her booth as well as for third parties, as regards civil, criminal, labor and administrative aspects.

The Exhibitor will be the only person responsible for any employees and/or contractors related to his/her booth as well as for third parties, as regards civil, criminal, labor and administrative aspects, for the consequences arising from the use of the hired booth and of the material displayed therein, including industrial accidents, general damages, fire, losses of any type, robbery, explosion and/or any other situation or circumstance that might cause damages. To all legal effects, the Exhibitor will act by his own, being directly responsible before the E.C. and/or any other third party, including the Government for all direct or indirect consequences that may arise from the display or any legal act related to the products displayed in his/her booth. The Exhibitor shall thoroughly control that his/her booth meet all relevant laws, regulations and mainly any copyright, patent, social security, tax, health and morality laws. The Exhibitor shall hold the E.C. and its members harmless from any claim, lawsuit, legal action and/or demand arising from labor or social security matters, industrial accidents or of any other nature, including expenses and fees of lawyers, made by employees, assistants or any other employees designated or rendering services under the orders or instructions of the Exhibitor or any other person or persons hired by the Exhibitor. The Exhibitor shall further hold the Authorizing Officer and the E.C. and its members harmless from any claim of third parties for damages suffered physically and/or in their properties, including death, within the Exhibitor's booth, or caused by elements belonging to the Exhibitor or used in the Exhibition though not belonging to the Exhibitor, even if said elements belonged to the E.C. and to its members, or caused as a consequence of any act or omission on the part of the Exhibitor and/or the aforementioned persons. The Exhibitor further undertakes to exercise the defense of the E.C. and its members and hold them harmless regarding any type of lawsuit, legal action, demand, claim in respect of the Exhibitor's lack of compliance with the Contract, of these Rules, or of any federal, state, or local laws.

#### **DUTIES – NON-COMPLIANCE – PENALTIES**

The compliance of the provisions under these Rules and the agreement is binding on the Parties hereof. If due to any reason, the Exhibitor breaches totally or partially said provisions, such situation will cause, among others, the following effects: a) the E.C. may choose either to perform and request the fulfillment of the liabilities not performed by the Exhibitor, or terminate the agreement entered into, with compensation for damages, in both cases;



b) the non-complying party will be automatically in default due to expiry of the terms or for the verification of non-compliance, according to each case, and any judicial action whatsoever being unnecessary; c) the Exhibitor shall be liable for progressive penalties that, notwithstanding the penalties stated herein and determined by the E.C. in each circumstance meaning a default or breach which individual amounts may be from 5% of the price of the agreement up an accrued amount equivalent to 100% of said price and that will not be subject to appeal; d) the E.C. may choose, to its absolute discretion, at the Exhibitor's expense, to take urgent measures deemed necessary in relation to the properties and persons, due to the lack of foresight, negligence or omission of the Exhibitor; e) the E.C. may temporarily or permanently suspend the electricity supply, close it down and retain the Exhibitor's properties, until the remedy of damages and penalties is verified. In case of non-compliance of the obligation to vacate the site on the relevant date, the E.C. may vacate, to the Exhibitor's exclusive expense and risk, and place the properties duly listed, in the place that the E.C. deems appropriate.

# BOOTH MOUNTING - KEY INFORMATION FOR EXHIBITORS AND CONSTRUCTORS

*The exhibitor is obliged to communicate through form n°2 the name of the responsible person for setting up the stand as well as the construction company responsible for their project. All persons related to the construction of stands must arrive at the venue with ART (WITH A NON-REPEAT CLAUSE IN FAVOR OF SOUTH CONVENTION CENTER S.A. CUIT: 30-69218831-0).*

## **GUIDELINE FOR CONSTRUCTORS**

All the elements necessary for the construction and assembly of the parts, structures and materials that together will constitute the support must be entered by the company responsible for logistics. The transfer and entry of said materials to the exhibition rooms will be carried out on March 18th, adjusting according to the shift diagram assigned by the organization.

## **TRANSPORT AND MOVEMENT OF EQUIPMENT AND PRODUCTS.**

ASAP COMERCIO EXTERIOR S.A.

[www.asapce.com](http://www.asapce.com)

Cristian, Responsable Gaming

Tel. +54114301-5990

Cel. +54911 6183-5550

[cgarzarza@asapamericas.com](mailto:cgarzarza@asapamericas.com)

Any structure(panels, scenery, stages, lighting, sound or other) to be assembled in the space of the assigned stand may not directly touch the carpets, walls, columns and / or decorations of the hotel.All structures (panels, scenography, stand, etc.) must arrive at the hotel already finished. Only their assembly is allowed, and they must have the booth fully built to articulate their assembly by virtue of executing the minimum of completion work inside the showroom.

The wooden modules must be prefabricated to avoid as much work as possible within the premises. If this is absolutely necessary, the carpet and floor should be protected with plastic to prevent damage.

All paint and carpentry work inside and outside the Hilton Buenos Aires Hotel facilities is strictly prohibited. All types of wood, fabrics or carpets used in the stand must be treated with a chemical fire retardant. The public corridors should not be obstructed, no element should cover, block or leave inaccessible elements of security of the Hotel such as emergency exits, hydrants, fire alarms, smoke detectors, sprinklers, entrances or exits of the equipment for fire prevention.

No items should be stored in these areas. No sector of the stand may exceed the assigned limits. The exhibitor's name must be prominently displayed. Exhibitors with unusual spaces should cover the booth floor with carpet or any other suitable material. The hotel carpets must be protected when carrying out all kinds of objects in the room as well as in the case of transporting heavy items. Exhibitors may also rent the carpet or platform from the official stand contractor. All stands must have a fire extinguisher. The space used by the Exhibitor for the construction of the stand must be returned to the Organizer in the same conditions in which it was delivered for mounting and it should be done on time (see dismantling schedule). This means, clean of all constructive elements.

### **ENTRY OF MATERIALS**

It must be previously coordinated by the Logistics Company (ASAP Comercio Exterior), at the exhibitor's cost and according to their shift and respecting the established schedule.

### **TRANSPORT AND MOVEMENT OF EQUIPMENT AND PRODUCTS.**

ASAP COMERCIO EXTERIOR S.A.

[www.asapce.com](http://www.asapce.com)

Cristian, Responsable Gaming

Tel. +54114301-5990

Cel. +54911 6183-5550

[cgalzarza@asapamericas.com](mailto:cgalzarza@asapamericas.com)

It must be previously coordinated by the Logistics Company (ASAP Comercio Exterior), at the exhibitor's cost and according to their shift and respecting the established schedule.

You must carry a receipt that will be controlled by the hotel's security department and registered in your merchandise entry and exit book.

Contractors must deliver the following information to hotel security(Form No. 4):

- Empresa:
- N° de stand:
- Nombre del evento:
- Salón del evento:
- Cantidad, tipo y modelo del material:
- Nombre del contacto encargado:

Entry time of materials: 7:00 a.m. to 10:00 p.m. Entrance: Av. Juana Manso 751.

Exit time of materials: 7:00 a.m. to 3:00 p.m. Entrance: Av. Juana Manso 751.

Mountings and dismounting carried out outside of these hours must meet the following terms:The unloading of materials must be done inside the merchandise dock with the curtain closed, for this reason the vehicle must enter the venue fully.The Dock is located next to the entrance of the Security area and has 3 docks for unloading, whose maximum measures are the following:

-Maximum height:3.20 m

-Maximum width:4.40 m

-maximum length of dock: 15m

-maximum length of dock: 8m

-maximum length of dock: 8m

In the event of not complying with the requirements, the unloading of materials for the assembly of the event will not be allowed. All contractors will receive a visitor's pass, without which they will not be able to enter or pass through the hotel.

Any assembly person must circulate through the service areas of the hotel, not being able to use the convention center elevators or escalators to transport materials.

Elevator load measurement and weights:

- Service elevator: (2 elevators)
  - Max weight:1800 Kgs
  - Door: 1.20mx2.10m high
  - Cabin: 1.50m x 2.40m x 3.00m high (the railings that are 1m high and protrude 8cm)
  - Forklifts: (1 one) Access from the Merchandise reception by Juana Manso
  - Max weight:2500 Kgs
  - Door: 1.40mx2.10m high
  - Cabin: 2.70mx 3.50m x 3.00m high
  - Ride vehicles: (1 one) Access from the Parking
  - Max weight:2500 Kgs
  - Door: 2.20m x 2.10m high
  - Cabin: 2.70mx 4.50m x 2.30m high
- \* Important: access to the car park has a maximum height of 2.00 m.

## **HANGING RULES**

As these exhibitions take place in a hotel, it is not allowed for exhibitors to hang from beams or structures in the rooms.

## **DAMAGE CAUSED TO THE PREMISES**

It is advisable to be acquainted with the venue before construction. The floor cannot be covered with granular materials; however, it can be covered with pallets, phenolics or coatings on pallets. It is forbidden to drill, break, or deteriorate the floor. Decorative material cannot be nailed or glued on hotel facilities (walls, glass, doors). All constructions that must rest on the existing carpeted floor must have a protection for the care of the carpet. The application of any contact glue to the carpeted floor of the classrooms is strictly prohibited.

The exhibition manager will carefully review the leased area upon receipt and the corresponding observations will be recorded on the exit certificate. If necessary, the organization will carry out comprehensive cleaning and / or repairs so that the apartment remains in the conditions in which it was received, including the expenses of said work on be half of the tenant.

## **GENERAL CHARACTERISTICS OF FLOOR ASSEMBLY**

It is advisable to recognize the place before construction. The floor cannot be covered with granulated materials; if it can be covered with pallets, phenolics or coatings on pallets. It is forbidden to drill, break, or deteriorate the floor. Decorative material cannot be nailed or glued on hotel facilities (walls, glass, doors).

All constructions that must rest on the existing carpeted floor, must take into account a protection for the care of the carpet. The application of any contact glue to the carpeted floor of the classrooms is strictly prohibited.

The exhibition manager will carefully review the leased area upon receipt and the corresponding observations will be recorded on the exit certificate. If necessary, the organization will carry out comprehensive cleaning and / or repairs so that the apartment remains in the conditions in which it was received, running the costs of said work on behalf of the tenant.

**Water and drainage services are non-existent in the showrooms, these services are not available for the stands.**

On Tuesday, March 19, from 7:00 p.m., the corridors must be left free to start cleaning the carpet. All stands must be finished or decorated before 1:00 p.m. on March 20, 2024

## **BUILDING AUTHORIZATION**

### **Venue height details:**

Pacifico room: Pacifico room: 6.00m (maximum height 5m construction allowed)

If the Exhibitor carries out construction at height, he must send the plans for approval before March 1st via e-mail to the Organization ([hola@sagselatam.com](mailto:hola@sagselatam.com)).

The maximum height of any element, including light fittings, displays, panels and display cabinet is to be decided by the E.C. in each case (According to the rules in BUILDING HEIGHT). Under no circumstance can any building, advertisement or other element exceed the designated area for each Exhibitor or the height referred to above. The elements provided to the Exhibitor must not be painted, hammered or damaged in any way. The use of ceiling reticles to support light fittings is authorized, being compulsory in the premises where audio equipment is used.

The E.C. may request the Exhibitor to repair or modify the decoration or display of his/her products or to change the location of the booth, wherever the E.C. deems it necessary, in order to improve the display of the Exhibitor's products or of the Exhibition as a whole.

The Exhibitor must inform the E.C. about every structure to be built up in the booth, and the build-up thereof must be authorized by the E.C. In the event that the booth building and/or decoration were not finished 6 hours prior to the opening of the Exhibition, the E.C. will be entitled to authorize the official decorator to complete the decoration, at the sole expense of the Exhibitor. The Exhibitor and his/her employees are obliged to allow the security staff to control any packages, equipment and/or vehicles coming in or out of the Exhibition premises. Any mechanical, electrical, electronic or other tools producing any noise, sound or music should be used at a level so as not to disturb other Exhibitors and to allow the smooth development of the Exhibition, to the absolute discretion of the E.C. The E.C. reserves the right to determine the acceptable level of noise and/volume of sound or music in these and in other circumstances. In the event that the E.C. deems that the level of noise or volume of sound or music is high, the E.C. will inform the Exhibitor, who shall turn the volume down or off, or even switch the equipment off.

## **BUILDING HEIGHT**

In order to allow a better architectural development of the booths, further heights are set forth, for which a setback must be observed in relation to the dividing walls of the neighboring booth sand/or aisles:

Maximum height 2.4 meters: minimum retreat 0.00 meters

Maximum height 3.0 meters: minimum retreat 0.50 meters

Maximum height 3.5 meters: minimum retreat 1.00 meters

Maximum height 4.0 meters: minimum retreat 1.50 meters

Maximum height 4.5 meters: minimum retreat 2.00 meters

4.5 meters and more: minimum set back 2.50 meters

**In the case of perimeter stands, the construction of side or partition walls is not allowed, only a back wall is allowed. It may not be supported by the existing walls of the hotel room and must have a base or grid to support it.**

**In the case of island stands, the construction of side or back walls that exceed 50% of the visual is not allowed. Visibility of the stand from behind must be possible.**

**The entire project must be approved by the E.C. before March 5th, 2024.**

**The Organization reserves the right to close the stand that does not comply with the established measures.**

## **BOUNDARIES**

No object may exceed the boundaries of the booth or the height mentioned in the previous section. Exhibitors hiring one or more booths divided by one or more aisles, and wishing to put them together, must submit a proposal to the **E.C.**, who will determine the feasibility of the performance thereof, or the approval, modification or rejection of the project.

## **LOCATION OF MACHINES**

Machines in operation or of great size must be placed separately in proportion to their size, securing free movement of its movable objects, the safety of the machine operators and all visitors, and the complete view of its parts. Such separation is subject to the approval of the Technical Management. Machines in operation must be placed at a minimum set back of 0.5 m from the front of the booth.

## **COUNTERS**

The front of the counters must be placed at a minimum set back of 0.8 m from the front of the booth.

## **BOOTH LIGHTING**

For the installation of light fittings, Exhibitors must make sure that the fittings do not disturb the visitors or the surrounding booths. The installation of light fittings on the floors is not permitted unless safety devices are used to avoid contact with the visitors. Neon or LED signs, or decorations with neon tubes placed within the reach of visitors must be placed behind glass or acrylic panels or any other element that effectively avoids contact with the visitors.

## **VENUE GENERAL LIGHTING**

At the beginning of the fair, the lights on the ceilings of the halls remain completely off or in sectors to favor the exhibition and the attractiveness of the light machines. That is why the Organization recommends exhibitors that their stands have their own lighting to promote the display of their products.



## **WATER SUPPLY**

There is no possibility of connection to the water network and / or drainage for the stands in the exhibition halls.

## **ELECTRICITY**

All Exhibitors must request **(before March 1st, 2024)** electricity services in 220 V and the power to be used for the general lighting of the booth and/or the operation of machines or motors. The Exhibitor must base his/her request on the calculation of powers used simultaneously. The Organization provides each Exhibitor with complimentary 50 W per square meter. Extra consumption has an additional cost of **U\$D100 + 21% TAX per kW. Such amount must be paid no later than March 5th, 2024; otherwise, electricity will not be provided to the Exhibitor.**

The organizer will provide 50 W of electricity per square meter free of charge.  
Each extra W will be charged at U\$D100 + 21% for the entire exhibition.  
If the request is made after the deadline, the price will be U\$D125 + 21% TAX per W, no exceptions.

Calculation of consumption: the measurement unit for the calculation of electricity will be the kilowatt (equivalent to 1,000 watts). If after the opening of the Exhibition a higher consumption than the one requested by the Exhibitor was proven, the E.C. may either choose to cut the electricity off or provide it. In the second case, the Exhibitor will be liable for the payment of the additional kilowatts. Electricity connection and supply: it will be wholly subject to the service regulations of Hilton Buenos Aires Hotel.

## **EXHIBITOR ELECTRICITY CONSUMPTION**

Voltage in the City of Buenos Aires is 220 V. Exhibitors must inform the E.C. by completing the Electricity Consumption Form (Form 3) the amount of electricity he/she plans to use. Please, complete the Form no later than March 1st, 2024. All Exhibitors have to complete this Form, including the ones who plan not to use electricity.

**ANY TYPE OF ELECTRICAL INSTALLATION MAY BE CARRIED OUT WITHOUT THE PRIOR AUTHORIZATION OF THE HOTEL DEPARTMENT OF ENGINEERING OR TECHNICIANS.**

## **MUSIC/ENTERTAINMENT**

The use of smoke machines is not allowed on the hotel premises.

All kinds of music, audio and/or repertoire performed inside the booth is permitted, provided that it does not disturb the normal development of the event. The E.C. is fully empowered to regulate the audio decibels as it deems convenient to ensure a smooth performance of the exhibition. The normal noise of machines and/or equipment is the only type of noise allowed. However, the noise may be limited by the Organizer if he/she considers it to be excessive (up to 60 dB). The mechanical, electrical, electronic or other tools producing any noise, sound or music should be used at a level so as not to disturb other Exhibitors and to allow a smooth development of the Exhibition, to the absolute discretion of the E.C. The E.C. reserves the right to determine the acceptable level of noise and/volume of sound or music in these and any other circumstances. If the E.C. considers that the level of noise or volume of sound or music is high, it will inform the Exhibitor of that, who shall turn the volume down or off, or even switch the equipment off. Any audio equipment (radio, television, etc.) to be installed in permanent functioning or as demonstration must be sound insulated. The reproduction of any music or video with music by Exhibitors implies that they are entirely responsible to have obtained the appropriate permission or rights from such entities which protect copyright (SADAIC) and performing rights (AADICAPIF).

## **LIVE SHOWS**

This type of event will only be allowed with the prior authorization of the E.C.

## **BOOTH DAILY MAINTENANCE**

During the show, booth maintenance and resupply must be conducted between 1:00 pm and 2:00 pm, only by employees previously authorized.

## **FIRE EXTINGUISHER CABINETS**

By provision of the Hotel Hilton Buenos Aires, it is mandatory that all hydrants and fire extinguishers are easily accessible and that no structure obstructs their view. We recommend exhibitors adapt their designs to comply with these regulations.

## **WAREHOUSE FOR MATERIALS STORAGE**

The Hilton Buenos Aires Hotel has no room to store boxes or remains of materials used during booth mounting.

## **BADGES**

### **BADGES TO ACCESS MOUNTING AND DISMOUNTING**

The following rules must be complied with by all Exhibitors and contractors entering the venue premises either during mounting or dismantling. All person who enter the premises during the assembly and disassembly period of the fair of event must manage their credential by exchanging their ID together with the ART for the entry card provided by the hotel. Mounting refers to the period that starts at the reception of structures and equipment by the organizer. Dismounting refers to the period that starts at the closing time of the exhibition and ends at the time of delivery of structures and equipment by the organizer to Hilton Buenos Aires Hotel.

### **INFORMATION FOR SECURITY SERVICES WORKERS**

The security staff must submit 1) a copy of the authorizing certificate of his/her company issued by the Government of the City of Buenos Aires, having a valid date, pursuant to Law No. 118, as amended by Law No. 963 and Regulating Resolution No. 1133-GCBA/200, through which he/she is registered with the Registry of Private Security, and 2) a copy of the company's certificate allowing it to conduct its business in the jurisdiction of the Argentine Navy, issued by the Security and Court Police Director of the Argentine Navy, with a certificate of current annual presentation attached. No staff may be allowed to enter during mounting or dismantling if he/she does not have a valid badge.

### **EXHIBITOR BADGES**

To register your Exhibitor Badges, you need to access your Exhibitor Panel with the user and password that will be sent to the booth responsible person.

## **MARKETING GUIDE**

The aim of SAGSE LATAM is to gather different sectors of the gaming and entertainment industry of Argentina and all Latin America in only one place. For such purposes, the show has a direct communication campaign.

### **SAGSE DIGITAL SHOWGUIDE**

Be sure that your Company is listed in the 2024 SAGSE LATAM Buenos Aires Digital Show guide. Deadline: March 1, 2024 - complete Form 1 and send the HD logo. If you do not complete the form timely, the Organization will only include in the Show guide the exhibitor name and booth number.

The Digital Show guide includes a complete list of all Exhibitors, a list of products, the Exhibition floor plan, a conference program and much more. It is given to all visitors, exhibitors and press representatives to be used throughout the year as a reference guide. The show guide is in average consulted over seven times a day during the event and even more after it ends. All Exhibitors are given a 20-word space to make their companies known to the public and include their details. Please be reminded that the official show guide is published both in Spanish and English.

### **VIRTUAL INVITES**

The invite is provided to all exhibiting companies so they can forward the invite to their clients and prospects and visit the exhibitor at the show. An access to this invite will also be provided through the Exhibitor Panel. This invite is thought to add value to the exhibiting company. This is why the Organization has thought it important that the invite at no charge is sent to qualified visitors.

### **EVENT PROMOTION**

SAGSE aims at gathering the largest number of qualified visitors of the country and of the region by means of specific marketing actions directed to a particular audience, plus, agreements with the main media of each region. If your Company is involved in any strategic arrangement with unions or associations, please consider contacting our Marketing Department to analyze possible promotional joint activities for the Exhibition.

## **PRESS**

Make the most out of the opportunity of delivering news on launchings, new products, special guests, etc. All materials will be prepared and delivered together with the information of the Exhibition to all national, international, mass media, and to all special events organized for the Exhibition.

## **ADVERTISING**

**SAGSE LATAM** is not just an exhibition but also a communication tool. You and your company will witness an important advertisement and promotion campaign - agreements with the most relevant media news providers of the industry, advertisements and email campaigns, among others, will be part of the marketing activities to attract all professionals involved in the sector.

## CHECKLIST BEFORE EXHIBITION

March 1st, 2024	Complete form 1 (text for the Digital Catalog of Exhibitors, form at <a href="http://www.sagsalatam.com">www.sagsalatam.com</a> )
March 1st, 2024	Complete form 2 (Information about the owner / builder of the stand and movements of loads)
March 1st, 2024	Complete form 3 (Electricity consumption requirements, form at <a href="http://www.sagsalatam.com">www.sagsalatam.com</a> )
March 1st, 2024	Complete form 4 (Income of materials)
March 1st, 2024	Deadline to send the plan design of the stand to authorize <a href="mailto:hola@monografie.com">hola@monografie.com</a>
March 19th, 2024	The deadline for generating Exhibitor credentials has expired through the link sent to the person in charge of the Exhibitor's stand
March 19th, 2024	Pick up exhibitor credentials at the Hilton Hotel (Accreditations Sector)

## CHECKLIST BEFORE BOOTH MOUNTING

<input type="checkbox"/>	Fire extinguishers
<input type="checkbox"/>	Obtain credentials of owner / builder of the stand, presenting ART (NON-REPETITION CLAUSE IN FAVOR OF THE FOLLOWING COMPANIES: SOUTH CONVENTION CENTER S.A. CUIT: 30-69218831-0)
<input type="checkbox"/>	Comply with withdrawal measures
<input type="checkbox"/>	Leave aisles free for carpet cleaning
<input type="checkbox"/>	Finish building and decorating the stand