

EXHIBITOR SERVICES MANUAL

Wednesday, July 13 – Friday, July 15, 2011
Centro Banamex
Mexico City, Mexico

PAACE
automechanika
MEXICO

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

February 2011

Dear PAACE Automechanika Mexico Exhibitor:

We are pleased to welcome you to PAACE Automechanika Mexico, July 13 – 15, 2011 at the Centro Banamex in Mexico City, Mexico. We look forward to making this trade show and conference a successful experience for you and your company.

This manual is designed for your convenience and contains the necessary information for your participation in the show. We strongly recommend that you read this manual carefully and familiarize yourself with all of its contents to help you in preparation for the show. Enclosed is a list of the official show contractors and their order forms. Please place your orders early to ensure availability of desired items and to maximize cost savings.

It is important that the Exhibitor Services Manual be given to the person directly responsible for participation in the show. Please make note of the **deadlines** on the forms and place your orders early to ensure delivery of desired services on time and to maximize your cost savings. Your assistance in meeting deadlines is greatly appreciated.

We would like to make your participation in PAACE Automechanika Mexico both successful and enjoyable. If there is any information that you require, or questions we can answer, please do not hesitate to contact us!

Sincerely,

The PAACE Automechanika Mexico Team

Questions?

Messe Frankfurt, Inc.

Tel: 770-984-8016

Fax: 770-984-8023

Email: pamsales@usa.messefrankfurt.com



Table of Contents

- 1. General Information**
 - Deadline Checklist
 - Show Schedule
 - Show Location
 - Show Management Contact
 - Badges and Directory Listing
 - Booth Package
 - Cleaning
 - Electrical
 - Housing
 - Internet
 - Official Service Contractor
 - Parking
 - Security
 - Shipping
 - Travel
 - List of Suppliers
 - Grounds Location Map
 - Booth Approval Form
 - Booth Package Form
- 2. Marketing & Sponsorship Opportunities**
 - Sponsorship Brochure
 - New Product Showcase
- 3. Guidelines for Display**
 - Linear / Corner Booths
 - Peninsula Booth
 - Island Booth
 - Rules & Regulation Management
 - Conditions of Payment
 - Use of Exhibit Space
 - Height
 - Booth Package
 - Raw Space
 - Booth Responsibility
 - Audio & Sound
 - Event Schedule
- 4. General Service Contractor – Grupo Ormex**
 - Sales Activities
 - Photography
 - Promotion & Giveaways
 - Media & Press Relations
 - Exclusion of Liability
 - Security & Liability
 - Insurance
 - Prevention
 - Booth Dismantle
 - Commercial Trademark
- 4. General Service Contractor – Grupo Ormex**
 - Furniture Rental
 - Carpet Rental
 - Labor Request Form
 - Audiovisual Rental
 - Signboard Request Form
- 5. Facility – Centro Banamex**
 - Lighting and Connections Order Form
 - Internet Order Form
 - Telephone Order Form
 - Booth Cleaning Order Form
 - Water & Drain Service Order Form
 - Compressed Air Order Form
 - Banner Hanging Order Form
 - Food & Beverage Order Form
 - Menus for Exhibitors Order Form
- 6. Shipping and Material Handling**
 - Millenium Cargo
- 7. Additional Services**
 - Housing Order Form
 - Hostess Order Form
 - Lead Retrieval Order Form
 - Security Order Form
 - EXPRO Order Form

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

General Information

Exhibitor Move-In

Sunday, July 10	10:00 a.m. – 10:00 p.m.	Pavillions and booths larger than 90 sqm
Sunday, July 10	2:00 p.m. – 10:00 p.m.	Booths larger than 36 sqm
Monday, July 11	2:00 p.m. – 10:00 p.m.	Booths larger than 18 sqm
Tuesday, July 12	8:00 a.m. – 10:00 p.m.	Booths larger than 9 sqm

Show Hours

Wednesday, July 13	2:00 p.m. – 9:00 p.m.
Thursday, July 14	2:00 p.m. – 9:00 p.m.
Friday, July 15	2:00 p.m. – 9:00 p.m.

Exhibitor Move-Out

Friday, July 15	9:01 p.m. – 11:59 p.m.
Saturday, July 16	00:00 a.m. – 6:00 p.m.

The entrance for exhibitor move-in and move-out will be by the loading and unloading zone for Halls B, C, and D, located at: Avenida Conscripto No. 311, Colonia Lomas de Sotelo, Postal Code 11200, Miguel Hidalgo, México, D.F.

Exhibitor move-in must be completed by 10:00 p.m. on Tuesday, July 12th. No exhibitors will be allowed to move in material or equipment after that time.

Show Location

Centro Banamex, Halls B, C & D
Av. Conscripto 311,
Col. Lomas de Sotelo
Deleg. Miguel Hidalgo
C.P. 11200
México D.F.

info@centrobanamex.com

Show Management Contact Information

Messe Frankfurt, Inc.

1600 Parkwood Circle, Suite 615
Atlanta, GA 30339
Tel: 770-984-8016
Fax: 770-984-8023
E-mail: pamsales@USA.MesseFrankfurt.com
Website: www.PAACEAutomechanika.com

Kristen Woodburn, Group Show Director
Kristen.Woodburn@USA.MesseFrankfurt.com

Kim Porter, Marketing Manager
Kim.Porter@USA.MesseFrankfurt.com

Mary Guo, Show Coordinator
Mary.Guo@USA.MesseFrankfurt.com



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July 13 – 15, 2011
 Centro Banamex, Mexico City, Mexico

General Information Cont.

Exhibitor Badges and Show Directory Listing

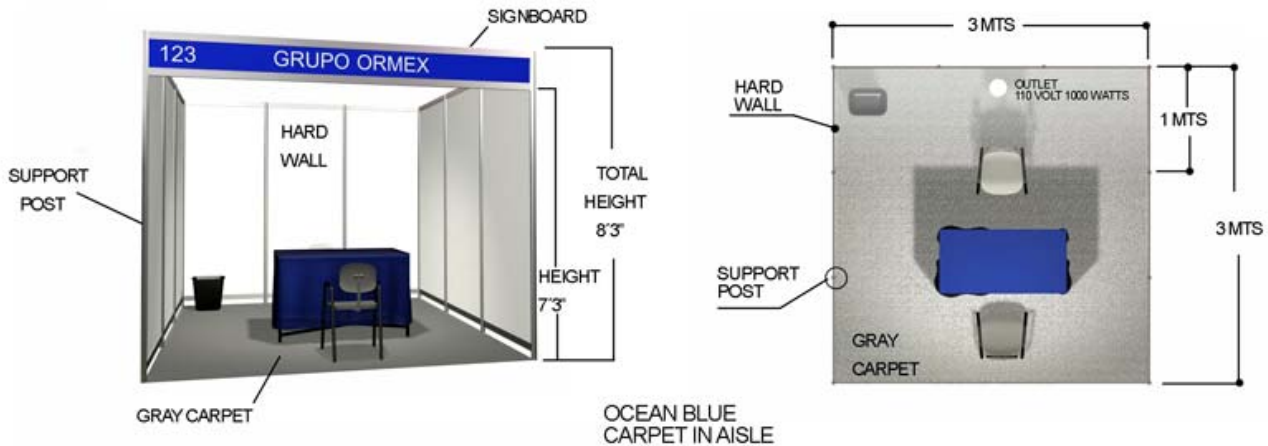
Each exhibitor is allowed three free badges for each 9 m² of rented space. Badges will be available in the registration area for pickup during move-in days. Any badge requested after the deadline and/or at the site of the event will cost \$100.00 pesos plus 16% IVA tax. In the event that you request an invoice, it will be sent to you two weeks after the event.

Keep in mind that your exhibitor badge is *UNIQUE AND NON-TRANSFERRABLE*. Replacement of a lost or forgotten badge will result in complete payment for a new one. Temporary staff assisting you with move-in and move-out such as carpenters, electricians, decorators, drivers, messengers, administration, etc. will not require a badge during move-in and move-out. They will be provided with a provisional tag for entrance and exit during the established hours. Once the trade show begins, no one may enter without a badge. No one under the age of 18 will be permitted on the show floor at any time.

Online exhibitor registration and show directory listing can be completed by [clicking here](#). Please complete this information by JUNE 15, 2011 in order to ensure accurate company information onsite.

Booth Package

Each 9 square meter booth rented **under the booth package rate** will include booth construction, company signage, gray carpet, (1) table, (2) chairs, (1) electrical outlet, lighting and (3) booth personnel badges.



Cleaning

Show management provides cleaning in aisles and common areas only. If you would like daily booth cleaning, please refer to the Centro Banamex order forms.

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

General Information Cont.

Electrical

Only booths rented under the booth package space rate come with (1) electrical outlet per 9 sqm space. Booths rented under the raw space rate do not come with electrical. If you need to order electrical, please use the electrical orders forms from Centro Banamex in this manual.

Housing

PAACE Automechanika Mexico has negotiated discounted rates with several hotels in Mexico City. Please note that Hotel Nikko is the only hotel that will provide complimentary shuttle service to and from the Centro Banamex on show days. Please make your reservations as early as possible to take advantage of these discounted rates!

Three easy ways to reserve your rooms through our housing agency, GCI:

- [Click here](#) to book online.
- Call Toll-Free: 1-888-243-7405.
- Fax in the Official Housing Request Form included in this manual (additional services section).

Internet

Please see Centro Banamex's Internet Order form included in this manual for details and pricing.

Official Service Contractor

Grupo Ormex is the official service contractor for PAACE Automechanika Mexico. Grupo Ormex is able to provide you with the following services and products:

- Additional Furnishings & Accessories
- Shelves
- Signage & Graphics
- Labor
- Audiovisual
- Floral

Parking

Centro Banamex offers 3,000 covered parking spaces in Centro Banamex with a capacity for up to 10,000 cars in the entire complex. Valet service and prepaid machines are available.

Exhibitor/Staff Rates (1 per badge)

1-day Parking Ticket:	\$80 pesos
3-day Parking Ticket (Event or Move-In):	\$210 pesos

Visitor Rates

Hourly Rate:	\$20 pesos
Maximum Daily Rate (+5 hours):	\$100 pesos

Security

Show management security will cover general areas and entrances, beginning at 2:00 p.m. on Sunday, July 10th, on a 24-hour basis. Show management security will cease on Saturday 16th, at 6:00 p.m.. If you require additional security for your booth, please contact "Código Azul," on our list of official suppliers. It is very important to follow the security provisions in the show regulations. Please take precautions onsite to protect valuable items such as laptops, cellular phones, briefcases, etc. during show hours as these items are easily stolen.



July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

General Information Cont.

Shipping

Our official freight forwarder is **Millenium Cargo**. Please see their enclosed documents for international shipping information. Please do not ship anything directly to the convention center. No shipments will be signed for or accepted onsite by Centro Banamex.

Travel

Airport Taxis: Pre-paid taxi tickets are available from *Taxi Autorizado* in the *Transportacion Terrestre* (Ground Transportation) booth in baggage reclaim. Travellers are strongly advised to take an authorized (white and mustard with an aeroplane logo), pre-paid taxi and always lock taxi doors when inside.

Centro Banamex is located in North-West Mexico City. For detailed directions on how to get to Centro Banamex, please [click here](#).



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July 13 – 15, 2011
 Centro Banamex, Mexico City, Mexico

Deadline Checklist

Form / Deadline	Date	✓
Sponsorship Opportunities	ASAP	
Official Housing Request Forms	ASAP	
Booth Space Balance Due	February 1, 2011	
Grupo Ormex Order Forms	June 17, 2011	
Centro Banamex Order Forms (for advance rate)	June 24, 2011	
Millenium Cargo – Sea Shipments	June 24, 2011	
Millenium Cargo – Truck Shipments to Laredo, TX	June 24, 2011	
Millenium Cargo – Air Shipments to Mexico City International Airport	June 27, 2011	
Booth Approval Form	June 30, 2011	
Booth Package Form	June 30, 2011	
New Product Showcase Form	June 30, 2011	
Lead Retrieval Order Form	July 06, 2011	
Security Order Form	July 06, 2011	
Hostess Service Order Form	July 11, 2011	

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

List of Official Suppliers

Official Show Decorator

Furnishings, Signs, Labor, Material Handling

Grupo Ormex

Javier Godínez

Tel. +52 (55) 8000 2222 ext. 302

fgodinezh@ormex.com

Additional Building Services

Telephone, internet, water and drains, cleaning of stands, compressed air, rigging and electrical

Centro Banamex

Angeles Hernandez

Tel.+52 (55) 5268 2141 / + 52 (55) 5268 2054

mahernandez@centrobanamex.com

Alejandro Alcantara

Tel. +52 (55) 5268 2042

aalcantara@centrobanamex.com

Audio Visual

Grupo Ormex

Eliud Herrera

Tel. +52 (55) 8000 2222 ext. 103

eliudh@ormex.com

Badge Scanners / Lead Retrieval

Scan Pro

Vanessa Corvera Rdz.

Tel. +52 (55) 5687-5114

and +52 (55) 5523-6965

vanessa@mpro.com.mx

Catering

Centro Banamex

Adriana Gómez

Tel.+52 (55) 5268 2006

lgomez@centrobanamex.com

Custom Booths / Stands

EXPRO

María José Flores

Tel. +52 (55) 2614 7160

mjflores@expro.com.mx

Customs / International Shipping

Millenium Cargo

Alejandra Nader

Tel. +52 (55) 53627899

alejandranader@milleniumcargo.com.mx

Floral

Grupo Ormex

Eliud Herrera

Tel. +52 (55) 8000 2222 ext. 103

eliudh@ormex.com

Hotel Reservations

GCI Grupos y Convenciones Internacionales
U.S. & Canada:

Toll Free: (888) 243-7405 & (888) 243-7406

Mexico: (01800)8383100

reservaciones@gci-mexico.com

[Online Booking](#)

Interpreters, Booth Staff, Models

CORPEVENT

Laura Oliver Palacio

info@codeven.net

Security

Código Azul

Mr. Rosenthal Salazar

Tel. +52 (55) 57410281

Rosenthal_direcciongeneral@hotmail.com.mx



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Grounds Location Map



July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

Booth Package Form
Required for all exhibitors with the package rate

Complete this form and fax back to 770-984-8023 or email to Mary.Guo@USA.MesseFrankfurt.com
by June 30, 2011

Each 9 square meters of exhibit space under the package rate includes the following items. Please indicate which items you will not require in your booth.

- Hard wall booth construction
- Gray carpet
- (1) 4' table
- (2) chairs
- (1) Wastebasket
- 110v Electrical Drop
- Slim Line Lamps

Company ID Sign (Please indicate below how you would like to be listed on your ID sign)



Authorized Representative: _____

Company Name: _____

Booth Number: _____

Phone: _____

E-mail: _____

Booth Dimensions: _____

Authorized Representative Signature: _____ Date: _____



Deadline: June 30, 2011
Fax: 770-984-8023
Email: Mary.Guo@USA.MesseFrankfurt.com



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July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

Booth Approval Form

Required for all exhibitors bringing or building their own stand

Complete this form and fax back to 770-984-8023 or email to Mary.Guo@USA.MesseFrankfurt.com
by June 30, 2011

All booths must be in compliance with the enclosed Guidelines for Display as outlined in this exhibitor service manual. **All exhibitors that are not using the standard booth package must submit their booth design to Show Management for approval. Exhibitors will not be allowed to move-in onsite without the pre-approval of their booth design. Please complete this form along with submitting a detailed drawing or schematic of the booth layout.** Please send all requests to the contact information listed below no later than June 30, 2011.

Authorized Representative: _____

Company Name: _____

Booth Number: _____

Phone: _____

E-mail: _____

Booth Dimensions: _____

Structure Information:

Please include heights, and widths of all structures, towers, graphics, truss, etc and a detailed schematic or drawing of the booth layout. Booth approval will not be granted without the above information.

FOR OFFICE USE ONLY

Booth approved by Show Management: YES _____ NO _____

Comments: _____

Please note verbal approvals will not be granted. Approvals must be submitted in writing. This form will help facilitate the move-in of your stand onsite. If the booth design onsite differs from the design submitted for this approval, onsite approval may not be granted.

Operations Signature: _____ Date: _____

Deadline: June 30, 2011
Fax: 770-984-8023
Email: Mary.Guo@USA.MesseFrankfurt.com



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