

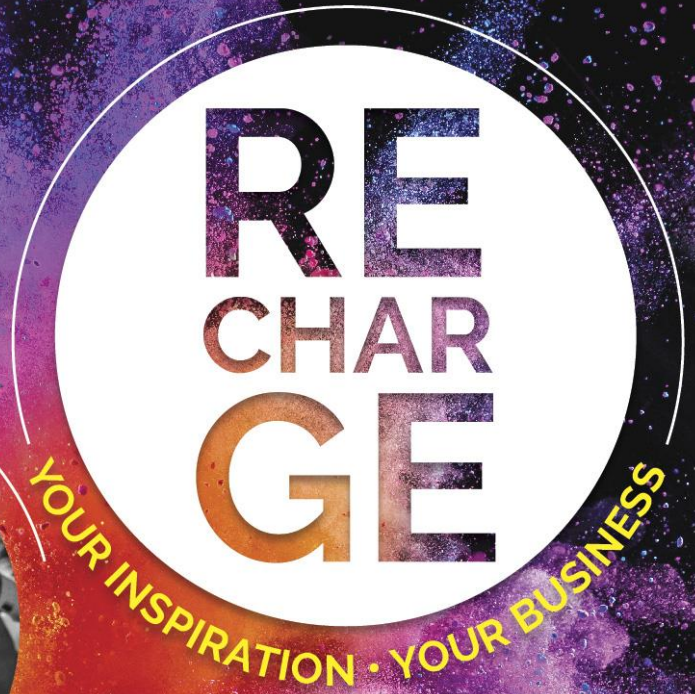
ibtm[®]
AMERICAS

Feel the events' energy

AUGUST 24 - 25, 2022

CENTRO CITIBANAMEX, MEXICO CITY

10:00 to 18:00 h



EXHIBITOR MANUAL

Built by
RX In the business of
building businesses

Follow us:   

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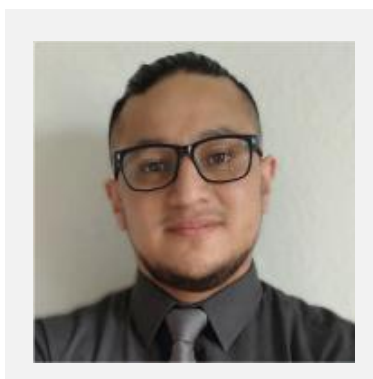
www.ibtmamericas.com

DEAR EXHIBITOR

We invite you to carefully read this manual, where you will find relevant information for a successful participation.

Our team and Organizing Committee will be with you and supporting you throughout your participation

GET TO KNOW US!



Omar Fragoso
Customer
Experience

T: +52 55 8852 6143

M: +52 56 1257 7337

E: omar.fragoso@rxglobal.com

He is your strategic ally in charge of following up on your contract and supporting you in all doubts prior to your participation in the event.

IMPORTANT: Ignorance of this manual does not exempt from compliance.

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VENUE

ADDRESS

[Av. Conscripto #311, Lomas de Sotelo, Del. Miguel Hidalgo, ZC. 11200, Mexico City](#)

WEB

<https://www.centrocitibanamex.com/es/>

PHONE

+52 55 5268 2000

WHAT INCLUDES YOUR SPACE?

It is **MANDATORY** to fill out the **requirements form** in the "Exhibitor Portal" **BEFORE JULY 29th** to confirm what you **DO** or **DO NOT** require for your booth.

After the deadline, we **DO NOT guarantee** compliance with the request and there will be an **extra charge of \$175 USD per m²** for the exhibitor.

Spaces from 9 m² to 18 m²

- **Walls aluminum Systems:**
 - **Corner:** 2 lateral walls and 1 background
 - **Box:** 1 lateral wall and 1 background
 - **Headboard:** 1 background
- **Booth lighting**
(booths with parapet only)
- **Parapet with company name**
(no logo and limited to 20 characters)
- **Carpet**
- **Double electrical outlet** (1,000 watts)
- **1 table**
- **2 chairs**



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ENHANCED BOOTH

If you contracted your space with an **ENHANCED booth included**, it is **MANDATORY** to share the images corresponding to the option you chose **BEFORE JULY 1, 2022**.

Keep in mind that for this option it is not necessary to send us all the documentation for the authorization letter.

If you are interested in contracting this option in your **9m² or 18m² booth**, contact your sales executive.



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BADGES

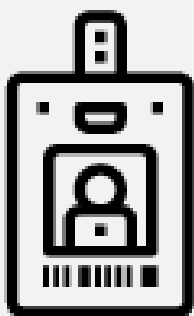
It is **MANDATORY** to fill out the Exhibitor Badge form **BEFORE JULY 29th**

All personnel who wish to enter and/or remain on the exhibition floor during the event must always wear their badge (except built-in and break-down); without it, access to the exhibition floor will be denied.

M ²	BADGES
9 m ²	4
18 m ²	6
27 m ²	7
36 m ²	8
54 m ²	10
72 m ²	12
81 m ²	16
90 m ²	18

Delivery of badges will be in **Lobby Hall D, on the following days: August 22 & 23**

ADDITIONAL BADGES



For **requesting additional badges**, **please write before the event to** omar.fragoso@rxglobal.com

The cost of each additional badge is **\$15.00 USD**

If you have an appointment schedule, you will already have a badge assigned. Otherwise, ask your team leader to validate your badge within the exhibitor's portal.

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RULES AND POLICIES

COVID PROTOCOLS

KN95

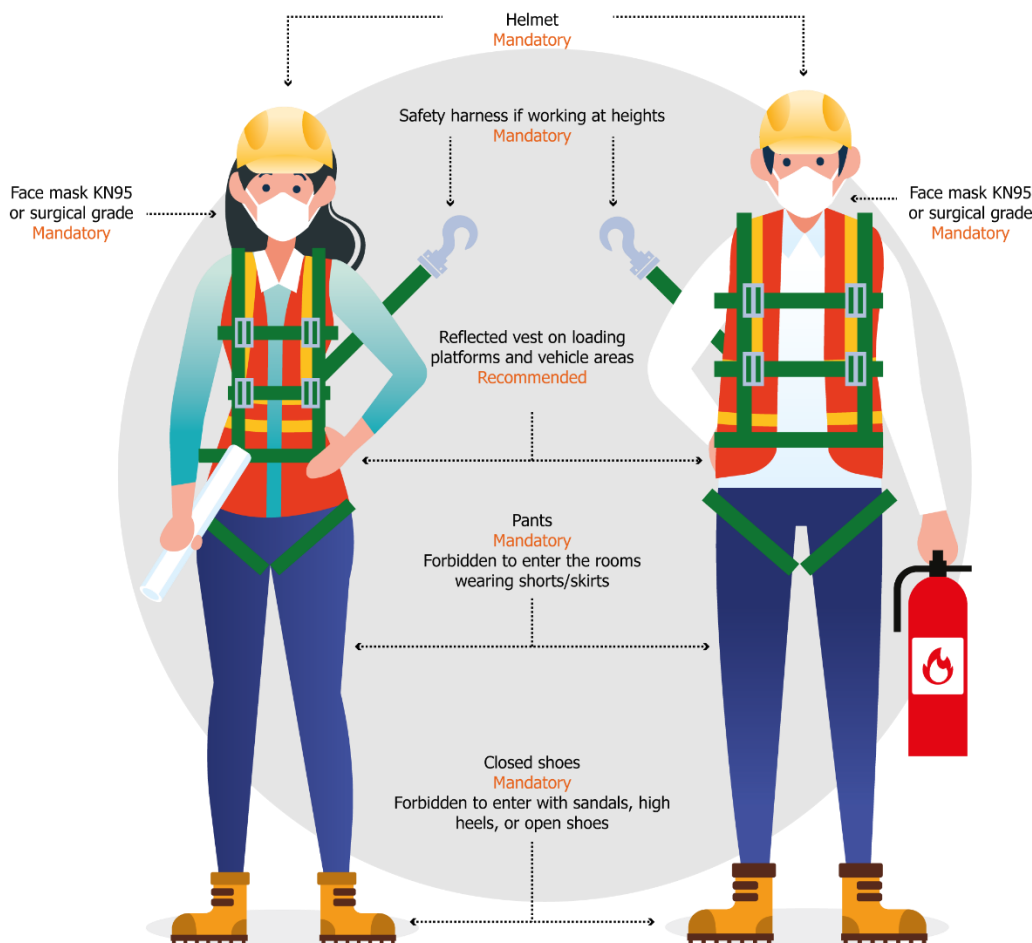


In addition to this Manual, we have created a manual that specifies all the necessary health and hygiene measures and protocols based on state legislation for your participation.

Click here to learn about "**Protocols and Safety and Hygiene Measures**".

PERSONAL SAFETY EQUIPMENT

Mandatory use during assembly and disassembly:



SAFETY SHOWS

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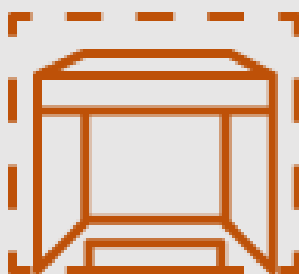


BOOTH DESIGN

**DO NOT INVADE
THE SPACES OF
BOOTH NEXT TO
YOU**



**THE MAXIMUM
ALLOWED HEIGHT
IS 5M AND FOR
HANGING
ELEMENTS IS 6M
(INCLUDING
RIGGING).**



**DO NOT PLACE
ELEMENTS THAT
COVER THE
VISIBILITY OF
THE NEXT
BOOTH.**



**DO NOT INVADE
THE HALLWAYS
WITH PUBLICITY**



**INVITE YOUR
STAFF TO EAT
THEIR FOOD
INSIDE THE
FOOD ZONE.**



**ALL EXPOSED AND
VISIBLE WALLS OF
THE BOOTHS MUST
HAVE AN ENTIRE
FINISH, EITHER
BLACK OR WHITE.**



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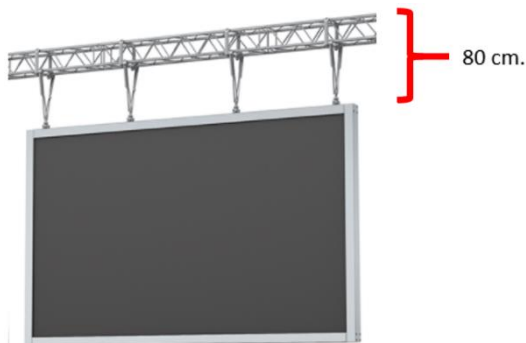
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HANGING



It is allowed for booths **larger than 18 m²**

Always use light materials, consider the length and width of these elements, since the pendant is made with rigging and damage to the structure of the pendant can be caused.

The hanging of elements is the first thing that is placed to avoid delays in the assembly of the booth.

ADVERTISING, SALE MATERIALS AND SCANNING OF VISITORS.

During the event, the delivery of merchandise related to the event is allowed; the sale to the public and/or sale or exhibition of any different product is prohibited, in case of incurring this action, the Organizing Committee will have to close the booth.

Promotion and visitor scanning activities are limited to the area of the contracted booth; that is to say, corridors, common areas outside their area may NOT be invaded.



CLEANING



We will take care of the general cleaning of the event, but as an exhibitor, you must be responsible for the cleaning and disinfection of your space. Cleaning can be contracted at the Additional Services office of the venue.

Exhibitors must be in charge of removing materials from the exhibition floor, as well as the garbage resulting from the unpacking of the products during assembly/disassembly (boxes, cardboard, construction materials, etc.).

TAKE CARE OF YOUR BELONGINGS AND YOUR SAFETY DURING THE EVENT

The Organizing Committee and the venue are responsible for the general and perimeter security of the event; however, they are NOT responsible for damage, theft or loss of any type of personal belongings, as well as the exhibition materials and booth facilities.

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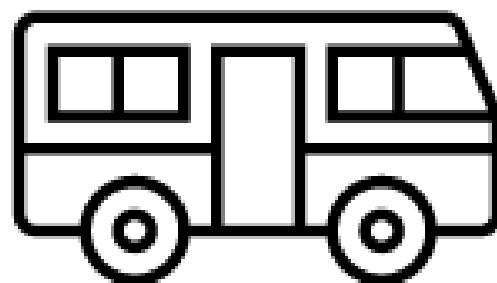
If you require exclusive security personnel for your booth during the event, you can contract the service with the venue. If you have your own security provider, you must receive authorization and accreditation from the organizing committee.

Security personnel can place **FREE OF CHARGE**: locks on laptops, screens and/or electronic equipment. Request them in the modules at the entrance of the exhibition. This does not exempt the exhibitor from being responsible for their belongings.

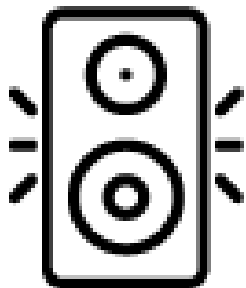
VEHICLE EXHIBITIONS

If you wish to enter exhibition vehicles or machinery, send the technical sheet to omar.fragoso@rxglobal.com for authorization by the organizing committee.

Once validated, the vehicle entry time will be provided. The unit must enter with wrapped tires and with the gas tank at a minimum. If you do NOT comply with the specifications and schedules, access to the unit will not be allowed.



GIVEAWAYS AND ACTIVATIONS



For product demonstrations, send the details of the activity to omar.fragoso@rxglobal.com, to be authorized. Activities that affect the safety of the public or obstruct the negotiations of neighboring booths will not be approved.

Sound equipment is subject to a maximum measurement of 60 decibels at 3 meters from the source of emission towards the interior of the booth. In case of non-compliance, the organizing committee will determine restrictive measures.

To carry out raffles within your stand, the original of the corresponding permits issued by the authorities of the host city and the Ministry of the Interior is required in advance, otherwise they cannot be carried out.

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DRONES

All use of a remotely piloted aircraft system "RPAS" (Drone) within the facilities of Centro Citibanamex must be previously authorized. The use of the drone in the Centro Citibanamex facilities will be limited to the contracted room or lounge.

Within the requirements for the evaluation of the authorization is:

- Responsive letter (Request it from your Customer Experience),
- License of the drone before the AFAC (Federal Agency of Civil Aviation).
- Drone operator license



PARKING

To make the corresponding payment, take your exhibitor badge and go to the modules located at the back of the Hall.

Exhibitors	
Concept	Rate
Pass by Exhibitor 1 day	\$ 144.00 MXN
Pass by Exhibitor 2 days	\$ 252.00 MXN
3-day package: Assembly / Event	\$ 378.00 MXN

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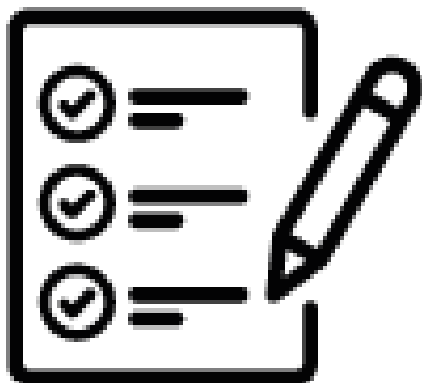


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OBLIGATORY REQUIREMENTS TO ENTER THE ASSEMBLY

You must send the following documents **BEFORE JULY 29, 2022**, to the email omar.fragoso@rxglobal.com to receive the assembly **AUTHORIZATION LETTER**



1. Booth (exhibition space) paid 100%.
2. Fill out "**Contractor Registration**" format through the exhibitor portal.
3. Send the **booth's render with base and height** measurements to be authorized by the Organizing Committee
4. **Cover of the Civil Liability Insurance Policy** against damages to third parties, which covers bodily injury (including death), personal injury and liability for damage to property for a minimum amount of **\$500,000.00 MXN. Covering the days of Build-up – In-show – Break-down.**

* If you contracted your space with an **ENHANCED booth included or RX SOLUTION** your design and construction of your booth, is not necessary send us these documents.

DOUBLE DECK BOOTHS / PLATFORMS

For platforms of 1 m in height or greater, that support LED screens with dimensions equal to or greater than 3 m x 2 m, or for double deck booths, in addition to the previous points, they must send:

- **Letter of structural responsibility signed by a structural engineer Director of Works (DOW)**, which must include the analysis of live and dead loads
- Copy of the certificate of the DOW expert (current)
- Plans detailing the measurements of the booth (upstairs and ground floor), specify that the project corresponds to the event and its dates. The entire document must be signed by the DOW.

Said analysis must be delivered in original to the Organizing Committee before the event begins, otherwise the assembly may be suspended, or the double deck closed.

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Considerations for the double floor:

1. They are only allowed for spaces greater than 45 m².
2. Stairs MAY NOT BE SPIRAL; they must be straight.
3. The construction of a staircase should be considered for every 120 m² of surface, said staircase will have a minimum width of 1 meter and must have handrails. The step must have a tread of 28 cm minimum and a height between 15 and 20 cm maximum.
4. CONTINUOUS barriers at a minimum height of 1.10 m that provide protection. The material CANNOT BE GLASS, unless it has been treated to prevent it from breaking.
5. Signs that inform the maximum people.
6. The materials used for the booth construction must be the same as those validated by the DOW in its letter of structural responsibility.
7. It is mandatory that the DOW go to the show floor to validate that the construction complies with what is validated in the letter of structural responsibility.

BUILD-UP

You will be able to enter Room D of Centro Citibanamex according to the indicated schedules and according to the contracted space. Don't forget to share this information and the **LETTER OF AUTHORIZATION** with everyone involved, including your team of decorators and vendors.

ASSEMBLY	BOOTH SIZE	ENTRY	END OF ASSEMBLY
August 22th	81 m² and more	06:00 h	22:00 h
	54 m² and more	08:00 h	22:00 h
	36 m² and more	10:00 h	22:00 h
	9 m² and more	11:30 h	22:00 h
August 23th	All exhibitors	08:00 h	22:00 h

In case of damaging the venue facilities, you must cover the corresponding cost directly to Centro Citibanamex.

EVERY PERSONNEL that is active during build-up hours must always carry **THEIR PERSONAL PROTECTION EQUIPMENT**. In case of not having them, they will not be able to enter the exhibition floor.

For a better control of merchandise and materials introduced to the enclosure, the entrance will be only through the access doors designated for this purpose, being the platform area for heavy cargo and the parking area for what can be carried by hand.

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BREAK-DOWN

It will start on **AUGUST 25th from 20:00h to AUGUST 26th 04:00 h.**



- No material can be removed through the main doors or platforms before the mentioned schedule.
- The exhibitor is responsible for the safety of their materials as soon as dismantling tasks begin.
- The abandonment of booths, merchandise and waste generated is prohibited; the exhibitor must cover the expenses in case of violating this venue policy.

LOADING AND UNLOADING

No vehicle may remain parked and/or unattended in the maneuvering yard or the unit will be removed by means of cranes or appropriate equipment for eviction.

The maximum time for loading and unloading maneuvers will be assigned according to the size of the vehicle. **Courtesy time**

If this **time is exceeded**, the driver or person in charge of the vehicle will be sanctioned with the charge corresponding to the time exceeded. Only one vehicle per company is allowed



Admission is subject to the capacity of the platforms and the place you occupy in the line, precautions are necessary. Without exceptions.

Vehicle type	Courtesy time	Rate per hour
Cars and trucks up to 3 1/2 tons	30 min	\$ 168.00 MXN
Less than 3 1/2 tons	1 h	\$ 196.00 MXN
Enclosed Truck and Torton Truck	1 h 30 min	\$ 225.00 MXN
Trailer	2 hours	\$ 253.00 MXN
Spending the night	NA	\$ 400.00 MXN

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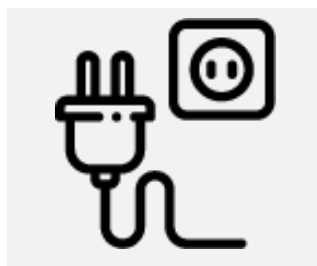
CENTRO CITIBANAMEX EXCLUSIVE SERVICES

Contract the services of electrical installations, internet, hanging, food and beverages through the following formats:

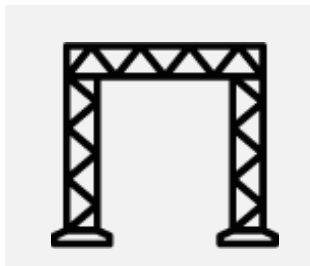
Centro Citibanamex

Phone: +52 55 5268 2000 Ext.2054

Email: serviciosadicionales@remex-cie.com.mx



Electricity



Rigging



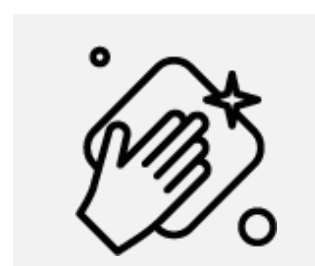
Fast Food



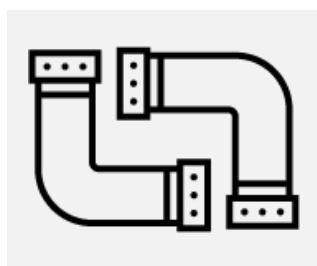
IT services



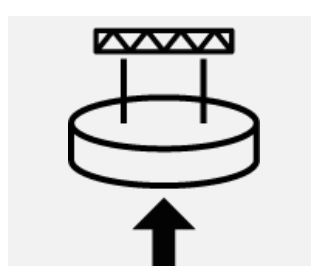
Event handling



Cleaning



Drain



Hanging

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VENDORS DIRECTORY (RENT OF SERVICES)


You can contract non-exclusive services of the venue with any of the vendors that we suggest for you:



DO YOU NEED SUPPORT WITH YOUR TRAVEL ARRANGEMENTS TO IBTM AMERICAS?

The official travel agency of IBTM Americas can help you plan your entire trip.

- The best hotel rates
- Quote of your flights in various airlines
- Transfers



Airport – Hotel – Airport
Hotel – Centro Citibanamex – Hotel

- Tours to complete your experience in Mexico City and other destinations

Start planning your trip HERE!


Or contact us:

Cecilia Gochi

ibtm2022@btcamericas.com

Phone: +52 55 5200 3755

Mobile: +52 55 2728 4269



Stand Design and Furniture Rental

RX Solutions

Alejandro Pérez Yarza

Ph: +52 55 8852 6142

Mobile: +52 55 3332 9461

Email: alejandro.yarza@rxglobal.com

RX Solutions

Yessica Fernández

T: +52 55 8852 6142

E: yessica.mayen@rxglobal.com

If you contract with **RX Solutions** the design and construction of your booth, it is NOT necessary to send documents for the Authorization Letter.

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Stand Design and Furniture Rental



Grupo Omega

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Mobile: +52 33 1105 9738

Email: josejuanpb@omegaexp.com.mx



Sistemas de Exposición

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Customs & Transportation Agency load

NAIB GROUP

Arturo Ortiz

Ph: +52 (55) 7860 4522

Email: arturo.ortiz@naibgroup.com

Website: www.naibgroup.com

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CHANGE'S AGENTS PROGRAM

Join the Change's Agent Program, aimed to exhibiting companies that promote sustainable events by complying with more than 80% of the proposed actions.

IBTM Americas, in alliance with the organization Colectivo Sustentable, will give to the company an MDF badge to be visible during the event. Exhibitors interested in participating in the program will have to enter their data in a form.

The Colectivo Sustentable team will contact the exhibitor and review the actions implemented

1. Reduce plastic in promotional items
2. Compostable disposables in case of giving food at the booth
3. Avoid printed generate general signage so that it is reusable
4. Donation of surplus materials
5. Separation of waste inside the booth
6. Sustainable materials in booth
7. Avoid printed business cards
8. Use LED light in the booth
9. Hiring local suppliers
10. Biosafety protocols
11. Circular economy in some of its materials
12. Compensation of the carbon footprint on flights or transfers of staff
13. Gender equity in the teams that are represented at the booth
14. Visibility of the sustainable actions of the destination or company



Change agent level

The level of change agent guarantees that the company applied **more than 80%** of the items of the program.

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CID AWARD

Rewarding the Creativity + Innovation + Design of functional booths at IBTM Americas.

DESCRIPTION

CID Space Awards is an award that recognizes the creativity, innovation, and design that each of the exhibitors place in the planning and construction of their booth to offer a unique experience to buyers and attendees who visit their booth during IBTM Americas, and with whom they will create connections and potential businesses.

The attributes to be evaluated will be:

1. Creativity
2. Innovation
3. Inclusion and sustainability
4. Design
5. Attention to the buyer and visitor

1. ABOUT PARTICIPANTS

All exhibiting brands in the 2022 edition of IBTM Americas that have a customized booth and have fulfilled in a timely manner their obligations as exhibitor (established in the exhibitor manual).

2. ABOUT THE RATING

We will recognize the 3 best booths, according to their rating:

- First place
- Second place
- Third place

3. JURY AND QUALIFICATION

The jury will be integrated by:

- The organizing committee of IBTM Americas
 - 20 Hosted Buyers
-
- The organizing committee of IBTM Americas will determine the list of exhibitors who met the necessary requirements to be considered as participants (see point 1), whom we will call finalists.
 - With this list defined, we will ask 20 Hosted Buyers to visit the finalist booths during IBTM Americas 2022 and issue their evaluation of the aforementioned attributes.
 - Hosted Buyers must submit their evaluations before 6:00 p.m. on the first day of the event (August 24, 2022).
 - After this, the IBTM Americas organizing committee will analyze these evaluations to determine the 3 winners.
 - Extra points: The exhibitor who achieves the "Change Agent 2022" distinctive, will add +10 points to their final score (see more details in the exhibitor manual).

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4. ABOUT THE RESULTS

The winners will be announced on the last day of activities of the event (August 25, 2022) between 2:00 p.m. and 3:00 p.m.

The organizing committee will inform the winning exhibitor at their own stand, where a recognition will be granted to the booth coordinator, and the official photograph will be taken at that moment. These results will be published on IBTM Americas channels (social media, website, newsletter and press releases).

PRIVACY NOTICE

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