

# ibtm<sup>®</sup> AMERICAS

CENTRO CITIBANAMEX  
MEXICO CITY, AUGUST 18-19, 2021

## EXHIBITOR MANUAL



# Welcome

## Dear exhibitor,

I speak for the entire team when I say we are delighted to welcome you to IBTM Americas. We appreciate your trust in us and we are excited to deliver another inspiring event this year.

The following information will assist you with your pre-show and onsite preparations, specifying dates and formats that are important to keep in mind throughout the planning process.

It also contains information of the official contractors to help you in your exhibitor journey, alongside a specific section for international and/or new exhibitors.

Our team is here to help you, and we would like to encourage you to connect with us at any time, either before, during or after the show.



**David Hidalgo**

Show Director  
IBTM Americas

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# 1. What is IBTM Americas?

IBTM Americas is the most impressive exhibition in the event industry for professionals looking to expand their business opportunities.

Experience an environment dedicated to event planners, congresses, conventions, and incentive-trips, with organizers from across the Americas connecting over pre-scheduled appointments and a myriad of networking opportunities.

## 2. General information

### 2.1 Exhibition schedule

IBTM Americas will take place on August 18<sup>th</sup> and 18<sup>th</sup>, 2021 at the following times:

Date	Time
Wednesday 18th August	10:00 am to 6:00 pm
Thursday 19th August	10:00 am to 6:00 pm

Exhibitors must arrive at least one hour before the show opens access to attendees, in order to assure all booths are manned and ready to welcome visitors. All booths will be considered open as of 9:00 am, even if the person responsible is not present.

### 2.2 Venue

IBTM Americas 2021 will be held in Hall D of Centro Citibanamex, located at Av. Conscripto 311, Lomas de Sotelo, Miguel Hidalgo, Mexico City.

## 3. Services included

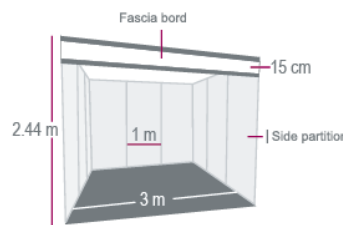
Please find below all the details regarding your booth:

Note: This does not apply for Enhanced Booths.

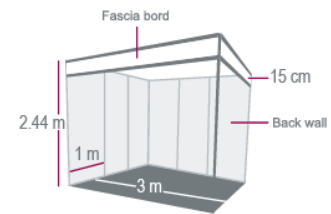
### 3.1 Basic booths: 3 m x 3 m (9 sqm) and 6 m x 3 m (18 sqm)

#### ► 3 x 3 meters (9 sqm)\*

- Modular wall panels
  - *Inline booth*: 2 side walls and 1 back wall
  - *Corner booth*: 1 side wall and 1 back wall
- Lighting
- Fascia board with company name and booth number (No logo)
- Standard carpet
- Power outlet (1000 watts)
- Up to 2 badges
- 1 basic table
- 2 basic side chairs



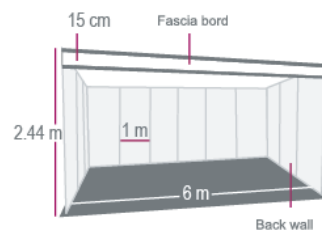
Inline booth



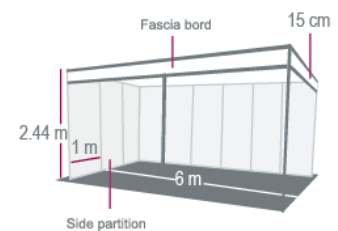
Corner booth

#### ► 6 x 3 meters (18 sqm)\*

- Modular wall panels
  - *Inline booth*: 2 side walls and 1 back wall
  - *Corner booth*: 1 side wall and 1 back wall
- Lighting
- Company name on vinyl cut header (No logo)
- Standard carpet
- Power outlet (1000 watts)
- Up to 5 badges
- 1 basic table
- 2 basic side chairs



Inline booth



Corner booth

## 3.2 Space only: 36 sqm and larger

### ▶ 6 x 6 meters (36 sqm)

- Standard carpet
- Power outlet (1000 watts)
- Up to 8 badges

### ▶ 6 x 9 meters (54 sqm)

- Standard carpet
- Power outlet (1000 watts)
- Up to 10 badges

**Additional badges may not be issued due to limited capacity in accordance with Mexico City's guidelines, taking into consideration optimizing the capacity by giving priority to buyer and attendee.**

If you would like to change your standard furniture, wall panel set up and/or company name for fascia boards, please contact your Customer Experience Executive, Omar Fragoso on the following email: [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com)

The deadline to submit changes is **July 9th**. After this date, all requests will be charged a late fee of \$200.00 USD for 3 x 3 m booths and \$300.00 USD for 6 x 3 m booths and the assembly of your furniture (2 chairs, 1 table and walls) will be carried out during the night.

## 3.3 Enhanced booth

- Booth set up
- Power outlet (1000 watts)
- WIFI password (maximum 2 devices)
- 1 access to Emperia for data scanning per booth

The deadline to send graphics for enhanced booths will be on **July 9th**. Any hiring after this deadline will be subject to availability.

## 4. Set up

The assembly will take place on August 16<sup>th</sup> and 17<sup>th</sup>, 2021. On Monday, **August 16<sup>th</sup>**, it will begin at the following staggered time, according to the size of the booth:

### HALL D

Monday, August 16 <sup>th</sup>	
Hall D	
Booth Size	Time
6 x 9 m / 6 x 12 m	8 am – 10 pm
6 x 6 m	9 am – 10 pm
6 x 3 m	11 am – 10 pm
3 x 3 m	12 pm – 10 pm

Tuesday, August 17 <sup>th</sup>	
Hall D	
Booth Size	Time
6 x 9 m / 6 x 12 m	8 am – 8 pm
6 x 6 m	8 am – 8 pm
6 x 3 m	8 am – 8 pm
3 x 3 m	8 am – 8 pm

On

**Tuesday, August 17<sup>th</sup>**, the set-up schedules will be from 8 am to 8 pm for all booth sizes.

**On August 17<sup>th</sup> at 8 pm every booth must be complete, as all contractors will be asked to leave the exhibition floor.**

If a space is still empty at that time, it will be considered as abandoned and will be used at the discretion of the organizing committee.

The **replacement** of materials for booths will only be allowed on **August 19<sup>th</sup> from 7:30 am to 08:30 am**. Access will not be granted for heavy materials, hand trucks, or decorations during exhibition hours.

### 4.1 Load in / load out:

Access to set up will be by Gate 4, hall "D" at Conscripto Ave., they should mention that are going to IBTM Americas. The time given to load/unload will depend on the transport size and it will be printed on the ticket given to each transporter. **The venue** will charge a fee directly to the transporter if the timeframe is exceeded. There are no exceptions.

## 4.2 Regulations

- It is not allowed to nail, screw, scrape, weld, paint or use adhesive that leaves a mark on the walls, floor, carpets, columns, ceilings and bars of the enclosure. In case of damaging the facilities or the material provided, they must cover the cost corresponding to the damage.
- It is not allowed to manipulate, dismantle or modify the installed materials (screens, lighting, panels, etc.); to do so, it will be necessary to cover the corresponding cost.
- As for the use of adhesives on wall panels, there will be an extra charge of \$10 USD per square meter for cleaning.
- The maximum height permitted for all booths is 5 meters. However if the booth is taller than 2.50 meters, then the any exposed area will affect the view of other booths, **must be covered**. The backside of the panels that are not being used must be lined and painted in neutral color, this means black or white.
- Any invasion of other exhibitors space or public corridors is unacceptable.
- **Every person working during set up and dismantling must wear a safety helmet and three-layer face mask or KN95 all the time** without exception. If they do not have helmet and face mask and their respective badge, they will not be allowed to enter the exhibition floor.

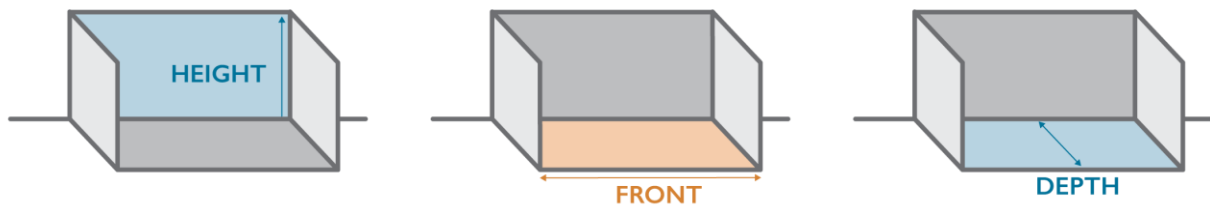
## 4.3 Mandatory information

Every booth design must be approved by Omar Fragoso, [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com) in order to get access to set up, and it is mandatory to send the following information **before July 9<sup>th</sup>**:

- Details for the supervisor for booth design and assembly
- Details of liability insurance
- Booth layout signed by a registered at ISC (Construction Safety Institute) of Mexico City (just in case of double deck booths)



- Booth render



Without exception, **all booths must have civil liability insurance**. It is necessary to have a physical copy when entering the facilities; otherwise, you will not be allowed to access the assembly.

## 4.4 Power supply

Each booth will be provided with a 1,000 W power outlet. If you require additional energy or special power requirements, please contact Centro Citibanamex - Additional Services:

- Tel: +52 55 5268-2000 Ext. 2054

Email: [serviciosadicionales@remex-cie.com.mx](mailto:serviciosadicionales@remex-cie.com.mx)

Electrical installations in booths must be made with heavy-duty cables and with the appropriate wire gauge, cased and properly isolated. Duplex cabling is not allowed.

It is also prohibited to place platforms on the power supply boxes.

The organizers reserve the right to cut off the electrical supply to any exhibitor whose installation does not fulfill the regulations stated or could prove to be a hazard.

## 4.5 Signature of the DRO agent

The construction of double deck booths with straight and non-spiral staircases, catwalks, parquet floors, walkways, floorboards structures and assembly that support LED screens on the floor in dimensions equal to or greater than 3 x 2 m or platforms above 1 m height, require special permission. This will be issued by a Construction Management Director (DRO by its Spanish initials), an agent registered at ISC, with the following requirements:

- a) Signature of the Director Responsible for Construction
- b) Valid license of the DRC of Mexico City,
- c) Registered in the ISC (Construction Safety Institute) of Mexico City

Note: For LED screens of smaller dimensions than the one mentioned above, only approval of the Organizing Committee and Centro Citibanamex is required.

This information should be sent to Omar Fragoso, Customer Experience, [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com), for approval. He can also provide guidance, send the requested information before **July 9<sup>th</sup>**

**Important: No double deck floors may be assembled until obtaining the approval of the Organizing Committee.**

## 5. Dismantling

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Dismantling will take place on **Thursday August 19<sup>th</sup> from 7:00 pm to 1:00 am on August 20<sup>th</sup> only.**

Dismantling your booth before this time is not permitted. Additionally, you cannot remove any materials (banners, structures, posters, promotional, etc.) through the main doors or platforms before the time mentioned.

We recommend to decorators and exhibitors that once the dismantling hours have started, they proceed to remove materials and equipment that are susceptible to theft, this due to the number of people involved in these tasks. Reed Exhibitions is not responsible for lost objects, equipment, materials etc.

Likewise, if their dismantling is not completed in the time allotted for these tasks, you will be responsible for covering the expenses related to renting the hall, security and additional medical service and the expenses for the removal of their materials; also, you will be responsible for the damage or loss of any material during these material removal tasks.

All personnel on the exhibition floor during set up and dismantling time **must always wear safety helmets and three-layer face mask and/or KN95 without exception.**

## 6. Convention Center Regulations (Centro Citibanamex policies)

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Every exhibitor agrees to follow the internal regulations of Centro Citibanamex as stated below:

It is not permissible to nail, screw, scrape, weld, paint or use adhesives or glues that leave traces on the walls, floors, rugs, columns, ceilings and locks of the enclosure. In case of damage to the installations or to the material provided, the exhibitor must cover the cost of the damage.

### 6.1 Vehicle exhibition

If an exhibitor is considering displaying a vehicle on its booth, it is necessary to get in contact with Omar Fragoso, [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com), in order to brief him the specifics for the vehicle and obtain his approval, as well as access to the venue. Once authorized, the vehicle can proceed into the venue with the tires properly wrapped and with as little fuel as possible. Once validated, you can enter the unit(s) on **August 16th at 7:00 am**, with the tires deployed and with the minimum of gasoline.

Failure to comply with specifications and schedules does not require unit access to the show floor. During the event it is prohibited in the vehicle or moving it.

### 6.2 Raffles

In order to carry out games or raffles in your booth, the venue and the Organizing Committee, require advance permission issued by authorities from the Mexico City Government and the Ministry of Government (original and copy), complying with all of the regulations. Otherwise, the games and raffles will not be carried out. The Committee has the right to request and review these permissions at any time during the show.

## 6.3 Security, cleaning and parking

### ▶ 6.3.1 Security

There will be surveillance throughout the show so as to facilitate event security. Nonetheless, **neither the Organizing Committee nor the venue takes any responsibility for the theft or loss of personal belongings as well as of exhibiting materials and booths' facilities. Insurance against loss, theft or damage is recommended.** If you need security personnel at your booth during the show or at nights, you can ask the contracted security company for the required guards and shifts (please, check the attached application form.) If you have your own security personnel, an authorization and certification will be required by the Organizing Committee, to allow their access.

When introducing computing and electronic equipment into the venue, it is the exhibitor's duty to hand in an inventory, or write down the details in the security record book. Likewise, the equipment must be taken out through the same gate it was registered at. The inventory list should be treated as a preventive measure only, and it cannot be considered as a materials receipt form. Therefore, the Organizing Committee takes no responsibility for items. The security personnel can place locks for laptops, projectors, screens, DVDs, etc. with no further cost. You can ask for this free service at the cubicles when entering the exhibition floor. **This does not exempt the exhibitor from taking responsibility for their belongings.**

Take care of your mobile phones, cameras and accessories by not leaving them in reach of strangers. We recommend you insuring your equipment in order to avoid losses or thefts. It is strictly prohibited to bring or bear any kind of arms; neither firearms nor bladed weapons, save for those which pertain to authorized security personnel.

### ▶ 6.3.2 Cleaning

General cleaning service will be provided by the venue on the aisles. If you need to hire additional cleaning for your booth, please refer to **Additional Services** at Centro Citibanamex.

▶ **6.3.3 Parking**

The payment desk is located at the end of Hall D.

Rate type	Price in MXN
Rate per hour/ fraction	\$32.00 MXN
Maximum rate from 5 hours to 24:00 hours	\$160.00 MXN

Exhibitors and assemblers	Price in MXN
Exhibitor pass 1 day	\$128.00 MXN
2 day package (assembly)	\$224.00 MXN
2 day package (event)	\$224.00 MXN
Bus parking in the boulevard	\$200.00 MXN per day
Loading dock (overnight)	\$420.00 MXN per day

Rates include VAT and are subject to change without notice.







## 7. Additional services, what is not included with my booth?

Below you will find a list of services available by the venue or other suppliers. It is important that you remember the venue has the exclusivity of a series of services and in any case will it be allowed to contract them with another supplier.

### 7.1 In house services Centro Citibanamex (exclusive)

The deadline to obtain a **preferential price** in the hiring of any of the following **services is August 2<sup>th</sup>** in the following services and must be done through the available formats or on the following icons.



- |            |   |                      |   |
|------------|---|----------------------|---|
| • Hanging  |  | • Lighting           |  |
| • Internet |  | • Food and beverages |  |
| • Cleaning |  | • Security           |  |

For hiring, any of the services listed above, please contact:

Additional services, located in the venue's ground level, or call:

**T. +52 55 5268 - 2000 ext. 2051**

**E-mail: [serviciosadicionales@remex-cie.com.mx](mailto:serviciosadicionales@remex-cie.com.mx)**

## 7.2 Non-exclusive additional services

You can contract non-exclusive services with your supplier or with any of the selected partners that we have available to you:

### ▶ 7.2.1 Furniture Rental



**Alejandro Yarza**

T: +52 55 8852 6142

C: +52 55 3332 9461

[aperez@reedexpo.com](mailto:aperez@reedexpo.com)

**Ana López**

T: +52 55 5533 7023

[ana@redcarpetestudio.com](mailto:ana@redcarpetestudio.com)



### ▶ 7.2.2 Booth design rental and other services



**Alejandro Yarza**

T: +52 55 8852 6142

C: +52 55 3332 9461

[aperez@reedexpo.com](mailto:aperez@reedexpo.com)

**José Juan Pérez Bernal**

T: +52 33 3645 1558

C: + 52 33 1105 9738

[josejuanpb@omegaexp.com.mx](mailto:josejuanpb@omegaexp.com.mx)

**Francisco Collazo**

T: +52 55 5764 2886 ext. 230

C: +52 1 55 4370 5691

[fcollazo@sistexpo.com.mx](mailto:fcollazo@sistexpo.com.mx)

## Customs Broker

## Security Services



**Karen González**  
T: +52 55 7860 4522  
alicia.gonzalez@naibgroup.com  
m.mx fairs@naibgroup.com.mx



**Centro Citibanamex**  
T: +52 55 5268 2000  
Ext.: 2054  
serviciosadicionales@remex-  
cie.com.mx

### ▶ 7.2.3 Find out Emperia

New

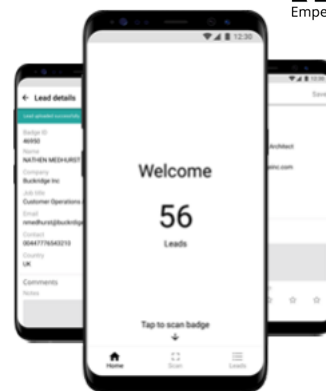
Capture your leads, fast and easy.



**Emperia** is a very easy to use application that works as a scanner to collect your leads and increase your database in a very simple and instantaneous way.

- Capture leads from your mobile device!

1. Install
2. Start session
3. Scann
4. Download your base



For more information and/or hiring please contact Omar Fragoso at [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com).

If you already have this service you will receive an email to validate your data prior to the event, download the app and follow the instructions. For questions or information about this service on site, please go to the exhibitor's module where the staff can help you with any questions or problem.

Visitor scanning is restricted to your own booth area. If the exhibitor ignores it, the service will be canceled.

▶ **7.2.4 Housing and travel services**

Below, we share the contact details for the official travel agency, whom you can manage your trip to IBTM Americas and can request the special rates we have for exhibitors.

We share the search tool for you to manage all your reservations, where you can find all the information here  [IBTMAMERICAS 2021 \(pricer.es.com.mx\)](https://pricer.es.com.mx/IBTMAMERICAS2021)

**Official travel agency**  
**IBTM Américas**

**Contact us:**   
Cecilia Gochi | [ibtm2021@btcamericas.com](mailto:ibtm2021@btcamericas.com)  
**Phone:** (55) 5200 3755  
**Cell phone:** (55) 2728 4269 



## 8. Badges

All personnel inside the exhibition floor must wear their badge in order to enter. It will be necessary to pre-register online only for the staff who will work at your booth, according to the number of badges assigned by booth size. The deadline for online registration will be until **July 16th, 2021**.

The link for the registration of exhibitor badges will be sent to you accompanied by your username and password.

### 8.1 Onsite registration

Date	Time
Tuesday 17 <sup>th</sup> August	8:00 am to 7:00 pm
Wednesday 18 <sup>th</sup> August	7:00 am to 6:00 pm
Thursday 19 <sup>th</sup> August	7:00 am to 5:00 pm

## 8.2 Number of badges by square meter

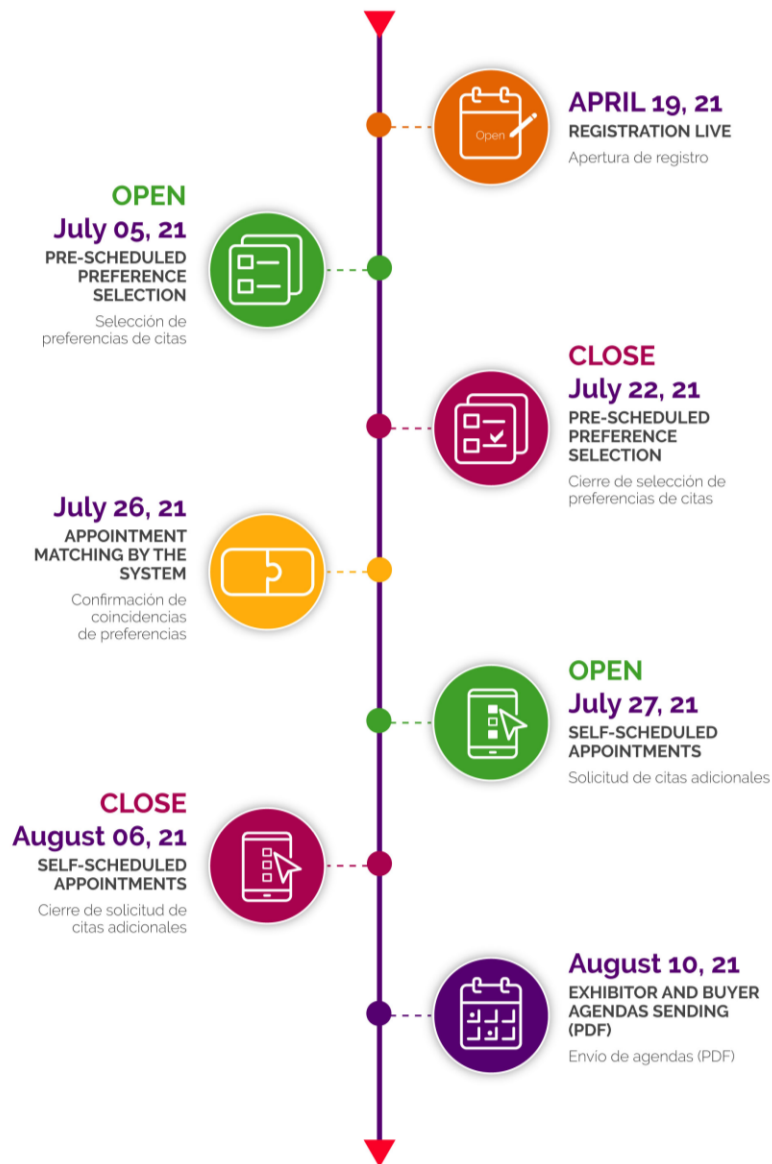
Booths	SQM	Max number of badges
3 x 3 m	9 sqm	2 badges
6 x 3 m	18 sqm	5 badges
6 x 6 m	36 sqm	8 badges
9 x 6 m	54 sqm	10 badges
12 x 6 m	72 sqm	14 badges

## 9. Pre-schedule appointment process

**ibtm<sup>®</sup> AMERICAS**  
CENTRO CITIBANAMEX  
MEXICO CITY, AUGUST 18-19, 2021

Hosted Buyer  
Program

### TIMELINE



**ibtm<sup>®</sup>**  
AMERICAS

**August 18 - 19, 2021**  
FACE-TO-FACE EVENT  
CENTRO CITIBANAMEX, MEXICO CITY



If you have any doubt,  
don't hesitate to chat us  
by WhatsApp.  
Scan these QRs

Hosted Buyers



Exhibitors



Organized by **Reed Exhibitions**

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## 10. International exhibitors, what do you need to know?

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If you require consular assistance from an embassy in Mexico, it is recommended to visit the following website:  
<https://www.inm.gob.mx/gobmx/word/index.php/embajadas-y-consulados/>  
where you can find the directory of embassies and consulates in Mexico.

### 10.1 Nearby hospitals

#### **Clínica Ángeles**

Plinio 339 Polanco, Polanco II Secc, Polanco, Polanco II Secc, 11550, Mexico City. T: +52 55 5281 7301

#### **Cruz Roja**

Luis Vives 200, Polanco I Sección, Polanco I Secc, 11550 Miguel Hidalgo, Mexico City. T: +52 55 5395 1111

### 10.2 Recommendations

We recommend you leave your passport and other original immigration documents in your hotel safe. Carry only your identification and copies of the papers that prove your stay in Mexico.

Likewise, we recommend that you only take with you the amount of money that you consider necessary for your day activities. You can leave the rest in the safety deposit box in your room.

Call for a taxi instead of hailing one in the street. You can request a taxi in the hotel or in the venue. Uber is also widely used in Mexico City. Please also use official taxi service from the airport, which can be found at the desks outside customs.

Be cautious; do not neglect at any moment your belongings since neither the event organizing committee nor the event security company will be responsible for theft or loss of them.

## 11.Brand activations

With the aim of generating a greater traffic of visitors to your booth at certain times, IBTM Americas will allow you to carry out activities across the exhibition floor.

Check with Omar if your activation is allowed, it cannot be carried out if it is not previously validated with the organizing committee.

To confirm your activation, please send Omar Fragoso ([jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com)) the following format

To ensure the success of your activity, consider the following recommendations:

- Bring all the necessary equipment for your activity, including technical and/or electronic equipment. For audio equipment, the maximum number of decibels allowed is between 40 to 50, otherwise the appropriate measures will be taken (suspension of activity and / or not entering the exhibition floor).
- The delivery of activity materials to the exhibition area is accepted by Av. Conscripto, Door 4, Hall D, they must mention that they are going to the IBTM Americas event.
- The replenishment of materials for the booths will take place on August 19<sup>th</sup> from 7:30 am to 8:30 am. During the exhibition hours, heavy materials, sack trucks, or decoration will not be allowed.

The duration of these activations will be up to 90 min, 2 times per day according to the following timetable:

Activation date:	Timetable:
August 18 <sup>th</sup> and 19 <sup>th</sup>	From 11:30 am to 12:30 pm From 3:30 pm to 5:30 pm

**Booth number:**

**Description:**

**Timing of your choice (with one or all options)**

**August 18th, 2021**

<input type="checkbox"/>
<input type="checkbox"/>

11:30 am to 12:30 pm

3:30 pm to 5:30 pm

**August 19th, 2021**

<input type="checkbox"/>
<input type="checkbox"/>

12:30 pm to 1:00 pm

3:30 pm to 5:30 pm

**Activity supervisor**

Full name:

Email:

Mobile telephone:

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## 12. Booth design and assembly

### Exhibitor

Company name: \_\_\_\_\_

Booth number: \_\_\_\_\_

Person in charge \_\_\_\_\_

Title: \_\_\_\_\_

Mobile: \_\_\_\_\_

### Booth constructor

Company Name: \_\_\_\_\_

Person in charge \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

This form must be complete and sent to [jfragoso@reedexpo.com](mailto:jfragoso@reedexpo.com) before July 9<sup>th</sup> with the requested data in advance of the event: The technical construction sheet, the booth render and the liability insurance in order to be authorized by the Organizing Committee, Centro Citibanamex and civil protection.

Without these details, the booth set up will not be allowed.