22-25 May 2018
11 am - 8 pm
Expo Center Norte
São Paulo

Exhibitor's Guide

hospitalar.com
Dear exhibitor,

It is with great pleasure that we present the Exhibitor Manual for HOSPITALAR fair. Our objective is to give you all the information needed for your participation in the exhibition.

We are certain that your presence at the event will contribute even more to the success of your company, as well as of HOSPITALAR. We are counting on your continued participation.

Check the full schedule with service timetable in the exhibition hall, as well as the event build up and dismantling.

If you have any queries about this manual, we suggest that you call our Customer Service line +55 11 4878-5971, meuzebio@ubmbrazil.com.br – Mariela Euzébio and +55 11 4878-5977, jzelada@ubmbrazil.com.br – Jemima Zelada from 9 am to 6 pm, Monday to Friday.

We ask you to carefully read the regulations and deadlines set out in the Manual, which are obligatory under legislation and set by the authorities. Compliance with these will avoid unnecessary inconvenience.

We wish you every success in your preparations and hope for prosperity for all!

Best wishes,

Jean-François Quentin
PRESIDENT OF UBM BRAZIL
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CHECK LIST

- Hire the place.
- PLACE: hire stand builder and develop projects according to the temporary cession target place of use adapting the booth to the need of products to be exposed, service section and image promotion, in compliance with the Fair norms.
- Define which products and/or services will be exposed.
- Disclose with the clients the company participation in the Fair.
- Fill the forms available in the Exhibitor Area - Forms, on the indicated deadline.
- Provide with the landline company the hiring of telephone lines for the booth.
- Hire cleaning and security services for the booth, following the Fair norms.
- Assess how many people can be serviced in the booth, per hour.
- Select and train personnel to service in the booth.
- Apply for Various Risk Insurance - RD (Riscos Diversos) and Civil Responsibility - RC (Responsabilidade Civil) in the booth, products, people and equipment in the exhibition.
- Provide product and equipment transportation to the booth.
- Provide, bar, buffet and other desired services for the booth.
- Collect copyright taxes to ECAD, in case of using sound in the booth.
- Prepare Printing material and define person entitled to contact journalists during the Fair.
- Check with Organizer what type of disclosure will be made to the Press, and supply material for press release.
- Prepare price listings and tables.
- Provide business cards.
- Provide advertising and/or technical leaflet of products or services to be presented.
- Keep the registration to assess visit and/or business established during the event or hire the data collector service.
- Define responsible person(s) for the administration of the booth during the Fair.
- Check documents required by the Labor Regional Station - DRT/SP in Fairs for stand builders, service providers and exhibitors.
- Schedule the material removal on the deadline established in the Fair General Regulation.
- Control the material return used in the Fair, for the company, following the issuing norm of fiscal documents.
- Vacate completely the booth after the event, in the deadline established.
- Assess the event result.
- Continue the contacts carried out during the Fair.
IMPORTANT NOTICE

Failure to comply with the rules and regulations set out in this manual will result in penalties, fines, sanctions and liabilities by the exhibitor and their contractors (assembler, decorator, subcontractors and any other person involved with the event). In the event of breach of regulations set out in this manual and/or the back of the exhibitor contract or by the assembly personnel contracted by them, a fine will be levied of R$ 5,000 (five thousand Reais), for booths up to 100 SQM and of R$ 50 (fifty Reais) per SQM for booths wider than 100 SQM, referred to each regulation breached. The fine must be paid to the event Organizer at the determined infraction. We ask and recommend that all regulations that govern the event should be read and communicated to all of your employees and contractors to avoid disappointments.

The exhibitor should fill out the sections and forms in this manual using the Online Exhibitor Area.

FILLING OUT OBLIGATORY FORMS AND PAYMENTS must follow the regulations and dates set out in this manual.

We emphasize the importance of handing your stand builder the ASSEMBLY REGULATIONS document that accompanies this manual, in order for them to comply with the regulations to build up your booth. The responsibility for construction and assembly is exclusive to the exhibitor, their agent or assembler, in full, regardless of the order of appointment.

Failure to comply, by the exhibitor and their agents, with the deadlines or other instructions contained herein will automatically exempt the organizer of any liability for harm caused to the exhibitor in all periods of operation, build up, show days and dismantling.

Meet the deadlines for filling out forms and the fulfillment of your obligations. This will save time and inconvenient last-minute expense. Forms should be filled out via the ONLINE EXHIBITOR AREA.

THE EVENT MANUAL OF SÃO PAULO EXPO CONVENTION CENTER IS AN IMPORTANT COMPONENT OF THIS MANUAL AND MUST BE RESPECTED AND FOLLOWED IN ITS TOTALITY. IN CASE OF DIVERGENCE OF BOTH MANUALS, THE CONVENTION CENTER INFORMATION AND RULES WILL PREVAIL.
1. ORGANIZER

UBM is a global leading business media and the second biggest event organizer in the world, with proven expertise in promoting and encourage networking and business among companies of several operating segments. Founded in 1918 and headquartered in London, it is present in 20 countries, in the 5 continents, with 5,500 employees and 160 offices, operating in dozens of sectors from high technology to fashion and health sector. In the country since 1994, UBM Brazil was the first multi-national to enter in the Brazilian market of fairs. It connects professionals of several industry segments, such as Civil Construction, Cargo Transportation, Logistics, International Business, Ports, Terminals, and Warehouses, Technology and Electronics, Medical and Pharmaceutical Industry, Food Ingredients, Railway Industry, and Navy Industry.

The HOSPITALAR fair is a Hospitalar Feiras, Congressos e Empreendimentos Ltda., which has as official organizer UBM BRAZIL FEIRAS E EVENTOS LTDA., located at Alameda Tocantins, 75 – room 1301, 13th floor – Zip Code 06455-020 - Barueri/SP and will be performed in the Exhibition Hall of Expo Center Norte, in São Paulo/SP.

**ORGANIZER’S CONTACT TELEPHONE NUMBERS:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone Number</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mariela Euzébio</td>
<td>Operations Analyst</td>
<td>+55 (11) 4878-5971</td>
<td><a href="mailto:mjuni@ubmbrazil.com.br">mjuni@ubmbrazil.com.br</a></td>
</tr>
<tr>
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<tr>
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<td><a href="mailto:dcoelho@ubmbrazil.com.br">dcoelho@ubmbrazil.com.br</a></td>
</tr>
<tr>
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</tr>
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<td>+55 (11) 4878-5979</td>
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<td><a href="mailto:mgaspar@ubmbrazil.com.br">mgaspar@ubmbrazil.com.br</a></td>
</tr>
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<td>+55 (11) 4878-5981</td>
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</tr>
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</tr>
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</tr>
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</tr>
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</tr>
<tr>
<td>Name</td>
<td>Title</td>
<td>Phone</td>
<td>Email</td>
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</tr>
<tr>
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<td>Finance Coordinator</td>
<td>+55 (11) 4878-5961</td>
<td><a href="mailto:dfontanella@ubmbrazil.com.br">dfontanella@ubmbrazil.com.br</a></td>
</tr>
<tr>
<td>Ana Paula Godoy</td>
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<td>+55 (11) 4878-5956</td>
<td><a href="mailto:agodoy@ubmbrazil.com.br">agodoy@ubmbrazil.com.br</a></td>
</tr>
</tbody>
</table>
2. **EVENT LOCATION**

**EXPO CENTER NORTE**

**EXHIBITION HALLS: BLUE, WHITE, GREEN AND RED.**

333 José Bernardo Pinto Street
Vila Guilherme – São Paulo – SP
Telephones: +55 (11) 2089-8500 / +55 (11) 2224-5959
www.expocenternorte.com.br
3. OBLIGATORY CHARGES

3.1. SÃO PAULO CITY HALL TAXES (INCLUDED IN CONTRACT)

It is required by São Paulo’s city hall that each sector event booth has a license for establishment, a second license for fiscal taxes of advertising and a third license for gift, leaflet, brochure, and distribution tax among others. To meet the legislation, the Organizer will make a tax payment of all booths.

<table>
<thead>
<tr>
<th>MUNICIPAL CHARGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>TFE – Facility Supervisory Fee - code 34932</td>
</tr>
<tr>
<td>TFA – Advertising Supervisory Fee – code 90042</td>
</tr>
<tr>
<td>Gift, leaflet, brochure distribution Tax – code 97110</td>
</tr>
</tbody>
</table>

3.2. BASIC POWER SUPPLY (INCLUDED IN CONTRACT)

The minimum basic power supply is 0.07KVA per SQM. The value will be calculated considering the measurement of your booth multiplied by 0.07 KVA. In case the minimum power is not enough, the exhibitor must request additional power source through the Online Exhibitor Manual.

3.3. POWER FEE DURING THE BUILD UP (INCLUDED IN CONTRACT)

The charge related to the energy during the build up period is already included in contract.

3.4. OBLIGATORY ASSEMBLY CLEANING FEE (INCLUDED IN CONTRACT)

During the event build up and dismantling, the organizer, through specialized company, will keep the cleaning team in permanent duty on the exhibition halls. This service has aim to keep the walking paths clean. All build up material must be removed and taken away by the stand builder.

EVENY EXHIBITOR COMPANY IS RESPONSIBLE BY THE INTERNAL CLEANING OF ITS BOOTH. THE CLEANING SERVICES CAN BE HIRED THROUGH THE ONLINE EXHIBITOR MANUAL.

FOR ADDITIONAL REQUESTS, PLEASE USE THE EXHIBITOR AREA FOLLOWING THE DEADLINE BELOW:

<table>
<thead>
<tr>
<th>FORM</th>
<th>FORM NAME</th>
<th>APPLIES TO</th>
<th>Ecommerce Price</th>
<th>Oniste Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Until May 15h</td>
<td>From May 16th to 25th</td>
</tr>
<tr>
<td>1</td>
<td>Exhibitor Credential</td>
<td>All</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Service provider accreditation (charged for the Service Provider)</td>
<td>All</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Service Providers</td>
<td>Service provider accreditation</td>
<td>All</td>
<td>US$ 20</td>
<td>R$ 35,00</td>
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<tr>
<td>3</td>
<td>Third party security credential* (charged for the Service Provider)</td>
<td>All</td>
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<td>-</td>
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<tr>
<td>Service Providers</td>
<td>Security badge</td>
<td>All</td>
<td>US$ 160</td>
<td>R$ 330,00</td>
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<tr>
<td>4</td>
<td>Stand builder accreditation</td>
<td>Raw space</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Term of Responsability (Available after nomination of the assembling company)</td>
<td>Raw space</td>
<td>-</td>
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<tr>
<td>Assembly Company</td>
<td>Stand Builder Badge (charged for the Service Provider)</td>
<td>Raw space</td>
<td>US$ 15</td>
<td>R$ 35,00</td>
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<tr>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Name on the fascia</td>
<td>Shell Scheme packages</td>
<td></td>
<td>US$ 10</td>
</tr>
<tr>
<td>5.3</td>
<td>Stand Image</td>
<td>Complete shell scheme packages</td>
<td>Included on contract</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Additional Power Supply</td>
<td>All</td>
<td>Electrical Power for machinery</td>
<td>Raw space</td>
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<tr>
<td>8</td>
<td>Hydraulic</td>
<td>All</td>
<td>Electrical Power for machinery</td>
<td>US$ 180</td>
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<td>9</td>
<td>Periodic cleaning service per m²</td>
<td>All</td>
<td>Fixed cleaning service per day (4 days)</td>
<td>US$ 20</td>
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<tr>
<td>9.1</td>
<td>Skip rental</td>
<td>Raw space</td>
<td>All</td>
<td>US$ 585</td>
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<tr>
<td>10</td>
<td>Furniture rental</td>
<td>Shell Scheme packages</td>
<td>Check prices on the Online Manual</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Landscaping</td>
<td>Shell Scheme packages</td>
<td>Check prices on the Online Manual</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Security for 12h</td>
<td>All</td>
<td>Security for 6h</td>
<td>All</td>
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<tr>
<td>13</td>
<td>Hostess Monolingual (4 days)</td>
<td>All</td>
<td>Hostess Bilingual (4 days)</td>
<td>All</td>
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<tr>
<td>14</td>
<td>Translator Interpreter (4 days)</td>
<td>All</td>
<td></td>
<td>US$ 1.075</td>
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<tr>
<td>15</td>
<td>Internet</td>
<td>All</td>
<td>Check with VIVO</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Audio and video rental</td>
<td>All</td>
<td>Check with Plithy</td>
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</tr>
<tr>
<td>17</td>
<td>Lead Retrieval</td>
<td>All</td>
<td>Check prices on the Online Manual</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Free insertion in Catalog</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Machine, equipment and vehicle authorization</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fire extinguisher rental</td>
<td>Verify contract</td>
<td></td>
<td>US$ 140</td>
</tr>
</tbody>
</table>

### 4. PAYMENTS

#### 4.1. PAYMENT CONDITIONS AND TERMS:

**A) E-COMMERCE (through Online Exhibitor Manual):**
- Credit card (Amex, Visa, Mastercard).
  - Purchase up to 1 week before the assembly start and payment via website up to 3 days prior to the assembly start.

**B) CAEX (Exhibitors Service Center during the show, in the Exhibition Halls)**
- Cash or Credit card (Amex, Visa, Mastercard) charged in local currency (BR R$)

**NOTE: WE DO NOT ACCEPT CHECKS.**

#### 4.2. TAXES: IRRF - PIS / COFINS / CSL – SIMPLES

For companies established in all national territories, requested services above R$ 215,05 (Two hundred and fifteen Reais and five Centavos) (considering the payment sum carried out in the month) must withhold PIS/COFINS/CSL (4.65%) in the month following the net payment carried out by the
service provider, with the code DARF = 5952, according determination of Law 13,137 from June 19, 2015.

Subscribed for SIMPLES and Consulates will not have taxes, but must the subscribed ones for simples send to UBM Feiras e Eventos Ltda a Subscribed Declaration for Simples, according to the Normative Instructions SRF No. 381/03 Appendix I in 2 (two) copies, signed by the legal representative. Companies established in all national territories except consulates and public bodies, must withhold 1.5% of IRRF (only if the tax amount is above R$ 10 (Ten Reais), considering as base for calculation the payment sum carried out in the day), with the code DARF = 1708, according determination of Income Tax Regulations. Consulates will not keep taxes.

For public bodies the rates will be 4.80% with the code DARF=6190, according to determination of Income Tax Regulations.

According to determination of specific laws, all retentions must be informed formally to UBM Feiras e Eventos Ltda through reports of Revenue (Federal) until the end of 2018.

UBM Feiras e Eventos Ltda will issue Bill of Sale of the gross value of each hired service, specifying its retentions, according to determination of current laws, until the event date.

In case of doubts, contact UBM Feiras e Eventos through the phone +55 11 4878-5990.
## 5. PERIOD AND OPENING HOURS

<table>
<thead>
<tr>
<th></th>
<th>May 16th</th>
<th>May 17th</th>
<th>May 18th</th>
<th>May 19th</th>
<th>May 20th</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSEMBLY</td>
<td>2:00 PM</td>
<td>8:00 AM</td>
<td>8:00 PM</td>
<td></td>
<td>THE USE OF PPE IS MANDATORY IN ALL ASSEMBLY DAYS</td>
</tr>
<tr>
<td>DECORATION</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>ALL PAVILIONS</td>
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<tr>
<td>May 21st</td>
<td>8:00 AM</td>
<td>6:00 PM</td>
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<tr>
<td>May 22nd</td>
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</tr>
<tr>
<td>May 23rd</td>
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<td>8:00 PM</td>
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<tr>
<td>May 24th</td>
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<td>May 25th</td>
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<tr>
<td>SHOW TIME</td>
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<tr>
<td>May 22nd</td>
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</tr>
<tr>
<td>May 23rd</td>
<td>11:00 AM</td>
<td>8:00 PM</td>
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<tr>
<td>May 24th</td>
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<tr>
<td>May 25th</td>
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<tr>
<td>WHITE, GREEN, BLUE</td>
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<tr>
<td>May 25th</td>
<td>9:01 PM</td>
<td>11:59 PM</td>
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<td></td>
</tr>
<tr>
<td>May 26th</td>
<td>12:00 AM</td>
<td>11:59 PM</td>
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<td></td>
</tr>
<tr>
<td>May 27th</td>
<td>12:00 AM</td>
<td>12:00 PM</td>
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<tr>
<td>RED</td>
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<td>May 25th</td>
<td>9:00 PM</td>
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<tr>
<td>May 26th</td>
<td>8:00 AM</td>
<td>20:00 PM</td>
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</tr>
<tr>
<td>May 27th</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
<td></td>
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</tr>
</tbody>
</table>

THE DEADLINE FOR DISMANTLING IS UNTIL 12 PM OF MAY 27TH!
ALL BOOTH MUST BE COMPLETED UNTIL 8 PM OF MAY 20TH.
CAEX (EXHIBITOR CUSTOMER SERVICE) WILL BE OPERATION AT THE VENUE FOR CUSTOMER SERVICE TO EXHIBITORS AND STAND BUILDERS ON THE DATES AND TIMES ABOVE.
BUILD UP – All booths must be completed until 8 pm of May 20th.

Stand builders that do not finish their booths on the above mentioned date and time will have the booth build up interrupted and also will be fined in R$ 5,000 (Five thousand Reais) per booth up to 100 SQM and R$ 50 (fifty Reais) per SQM for booths bigger than 100 SQM.

The booth construction will only be able to continue once the initial fine is paid (by cash or credit card). In case of non-payment of the fine, the stand builder will not be able to build up any booth in fairs organized by UBM BRAZIL.

The build up of booths should start until May 17th, 2018. The non-occupation of the referred space for build up, from this date, will be subject to fine.

**FOR ALL STANDS IT IS MANDATORY TO PLACE CARPET, PARTITION WALL MOUNTING AND LIGHTING AT LEAST.**

DECORATION – From 8 am on May 21st it will be allowed only internal finishing works in the booths, as from this time it will start the carpet placing on the hall streets. **DURING THIS PERIOD, IT IS FORBIDDEN THE WORK WITH KNEADING AND/OR SANDING OF WOODEN BOOTHS AS WELL AS PAINTING AND REFINISHING.**

MAINTENANCE – Maintenance and material replacing inside booths can be carried out from 8 am to 11 am of May 22nd, 23rd, 24th and 25th. The access must be done through the loading and unloading sector of exhibition hall at the signalized gates. In case of shipment of any replacing equipment or material, it is mandatory the exhibitor or representative presence to accomplish the receiving, as THE ORGANIZER, AS WELL AS ITS EMPLOYEES, IS NOT AUTHORIZED TO RECEIVE ANY TYPE OF MATERIAL.

DISMANTLING – The exhibitor must vacate the booth and remove all materials **UNTIL 10 PM OF MARCH 15TH, 2018, TIME THAT WILL BE STARTED THE BOOTH DISMANTLING. **EXCEPT FOR RED HALL EXHIBITORS. CHECK THE TIME ON THE TABLE ABOVE*

**DISMANTLING WILL HAPPEN UNTIL 12 PM OF AUGUST 27TH, 2018.**

Failure to comply with the dismantling deadline by the stand builder, or failure to remove the material, in timely manner, will imply in transfer to stand builder of fines applied by the Exhibition Hall to Organizer, in addition of costs to remove the material, added Administrative taxes of 25% (twenty five per cent), with the exhibitor responsible for such incidences.
6. BASIC, PLUS AND COMPLETE SHELL SCHEME
Exhibitors who have chosen Basic, Plus and Complete Shell Scheme, will receive their stand ready for decoration on MAY 21ST FROM 2 PM ONWARDS.

<table>
<thead>
<tr>
<th>BASIC SHELL SCHEME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items included:</td>
</tr>
<tr>
<td>Grey carpet; Basic design hard wall panels; Name sign; 01 (one) table; 03 (three) chairs; 01 (one) spotlight for each 3 m²; 01 (one) plug; Black side columns.</td>
</tr>
<tr>
<td>*Quantity of furniture will be doubled from 21sq.m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHELL SCHEME PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items included:</td>
</tr>
<tr>
<td>Grey carpet; Modern design hard wall panels; Name sign; 01 (one) table; 03 (three) chairs; 01 (one) counter; 01 (one) stool; 02 (two) shelves; 01 (one) spotlight for each 3m²; 01 (one) plug; Black panel at the back of the booth; Black side columns.</td>
</tr>
<tr>
<td>*Quantity of furniture will be doubled from 21sq.m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPLETE PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items included:</td>
</tr>
<tr>
<td>Grey carpet; Modern design hard wall panels; Name sign; 01 (one) table; 03 (three) chairs; 01 (one) counter; 01 (one) stool; 02 (two) shelves; 01 (one) waste basket; Small deposit with door (1x1); Flower pot; 01 (one) panel with image; 01 (one) spotlight for each 3m²; 01 (one) plug; Black side columns.</td>
</tr>
<tr>
<td>*Quantity of furniture will be doubled from 21sq.m</td>
</tr>
</tbody>
</table>

*IMAGES MERELY ILLUSTRATIVE.*

7. OPERATIONAL TIMES FOR BOOTHS
Exhibitors should arrive at least 30 minutes before the event opening hours on each day. The booth should be open and ready to receive attendees from the first moment the exhibition opens. **IT IS STRICTLY PROHIBITED TO CLOSE THE STAND BEFORE THE SHOW’S CLOSING TIME.**

8. LABOR WAY
All employees and/or stand builder company personnel will only have access to the exhibition hall holding ID credential. In addition, they must wear uniform or t-shirt, long pants, sneakers or shoes. Therefore, it is forbidden the entrance and permanence of people during the build up and dismantling period without identification, without t-shirt, wearing shorts and sabot, sandals, or flip-flops.
8.1. PERSONAL PROTECTIVE EQUIPMENT - PPE

It is the exhibitor and/or stand builder’s responsibility to supply to their employees and/or hired personnel the personal protective equipment appropriate to build up and dismantling labor environment risks of booths. This equipment must be in perfect conservation, usage, and operation condition, assuring total safety of workers and of other people in the build up place. Build up of aerial elements, either in external area and internal area of booths, must be performed according to the labor safety norms, in addition to obeying the height space object limits of temporary use cession.

8.2. COMPLIANCE WITH NR-35

This regulation sets the basic standards and protective measures for off the groundwork, including planning, organization and execution in order to assure the safety and health of the workers directly or indirectly involved in this activity.

Off the groundwork definition is all activity executed above 2m high measured from the floor and when there is a fall risk. This regulation is complemented by official rules set by regulatory bodies and in the absence or omission of these regulations, by international rules when applicable.

The assembly company is obliged to inform the names of the employees who will perform work at height, providing a soft copy of their training certificates in the online system run by J.A Promoções, in the assembly company section.

8.3. ADEQUACY OF EQUIPMENTS

The activities regarding booths build up and dismantling must be assisted by suitable equipments to those operations, such as ladders with straps, vacuum cleaners, pallets, forklifts, freight carts. Please, consult g-Guide to know the recommended safety practices for UBM shows.

8.4. NON-COMPLIANCE OF WORK SAFETY RULES

The non-with the use of PPE and/or the practice of activities that jeopardize the worker’s safety will be subject to a fine, badge retention and, in the last case, removal of the exhibition hall and cancelation of registration.

- First offense – verbal notification.
- Second offense – written notification.
- Third offense – verbal notification and R$50 (fifty Reais) fine and stoppage of the build up until due payment.
- Fourth offense – verbal notification and R$150,00 (one hundred and fifty Reais) fine and stoppage of the build up until due payment and withdrawal of the offender.

THE NOTIFICATIONS ARE INDIVIDUAL AND CUMULATIVE.

9. SUSPENSION OF BOOTH BUILD UP

In order to assure safety to all event public (visitors, exhibitors, service providers), the Organizer reserves the right to suspend the build up of any booth not complying with norms in this Manual or offering risk of fall proven by organizers. Such decision will be taken after Organizer’s technical team assessment or public hierarchy, such as CONTRU, Fire Brigade or CETESB.

10. INSURANCE – EXHIBITOR AND STAND BUILDER

It is mandatory, as stated on Clause 5.3, to the exhibitors to hire specific insurance of Several Risks - RD and Civil Liability - RC, which offer enough coverage for risks comprised during the build up and dismantling of booths and the event execution period.
The coverage will be hired with amounts of enough safety importance to cover losses from third party, personnel and material damages, or to exhibition hall and from breakdown and qualified theft of respective material exposed.

The absence of the insurance policy, or the ineffectiveness of it to cover the risks above, will imply in full liability of exhibitor and stand builder for all losses that might happen, ensuring them to indemnify the recompose all damages at the Organizer, exhibition hall and third parties.

UBM suggests hiring the insurance with Grupo Assurê through the phone +55 21 3974-3131. Notice that the exhibitor is free to hire the insurance with the company of your preference.

11. SOUND AND COPYRIGHT STANDARDIZATION

SOUND – LIMIT: 70 DECIBELS

The use of audio sources is allowed to play background music. For any other use, such as promotional messages, videoke, karaoke, live music, price draw, parades, etc. must be requested with Organizer. IT IS STRICTLY FORBIDDEN THE USE OF MICROPHONE FOR ANNOUNCEMENTS.

The level of sound cannot exceed 70 db (A), measured from the edges of the stand where the sound comes from. During the EVENT, there are devices to measure decibel levels. All exhibitors exceeding the permitted volume levels will receive, at the first time, a verbal warning from the Organizer to lower the volume. The second warning will result in a letter, signed by the Organizer to the person in charge of the booth. At the third warning, energy will be switched off on the booth, without prior warning, as well as a fine being imposed in the amount of R$ 5,000 (five thousand reals). Power will only be returned when the equipment responsible for the noise is taken off the booth. The construction of rooms with acoustic isolation is recommended on booths that use sound. The use of horns, whistles, bells or any other item that may disturb other exhibitors is not permitted.

The organizer’s reserves the right to prevent any activities that cause disturbances, agglomeration, or complaints from adjacent booths or when any prior agreement is breached.

11.1. PRESENTATIONS

The exhibitors using artistic presentation must perform it inside their booths and comply with the sound norms, established in the previous item, and must communicate to the Organizer about the presentations, until the date set send the booth build up project, under penalty of build up prohibition by Organizer’s Technical Department.

ATTENTION: Live music and ambient sound can only be played AFTER 7 PM in a way that does not disturb neighbouring booths, with prior formal organizer’s approval.

11.2. COPYRIGHTS

The exhibitors promoting presentations and/or using background sound must prove the duly copyright tax collection to ECAD - Central Office of Collection and Distribution, situated in São Paulo - SP, at Av. Paulista, 171 - 3rd floor – Phone: +55 11 3287-6722.

12. UNDERAGE PRESENCE AT THE BOOTHS

The exhibitors hiring underage people to work in their booths must show specific license issued by Juvenile Court Judge. For further information, please contact:
Childhood and Youth Registry of Capital
Av. Engenheiro Caetano Álvares, 594 – Casa Verde
Phone: (11) 3951.2525 / Fax: (11) 3961.5565
13. CATALOG/PORTAL DATA

HOSPITALAR will publish an exhibitor’s catalog, which will be distributed to the Fair visitors, including:

- Event presentation;
- Set of useful information to visitors;
- Exhibitor relation, in alphabetical order, full address and Fair location;

13.1. PARTICIPATION IN THE CATALOG

The participation of the exhibitors in the HOSPITALAR’s catalog is free, obeying the following pattern of information: company name, full address, brands that market types of products and location of the exhibitor at the Fair. To be included in the catalog, the exhibitor must send electronically, until the deadline, the information above through the Catalog’s login. If the exhibitor does not comply with this formality, the data contained in the participation agreement will be considered valid for publication.

ADVERTISING MESSAGES IN THE CATALOG

The exhibitor can participate with advertising inserts in the Printed Catalog of HOSPITALAR as a way to stand out among other companies. This participation can be done in 3 ways:

1) ADVERTISEMENTS IN THE CATALOG

The company that wants to advertise in the Fair Catalog must observe the technical data of the publication and access the portal www.hospitalar.com - Services to the Exhibitor, by the deadline.

Technical data:
Page size: 15.5 x 23 cm
Printing: Offset
Closing dates:
Permissions:
Archives:

2) PUBLICATION OF THE COMPANY LOGO

The exhibitor may also publish the logo of his company or his main brand together with his identification data.

EXAMPLE:

COPESPUMA INDUSTRIAL LTDA.
Location: 2-78
Av. Dr. Mauro Lindenberg Monteiro, 185 – Shed Block II – Jardim Santa Fé
06278-010 – OSASCO – SP – BRAZIL
Phone: (11) 2184-9844 – Telefax: (11) 3601-6091
Brands: COPESPUMA – DUNLOPILLO
Description: Anti-bedsore mattresses and cushions, hospital mattress covers and latex pillows

3) PUBLISHING ON WEBSITE AND APP

The exhibitor also has the right to insert his data in the online platform, such as the website hospitalar.com and the Hospitalar app.

To enter the data is necessary to access the page through login and password, sent by the marketing department. In case you haven’t received your login details, contact by e-mail: Patricia Ribeiro – pribeiro@ubmbrazil.com.br. For more relevant content, as well as insert of logo, photos,
videos, social networks, location in google maps, an upgrade is necessary. Contact the Marketing
department for more information: Patricia Ribeiro – pribeiro@ubmbrazil.com.br.

14. BADGES

Badges will be supplied by organizer and are for individual use and non-transferable, with organizer having the right to confiscate and cancel for inappropriate use.

<table>
<thead>
<tr>
<th>TYPE OF BADGES</th>
<th>Build up</th>
<th>Event</th>
<th>Dismantling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Security</td>
<td>✓</td>
<td>☐</td>
<td>✓</td>
</tr>
<tr>
<td>Build up</td>
<td>✓</td>
<td>☐</td>
<td>✓</td>
</tr>
<tr>
<td>Maintenance</td>
<td>✓</td>
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<tr>
<td>Services</td>
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<td>✓</td>
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<tr>
<td>Visitors</td>
<td>☐</td>
<td>✓</td>
<td>☐</td>
</tr>
<tr>
<td>Press</td>
<td>☐</td>
<td>✓</td>
<td>☐</td>
</tr>
</tbody>
</table>

BADGES MUST BE REQUESTED THROUGH ONLINE EXHIBITOR MANUAL

14.1. EXHIBITOR BADGES

TARGET AUDIENCE: Employees of the exhibitor company who take part in the event, who have access to the exhibition area during build up, show days and dismantling. All exhibitors can order for free, one exhibitor badge per each 3 SQM booked stand space.

HOW TO OBTAIN: Through the exhibitor’s area

IMPORTANT: Access to the exhibition halls will only be granted if there is no outstanding balance from exhibitor and their stand builders. Anticipate your request to avoid delays and lines in the exhibition hall.

14.2. SUPPORT SERVICE BADGES

TARGET AUDIENCE: Personnel contracted by the exhibitor for support services, such as reception and Buffet (waiters and drinks servers), photographers, booth maintenance among others, with access restricted to the exhibition area only.

HOW TO OBTAIN: Through the exhibitor’s area. After registering, the service provider will receive a login username and password to request the badges.

THESE BADGES ARE NOT FOR PRIVATE SECURITY PERSONNEL.

IMPORTANT: Badges cannot be collected until all fees due from the exhibitor and stand builder have been paid.

14.3. BADGES FOR PRIVATE SECURITY PERSONNEL

TARGET AUDIENCE: Private security contracted by exhibitors.

HOW TO OBTAIN: Through the exhibitor’s area. After registering, the service provider will receive a login username and password to request the badges.

ATTENTION: SECURITY COMPANIES CAN ONLY BE REGISTERED UP TO 02/23/2018. AFTER THIS DATE, IT IS ONLY POSSIBLE TO HIRE OFFICIAL SERVICES OFFERED BY THE ORGANIZER.
14.4. VIP BADGES

TARGET AUDIENCE: Customers, suppliers and preferred partner of the exhibitors will have access to different time to the event from 10am to one to one meetings. The Vip Badge guarantees no queues for their most important visitors. Each company has 50 VIP invitations.

The VIP guests, accredited online, withdraw their access badge at the event in the VIP claim area.

HOW TO OBTAIN: on the Exhibitor online area - after filling and sending out the online invitations, the guest will receive an e-mail with a code and link for registration.

14.5. VISITOR BADGES

TARGET PUBLIC: Exhibitors guests who received invitation online and who have completed their register in Internet before the event.

HOW TO INVITE: To facilitate invitation of clients and partners, you will find, in the exhibitor manual, the area relative to electronic invitations. Access and forward your invitations, so they will receive the invitation by email containing the link for accreditation for Hospitalar Fair.

14.6. BUILD UP BADGES

TARGET AUDIENCE: Workers contracted by the exhibitor to build up and dismantle the booth.

HOW TO OBTAIN: Through the exhibitor’s area. After filling it, the service provider will receive a login name and password to request the badges.

THESE BADGES ARE NOT FOR PRIVATE SECURITY PERSONNEL.

IMPORTANT: Badges cannot be collected until all fees due from the exhibitor and stand builder have been paid.

14.7. MAINTENANCE BADGE

TARGET AUDIENCE: Employees contracted by the exhibitor for build up services performing small maintenance services during the show days.

HOW TO OBTAIN: at CAEX - Exhibitor Service center

LIMIT OF 2 (TWO) BADGES PER BOOTH.

IMPORTANT: 02 (two) build up badges must be kept to replace by the maintenance badges.

15. DOCUMENTS REQUIRED BY DRT/SP – EXHIBITOR AND STAND BUILDER

Ministry of Labor Regional Office/São Paulo (DRT/SP) – on the recent supervision performed in the exhibition hall - has requested from stand builders, service providers, exhibitors, the following documents:

15.1. EMPLOYEES WITH WORKING CONTRACT FOR AN INDEFINITE PERIOD

(Articles 3rd, 4th and 443 of Labor Laws Consolidation). This type of category does not raise questions in face this usage rule, with the typical contract of employment relation.

15.2. EMPLOYEES WITH WORKING CONTRACT FOR AN DEFINITE PERIOD

(Articles 443, Paragraph 1st and 2nd, 445, 451 and 453 of Labor Laws Consolidation). The contract for definite period will only have validation in the following hypothesis:

- Services whose nature or transience justify the pre-determined period;
- Entrepreneurial activities if transitory character;
- Experience contract.

The following documents must be kept at the service providing place for exhibitor company employees (Contract for definite period or indefinite periods):

- Type badge identification card, with name, position, admission date and PIS/PASEP number;
- Sheet, paperwork and journey registry.
15.3. EMPLOYEES WITH WORKING CONTRACT FOR AN INDEFINITE PERIOD
(ARTICLES 3RD, 4TH AND 443 OF LABOR LAWS CONSOLIDATION). The contracting company and the service provider company has distinct social objects, i.e., the borrower cannot outsource your purpose activity. They are basic characteristics of distinction: worker specialization, service direction by workforce supplier, economic reputation of service provider and absence of fraud. The following documents that must be kept at the place for the service provider employees to third parties:

- Service provision agreement;
- Second copy of the employee registry sheet or type badge identification card, with name, position, admission date and PIS/PASEP number;
- Sheet, paperwork and journey registry;
- Vigilant registry (if vigilant).

15.4. TEMPORARY WORKER
(LAW NO. 6019, OF JANUARY 03, 1974, DECREE NO. 73.841, OF MARCH 13, 1974, AND NORMATIVE INSTRUCTION NO. 03, OF SEPTEMBER 01, 1997). Temporary worker can only be used in two situations:

- Temporary replacement of regular and permanent personnel;
- Service extraordinary addition.

The employee must act either in activity-way and activity-end of service borrower. The temporary work company has its operation conditioned to Ministry of Labor and Employment. The following documents must be kept in the place for temporary employees:

- Contract performed with temporary work company;
- Workers’ relation that provides services under this condition;
- Sheet, paperwork and journey registry.

NOTE: As majority of sales area of companies is comprised by commercial representatives, these must have with them documents related to their profession.

16. INFRASTRUCTURE
Reception, Exhibitor’s Service and Accreditation. These services will be working in compatible hours during the event build up, show days and dismantling period.

16.1. TELEPHONES
Telephone service will working full time during the event, operated by VIVO in compatible hours with build up, show days and dismantling periods. Telefônica VIVO Telecomunicações makes available rental services for direct lines and modem for broadband internet. Renting period will be counted from the telephone line installation day. For more information about Telefônica renting services, contact:

Célia Almeida
E-mail: celia.almeida@sercom.com.br
Telephones: +55 11 2089-8531 / +55 11 9.3801-8320

16.2. FIRST AID
First Aid Medical Assistance Service will be operating in compatible dates and times with the periods of build up, show days, and dismantling.

16.3. PARKING
HOSPITALAR 2017 are not liable and/or have autonomy on the Expo Center Norte parking lot. The events will be carried out in the Blue, Red, White, White II and Green Exhibition Halls of Expo Center Norte, whose admission has the own norms for parking of exhibitors and visitors.
16.4. CLEANING
This service will be under operation full time during build up, show days and dismantling periods. **TOILETS FOR EXHIBITORS AND GENERAL PUBLIC:** during the build up and dismantling period, it will be under operation 01 men toilet and 01 women toilet per exhibition hall. During the show days, it will be under operation all men toilets and women toilets for visitors in all exhibition halls.

16.5. SAFETY
During the show dates, the organizer, though specialized company, will keep the safety on permanent duty in the exhibition halls. This service has the purpose of preserving the common are order.

**EVERY EXHIBITOR COMPANY IS RESPONSIBLE BY ITS BOOTH SAFETY, INCLUDING GOODS AND BELONGINGS LEFT IN THEM DURING THE SHOW PERIOD.**

The exhibitor opting by hiring third party safety (non-official), is responsible for any damage the security guard can cause in others material or to exhibition hall installations, being aware he/she cannot have firearm inside São Paulo Expo exhibition hall.

We recommend the elaboration and agreed between exhibitor and specialized company/agent that will be responsible for the booth, document listing all the equipment/items of the booth and which will be the agent’s responsibility. This document must be signed by both at the beginning and end of work shift.

**HIRING SECURITY GUARD – SHOW’S OFFICIAL COMPANY:** the security service for booth area during the show can be requested through the Online Exhibitor Area.

**HIRING PRIVATE SECURITY GUARD - SPECIALIZED COMPANY OR OWN FUNCTIONAL BOARD:** in case the exhibitor wants to hire security service not from the show’s official company, it must, according to Law 8.863/94 and 9.017/95 and Directive 992/95 of Federal Police Office, require the following documents:

- Authorization for operation.
- Safety Certification (valid for one year).
- Authorization review for operation (valid for one year).
- Service provision agreement. Second copy of the employee registry sheet or type badge identification card (I.N. no. 3, of 9/1/ 97).
- Vigilant Registry on the M.T.B.E. and/or time card.

**Note 1** – The exhibitor will be subject to penalties stipulated in the above-mentioned law if it is breached.

**Note 2** – Companies that use their own security teams should possess an authority issued by DELESP, and will be subject to penalties set out in law.

**Note 3** – It will be necessary to present all of the above-mentioned documentation to issue Private Security Badges.

16.6. RESPONSIBILITY REGARDING NOTEBOOKS AND OTHER PERSONAL ITEMS
UBM Brazil Feiras has security guards aimed to common exhibition hall areas; however, we recommend keeping all belongings always in protected places, in order to avoid theft during build up, show days, and dismantling.

In case of witnessing a suspecting situation, report it immediately to the exhibition hall security agents.
The Organizer does not accept liability for the belongings left by exhibitors and visitors in the exhibition halls, booths, toilets, snack bars, parking lots, other common areas of access and stay, with everyone responsible to keep their belongings safe.

16.7. RECEPTIONISTS
Receptionist services in your booth, as well as bilingual translators, can be hired via Online Exhibitor Area.

17. DATA COLLECTOR
Data Collection Renting Services will be provided by Tech House. Use form 16 from the Online Exhibitor Manual or request the equipment directly from supplier, by calling +55 11 4153-5015 or e-mail dayane@euvou.net.br (Dayane) giving your full exhibitor company name, the name of the person making the request with contact telephone number and e-mail for the response. It is interesting to have a data collector to maintain qualitative and quantitative control of the people that have visited your stand. This will make your post-exhibition work personalized.

18. SANITARY INSPECTION
Exhibitors wishing to handle food on their stand should do so in accordance with health and hygiene requirements.

For further clarification, please contact COVISA – Coordenação de Vigilância em Saúde through phone +55 11 3350-6619 or by visiting the website: www.prefeitura.sp.gov.br/covisa

19. SOFTWARE AT THE EVENT
The Brazilian Software Association (Associação Brasileira de Softwares) usually attends the event, inspecting the stands. Consequently, on renting equipment, it is recommended that companies should possess licenses for all programs installed.

20. TRAVEL AGENCY
Via HG Turismo along with UBM Brazil prepares for exhibitors and visitors, exclusive packages with especial prices.

Only with Via HG Turismo all participants of the event can have access to special rates. Get in touch and check the packages. We also offer options of City Tour with suggestions programming daily and nightly.

- Flights with promotional prices;
- Lodging with exclusive rates;
- Transfer hotel/fair/hotel during the event (Exclusive for our clients);
- Airport transfer with reception;
- Personalized bilingual assistance;
- Support from Via HG Turismo team during all the event period, at the hotel and at the fair.

Telephone: + 55 11 4229-9593
Fax: + 55 11 4226 5203
E-mail: hospitalar@viahg.com.br
Website: www.viahg.com.br
Buy online: http://viahg.com.br/feira/Feira-Hospitalar

21. EXHIBITING IMPORTED PRODUCTS
Due to being an event of international nature, and registered with the Ministry Of Development, Trade & Industry, exhibitors will be able to send their products for demonstration during the event without being liable for tax. The Organizer will be able to suggest a company that, as well as offering complete coordination on shipments, from their point of origin to their delivery to the Exhibitor’s booth,
also uses its Customs Warehouses as the venue for the pre-admission of cargo. The Exhibitor should ask the company responsible or their Official Agents accredited abroad, for their Shipping Instructions Letter and its respective Price Table. It should be highlighted that the Organizer does not assume any responsibility for the operations and services provided by the suggested company.

**PLEASE NOTE:** The Organizer reminds you that any company in Brazil, in order to receive imported material, under temporary or definitive import, will need to have all of the necessary documentation as an importer submitted to the relevant Government bodies.

**COURIER SERVICES, HAND BAGGAGE AND ACCOMPANIED BAGGAGE:** Courier Consignments are not recommended. In accordance with Brazilian legislation, Courier services are only used for the dispatch of documents. It is recommended that products should not be brought in Hand Baggage or Accompanied Baggage, because Brazilian legislation states that these should only be used for the transportation of personal belongings, but not for products for commercial use. Brazilian legislation referring to Hold Baggage is quite strict and rigid, because only personal belongings and products purchased outside the country to a maximum value of US$500 (five hundred dollars) are exempt from import taxes. These products should be for personal use only and cannot be sold.

**22. FREIGHT**

Companies requiring freight handling, import, customs clearance or international cargo agent services can do so through the official event freight company.

**22.1. TTI Log/Embragen**

In the event of contracting the services of **TTI LOG/ Embragen**, appointed as the **Official Freight and Logistics Operator** of the event, it is advised that no merchandise should be dispatched to Brazil without first receiving the relevant instructions from the company. For further information and instructions on freight, please contact:

Sérgio Corredato
sergio@ttilog.com.br
+55 (11) 3716-3704
+55 (11) 99134-1155

Marcos Krekovski
marcoskrekovski@ttilog.com.br
+55 (11) 3716-3713
+55 (11) 98973-5704

www.ttilog.com.br

**FAILURE TO FOLLOW INSTRUCTIONS WILL EXEMPT TTI LOG / EMBRAGEN AND UBM BRAZIL FEIRAS E EVENTOS LTDA. FROM ANY LIABILITY FOR GOODS SENT TO THE EVENT NOT BEING RELEASED.**

**23. SHIPPING OF GOODS**

Shipping and return of products for exhibition are procedures controlled by State laws. It is the exclusive responsibility of the exhibitor to comply with legal requirements in relation to procedures for removal of goods, equipment, products, utensils, etc. Exhibitors should issue an invoice for removal, in the name of the exhibitor (Sending Company):

**WE RECOMMEND THE USE OF SECURITY GUARD TO AVOID ANY EMBARRASSMENT.**

- On the Invoice header, all fields should be filled (Company name, Address, CNPJ and State Registration) of the Exhibitor (Sending Company).
- The same applies to removals carried out by subsidiaries.
- The goods removal, products etc., even by third parties, should be covered by an Invoice from the exhibitor. On the body of the Invoice, a list of all goods, products, equipment, etc, including their real value as well as the following phrase:

“Estas mercadorias destinam-se à exposição no evento HOSPITALAR, a ser realizada no Expo Center Norte – Rua José Bernardo Pinto, 333. Vila Guilherme – São Paulo – SP, devendo retornar no
prazo máximo de 60 dias.” (Free translations: “These goods are intended to the event exhibition HOSPITALAR, to be carried out at Expo Center Norte – Rua José Bernardo Pinto, 333. Vila Guilherme – São Paulo – SP, and must return at the maximum deadline of 60 days.”)

“Saída com isenção do ICMS, de acordo com o Artigo 33.º, Anexo I do RICMS´2000.” (Free Translation: “Exit with exemption if ICMS, according to Article 33, Annex I of RICMS 2000.”)

In the case of industrial establishments, the phrase below should be included:

“Saída com suspensão do IPI, de acordo com o Artigo 40.º - Inciso II do RIPI/98.” (Free Translation: “Exit with IPI suspension, according to Article 40 - Section II of RIPI/98.”)

23.1. RETURN OF GOODS

For goods return, issue an Entry Invoice, using own name, mentioning the number and date of the Invoice that accompanied the shipment, using the following phrase:

“Retorno de Exposição – HOSPITALAR, a ser realizada no Expo Center Norte – Rua José Bernardo Pinto, 333. Vila Guilherme – São Paulo – SP, proveniente da Nota Fiscal de remessa N.º...... (date).” (Free Translation: “Return from Exhibition – HOSPITALAR, to be carried out at Expo Center Norte – Rua José Bernardo Pinto, 333. Vila Guilherme – São Paulo – SP, coming from Bill of Sale of relivery No...... (date).”)

“Retorno com isenção do ICMS, de acordo com o Artigo 33.º, Anexo I do RICMS´2000.” (Free Translation: “Return with exemption if ICMS, according to Article 33, Annex I of RICMS 2000.”)

In the case of industrial establishments, the phrase below should be included:

“Retorno com suspensão do IPI, de acordo com o Artigo 40.º - Inciso II do RIPI/98.” (Free Translation: “Return with IPI suspension, according to Article 40 - Section II of RIPI/98.”)

Circulation of goods inside and outside of exhibition hall, as well as access and exits of these goods to the exhibition place (booths, demonstration area, etc.), are not target of Organizer supervision. The documents above are required by federal, national and/or municipal competent supervision bodies; and mandatory to any types of goods transportation.

We recommend hiring a private security for entry/exit of goods to avoid problems and disappointments.

24. FINES

IMPORTANT: any event with a large number of exhibitors and attendees needs to be organized and disciplined in order to guarantee it is safe and runs smoothly.

Breach of these regulations and problems caused by this will be penalized with fines.

Among the items set in this regulations, without any of these being excluded, see below some cases that will incur fine:

- Exceeding the build-up timings: Deadline is March 11, 2018 until 8 pm; and deadline for booth decoration is March 12, 2018 until 6 pm;
- Construction of stands that require painting sanding, sawing, welding etc. that harm exhibitors who have already have their stands and equipment set up and in working order, after the established deadline;
- Breach of build-up regulations;
- Advertise of companies, products and services provided by companies that are not exhibiting. This includes magazines, newspapers, leaflets or periodicals;
- Breaking down the stand outside the established times;
- Breach of breakdown regulations and the removal of exhibitors’ materials and belongings;
- Damage caused to the venue.
- Breach of any norm established in this Manual

25. RELATED COMPANIES

RELATED COMPANY DEFINITION: a related company is an organization that shares the exhibition space with the exhibitor company, respecting the agreement conditions.
NUMBER OF RELATED COMPANIES: the number of related companies allowed in each stand depends on the dimension of it, with the right of 1 (one) related company per 9 SQM exhibition space.

BENEFITS AVAILABLE FOR EACH RELATED COMPANY IN SQM
- Link as exhibitor in the event’s site.
- Profile in the event’s catalogue. Companies must send the information up to the deadline. After that, they’ll only appear on the online catalog.
- Profile in the event’s application.

The main companies, responsible for the contract with UBM, must send the related companies data up to the deadline. The related company that does not meet the number of related companies allowed, 1 company per 9SQM should not have the right to the benefits mentioned above.

26. MERCHANDISING
In this regulation, all publicity activity outside the confines of the stand will be defined as merchandising. The airspace above the stand height limits (in the internal venue areas) and areas of common use (aisles, upper floor balcony, walls, pillars, metallic support structures, venue entrances and exits and restrooms) are areas for visual communication and/or merchandising for the Organizer. Exhibitors can request the use of these locations in writing to the Organizer (verbal authorization is not valid), who at their own discretion will be able to authorize this or not. Merchandising spaces will be hired exclusively to exhibitors participating in the event.

Merchandising areas are not rented to companies that are not participating in the event where they may be competitors in the basic sectors covered by the event.

No materials will be put in place without a merchandising contract being signed and paid.

THE FOLLOWING ARE PROHIBITED:
- Installation of inflatables outside the confines of the stand;
- Circulation by persons dressed in character outfits or any type or kind in the aisles of the event or common areas (inflatables, fancy dress etc.) that represent the products of the exhibitor-brand, character or theme referring to the stand.
- Folder distribution outside the stand area; doing so will result in these being confiscated by the security personnel of the Organizer;
- Publicity activity by distributing any communications tool: periodicals, magazines, newspapers etc., without the prior written authorization of Organizer;
- Use of balloons or blimps with any type of gas;
- Use of explosives, liquefied, toxic or combustible gases, including GLP and flammable liquids, as well as the use of any kind of internal combustion engine;
- Demonstrations that cause any kind of smoke effect or any other effect that could cause panic situations;
- Use of adhesives or similar on the event identification badges, whether on the front or the back, or on any kind of material/item distributed by the Organizer.
- It is forbidden the use of any type of equipment, such as microphones, communication radios or any audio/video equipment, for promotion, commercialization or product or service advertising, without prior formal approval of Organizer.

IMPORTANT: exhibitors who wish to stage prize draws, give out vouchers or hold competitions at the event must obtain the express authorization of the Organizer’s. Further information on how to request authorization is on the website of the Caixa Econômica Federal [Brazilian Federal Bank]: http://www.caixa.gov.br/empresa/promocoes-sorteios/Paginas/default.aspx
26.1. DISTRIBUTION OF PROMOTIONAL MATERIAL
The distribution of gifts, samples, leaflets and catalogs will be permitted only within stands, and the organizer reserves the right to block such distribution at any time it may cause disturbances, bottlenecks or disturbances. For all planned forms of promotional distribution outside stand areas, the exhibitor should check with the commercial department of the event to find out about options for merchandising and sponsorship.

26.2. ADVERTISING MATERIALS
Any person who brings in material advertising non-exhibitor companies, such as folders, cards, leaflets, magazines, gifts, will not be permitted to enter, or remain, at the exhibition.

The distribution of any kind of promotional material by non-exhibitor companies will not be permitted, even in the areas around the stands.

27. PRESS OFFICE
The press office will create a communication strategy that will further amplify the exposure of the companies participating in the specialized media. To help us with this, we ask that each speaker identifies the press office of the company or individual to provide us with information, images and data on products and services that will be presented at the event.

Here are some questions that can help you format the information for your action plan:
- Industry’s launches: information provided with photos of products and services to be disclosed in different channels – used by the visitors to know where to visit onsite.
- Products and services: although there’s no launching or news, the information is disclosed to the visitors.
- Profile of the company’s activity (line of products and services)
- Your expectation of what you want to achieve with the participants of the event

PRESS ROOM: All the exhibitors are entitled to make available Press Kits in the Press Room during the event. The Press Room has the infrastructure to hold interviews and press conferences. The exhibitors may use this area, which will be administrated by GPES HEALTH BRANDING AND BUSINESS. The press releases shall be sent to the e-mail gprado@ubmbrazil.com.br as of now, so we increase your company’s merchandising.

REGISTRATION: The journalists accreditation will be available at Hospitalar’s website.

IMPORTANT OBSERVATION: Share this information with the responsible person for relationship with press in your company.
### 28. USEFUL TELEPHONES

#### 28.1. OFFICIAL SUPPLIERS

We would like to issue a list of useful contact numbers for companies accredited by the Organizers as official service providers for Hospitalar:

<table>
<thead>
<tr>
<th><strong>EVENT ORGANIZER</strong></th>
<th><strong>STAND BUILDER &amp; SERVICE PROVIDER SERVICES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>UBM BRAZIL FEIRAS E EVENTOS</td>
<td>J.A PROMOÇÕES</td>
</tr>
<tr>
<td>Phone: +55 11 4878-5971/5972</td>
<td>Phone: +55 11 3865-1197</td>
</tr>
<tr>
<td><a href="http://www.ubmbrazil.com.br">www.ubmbrazil.com.br</a></td>
<td>Email: <a href="mailto:projeto.ubm@japromocoes.com.br">projeto.ubm@japromocoes.com.br</a></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>EXHIBITION HALL</strong></th>
<th><strong>TRAVEL AGENCY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPO CENTER NORTE</td>
<td>VIA HG</td>
</tr>
<tr>
<td>Rua José Bernardo Pinto, 333, Vila Guilherme - São Paulo</td>
<td>Phone: + 55 11 4229 -9593</td>
</tr>
<tr>
<td>Phones: +55 11 2224-5959 / 2089-8500</td>
<td>E-mail: <a href="mailto:corporativo@viahg.com.br">corporativo@viahg.com.br</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>COMPRESSED AIR</strong></th>
<th><strong>ELECTRICAL AND HYDRAULICS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR-RENT</td>
<td>ENGEVE</td>
</tr>
<tr>
<td>Phone: +55 11 9139-6249 / +55 11 3488-3700</td>
<td>Erica Frare</td>
</tr>
<tr>
<td><a href="http://www.airrent.com.br">www.airrent.com.br</a></td>
<td>E-mail: <a href="mailto:comercial@engeve.com.br">comercial@engeve.com.br</a></td>
</tr>
<tr>
<td>Phone: +55 11 3644-9297</td>
<td>Phone: +55 11 4538-3464</td>
</tr>
<tr>
<td><a href="http://www.engeve.com.br">www.engeve.com.br</a></td>
<td><a href="http://www.engeve.com.br">www.engeve.com.br</a></td>
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<thead>
<tr>
<th><strong>VISUAL COMMUNICATION</strong></th>
<th><strong>DATA COLLECTOR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>APOLLO</td>
<td>TECH HOUSE</td>
</tr>
<tr>
<td>Contact: Ricardo Lourenço</td>
<td>E-mail: <a href="mailto:Dayane@euvou.net">Dayane@euvou.net</a></td>
</tr>
<tr>
<td>E-mail: <a href="mailto:comercial@apollo-eventos.com">comercial@apollo-eventos.com</a></td>
<td>Phone: +55 11 4153-5015</td>
</tr>
<tr>
<td>Phone: +55 11 3644-9297</td>
<td><a href="http://www.euvou.net">www.euvou.net</a></td>
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</tbody>
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<thead>
<tr>
<th><strong>PARKING LOT</strong></th>
<th><strong>EQUIPMENT RENTING TRANSPORT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTER NORTE</td>
<td>MASTERLIFT TRANSPORTES E LOCAÇÕES DE EQUIPAMENTOS</td>
</tr>
<tr>
<td>Rua José Bernardo Pinto, 333, Vila Guilherme - São Paulo</td>
<td>Contact: <a href="mailto:masterlift@masterlift.com.br">masterlift@masterlift.com.br</a></td>
</tr>
<tr>
<td>Contact: <a href="mailto:andreia.silva@expocenternorte.com.br">andreia.silva@expocenternorte.com.br</a></td>
<td>Phone: +55 11 5102-2210</td>
</tr>
<tr>
<td>Phone: +55 11 2089-0281</td>
<td><a href="http://www.masterlift.com.br">www.masterlift.com.br</a></td>
</tr>
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<thead>
<tr>
<th><strong>IMPORTING AND EXPORTING TRANSPORT</strong></th>
<th><strong>EQUIPMENT RENTING TRANSPORT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>TTI LOG / EMBRAGEN</td>
<td>TRANSPORTE CAMARGO TRANS</td>
</tr>
<tr>
<td>Contato: Sérgio Corredato</td>
<td>Contact: Fabiana</td>
</tr>
<tr>
<td>Email: <a href="mailto:sergio@ttilog.com.br">sergio@ttilog.com.br</a></td>
<td>Email: <a href="mailto:fabiana@camargotransportes.com.br">fabiana@camargotransportes.com.br</a></td>
</tr>
<tr>
<td>Phone: +55 11 3716 3704</td>
<td>Phone: +55 11 2401-5332</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>TELEPHONE AND INTERNET</strong></th>
<th><strong>PRESS RELATIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VIVO</td>
<td>GPES HEALTH BRANDING AND BUSINESS</td>
</tr>
<tr>
<td>Célia Almeida</td>
<td>Contact: Thais Martins</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:ctalmeida@sercom.com.br">ctalmeida@sercom.com.br</a></td>
<td>E-mail: <a href="mailto:assessoria.hospitalar@gpes.com.br">assessoria.hospitalar@gpes.com.br</a></td>
</tr>
<tr>
<td>Phones: +55 11 2089-8531 / +55 11 9.3801-8320</td>
<td>Phone: +55 11 3046-9995</td>
</tr>
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<table>
<thead>
<tr>
<th><strong>OFFICIAL INTERNATIONAL ASSEMBLER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>NOE BRASIL</td>
</tr>
<tr>
<td>Phone: +55 11 3862-2856</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:comercial@noebrasil.com.br">comercial@noebrasil.com.br</a></td>
</tr>
<tr>
<td><a href="http://www.noebrazil.com">www.noebrazil.com</a></td>
</tr>
</tbody>
</table>
29. ASSOCIATIONS AND PUBLIC ORGANIZATIONS

The Organizer provides to each exhibitor its respective rented area for the fair full time and will legalize the event with the responsible public body.

<table>
<thead>
<tr>
<th>ABNT – Associação Brasileira de Normas Técnicas</th>
<th>DELEGACIA DA RECEITA FEDERAL DE FISCALIZAÇÃO EM SÃO PAULO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rua Minas Gerais, 190, Higienópolis – 01244-010</td>
<td>Av. Pacaembu, 715 – 5º andar, sala 512 – 01234-001</td>
</tr>
<tr>
<td>São Paulo – SP</td>
<td>São Paulo – SP</td>
</tr>
<tr>
<td>Fone: +55 11 3017-3600</td>
<td>Fone: +55 11 3666-8067</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DELESP – DELEGACIA DE CONTROLE DE SEGURANÇA PRIVADA</th>
<th>DEPARTAMENTO DE POLICIA FEDERAL - SUPERINTENDÊNCIA REGIONAL DE SÃO PAULO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rua Hugo D’Antola, 95, 6º andar, Lapa de Baixo – 05038-090, São Paulo – SP</td>
<td>Rua Hugo D’Antola, 95, Lapa de Baixo – 05038-090</td>
</tr>
<tr>
<td>São Paulo – SP</td>
<td>São Paulo – SP</td>
</tr>
<tr>
<td>Fones: +55 11 3616-5457 / +55 11 3616-5609</td>
<td>Fones: +55 11 3616-5000/5206</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECAD – ESCRITÓRIO CENTRAL DE ARRECADAÇÃO E DISTRIBUIÇÃO</th>
<th>JUIZADO DE MENORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fones: +55 11 3287-6722</td>
<td>São Paulo – SP - Tel.: +11 3951-2525/2927</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MINISTÉRIO DO TRABALHO E EMPREGO – Delegacia Regional do Trabalho – São Paulo</th>
<th>POSTO FISCAL (Dúvidas sobre emissão de Notas Fiscais) - SÃO PAULO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rua Martins Fontes, 109, Centro – 01050-000</td>
<td>Al. Barão de Limeira, 1.130 – Campos Elíseos</td>
</tr>
<tr>
<td>São Paulo – SP</td>
<td>São Paulo – SP</td>
</tr>
<tr>
<td>Fones: +55 11 3150-8106/8103/8105</td>
<td>Fone: +55 11 3326-9276</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREFEITURA DE SÃO PAULO – DIVISÃO DE APOIO FISCAL DO MUNICÍPIO</th>
<th>SINDIPROM – SINDICATO DE EMPRESAS DE PROMOÇÃO, ORGANIZAÇÃO E MONTAGEM DE FEIRAS, CONGRESSOS E EVENTOS DO ESTADO DE SÃO PAULO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fone: +55 11 3225-5589</td>
<td>Rua Bela Cintra, 746 – 4º andar, Cj. 42 – Consolação – 01415-000 – São Paulo – SP</td>
</tr>
<tr>
<td></td>
<td>São Paulo – SP</td>
</tr>
<tr>
<td></td>
<td>Fone: +55 11 3120-7099</td>
</tr>
</tbody>
</table>

THIS MANUAL IS AN INTEGRAL PART OF THE CONTRACT. THE NORMS HERE ESTABLISHED SHALL BE STRICTLY RESPECTED. WE EMPHASIZE THAT TO PRESERVE THE GOOD CONDITIONS OF THE EVENT, THE ORGANIZER IS TOTALLY FREE TO INSERT OR CHANGE THE NORMS.