

XII Inter-American Forum on Microenterprise - FOROMIC

30 September – 2 October 2009

Arequipa, Peru

MANUAL FOR EXHIBITORS IN THE EXHIBITION CENTER

The Exhibitor pledges to adhere to the conditions set forth in this document and to accept any subsequent changes made in benefit of the interests of the event or due to unforeseen causes.

DESCRIPTION

The purchase of one (1) stand will allow the Exhibitor admittance of one (1) person to take charge of the stand. This person will be exempt from paying the registration fee. However, please note that the person will have access only to the social activities of the event, and not the plenary, technical, or training sessions. Nor will this person receive FOROMIC material.

Purchase: To purchase a stand, the potential Exhibitor should enter the FOROMIC website (www.foromic.org) and continue to the section "Exhibition Center" to select the stand of preference and continue to the payment section. On the same page the following information is required:

- Name of institution as it should appear on the stand's banner (maximum 21 characters);
- Name of person who will take charge of the stand;
- Identify any additional services required (these should be requested at the moment of purchasing the stand or directly with the company in charge of the logistics – FACESSO – no later than ten (10) days before the event; the Exhibitor will be directly responsible for such costs).

Location: The Exhibition Center is located in the central pavilion of the FOROMIC venue, Cerro Juli Convention Center.

Stand Size: 3x2 meters

Panels: Melamine panels (each is 2.38 meters high, 95 cm wide, and 3mm thick), connected by aluminum rods.

Banner: Each stand will have a banner with the number of the stand and the name of the company (without logo). Therefore this information must be included at the moment of purchasing the stand.

Electricity: 400-watt electrical current will be installed (220v). If the Exhibitor requires higher levels and/or additional outlets, such requests must be made by 1 September 2009; send the request to: exhibicionforomic@faccessso.com, or fax: (511) 358-6411, to obtain an estimated cost of the request.

Internet: All stands will have wireless Internet access (Wi-Fi).

Lighting: General lighting will be provided in the public areas. Stands will each have three spot-lights with 60-watt bulbs; independent of this, each Exhibitor can install additional lighting system as deemed appropriate for the stand's needs, within the limitations of the assigned electricity.

Furniture: Each stand will have a table (round, with chrome metal base), two chairs, and a credenza. If additional equipment/furniture is required, the Exhibitor can bring whatever is deemed necessary (furniture for exhibits or other equipment to help improve the presentation of information).

Decoration: The space inside each exhibit stand must be decorated. However, the exterior must remain free of obstacles.

OBLIGATIONS OF THE EXHIBITOR

- No subletting (total or partial) nor transferring of the stand(s), except with explicit written authorization from FOROMIC.
- Must abstain from exhibiting samples and distributing publicity material unrelated to FOROMIC.
- Must assume the cost of decorating the stand as well as the additional services requested.
- The design and setting of the stand must not surpass 2.40 meters in height.
- Return the stand and elements provided in the same condition in which they were received.
- Occupy only the area corresponding to the stand; must not occupy hallways, entrances, passageways or any type of public access or circulation with publicity, objects, or furniture without previous authorization from FOROMIC. The space in the stand area cannot be designated as a passage corridor for attendees, thus deviating the passageway established by FOROMIC.
- Do not modify any installations, including electricity, plumbing, telephones, and lighting.
- Remove all elements of the stand once the event has concluded (on the night of Friday, 2 October 2009).
- The personnel responsible for the stands must be present during the days of the event, from the initial mounting to the final dismantling.
- The person in charge of the stand must always carry the identification credential issued to enter Cerro Juli, the site of the event, and to have access to the installations (such credentials serve only to tend to the stand and do not allow access to the plenary, technical, or training sessions).
- The sale of objects, articles, food or drinks in the stands is prohibited; money transactions are also prohibited.

DATES AND HOURS OF THE EXHIBITION CENTER

The Exhibition Center will open at the same time as the XII Inter-American Forum on Microenterprise, and will follow the same schedule as the forum from 30 September to 2 October. The EXHIBITOR will adhere to the schedule of opening and closing as indicated in the forum's program.

CANCELLATION POLICY

The decision to cancel must be sent in writing to Facesso at: exhibicionforomic@facesso.com, and the following conditions apply:

- If the purchase of the stand is cancelled by 15 August 2009 and payment has taken place, FOROMIC will reimburse the total amount minus the banking transaction fees incurred;
- If the purchase of the stand is not cancelled until 15 September 2009, there will be no reimbursement (neither partial or total) of the money paid.

RECOMMENDATIONS

- It is recommended that EXHIBITORS contract their own insurance policies, given that the insurance contracted by FOROMIC does not cover damage or loss suffered by people or goods during their stay in the Exhibition Center.
- During the FOROMIC, equipment such as laptops and multimedia projectors must have security features. We suggest that laptops be removed at night.
- The EXHIBITORS cannot nail, paint, mark, apply lacquer, adhesive, or any other covering on the floors, walls, columns, and structures of the stands or the perimeter. Perforations or nails on the stand's walls or partitions are not allowed.
- FOROMIC does not provide courtesy passes for exhibiting companies to invite clients; the Exhibition Center is solely for participants of the XII Inter-American Forum on Microenterprise.

INSTRUCTIONS FOR SENDING PROMOTIONAL MATERIAL

Deadline for sending material: 10 September 2009

Transportation company – FEDEX:

- We recommend the use of FEDEX – door-to-door service.
- We recommend that a FEDEX account be opened to facilitate payment of the taxes that may apply.
- Upon delivery of the merchandise, it will be placed in a special area designated by Facesso (the company in charge of the logistics of the event); on the day of mounting the stands, the material will be transported to your stand.

Taxes: For quick reference, the percentage of taxes that the Exhibitor will have to pay for some promotional material is listed below:

SOUVENIR TAXES			
Product	SPN	Ad/Valorem	General tax /IPM
Key chain	7326.90.90.00	0%	19%
Brochure	4911.10.00.00	9%	19%
CDs with images *	8523.40.22.00	0	19%
Pens	9608.10.10.00	9%	19%
Caps	6506.99.00.00	9%	19%
Razor	8211.93.90.00	9%	19%
Solid-color cotton shirts	6109.10.00.31	17%	19%
Almanacs *	4910.00.00.00	9%	19%

*** Imported publications containing part of a map of PERU require explicit permission from the Ministry of Foreign Relations of Peru.**

See webpage http://www.aduanet.gob.pe/aduanas/informai/tra_ar.htm for more information, or contact Facesso for assistance.

Documents required: FEDEX Customs Office requires the following documentation to complete the required customs procedures:

- Sales receipt. Please label the receipt with the following: “CONSUMER MATERIAL/PROPAGANDA FOR FREE DISTRIBUTION”
- Bills of Lading or Air Waybill
- Transportation Insurance Policy
- Package List. Must be presented in Spanish – original plus two (2) copies. Specify the merchandise by container, with the tariff heading of each product, quantity, net weight and gross weight, FOB amount per article and total FOB amount.
- It is recommended that one of the upper corners of the package be painted **red** for rapid identification.

Sample of label for sending material: Please use the model below to label packages.

EJEMPLO DE ETIQUETA / SAMPLE LABEL

DESTINATARIO / ADDRESSEE

**CERRO JULI - AREQUIPA
c/o Jorge Casaverde**

**FOR THE XII INTER-AMERICAN FORUM ON MICROENTERPRISE
PARA EL XII FORO INTERAMERICANO DE LA MICROEMPRESA
AREQUIPA, PERU**

30 SEPTEMBER – 2 OCTOBER 2009



REMITENTE / SENDER

(Name of institution sending promotional material)
(Name of person sending the promotional material)

STAND N° _____

BOX No. ___ of ___ (indicate the total Lumber of boxes)
AIRWAY BILL No. _____ (indicate the airway bill number)

***SAMPLES FOR FREE DISTRIBUTION WITH NO COMMERCIAL VALUE
MUESTRAS PARA DISTRIBUCION GRATUITA SIN VALOR COMERCIAL***

**BOXES CONTAIN PROMOTIONAL MATERIAL FOR DISTRIBUTION DURING THE EVENT
CAJAS CONTIENEN MATERIAL PARA DISTRIBUCION DURANTE EL EVENTO**

Descripción del contenido:

Content description:

Tipo:

Type:

**(Indicate whether material is
publication, magazine, pamphlet,
souvenir, DVD, CD)**

Cantidad:

Quantity:

Peso bruto: _____ Kgs.

Gross weight: _____ Kgs.

Peso neto: _____ Kgs.

Net weight: _____ Kgs.