

EXHIBITOR'S MANUAL



ICID•CIID

23rd ICID Congress
and 68th IEC Meeting
IRRIGATION & DRAINAGE

OCTOBER 8-14, 2017
MEXICO CITY

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WELCOME TO THE 23RD INTERNATIONAL CONGRESS ON IRRIGATION AND DRAINAGE & 68TH INTERNATIONAL EXECUTIVE COUNCIL MEETING

These guidelines aim at providing the necessary information for a successful exhibit, while serving as a working tool that will help you consider all needs and unexpected events that may unfold the smoothest possible participation.

Because we have set deadlines for some of the activities explained in this document, we advise you to carefully and immediately check them out. Abiding by the norms set forth in this document will save you from incurring in unnecessary expenses.

If you have any question while read these guidelines, please contact us at +52 (55) 71589590.

The Organizing Committee for the exhibitions of the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** welcomes you. We are here to provide all the guidance and support you may require for your participation.



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GENERAL REGULATION

OBJECTIVE

This regulation sets forth the procedures for the proper functioning and unfolding of the exhibition for the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** that will take place on **October 8-11 2017** in rooms Olmeca 1, Olmeca 2 and Olmeca 3 of the International center for conventions and exhibitions World Trade Center, located in Filadelfia street, no number, 1st floor, Nápoles, Del. Benito Juárez, in Mexico City.

This document will describe every aspect of the event and is part of the temporary agreement that the exhibitor will sign with **CREATIVIDAD Y ESPECTÁCULOS S.A. DE C.V.**, the trading company for the exhibition of the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting**. It also aims at setting forth the conditions and the proper use of the facilities in order to well preserve it. The following descriptions will be used to refer to the parties of this agreement:

EXHIBITOR:

The lessee of a BOOTH.

CONAGUA:

National Water Commission.

COMMITTEE:

The organizing Committee for the exhibition for the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting**.

CENTER/VENUE:

International center for conventions and exhibitions World Trade Center (WTC).

TRADING COMPANY:

Creatividad y Espectáculos S.A. de C.V.

BOOTHS:

The space that the exhibitor will lease.

PARTICIPATION TERMS

Please express your desire to participate in the exhibition for the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** to your account executive so that contract and payment processes can be initiated. Please consider that:

The booth's lease includes:

- a) Use of space during installation, exhibition and dismantling on the date specified
- b) Carpeted area
- c) Surveillance of common areas
- d) Cleaning of common areas
- e) Light in common areas
- f) Badges (03)
- g) Double plug socket
- h) Sign with the company's name (the deadline to communicate the name that the BOOTH's sign will have is September 18th 2017)
- i) Equipment as per booth type (Please refer to the renders of your booth on page 11)

If the EXHIBITOR broke the obligations of this Regulation, specially the payment, the TRADING COMPANY or COMMITTEE will terminate the EXHIBITOR's participation in the event.

CANCELLATION

The EXHIBITOR must request the total or partial cancellation of the BOOTH lease -subject of this agreement- in writing. The letter should be address to Creatividad y Espectáculos S.A. de C.V. and CONAGUA, the following provisions will apply:

- Cancellations must be done on August 21st 2017 as the latest.

CESSION OF ALLOCATED SPACE

The EXHIBITOR cannot assign, donate, sell, lease, transfer nor share the BOOTH, nor part of the same without the previous authorization in writing of CONAGUA.

EXCEPTIONS - CHANGES

Both the COMMITTEE and the TRADING COMPANY reserve the right to make changes to the original layout of the exhibition, with the purpose of enhancing the features of the event. If this were the case, the space that the EXHIBITOR has hired and fully paid will not -or almost not- be affected.

Where the EXHIBITOR fails to comply with any agreement set forth by provisions not included in these guidelines and/or normative documents for the **exhibition of the 23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting**, the COMMITTEE will reserve the right to undertake any additional action, including legal action.

CLEANING

Please note that the COMMITTEE will be responsible for the cleaning of the exhibition's general/common areas and that the EXHIBITOR will be responsible for the cleaning of the space allocated to the BOOTH.

The EXHIBITOR must keep the BOOTH perfectly clean during opening hours, place the waste in the waste bins and under no circumstances throw waste in the aisles.

SURVEILLANCE

The COMMITTEE, the CENTER and the TRADING COMPANY will hire surveillance staff that will maintain order and take care of any unforeseen matters. The staff cannot be held responsible for theft, losses and lost items within the booths and the World Trade Center (WTC). At closing hours, only the the WTC's surveillance staff can remain inside the exhibition area.

All EXHIBITOR's items and materials must be put in chained or locked cabinets, showcases or safety boxes, every time the exhibitor leaves the BOOTH unattended. The EXHIBITOR's belongings placed inside, in the limits of the CENTER or in transit are the sole responsibility of the EXHIBITOR and they must observe the exhibition regulations.

We advise you not to leave tablets and laptops inside the BOOTH during closing and opening hours. The EXHIBITOR shall not leave this equipment unattended.

SOUND

The EXHIBITOR's sound equipment must be set at a moderate level. Maximum intensity will be the SPL of 50 dB, two meters from its source. The COMMITTEE will ensure that this provision is observed and will have the unquestionable faculty to request a cut in the power supply of whichever EXHIBITOR who contravenes this provision and without prejudice to the ORGANIZING COMMITTEE, TRADING COMPANY and CENTER.

POWER

The EXHIBITOR can bring and operate his own equipment in order to satisfy the needs of his BOOTH. It is recommended to acknowledge the voltage of the equipment that will be placed in the BOOTH in order to prevent any failure. Do not forget to bring your own converters and adapters, if needed.

Under no circumstances can the EXHIBITOR's staff make modifications to the CENTER's electrical installations. If the EXHIBITOR need to add electrical infrastructure to the one provided by the CENTER, the EXHIBITOR must request it to the staff at the CENTER's Services counter.

MATERIALS

Except for cleaning products, EXHIBITORS are not allowed to introduce any equipment, vehicle or material considered dangerous. Substances classified as toxic by CICOPLAFEST or that require a permit from the Defense Ministry are not allowed inside the CENTER.

Use of LP Gas is forbidden. Use of masonry tools, bricks, mixes, drywall or any type of masonry construction are forbidden.

Works or performances that produce sparks, heat or open flames are forbidden.

ADVERTISING

EXHIBITORS are asked that their advertising materials and activities remain within the space of their allocated BOOTH. Promotion activities outside the booth are only allowed when purchasing a sponsor's package.

It is not allowed to advertisement or promote products and/or services from third parties that are not participating in the exhibit nor from the EXHIBITOR vendors.

EXHIBITORS are not allowed to do product demos that cause annoyance or inconveniences to other participants or to visitors and that undermine the essence of the exhibition of the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** (loud music, outfits that disrupt public order or morality, emission of smoke, gases or toxic substances, unpleasant odours, raffles, attraction of large crowds, gambling, etc.)

POLICIES FOR INSTALLING AND DISMANTLING THE BOOTH

ARRIVAL

EXHIBITORS wishing to only lease the space allocated to a booth because they will install their own BOOTH are allowed to do so but they must notify the TRADING COMPANY by September 18th as the latest. These EXHIBITORS can begin installing their booth from 13:00 on October 6th 2017 to 23:59 on October 7th.

If more time is needed, Exhibitors must give prior notice to the TRADING COMPANY, who in turn will request the Production team to consider the request and to assess whether any adjustments can be made to the installation schedule.

EXHIBITORS whose contract also includes a BOOTH will be allowed into the building with their products and/or advertising materials from 16:00 on October 7th 2017. Registration for all EXHIBITORS will begin that same day at 10:00.

EXHIBITOR's leasing contract includes: furniture, structure and electronic devices. EXHIBITORS that do not require any of these elements are requested to notify the TRADING COMPANY by September 18th 2017 as the latest.

Access for the installation will be granted by the WTC's sidewalk, the single entry is located in Dakota street, no number, Nápoles, Del. Benito Juárez, in Mexico City.

STORAGE

The CENTER will have a warehouse that will be managed by CONAGUA. This will serve as storing room for those EXHIBITORS that will request it in order to keep in all packaging materials or boxes that cannot be left in the BOOTH. The COMMITTEE, the TRADING COMPANY and the CENTER will not be held responsible for these materials. The room will have limited capacity, so it will store as many materials as can fit in.

Safekeeping of load units in the CENTER's facilities will not be allowed.

FORBIDDEN

Installations that pose a danger to the public and the building are prohibited. This provision shall be observed during installation, event duration and dismantling.

It is forbidden to nail, drill, weld, cut, paint, varnish, paint with sprayer, hang, lean on and/or damage the walls, pavements, columns, roofing, false ceiling, cords and any other existing installation. Double-sided adhesive tape should always be used.

The exhibitors shall always be responsible for the expenses resulting from the damage caused by them.

Use of masonry tools, bricks, cement, mixes, gypsum or any type of masonry construction are forbidden.

It is forbidden to paint and glue elements to the panels provided by the ORGANIZING COMMITTEE.

The structure should not be used to support windows or other elements, it can only be used to place posters, frames or swatches. It is forbidden to drill or nail with tools regardless of the size. The exhibitor will pay for any damaged panels.

It is forbidden to hang flying items in the room, with the exception of signs that will be placed as support to the logistics of the event.

It is strictly forbidden to brand and/or hang any advertising material from the BOOTH's wall. It is only allowed to hang vinyl adhesive pieces measuring 0.95 x 2.45 meters that should be removed at the end of the event, without causing any sort of damage. The exhibitors shall always be responsible for the expenses resulting from the damage caused by them. (the COMMITTEE and the TRADING COMPANY will evaluate each case independently).

HEIGHT AND AISLES

EXHIBITORS who have only leased a space without the booth must know that the maximum permitted building height for the BOOTH is 4 meters. If the construction surpasses 3.50 meters, an authorized construction manager (DRO in Mexico) should send a responsibility letter with plans and final renders to the TRADING COMPANY before the installation of the booth.

The EXHIBITORS cannot block the aisles with any type of display materials that references the BOOTH.

CATERING SERVICES, TASTINGS, COCKTAILS AND MENU TASTING

WTC will, at all times, be in charge of preparing and delivering catering services during the event. Such services include: coffee break, cocktails, finger buffets, menu tasting, etc.

The EXHIBITOR should contact the CENTER's Food services department to request such services.

DISMANTLING

EXHIBITORS are required to remove all products and materials and leave the facility exactly as they received it. The dismantling calendar will go from 14:00 to 22:00 -straight hours- on October 11th 2017. After this time, claims against lost or damage of materials not removed by the deadline will not be valid.

The CENTER will assign a place for all the trash but the EXHIBITOR is in charge of throw all its waste.

The exhibitor shall always be responsible for the expenses resulting from the damage to the facility.

EXHIBITORS are not allowed to carry on repairs of any kind.

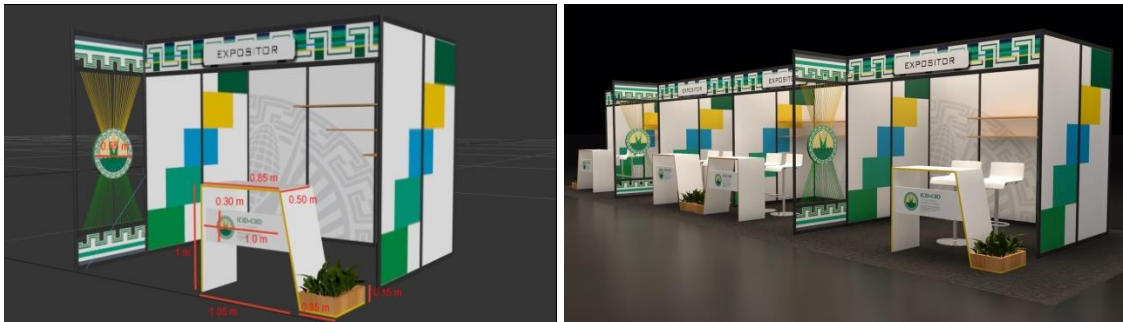
The EXHIBITOR will release the COMMITTEE, the TRADING COMPANY and the CENTER from any responsibility on damage and prejudices to his goods, his person or his staff, caused by any third party or by natural or geological disasters, such as fire, hurricane, earthquake, floods, government requirements, social upheavals or man's doings against his will.

BOOTH DESCRIPTION

There are three categories of Exhibitor to lease a space at the exhibition for the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting**:

Each option is described bellow:

EXHIBITOR A

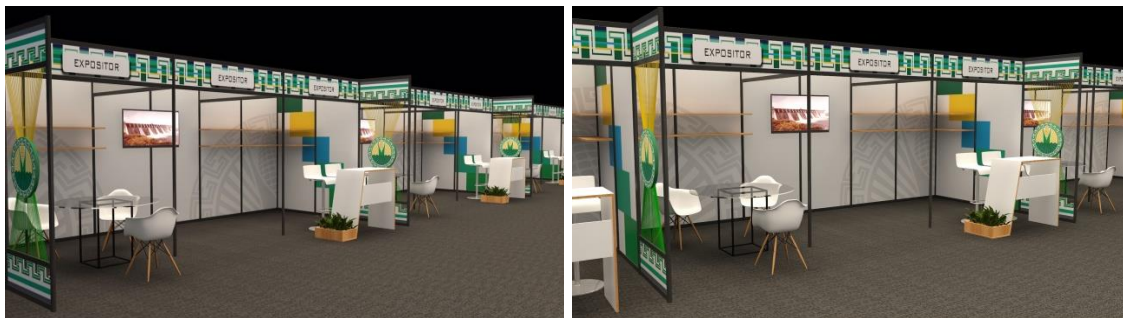


Booth size: 3.00 x 3.00 m

It includes:

- 1 Carpeted area
- 1 Showcase without doors
- 1 Planter for the showcase
- 2 Stools for the showcase
- 1 Waste bin
- 1 Booth's demarcation wall
- 2 L shaped shelves (support a maximum of 5kg each)
- 1 Double plug socket for 110-120v
- 1 Adhesive vinyl sign (exhibitor's name) on the booth's parapet
- 2 Printed vinyl stickers (EXHIBITOR's logo in front of the showcase and event's logo on the lateral appliqué)
- 1 Printed vinyl sticker with the event's image on the booth's wall

EXHIBITOR B

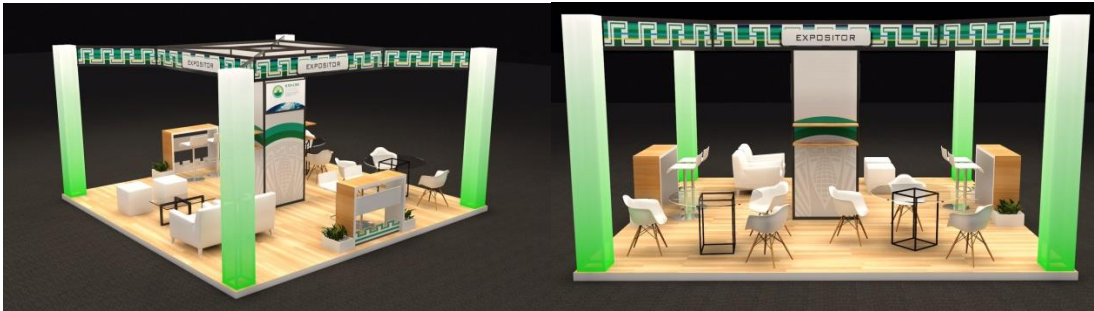


Booth size: 6.00 x 3.00 m

It includes:

- 1 Carpeted area
- 1 Showcase without doors
- 2 Planters for the showcase
- 2 Stools for the showcase
- 2 Waste bins
- 1 Booth's demarcation wall
- 4 L shaped shelves (support a maximum of 5kg each)
- 1 Low table with 3 chairs
- 2 Double plug sockets for 110-120v
- 1 Adhesive vinyl sign (exhibitor's name) on the booth's parapet
- 3 Printed vinyl stickers (EXHIBITOR's logo in front of the showcase and event's logo on the lateral appliqué)
- 1 Printed vinyl sticker with the event's image on the booth's wall
- 1 48" LED screen with HDMI adapter

EXHIBITOR C



Booth size: 6.00 x 6.00 m

It includes:

- 1 Carpeted area with platform
- 2 Showcases without doors
- 2 Planters for the showcase
- 4 Stools for the showcase
- 2 Waste bins
- 1 Booth's demarcation wall and system elements
- 4 Simple shelves (support a maximum of 5kg each)
- 2 Double plug sockets for 110-120v
- 4 Adhesive vinyl signs (exhibitor's name) on the booth's parapet
- 2 Printed vinyl stickers (EXHIBITOR's logo in front of the showcase and event's logo on the lateral appliqué)
- 4 Printed vinyl stickers with the event's image on the booth's wall
- 2 Low tables with 3 chairs each
- 1 Living room area with a table in the center, 2 puffs and 2 individual armchairs
- 2 48" LED screens with HDMI adapter

BADGES

3 badges per booth

Badges hand-out

October 7th

10:00-17:00

WTC

Only staff with a badge will be allowed into the exhibit room. Access will be granted one hour before the beginning of the convention.

If the EXHIBITOR decides to hire maintenance/operations staff and/or hostess, he should obtain badges for this staff.

Maintenance Staff (cleaning) can obtain a **Temporary access** badge. These badges can be obtained one hour before the beginning of the convention, every day.

All individuals working in the BOOTH shall always carry their badge with them. The COMMITTEE reserves the right to ask, at all times, any non-identified individual to leave the facility.

The EXHIBITOR can hire supporting staff to work in the BOOTH. It is the EXHIBITOR's sole responsibility to comply with all tax and labor obligations, releasing the COMMITTEE, the TRADING COMPANY and the CENTER from any such responsibilities.

The CENTER cannot be held responsible for items left inside parked vehicles, or damages to the unit caused by hits, partial or total theft, mechanical failure or natural hazards.

GENERAL INFORMATION

DEADLINES

ACTIVITIES	DEADLINE
Payment deadline	September 8 th
Reception of the exhibitor's sign and logo	September 18 th

SCHEDULE OF ACTIVITIES

ACTIVITIES	DATE/TIME	PLACE
Installation of booths for Exhibitors that only leased a space	October 6th 13:00	WTC
Installation for Exhibitors that leased a booth	October 7 16:00	WTC
Exhibitors Registration	October 7 10:00 - 17:00	WTC
Exhibition	October 8 11:00 - 17:00 October 9 y 10 09:00 - 17:00 October 11 09:00 - 14:00	WTC
Dismantling	October 11 15:30 - 22:00	WTC

CONTACT LIST

Should you seek for specific advise, have an important question or need additional information, please contact any of the persons listed below:

AREA	CONTACT PERSON	TELEPHONE	E-MAIL
Booth's sales	Lizet Hernández	(55) 71589590	ghernandeza@cie.com.mx
WTC Services counter	Services counter	(55)90009131	modulodeservicios@exposwtc.com
WTC Marketing deputy manager	Nicole Tapia	(55) 90009000 Post 9183	ntapia@exposwtc.com

RECOMMENDATIONS FROM THE ORGANIZING COMMITTEE

We are sure that your participation in the exhibition for the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** will be a success. The ORGANIZING COMMITTEE and CREATIVIDAD Y ESPECTÁCULOS S.A. de C.V. are here to provide support, before and during the event, to make sure this happens.

To avoid any delays in each one of the different stages of this event we encourage you to consider the following:

- 1.- Stay in touch with the TRADING COMPANY (CREATIVIDAD Y ESPECTÁCULOS S.A. de C.V.)
- 2.- Express all your doubts or concerns regarding your participation to the exhibition of the **23rd International Congress on Irrigation and Drainage & 68th International Executive Council Meeting** in writing and at least 30 days before the beginning of the event. That will allow us to better serve you and bring timely solutions to your needs.
- 3.- Comply faithfully with the installation and dismantling schedule, in order to avoid incurring in unnecessary expenses.



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