

CONNECT, INSPIRE, STAND OUT



WHERE YOUR STYLE SHINES

EXHIBITOR MANUAL

01 • 02 • 03
NOVEMBER
2025
MEXICO CITY
CENTRO
BANAMEX
EDITION 29

EXHIBITION SCHEDULE

Saturday 1st 10:00-19:00 hrs
Sunday 2nd 10:00-19:00 hrs
Monday 3 10:00-19:00 hrs



Join the group of exhibitors on **WhatsApp** to receive important information from the organizing committee.

Expo Beauty Show



WWW.EXPOBEAUTYSHOW.COM

Built by



THE EBS IS A REGISTERED TRADE MARK OF REED EXHIBITIONS MEXICO SA DE CV.
© 2025 EBS, OR ITS AFFILIATES. ALL RIGHTS RESERVED.

Centro
 **Banamex**

WELCOME TO EXPO BEAUTY SHOW 2025.....	4
EXHIBITOR'S MANUAL	5
KNOW YOUR CUSTOMER EXPERIENCE AND YOUR CX FOR FOLLOW-UP BUSINESS MEETINGS.....	6
COMMUNICATION CHANNELS BETWEEN THE ORGANIZING COMMITTEE AND EXHIBITORS	7
PLANNING - BEFORE THE EVENT	8
WHAT DOES YOUR CONTRACTED SPACE INCLUDE?	9
COMPLETE THE EXHIBITOR PROFILE.....	10
Important recommendations:	11
USE OF PLATFORMS FOR EXHIBITORS AND ASSEMBLERS	12
CONSTRUCTION OF PARTITION WALLS.....	12
HANGING/RIGGING.....	13
STRUCTURAL CALCULATION FOR HANGING	14
DOUBLE FLOORS	14
CONSTRUCTION OF BRIDGES BETWEEN BOOTHS OVER AISLES	15
REAR WALLS AND CONSTRUCTION CONSIDERATIONS	15
ELECTRICAL POWER	16
SOUND EQUIPMENT AND/OR SPEAKERS	17
SUGGESTIONS FOR CHOOSING YOUR BOOTH SUPPLIER	17
STAND CONSTRUCTION RX SOLUTIONS	18
REQUIREMENTS / DOCUMENTS TO RECEIVE PRE-APPROVAL OF THE BOOTH DESIGN AND AUTHORIZATION TO ENTER TO ASSEMBLY	19
CONTRACTING OF ADDITIONAL SERVICES - EXCLUSIVE TO THE VENUE.....	21
DIRECTORY (RENTAL OF SERVICES).....	22
WEAPONS DISPLAY - PRODUCT DISPLAY RESTRICTIONS	23
RECEIPT OF GOODS AND MATERIALS FOR EXHIBITION	23
EXHIBITOR BADGE REGISTRATION.....	23
STEPS TO REGISTER AND OBTAIN THE BADGE:.....	24
REGISTRATION OF BADGES FOR ASSEMBLY AND DISASSEMBLY	25
WEBINAR DE MONTAJE – DESMONTAJE	26
ASSEMBLY	27
REQUIREMENTS TO ENTER ASSEMBLY	27
PERSONAL PROTECTIVE EQUIPMENT (PPE)	27
ACCESS ROUTE TO SET UP/PLATFORMS (BOOTH AND PRODUCT UNLOADING)	28
LOADING AND UNLOADING (PLATFORMS)	28
LOADING AND UNLOADING OPERATIONS.....	28

RULES DURING ASSEMBLY	29
FLOOR MANAGERS	29
ASSEMBLY SCHEDULES	30
CLEANING	30
DRAINAGE	31
EVENT	31
GOOD NEIGHBOR POLICIES	33
RAFFLES, ACTIVATIONS, DYNAMICS AND PRODUCT DEMONSTRATIONS	34
SPECIAL GUESTS, INFLUENCERS, RAFFLES AND ACTIVATIONS	34
MUSIC AND DANCE EVENTS	35
PROMOTIONAL AND SALES MATERIAL	35
EXHIBITION OF USED PRODUCTS	35
VISITOR SCANNING (LEAD MANAGER APP- EMPERIA)	36
DRONES	36
DRESS CODE	36
EXHIBITOR PARKING	37
BE CAREFUL WITH YOUR BELONGINGS AND YOUR SAFETY DURING THE EVENT	37
VISITATION AND STAY OF MINORS	38
DISASSEMBLY	38
DISASSEMBLY SCHEDULE	38
IMPORTANT POINTS FOR DISMANTLING	39
PRODUCT OUTPUT OR STANDS WITHOUT DESIGN	39
DISASSEMBLY CONSIDERATIONS	39
WASTE AND ABANDONMENT OF MATERIALS	40
CONSENT TO THIS MANUAL	40
INTELLECTUAL PROPERTY ISSUES AND PROCEDURES	40

WELCOME TO EXPO BEAUTY SHOW 2025

Dear Exhibitor,

Organizing events is about going beyond the ordinary. It's about celebrating moments, marking the beginning of a journey, and exploring new opportunities. Many objectives have led you and your team to **EBS 2025**, and we are committed to making this experience memorable for your brand.

To assist you, we have prepared a comprehensive Manual that contains essential information to help you achieve your goals. From guidelines for setting up your booth to tools and channels to extend your brand's visibility beyond the pavilion, the purpose of this document is to thoroughly guide all involved and simplify your participation in the event.

Please ensure everyone has access to a copy and reads this manual carefully. If you have any questions, do not hesitate to contact our team. We have an exclusive Customer Service team ready to answer all your questions, both before and after the event, as well as during your time on-site (from setup to dismantling).

¡COUNT ON RX MÉXICO TO ESTABLISH A STRONG CONNECTION WITH YOUR CLIENTS!

EXHIBITOR'S MANUAL

This manual provides EXHIBITOR, stand builders, and other suppliers with the main information and rules necessary for the successful development of the event.

It is the responsibility of each exhibiting company and its suppliers to know and COMPLY with the rules outlined in this manual. Ignorance of the established rules does not exempt the EXHIBITOR and their contractors (such as decorators, subcontractors, and other individuals involved with the event) from penalties, fines, sanctions, and responsibilities specified in this manual. In case of an incident, these are assumed by the exhibitor and their representative, regardless of their nature, jointly and independently of the order of designation. RX is not responsible for problems arising from non-compliance with these requirements.

Failure to adhere to the rules in this Exhibitor Manual may result in the Organizing Committee deciding not to renew the stand for the next edition and/or penalizing the exhibitor with the sanctions determined.

Ensure that all participants have access to and carefully read this manual. If you have any questions, contact your Customer Experience team and/or request the operational manual of the venue.

KNOW YOUR CUSTOMER EXPERIENCE AND YOUR CX FOR FOLLOW-UP BUSINESS MEETINGS

From now on I will be **your main contact**; before, during and after the event for any questions regarding the planning / logistics of the event.



Maribel Guzman
Customer Experience

T: + 52 55 8852 6130

M: +52 (55) 79697396

E: maribel.guzman@rxglobal.com

Maria Bautista will be in contact with you to guide you through the whole process of follow-up business appointments.



Maria Bautista
Citas de Negocio

T: + 52 55 8852 6033

M: +52 55 7932 0938

E: mariag.bautista@rxglobal.com

COMMUNICATION CHANNELS BETWEEN THE ORGANIZING COMMITTEE AND EXHIBITORS

The main way to stay informed about the event details is through your Customer Experience, mail and/or phone.

EXHIBITORS: We invite you to scan the QR code and join the exhibitors' WhatsApp group.



ASSEMBLY COMPANIES: For companies that design and build the stands, we have created a WhatsApp group, share the QR code with the company that will design and build your stand (if applicable).



The use of WhatsApp is subject to WhatsApp's terms of service and privacy policy. Please note that you can stop receiving communications from the WhatsApp group at any time by tapping "Leave Group."

Since the group is closed, no interaction between brands or with our team is allowed, and any need for contact, questions, and/or more information should be made exclusively through Customer Experience +52 (55 8070 7293).

Data Protection and Privacy

For the purposes of the Data Protection Law (Law No. 13.709/18): By clicking and joining the group, you accept and authorize RX to keep your mobile phone number in RX's database for as long as you participate in the group, even if the name and/or the person associated cannot be easily identified.

Due to WhatsApp's settings, your mobile phone number may also be seen by other group members, and if you have publicly associated your mobile number with a name and/or any other personal information, others and RX itself may have access to this information in the same way. For more information, please visit RX's Privacy Policy: <https://privacy.reedexpo.com/pt-pt.html>.

Liability

RX is not responsible for the possibility of contact, or the consequences of such contact, by persons who have access to your personal information as a result of your participation in the group, according to the profile viewing settings on WhatsApp. RX is also not responsible for technical instabilities of this channel, which may be caused by WhatsApp itself and/or connection and/or network issues, as well as other groups created between exhibitors and other people.

PLANNING - BEFORE THE EVENT

ACTIVITIES AND IMPORTANT DEADLINES

Please complete the following activities in a timely manner, their fulfillment is the responsibility of each exhibitor. We suggest that you add them to your calendar so as not to forget or omit them.

		ACTIVITY	DEADLINE	COMMENTS
1	☐	Read the Exhibitor's Manual 	ASAP	We suggest you read it and share it with your team as soon as possible to know the rules, logistics, penalties and schedules of the event. .
2	☐	Connect to exhibitor training 	August 27	Register and join at this link
3	☐	Send the logo to be included in the printed Pocket Map or Directory (if contracted). 	August 27	Logo in 300 dpi curves, AI and/or PDF format. Send by mail maribel.guzman@rxglobal.com
4	☐	Complete the Exhibitor Profile with your company's commercial information. 	August 27	Tutorial video
5	☐	Register your supplier on the operational portal. 	October 3	Link: https://sigevent.pro/rxmex/
6		Connect to the Webinar at Assembly / Disassembly 	Sept 24	Share this link in your email. It is Important to invite your booth supplier.
7	☐	Upload your stand/assembly design documents for review.	October 3	Link : https://sigevent.pro/rxmex/
8	☐	Make sure you have pre-approval of your booth design and access to set-up. 	October 3	You receive it after you have sent all your booth design documents to the Organizing Committee and they have been approved.
9	☐	Notify the organizing committee in case to carry out any activity, demo at your booth, dynamics. 	October 9	Send by mail areli.olivarec@rxglobal.com the details of the demonstration, activity, activation, entry of heavy machinery, etc. The committee will validate the information and issue an authorization.
10	☐	Registration of exhibitor badges. 	October 20	Watch the video tutorial
11	☐	Contracting of additional services with the venue and/or official suppliers of the Organizing Committee. 	October 9	We suggest you do it at least 30 working days before the event.
12	☒	Solicitud de renta de mobiliario RX Solutions	Sept 20	Contact to alejandroyarza@rxsolutions.com
13	☐	DASHBOARD: Prepare and review your digital performance before the event. 	N/A	3 months before the event you will be able to visualize the metrics. Download more information here.
14	☐	Registration of badges for assembly-dismantling 	N/A	It is suggested to arrive at the assembly with the registration and printed badge.

Download the Check list to check the compliance of each activity: [DOWNLOAD LINK](#)

WHAT DOES YOUR CONTRACTED SPACE INCLUDE?

You should review the type of space contracted based on the following modalities:

1.- RAW SPACE: This type of contracted space does **not include a carpet**. Please **consider the documentation you need to submit** regarding your booth design.

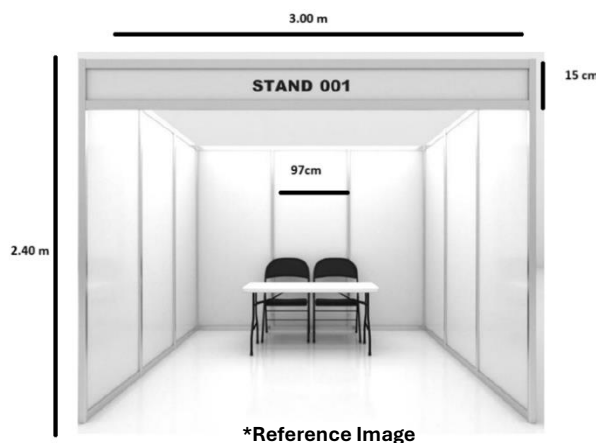
See **page 16** for the type of electrical connection included and **page 18** for entry requirements for setup and documentation to submit.



1.- MAMPARAS/ WALLS:

It is **MANDATORY** to send us an email with requirements BEFORE **SEPTEMBER 20** to **confirm** what you **DO** or **DON'T** require for your booth.

- **White walls** (height 2.40 m)
- **Box:** 2 side walls and 1 back wall
- **Corner:** 1 side wall and 1 back wall
- **Fascia with the company name** (no logo, maximum 28 characters, and text in capital letters)
- **Carpet**
- **Electrical power:** 1 1000W-110V outlet
- **2 reflectors**
- **1 table and 2 chairs**



3.-MAMPARA/ WALLS PLUS:

It is **MANDATORY** to send us an email with requirements BEFORE **SEPTEMBER 20** to **confirm** what you **DO** or **DON'T** require for your booth.

- **White walls** (height 2.40 m)
- **Box:** 2 side walls and 1 back wall
- **Corner:** 1 side wall and 1 back wall
- **Fascia with the company name** (no logo, maximum 28 characters, and text in capital letters).



- Carpet
- Electrical power: 1 1000W-110V outlet
- 2 reflectors
- 1 table and 3 chairs
- 6 shelves
- 1 Counter

4.- SPECIAL DESIGN: You will be contacted by our RX SOLUTIONS team to send graphics, design and install the stand.

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

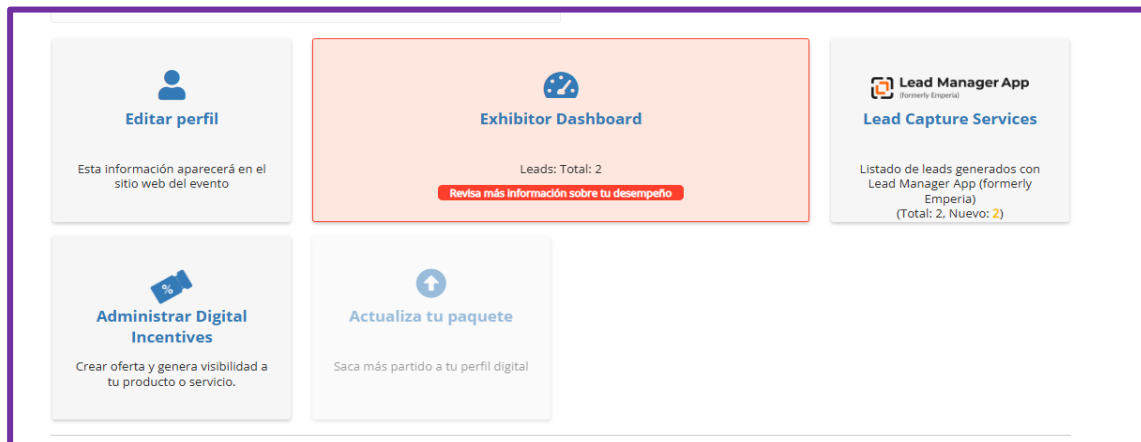
COMPLETE THE EXHIBITOR PROFILE

It is a digital platform where exhibiting companies can promote their products or services through an exhibitor profile. **The information in the Exhibitor Profile will be published on the official event website: List of EXHIBITORS, list of products from the EXHIBITORS as soon as it has been properly completed by the exhibitor.** Click on the link to access the list of exhibitors on the event website: <https://www.expobeautyshow.com/es-mx/lista-expositores.html#/>

By completing the exhibitor profile, your company will automatically participate in our recommendation program, which is based on the connection between the visitor's interest described in the registration form and the information provided in your profile. **IMPORTANT:** The more complete your exhibitor profile is in Digital Activation, the more often your company will be recommended.

To edit your exhibitor profile, you will receive an email with a link to create your password. Watch the following tutorial video: <https://www.youtube.com/watch?v=ng6m1ARP7EA>

If you have any questions, contact your Customer Experience representative at areli.olivarec@rxglobal.com



Important recommendations:

1. Make sure you complete your exhibitor profile in the Exhibitor Hub as soon as possible. This is crucial so buyers can see your brand and keep it top of mind. Don't miss this opportunity to stand out!
2. To appear in searches, it's essential that you complete all the fields in your exhibitor profile. We especially encourage you to pay attention to the **MATCHMAKING** section, as it's key to increasing your visibility. Fill it out thoroughly and maximize your business opportunities!

SPONSORSHIPS – COMPLIANCE WITH SHIPMENT OF MATERIALS

Exhibitors who have contracted a sponsorship will receive an-email from their Customer Experience with the specifications of the material (artwork) to be delivered and the corresponding deadline to receive it..

- **Exhibitor's responsibility:** The exhibitor is responsible for providing all graphic material, information, digital materials and files necessary for the development and production of contracted sponsorships.
- **Deadlines:** All materials must be delivered by the established deadline. It is the sole responsibility of the exhibitor to ensure that the material is delivered in accordance with the technical specifications of each contracted product.
- **Production of materials:** The Organizing Committee will not be responsible for creating, producing or editing the exhibitor's material.
- **Adjustments and edits:** The exhibitor may make adjustments or edits to the material submitted, provided they are made before the deadline. After this date, no modifications of any kind will be accepted. Materials are understood to be graphic arts, videos, digital images, digital banners, etc.
- **Non-compliance with delivery dates:** The Organizing Committee is exempt from any responsibility related to the execution and delivery of the contracted products if the exhibitor does not send the material necessary for the production of the contracted item, complying with the specifications and within the deadline

**** If the artwork for each contracted product is not shipped within the established deadline, 10% (ten percent) of the value of each contracted product will be charged as an urgent production fee, which will be charged to the EXHIBITOR.**



USE OF PLATFORMS FOR EXHIBITORS AND ASSEMBLERS

This year, we implemented a new platform to improve the experience of our exhibitors and assemblers: **the Operational Portal**. Below, we explain the features and differences between our two key platforms

Exhibitor Hub – Commercial and Promotion Platform

Main Functionality: Complete the exhibitor's business profile. Upload brand information to appear on the event's online exhibitor list. Access to digital tools such as: Lead Manager App - Performance Dashboard This platform is not used for operational or assembly purposes.

2. Operational Portal – NEW Platform for Assembly Management

Main Functionality: Exhibitor registration of the assembly company. Uploading of mandatory documentation to obtain committee approval (VoBo) for stand assembly. Registration of assembly badges by assemblers. Assemblers can also upload documentation if necessary.

Important: This platform is new and replaces the previous process that was done by email and separate forms.

Access to the OPERATIONAL PORTAL. Link to access: <https://sigevent.pro/rxmex/>

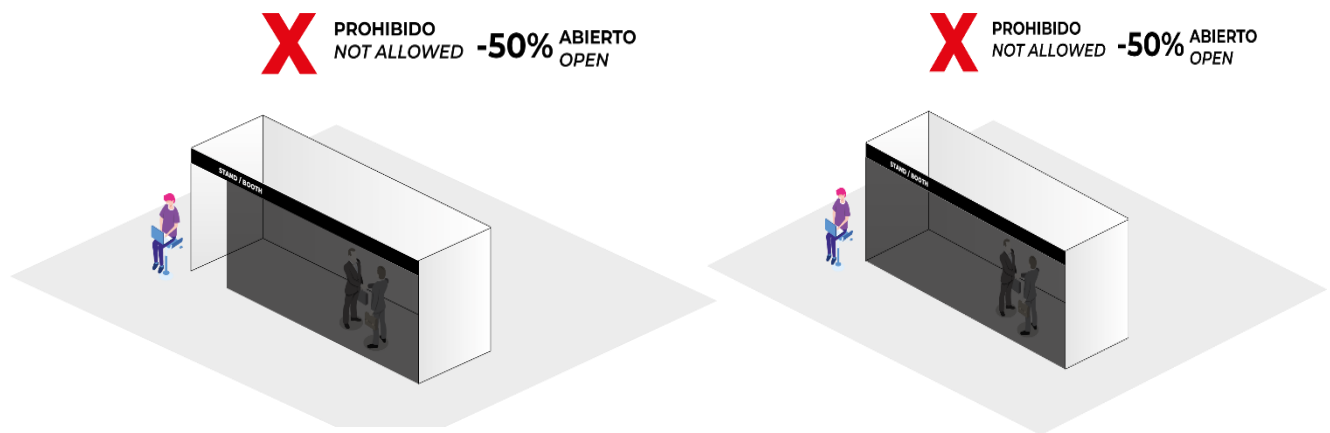
REGULATIONS FOR BOOTH DESIGNS/CONSTRUCTION

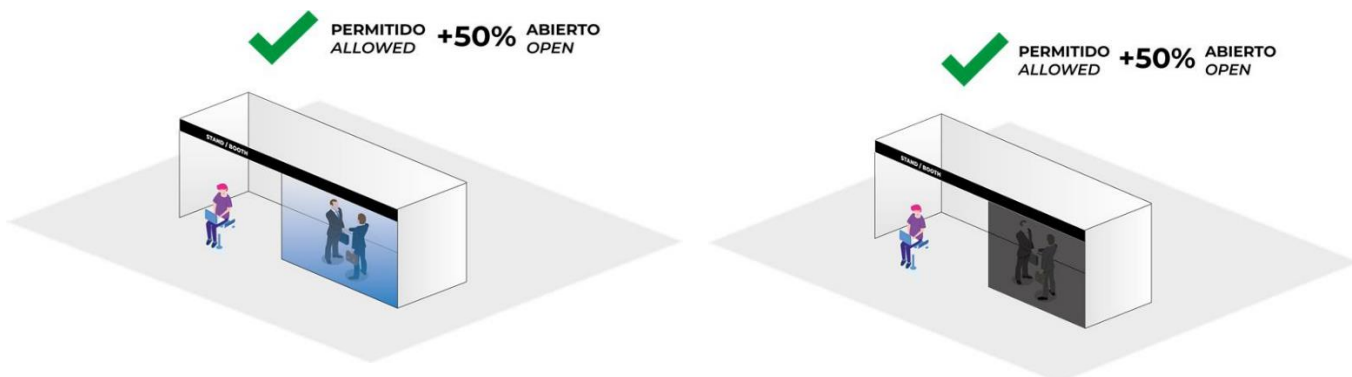
The design of the booth/exhibition setup is the responsibility of your company, unless your participation package already includes the setup. Please note that all designs must be uploaded to the **OPERATIONAL PORTAL** <https://sigevent.pro/rxmex/> for review and approval before being set up at the event within the timeframes established in this manual. Review the rules for designing your booth.

CONSTRUCTION OF PARTITION WALLS

Partition walls must be built between neighboring booths. The boundary of each area must be marked on the exhibition floor by the committee. The minimum height of the walls should be 2.20 meters.

All stand walls must be open to view and have access to at least 50% of the space. There cannot be continuous walls without access, whether with or without views. Walls facing aisles and other stands must have an aesthetic finish.





HANGING/RIGGING

ONLY ALLOWED in booths of **36m²** or larger.

Always use lightweight materials, considering the length and width of these elements. **They must not exceed the dimensions of your contracted space.** Hanging is the first element to be installed to avoid delays in booth assembly. The venue will verify that the structure to be hung complies with safety standards and weight limits for each contracted point. The venue determines whether the hanging must be done with “rigging.”

This service is exclusive and must be contracted with the venue in advance. It is prohibited to install it on your own, whether by exhibitor or installer. The procedure and timing of the service depend solely on the venue.

Note: Confirm with the venue (Centro Banamex) the materials you need to bring for your hanging installation.

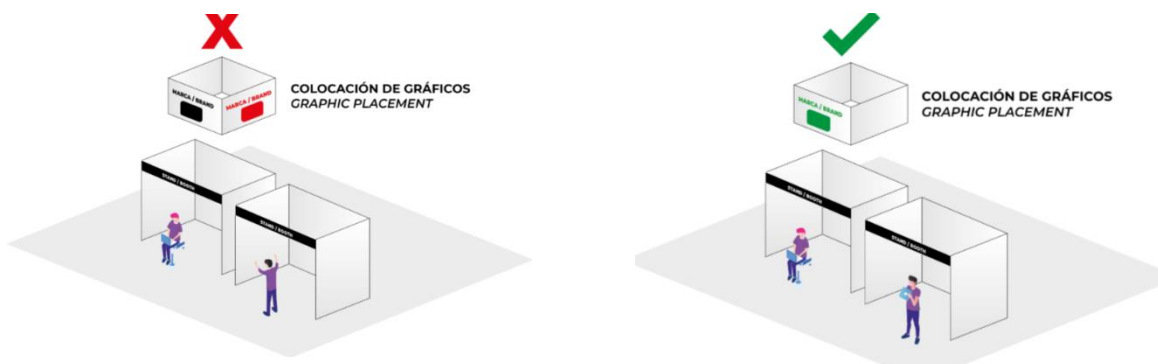
- Centro Banamex reserves the right to allow the hanging of elements and/or structures that do not meet the authorized DROs or if, in the opinion of the Operations Management, it poses a risk to personnel or property of the venue and/or clients, based on poorly assembled structures or low-resistance or low-quality materials.
- For all hanging structures with included lighting, the service will only be performed with LED lamps, and the installer must ensure a safe connection and installation, as well as pay for the corresponding electrical installation and an additional safety point for lowering the cable to the floor.
- Elements or structures to be hung from the ceiling weighing less than 75 kilograms and/or measuring less than 4x4 meters or 4 meters in diameter can be directly hung using hydraulic platforms (pending validation that the materials provided by the client for hanging are approved by Operations Management), without the use of motors and metal trusses. For any assembled structure where the height from the floor to the lowest point exceeds 1.80 meters and weighs more than 10 kilograms, the corresponding DRO must be submitted prior to contracting. (This does not apply to simple banners or vinyl, canvas, and/or plastic pennants with PVC, wood, and/or steel frames for general signage at the expo).
- When the structures or elements to be hung exceed the dimensions and weights described above, motors and metallic trusses must be contracted exclusively to Centro Banamex at the Additional Services Office, previously submitting the corresponding DRO.

Make sure on the floor that the hanging complies with all safety measures since the committee is not responsible for any incident, it is the responsibility of the exhibitor/assembler and Centro Banamex.

If the stand has adjacent side or rear neighbors, the placement of **graphic elements (logos, trade names, images, or any type of visual communication related to the brand)** on the sides of the hanging that are visible from said neighboring stands **is not permitted.**

These surfaces must be kept in a **solid, neutral color**, without any reference to the brand, in order to respect the visibility and aesthetics of the shared environment.

Exception: The application of graphic elements on all sides of the hanging sign will only be permitted if it is installed at **least 3 meters from the boundaries of the neighboring stand**.



STRUCTURAL CALCULATION FOR HANGING

Rules for Hanging Structures

Type of Structure	Conditions	Requirements
Lightweight structures (Less than 75 kg and less than or equal to 4 x 4 m or 4 m in diameter)	- They can be hung directly from hydraulic platforms through Centro Banamex; additional services can be arranged. - They do not require motors or metal trusses.	- Prior validation of materials by REMEX Operations Management. - If they are taller than 1.80 m and weigh more than 10 kg, a Letter of Responsibility from the assembler/exhibitor must be submitted to the organizing committee.
Exceptions - Simple vinyl, canvas, or plastic banners with PVC, wood, or steel frames. A Letter of Responsibility is not required.		
Larger structures Weighing more than 75 kg and measuring 4x4 or larger than 4 m in diameter	- It is mandatory to contract motors and metal trusses exclusively with Centro Banamex.	- The structural calculation issued and signed by a DRO must be submitted to the organizing committee.

OPERATING MANUAL UPDATE – GLOBAL RX AND CENTRO BANAMEX

As part of our commitment to continuous improvement and the safety of all participants, RX Global and Centro Banamex periodically update their operating manual. It is important to note that the established rules and guidelines may be subject to change at any time. We encourage all exhibitors and suppliers to stay informed and regularly check for relevant updates in and outside of this manual.

DOUBLE FLOORS

Only permitted in booths larger than 36 m², provided they meet all the requirements established in this manual.

Considerations for the design and construction of a double floor:

- Stairs **MUST NOT BE SPIRAL OR SPIRAL-SHAPED**; they must be straight.
- The staircase must have a minimum width of 1 meter and must include handrails. The step tread should be at least 28 cm, with a height between 15 and 20 cm maximum.
- **Continuous barriers** at a minimum height of 1.10 meters must be installed to provide protection. The material **CANNOT BE GLASS** unless it has a treatment to prevent breakage.
- Visible signage indicating the maximum occupancy for the second floor must be placed at the top of the double floor (beside the stairs) and in a visible area on the second floor.
- **The materials used for booth construction must be the same as those validated by the DRO in its structural calculation.**
- It is mandatory for the DRO to visit the venue to verify that the construction complies with the structural calculation and that the materials are in good condition.
- If any of the above requirements are not met, the double floor will not be allowed for use at the event.
- The committee may close or suspend it at any time if any anomaly or danger is detected.
- If your company's contracted area is divided by a corridor, it is not a usable space for aerial use with a double floor.

CONSTRUCTION OF BRIDGES BETWEEN BOOTHS OVER AISLES

For safety reasons and in accordance with the guidelines established in **the operational regulations of Centro Banamex**, **the construction of communication bridges between booths that cross the aisles is strictly prohibited**. This measure applies to all types of bridges, whether facades with low or high load capacity, bridges that are part of a second floor for crossing people, material loading, display, or storage.

Your booth design must be limited to the contracted square meters, always respecting the permitted heights within your space. It is requested not to invade the aisles with advertising or protruding structures, whether on the floor or in the upper area, in order to prevent risks and accidents.

MAXIMUM PERMISSIBLE BUILDING HEIGHT

Booth dimensions	Maximum height	Comments
Less than 36 m ²	3.5 m	For these dimensions, a pendant is not permitted.
36m ² and up	5m	One hanging element is permitted, which may be placed up to a maximum height of 7 meters at its highest point from the floor.



REAR WALLS AND CONSTRUCTION CONSIDERATIONS

All exposed and visible rear walls (from floor to ceiling) **of the booths must have a fully aesthetic finish, either white or black, WITHOUT EXCEPTION.**

On Monday, August 18th at 10:00 pm, RX (the organizing committee) will halt the assembly of companies that have not complied with this rule, and a fine of MXN \$600.00 will be charged for every 9 m² contracted for each hour that passes without compliance. Additionally, the assembly cannot resume until the rear walls are covered and the fine is paid to the organizing committee.

The organizing committee will not be responsible for any damages to the exhibitor/installer resulting from any of the actions mentioned above.

- **Do not place hanging elements that obstruct the visibility of neighboring booths or block aisles**, such as shelves, display products, screens, etc.

- **No element can exceed the contracted square meters, regardless of its size.** The exhibitor can only use the contracted square meters both on the floor and aerially.
- It is recommended to include accessibility ramps in booth designs. 
- **Choose a booth design that can be constructed within the time allocated for your company's setup.**
- **If your company's contracted area is divided by an aisle (common area of the expo), you cannot use the aisles for hanging structures, carpets, arches, double floors, platforms, etc.**
- **No signage or decorative material may protrude into the aisles or invade neighboring booths, regardless of their dimensions.**
- No aisle, passageway, lobby, or exit leading to fire extinguishing devices can be obstructed.
- **All glass materials used in the booth design must be tempered glass with a protective film. The use of acrylic, polycarbonate, or similar plastic materials is recommended.**
- Lateral and rear walls that are visible toward common areas of the expo (aisles) may display exhibitor advertising; however, **it is prohibited to use lateral or rear walls for advertising if there are neighboring exhibitors.**
- If your company's contracted area is divided by an aisle (common area of the expo), you cannot use the aisles for hanging structures, carpets, arches, double floors, platforms, etc.
- **STORAGE WITHIN THE BOOTH:** The organizing committee cannot safeguard exhibitor belongings, whether personal items, display products, or materials for the construction of your booth. Therefore, we suggest including a storage area in your booth design to keep your products and personal items secure.
- **DO NOT OBSTRUCT FIRE HYDRANTS:** If your booth has a ground or floor-mounted fire hydrant within the area, it cannot be blocked by equipment or walls. It must also have an identifiable and easily removable false floor.

It is prohibited to remove fire extinguishers from their fixed positions to use them elsewhere as reserve extinguishers without prior authorization from RX Mexico. If there is a fire extinguisher in your contracted space, please consider it in your booth design.

ELECTRICAL POWER

Electricity is included in the **type of package contracted** by the exhibitor, according to **the following table**, as established in their contract. Please **consult it to verify the information and/or the contracted package**.

ELECTRICAL POWER	
Package type	Energy Included
Basic	1 double outlet Monophasic 1,000 W 110V 10 A.
Standard	2 double outlet Monophasic 1,000 W 110V 10 A.
Plus	1 Switch 3 x 30 A 220 V without contacts
Premium	1 Switch 3 x 30 A 220 V without contacts
International Pavillion Exhib	1 double outlet Monophasic 1,000 W 110V 10 A.

If you need another type of installation or additional services, you can request it for an extra charge at the **Additional Services** office at Centro Citibanamex (please consult the Additional Services form on page 21 of this manual).

Internal electrical installations in each booth must be done with heavy-duty cable of appropriate gauge for the load to be used, properly conduit, protected, and with correct splicing. **DUAL CABLES ARE NOT ACCEPTED UNDER ANY CIRCUMSTANCES.** It is prohibited to manipulate or move the electrical supply installations for exhibitors; they can only connect to the direct line outlets provided in your booth area.

The Organizing Committee and the venue reserve the right to disconnect the electrical supply to any exhibitor whose installations do not comply with the indicated regulations or pose a danger. They are not responsible for damages caused to equipment and/or the exhibitor/installer's booth.

Consider the amount of power required for connected electrical appliances such as dryers, toothbrushes, etc. We share a suggestion for this:

Appliances	Power
Dryer	1.600 W
Hair straightener	200 W
Electric Toothbrush	3 W
Shaving Machines	100 W
Epilator	880 W

The Organizing Committee reserves the right to disconnect the electrical power supply to any exhibitor whose facilities do not comply with the indicated regulations or pose a danger.

The Committee reserves the right to reconnect the power supply if the included power is exceeded until the exhibitor contracts the necessary additional power.

SOUND EQUIPMENT AND/OR SPEAKERS

If the stand design includes speakers or built-in sound equipment, these must be directed toward the inside of the stand, not toward the outside (aisles, neighboring stands). **See page 34** of the manual for the complete rules regarding permitted decibels, as well as the **PENALTIES for not following these guidelines.**

The sound level may not exceed sixty (60) decibels..

SUGGESTIONS FOR CHOOSING YOUR BOOTH SUPPLIER

Before selecting your supplier, we recommend verifying and researching the company. Here are some considerations:

- Ensure they have references of completed projects or support from an association.
- Ask the assembly company for its CONSTITUTIVE ACT with this you could validate that it is a real company and not a fictitious one.
- Have the documentation required for the event including the civil liability policy and DRO (if applicable).
- Proposals of design according to your needs and budget. Consider that the price does not always define the quality and/or delivery of the project.
- That it is adjusted to the assembly time available.
- Always communicate fluently and transparently.
- Validate the number of people that the assembly company will take to build your booth, in order to ensure that your booth is delivered in a timely manner.

- Establish a date between you and your supplier to define a final booth design. We suggest you have a final design by the beginning of May in order to send the documents in time to the organizing committee. (**deadline October 3rd 2025**).

STAND CONSTRUCTION RX SOLUTIONS



If you booked your booth space with **RX SOLUTIONS** included, you **MUST** share the images (artwork) corresponding to your chosen option. Contact Yessica Mayen for specifications. yessica.mayen@rxglobal.com

Please note that for this option it is not necessary to send us all the documentation for the authorization letter
If you are interested in contracting this option for your 9m2 or 18m2 booth, please contact your **sales executive**.

DELIVERY AND VALIDATION OF DOCUMENTS THROUGH THE OPERATIONAL PORTAL

Starting with this edition, all documents and requirements for booth design validation and authorization for entry for assembly must be uploaded exclusively to the new **OPERATIONAL PORTAL**. Documents submitted by email will no longer be accepted.

What is the OPERATIONAL PORTAL?

It is a new digital platform where both the exhibitor and the assembly company can upload the documents required for stand assembly. Both will have access, and either can upload the requirements, but it is essential that:

- o The exhibitor registers its assembly provider in the OPERATIONAL PORTAL.
- o Only after this registration will the system automatically send the login details to the assembly company.
- o If the assembly company has not been registered, it will not be able to access the portal or upload documents.

Access to OPERATIONAL PORTAL

Link to access: <https://sigevent.pro/rxmex/>

o Portal login details will be sent by email to each registered exhibitor. If you have not received them, please check your inbox and spam folder, or contact your **Customer Experience**.

Key Considerations:

o Partial uploads will not be accepted. The system will only allow uploading documents if all are uploaded at once. o The deadline for uploading documents to the OPERATIONAL PORTAL is **October 3, 2025**.

-If all documents are not uploaded correctly and on time, you will not be allowed to enter the assembly hall.

What happens after uploading documents?

Once the documents have been reviewed by the organizing committee:

- The OPERATIONAL PORTAL system will automatically send an email to the exhibitor and/or assembler indicating whether the project was approved or not.
- If it is not approved, it will be essential for the exhibitor and/or assembler to log in to the OPERATIONAL PORTAL to review the operations team's comments, make any necessary adjustments, and re-upload all corrected documents.
- The project cannot be built if it has not been approved in the system.

REQUIREMENTS / DOCUMENTS TO RECEIVE PRE-APPROVAL OF THE BOOTH DESIGN AND AUTHORIZATION TO ENTER TO ASSEMBLY

The following requirements must be complied with by all exhibiting companies without exception. Regardless of whether they are going to build a stand or only exhibit furniture (showcases, furniture, banners, etc.). All must comply with the requirements.

Exhibitors who contracted a booth design with RX Solutions (Organizing Committee) and/or contracted the installation of partitions with The Organizing Committee, do not have to send the above mentioned documents, as RX Solutions coordinates the delivery of such requirements and documents to Customer Experience.

All documents must be **UPLOADED TOGETHER** to the **OPERATIONAL PORTAL** <https://sigevent.pro/rxmex/> before **October 3, 2025**.

1.- **STAND SUPPLIER REGISTRATION** must be completed in the **OPERATIONAL PORTAL** by **October 3, 2025**. ALL exhibitors must complete this registration, even if the exhibiting company is responsible for the stand and/or display assembly. It is not sent by mail; the information is completed in the **OPERATIONAL PORTAL**.

2.- **Submit the Cover Sheet of Civil Liability Insurance Policy against damages to third parties**, covering bodily injury (including death), personal injury and liability for damage to property for a minimum amount of \$500,000.00 MXN. **Covering the days of assembly-event-disassembly. Even when the policies are automatically updated, they WILL NOT BE ACCEPTED if they do not cover the days of assembly, event and disassembly.**

Note: Usually the liability insurance policy is held by the assembly company, we suggest you check that your supplier has such insurance policy, otherwise the exhibitor must contract with the insurance agency of his choice. **This requirement is for ALL EXHIBITORS** regardless of whether they are going to build a booth or only exhibit furniture (showcases, furniture, banners, etc.)

3.- **Load rendering of the stand:**

- The rendering must be accompanied by **general views containing general measurements / dimensions (length, width and height).**

- Front view with elevations and dimensions
- Right/left side view with elevations and dimensions.
- Floor plan with elevations.
- **In case of hanging, you must include a plan of measurements and weight of this**

- Visualizations in third dimension where the project and the most important points are visually described.

- The delivery of the files must be in JPG, PNG format and/or inserted in a PDF presentation, attached to the mail. **Photos or images pasted in the body of the email will not be accepted. Nor files via WhatsApp.**

- Technical data sheet of the materials used in the construction of the stand.



IMPORTANT NOTE: A photograph is not a rendering and will not be accepted.

Projects that consider including a hanging element on their booth must attach the following in addition to the above mentioned:

- Construction plan with dimensions and weights of the hanging element.
- If the hanging element is heavier than 80kgs and/or larger than 6x3m, it will be necessary to use ground support equipment (trusses with motors).



4.- Structural calculations issued, signed and validated by a DRO. This requirement applies only to **DOUBLE FLOORS/STANDING/FLOORINGS/PLATFORMS/ASSEMBLIES** of 1 m in height or greater that support LED screens of dimensions equal to or greater than 6 m² (see details below).



What is a DRO? DROs are the directors responsible for construction, who will have the capacity to supervise and evaluate the safety conditions of the works being built so that they have the necessary protection. DROs are registered with the Secretaría de Obra Pública.

The DRO's structural calculation must include the following:

- Renderings signed by the DRO.
- Live and dead load analysis.
- Indicate the maximum capacity of people in service.
- Letter of information, review and conclusions of the work (must include the name of the exhibiting company, booth number, event, construction site and dates of the maneuvers) DRO's professional registration, current, valid and stamped.
- **All documents comprising the structural calculation must be signed by the DRO.**
- **The DRO must be registered in the CDMX Instituto para la Seguridad de las Construcciones de la CDMX.**
- Document/structural calculation must be submitted together with the aforementioned requirements by **October 3, 2025** for review and validation by the committee.
- In addition, all documents must be submitted in original at the time of submittal. The project CANNOT be built if the complete document is not submitted in original at the entrance.
- The DRO must belong only to the federal entity where the event will take place.



The committee will review the requirements and if they comply with the rules, the "letter of pre-approval of booth design and access to assembly" will be issued. This authorization is only for the booth design, but not for the activities, dynamics, demos or products to be exhibited.



- Please remember that this **is a pre-approval and is subject to on-site review of all projects.** If the Organizing Committee detects any safety hazards related to construction, they may request adjustments, and the exhibitor/installer will have to make them immediately.
- **No company will be allowed to enter the setup unless they have the stand design pre-approval and access authorization for setup**, and under no circumstances will they be able to start construction.
- **The deadline for exhibitors/installers to meet the requirements is October 3, 2025**, and the Organizing Committee is not responsible if any exhibitor does not obtain pre-approval due to not submitting or fulfilling the requirements on time.
- **After the deadline, no documents will be reviewed, and no pre-approvals will be issued. Without pre-approval via email, they will not be allowed to enter for stand setup and must present physical documents at the Organizing Committee's designated area ("pecera") on the scheduled setup days.**



The response time of the Organizing Committee for comments and/or to send the PRE-APPROVAL once all the documents have been received together is:

- Single floor stand designs: 24 h to 48 h.
- Double floor booth designs: Will be validated directly by Centro Banamex, consider the response time is up to 10 working days.

IMPORTANT: Exhibitors who send their documents on October 3 will receive a longer response time than the days indicated above.

IMPORTANT: DELIVERY PROCESS AND VALIDATION OF THE STRUCTURAL CALCULATION SIGNED BY D.R.O.

All exhibitors who must submit a structural calculation signed by a Project Manager (D.R.O.) must consider the following:

1. Upload to the Operational Platform (Pre-Approval)

- The document must be uploaded to the operational platform before the established deadline.
- Once uploaded, the structural calculation is reviewed first by the Organizing Committee and then by CB (Centro Banamex) for approval.
- This review process can take up to 15 business days.
- Therefore, it is mandatory to upload the document well in advance. If it is uploaded late, the Committee is not responsible for delays in validation by CB.
- Important: The fact that the document has been uploaded to the portal does not guarantee its approval. Example: If an exhibitor uploads the document 15 days before the event, and CB determines that it is invalid, they will not be able to begin assembly.

2. Delivery of the Original Document on Site

- On the first day of assembly upon arrival, the exhibitor or assembly company must present the signed original document on site for final validation.
- Without exception, this document must be physically delivered on that day.
- Failure to do so may result in the Organizing Committee or the venue suspending or closing the stand's construction, and construction cannot resume until the original document is delivered.
- On-site validation is **independent** of pre-approval on the operational portal.

IMPORTANT: To ensure the safety of all involved, we suggest that the Responsible Construction Manager (RCM) visit the venue to validate that construction is being carried out as described in the structural calculation. Although not a mandatory requirement, this measure is highly recommended to ensure everyone's well-being.

CONTRACTING OF ADDITIONAL SERVICES – EXCLUSIVE TO THE VENUE

To contract any of the following services, you must do so with the venue, as they are exclusive services of Centro Banamex and **it is strictly forbidden to contract them with suppliers outside the venue.**

If the venue or committee becomes aware of the entry of external food and beverages, it may charge a penalty based on the prices stipulated by the venue. The entry of food by the exhibitor himself or by an external company (catering service) is not permitted.

We ask that all additional services contracted with the venue or official suppliers be **arranged in advance** to avoid setbacks and to receive the **price in advance**. Exhibitors/stand suppliers who contract products or services on-site during setup run the risk of not having them delivered in time for the event. The organizing committee will not be responsible for any impact this may cause to the exhibitor or setup company. Please consider this.

[Click on the button to download the format](#)



ELECTRICITY

[DOWNLOAD FORMAT](#)



FOOD AND BEVERAGES

[DOWNLOAD
FORMAT](#)



RIGGING

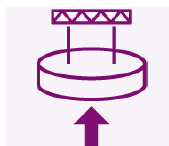
[DOWNLOAD
FORMAT](#)



INTERNET

* Wired and wireless Internet service is an exclusive service of Centro Banamex. Exhibitors and/or their installation providers are not permitted to install wireless networks of any kind.

[DOWNLOAD FORMAT](#)



HANGING

[DOWNLOAD
FORMAT](#)



CLEANING

[DOWNLOAD
FORMAT](#)



DRAINAGE

[DOWNLOAD
FORMAT](#)

Note: The organizing committee **has no influence** over the cost of the venue's services. For any questions about filling out the form, prices, services, invoices and payments, please contact the venue. Send the form to:

Centro Banamex - Email: adicionales-CCB@ocesa.mx

Teléfonos: (+52) 55 5268 2054, (+52) 55 5268 2051, (+52) 55 5268 5869, (+52) 55 5268 5827, (+52) 55 5268 5884

We recommend coordinating with the venue the terms and conditions of the contracted services, as well as the details of the delivery on site. It is important to note that the placement, installation and quality of the services are the responsibility of the venue.

DIRECTORY (RENTAL OF SERVICES)

You will be able to contract non-exclusive venue services with any of the suppliers we suggest for you:

NOTICE TO EXHIBITORS REGARDING NON-OFFICIAL CONTRACTORS

The companies listed below have been designated as the only official contractors who will provide the services listed for **EBS 2025** carefully considers the selection of official contractors based on quality of service, product variety, price and reputation. Since these contractors often work on more than one program with us, they value our clients' business and provide quality products and services.

Some companies may appoint themselves as official suppliers, **PLEASE** be sure to review the list in the exhibitor manual before contracting with an outside vendor.

Some things to keep in mind if you are considering the services of an unofficial supplier are hidden charges for material handling, labor and shipping that would otherwise not be charged (example, carpet rental), control over delivery time, availability during the move and warranty if something goes wrong.

Also note that unofficial suppliers must comply with the exhibitor's designated contractor's procedures, provide insurance certificates, etc. to gain access to the event.

SERVICE	SUPPLIER	CONTACT INFORMATION
Furniture Rental	RX Solutions	Alejandro Pérez Yarza Tel: +52 (55) 8852 6142 Cel: +52 (55) 3332 9461 E-mail: alejandroyarza@rxglobal.com

Security and event control	SYHME SEGURIDAD PRIVADA	Yavida Benítez Cel: +52 (55) 6295 0029 Email: syhme.seguridad@gmail.com direccion.administrativa@shyme.net	
Customs brokerage and freight forwarding	Rock IT	Office: tradeshowsmx@rockitcargo.com	On-site maneuvers: onsitemx@rockitcargo.com T: +5255 5280 1279
Travel Agency	Expertur	Email: Pamela Ortiz 5561715060 / pamela@expertur.mx reservaciones@expertur.mx	

*****For exclusive contracting of services with RX SOLUTIONS, please consider the following deadlines for the reception of applications**

Request and/or confirmation of additional furniture	September 20
---	--------------

WEAPONS DISPLAY – PRODUCT DISPLAY RESTRICTIONS

The use or carrying of weapons, including fireworks, within the Event is strictly prohibited.

The display of any type of firearm, knife or weapon of any kind, including objects or toys that look like firearms, ammunition, knives or weapons, war material or targets that look like or are in the shape of people or human beings is not permitted.

RECEIPT OF GOODS AND MATERIALS FOR EXHIBITION

It is the responsibility of each exhibitor to send and RECEIVE the merchandise to be exhibited at the expo. The committee and venue will not receive exhibitor's merchandise and cannot store it. In addition, the exhibitor/assembler is responsible for disposing of the packaging used to ship the merchandise/samples. In the event that the committee detects that any exhibitor or assembler is not responsible for this packaging waste, he/she will be subject to a fine by the committee.

RX will not receive products from EXHIBITING companies. To this end, EXHIBITORS must have a person at their booth responsible for receiving any merchandise, equipment or objects destined for the exhibition.

EXHIBITOR BADGE REGISTRATION

The badges are assigned according to the meters contracted (check your contract) and based on the following table:

Stand m2	Badges
9 m ²	4 badges
18 m ²	6 badges
27 m ²	8 badges
36m2	10 badges
54 m ²	12 badges
72 m ²	16 badges

NOTE: Extra badges has a cost, If you need more badges, please check costs and requests with **Maribel Guzman**
maribel.guzman@rxglobal.com

MODEL PASS: If models are required, we suggest inviting the public to participate. If you require the entry of exclusive models from the brand, please notify us by email at maribel.guzman@rxglobal.com. We will notify you of the number of shows per day to check availability. **Access is limited and subject to validation.**

VISA LETTER

The invitation letter is a document that validates the contracting company's participation in the show. Download the form and fill out your information at this link:

https://www.expobeautyshow.com/content/dam/sitebuilder/rxmx/expo-beauty-show/2025/docs/EBS%20Visa%20Letter%20Spanish_2025.pdf

Then send the form with your information for signature to: maribel.guzman@rxglobal.com

STEPS TO REGISTER AND OBTAIN THE BADGE:

Remember that in order to register the assembly and disassembly badges it is necessary for the exhibitor to register the assembly company in operational portal.

- 1.- The main contact of the exhibiting company will receive an email with instructions and a link to register all the badges of their team.

The deadline for exhibitor badge registration is October 20, 2025.

Note: Badge registration is **NOT done on the Exhibitor Hub** (Exhibitor Profile and Portal).

Before the deadline, the main contact can edit badge data as many times as necessary, delete and/or add badges (as long as they still have badges available). **The platform closes on October 20, 2025 at the end of the day and after this date, no modifications can be made.**

- 2.- On **October 22, 2025**, each registered contact will receive in his/her email (the one who registered) his/her exhibitor badge so that each exhibitor can print his/her own badge from home/office.



Note: It is essential that the main contact registers each badge with the correct and unique email address, so that the badge arrives correctly to each person previously registered.

All badges that are registered must be **personalized with first name, last name, telephone, email and position. The data must be unique, e-mails and telephone numbers cannot be repeated, nor can**

they be false.

Exhibitor badges must be printed in color from home/office and the badge holder will be handed out at the venue.



Each badge is personal and non-transferable, **DO NOT print the same badge twice or more.**

For security reasons, when a badge is reprinted, the previous one will become inactive and will not be able to access the exhibition floor.

What happens if you did not register the badges on the platform before October 20, 2025 deadline?

Only the main contact will have to register and request them on site and must present an **official ID** with photo to validate their identity, registration will no longer be possible through the platform or by email. Please note that on-site registration may take longer, we suggest that you register all your badges on the platform before the deadline and print them at home/office.

Para aquellos que necesitan **reimprimir** un gafete, o que no imprimieron su gafete en casa y necesitan hacerlo en sitio, o solo desean **recoger su mica y cordón** para su gafete deberán acudir al **Concourse de Centro Banamex Sala B (LOBBY)** en los siguientes días y horarios:

- Thursday, October 30: 11:00 AM – 7:00 PM
- Friday, October 31: 10:00 AM – 7:00 PM
- Saturday, November 1: 8:00 AM – 6:00 PM
- Sunday, November 2: 8:00 AM – 6:00 PM
- Monday, November 3: 8:00 AM – 4:00 PM

- If on-site registration of new additional badges is required, it is essential that the request is made by the **MAIN CONTACT** of each company, presenting an official document that validates his/her identity (example, INE).
- For on-site reprinting of a badge previously registered on the platform but not printed at home/office, it is necessary for the person to present his/her official ID and match the data registered on the badge.
- All personnel wishing to enter and/or remain on the exhibition floor **DURING THE EVENT** must wear their badge at all times, regardless of the activity they are performing on the premises or the time they wish to remain (applies to all exhibiting company staff, suppliers, hostesses, cleaning personnel, etc.). **Without an exhibitor badge, access to the event will be denied.**
- If you are a supplier of the exhibiting company and you want to enter to make any adjustments in audio, video, screens during the event, **you must wear an exhibitor badge.**

REGISTRATION OF BADGES FOR ASSEMBLY AND DISASSEMBLY

During set-up and dismantling, only persons wearing a set-up and dismantling badge may enter the halls. **Without this badge, no one will be allowed to enter the halls during set-up and dismantling, without exception.** It does not matter if you are an assembler, exhibitor and/or supplier or how long you want to stay in the halls, **the badge is INDISPENSABLE.**

Your Customer Experience will share an email with exhibitors and assembly providers with instructions and details for registering on the platform. This must be done through the **OPERATIONAL PORTAL**: <https://sigevent.pro/rxmex/>



Remember that to facilitate **your access to assembly / disassembly you must wear the printed badge, make your registration in advance.**

The assembly-disassembly badge platform will not close, so you can register at any time.

Important points about mounting and dismounting tags:

- Make sure that all people who will be on the floor during set-up and dismantling **register and obtain their badges (at least one day before the start of the set-up).**
- This process should be done in advance to avoid any mishaps that may affect the entrance to the exhibit floor and consequently the booth construction.
- There is no limit to the number of badges.
- Each person must register individually.
- The badge can be printed at home/office once the registration is done, it is suggested to arrive at the assembly with the printed badge.
- **It does not give you access on the days of the event.**
- The badge must be worn at all times in the rooms.
- We suggest that you do not lose it.
- **Each person who wears an assembly/assembly badge must carry an official ID, license and/or passport, which is an indispensable requirement.**
- Please note that a photo will be taken the first time you enter the assembly area.

IMPORTANT:

If you are an exhibitor, you can enter the halls during set-up and dismantling with the exhibitor badge. **The exhibitor badge gives access during ASSEMBLY, EVENT AND DISASSEMBLY.**

If you are from the exhibiting company but will only be attending during setup for an activity such as set-up, product/audio/video installation, or video, you must register your setup/disassembly badge.

For more details on access logistics during setup and disassembly, please join the Setup and Disassembly **Webinar on September 24, 2025.**

Note: All the people who will be responsible for your setup and disassembly must attend the webinar

WEBINAR DE MONTAJE – DESMONTAJE



Date : Wednesday September 24

Time: 11:00 am

[Link acces](#)

We suggest you add the date to your calendar so you remember.

EXHIBITION OF VEHICLES AND/OR HEAVY MACHINERY

If you wish to bring exhibition vehicles or heavy machinery into your space, please submit the technical sheet with dimensions and weights by September 26, 2025, for review by the Organizing Committee. Once reviewed and validated, the entry schedule for the vehicle and/or heavy machinery will be provided. Failure to comply with the specifications and assigned schedule will result in the vehicle being denied entry.

The unit/vehicle must be admitted with platform tires and a full tank of gas. If the heavy machinery requires maneuvering with a forklift, it is essential that this be contracted with the official event supplier or with the exhibitor's or assembler's own forklift, with prior authorization from the committee.

These are other specifications that must be met:

1. It is important to submit the technical sheet for the unit and/or equipment in advance for validation, including all the characteristics of the equipment and materials to be brought into the event.
2. Ensure that the exhibition equipment is not placed on any unprotected surface that could damage the building.
3. Ensure that the activity does not affect third parties.
4. The floor's resistance may vary depending on the stand's location, so it is essential to check it to confirm that the entry of heavy machinery or exhibition vehicles is possible.
5. In the case of equipment of considerable height, it must be approved and evaluated on a case-by-case basis by the organizing committee.
6. All exhibition vehicles must be in good condition and must enter, without exception, with a minimum amount of fuel and covered tires.
7. Hydraulic fluids must not be spilled.
8. Fuel, smoke, or gas must not be released.
9. In the event of any damage to the premises or facilities, the corresponding damage must be covered; otherwise, your vehicle will not be allowed to leave. If any damage was caused and the vehicle still left, the organizing committee may charge a fine and/or not renew the contract for participation the following year.

IMPORTANT: If the vehicle is being used for exhibition purposes, it is essential that the license plate and contact information (name, cell phone number) of the person responsible for its operation be shared with the organizing committee.

ASSEMBLY

REQUIREMENTS TO ENTER ASSEMBLY

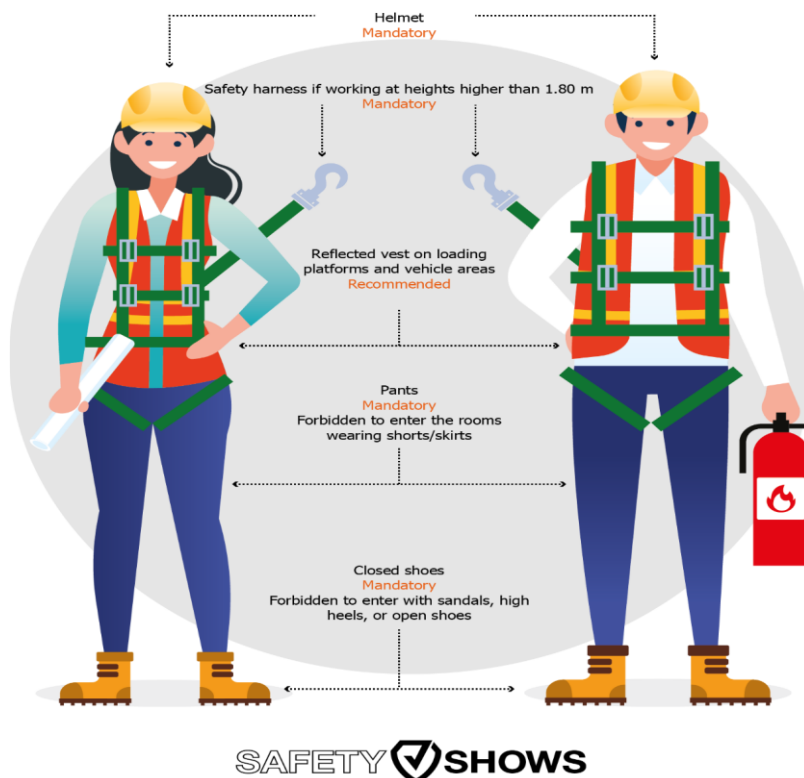
- **Payment of the contracted space in full 100% before assembly begins to avoid delays.**
- To have the letter of pre-approval of booth design and access to assembly.
- All personnel wishing to enter must have basic PPE (personal protective equipment).
- Wear either an assembly-disassembly badge or exhibitor badge.

PERSONAL PROTECTIVE EQUIPMENT (PPE)

During set-up days, all persons (exhibitors, assemblers, designers, suppliers, cleaning personnel, etc.) must wear **personal protective equipment (PPE) without exception**, regardless of the time they remain in the halls or the activity they perform. The Organizing Committee may have the power to fine/sanction the company that fails to comply with this rule and may request the exit of the exhibition hall.

The Organizing Committee and the venue have a first aid service available for minor incidents. However, it is important to note that if a major accident occurs that requires more advanced medical attention, such as an ambulance or hospitalization, the costs will be borne by the exhibitor or assembler. The badge holder will be handed out at the venue.

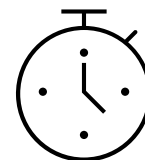
PPE must also be worn during disassembly, even if exhibitors are removing products.



ACCESS ROUTE TO SET UP/PLATFORMS (BOOTH AND PRODUCT UNLOADING)

DOOR 4 - Access for exhibitors/assemblers who need to unload material, booth, equipment, product, etc. on platforms. The entrance to platforms for unloading is subject to the capacity of these.

PARKING AND PEDESTRIAN ENTRANCE. Regular parking for exhibitors and visitors. If any exhibitor is carrying advertising material that can be carried by hand in boxes, it is suggested to enter through this entrance.



LOADING AND UNLOADING (PLATFORMS)

No vehicle may remain parked and/or unattended on the platforms or the unit will be removed. The maximum time for loading and unloading maneuvers will be assigned according to the size of the vehicle.

Courtesy time depends on the type of vehicle (more information in the following table).

If this **time is exceeded**, the driver or person responsible for the vehicle will be sanctioned with the corresponding charge for the time exceeded; only one vehicle per company is allowed access.

Type of vehicle	Courtesy time	Rate x hour (MXN)
Cars and vans less than 3.5 tons	30 min.	\$ 200.00*
Greater than 3.5 tons	1 h	\$ 200.00*
Rack truck and Torton	1 h 30 min.	\$ 260.00*

Prices are established by the venue and the committee has no influence over them. **Prices are subject to change without notice.**

LOADING AND UNLOADING OPERATIONS

- Any receipt of products, set-up materials and/or merchandise shall only take place during the set-up, event and dismantling period. Vehicle access to event areas will only be allowed for the purpose of loading or unloading.
- Vehicle access to the inside of the halls (set-up, event and dismantling) is prohibited. Only those vehicles that are directly part of the equipment to be exhibited during the days of the event may enter with prior written authorization.

- Loading and unloading maneuvers on the sidewalks and avenues adjacent to the venue are prohibited.
- The committee is not responsible, in any case, for theft or damage to vehicles, materials or equipment of any kind located at Centro Banamex.
- The maximum time for loading and unloading maneuvers within the maneuvering yard will be as assigned in the table of penalties, if this time is exceeded, the driver and / or responsible for the vehicle will be penalized according to the current rates. The penalty is generated at the exit booth for its respective payment. Once the vehicle has been unloaded, it must be removed from the maneuvering yard, leaving the platform free for maneuvering.
- The platform area is not a parking lot or storage area; it may only be used for loading and unloading maneuvers.
- The maximum speed allowed inside the maneuvering yard is 10km/h.
- The committee is not responsible for loss of objects left inside, vehicles or damages caused by third parties, mechanical failures, theft of parts or accessories.

RULES DURING ASSEMBLY

Use scaffolding for constructions over 3m high.	During the whole day you must wear your personal safety equipment (helmet, closed shoes and long pants).
Set-up times are for assembling and detailing the booth, NOT FOR BUILDING THE STAND from scratch (no saw cuts, no welding, no construction material such as cement). PRODUCTION OF THE STAND IS PROHIBITED.	Garbage must be left in the gondolas, which will be installed on the platforms. It is forbidden to leave construction material and/or wood.
Throughout the day you must leave the aisles marked as evacuation routes free.	The structure that supports the double floor must be seated on the firm floor of the building, not on a platform of the stand. The committee will validate the assemblies on site and if they do not comply, construction will be suspended.
Every day at the end of the assembly time you must clear the aisles or you will be subject to a cleaning fine.	Do not leave trash in aisles, neighboring stands at the end of the assembly day.
Do not damage floors, walls, stairs, etc. of the building. As the costs for damages will be passed on to the exhibitor/assembler.	
<i>The organizing committee may stop any assembly if the established rules are not respected until they are complied with, including penalizing the exhibitor/assembler with fines for not complying with them. The organizing committee is not responsible for any damages caused to the assembler/exhibitor.</i>	

FLOOR MANAGERS



On the exhibition floor we will have **FLOOR MANAGERS**, professionals who will be present during set-up, event and dismantling, and who will be able to help you with any questions, problems or any kind of information. They will also be present to verify compliance with the rules of assembly, event and disassembly. **They will be located on the exhibition floor during set-up, event and dismantling wearing an orange t-shirt.**

ASSEMBLY SCHEDULES

The setup of the event take place from Thursday, **October 31 to Saturday, November 2nd**, according to the following schedule based on the size of your booth:

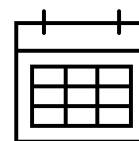
Booth size	Days	Comments
54 m2 and more	October 29 08:00 to 22:00 h October 30 08:00 to 22:00 h October 31 08:00 to 22:00 h	Extra assembly time It will have a cost based on time and per square meter. It is suggested to anticipate construction to avoid using this resource. It to be authorization by the committee.
9 to 53 m2	October 29 10:00 to 22:00 h October 30 08:00 to 22:00 h October 31 08:00 to 22:00 h	Extra assembly time It will have a cost based on time and per square meter. It is suggested to anticipate construction to avoid using this resource. It to be authorization by the committee.
Friday , October 29 will be just for supplies and cleaning of the stands..		
Mampara, Mampara Plus and Premium Booths- RX SOLUTIONS	October 31 08:00 to 22:00 h	Setup by RX Global Until this day furniture will be placed at 8 a.m. Please confirm with the team the delivery time of your space.

If you have any questions about the size of your booth, please contact maribel.guzman@rxglobal.com

The hall must be vacated every night at 10:00 p.m., without exception.

Only on October 30 , 2025, companies that so require may hire additional hours for night assembly. Therefore, they should consider paying directly to the venue. And the security service will have to be paid to the organizing committee.

- The exhibitor/assembler who requires **to hire these additional hours of night assembly, must notify by mail to your customer experience and the Organizing Committee before 17:00 hrs. Anticipate your set-up times, since on October 31 it will not be possible to contract extra-night time.**
- If any exhibitor does not finish the set-up and it represents a safety hazard for attendees, staff, etc., the organizing committee (RX) reserves the right to close it and will not allow visitors to open the booth.
- **If any exhibitor/assembler does not finish the construction of his booth, the organizing committee will charge a fine for bad image for the event.**
- The organizing committee will check that all projects/constructions comply with safety standards and are not a danger to attendees
- If any construction is not finished on October 31 at 22:00 hrs and puts the safety of the event/attendees at risk, the organizing committee will not allow the opening of this stand and will place perimeter screens to avoid **any accident and avoid giving a bad image to the event. The expenses that this represents will be passed on to the exhibitor. In addition, the committee reserves the right not to renew the contract for future RX events.**



CLEANING

The committee will be in charge of cleaning the common areas of the event, but as an exhibitor, you will be responsible for the cleaning of your space. If you need cleaning services for your booth, you must request these services from CENTRO BANAMEX and/or do it on your own.



Exhibitors must be responsible for removing from the exhibition floor any leftover materials, as well as garbage resulting from the unpacking of products during assembly/disassembly and event (boxes, cartons, construction materials, etc.) that may affect the image of your space.

Lumber and debris from booth construction are not trash; they must be removed by the exhibitor or assembler prior to the start of the event. If the committee detects non-compliance with this rule, all clean-up costs will be passed on to the exhibitor/assembler.

DRAINAGE

It is only possible to acquire this service if you have the drainage register in your exhibition space. For more information contact to **Maribel Guzmán** who can advise you.

It is forbidden to use the toilette's sinks to wash or rinse dyes or similar products. For this purpose, you can use the specific areas located at the end of Hall B.

EVENT

VENUE ADDRESS AND EVENT SCHEDULE

ADDRESS

Centro Banamex: Av. del Conscripto 311, Lomas de Sotelo, Hipódromo de las Américas, Miguel Hidalgo, 11200, Ciudad de México.

WEBSITE <https://centrobanamex.mx/>

TELEPHONE +52 (55) 5268-2000



To enter the hall during the days of the event you must wear your exhibitor badge; without it you will not be allowed to enter.

For better visitor/buyer service, the stand must be ready and operational daily, half an hour before the official opening. Therefore, it is recommended that service staff arrive at the stand one hour before the EVENT opening time.

The ORGANIZER reserves the right to advance opening by up to half an hour to ensure better service to visitors, taking into account the number of visitors at the beginning of the event and/or the conditions at the time.

EXHIBITORS SCHEDULE

Saturday, November 1 / **8:00 – 19:00 h**
Sunday, November 2 / **8:00 – 19:00 h**
Monday, November 3 / **8:00 – 19:00 h**

VISITORS SCHEDULE

Saturday, November 1 / **10:00 – 19:00 h**
Sunday, November 2 / **10:00 – 19:00 h**
Monday, November 3 / **10:00 – 19:00 h**

PRODUCT RESTOCK

Once the event has begun, exhibitors may restock products during the following times:

- Saturday, November 1: 8:00 am to 8:45 am and 1:30 pm to 2:30 pm
- Sunday, November 2: 8:30 am to 9:30 am and 1:30 pm to 2:30 pm
- Monday, November 3: 8:30 am to 9:30 am and 1:30 pm to 2:30 pm

Entry will be through the emergency exit corresponding to your stand platform (halls B, C, and D).

Entry must be carried with an exhibitor badge, without exception, and may only be used for product placement, cleaning, or meetings with your team. Under no circumstances may entry be used for construction, painting, or finishing of the stand.

Access to stairs and/or tools for work on the stands during these days is prohibited.

Exhibitors must remain at their stands during the event hours; leaving the stands or departing before the event concludes is not permitted under any circumstances. It is essential that exhibitors organize their flights, accommodation, and transportation according to this schedule.

The organizing committee will not allow the removal of products, machinery, or furniture from exhibitors during the event hours.

SOUND LEVELS

Sound levels during presentations must stay within the boundaries of the stand area and should not interfere with neighboring exhibits. The organizing committee (RX) reserves the right to ensure a fair exhibition environment for all clients. Excessive noise can be offensive and distracting. Each exhibitor has the right to a conducive environment for conducting business without excessive noise from other exhibitors.

Any audio equipment (such as sound systems, audio from a video wall, microphones), whether on the stand or as part of an exhibit, must not exceed sixty decibels (60 dB).

RX reserves the right to interrupt activities that cause disturbances, crowding, complaints from neighboring stands, or are inconsistent with previously approved arrangements. Penalties established in the GOOD NEIGHBOR POLICY will be applied.

The organizing committee will be attentive and responsive to complaints registered by visitors, neighboring exhibitors, or other staff, and may impose necessary fines for not respecting these rules.

INFLATABLES – COSTUMES

The following are not permitted:

- Installation of inflatables of any type, shape, or size outside the contracted space.
- Circulation through the event aisles or common areas dressed in costumes of any kind (costumes, mascots, etc.) that represent the company's products, brand, character, or theme related to the stand.

The RX organizing committee will apply fines as established in the GOOD NEIGHBOR POLICY.

Let's work together to promote good neighbor practices, which aim to improve the experience and coexistence among exhibitors, but above all, to respect each exhibitor's space for generating business.

FOOD AND BEVERAGES

The introduction of food and/or beverages from outside the hotel (coffee makers, cookies, water, snacks, soft drinks, wine, etc.) is not permitted. If you wish to offer these to your visitors and/or for personal consumption, you must arrange this directly at the Citibanamex Center's additional services office and/or through the food and beverage format.

INVITE YOUR STAFF TO EAT THEIR MEALS INSIDE THE FOOD COURTS. BRINGING FOOD AND DRINKS FROM OUTSIDE THE PREMISES IS PROHIBITED.



GOOD NEIGHBOR POLICIES

LIMIT YOURSELF TO USING ONLY YOUR CONTRACTED SPACE. DO NOT INVADE THE SPACES OF OTHER BRANDS OR CORRIDORS.



DO NOT PLACE ELEMENTS THAT PREVENT THE VISIBILITY OF THE NEXT STAND.



DO NOT USE SCREENS, SHELVES, DISPLAY EQUIPMENT OR ITEMS OUT OF THE CONTRACTED AREA.



IF YOU PLAN TO INSTALL A DEMO SMOKE CABIN, YOU MUST NOTIFY THE ORGANIZING COMMITTEE, AS WELL AS HAVE A SMOKE EXTRACTOR TO AVOID ACTIVATING THE FIRE ALARMS OF THE VENUE. IF YOU DO NOT COMPLY, THE DEMONSTRATION CANNOT BE CARRIED OUT.



BRING WASTE WITH YOU AND DO NOT USE NEIGHBORING STANDS TO DISPOSAL OF MATERIALS.



ALL STANDS THAT CONNECT HIGH VOLTAGE EQUIPMENT SUCH AS IRONS HAIR AND DRYERS MUST HAVE A FIRE EXTINGUISHER.



USE OF SOUND EQUIPMENT LESS THAN 60 DECIBELS 3 m FROM THE EMISSION SOURCE DIRECTED INTO THE STAND.



THE USE OF BOTTARGAS IS EXCLUSIVE TO YOUR STAND, YOU WILL NOT BE ABLE TO INVADE OTHER SPACES AND CORRIDORS.



ANY DEMONSTRATION, DISTRIBUTION, QUEUE FORMATION OR EXHIBITOR ACTIVITY THAT CAUSES THE OBSTRUCTION OF AISLES, REDIRECT TRAFFIC OR PREVENT EASY ACCESS TO THE SPACE OF OTHER EXHIBITORS IS PROHIBITED



DO NOT INVADE THE HALLWAYS WITH PROMOTIONALS. DURING THE EXPO YOU MAY NOT PLACE BOXES OR PRODUCTS OUTSIDE YOUR BOOTH/BEHIND YOUR BOOTH. WE SUGGEST THAT YOU BUILD A WAREHOUSE TO PROTECT ANY PRODUCTS OR MATERIALS INSIDE YOUR BOOTH.



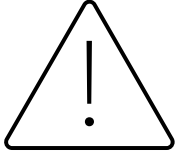
IT IS STRICTLY PROHIBITED FOR EXHIBITORS TO THROW ADVERTISING PRODUCTS TO THE VISITORS (CUMBLES, THERMOS, KEYCHAINS, PENS, CALENDARS, BAGS ETC.) AT THE DYNAMICS.



Demonstration areas should be confined within the exhibit space so as not to interfere with aisle traffic. Exhibitors should contract for sufficient space to meet this standard. When large crowds gather to view a demonstration and interfere with the flow of traffic in the aisles or create excessive crowding in neighboring booths, the rights of other exhibitors are infringed. **Aisles must not be obstructed at any time.**

PENALTIES:

Any EXHIBITOR who fails to comply with the above will be subject to:



1.- In the first instance, a verbal warning from RX.

2.- The second infraction will be notified by means of a written warning to the person in charge of the stand signed by RX.

3.-In case of a third infraction, a more drastic measure will be taken consisting of an immediate fine for the EXHIBITOR in the amount of USD 2,000.00 (two thousand dollars) per infraction and the suspension of the booth's electric power for 1 h. We will not be responsible for any damage derived from the suspension of electricity (while the corresponding payment is being made).

If this rule is not complied with, the Organizing Committee reserves the right to proceed or not with the renewal of the stand for the next edition.

We recommend that all personnel involved with the stand be trained on the rules and penalties mentioned above to guarantee good performance

RAFFLES, ACTIVATIONS, DYNAMICS AND PRODUCT DEMONSTRATIONS

For product demonstrations/activities/interactive sessions, raffles, or mascot appearances at the booth, **the exhibitor must notify the organizing committee before September 30**; otherwise, the activity cannot be carried out during the event.

Please follow these steps:

1. Send an email to your Customer Experience contact **before September 30** detailing the activity, demonstration, or interactive session you plan to perform.
If it is a product demonstration, you must send us the technical sheets of the products to be demonstrated, and in your booth render, indicate where the demonstration will take place.
2. The organizing committee will review the activities, and if additional information is needed, they will request it from the exhibitor.
If the activity, demonstration, interactive session, or raffle is approved, the committee will notify you via email.

Important:

For demonstrations that project flying particles or sparks, each exhibitor must create a closed environment using booths with translucent walls and/or acrylic panels. Remember to send the details of the demonstration and the render of the space where it will take place. If there are acrylics or protective booths, specify their measurements and thickness.

Activities that compromise public safety (e.g., throwing products into aisles, obstructing aisles with products or displays, animal exhibitions, shooting, etc.) and those that block neighboring booths' negotiations will not be approved.

If the exhibitor does not provide information to the organizing committee (RX), the activity cannot be carried out on the floor. If an activity/demonstration/interactive session is detected during the event without committee authorization, it will be suspended.

The use of sound equipment and/or sirens of exhibition units is subject to a **maximum measurement of 60 decibels at a distance of 3 meters** from the source of emission **in the direction of the stand**. In case of non-compliance, the Organizing Committee will **determine restrictive measures, as mentioned above**.

If any activity was authorized, but on the ground there are elements to consider it a danger, it may be suspended or cancelled by the Organizing Committee.

SPECIAL GUESTS, INFLUENCERS, RAFFLES AND ACTIVATIONS

For product demonstrations, special guests, influencers, send the details of the activity to maribel.guzman@rxglobal.com and register on the exhibitor portal before **October 3** to be authorized and advised by the Organizing Committee.

Activities that affect the safety of the public (for example, throwing product into aisles, blocking them with product, displays or lines) and that obstruct negotiations with neighboring stands will not be approved. **IF THE INFORMATION IS NOT RECEIVED, THE ACTIVITY CANNOT BE CARRIED OUT ON THE FLOOR.**

Once the activation, show or star guest has been registered, we will begin with the communication so that it is possible to promote it and review the necessary logistics.

Consider that the security and required elements for talent, special guests or press is the responsibility of the brand. The organizing committee will only support perimeter security for civil protection issues and is empowered to stop any activity that gets out of control.



Sound equipment is subject to a maximum measurement of **60 decibels at 3 meters** from the source of emission **towards the interior of the booth.**

In case of non-compliance, the organizing committee **will determine restrictive measures and direct penalty to the exhibitor.**

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

MUSIC AND DANCE EVENTS

For activities at the booth such as dances and musical events (mariachis, bands, trios, etc.) the activity will have to be validated by the organizing committee, send an email to your Customer Experience contact **with the details before September 30. These two activities could only be possible after 16:00 pm in order to preserve a business environment during the event and respecting a maximum of 80 decibels.** In addition, they must take place within the contracted square meters.

If any of these activities are detected on a floor that does not have authorization, they will be cancelled immediately.

IMPORTANT NOTE:

RX Mexico reserves the right to prohibit, temporarily or permanently, these activities (demo, dancing, activations, etc.) when such activities cause disturbances, crowds and complaints from neighboring stands.

PROMOTIONAL AND SALES MATERIAL

During the event, sales to the public are permitted. Merchandise must be delivered **ONLY** after the conclusion of the exhibition and must be accompanied by the Exhibitor's bill of sale for verification by security personnel. Violation of this provision exposes the Exhibitor to cancellation of his exhibit space without refund.

The removal, sale and/or delivery of merchandise prior to the conclusion of the event is strictly prohibited. Any product promotion must take place within the contracted space, it is forbidden to invade aisles or areas of common use.

Exhibitors may not distribute brochures, samples or other material outside the contracted exhibition space. If you are interested in distributing any material, please contact your sales representative to discuss sponsorship possibilities.

EXHIBITION OF USED PRODUCTS

Only new products manufactured by the EXHIBITOR or its exclusive representative, under its own brand or expressly authorized by third parties holding the rights to the respective brands, may be exhibited at the EVENT.

No used, counterfeit, counterfeit, unauthorized, pirated, contraband, fake or irregular products of any kind shall be allowed to be exhibited.

Violators will have their products removed from the exhibition, without any compensation to them, and will be subject to the legal costs and penalties arising therefrom.

IMPORTANT:

Animals of any species or size are strictly forbidden in the assembly and/or dismantling event.

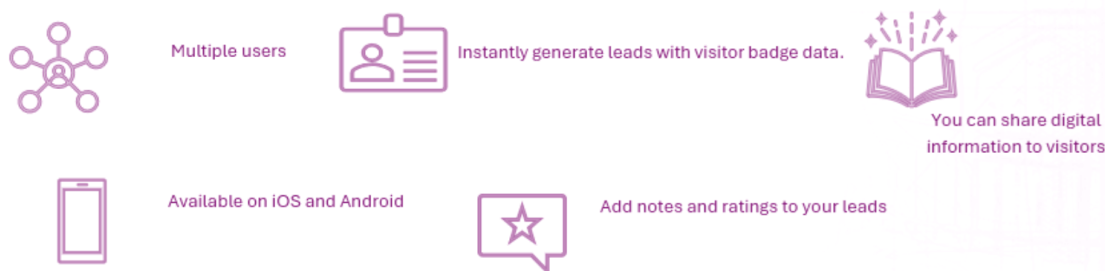
VISITOR SCANNING (LEAD MANAGER APP- EMPERIA)

Promotional activities and visitor scanning are limited to the area of the contracted booth. That is, you may NOT invade aisles and/or common areas of the expo and much less in the booth of another exhibitor.

Check your contract to see if it includes the LEAD MANAGER (EMPERIA) app.

Emperia is a simple, flexible, fast, and downloadable badge scanning application that can be downloaded to a smartphone.

It captures the visitor data you registered with and can be used by multiple users simultaneously during the event, so you never miss a business opportunity.



Each exhibiting company has an **ACCESS CODE** and you can find it in the Exhibitor Hub (profile and exhibitor portal) and it will also be sent by email a couple of weeks before the event.

The download of the scanned leads can be done in real time, per day or at the end of the event, by logging into the exhibitor profile and portal.

Check the tutorial on how to use it in [this link](#):

DRONES

The use of drones is subject to written request and authorization from both Centro Banamex and the Organizing Committee.

For more information about the requirements and documentation to fly a drone, please contact your Customer Experience representative. maribel.guzman@rxglobal.com

DRESS CODE

STAFF DRESS - At all times while on-site at the event, all event participants, including, but not limited to exhibitors, their direct employees and hired contractors, must dress in appropriate business or business casual attire conducive to the conduct of business.

Examples of appropriate attire are a suit, sports jacket, button-down shirts or polo shirts and slacks, or a blouse or sweater with a skirt or slacks.

Clothing that is excessively revealing in nature, contains expletives, or may be offensive.

Inappropriate dress includes, but is not limited to:

- **Flip-flops**
- **Muscle shirts or strapless tops / low cut / t-shirts**
- **Backless tops or dresses**
- **Shorts**
- **Skirts with seams of less than 6".**
- **Suits**



DRESS CODE

Attire of an excessively revealing nature, containing expletives or that may be offensive

These guidelines apply to all staff and booth participants, regardless of gender, and will be strictly enforced. RX and the **EBS 2025** Management team reserve the right to request that individuals / participants change their attire or leave the premises immediately if it is determined that their appearance could be offensive / disruptive to other exhibitors or attendees, as determined at the sole discretion of Management.

EXHIBITOR PARKING

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

EXHIBITORS	
Concept	Rate (MXN)
Exhibitor Pass 1 day	\$144.00*
Exhibitor Pass (package per day	\$120.00 (from 2 days) *
Exhibitor Pass (two-day package)	\$240.00*
Exhibitor Package (three-day package	\$360.00*

****Prices are subject to change without notice. Parking prices are stipulated by the venue and the committee has no influence over them.**

BE CAREFUL WITH YOUR BELONGINGS AND YOUR SAFETY DURING THE EVENT

The Organizing Committee and the venue are responsible for the security of the common areas of the event, but not for the contracted spaces/stands of each exhibitor.

We are not responsible for the theft or loss of any personal belongings, as well as exhibition materials and booth facilities. Each exhibitor is responsible for his own belongings and those of his booth.

Never leave your personal belongings unattended, products or exhibition equipment should be protected with padlocks. We suggest that you store exhibited merchandise in locked display cases and/or in storage areas that you build inside your booth.

If you have items in your booth that may be subject to theft, take them with you at the end of each day or keep them locked in storage areas inside your booth.

In case you require exclusive security personnel for your booth during the event, you can hire them from the official supplier.



If you have your own security provider, it is necessary to receive authorization and accreditation from the organizing committee.

Security personnel can place **FREE OF CHARGE**: padlocks on laptops, screens and/or electronic equipment. In case you need them, ask for them at the modules at the entrance of the exhibition with the identified security personnel. **This does NOT release the exhibitor from being responsible for their belongings and be aware of the installation of the lock.**

VISITATION AND STAY OF MINORS

A minor is defined as any person under the age of eighteen (18) or who has not reached the age of majority as defined by the jurisdiction of their residence. **Minors are NOT authorized to participate in the event in any way.**

No minors will be admitted to the venue, and no minor will be allowed to access the platform or any digital technologies (as defined in this document). Even if a minor obtains permission from their parents or legal guardian (the guardian) before participating, that minor will not be able to participate in the event in any way, including but not limited to submitting information to the Administration, participating in raffles or contests related to the event, posting information on the event's websites or platform, or purchasing credentials or other goods or services related to the event.



Regardless of the time or location within the exhibition floor they wish to enter, entry is not permitted under any circumstances.

If any exhibitor, for any reason, allows a minor to enter, the organizing committee reserves the right not to renew the contract with the exhibiting company for future events, and the minor must leave the exhibition floor immediately.

DISASSEMBLY

DISASSEMBLY SCHEDULE

The disassembly will take place on **Monday , November 3** according to the following schedules without exception:

Hall	Date	Schedule	Comments
Halls B, C y D	Monday, November 3	20:00 to 21:30 h	Preference will be given to the storage products (*Not booth dismantling)
Halls B, C y D Stands smaller than 36m2	From Monday, November 3 to Tuesday November 4	21:31 to 02:00 h	Opening of platforms. Dismantling of stands and displays.
Halls B, C, and D Booths larger than 36 m2	From Monday, November 3 to Tuesday November 4	21:31 to 08:00 h	Opening of platforms. Dismantling of stands and displays.

- No materials may be removed through the main doors or loading docks before the specified time.
- Once dismantling begins, the security of your materials is the exhibitor's responsibility.

- It is prohibited to abandon stands, merchandise, or waste generated; the exhibitor will be responsible for covering any costs incurred if this policy is violated.

Dismantling will always start once the hall is completely vacated of visitors. Its commencement is also subject to the removal of the corridor carpets.

IMPORTANT POINTS FOR DISMANTLING

- **It is the responsibility of each exhibitor to adjust their dismantling logistics to the schedules and rules permitted by the organizing committee.**
- **The exhibitor must remove their booth within the time established by the committee; failure to do so will result in all costs incurred for land use and/or debris removal being charged to them.**
- If, for any reason, the assembly company or exhibitor does not arrive on time and in the proper manner to remove the booth and/or products, the committee is not responsible for any loss or damage to them.
- It is recommended not to abandon the booth at any time during dismantling to avoid any loss or damage to materials/equipment, etc.

PRODUCT OUTPUT OR STANDS WITHOUT DESIGN

For stands without design that will only take out promotional material and/or product that they can carry in their hands, they will be able to do it through the parking exits and on the street from 20:00 hrs. onwards.

It is forbidden to take out products/promotional materials in small devils. If you need to take out your product in a small devil or gondola, you must wait until the dismantling begins at approximately 21:30 hrs. and/or the removal of the carpeting from the aisles has been completed.

DISASSEMBLY CONSIDERATIONS

Under no circumstances may the exhibitor or assembler leave garbage in their contracted space, all stand waste must be taken away, even if the stand is considered waste, it must be removed and disposed of at their own expense.

If the committee or Centro Banamex detects that the exhibitor is leaving trash, a fine may be charged to the exhibitor or set-up company.

The exhibitor must remove the booth within the time established by the committee, otherwise all costs generated by the use of land and/or removal of debris will be charged to the exhibitor.

Important Disassembly	
It is forbidden to start disassembly activities before 21:30 h.	Consider that access to platforms to remove materials from the stand and/or product depends on the availability of the product. We suggest you complete these schedules for the logistics of your transportation, flights, etc.
The personnel of the exhibiting company and/or of the assembly company who wish to enter for disassembly may do so from 21:30 h.	Until your floor disassembly is ready, no access to platforms will be given.

If you need to pack products, disassemble electronic equipment from the stand, pack machinery, you can do it from 19:00 h without invading aisles.	The Organizing Committee is not responsible for loss of products, electronic equipment or booth.
It is forbidden to place pallets, boxes and platforms and anything else that prevents the removal of the carpet.	

WASTE AND ABANDONMENT OF MATERIALS

Under no circumstances may the exhibitor or assembler leave garbage in their contracted space, all stand waste must be taken away, even if the stand is considered waste, it must be removed and disposed of at their own expense.

If the committee or Centro Banamex detects that the exhibitor is leaving garbage, a fine may be charged to the exhibitor or set-up company.

The exhibitor must remove the booth within the time established by the committee, otherwise all costs generated by the use of land and/or removal of debris will be charged to the exhibitor.

CONSENT TO THIS MANUAL



If the rules/regulations of this Exhibitors' Manual are not complied with, **the Organizing Committee reserves the right to proceed or not with the renewal of the booth for the next edition and/or to penalize the exhibitor with the sanctions described above.**

We recommend training all personnel involved with the booth on the rules and penalties to ensure the good performance of each exhibiting company and the event in general. If you have any questions regarding the rules of the manual, please contact your Customer Experience executive.

INTELLECTUAL PROPERTY ISSUES AND PROCEDURES

Reed Exhibitions Mexico, S.A. de C.V., (collectively, "Management") respects the Intellectual Property ("IP") rights of others and expects all exhibitors to do the same. In connection with the event (the "Event"), the following rules apply:

1. Management's role is strictly to seek to protect the integrity and peace of the Event and to preserve the environment of the Event in a manner that allows all exhibitors and sponsors the opportunity to receive the benefit of their exhibits and/or sponsorships. Accordingly, Management will appoint an on-site Intellectual Property Defender(s) for the Event who, on behalf of Management, will deal with intellectual property issues arising at the Event in accordance with these Intellectual Property Procedures.
2. Management will recognize existing recognized intellectual property rights (such as the Mexican Institute of Industrial Property "IMPI") when the exhibitor/owner of the intellectual property rights alleging infringement of its intellectual property rights (the "Claimant") provides Management with evidence of the current validity of these rights, and will assist in communicating those asserted rights to another exhibitor alleged to be infringing the rights (the "Defendant").
3. Management is not and shall not act as an arbiter of the existence of valid and subsisting rights in a Claimant's IP.
4. Management will cooperate and act in a manner consistent with any court order, order, judgment or injunction duly issued against an Exhibitor. In so acting, Management is a neutral party and Management's presence during service of any document issued by a court during the Event is strictly for the purpose of carrying out Management's responsibility to protect the integrity and peace of the Event.

5. Management may take such steps as it deems reasonable and appropriate, in its sole discretion, to attempt to bring about a settlement and/or resolution of IP rights issues between exhibitors. Management is not and shall not become an agent or representative of any exhibitor's alleged intellectual property rights.

6. Management reserves the right to require an accused exhibitor to submit appropriate documentation reflecting such exhibitor's right or license to display and market any product or material complained of.

7. Management, when it deems reasonable and appropriate in its sole discretion, will request (and possibly insist) that an exhibitor remove items or materials from its booth only when the claimed intellectual property rights, upon proof to Management that they are currently valid, clearly cover the accused exhibitor's items or materials in Management's reasonable judgment.

8. Exhibitors agree to follow the IP procedures set forth herein.

9. Claimants agree to follow the IP procedures herein.

In case of perceived violations of intellectual property rights at the event:

- A. The Claimant or his/her representative(s) shall contact and/or communicate with the Intellectual Property Ombudsman designated for the venue/event. 2. The Claimant or his/her representative(s) shall not be allowed access to the exhibition hall during set-up, dismantling or outside exhibition hours;
- B. If the Claimant's representative(s) need access to our event, they must follow the attendee access rules:
 - Claimant representative(s) must purchase a ticket;
 - Claimant representative(s) will not be allowed access to the exhibit hall during set-up, tear-down or outside of show hours;
 - Claimants' representatives will only be allowed access to the exhibit hall during scheduled dates and times.
- C. The Claimants' representative(s) may check to see if the logo in question is on display, request that it be removed or covered, and provide the following.
- D. Evidence that the Claimant has communicated the IP rights issue in writing to the accused exhibitor's representative(s), either before or during the event.
 - For example, evidence of a letter or email sent by the Claimant or its designated representative.
 - E.Clean and clear written evidence to support the claimed IP rights.
 - For example, in the case of Mexican registrations, copies of the IMPI Registrations in question, and proof that such rights are in force.
- F. Evidence of the products and/or materials used by the Defendant exhibitor at the Event that are claimed to be covered by the Claimant's IP rights.
 - For example, clear photos of the products or copies of the materials on display at the Event (photos of products from locations other than the Event or images from websites will not suffice).

Please note that Management requests that any Complainant contact Management to take photos of the allegedly infringing product/material. The Complainant should not attempt to take such photos.

- G. Contact information for a representative designated by the plaintiff authorized to act on his or her behalf at the venue/event.
 - Application information includes the name, title, email, and telephone number where the designated representative can be reached during the Event.

The Claimant must allow the Administration at least 24 hours to review and act, as appropriate in the Administration's sole discretion, on the evidence provided by the Claimant and respond to the Claimant with the steps, if any, that the Administration has. the intention to take.

Exhibitors are cautioned that the Administration will not interpret the claims of a utility patent, or the scope of protection of a trademark, registered copyright, or registered reserve, or make specific judgments about the adequacy of disclosures. in patents, the validity of any patent, the risk of confusion between different trademarks, the fame of a trademark, the dilution of a trademark, the legitimate use of another's trademark, the priority of rights over a trademark, which is equivalent to a substantial take of a work protected by copyright or what is a fair use of a work protected by copyright.