

EXHIBITION RULES FLOWER SHOW PROFLORA 2015

These Rules are a part of the Stand Lease Agreements entered into by Asociación Colombiana de Exportadores de Flores –ASOCOLFLORES- and the exhibitors in the international flower show PROFLORA 2015.

Accordingly, and as a requirement for participating in the international flower show PROFLORA 2015, exhibitors – producers must have the capacity of ASOCOLFLORES Associates the days during which the event will take place.

I. PLACE AND DATE:

The place where the 13th version of the international flower show PROFLORA will take place is Corferias in the city of Bogotá, on October 28th, 29th, and 30th of year 2015.

II. APPLICATION OF THE RULES:

These Rules shall apply during the following days:

Mounting:

For the exhibitors of general suppliers and services companies located in the north pavilion: Monday 26th and Tuesday 27th of October 2015.

For the flowers exhibitors located in the north pavilion and all exhibitors located in the south pavilion: Thursday 22nd, Friday 23, Monday 26th and Tuesday 27th of October 2015.

NOTE: Saturday 24th and Sunday 25th, Corferias will be closed due to Major elections in Bogota. Corferias is an official voting center in the city and nobody can get into the pavilions to do any mounting or decorations.

Exhibition: October 28th 29th, 30th and 31st ,2015.

Dismounting: Saturday October 31st 2015 once the exhibition for general public ends; form 5:30pm to 12:00am.

III. STAND DELIVERY, MOUNTING AND DECORATION:

The stands may be mounted and decorated as from their delivery on Thrusday October 22th or Monday October 26th depending on the location of the stand (important note above) of year 2013, during the hours indicated below. Stands will not be delivered prior to these dates under any circumstances whatsoever.

IV. MOUNTING AND DECORATION HOURS:

For the exhibitors located in the south pavilion and the exhibitors of flowers in the north pavillion:

Thursday, October 22th, 2015 from 7:30 am to 8:00 pm.

Friday, October 23th, 2015 from 7:30 am to 8:30 pm.

Monday, October 26th, 2015 from 8:00 am to 6:00 pm.

Tuesday, October 27th, 2015 from 7:30 am to 12:00am - midnight

For the general suppliers and service companies exhibiting in the north pavilion:

Monday, October 26th, 2015 from 1:00 pm to 12:00am - midnight

Tuesday, October 27th, 2015 from 7:30 am to 12:00am - midnight

- In the event additional time were needed for mounting stands, the permission should be requested written to the PROFLORA 2015 Organization this same day, before 5 p.m. It should be taken into account that Corferias charges COL \$30.000 for the additional hour needed after 8:00 pm. The additional time will be no longer than 12:00 midnight (no exceptions will be made). It is suggested that the people in charge of the mounting should be informed of this, so that they can arrange the mounting time, so that they do not exceed the hours given for it.
- Stand decoration must have been completed, and stands must have been freed from debris, waste or any material not relating to the decoration by 12:00 midnight on Tuesday, October 27st, 2015. After this time, the PROFLORA Organization will not allow continuation of this work.
- It is the responsibility of exhibitors and/or their contractors to remove from the show premises all materials and equipment not belonging to the decoration.
- According to the above, mounting or decoration works will not be allowed on October 28th 2015, day on which PROFLORA 2015 will open.

V. DISMOUNTING HOURS:

Saturday, October 31st , 2015, from 5:30 p.m. to 12:00 a.m

It will be allowed the entrance to the general public in the morning hours, and also visits from the farms workers will be arranged for those who will like to take their workers to the fair. The schedule will be from 10:30 a.m. to 5:30 pm.

VI. BASIC RULES CONCERNING THE EXHIBITORS:

1. The PROFLORA Organization may take possession of the stand without prior notice in the following events:
 - Exhibitors have not made the payments for the stand by the mounting date.
 - Exhibitors are not present for receiving the stand on the mounting days.

2. Exhibitors are responsible for the installation, mounting and decoration of their stands, whether they carry out these tasks directly or through third parties contracted for this purpose.
3. It is the responsibility of exhibitors that their contractors know the mounting rules. Consequently, the Organization reserves the right to prevent any work not allowed according to the Rules and/or the Lease Agreement.
4. Damages caused by exhibitors, their contractors, delegates or representatives to the stands or to any area of the Convention Center on occasion of the design, installation, decoration or dismount of the stand shall be assumed directly by exhibitors. The PROFLORA Organization will not assume any responsibility in this regard.
5. Decoration and mounting works may not exceed the area leased by the exhibitor pursuant to the Stand Lease Agreements for PROFLORA 2015. Authorization to exceed the areas will not be granted under any circumstances.
6. Exhibitors must verify the condition of the stand before initiating mounting and decoration works. Once the show is over, exhibitors must deliver the stand to the PROFLORA Organization in the same conditions as received.
7. The stand decoration designs must be submitted to the PROFLORA Organization before Tuesday September 1st, 2015 for approval.
8. Stands will be delivered to exhibitors only. If an exhibitor cannot receive the stand personally, he must so inform it in writing before September 20th, 2015, indicating the name and identification document of the person that will receive it.
9. The maximum heights allowed for stand decorations will be **3.50** meters, under no circumstances exceeding these height will be allowed, if so a penalty charge will apply and so immediate interruption of the works being done over the indicated height , or the obligation to dismount the stand if rules are not followed.
10. The maximum height for stand decorations for the individual isles is **4.50** meters, , under no circumstances exceeding these height will be allowed, if so a penalty charge will apply and so immediate interruption of the works being done over the indicated height , or the obligation to dismount the stand if rules are not followed.
11. A list with the names and identification documents of the people in charge of the stands such as exhibitors and people that will access Corferias to mount the stands must be delivered to the PROFLORA Organization before October 1st, 2015.
12. Exhibitors will be allowed to invite 4 visitors per each stand leased, each of these passes will be valid for one exhibition day. A list with the names of the guests and of the companies to which they belong must be sent to the PROFLORA Organization before October 1st, 2015. After the date mentioned **NO** changes will be accepted, no matter if they are inclusions, corrections or additions.

13. The PROFLORA Organization will deliver an "exhibitor's package" during the week from October 12th to October 16th, 2015, including:
 - 4 Installation Tags per stand: valid only during the corresponding days.
 - 4 Exhibitor Tag per stand: valid during mounting and exhibition days.
 - 2 individual invitations per stand for the closing party.
14. Electrical or hydraulic installations required by exhibitors must be authorized in advance by the PROFLORA Organization. For this purpose, exhibitors must request authorization in writing at the time of submitting the design of the stand decoration as provided for in Rule 7 above.
15. The PROFLORA Organization recommends using simple and ready-to-install structures, such that the mounting of the stand does not take more than the time authorized hereunder.
16. Painting and nailing or gluing materials to the panels forming the stands is forbidden.
17. The corridors of the Convention Center may not be used as working areas, for this prevents normal circulation and can cause accidents.
18. During the mounting days, exhibitors whose stands are located in area with carpet must cover it with plastics. Damages caused to the same shall be the responsibility of the exhibitor, as provided for in Rule 4 hereunder.
19. Exhibitors and contractors must wear the corresponding tags during mounting days.
20. Promotional material may not be distributed out of the stand area, and noisy expressions that could disturb other exhibitors and/or visitors are forbidden during exhibition days.
21. During dismounting days, exhibitors shall assume responsibility for the safety of their materials. Therefore, the exhibitor or his authorized contractors must be present at the Convention Center on October 31st 2015, at 5:00 p.m., for purposes of removing the material and dismounting the stand.
22. It is the responsibility of exhibitors to remove and clean up the exhibition area, and to deliver the stands to the Organization in the same conditions as received before the mounting, pursuant to Rule 6 hereunder.

VII. EXHIBITION MATERIAL:

1. Exhibitors must warrant that all the products exhibited are of their own or that the owner for their exhibition has granted them a license.
2. Any materials to be entered to the Convention Center must have been previously listed according to the following instructions:

- a. Exhibitors must deliver a materials list in two counterparts –original and copy- to the warehouse supervisor of Corferias at the time of entering the material.
- b. The warehouse supervisor will confront the list against the material entered; he will sign the lists and return the original to the exhibitor or his contractors.
- c. Once the event is over, the warehouse supervisor will verify that the materials taken out from Corferias correspond with those entered, and will issue a certificate of conformity.

VIII. INSURANCE:

The PROFLORA Organization will not assume any responsibility for damages or burglary occurring during mounting, exhibition and dismounting days. Therefore, exhibitors are strongly recommended to obtain, for non-plant material, an insurance policy. The exhibitor must send a copy of the policy or a letter to the PROFLORA Organization informing that he will not take the collective policy and that he will assume all the risks directly.

IX. USE OF TAGS:

Exhibitors must wear their tags on a visible place at all times during the show, and must comply with all the provisions established herein. The tag is personal and not transferable.

X. ADMISSION:

The PROFLORA Organization reserves the right of admission to Corferias in the city of Bogotá.

XI. AMENDMENTS:

These Rules are subject to amendments.