

 17-18 May, Sao Paulo

# **LABELSUMMIT**

## Latin America 2011

[www.labelsummit.com](http://www.labelsummit.com)

Dear Exhibitor,

The following information has been put together to assist you in planning your participation at **Label Summit Latin-America 2011**. We hope that this will answer most of your questions however it is not intended to replace our personal service. If you have any queries or concerns please do not hesitate to contact us

### Contact us

Tasha Ventimiglia	<b>Sales</b>	+1 262 754 6931	<a href="mailto:tventimiglia@labelexpo.com">tventimiglia@labelexpo.com</a>
Laurent Lemire	<b>Marketing</b>	+ 44 (0) 208 846 2821	<a href="mailto:llemire@labelexpo.com">llemire@labelexpo.com</a>
Claire Farrugia	<b>Operations</b>	+ 44 (0) 208 846 2706	<a href="mailto:cfarrugia@labelexpo.com">cfarrugia@labelexpo.com</a>

### Important Deadlines

Task	What to do	Deadline
Show Guide Entry	Email your catalogue entry to: <a href="mailto:ewilson@labelexpo.com">ewilson@labelexpo.com</a>	<b>ASAP</b>
Hotel Accommodation	Use the form attached to book your hotel room at the Transamerica	Please book your accommodation <b>TODAY</b> to avoid disappointment – May is a busy time in Sao Paulo
Arrange Shipping of Freight	Liaise with freight agent to arrange delivery/collection – see below for contact details for our shipping agent	<b>4<sup>th</sup> April 2011</b>
Book additional electrics, audio visual or internet connections	If you require any additional electrics or an internet connection please contact <a href="mailto:cfarrugia@labelexpo.com">cfarrugia@labelexpo.com</a>	<b>18<sup>th</sup> April 2011</b>
Nameboard Form	Use the form attached to complete your company name for the fascia board on your booth	<b>18<sup>th</sup> April 2011</b>
Order Exhibitor Badges	Further Information will be available shortly	<b>TBC</b>

### Show Guide Entry

Each exhibitor is entitled to an 80 word description of their company in the official **Show Guide** for the event. Besides the English version, we will need your company description translated into Spanish and also Portuguese.

The name of the company and contact details will also be listed. Please complete the attached form with your description and confirm the full company name, address and contact details to be

used for this event to **Erin Wilson** email: [ewilson@labelexpo.com](mailto:ewilson@labelexpo.com). It is very important that your company description is translated in Spanish and also Portuguese. Please ensure this is returned ASAP

## Event Schedule

**Setting up your table-top – Monday 16<sup>th</sup> May** between **2pm – 7pm**  
**Please do not arrive prior to 14:00 as your space will not be ready for you**

IMPORTANT: This exhibition is a table-top expo only – no construction (i.e. sawing, painting etc) is permitted. Access to the exhibition floor for deliveries is restricted to small, easily portable items – modular pop-up displays and graphics are fine

**Expo Opening Times** – At the times listed below, the delegates will enter the exhibition area for refreshments and to visit the exhibition booths. Your booth should be staffed throughout the day and particularly at these times

Tuesday 17 <sup>th</sup> May		Wednesday 18 <sup>th</sup> May	
<b>Exhibition Open</b>	<b>8am – 6pm</b>	<b>Exhibition Open</b>	<b>9.30am - 5.30pm</b>
Registration and Coffee	8am – 10am	Registration and Coffee	9am – 10.00am
Coffee Break	11.50am – 12.30pm	Coffee Break	11.45am – 12.30pm
Lunch	2.00pm – 3.30pm	Lunch	1.45pm – 3.00pm
Coffee Break	5.00pm – 5.45pm	Coffee Break	4.30pm – 5.15pm
Conference Ends	6.30pm	Conference Ends	6pm
<b>Cocktail Reception</b>	<b>7.00pm – 9.00pm</b>		

**Please note – the timetable above is subject to change**

**Move-out Wednesday 18<sup>th</sup> May 6.00pm-7.30pm**

All goods and display must be removed during this time. All waste materials including brochures and graphics are your responsibility and must be removed from the expo floor.

## Conference & Exhibit Location – The Transamerica Hotel

Conference Auditorium: **Sao Paulo Room 1,2 & 3** Exhibition Room: **Comandatuba 1, 2 & 3**

**Hotel Address:** **Hotel Transamerica**  
Avda Nacoes Unidas, 18-591 CEP  
04795-901  
Sao Paulo  
Brazil  
Tel: + 55 11 5693 4511  
Fax: + 55 11 5693 4952  
Web: <http://www.transamerica.com.br/>

Please be sure to mention you are part of the **Label Summit Group** when calling regarding your hotel reservation. For convenience use the hotel reservation form attached herewith.

## Deliveries, Shipping, Freight and Customs

It is important to remember that customs formalities in Brazil are complex and time consuming. Specific shipping instructions are in a separate document attached herewith.

If you do not have an agent or distributor in Brazil and are planning to ship directly to the event please note:

- Consumable items such as printed matter and brochures must not be mixed with temporary import goods such as pop-up displays or exhibits.

- Temporary import items (displays and exhibits) should **not** be sent via courier and should be consigned to the official customs clearance agent indicated in the attached shipping instructions.

We have appointed ILS (International Lifting and Shipping) and their representative in Brazil, **Fulstandig Shows e Eventos MC Ltd**, and the USA, **Go Events Management Inc**, as forwarders and customs agents. These companies are willing to offer freight services to and from the event as well as shipping advice. ILS/Go Events are planning to consolidate cargo shipments from one point in USA and one point in Europe (dependant upon demand) to try to contain costs for shipments to Sao Paulo

As a guide, exhibitors or their carriers, wishing to use this consolidation service should have their cargo and export documentation ready for dispatch **not later than 4<sup>th</sup> April 2011**. Those wishing to use this service should contact Fulstandig or ILS (contact details below) as soon as possible.

Please also be aware:

- The hotel does not accept shipments or offer storage prior to the official move-in day, **Monday 16<sup>th</sup> May 2011**. If you are sending items **directly to the hotel without using our agent** please ensure they arrive on this date and not before. Please also ensure they are labelled with your company name, booth number and **"Label Summit Latin America"** to be easily identifiable by hotel staff. We can not take any responsibility for items sent direct to the hotel we would strongly recommend that, unless you are sending items locally, **you use our agents to take care of your items** for you as goods sent direct to the hotel can often get mislaid, particularly as the hotel is so busy.
- Exhibitors are reminded that if you are carrying your own goods and are stopped by customs upon entry at the airport, it may not be possible to clear those items through customs in time for the event.

### Contact Information:

<p><b>I.L.S.</b> International House Colonnade Point Central Boulevard Prologis Park Coventry CV6 4BU UK Contact: Paul Flannery Tel: +44 (0) 24 7633 7955 F: + 44 (0) 24 7633 6795 E: <a href="mailto:pgf@i-l-s.co.uk">pgf@i-l-s.co.uk</a></p>	<p><b>Fulstandig Shows E Eventos MC Ltd</b> Rua Eli 164, Vila Maria Baixa Sao Paulo Brasil SP 02114-010  Contact: Marian Ewbank Tel: + 55 11 2207 7650/55 11 3884 2531 F: + 55 11 2207 7654 Mob: + 55 11 9942 1354 E: <a href="mailto:mewbank@fulstandig.com.br">mewbank@fulstandig.com.br</a></p>
<p><b>Go Events Management Inc</b> 36 Seabring Street Brooklyn New York 11231 USA Contact: Anne Norkin Tel: + 1 718 624 2000 Fax: + 1 718 625 2337</p>	

## Table-Top Package Information

Your table-top exhibit area will be equipped with the following:

- 1 x table (draped rectangular table)
- 2 x chairs
- Shell scheme back wall and half-height side walls
- 1 electrical socket (500w)
- 2 x spotlights
- 1 waste paper basket

Back and side walling will be provided as necessary to separate you from adjoining table-tops (note that the back walls are full height – measuring 1m approx wide by 2.15m high (actual graphic size per panel **96cm by 2,12m**). For each 6sqm booth you will have back wall comprising 3 panels. The side walls are a combination of full height and semi-height walls.

The wall panels are made of system shell scheme with a white pvc finish. They are suitable for double sided Velcro and blu-tac etc. Nailing, screwing, stapling etc will not be possible. Any damage caused to the panels will be charged to the exhibitor.

## Accommodation

We have reserved discounted rooms at the **Transamerica Hotel** but these can only be held for a limited period and Sao Paulo is particularly busy in May. We therefore urge you to book your accommodation by return using the form attached to this email.

## Badges and Registration

Table-top exhibitors are entitled to **2 badges** per table-top booth (unless you have a specific agreement as part of a sponsorship package). Further information will be available shortly

Badges allow access to the Exhibition and the Conference sessions and include lunch and refreshments on both days. All badges will be available for collection from the conference registration desk between 3pm and 7pm on **Monday 16<sup>th</sup> May 2011**.

## Additional Services

### Internet connections

If you require an internet connection or any additional booth equipment, please email: [cfarrugia@labelexpo.com](mailto:cfarrugia@labelexpo.com) as soon as possible. The venue has wireless internet connection throughout.

## Security

Please remember that exhibitions are not secure environments and can be very vulnerable to theft. Do not leave your booth unattended at any time – particularly if you have laptop computers or other high value equipment. Please ensure you keep all personal belongings with you at all times. The organiser will not be held liable for any items stolen, lost or damaged.