



14 - 15 May • Medellín

# **LABEL SUMMIT LATIN AMERICA 2019**

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## **EXHIBITOR MANUAL**

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## 1. GENERAL INFORMATION

Welcome to Label Summit Latin America 2019 which will be held at **Plaza Mayor** in **Medellin, Colombia** on **14 y 15 de mayo 2019**. We hope that this document will answer most of your questions; however, it is not intended to replace our personal service. If you have any questions or concerns, please do not hesitate to contact us.

### CONTACTS

NAME	TELEPHONE	EMAIL
Jessika Bustamante Meisner, Event Manager	+ 1 262 754 6925	jbustamante@labelexpo.com
Pere Ramirez, Operations	+ 44 (0) 20 8846 2930	pramirez@labelexpo.com
Hannah O'Farrell, Marketing	+ 44 (0) 20 8846 2727	hwhitnall@labelexpo.com
Rebecca Holister, Exhibitor Support	+44 (0) 20 8846 2717	rholister@tarsus.co.uk

### DEADLINES

TASK	WHAT TO DO	DEADLINE
<b>STAND DESIGN SUBMISSION</b>	IF YOU ARE A SPACE ONLY, PLEASE SEND THE STAND DESIGN TO PERE RAMIREZ BEFORE THE DEADLINE	<b>8 APRIL</b>
<b>ARRANGE SHIPPING OF FREIGHT</b>	PLEASE MAKE SURE YOU READ CAREFULLY SECTIONS 5 AND SECTION 6. IF YOU HAVE ANY QUESTIONS BOTH THE TEAMS OF PROTRACT AND PLAZA MAYOR ZONA FRANCA WILL BE HAPPY TO HELP	PLEASE MAKE SURE YOU MAKE THE ARRANGEMENTS ON TIME. PLEASE CHECK DEADLINES WITH PROTRAC FAIRS & EXHIBITIONS
<b>EXPO VALLE SERVICES</b>	PLEASE MAKE SURE TO PLACE THE ORDERS AND PROCESS THE PAYMENT BEFORE THE DEADLINE TO AVOID EXTRA CHARGES	<b>15 APRIL 2019</b>
<b>PLAZA MAYOR SERVICES</b>	PLEASE MAKE SURE TO PLACE THE ORDERS AND PROCESS THE PAYMENT BEFORE THE DEADLINE TO AVOID EXTRA CHARGES	<b>7 MAY 2019</b>
<b>HOTELS</b>	BOOK YOUR HOTEL ROOM AT A DISCOUNTED RATE <a href="#">HERE</a>	ASAP

### ADDRESS

#### LABELSUMMIT LATIN AMERICA 2019

Plaza Mayor – Gran Salón  
Calle 41 Núm. 55-80  
Código Postal: 050015  
Medellín, Colombia



## 2. EXHIBITION 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:

<b>TUESDAY 14 MAY</b>	<b>WEDNESDAY 15 MAY</b>
Exhibition Open: <b>09:00 – 17:15</b>	Exhibition Open: <b>09:00 – 17:00</b>
Registration & Coffee: <b>09:00 – 10:00</b>	Registration & Coffee: <b>09:00 – 10:00</b>
Lunch: <b>13:00 – 14:15</b>	Lunch: <b>12:50 – 14:05</b>
Conference Ends: <b>17:15</b>	Conference Ends: <b>15:50</b>
Networking Evening: <b>18:00</b>	

\*Please note the above schedule is subject to change

### EVENT SET UP

Exhibitors' access times will be as follows:

- Special Projects (Space Only): Monday 13 May between 10:00 - 20:00.
- Modular Stands (Package): Monday 13 May between 14:00 - 18:00. Please do not arrive prior to 14:00 as your stand will not be ready.

**PLEASE NOTE:** If you are planning to bring any machinery, it's really important to take into consideration the following points. We will only accept machinery which

- can be brought to the venue manual without the need of a forklift
- fits within your stand area

Please make sure to check with the Label Summit, Plaza Mayor y PROTRAC FAIRS & EXHIBITIONS teams. Please send us an email, including the following contacts and provide the machinery information.

- [pramirez@labelexpo.com](mailto:pramirez@labelexpo.com)
- [Antonio.rodriguez@protracfares.com](mailto:Antonio.rodriguez@protracfares.com)
- [stefanny.maya@plazamayor.com.co](mailto:stefanny.maya@plazamayor.com.co) / [juan.molina@plazamayor.com.co](mailto:juan.molina@plazamayor.com.co)

### BREAKDOWN

#### **Wednesday 15 May between 17:00 and 19:00**

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



### 3. STAND TYPES

#### MODULAR STAND (PACKAGE)

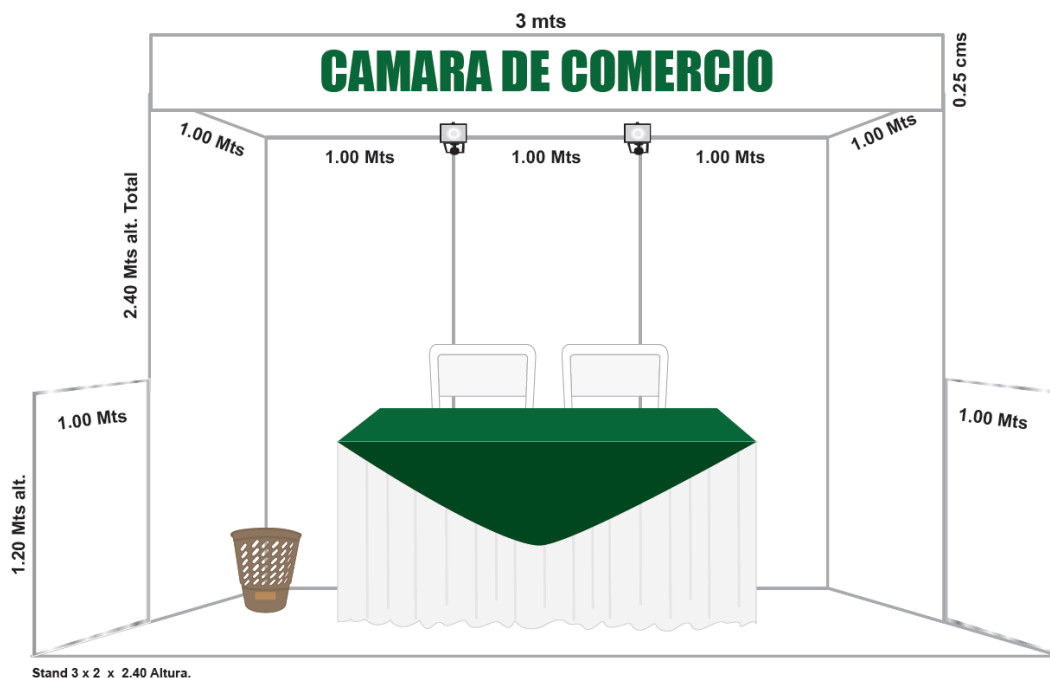
The modular stand (package) includes the following:

- Booth Space 10ft (3m) x 7ft (2m)
- Back wall and half height side walls
  - Back wall 3m x 2m
  - Side walls
    - 1m x 2.40m
    - 1m x 1.20m
- Nameboard
- 2 x lights
- 110 volts – 7amps electricity socket

**PLEASE NOTE:** if you require additional electricity you must email [gerencia@expovalle.com](mailto:gerencia@expovalle.com). The order must be placed and paid before 15 April (30 days prior to the event)

- 1 x folding table measuring 1.20m x 0.60m with table cloth
- 2 x chairs
- 1 x bin
- Carpet: the venue already has carpet.

#### MODULAR STAND PACKAGE VISUAL





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### **RESTRICTIONS AND RECOMMENDATIONS FOR THE USE OF THE STAND**

1. DO NOT NAIL OR DRILL THE PANELERIA OR THE PERFILERIA.
2. DO NOT PAINT.
3. DO NOT USE SOLUTIONS, ADHESIVES, OR SILICONE BECAUSE IT DETERIORATES THE SHEET.
4. DO NOT USE DOUBLE-SIDED TAPE.
5. DO NOT USE OR HANG NYLON FROM THE POWER CABLES.
6. DO NOT STEP ON OR USE CHAIRS AS STAIRS.
7. DO NOT STAND ON THE CHAIRS.
8. DO NOT BREAK THE FABRICS.
9. THE SOCKETS HAVE A CAPACITY OF 6 AMPS FOR (TV, DVD, COMPUTER, ETC.) NOTHING THAT CONTAINS RESISTANCE SUCH AS (IRONS, MICROWAVES, COFFEE MAKERS, OVENS, ETC.).

1. USE PROFILING SCREWS TO HANG FROM THE PROFILE.
2. USE CURTAINS AND NYLON HOOKS TO HANG.
3. USE A NORMAL TAPE TO STICK.



**AV. ROOSEVELTH # 25 - 35**  
**Tel. 5570901 – 5571084**  
**Cel. 313-7448304**  
**Cali-Valle**  
**[www.expovalle.com](http://www.expovalle.com)**

### **SPECIAL PROJECTS (SPACE ONLY)**

Special Project is understood as the space acquired without modular stand or electricity, in which the exhibitor will design its own design This will be delivered to the exhibitor duly delimited in the fairgrounds. We advise you to use our recommended contractors, which can be found later in the manual.

### **HEIGHT RESTRICTIONS**

The maximum height permitted for any exhibit is 8 feet (2.5m), with no exceptions.

Special Projects will need the prior approval of the organiser. Please send your stand design to Pere Ramirez [pramirez@labelexpo.com](mailto:pramirez@labelexpo.com) before **8 April 2019**. We advise you to use our recommended contractors to design your stand.

**PLEASE NOTE: WE WON'T ALLOW YOU TO START BUILDING YOUR STAND WHITOUT PRIOR APPROVAL**



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**RECOMMENDED CONTRACTORS (STAND DESIGN)**

Both **EXPO VALLE** or **HUEVOS Y ESCOBAS** can design and build Special Projects. If you would like a proposal/quotation, please contact:

<b><u>EXPO VALLE</u></b> Jhon Wilson Romero M. Email: <a href="mailto:gerencia@expovalle.com">gerencia@expovalle.com</a> Tel: +57 3107081752	<b><u>HUEVOS Y ESCOBAS</u></b> Fabian Bedoya Email: <a href="mailto:fabian@huevosyescobas.com">fabian@huevosyescobas.com</a> Tel: +57 3172274778
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**RECOMMENDED CONTRACTORS (GRAPHICS)**

Both **EXPO VALLE** or **HUEVOS Y ESCOBAS** can produce graphics for your stand. If you would like a proposal/quotation, please contact:

<b><u>EXPO VALLE</u></b> Jhon Wilson Romero M. Email: <a href="mailto:gerencia@expovalle.com">gerencia@expovalle.com</a> Tel: +57 3107081752	<b><u>HUEVOS Y ESCOBAS</u></b> Fabian Bedoya Email: <a href="mailto:fabian@huevosyescobas.com">fabian@huevosyescobas.com</a> Tel: +57 3172274778
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No rigging is allowed on the exhibition, with no exceptions.

**DAMAGE TO THE FACILITIES**

Do not anchor on floors, walls or columns.

It is forbidden to use adhesive tapes, glues or any other material on walls, carpet, signs or glass that are part of the property.

If there is any damage, the payment of the corresponding penalty will be charged to the exhibitor. The amount must be paid directly at Plaza Mayor Exhibitor Services area.



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#### **4. EXHIBITOR SERVICES**


##### **EXPO VALLE EXHIBITOR SERVICES**

Expo Valle is responsible for the following services:

- Stand build (Modular stands)
- Graphics
- Furniture Rental
- Electricity

Please download the following documents from “**Section 2. Important documents and order forms**” of our online manual:

- Ficha Técnica del Expositor (Order form) – **compulsory form to ALL EXHIBITORS**
- Tabla de Costos (Price List)

**PLEASE NOTE:** both of the above forms are in Spanish. We have translated the information on the same document. Please click on the symbol  to read the information in English.

##### **ELECTRICITY - STAND MODULAR / PACKAGE**

- The modular stands include 110 volts – 7amps electricity socket (for TV, DVD, cellular charger, computer, etc.). If you need a connection that supplies and supports more cargo or consumption, contact Expo Valle.

##### **ELECTRICITY - SPECIAL PROJECTS / SPACE ONLY**

**IMPORTANT:** Space Only stands do not contain energy point, modulation or panelling

To request electricity or in case you require Expo Valle to design the stand, please contact Expo Valle Place the order and cancellation 30 days before the event (April 15, 2019)

##### **CONTACT**

Jhon Wilson Romero M.

Cel. 3107081752

Email: [gerencia@expovalle.com](mailto:gerencia@expovalle.com)

Tel: +572 5570901 - 5571084



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### **PLAZA MAYOR SERVICES**

Plaza Mayor can offer the following services to exhibitors

- Internet
- Catering / Food & Beverages
- Cleaning
- Security
- AV (TV, printers, TV monitors and screens, sound, lighting, etc.)

**The instructions for the ordering and payment the services of Plaza Mayor are the following:**

Please email [maría.velez@plazamayor.com.co](mailto:maría.velez@plazamayor.com.co) attaching the following data:

- Name of the event
- Date of the event
- Area (**Gran Salon 1,2,3,4**) and stand number
- Telephone
- Type of service
- Installation date (**May 13, 2019**)

Please process the pay to Bancolombia Bank, account number 52725610564 in the name of Plaza Mayor Medellín. Please make sure you email a proof of payment when payment is done.

The NIT of Plaza Mayor is 890.909.297-2.

With the proof of payment and the RUT, Plaza Mayor prepares an invoice for the legalization of the service in your company.

PLEASE NOTE: Services are only confirmed with the receipt of payment receipt. The deadline to place orders is **Tuesday 7 May 2019**.

For more information, please contact Maria Camila Vélez Ramirez

**E-mail:** [maria.velez@plazamayor.com.co](mailto:maria.velez@plazamayor.com.co)

**Tel:** (+57) 3002143355

**Working hours:** Monday to Friday 07:30AM a 05:30PM (GMT -5 Colombia)

### **INTERNET / CONECTIVITY**

This service is exclusive to Plaza Mayor.

- Please contact Maria Camila Velez to get a quote
- The internet services are exclusive and must be ordered through Plaza Mayor
- They can offer the following services:
  - Internet WIFI y cabling
  - Internal connectivity solutions (LAN to LAN)
- The costs will vary depending on the exhibitor's requirements

Internet Support staff is available during the event. Please check for staff members with blue t-shirt with the following text on their back: SERVICIOS DE INTERNET





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#### **CATERING / FOOD & BEVERAGES**

Plaza Mayor food & beverage services is exclusive to the venue. **No outside food & beverage will be allowed in the venue.**

If you require catering please contact Maria Camila Velez. No third party is allowed to cover these services.

#### **CLEANING**

Please contact María Camila Vélez if you would like to order these services.

### **5. SHIPPING & CUSTOMS INSTRUCTIONS**

We have appointed **PROTRAC FAIRS & EXHIBITIONS S.A.S.** as forwarders and customs agents. Please contact them describing your needs and they will answer all your questions and doubts.

Please download and read the Shipping Instructions and Tariffs from our online Exhibitor manual.

#### **CONTACT**

PROTRAC FAIRS & EXHIBITIONS S.A.S.  
NIT 900174836-1 (TAX ID)  
Dirección: Transv 56 # 105 37 Oficina 504  
Zip code 111111 Tel 57 (1) 383 92 96  
Bogotá Colombia

[Antonio.rodriguez@protracfairs.com](mailto:Antonio.rodriguez@protracfairs.com)  
[Sales.backoffice@protracfairs.com](mailto:Sales.backoffice@protracfairs.com)

Do not send courier shipments directly to the exhibition venue as they may not arrive on time and could get lost.

### **6. ACCESS TO PLAZA MAYOR Y TRANSITORY FREE TRADE ZONE**

**The are 4 types of accesses into Plaza Mayor Medellín. Please note the venue entrance (loading bay area) Works as Transitory Free Trade Zone. Please read the following points carefully:**

#### **1. Hand luggage (or) ENTRANCE OF GOODS IN THE HAND OF A TRAVELER**

Exhibitors wishing to bring their **product samples and / or advertising material** in their travel baggage, it is advisable to bring with them a **participation letter** to the fair issued by the organizer of the event. Please download the letter of section 2 of our online manual, complete the information with your company name and the stand number. Once you have all the information print the letter and take it with you when you travel.

Once you arrive at the airport with the goods, fill out the form 530, which is provided by the airline, and then go to the airport customs to record the report of your goods. Form 530 is signed by the airport customs.

When you arrive at Plaza Mayor in Medellín, you must fill out the **form # 1 F-GSOP 45 INGRESO A LA MANO DE UN VIAJERO EN MODO AÉREO**, as well attach: **\*\* copy of the passport** where the cover is



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and the stamp with date of migration to the country and **\*\* Copy of the commercial document of the merchandise (referral, invoice or proforma invoice)**

After the event, the exhibitors must return all the goods to their place of origin. They should go to the Free Zone office in Plaza Mayor and request a copy of form **# 1 F-GSOP 45 INGRESO A LA MANO DE UN VIAJERO EN MODO AÉREO** that was made upon entry and presented at the customs office of the departure airport. This method must be used for advertising material, product samples, product references and the value of the merchandise is not relevant. Only advertising material can be distributed within the fairgrounds and therefore, is not required to be returned to the place of origin.

**2. Access of national goods:** goods from Colombia brought for exposition on the event. They Only need to complete the **\*\* form # 3 F-GSOP 39 INGRESO Y SALIDA DE MERCANCÍA NACIONAL**

**3. Access of nationalized goods:** goods which have entered Colombia previous to the event and which taxes have been paid. Please complete **\*\* form # 2 F-GSOP 42 INGRESO Y SALIDA DE MERCANCÍA NACIONALIZADA** and please attach **\*\*all the paperwork/declaration of importation related with these goods**

**4. International shipping & customs:** we recommend you use our agent **PROTRAC FAIRS & EXHIBITIONS S.A.S.** who can offer advice on international shipping, customs and access to the Free Zone.

Plaza Mayor Medellín, as the Administrator of the Transitory Free Trade Zone, is the entity in charge of promoting, directing and managing the area in which the event will be held, as well as authorizing the entry and exit of merchandise and ensuring compliance with the norms related to the operation of the temporary Free Trade Zone. Officials of the Free Trade Zone will be attentive to give the necessary advice to the exhibitors and the intermediaries that they hire for the shipment of their goods from abroad, including advising them regarding the shipments that are made at a national level in any of the mentioned modalities.

This fourth type of access (International shipping & customs) refers to goods that arrive by port or airport to the country having as destination the Transitory Free Trade Zone from Plaza Mayor Medellín, even without the payment of taxes, and that from our enclosure can be given any of the following destinations:

- Customs (import)
- Re dispatch to the place of origin
- Transfer to another Free Zone
- Consumption at the fair (according to the regulations)

This type of income generates a Merchandise Movement Form (prepared by the Free Trade Zone in specialized software) adjusted to the free regime standard, with very accurate information of the merchandise received with 100% inventory.

Please take into account these modalities to locate the form that corresponds to the entry of each merchandise according to the nature of it.



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### **IMPORTANT TIPS**

- To **authorize the access of vehicles and / or persons** who enter merchandise (advertising material, stand elements or products for exhibition and / or commercialization), they must submit the corresponding forms with the Free Zone personnel located at the access points of Plaza Mayor. **Remember: without completed forms, entry will NOT be authorized.**
- The **values requested in the forms** for the goods are for customs purposes; therefore, they must be commensurate with market prices. All merchandise has a commercial value independent of the quantity and even when it is obsolete, deteriorated, etc.
- Those who enter national and nationalized goods **may make their respective sales** within the enclosure, according to their billing system.
- It is suggested that those who complete **the form for nationalized goods**, use the **same descriptions** that appear in the import declarations. This in order to relate the information and avoid reprocessing in obtaining it. For no reason is authorized the entry of imports that have a temporary regime
- All exhibitors who, from abroad, **enter merchandise in their suitcase** whose purpose is not to sell or sell (material, advertising, stand elements, exhibition products), must present the **Form 530** which is provided by the airline; This must be **signed and stamped by the airport customs**. Additionally, you must attach a copy of the passport (cover and stamp of migration) to verify its origin and dates of entry into the country. **It is the responsibility and obligation of each exhibitor to return the merchandise to the place of origin**, unless it is advertising material.
- If you have **merchandise in another free zone** and it is without tax payment, you can make a transfer between free zones. Thus, once the event is over, you will be able to nationalize this merchandise in Plaza Mayor (in case of a sale to an importer in Colombia), return it to another free zone, or send it abroad.
- When it comes to the advertising material and merchandise only for exhibition, you may also **enter said merchandise from abroad by cargo**. For the first case, you will have the benefit of distributing this advertising within the fairgrounds without the payment of taxes; as long as the value of the merchandise does not exceed **USD 1,000**. In the case of merchandise only for exhibition, as it happens in all free zones, you can assign to your merchandise any destination: clearance, transfer to another free zone or re-dispatch to the place of origin or another country.

To download the above forms, please visit **“Section 2. Important documents and order forms”** of the online manual.

For any consultation and advice, you require regarding the Free Zone, we invite you to contact:

**Stefanny Maya Obando**

Transitory Free Trade Zone Coordinator  
Email: [stefanny.maya@plazamayor.com.co](mailto:stefanny.maya@plazamayor.com.co)  
Tel: 3004221040

**Juan Camilo Molina**

Transitory Free Trade Zone Technical Assistant  
Email: [juan.molina@plazamayor.com.co](mailto:juan.molina@plazamayor.com.co)  
Tel: 3217335102



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## LABOUR/CONTRACTORS ACCESS INSTRUCTIONS

Please inform your contractor / suppliers of the following or read these documents if your team is going to work during the event set up/breakdown and will arrive with a lot of material through the loading area.

Please make sure to

- Download and read the form “CIRCULAR DE INRESO A PLAZA MAYOR”
- Register all the personnel that will enter the Plaza Mayor on the form “REGISTRO DE PERSONAL DE OPERACIÓN DE EVENTOS”. This form can be downloaded on our online manual

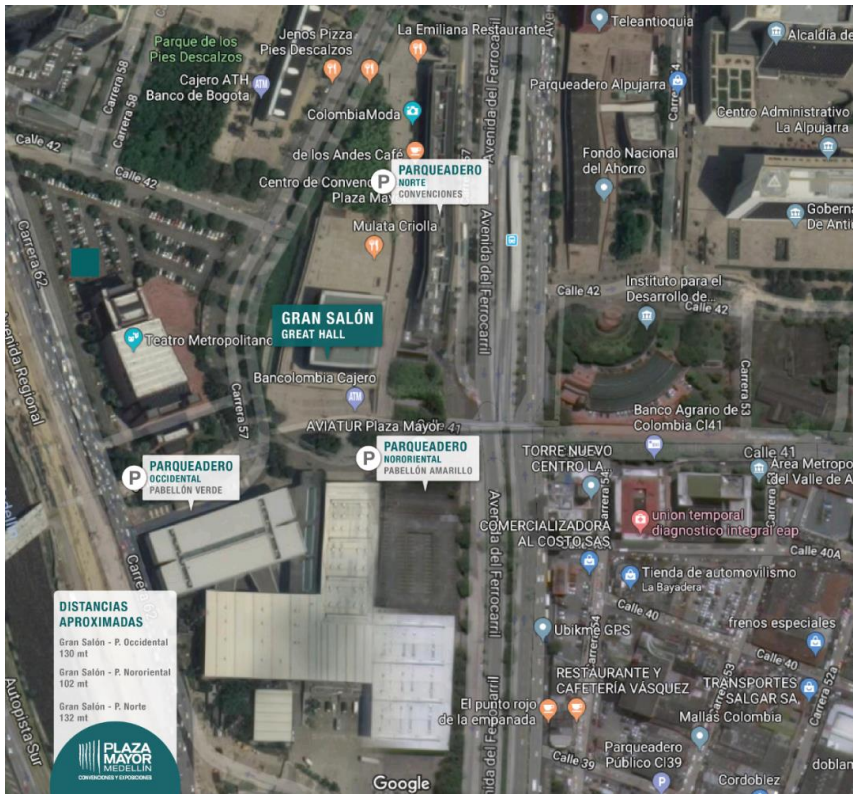
Both of these forms can be downloaded on “Section 2. Important documents and order forms” of the online manual.

For the exhibitors it is not necessary unless they are going to carry out assembly work themselves and arrive with a lot of material in the loading area, otherwise, if they enter normal by the main entrance of the enclosure

## PARKING

For information and rates please contact Maria Velez [maria.velez@plazamayor.com.co](mailto:maria.velez@plazamayor.com.co)

## MAP





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## **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 organizer will not be held responsible for any items stolen, lost or damaged.

## **COMPULSORY INSURANCE REQUIREMENTS**

All exhibitors must provide a copy of their company Public Liability Insurance. If you don't have a copy, we can provide you with an insurance certificate for USD \$ 200.

For more information, please download the "Compulsory Insurance Requirements" document which you can find on "**Section 2. Important documents and order forms**" of our online manual

## **EXHIBITOR BADGES**

Exhibitors are entitled to 3 exhibitor badges. Each exhibitor badge allows access to the conference program and the exhibition, and includes lunch and refreshments.

All badges will be available for collection from the registration desk between **15:00 – 18:00 on Monday 13 May 2019.**

## **7. HOTELS**

The following hotels offer special rates for Label Summit Latin América 2019 exhibitors.

To check rates and to book, please visit:

- [Terra Bio Hotel](#)
- [Hotel Diez](#)
- [Hotel Intercontinental Medellín](#)
- [Marriot Medellín](#)
- [Sites](#)