

# **fusión** manila

international gastronomy expo



TOWARDS A SUSTAINABLE  
GASTRONOMIC PLANET

APRIL 6-8, 2017 MANILA, PHILIPPINES

exhibitor's manual

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## GENERAL EXPO INFORMATION

<b>Project Title</b>	<b>MADRID FUSION MANILA</b>		
<b>Event Proper Dates</b>	April 6 – 8, 2017		
<b>Venues</b>	<b>SMX Convention Center</b> Seashell Lane Corner Coral Way, SM Central Business Park Bay City, Pasay City (next to SM Mall of Asia)		
<b>Exhibition Date &amp; Time</b>	Official Contractor's Ingress	April 4	8:00AM to 6:00PM
		April 5	8:00AM to 6:00PM
	Exhibitor's Ingress	April 5	8:00AM to 6:00PM
	Fair Proper	April 6-8	10:00AM to 7:30PM
		April 8	10:00AM to 6:30PM
	Exhibitor's Egress	April 8	6:00PM to 11:00PM
	Contractor's Egress	April 8	7:00PM to 11:00PM
<b>Organizer</b>	<b>Department of Tourism</b> The New DOT Building, 351 Senator Gil Puyat Avenue, Makati City, Philippines 1200 Trunkline: 459-5200 to 459-5230 webmaster@tourism.gov.ph  <b>Tourism Promotions Board</b> 4th Floor, Legaspi Towers 300 Roxas Boulevard, Manila Philippines 1004 Tel Nos: +63 2 5259318 to 27 Fax No: +63 2 5216165 / +63 2 5259314 Email: info@tpb.gov.ph		
<b>Official Booth Contractor</b>	<b>Cityneon</b> 8473 LE West Service Road, Km. 14 Brgy. Sun Valley, South Superhighway, Paranaque City, Phil. Tel. No.: 776-4613-20 Fax No.: 776-4611 Contact Persons: Rose Anne Rama Email: roseanne@cityneon.com.ph		
<b>Official Freight Forwarder</b>	<b>Coltrans</b> 2253 Aurora Blvd. (Tramo) Pasay City, Philippines Tel. Nos. : (02) 8332551 to 55 / 5139434 Fax No. : (02) 8332358 / 8138173 Email Address : exhibit@coltranscargo.com Contact Person : Ms. Deedee Ledonio-Mallari or Ms. Anna Caringal		

## PARTICIPATION

<b>CONTRACT</b>	An applicant is officially considered as an exhibitor only upon submission of duly signed Exhibitor's Contract and upon full payment of the participation fees.
<b>CONTRACT FOR PARTICIPATION</b>	<ol style="list-style-type: none"> <li>1. All rules and regulations mentioned in this Exhibitors Manual shall form part of the Contract for Participation.</li> <li>2. All bulletins / circulars issued by the ORGANIZERS before and during the fair proper shall form part of the rules &amp; regulations pertaining to the event.</li> <li>3. The ORGANIZERS reserve the right to carry out changes whenever deemed necessary for the over-all success of Madrid Fusion Manila 2017</li> <li>4. The Exhibitor shall not sell, assign or sublease, in whole or in part, its interests in the exhibition and the booth to any party without the prior consent of the ORGANIZERS. Violation of this condition shall result in the summary cancellation of the Agreement and payment of all applicable penalties.</li> <li>5. The Organizers shall not be liable for any loss sustained by the EXHIBITOR directly or indirectly attributable to the cancellation, suspension or reduction of the scheduled Exhibition from the period advertised or specified due to: <ol style="list-style-type: none"> <li>a. Force Majeure;</li> <li>b. Acts of War, Military Activity, Municipal Statutory or Civil Authority Requisition;</li> <li>c. Fire, flood, tempest, excessively inclement weather, earthquake, or combination of the same;</li> <li>d. Damage caused by an aerial object or aircraft;</li> <li>e. Strikes or lockout by workmen.</li> </ol> </li> <li>6. In case of dispute in the interpretation of the herein-mentioned conditions, the ORGANIZERS decision shall be final and binding.</li> </ol>
<b>WITHDRAWAL FROM PARTICIPATION</b>	All cancellations must be received in writing. Cancellation of confirmed rental of exhibit space(s) prior to February 25, 2017 are subject to a fee equal to 30% of the value of exhibit space originally contracted. For cancellations after February 25, 2017 all outstanding balances become due and payable. No refunds will be made.

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## **PARTICIPATION**

1. Participation fees must be paid in cash or company check to the ORGANIZERS on or before the deadline set. Failure would mean automatic transfer of slot to wait-listed applicants.
2. All checks should be made payable to :

**TOURISM PROMOTIONS BOARD.**

*The participation fees do not include bank charges so all participants paying through direct deposit must add all appropriate amounts charged by their respective banks.*

Account Name :

**TOURISM PROMOTIONS BOARD**

Dollar Account No.:

**1774-0105-52**

Peso Current Account No.:

**1772-1034-13**

Bank Name :

**LAND BANK OF THE PHILIPPINES**

Bank Address :

Bangko Sentral ng Pilipinas Podium

Level, Department of Finance Bldg.

BSP Complex, Roxas Boulevard, Malate, Manila

Swift Code : **TLBPPHMMXXX**

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**Standard Exhibit Booth Rental Package** include the ff. amenities:

**Booth – Size: 3m (L) x 3m (W) x 2.5m (H)**

Booth Inclusions:

- |                                    |                   |
|------------------------------------|-------------------|
| - Booth                            | - Fascia          |
| - One (1) Information Table        | - Two (2) Chairs  |
| - Two (2) 40W fluorescent lights   | - Booth carpeting |
| - One (1) 2.2amp 220V power outlet |                   |

For **Raw Space Rental**, there are no provisions other than the raw exhibit space. All necessary set-up, fixtures and electrical connections are responsibilities of the exhibitor and charged to their account.

**Exhibit Booth Rental Package & Raw Space Rental** both include:

General event promotions

General security and janitorial services

Official souvenir directory listing

One (1) souvenir program

## Upgraded Booth System Rental Package:

### Booth Inclusions:

- |                                    |                   |
|------------------------------------|-------------------|
| - Booth                            | - Fascia          |
| - One (1) Information Table        | - Two (2) Chairs  |
| - Two (2) 40W fluorescent lights   | - Booth carpeting |
| - One (1) 2.2amp 220V power outlet |                   |

### Upgraded Inclusions

- One (1) Unit counter/glass showcase
- One (1) 1m x 1m storage enclosure with lockable door & shelves
- One .35m x 3.00m fascia using backlit acrylic with cut-out sticker for exhibitor's name
- Two (2) pcs shelves
- One (1) pc. Round table with three (3) pcs.chairs.
- One (1) pc. Coat hanger
- One (1) pc. Waste paper basket

## BOOTH ARRANGEMENT

### USE OF BOOTH

The exhibitors undertake to use the booth for the duration of the event in conformity with the terms and condition of fair participation. **The exhibitors shall not vacate the booth until the date and time stipulated in this manual. No exceptions will be allowed. Please make the necessary arrangements to ensure compliance.**

### BOOTH PLANNING

Other than those provided by the ORGANIZERS, the Exhibitor is responsible for additional materials and equipment relative to equipping the booth.

The ORGANIZERS encourage participants to make full use of their booth. However, booth structures are to be installed in such a way that they do not constitute any hindrances to neighboring booths, or impede the view of these booths. Should these stipulations be violated, the Exhibitor shall be compelled to alter the construction of his booth to conform with the dimensions specified. Other construction aside from these standard exhibition modules which the Exhibitor might require will have to be approved by the ORGANIZERS.

## BOOTH DESIGN

The Official Contractor of the ORGANIZERS shall handle the booth construction and installations.

Further, the following are guidelines imposed by the Official Contractor :

- Floor marking will take at least 4 hours before entry of special design contractors;
- Official carpet color chosen by the Organizer may not be changed unless with special arrangements prior to ingress and subject to additional charge;
- All furniture and electrical provisions included in the shell scheme package cannot be changed to other items without prior approval from the Official Booth Contractor before the ingress;
- Additional facilities like furniture, furnishings and showcases electrical and audio visuals, panels with framing, plants and flowers, etc. may be rented by the Exhibitor only from the Official Contractor unless such additional facilities are not available from the Official Contractor. See Manual for Additional Facilities Order Form;
- The Exhibitor is prohibited from painting, puncturing by screws, tacks and nails, pasting or any action that may otherwise damage or disfigure the booth shell and/or the framing system. The Official Contractor shall supply the proper hooks (for hanging) at an additional cost and non-damage adhesive should the Exhibitor require these items;
- It shall be the responsibility of the Exhibitor to maintain and ensure that the Booth System and supplied facilities be kept from any damage or loss for the duration of the exhibition. Any damage, loss or disfigurement of the system or supplied facilities while the booth is in the care of the Exhibitor shall be repaired or replaced at the Exhibitor's expense.
- All exhibitors must submit their power load requirement to the Official Booth Contractor for proper installation of electrical supply to avoid power interruption during the exhibit proper.
- All electrical wirings by exhibitors & contractors should be properly covered or taped.
- All standard convenience outlets are rated to handle a maximum loading factor or 300 watts per outlet (not for lighting connection). The Exhibitors are requested to be guided accordingly.
- Exhibitors shall not be allowed to connect any electrical device other than those, which can be plugged into the convenience outlets provided. Only the Official Contractor or his authorized representative shall be allowed to install electrical connections within the exhibition hall.
- All electrical displays must conform to government standard and exhibit venue safety requirements. Organizers and/or Official Booth Contractor reserve the right to refuse connection and/or disallow the installation of any display or electrical devices and/or remove such displays or devices, which fail to conform to the safety standards.



- Other than those provided by the organizer, the exhibitor is responsible for additional materials and equipment related to the construction of their booth.  
Example: extension cord, trolley, scaffolding
- Display material / exhibition stands exposing unfinished surfaces to neighboring exhibit spaces are not permitted and must be remedied at the exhibitors' expense.
- **Cityneon Phils.** shall be the sole Official Contractor for the respective exhibition venues. No other contractor may be allowed to construct, assemble, decorate, install or supply any materials or provide any services within the exhibition without prior approval from the Booth Contractor.
- The Official Contractor shall require accredited Contractor(s) to submit plans and other shop drawings for approval at least 30 days before scheduled ingress. Cityneon also reserves the right not to allow the installation of designs and materials not approved or without prior approval.
- Exhibitor/s using Outside Contractor should submit the name of the Outside Contractor/Designer. THIS IS SUBJECT TO A STANDARD SURCHARGE BY CITYNEON. Exhibitors are advised to coordinate prior to ingress.
- Requests for additional facilities must be submitted to the Organizers and/or the Booth Contractor before the deadline. After this date, Organizer and/or the Official Contractor shall have the option to accept or refuse orders for additional facilities.
- Late orders, if accepted, shall be serviced on a first-come, first-served basis with no guarantee of delivery on time and will be subject to Additional Facilities Late Order Surcharge of 30%. All on-site orders are subject to availability and 50% surcharge payable in all on-site orders must be requested to the project manager or event coordinator. No payment no delivery is strictly implemented for all additional amenities requested.
- As per Venue regulation, only the Official Contractor is allowed to build/construct the booth, special design and do electrical connection inside the exhibition hall during the exhibit. All works done by outside contractor shall be supervised by the official contractor. In line with this, Service & Responsibility Fee (**280.00/sqm.**) will be collected from outside contractors.

Exhibitor will handle the interior design of their respective booths. Booth dressing and decorating must be completed no later than 6:00 PM on the day of Exhibitor's Ingress on April 5, 2017.

Only retouch painting with brush or roller is allowed inside. Proper wall and floor covering must be used to prevent staining of floors to prevent being penalized by the venue. No welding activity is allowed inside without prior approval.

For double deck structures of more than 3.5 meters height (at a possible maximum height of 8.0 meters, depending on booth location and must be cleared with the organizers), plans and specifications duly signed by a registered civil or structural engineer are required. These documents will have to be submitted for evaluation and approval of venue management six weeks prior to the start of ingress. Display width must not in any way affect the free flow of traffic inside the hall.



Pasting of banners, posters and any other materials on walls, columns and floors is not allowed.

No alteration should be done on the booth system. Damage to the system and its accessories shall be charged to the Exhibitor who is responsible for the damage. **(Nailing, drilling holes, etc. are considered damages to the system and its accessories.)**

## **EXHIBIT RULES AND REGULATIONS**

### **Move-In (Ingress) and Move-Out (Egress) of Exhibit Items**

The Move-In and Move-Out schedule for Exhibitors and their contractors specified in the GENERAL INFORMATION shall be strictly followed. Failure to bring in items in the specified time would mean forfeiture of booth and booth payment. The ORGANIZERS have the option to award said booth to a waitlisted company or another exhibitors. Any overtime expenses charged by the venue will be charged to respective exhibitor/s who fails to complete their ingress / egress within the allowed time.

Only Exhibitors and Exhibitors' contractors, ORGANISER'S staff and personnel official fair contractor with appropriate IDs shall be allowed entry during the set-up and dismantling activities.

**Exhibitors are likewise responsible for clean-up of their individual booths.** Assigned janitors shall collect garbage at the end of each day. At 12:00 MN of April 5-8, 2017, items and other properties of exhibitors should have already been removed from the expo premises. Failure to comply would mean disposal of the properties by the ORGANIZERS to a location of its choice at the risk and expenses of the Exhibitor. The ORGANIZERS shall not be responsible for any loss or damage that may occur to said items.

In cases when storage within exhibit premises are allowed by the ORGANIZERS after the last day of egress, the EXHIBITOR shall be charged a rate of Php 50,000.00 per day per hall. No dispute which the EXHIBITOR may have regarding this condition shall be entertained thirty (30) days after the last day of egress.

Note: EVEN WITH EXPO SECURITY AS PROTECTION, EXHIBITORS ARE ASKED TO TAKE PRECAUTIONS IN GUARDING THEIR EXHIBITS AND EXHIBIT ITEMS. INGRESS AND EGRESS ARE PARTICULARLY SENSITIVE TIMES WHEN THEFTS ARE MOST LIKELY TO OCCUR. WE RECOMMEND THAT ONE OF YOUR PERSONNEL SHOULD ALWAYS BE PRESENT IN YOUR BOOTH SO THAT YOUR EXHIBIT ITEMS ARE NOT LEFT UNATTENDED DURING THESE TIMES.

## **Manning of Booth**

During exhibit hours, the Exhibitor undertakes to keep his booth sufficiently manned at all times. The ORGANIZERS shall not be responsible for any loss or damage that may occur during this time. Exhibitors and their representatives are likewise advised to arrive at least 30 minutes before opening of the exhibition.

It is mandatory that the Booth Representative of each Exhibitor should be knowledgeable about the company's operation and effectively can represent the company. By-standers are strictly not allowed inside the booth.

When sampling, demonstrating, selling and / or entertaining guest, make sure that guests coming in and out of your exhibit area do not block the aisles or overlap into neighboring exhibits. Guest viewing video monitors must be within your exhibit space, not crowded in the aisles.

The use of sound systems or equipment producing sound is an exception to the rule, not a right. The ORGANIZERS reserve the right to determine what constitute interference with other exhibits and must be discontinued. Loud speakers and carnival tactics will not be allowed.

The use of musicians, entertainers, sound system equipment is restricted in the booth area. Balloons, horns or odors are subject to approval. The ORGANIZERS reserve the right to determine when such items become objectionable.

No selling or promoting will be allowed in the aisles. As an exception, mascots are allowed within the exhibition hall following a schedule approved by the organizers.

## **Over the Counter Sales**

Over-the-counter selling of exhibitor's item is allowed within the exhibition premises but Exhibitors must replace sold items so that booth presentation is maintained. Note that the venue's official caterer requires a 30% commission from total sales from food concessionaires to be remitted to the Secretariat at 8:00 p.m. daily during the event proper.

Exhibitors are required to fill up a Sales Report to be submitted to the Secretariat at the end of the fair. The purpose of this is to evaluate the success of the fair in terms of business generated. Individual company data sales will be kept with utmost confidentiality.

## **Security**

All persons manning their exhibit area must wear an ID at all times (ingress, show hours, egress). Exhibitors must distribute the IDs to their workers for ingress and egress and to the staff who will man their booth(s).

ORGANIZERS shall provide security for the exhibit area and general surveillance of the exhibit premises but will not be liable to losses and damages caused by theft, fire and any other acts of nature that may arise during the event. Security guards will “sweep” the hall at the close of the show each day to clear them of all visitors and personnel. The hall sliding door will then be pulled down and locked by the ORGANIZERS upon security check and clearing.

Exhibitors are asked to take the necessary precautions in guarding the exhibits. Security service is being provided to protect your exhibit materials; however, it is up to you to exercise prudent judgment to safeguard your personal property and belongings. Remove anything of value that can be carried away. Small items should be packed and kept before leaving the exhibit. Nets are recommended for those with small merchandise.

A common stockroom for use of exhibitors at their own risks will be provided by the organizers but shall not be responsible for any damage within. For any theft or incidence of loss, please inform the organizers to be able to prepare a report and document the incident on the same day of the occurrence.

### **Parking for Vehicles**

Complimentary car park passes shall be provided for Exhibitor's use during ingress and egress. However, during fair proper, Exhibitors are provided only one complimentary car pass per exhibitor.

Kindly advise the organizers on the number of delivery vehicles to be used for proper issuance of delivery passes to be used only for loading and unloading purposes.

### **Insurance**

The ORGANIZERS will not bear the risk of insurance. It is the responsibility of the Exhibitors to provide sufficient insurance protection against all risk deriving from their participation in the exhibitions.

### **Packing Materials**

The Exhibitor must remove the packing materials used from the aisles not later than 6:00 PM on the night before the opening of the exhibit or properly disposed of at the designated garbage shoot located at the loading day.

### **Fire**

No open flame or any type of cooking shall be allowed inside the exhibition halls. If needed, a working kitchen shall be made available at the back of the halls.

Exhibitors are urged to familiarize themselves with the regular exits and emergency exits of the venue.

All materials used in booth must be incombustible and fireproof. Inks, solvents and other flammable liquids must be removed from the booth after use at the end of the day. Suitable sealed metal containers must be used to transport them to the booth.

It is strictly forbidden to bring in flammable substances, compressed or liquid gases, caustic or corrosive substances, toxic, poisonous or irritating substances inside the exhibit area. Food concessionaires are required to bring a fire extinguisher.

Smoking is prohibited inside the exhibition area. Exhibitors must remove plugs, disconnect switches and make sure that no materials are left heated in the booths before leaving at the end of each day. Cavity walls shall not be utilized as storage space.

### **Floor Loadings**

Maximum floor loading of the exhibition hall is 250 pounds/square foot or 1,220 kilos/square meter. EXHIBITORS must ensure that any equipment they bring to the Expo shall not exceed these floor-loading limits.

Entry of heavy equipment must have prior written permission from the venue and the organizers.

### **Cleaning and Sanitation**

Although general janitorial services will be provided, Exhibitors are responsible for cleaning their booths daily before leaving the exhibit. ORGANIZERS shall provide plastic waste cans at the exhibit areas. Trash bags shall be supplied by assigned janitors. Garbage shall be collected at specified schedules to maintain cleanliness of the exhibit area. ORGANIZERS shall provide general cleaning staff to maintain cleanliness in the common areas, aisles and restrooms.

The restrooms shall not be used for bathing or any activity that would result in unduly wetting or muddying of the same.

### **Additional Electrical Loads / Consumption**

All standard convenience outlets provided in every standard exhibit booth are rated to handle a maximum loading factor of 300watts per outlet. The exhibitor is requested to be guided accordingly to avoid power outages due to overloads and to prevent fire hazards.

Any exhibitor requiring additional power load must order from the Official Booth Contractor, the only one authorized to install electrical connections within the exhibition hall. Additional electrical facilities as needed shall be charged accordingly to the exhibitor.

All electrical displays must conform to government standards and exhibit venue safety requirements. The Organizers and/or Official Contractor reserve the right to refuse connection and/or disallow the installation of any display or electrical device and/or remove such displays or devices that fail to conform to the safety standards.

The organizers must be informed of all requirements for overnight electricity to avoid any inconvenience a power outage may cause your products on display.

The following formula shall be applied for all electrical outlets required in excess of the 300w load provided during official exhibition hours and payable to the organizers :

$\# \text{ kilowatts used exceeding } 300W \times P20.00 \times \# \text{ days } \times \# \text{ hours used } + 12\% \text{ VAT}$
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## FOOD & BEVERAGE REQUIREMENTS

For all F&B requirements of exhibitors (for refreshments, cocktails or VIP receptions within the exhibition area), SMX Convention Center only allows any one of its accredited caterers to provide catering services within the venue.

Please find on the next page the list of accredited caterers from which you can choose from and directly coordinate with for all your f&b needs.



**MEGATRADE HALL**



## 2016 Accredited Caterers



**The Albergus Catering**  
Contact Person/s: Ms. Mary Ann Unson-Jugo (Chief Operating Officer)  
Ms. Anna Marie Marites (Head of Sales & Marketing)  
Telephone #: +63(2)931.3663 loc 14 / +63(2)556.4859  
Email Address: reservation@alberguscatering.com  
Website: www.albergus.com

**Hizon's Catering**  
Contact Person/s: Ms. Maricar Alcobendas / Ms. Cynthia Macasaet  
Telephone #: +63(2)925.0107 / +63(2)928.2310  
Website: www.hizonscatering.com



**Bizu Catering**  
Contact Person/s: Ms. Audrey Tanco (Catering General Manager)  
Telephone #: +63(2)845.0590 to 93  
Email: audreyuy@bizugroupe.com / concierge@bizugroupe.com  
Website: www.bizupatisserie.com

**Via Mare**  
Contact Person/s: Ms. Imelda Manalang  
Telephone #: +63(2)890.8090 / +63(2)890.8023  
Email: catering@viamare.com.ph  
Website: www.viamare.com.ph



**The LJC Group**  
Contact Person/s: Ms. Cherrie Tan-Maniulit (Sales Manager)  
Telephone #: +63(2)506.8140-41 / +63(2)552.0403 / 0927.247.5837  
Email: cherrietan2005@yahoo.com  
Website: www.ljcrestaurants.com.ph

**Juan Carlo The Caterer**  
Contact Person/s: Alex Del Rosario (President)  
Telephone #: 929.3674 / 920.8068 / +63(2)920.8086 / +63(2)416.5134 / +63  
Email: info@juancarlothecaterer.ph  
Website: www.juancarlo.ph



**Tamayo's Catering**  
Contact Person/s: Mr. Steve Tamayo (President & CEO) / Anthony Tamayo (Sales Manager) / Christopher Tamayo (General Manager)  
Telephone #: (02)536.8795  
Email: stevetamayo@tamayos.com.ph / anthony.tamayo@tamayos.com.ph / christopher.tamayo@tamayos.com.ph  
Website: www.tamayos.com.ph

**Tjioe (Chew) The Caterer**  
Contact Person/s: Mr. Edwin Tjioe Tan (Operations Manager)  
Telephone #: +63(2)851.0226 / +63(2)854.6600  
Email: edwin@tjioethecaterer.com / inquiries@tjioethecaterer.com  
Website: www.tjioethecaterer.com



**Makati Shangri-la Manila**  
Telephone #: +63(2)813.8888  
Website: www.shangrila.com

**Josiah's Catering**  
Contact Person/s: Ms. Mherlyn Comia (Director of Sales & Marketing)  
Freshnida Versoza (General Manager)  
Telephone #: +63(2)934.5134 / +63(2)941.7032 / +63(2)934.2163 / 0917.570.2979 / 0917.570.2982  
Email: sales@josiahcatering.com  
Website: www.josiahcatering.com



**Event Shaker Mobile Bar**  
Contact Person/s: Ms. Twinkle De Jesus (Marketing Head)  
Telephone #: +63(2)801.9890 / +63(2)425.1356 / +63(2)782.2383 / 0917.841.1356  
Email: inquiry@eventshakermobilebar.com

**Bono Gelato**  
Contact Person/s: Ms. Trenea Tecson (Marketing & Media Relations Director)  
Telephone #: +63917.825.1224 / +63918.926.7188  
Email: treenatecson@gelatobono.com  
Website: gelatobono.com



# **INFORMATION REQUIRED FROM THE EXHIBITORS**

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**(Data forms must be submitted on or before the  
stipulated deadlines.)**



## EVENT DIRECTORY LISTING

(Deadline: March 1, 2017)

A benefit of your participation is the **COMPLIMENTARY** inclusion of your company contact info in the event directory with the following specifications :

Company Name : \_\_\_\_\_

Company Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Telephone No(s) : \_\_\_\_\_

Fax No(s) : \_\_\_\_\_

Email Address : \_\_\_\_\_

Website Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Position : \_\_\_\_\_

### Need More Exposure?

AD UPGRADE RATES (exclusive to exhibitors) :

___ Upgrade to Quarter Page	:	Php 7,000 / USD 175
___ Upgrade to Half Page	:	Php 10,000 / USD 250
___ Upgrade to Full Page	:	Php 15,000 / USD 375

Confirmation of Upgrade :

Company Name: \_\_\_\_\_  
 Accomplished by: \_\_\_\_\_  
 Designation \_\_\_\_\_ Signature : \_\_\_\_\_

## EXHIBITORS AND CREW ID CARDS

(Deadline: March 1, 2017)

Company : \_\_\_\_\_

### EXHIBITOR'S BADGE

Official Representative (1) : \_\_\_\_\_

Designation : \_\_\_\_\_

Official Representative (2) : \_\_\_\_\_

Designation : \_\_\_\_\_

Official Representative (3) : \_\_\_\_\_

Designation : \_\_\_\_\_

Official Representative (4) : \_\_\_\_\_

Designation : \_\_\_\_\_

- Note:
1. Each exhibitor is entitled to four (4) Exhibitor's Badges (immaterial of size of booth)
  2. Exhibitors with more that one (1) booth may use extra sheets for additional names.  
Every additional booth entitles exhibitors to two (2) extra Badges.
  3. Additional Exhibitor's Badge are available at P50.00 per piece until supply lasts. All requests with complete names and designations must be faxed to our office for proper processing.  
Payment of additional request required for the release of the IDs.
  4. Organizers shall not be held responsible for delays in issuance of Exhibitor's Badges if request is submitted past the stipulated deadline.

### CREW ID

(Valid only on Ingress & Egress Dates)

### ONLY GENERIC IDS WILL BE ISSUED PER COMPANY

- Note:
1. To assure that your ingress will not pose any problems, please fill up the names of the exhibitor's own crew that is involved in the setting up of the booth.
  2. Each exhibitor is entitled to ten (10) Crew IDs per booth.
  3. Exhibitors with more that one (1) booth may use extra sheets for additional names.
  4. Additional Crew IDs are available at P20.00 per piece. All requests with complete names and designations must be faxed to our office for proper processing. Payment of additional request required for the release of the IDs.
  5. Organizers not responsible for delays in issuance of Crew IDs if request submitted past the deadline.



## EXHIBITOR'S CAR PASS REQUEST FORM

(Deadline: March 1, 2017)

(Car Pass Validity only during the duration of the Expo  
at the venue of the exhibitor's participation)

Company Name: \_\_\_\_\_  
Accomplished by: \_\_\_\_\_  
Designation \_\_\_\_\_ Signature : \_\_\_\_\_

\_\_\_ YES! Please reserve a complimentary event car pass for our company  
\_\_\_ We would like to purchase additional car passes at P300/piece for SMX  
( \_\_\_\_\_ pcs. at a total amount of \_\_\_\_\_ pesos )

Note: 1. Due to the limited number of event car passes issued by the venue,  
only one (1) event car pass can be reserved for each Exhibitor immaterial of size  
of booth.  
2. Extra car passes may be availed of until supply lasts.

## DELIVERY CAR PASS REQUEST FORM

(Deadline: March 1, 2017)

(Delivery Car Pass Validity only during the Expo ingress and egress)

Company Name: \_\_\_\_\_  
Accomplished by: \_\_\_\_\_  
Designation \_\_\_\_\_ Signature : \_\_\_\_\_

\_\_\_ YES! Please reserve a total of \_\_\_\_\_ pcs. of Delivery Car Passes for our  
company

Note: 1. Due to the lead time needed to prepare the Car Passes, we would appreciate  
your early submission of the request.  
2. All Delivery Car Passes are free of charge subject to availability of supply.

## PASS-IN / PASS-OUT

(Submitted prior to ingress and egress of items)

Date: \_\_\_\_\_

Company: \_\_\_\_\_

This authorizes Mr. /Ms. \_\_\_\_\_ or his/her duly authorized representative, whose signature appears below, to bring inside/outside the premises of the expo venue the following items or property:

ITEM DESCRIPTION (Include Serial No., if any)	Quantity In	Quantity Out

(If more space is needed, use additional sheets. Cross out unused lines.)

**Pass-In Requested by:**

**Pass-out Requested by:**

\_\_\_\_\_  
Property Owner/Authorized Representative (Exhibitor)

\_\_\_\_\_  
Property Owner Authorized Representative (Exhibitor)

**Pass-In Authorized by:**

**Pass-out Authorized by:**

\_\_\_\_\_  
Expo Manager/Authorized Representative (PACEOS)  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

\_\_\_\_\_  
Expo Manager/Authorized Representative (PACEOS)  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

**Item Passed in Checked by:**

**Item Passed out Checked by:**

\_\_\_\_\_  
Security Guard  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

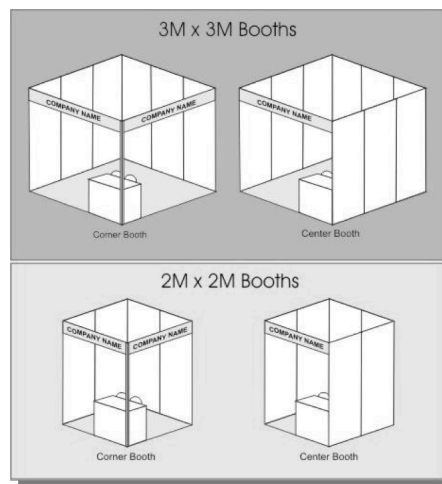
\_\_\_\_\_  
Security Guard  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

It is herein explicitly agreed and stipulated that the organizers and the venue shall not be responsible for any damages or losses arising from any cause(s) or reason(s) whatsoever, or any equipment or properties (subject matter of this pass-in and out form) of the exhibitors. While the organizers will provide ample security for the venue, the care and protection of the items subject to this form is recognized to belong to and be the responsibility of the exhibitors themselves.

- Note: 1. Please accomplish this gate pass in three (3) copies: for the Organizers, Exhibitors, and the Security Guards  
2. Items will only be allowed entry if covered by a properly accomplished gate pass.  
3. Do not lose this Gate Pass as this will also be used in moving out the above mentioned items.

# ADDITIONAL FACILITIES ORDER FORMS

Official Booth Contractor : CITYNEON



## Notes:

### Amenities for Exhibitors opting for Standard Booth System:

Octaframe Panels, Company name on fascia board  
One (1) information table, Two (2) pcs. stacking chair  
One (1) 40 watt fluorescent lamp, One (1) duplex  
convenience power outlet 220V single phase,  
Booth carpeting (needle punch type)

**All other requirements not included in the above may  
be ordered with our Official Booth Contractor as per  
succeeding Order Forms.**

**Please note that on-site orders are more expensive  
than pre-ordered items so it is best  
to plan early.**

*(PLEASE REFER TO ATTACHED ANNEX)*

## ORDER FORM FOR SPECIAL REQUIREMENTS

(Deadline: March 1, 2017)

Company Name: \_\_\_\_\_

Accomplished by: \_\_\_\_\_

Designation \_\_\_\_\_ Signature : \_\_\_\_\_

A. DEDICATED TELEPHONE LINE : ☐ Yes ☐ No

We wish to order ☐ dedicated telephone line(s) at a cost of  
**Php 5,000(SMX) + 12% VAT** per phone line.

B. WATER CONNECTION : ☐ Yes ☐ No

We would like to request for a water connection to our booth. We agree to pay the cost of installing the water line as per arrangements with CITYNOEN and, in addition, agree to pay water consumption costs of  
**Php 140.00 / cubic meter**

C. ADDITIONAL ELECTRICAL LOAD : ☐ Yes ☐ No

*Raw Space bookings come WITHOUT any electricity. Standard booth options come with one convenience outlet with maximum loading factor of 200 watts. Any required additional electricity must be installed by the Official Booth Contractor.*

We would need additional load of \_\_\_\_\_ watts and agree to pay the cost of installation as billed by the contractor. In addition, we agree to pay additional electrical consumption charges using the following formula:  
**# KW used exceeding 300W x P20.00 x # days x # hours + 12% VAT**

D. OVERNIGHT ELECTRICITY : ☐ Yes ☐ No

*Electricity is turned off after exhibit hours. If there is a need for overnight electricity within the booth, a request is needed to ensure compliance. The organizers and contractors shall not be held responsible for any damage and/or spoilage that may arise as a result of cut-off electricity if no application is submitted to us.*

We would like to request for overnight electricity and agree to pay the ff. charges: **# KW used x P20.00 x # days x # hours + 12% VAT**

We would like to request for use of the Motorized Lift for ☐ hours and agree to pay **Php 800/hr + 12% VAT**.



**SHIPPING INSTRUCTIONS FOR  
MADRID FUSION MANILA 2016  
April 5 - 8 , 2017**

**SMX CONVENTION CENTER**

**PASAY CITY PHILS.**

## INTRODUCTION

We are pleased to advise that **COLTRANS CARGO PHILIPPINES** have been appointed as the Official Freight Forwarder, Broker and On-site Handler for **MADRID FUSION MANILA 2017**. We are pleased to have this opportunity to be of service to you and will endeavor to provide a flexible quality range of services to all participants. We are able to offer a comprehensive package including customs clearance, transportation and on-site handling operations under the supervision of our experienced staff.

Please read our instructions carefully as failure to comply may lead to unnecessary delays in clearance and additional expenses. We remain at your disposal should you require any assistance in your logistics planning. Your contact is **Ms. Deedee Mallari, Ms. Nieva Limliman and Ms. Anna Caringal**, Coltrans Cargo Phils at **tel. 632-8332551-55 local 208 & 220 or 632-8527580 and fax no.8332358**.

As the Philippine Custom Authorities did not subscribe to the ATA Carnet System, you are advised NOT to send your exhibits under ATA Carnet as it is not recognized in the Philippines.

## CONSIGNMENT ARRIVAL DEADLINES

To ensure timely delivery of your exhibits to the exhibition site to coincide with the organizer's move-in schedule, your shipment must arrive in Manila by the following dates:

## ARRIVAL MNL DEADLINES

TEMPORARY SHIPMENT'S  
(subject for return to the origin after the show)

9 March 2017 - Seafreight (LCL)  
11 March 2017 – Airfreight & FCL Seafreight

PERMANENT SHIPMENT'S

15 March 2017- Seafreight (LCL)  
17 March 2017 - Airfreight & FCL Seafreight

## PORT OF DISCHARGE SEA SHIPMENT- NORTH HARBOR

NOTE: **LATE ARRIVAL SURCHARGE** (based on our basic handling rate) will be applied as follows:

Arrival deadlines given are for cargo only, deadline of documents(refer to C) should be followed especially for Temporary shipments.

If you are unable to meet the above deadlines, please advise full shipping details immediately when they become available to enable us to make the necessary arrangements for urgent customs clearance. Whilst every effort will be made to clear cargo through the site prior to opening, we are not able to guarantee timings, therefore please do your utmost to adhere to our quoted deadlines. Surcharges will apply regardless of whatever delivery is effected prior to opening. Consignments arriving after the above dates will be subject to a **late arrival surcharge of 30% based on our standard tariff rates**.

## LCL CARGO

LCL Handling Fees will be passed on as per outlay, substantiated by official receipt. However, exhibitors should be aware of the high breakbulk fees (or LCL fees/shipping line charges) levied as a result of using a sub-consolidator, whereby double and treble devanning, handling and documentation fees may be incurred if the shipper at origin is not the sole consolidator. Beware and selective in the choice of consolidator at origin as cheap seafreight rates may result in high destination port handling charges in Manila

### IMPORTANT NOTE:

The deadline for LCL cargo must be strictly adhered due to deconsolidators' inability to handle the devanning of containers on a weekly basis, leading delays in the release of the cargo.

## DOCUMENTATION

Seafreight –

2 Original & 2 copies of Bill of Lading  
5 Copies of commercial invoices/packing list  
1 Copy of Insurance Policy  
2 copies of Product Brochure

Airfreight –

2 Original & copies of Airway Bill  
5 Copies of commercial invoices/packing list  
1 Copy of Insurance Policy  
2 copies of Product Brochure

For Consolidated Containerized shipments (more than one exhibitor's items in the container), the Bill of Lading must accompany -- 3 copies of HBL and 3 copies of Container Manifest.

NOTE: To enable us to prepare customs documentation prior to the arrival of the consignment, the above documents must be received in accordance to the following stipulated deadlines.

1. Kindly **fax copy of all the above documents to us 10 working days prior to the arrival of vessel or aircraft** in Manila for exemption and bond purposes. If this time frame will not be followed, high airport and port storage fees might be incurred.
2. For seafreight shipments, the **original documents must be received by us - 5 working days before arrival of vessel** to Manila.
3. **Temporary shipments should be sent separately from Permanent, each should have its own set of documents**
4. Please **do not indicate any value of goods** (declared value for customs and carriage) in the airwaybill or bill of lading.
5. All documents must state **“FOR EXHIBITION PURPOSE ONLY”**
6. **All appliances, electrical fixtures must secure clearance from the Bureau of Products Standards with the Philippine Department of Trade & Industry prior to ship-out**

## CONSIGNMENT INSTRUCTIONS

All cargo forwarder to Manila by either seafreight or airfreight must be consigned on “FREIGHT PREPAID” basis to:

**CONSIGNEE : ACCOUNT OF: NAME OF EXHIBITOR FOR MADRID FUSION MANILA  
2016 C/O COLUMBIA TRANSPORT INC.  
NOTIFY : 1) EXHIBITOR NAME & FULL ADDRESS & TEL. NO. IN THE PHILIPPINES  
2) COLTRANS CARGO PHILIPPINES  
TEL. 8332551-55 FAX 8332358**

**COMMODITY DESCRIPTION :  
EXHIBITION GOODS FOR MADRID FUSION  
MANILA 2017**

\*if no office or representative office in the Philippines, just notify Coltrans Cargo Philippines.

**CASE MARKINGS**

**MADRID FUSION MANILA 2017  
C/O COLTRANS CARGO PHILS  
Exhibitor: (Your company's  
name) Stand No:  
Case No:  
Dimension:  
Gross Wt/Net Wt.**

Please **ensure your equipment is packed in a strong, waterproof packing case**, which lends itself to being repacked after the exhibition. Please bear in mind that your exhibits will be transit for long periods, both to and from the exhibition. Please note that cartons/corrugated boxes are not suitable to withstand the constant handling that takes place during transshipment. We recommend the use of bolted, reusable cases.

***Shipments in wooden packing/pallet should have ISPM marking, copy of Fumigation Certificate should be provided for Customs Clearance purposes.***

<b>INVOICES/PACKING LIST</b>
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For your convenience, we have included a copy of our Combined Invoice and Packing List which may be reproduced as necessary, but please ensure that every copy bears an original signature and is endorsed with your company stamp. The invoice and packing list must be in **ENGLISH LANGUAGE** and each item must be valued individually. The following statement must also be included – **“THE INVOICED GOODS**

**ARE OF (COUNTRY) ORIGIN AND ARE  
INTENDED FOR**

**EXHIBITION PURPOSES ONLY”. DO NOT  
INDICATE “NO COMMERCIAL VALUE FOR  
GIVEAWAY ITEMS.**

Please refer to Sections H, I, & J regarding temporary import and duty payment on consumable items. Exhibitors are requested to indicate whether their products are intended for temporary import, sale or free distribution. In addition to your markings, please complete Individual Invoice/Packing List for items intended for temporary or permanent import.

**IMPORT OF FOOD AND DRINKS**

We do not recommend that you ship food, liquor or beer into the Philippines as part of your consignment. **These items are difficult to import unless they form part of your product.** We recommend that you purchase them locally in Manila. A wide range of quality food and beverages are available cheaply throughout Manila. If you intend to bring in food products, please advise us ahead so we can give you documentation requirements needed to secure BFAD Clearance prior to shipment's arrival in Manila

**Since this is a food and beverage exhibit, please note that all food products should go through the approval of our Bureau of Food and Drugs Administration (BFAD). Please note that we need the following documents to seek approval from BFAD.**

- a. **Certificate of Free Sale – this certifies that products are freely sold/consumable from country of origin. This is per product issuance**
- b. **Phytosanitary Permit**
- c. **License of Exporters from Food and Drug administration from origin country**

- d. **Good Manufacturing Practice Certificate** issued by food and drug administration to exporter which should be authenticated by Philippine Embassy from country of origin

## TEMPORARY IMPORT

A bond (re-export bond or cash bond) is required by the Phil. Customs for temporary importation of exhibition goods into the Philippines. A non-refundable re-export bond premium fee is charged by accredited insurance bonding companies of the Bureau of Customs. The Philippines has one of the most expensive premium fees compared to other countries because of high insurance risk consulting from abuses in the system.

In order for a re-export bond to be issued your agent/representative in Manila should be the signatory/guarantor that these goods will be re-exported.

Corporate papers such as Articles of Incorporation, By-Laws, Secretary Certificate, Latest Audited Financial Statement and a copy of TCT of the signatory etc. is needed by the accredited insurance company.

In cases where you don't have any agent/representative, your company has to post for a cash bond with the Bureau of Customs in a form of a Manager's Check. This cash bond is refundable within 3-4 months upon cancellation of bond. This can be done if goods have been re-exported back to the country of origin.

Or COLTRANS can provide the re-export bond on your behalf for those exhibits arriving on temporary basis. This procedure involves raising a guarantee to Phil. Customs to cover potential dutiable liability of exhibits. For import bond fees, please refer to our shipping tariff.

**PLEASE NOTE THAT PHILIPPINE CUSTOMS RESERVES THE RIGHT TO REVISE/INCREASE THE VALUE OF YOUR SHIPMENT IF THEY FEEL THAT THE EXHIBITOR'S DECLARATIONS ARE UNREALISTIC OR UNDERVALUED.**

## PERMANENT IMPORT

1. Items for giveaways or **souvenir (consumable items)** during the exhibit are subject to IMPORT DUTY AND TAXES based on CIF value assessed by the Philippine Customs. Do not mix or ship alcoholic drinks or canned food stuffs with your exhibit stand materials as these items are subject to extreme stringent inspection by the Philippine Customs/Health Authority.
2. **Brochures, posters, magazines or any other printed materials** to be given to guests during the exhibit are subject to IMPORT DUTY AND TAXES based on CIF value.
3. Do not include consumable items on the same invoice declaration as those exhibits intended for temporary importation.

## CUSTOMS EXAMINATION/IMPORT DUTIES AND TAXES

Philippine Customs are very strict and thorough in their examination of goods. All packages can be expected to be opened and their contents checked against exhibitors invoice declaration. **PENALTIES & FINES** will be imposed on any exhibitors in the case of **UNDERVALUATION, MISDECLARATION, and ERRONEOUS DECLARATION**. In all such cases, we shall not be held responsible for any delays in clearance, customs fines and additional expenses that shall be borne by the exhibitor. Exhibitors are therefore advised to declare the true market value of their goods and be extremely careful in the preparation of the

documents. Bear in mind that the duties and taxes will be based on the value as assessed by Philippine Customs, and in those cases that cargo is detained by authorities due to 'suspected undervaluation or misdeclaration' we may have to make facilitation payments to obtain release of your cargo – these charges being for your account.

## STAND PLANS/UNPACKING

If your exhibits require the use of heavy lifting equipment, please supply us with a to-scale layout plan of your stand so that we may position such items early during the build-up period. Drawings should accompany your pre-ad vise.

We will assist with the physical unpacking and positioning of exhibits, however, exhibitors must supervise and be responsible during these operations. Similarly, exhibitors must supervise the dismantling and re-packing of exhibits, especially for delicate and heavy equipment. If exhibitors arrive on site late or instruct us to arrange the re-packing in their absence, we shall handle this procedure only at exhibitors' risk.

## FILMS AND VIDEO TAPES

All films and videotapes for viewing at the exhibition must be cleared by the Board of Film Censors and this we can arrange in your behalf. All such tapes must be sent to us in Manila **by courier to arrive at least 3 weeks before the show date**. A pre-alert should be faxed to us so that we can monitor your shipment. For handling charges, please refer to our shipping tariff.

## MOVE-OUT PROCEDURES/RETURN MOVEMENT

The following documents will be distributed to the exhibitors before closing.

- a. **copy of List of exhibits previously submitted to customs**
- b. **Form of Instructions for Disposal of Exhibits**

We will start to return empty cases to stands on the closing day after all visitors have left, and we will assist exhibitors in repacking and undergoing Customs formalities. In order to ensure the closing of the exhibition can proceed smoothly, those exhibitors with heavy and oversized exhibits may be required to repack the next day. Our on-site representatives will inform exhibitors of the exact arrangement during the exhibition.

***Each exhibitor is required to have representative during re-packing/re-crating of the cargo to ensure that all items including machinery parts are complete and in good order ready to Re-Export. Otherwise, they need to sign a waiver to indemnify us from any claims arising out of losses/damages.***

Exhibitors are requested to declare on their disposal form the number of packages, value and weight/volume of each product within the following categories:

- a. sold
- b. to be returned (port of destination, mode of transport, consignee details)
- c. consumed/given away

## SOLD CARGO

Goods may be sold during the exhibition subject to the approval of the Department of Finance/Bureau of Customs but under no circumstances can they be removed from the exhibition site until duties and taxes has been paid and permanent customs import procedures have been completed. A copy of the

sales invoice or sales agreement between the buyer and the seller must be submitted for proper computation of duties and taxes. Please note that goods left in Manila pending sales will be stored in a bonded warehouse until the necessary documentation is completed.

## INSURANCE

**It is the responsibility of each exhibitor to cover their goods with a fully comprehensive all risks Marine Insurance Policy from the time of dispatch until the return of exhibits to country of origin, or other destination, inclusive of the whole period while in Manila**

Since these exhibition items are **NOT INSURED BY COLTRANS CARGO/ROGERS PHILIPPINES**, all transports and business are undertaken in accordance with our company terms and conditions or business. **Insurance shall include a waiver of subrogation against COLTRANS CARGO PHILIPPINES.** We can however assist you in insuring your goods on an all risks or limited risks upon your instructions.

## STORAGE OF EMPTY CASES/CONTAINERS

We will only be responsible for Temporary Storage of Empty Crates/Cases of Temporary shipments/For return.

For cargo sent on Permanent basis, we will handle the disposal, but Exhibitor will be responsible for Storage of their Empties. If they require temporary storage, additional outward on-site handling and trucking charges will be billed.

The Shipping Line will levy container detention fee for container kept in use for an extended period of time.

## TERMS OF PAYMENT

All invoices raised for this exhibition are due for immediate payment upon presentation. Details of our bank account are as follows:

**COLTRANS EXHIBITS INC.**  
**BANK OF THE PHILIPPINE ISLANDS**  
**ERL Investment Building**  
**2528-2554 Taft Avenue**  
**Pasay City, Philippines**  
**USD ACCOUNT NO. 8194-00144-5**

*Bank charges are to be borne by the exhibitor.*

Without exception, our payment terms will be enforced as follows:

**INWARD MOVEMENT** – Upon uplift of goods, prior to delivery to stand

**OUTWARD MOVEMENT** – Upon presentation of invoice, prior to release/delivery to your premises

## CONTACT DETAILS

**COLTRANS CARGO PHILIPPINES/ROGERS**  
**WORLDWIDE PHILIPPINES**  
**2253 AURORA BLVD. (FORMERLY TRAMO) PASAY CITY**  
**PHILIPPINES**

**TEL NO. 632-8332551-55 / 5139434**

**FAX NO. 632-8332358 CTC:**

**MS.DEEDEE MALLARI**

[deeledonio@coltranscargo.com](mailto:deeledonio@coltranscargo.com)

**MS. NIEVA LIMLIMAN**

[customerservice@coltranscargo.com](mailto:customerservice@coltranscargo.com)

**MS. ANNA CARINGAL**

[exhibit@coltranscargo.com](mailto:exhibit@coltranscargo.com)

**IMPORTANT: ALL WORK IS UNDERTAKEN  
AT OWNER'S  
RISK AT ALL TIMES.**