

EXHIBITOR MANUAL

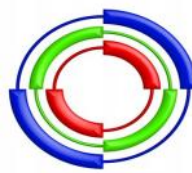
JORNADAS 2010

September 8 – 9 - 10

Hilton Buenos Aires



Asociación Argentina
de Televisión por Cable



cappsa
CAMARA DE PRODUCTORES Y PROGRAMADORES
DE SEÑALES AUDIOVISUALES

JORNADAS 2010 INTERNACIONALES

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JORNADAS 2010 INTERNACIONALES

PRELIMINARY AGENDA

Wednesday September 8th

Commercial Exhibition : 11 am - 7pm

Academic Sessions

Technical Conferences

TEPAL –Board of Directors Session
(per invitation only)

Thursday September 9th

Opening Ceremony: 11.30 am

Commercial Exhibition: 11am – 7 pm

Academic Sessions

Technical Conferences

Educator Day

TEPAL – Purchase Committee Session
(per invitation only)

Friday September 10th

Commercial Exhibition: 11 am – 5 pm

Academic Sessions

SCTE Conference
(Society of Cable Telecommunications Engineers – USA)

JORNADAS 2010 INTERNACIONALES

KEY CONTACTS (Exhibition and Conferences)

TOPIC	CONTACTS	WHERE TO CONTACT
General Coordination and Sales: Suppliers of Equipment/Services	Laura Antoniazzo	laura@atvc.org.ar (5411) 4345-5074/5 Int. 3
Suppliers of Programming	Eduardo D. Suárez	eduardosuarez@cappsa.org cappsa@cappsa.org (5411) 4374-6932/82
Exhibitors Coordinator (including Pre-registrations)	Claudia González	claudia@atvc.org.ar (5411) 4345-5074/5 Ext. 6
ATVC Secretary	Jimena Pérez	jimena@atvc.org.ar (5411) 4345-5074/5 Ext. 8
CAPPSA Secretary	Paola S. Gorla	paolagorla@cappsa.org cappsa@cappsa.org (5411) 4374-6932/82
Technical Director	Patricia Linares	patricialinares@fibertel.com.ar (5411) 4816-0227
Superintendent	Alejandro Tettamanti	Hilton Buenos Aires, starting September 6th
Audio and Video equipment	Carlos Lanzilotta SRL Gustavo Peñafiel	gustavopeniafiel@lanzilotta.com (5411) 4371-3113
Telephony	Hilton Buenos Aires Gabriela Martínez	gabriela.martinez@hilton.com (5411) 4891-0023
Plants Rental	Vivero Satsuki Raúl Ruiz	satsukirioplatense@yahoo.com.ar (5411) 4639-4705
Carpets	Juan Luis Lalli	(5411) 4775-2031 lalliyasoc@gmail.com
Additional Furniture	Mepex Liliana López	mepex@argentina.com (5411) 4115-3880/3875
Cleaning Service	MG Asociados María Cristina Machin	mgasociados@sinctis.com.ar (5411) 4800-1881
Surveillance	Camura S.R.L. Bernardo Ramello	camurasrl@fibertel.com.ar (5411) 4674-2000 / 4671-8136
Coordinator Hilton Hotel (Including Catering)	Gabriela Martínez	gabriela.martinez@hilton.com (54 11) 4891-0023

JORNADAS 2010 INTERNACIONALES

DEADLINE TO SUBMIT FORMS

Form Nr.	Topic	Deadline
01	Exhibitor ,personnel and constructor badges	02-08-10
02	Booth Identification	02-08-10
03	Exhibitor Representative	02-08-10
04	Booth Plans	02-08-10
05	Elements Supplied for 9 sq. mts booths	02-08-10
06	Elements Supplied for 18 sq. mts. booths	02-08-10
07	Additional Electric Energy	02-08-10
08	Insurance	25-08-10
	Guarantee Deposit Deadline	02-08-10

12.1 GUARANTEE DEPOSIT

As a guarantee of fulfillment of their obligations until the restitution of the booth and its infrastructure in perfect conditions, the exhibitor must deliver to ATVC by courier of bank transfer a cheque in the amount of U\$S 385 (three hundred five thousand dollars), which will be returned seven days after the show, provided that no damage has occurred to the exhibitor's booth.

JORNADAS 2010 INTERNACIONALES

EXHIBITORS, BOOTH PERSONNEL, AND CONSTRUCTORS BADGES

FORM # 1
Deadline: August 2, 2010.

Send to: **Claudia González - ATVC**
Av. de Mayo 749 – 5° “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr.:
Contact:	
Phone:	Fax:
E-mail:	Web site:

Badges will be available from **August 30 thru September 3/2010**, at ATVC's offices, located at Av. De Mayo 749 – 5° “31” – Ciudad de Buenos Aires. Badges of CAPPISA members will be available at CAPPISA's office, located at Talcahuano 736 – 9° “91”, Ciudad de Buenos Aires.

After September 3, the badges will no longer be available at the above mentioned locations. **From Tuesday September 7th, at 08.00 am**, badges may be picked up at the Registration Desk – Salón Pacífico , Hilton Buenos Aires, Macacha Güemes 351, Puerto Madero, Ciudad de Buenos Aires.

VERY IMPORTANT:

Exhibitors as well as attendees of JORNADAS 2010 INTERNACIONALES, must wear their budget at all times, for security reasons .

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JORNADAS 2010 INTERNACIONALES

A) For Exhibitors acquiring 9 sq. mt. booths

A.1. "Exhibitor" badge: up to 7 badges

1.
2.
3.
4.
5.
6.
7.

Important: a maximum of 7 "Exhibitor" badges will be issued. Other company members may pre-register at www.atvc.org.ar, Jornadas Section. Otherwise, on site.

A.2. "Booth Staff" badge: up to 5 badges:

1.
2.
3.
4.
5.

A.3. "Constructor" badge: up to 3 badges:

1.
2.
3.

B) For Exhibitors acquiring 18 sq. Mt. Booths

B.1. "Exhibitor" badge: up to 16 badges:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.

Important: a maximum of 16 "Exhibitor" badges will be issued. Other company members may pre-register at www.atvc.org.ar, Jornadas Section. Otherwise, on site.

B.2. "Booth" badge: up to 7 badges:

1.
2.
3.
4.
5.
6.
7.

B.3. "Constructor" badge: up to 5 badges:

1.
2.
3.
4.
5.

SIGNATURE: PRINT NAME:
(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

JORNADAS 2010 INTERNACIONALES

EXHIBITOR'S REPRESENTATIVE

FORM # 3

Deadline: August 2, 2010.

Send to: **Claudia González - Sede ATVC**
Av. de Mayo 749 – 5º “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr.:
Representative (Name and Surname):	
Charge:	
Identification tipe and number:	
Phone:	Fax:
Cel Phone:	
E-mail:	

The Exhibitor or his representative must be present when receiving the booth, returning the booth and/or for any other procedure before the Executive Committee, the Technical Director or Superintendent.

The Exhibitor or his representative shall carefully inspect the booth when delivered and report any deficiency observed, since all repairs required as a result of its use will be covered by the Exhibitor.

SIGNATURE:

PRINT NAME

(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

JORNADAS 2010 INTERNACIONALES

BOOTH FLOOR PLAN

FORM # 4

Deadline: August 2, 2010.

Send to: Patricia Linares
Libertad 1032, 2° floor
Ciudad de Buenos Aires
e-mail: patricialinares@fibertel.com.ar
tel/fax : 54-11-4816-0227

Company:	Booth Nr.:
Contact:	
Phone:	Fax:
E-mail:	Web site:

Exhibitors who construct or decorate their booths (carpet, graphic, furniture and/or plants decoration), must present before August 2, 2010, at the offices of Linares, Passini & Asociados , Libertad 1032, 2nd floor, Ciudad de Buenos Aires, a description of the elements to be used and blue prints in duplicate , scale 1: 20 of the distribution of those elements. In the case of booths that have two levels, the exhibitor must also present the calculation memory .

THE ABOVE IS MANDATORY. NO EXCEPTIONS WILL BE MADE

Please attach to this form the following elements, in company official paper, indicating booth number, name of exhibitor and data of the appointed constructor:

1. Blue prints in duplicate, scale 1: 20 including all elements (if necessary, for a full understanding, include a 3D perspective)
2. Description of materials and elements to be used in the construction/decoration of the booth.
3. In case of booths of two levels: calculation memory

FOREIGN EXHIBITORS MUST SEND ALL THE ABOVE BY COURIER. E-MAILS WILL NOT BE ACCEPTED.

If you have any doubt about this form, please contact Patricia Linares - DT

SIGNATURE

PRINT NAME:

(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

JORNADAS 2010 INTERNACIONALES

ELEMENTS SUPPLIED 9 SQ. MT. BOOTHS

FORM #5
Deadline: August 2, 2010.

Send to: **Claudia González - ATVC**
Av. de Mayo 749 – 5° “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr. :
Contact:	
Full postal address:	
Phone:	Fax:
E-mail:	Web site:

The booth is fitted with the elements listed below.

Please indicate with an “X” if you will use these elements of not

ELEMENTS	YES	NO
Counter unit		
2 stools		
2 arm chairs		
1 coffee table		

BOOTH CARPET

The Exhibitor must confirm if the standard Exhibition carpet for his booth is required. Otherwise it will not be put.

YES	NO
-----	----

SIGNATURE:

PRINT NAME:

(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

JORNADAS 2010 INTERNACIONALES

ELEMENTS SUPPLIED 18 SQ.MT. BOOTHS

FORM # 6

Deadline: August 2, 2010.

Send to: **Claudia González - Sede ATVC**
Av. de Mayo 749 – 5º “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr.:
Contact:	
Full postal address:	
Phone:	Fax:
E-mail:	Web site:

The booth is fitted with the elements listed below .

Indicate with an “X” whether you will use these elements or not.

ELEMENTS	YES	NO
Counter unit		
2 stools		
Round table		
3 chairs		
Cabinet unit		

BOOTH CARPET

The Exhibitor must confirm if the standard Exhibition carpet for his booth is required. Otherwise it will not be put.

YES	NO
-----	----

SIGNATURE:

PRINT NAME:

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JORNADAS 2010 INTERNACIONALES

ADDITIONAL ELECTRIC ENERGY

FORM # 8

Deadline: August 2, 2010.

Send to: **Claudia González - Sede ATVC**
Av. de Mayo 749 – 5º “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr.:
Contact:	
Phone:	Fax:
E-mail:	Web site:

Those Exhibitors who require additional electric energy must send to the Technical Director a plan of their needs . Please see Rules & Regulations – Section 22

IMPORTANT:

The above information must be sent by courier before August 2nd, 2010, to ATVC offices, located at Av. De Mayo 749 5º “31”, Ciudad de Buenos Aires.

E-MAILS WILL NOT BE ACCEPTED .

SIGNATURE:

PRINT NAME:

(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

JORNADAS 2010 INTERNACIONALES

INSURANCE

FORM # 9

Deadline: August 25, 2010.

Send to: **Claudia González - Sede ATVC**
Av. de Mayo 749 – 5º “31”
Ciudad de Buenos Aires
E-mail: claudia@atvc.org.ar
Fax: (54-11) 4342-7340

Please type in capital letters.

Company:	Booth Nr.:
Contact:	
Phone:	Fax:
E-mail:	Web site:

VERY IMPORTANT :

Exhibitors are exclusively responsible for accidents and/or damages to its staff , visitors or third persons, or to their own or third party products, caused by electric installations or fittings of any type. Exhibitors should therefore take insurance, bought form authorized insurance companies, to cover all the risks that may arise.

Presentation of this document is mandatory for exhibitors' entrance to the exhibition floor, therefore it must be delivered by courier to ATVC's offices , Av. De Mayo 749, 5th floor, Office 31, Ciudad de Buenos Aires, before August 25, 2010. E-MAILS WILL NOT BE ACCEPTED.

SIGNATURE:

PRINT NAME:

(PLEASE KEEP A COPY OF THIS RECEIPT FOR CONTROL PURPOSES).

ADDITIONAL CLEANING SERVICE

Company: MG Asociados
Contact: María Cristina Machin
E- mail: mgasociados@sinectis.com.ar
Phone: (54-11) 4800-1881

Those exhibitors who require a special cleaning service in their booths must consult costs directly with the Supplier

ADDITIONAL SECURITY FOR BOOTHS

Company: CAMURA S.R.L.
Contact: Bernardo Ramello
Tel/Fax: (54-11) 4674-2000 * 4671-8136
E-mail: camurasrl@fibertel.com.ar

Those exhibitors who require a special surveillance service during the convention must consult costs directly with the Supplier

PLANTS RENTAL

Contact: Raúl Ruiz – Vivero Satsuki
E-mail: satsukirioplatense@yahoo.com.ar
Phone: (5411) 4639-4705 / 155-2491386

Those exhibitors who want to hire plants for their booths must consult costs directly with the Supplier

JORNADAS 2010 INTERNACIONALES

BOOTH CARPET

Contact: Juan Luis Lalli - Lyserv
Phone: (5411) 4775-2031
e-mail: lalliyasoc@gmail.com

Those Exhibitors who prefer a different color or type of carpet, must contact this or another supplier, at their own cost.

IMPORTANT:

REMEMBER THAT THE CARPET SUPPLIED BY THE ORGANIZER WILL BE PUT IN THE BOOTH ONLY WHEN SPECIALLY REQUESTED BY THE EXHIBITOR. PLEASE SEE FORMS 5 OR 8 OF THIS MANUAL, DEPENDING YOUR BOOTH IS A 9 OR A 18 SQ. MTS ONE.

ADDITIONAL FURNITURE

Contact: Liliana López- MEPEX S.A.
E-mail: mepex@argentina.com
Phone: (5411) 4115-3880/3875

IMPORTANT:

IF THE EXHIBITOR WISHES TO REPLACE OR MAKE ADDITIONS TO THE FURNITURE SUPPLIED BY THE ORGANIZER, IT MUST BE MADE AT HIS OWN EXPENSE.

PLEASE SEE IN FORMS 5 AND 6 OF THIS MANUAL WHICH IS THE FURNITURE SUPPLIED BY THE ORGANIZER.

JORNADAS 2010 INTERNACIONALES

CATERING

Contact: Gabriela Martinez
Hilton Buenos Aires
E-mail: gabriela.martinez@hilton.com
Phone: (5411) 4891-0023

Please send your catering requirements directly to the Hilton hotel

Deadline :_MondaY August 16th.