

# IFEX PHILIPPINES



25-27 MAY 2018

World Trade Center Metro Manila  
Philippine Trade Training Center



## EXHIBITOR MANUAL



Featuring  
**The Best of  
the Seas**



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

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Join the Philippines' biggest and most respected export-oriented food show!

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## **Forms** (Downloadable from IFEX Philippines website)

Form A	Application Contract Form
Form B	Directory Entry/ Fascia Company Signage
Form C	Additional Booth Amenities
Form D	Location of Audio Visual Equipment & Electrical Fixtures
Form E	Electrical Layout
Form F	Venue Rental Extension Form
Form G	Waiver of Claims
Form H	Daily Sales Report
Form I	Exhibitor's Clearance
Form J	Exhibitor's Questionnaire
Form K	Contractor's Form
Form L	Hotel Booking Form

## PREFACE

**T**his Exhibitor Manual is for all exhibiting companies of the International Food Exhibition (IFEX) Philippines 2018. It is extended from the “Rules and Regulations’ printed at the back of your submitted and duly signed Exhibitor Application Form.

Please read through this manual carefully to ensure that you understand and that you and all your staff are guided accordingly on the preparations and the operation of the exhibition.

### General Definitions

- The “Organizer” shall refer to the Center for International Trade Expositions and Missions (CITEM), or IFEX Philippines Secretariat
- The “Exhibitor” shall refer to group or individuals who have submitted the Exhibitor Application Form.
- “Exhibition Hall” shall mean, where appropriate, any site or area within the World Trade Center (WTC) and Philippine Trade Training Center (PTTC).

### Responsibility of Pavilion and Individual Stand Organizers

Pavilion Organizers and Individual Exhibitors are responsible in informing their exhibitors/staff of the “Rules and Regulations” and the Exhibitor Manual and must agree to abide by them.

### Authority of the Secretariat

In the event of any occurrence not foreseen in the “Rules and Regulations” and the Exhibitor Manual, the decision of the Secretariat shall be final.

For queries, please contact IFEX PHILIPPINES Secretariat.

### IFEX Philippines Secretariat

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## FAST FACTS

### 1. Title of Exhibition

**IFEX PHILIPPINES**  
**12<sup>th</sup> International Food Exhibition Philippines**  
**Featuring the “Best of the Seas”**

### 2. Venue

**World Trade Center Metro Manila**  
 Sen. Gil Puyat Ave., corner D. Macapagal Boulevard, Pasay City

**Philippine Trade Training Center**  
 Sen. Gil J. Puyat Avenue, Pasay City

### 3. Exhibition Timetable and Show Hours

<b>INGRESS (Move-in and Build-up)</b>		
Official Booth System Contractor	23 May 2018	8:00 am – 8:00 pm
Exhibitor and Official Booth System Contractor	24 May 2018	8:00 am – 8:00 pm
<b>FAIR PROPER</b>	25-27 May 2018	10:00 am – 7:00 pm
<b>EGRESS (Teardown)</b>		
Exhibitors and Booth Contractor	27 May 2018	7:00 pm – 12:00 mn

### 4. Exhibition Profile

#### 4.1 Product Coverage

- Alcoholic and Non-alcoholic Beverages
- Coffee, Herbal Teas and Cocoa Products
- Confectionery and Bakery Products
- Fresh and Processed Fruits and Vegetables
- Fresh and Processed Seafood
- Grains, Cereals, and Commodities
- Herbs and Spices, Sauces and Condiments
- Meat and Poultry
- Natural, Healthy, and Organic Products

- Specialty, Ethnic and Gourmet Products
- Allied Industries

#### 4.2 Exhibitor Profile

- Food Manufacturers
- Consolidators
- Cooperatives
- Distributors
- Traders
- Retailers
- Importers (for foreign exhibitors only)
- Institutional Suppliers
- Government Agency
- Non-government Organizations

### 5. Buyer Profile

- Importers
- Retailers
- Wholesalers
- Distributors
- Consolidators
- Trading Firms
- Supermarkets
- Retail Chains
- Hotels
- Restaurants
- Caterers
- Food Service Providers
- Health and Fitness
- Specialists/Consultants
- General Public

### 6. Exhibit Components

#### a. Exhibition

**Food Philippines Hall.** An exclusive area for the Philippines' leading National brands and top food Philippine exporters

**International Hall.** A showcase of the finest food products from the ASEAN, Asia, and the rest of the world.

**Market Place.** On-the-spot retail selling venue for over 15,000 expected trade buyers and visitors from the Philippines and around the world.

*b. Special Features*

- Island Pavilion: Luzon, Visayas, Mindanao
- IFEX Connect
- Halal Pavilion
- Taste Philippines by FCAP
- The Garden

*Special Events*

- IFEX Kitchen/ The Summit of Flavors
- Food Industry Investment Forum/Seminars
- IFEX Networking Night

## **7. Buyer Program**

### **7.1. Very Important Buyer Program**

The Very Important Buyer (VIB) Program is a buyer incentive program which provides travel incentives and special buyer services to qualified IFEX Philippines foreign buyers. Please check the website at [www.ifexphilippines.com](http://www.ifexphilippines.com) for more details

## **8. Organizers**

IFEX Philippines is organized by the Department of Trade & Industry-Center for International Trade Expositions and Missions (DTI-THE ORGANIZER), with the Department of Agriculture through the Bureau of Fisheries and Aquatic Resources (BFAR) and the Agribusiness and Marketing Assistance Service (AMAS).

## Exhibitor Timetable

Date	Deadline	Activity	Exhibitor
April 2018	27 (Fri)	FULL PAYMENT OF PARTICIPATION FEE	All
	20 (Fri)	Form A Application Contract Form	All
		Form B Directory Entry/ Fascia Company Signage	All
April 2018	27 (Fri)	Form C Additional Booth Amenities	Optional
		Form D Location of Audio Visual Equipment & Electrical Fixtures	All
		Form E Electrical Layout	All
		Form K Booth Contractor Forms	Raw Space Exhibitors
	TBA thru Circular	Exhibitors Briefing	Philippine-based Participants
May 2018	23-24 (Thu-Fri)	Form G Waiver of Claims	All
	23 (Thu)	Form F Venue Rental Extension Form	Optional
	24 (Thu)	Exhibitors Briefing	International Participants
	25 -27 (Fri-Sun)	Form H Daily Sales Report	All
	27 (Sun)	Form I Exhibitor's Clearance	All
		Form J Exhibitor's Questionnaire Evaluation Form	All

### IF YOU MEET DEADLINES:

- ☺ You save money
- ☺ You get what you want at the time you want it
- ☺ You have a hassle-free participation in the exhibition

### IF YOU MISS DEADLINES:

- ☹ You may spend more
- ☹ Your needs may not be available anymore
- ☹ You can encounter frustrating delays

## Chapter 1. Participation Guidelines

### **S**ECTION A. PRODUCT CATEGORIZATION/ PRODUCT DISPLAY/ BOOTH ASSIGNMENT

1. The Organizer shall allocate stand space on a “first-come-first-served” basis considering the product category and size of booth and based on exhibitors previous stand and product presentation. An exhibitor has no right to any booth size or space allocation, unless approved by the Organizer.
2. An exhibitor’s product categorization and booth assignment in the venue shall be determined and confirmed by the Organizer. An exhibitor must comply with its product categorization based on the 80%-20% product display principle. This means at least 80% of a company’s actual product display during the show must conform to its assigned category. At most, only 20% of the total display should carry product lines classified under other IFEX Philippine categories.
3. The Organizer reserves the right to exclude, at any time, exhibits that do not conform to the product coverage. Failure of the exhibitor to conform to its assigned product category shall be subjected to sanction under the Table of Violations and Sanctions (refer to Chapter 8).
4. Whenever applicable and permissible, “sister companies” under the same or similar product categories will be given separate booths subject to space availability in the least prioritized category. Otherwise, they should share a booth.
5. Sub-leasing of assigned booth is strictly prohibited and will be dealt with accordingly based on the rules and regulations of the Organizer for IFEX Philippines.
6. **No exhibitor has a right to any particular booth size or location unless assignment was done in accordance with IFEX Philippines rules and regulations.**
7. The Organizer reserves the right to implement changes as deemed fit for the successful implementation of the Fair. Exhibitors shall have no claim for compensation as a result of any of the following changes:
  - a. Change in stand and booth size allocation.
  - b. Exhibition space allocated to exhibitor;
  - c. Alteration of size and dimension of the exhibition space;
  - d. Change or closure of entrances, exits and access to the exhibition space; and
  - e. Other structural alterations to be undertaken.
8. The Organizer can change an exhibitor’s booth location based on said exhibitor’s **product category zoning, booth type** (raw space or booth system), **trade category** (i.e. export only, export with retail, etc.) and **failure to comply with show rules and regulations**, such as non-payment of fees and surcharges, and non-submission of the required forms on time.



## SECTION B. MANNING OF BOOTHS

1. Exhibitors are required to keep their booths manned with the set number of qualified personnel each day during the official show hours. The Organizer shall not be held liable for any loss or damage that may occur as a result of non-observance of this rule.
2. Booth personnel should be adequately knowledgeable of company and product specifications, as well as export/import documentation and procedures. They should be able capable to attend to buyer inquiries.
3. Booth should be open and staffed as early as 30 minutes prior to opening hour, and must be manned until the show closing hours.
4. Booth personnel should wear the proper business attire at all times, i.e., no jeans/maong or collarless shirts.
5. A booth without any product display, despite the presence of representatives or company officials, shall be construed as a “no-show” or failure to exhibit and shall be subject to the corresponding sanctions based on the Table of Violations and Sanctions (refer to Chapter 8)
6. The Official Booth Personnel is responsible for submitting the following to the Organizer on 27 May 2018 before the show ends:

**FORM H (Sales Report) and  
FORM J (Exhibitor’s Evaluation Form)**

*\* Note: Exhibitors who fail to submit said forms will not be allowed egress.*

7. 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.

## SECTION C. EXHIBITOR OFFICIAL LISTING

1. Exhibitors officially participating in IFEX Philippines shall be listed in the Online Event Directory, provided, however, that their **participation dues are fully paid by 27 day of April 2018.**

# SECTION D. SHOW ADMITTANCE

1. Who to admit:
  - a. **INGRESS AND EGRESS PERIODS.** Other than the Organizer, and its official and accredited service contractors, only official exhibitors and their respective contractors shall be allowed entry to the fair sites. Appropriate identification badges shall be issued.
  - b. **FAIR PROPER.** Exhibitors, buyers, guests, official crew and media people, upon presentation of appropriate identification badges, business cards, or invitation cards, shall be allowed entry to the fair sites. No contractor/s shall be allowed entry during this period.
2. The show is open daily to Trade Visitors, Guests and General Public but access to the exhibit halls is dependent on their respective objectives in attending the show.

Entry to the exhibition halls observes the following:

<b>World Trade Center</b> Food Philippines Hall International Hall	Strictly for Trade Buyers only during the first two (2) days (25-26 May). Open to all on the last day.
<b>World Trade Center Tent</b>	Retail Selling allowed for the whole duration of the event (25-27 May)
<b>Market Place</b> <b>Philippine Trade Training Center</b>	Open to all for three days (25-27 May)

3. The General Consumers/Public gain single-entry access upon payment of **ONE HUNDRED PESOS (PhP100.00)** admission fee. Senior citizens and students, upon presentation of corresponding IDs, are entitled to a 20% discount.
4. Guests **below 12 years old are allowed entry only at the MARKET PLACE and the WTC Tent.** Parents/guardians may leave their kids in the KIDS' AREA. However, infants and toddlers in carriages/strollers may be permitted upon signing a WAIVER releasing the Organizer of any responsibility on any accidents/untoward circumstances (earthquakes, stampede and the like) that may happen while the child is inside the exhibition halls. Parent/Guardian also assumes full responsibility to damage to property and exhibit items caused by the child.
5. **Wearing of undershirts (camiseta), sandos, slippers and shorts during the ingress, fair proper, and egress periods is strictly prohibited by World Trade Center, Philippine Trade Training Center, and the Organizer**

Allowable attire as follows:

	CLOTHING	FOOTWEAR
<b>INGRESS/EGRESS</b>	Any casual attire excluding the above-mentioned	<ul style="list-style-type: none"> <li>• Closed shoes / rubber shoes</li> </ul>

	CLOTHING	FOOTWEAR
<b>SHOW PROPER</b>	Any corporate/business attire	<ul style="list-style-type: none"> <li>Men: Leather</li> <li>Women: Flat shoes / with heels, open/peep toes</li> </ul>

- The Organizer reserves the right to refuse admission or to bar any person from entering the premises without the appropriate or valid IFEX Philippines IDs/badges. For security purposes, baggage shall be subjected to inspection before entry.
- The Organizer reserves the right to modify the procedures and regulations on show admittance to ensure the smooth flow of activities of IFEX Philippines.

## SECTION E. IDENTIFICATION BADGE

- Color-coded badges will be issued to Exhibitors, Buyers (local and foreign), Guests, Media, Organizers, Crew and Contractors for proper identification.
- The Contractor and Exhibitor IDs shall be available from 3<sup>rd</sup> week of April 2018.
- Exhibitor Badge
  - NO ID, No Entry. Badges will be issued to each participating company. The number of Exhibitor IDs per company will depend on the company's booth size, as follows:

Booth Size (sqm.)	No. of Exhibitor IDs (pcs)*
4 - 9	3
10 – 18	5
19– 36	8
37 – 54	12
More than 54	15

- Above numbers are the maximum number allowed inside the booth at a given time. Replacement fee of Php 200.00 shall be charged to lost badges.
  - Exhibitor badges must be worn by the exhibitors at all times within the exhibition premises. These IDs should be presented or returned to the Organizer or security guards upon request. Failure to wear the Exhibitor ID at any given time inside the fair sites shall be meted out with appropriate sanctions found in the Table of Violations and Sanctions (refer to Chapter 8).
- Buyer /Trade Visitor Badge
    - One type of color-coded ID badge shall be issued to foreign and local buyers, and does not specify the buyer type from the other, i.e., wholesaler, importer, retailer, buying agent, and the like.
    - Presentation of appropriate business credentials (e.g., business card) is required for

onsite registration purposes of trade visitors.

#### 5. Guest or Non-Trade Visitor Badge

- a. Guests will be issued guest IDs upon presentation of the IFEX Philippines invitation and proper registration.
- b. Each exhibitor is entitled to event invitations (good for two persons) to be given to their respective guests. The number of invitations per company will depend on the company's booth size, as shown below:

<b>Booth Size (sqm.)</b>	<b>Number of Invitations</b>
4 – 9	5
10 – 18	8
19 – 27	11
28 – 36	14
37 – 45	17
More than 45	20

- c. The same Guest Badge is issued to important guests (VIPs) and government officials (upon presentation of government ID).

#### 6. Media Badge

The show's official visitors from the Media must wear Media badge.

#### 7. Contractor Badge

- a. This type of ID is issued only to official event contractors and stand contractors of exhibitors. Each exhibitor will be given Contractor IDs depending on their need.
- b. Contractor IDs are valid during the ingress and egress periods only.
- c. Contractors IDs will only be issued during ingress and must be kept and used for egress. No re-issuance will be done unless deemed necessary by the IFEX Philippines Secretariat.
- d. When a contractor has a valid reason to be present during the exhibition period (e.g., for maintenance or remedial purposes), special badges shall be issued upon the discretion of the Organizer.

#### 8. Organizer

The Organizer officers and personnel directly in-charge of the show, as well as the co-organizers shall wear ORGANIZER ID.

#### 9. Event Staff Badge

All other event personnel and service providers are issued Event Staff Badge.

# SECTION F. CANCELLATION OR FAILURE TO EXHIBIT

## 1. Cancellation of Exhibit Space

- a. In the event an Exhibitor cancels participation in IFEX Philippines, cancellation charges on booths specified in the participation contract will apply, based on the following scale, regardless whether fully paid or not.

After 45 days but before 30 days to event date	70% of the cost or forfeiture of payment made whichever is higher
30 days before the event date	100% of the cost

- b. The date of receipt of written notice of cancellation shall be the basis of the cancellation charges that must be applied.

## 2. “No Show”

Any organization or company that signs the Participation Contract and fails to exhibit during the IFEX Philippines will be liable for the full cost of booths ordered in the Participation Contract as a result of their “no-show” without prior notice.

In addition, the exhibitor will be banned from participating in the succeeding edition of IFEX Philippines and in all other events of CITEM for one (1) year for the first and second offenses, and lifetime delisting or banning for the 3<sup>rd</sup> offense.

## Chapter 2. Exhibition and Booth Guidelines

For a thematic and unified look of the show, and whenever applicable, exhibitors have the following options:

- Fabricate own booth. The company must secure approval first by submitting its booth concept/plans/drawing to Organizer on specified deadline.
- Use specially designed booth fabricated by IFEX Philippines Official Booth Contractor. Detailed concept of the booth design shall be provided.
- Own booth must comply to the exhibition and booth guidelines provided.

### **S**ECTION A. OFFICIAL BOOTH CONTRACTOR

(NOTE: This will be released through Circular.)

### **S**ECTION B. EQUIPPED STAND PACKAGE OPTION

(NOTE: This will be released through Circular.)

1. The Official Booth Contractor will handle the booth construction and installations while the Exhibitor will handle the interior design of their respective booths.
2. Booth dressing and decorating must be completed no later than 8:00 PM on the days of Exhibitor's Ingress.
3. No alteration should be done on the booth system. Damage (i.e. Nailing, drilling holes, etc.) to the system and its accessories shall be charged to the Exhibitor who is responsible for the damage.

### **S**ECTION C. RAW SPACE OPTION

An Exhibitor who avails of the raw space option:

1. Should only be located in areas approved for raw space option.
2. Should submit its booth plan and perspective drawing for review of the Organizer's Exhibition Design Division on specified date. Approval of the working drawings will be based on the rules and regulations of the Organizer and the exhibition venue.
3. May utilize its in-house personnel to construct its booth or engage the services of other booth contractors other than the Official Booth System Contractor **BUT** only under the following guidelines:
  - 3.1 *When the Official Booth System Contractor cannot execute the booth design required;*

- 3.2 *When 80% of the booth will be made of materials other than those being used by the Official Booth Contractor for its standard booth systems, i.e., aluminum booth system package using laminated wall panels and extruded aluminum frames, as well as derivatives thereof;*
  - 3.3 *Hired contractor must not be suspended and/or blacklisted by the Organizer; and*
  - 3.4 *Hired contractor must be an accredited contractor of World Trade Center and Philippine Trade Training Center.*
4. **Should provide for its own free-standing wall panels, and should not make use of the walls of its neighboring exhibitors, as well as provide for its own carpet, spotlights, and appropriate signage (with company name and booth number /s) and furniture.** The Exhibitor must be responsible for additional materials and equipment related to equipping the booth.
5. Should not undertake painting and/or major carpentry and welding work inside the exhibition halls.
6. Should strictly adhere/comply with the following exhibition rules/guidelines:

6.1 The Organizer will implement a zoning scheme in booth allocation, as follows:

WTC EXHIBITION HALL	WTC TENT	PHILIPPINE TRADE TRAINING CENTER
<ul style="list-style-type: none"> <li>• FoodPhilippines Hall</li> <li>• International Hall</li> </ul>	<ul style="list-style-type: none"> <li>• Food Artisans Village</li> </ul>	<ul style="list-style-type: none"> <li>• Market Place / Retail Hall</li> </ul>

6.2 Booth height limitations, depending on assigned booth location, are as follows:

Section/Area	Booth Height Limitation
WTC Exhibition Hall	5.0 meters
PTTC	4.0 meters

- 6.3 All furniture pieces should be placed inside the booth, regardless of the booth size. **Placing of negotiation tables and chairs along the walkway is strictly prohibited.** As such, please consider this when designing your booth lay-out.
- 6.4 Protruding props/products (items placed on top of booth or outside the booth perimeter) are not allowed. Hanging of props from the venue ceiling is not allowed as well.
- 6.5 Common aisle/walkway or gaps between partitions/wall panel and venue wall or corners should not be used as additional display area, negotiation area, or storage space.
- 6.6 Do not use company signs made of paper banners, computer print-outs, or tarpaulin materials. Likewise, italics, scripts and glittery fonts are not allowed.

Any inclusion in the company signage other than the company name and booth number should have prior clearance from the Organizer.

7. Booths approved to exceed beyond the height limit should be installed in such a way that they do not pose hazard or danger to anyone, or constitute any hindrance to neighboring booths or impede the view of these booths.
8. All exposed rear walls should be properly covered (no exposed bracing). The reverse side of these wall panels (exceeding height limit), as well as those whose back walls face an open area such as café area, lobby, etc. should keep these wall panels clean, presentable, and without the framing or bracings visible.
9. The total area assigned to an exhibitor refers to the OUTSIDE MEASUREMENT of the WHOLE BOOTH STRUCTURE, regardless of how much space remains inside the booth. All structures and props, therefore, should be confined within this space ONLY. Otherwise, the exhibitor shall be required to cut its booth, at its own expense to conform to this assigned booth space/size.
10. **Exhibitors hiring outside contractors for their respective booths must apply for accreditation before the start of the booth construction. Otherwise, they shall not be allowed to move in, or the official booth system contractor shall charge them a corresponding management fee.** However, in-house personnel including designers, carpenters, and workers are exempted from this accreditation since they do not represent a separate company, which is purely engaged in such business/service.
11. The Organizer's Exhibition Design Division shall conduct an inspection during the ingress period to ensure adherence to Stand Construction guidelines. Appropriate sanctions shall be meted out to those who fail to comply.

## **S**ECTION D. SUPERVISION / RESPONSIBILITY FEE (SRF)

1. All raw space exhibitors whose specially designed booths will be executed by a contractor other than the Official Booth System Contractor MUST pay the Official Booth System Contractor a **SUPERVISION/RESPONSIBILITY FEE (SRF)\***.  
*(\*Information on the fee will be release through Circular)*
2. Payment of SRF to the Official Booth System Contractor makes it accountable for any damage within the specified area of supervision.
3. Exhibitors who will build their booths with in-house contractors have the option of not paying the SRF but will be required to sign a waiver form that will hold them accountable for any damage within their area. Waiver forms may only be signed by the exhibitor's authorized representative who must present a valid company ID.
4. The Official Booth System Contractor's representatives will conduct inspection during the ingress to monitor compliance.



## SECTION E. ELECTRICAL CONNECTION/CONSUMPTION

The Official Booth System Contractor shall conduct inspection of the electrical installation made during the ingress period. Please note that failure of some exhibitors to submit an electrical plan in previous CITEM events caused power fluctuations in the venue.

## SECTION F. ELECTRICAL INSTALLATION

1. In adherence to safety requirements, only the Organizer's Official Electrical Contractor, can carry out electrical installations. Absolutely no electrical tapping should be done without prior arrangement with the Official Electrical Contractor to preclude unnecessary electrical tripping and/or outages.
2. All exhibitors are required to accomplish and submit a **Booth Electrical Form**, which shall serve as the Official Electrical Contractor's basis for computing electrical charges. The Official Electrical Contractor reserves the right to compute said electrical charges, as well as the amount of wattage allowable, for exhibitors who will fail to submit this Form.
3. Exhibitors who opted for the booth system package, but who will fail to submit their electrical plan, will only be provided a standard power supply of 600 watts for every 9sqm., subject to the payment of the appropriate fees, and broken down as follows:

300 watts – outlet load

300 watts – 3 spotlights (100 watts per spotlight for an 9-sqm. booth)

There shall be no conversion or offsetting in case a company requires more than 300 watts of outlet load and less than 300 watts of spotlights, and vice-versa. Companies shall be given the option to either pay for the extra wattage beyond the minimum 300 watts, or be disconnected from the electrical source.

The electrical load will be computed by the Official Contractor on a per company, per venue basis. No fee shall be collected from those availing of the standard booth system package, since this is part of the booth rental fee, **PROVIDED power supply required is 600 watts or below.**

4. The Organizer reserves the right to disconnect the electrical supply of any installation which, in the opinion of the Official Contractor, poses safety hazards or is likely to cause annoyance to visitors or other exhibitors.

(NOTE: Other Electrical Installation Guidelines will be released through a Circular.)

## SECTION G. IN-HALL FREIGHT HANDLING

For insurance and security reasons and to ensure proper control and coordination of freight, only the Eligible Freight Forwarders or authorized party contracted by venue

owner/organizer shall be permitted to operate lifting equipment within and around the exhibition hall.

## **S**ECTION H. DELIVERY OF EXHIBITS

1. Use of Delivery Service
  - a. For a smooth and trouble-free move-in, the use of door-to-door delivery services is recommended.
  - b. The Organizer does not have any appointed delivery service provider. Exhibitors are free to choose a convenient delivery company.
  - c. All deliveries must be received at exhibitors' booth.
3. The Organizer shall not accept deliveries on behalf of an exhibitor, or the safekeeping of such items after delivery.
4. The Organizer shall designate specific loading/unloading areas, which will be under the supervision and direction of the Eligible Freight Forwarders and the exhibition security officers. Areas outside the entry doors/gates are to be used only for unloading of exhibit items. All cars and trucks should be parked at designated parking areas only.
5. Exhibitors may arrange with the Eligible Freight Forwarders for the unpacking and uncrating of exhibits, as well as handling, storage, or disposal of empties, **for a fee.**

## **S**ECTION I. MOVE-IN / MOVE-OUT OF EXHIBITS

Only exhibitors who have fully paid their participation fees and other related accounts shall be allowed to move-in. Goods to be brought in and out of the exhibition halls shall be inspected for security reasons.

1. Move-in and move-out of exhibit props must be handled by the Official Booth System Contractor and/or exhibitors. Exhibitors are required to submit the Waiver of Claims (FORM G) upon ingress.
2. Entry and exit of bulky exhibit items during the exhibition proper shall not be permitted. Removal, delivery, or replenishment of exhibit items during exhibit hours may only be carried out at 9:00 – 9:45am, and after the closing time at 7:00 – 7:15 pm.
3. It is strictly forbidden to bring in flammable substances, such as compressed or liquid gases, caustic or corrosive substances in the exhibition halls.
4. Inks, solvents, and other flammable liquids, as well as other types of materials used in the booth construction, set-up, and dressing, which do not form part of those identified above, must be removed from the booth after use. Suitable sealed metal containers must be used to transport these to and from the booths.
5. All exhibitors are required to provide their own booth covers (black cloth preferably) to

secure their individual booth before and after exhibit.

6. Exhibitors should ensure that the booth covers are removed by 9:30 a.m. during the show proper. **In the event that the exhibitor is not able to remove the booth cover by 10:00 a.m., the Organizer reserves the right to remove it.**
7. The Organizer shall not be responsible for the loss or damage to any exhibit item in the exhibitor's stand. The exhibitor should, therefore, have the appropriate insurance coverage for its exhibit items.
8. **ALL EXHIBITORS MUST ACCOMPLISH THE EXHIBITOR'S CLEARANCE FORM (FORM I) FOR EGRESS/MOVE-OUT OF GOODS ON THE LAST DAY OF THE EXHIBITION.**
9. All exhibit items and properties of the exhibitors should be removed from the exhibition premises from 7:01 to 10:00 p.m. on the last day of the fair, which is the egress or move-out period.
10. In the event that the exhibitor or its appointed accredited freight forwarder fails to comply with this regulation, the Organizer reserves the right to remove and dispatch the items to a location of the Organizer's choice, at the risk and expense of said exhibitor. Further, the Organizer shall not be held responsible for any loss or damage that may occur during transfer of said items.
11. Exhibit items and props not retrieved within one week after the fair shall become the property of the Organizer. In turn, the Organizer reserves the right to dispose of these exhibit items in any manner it deems fit, without any recourse on the part of the exhibitor.

## **S**ECTION J. NO SMOKING POLICY

World Trade Center and Philippine Trade Training Center are non-smoking facilities except for designated smoking areas. Smoking is strictly prohibited in the exhibition halls at all times, including move-in & move-out. Please refrain from smoking outside the designated smoking areas.

## Chapter 3. Ingress and Egress Guidelines

(Note: Schedule and other pertinent information will be released through Circular.)

### SECTION A. INGRESS REQUIREMENTS BEFORE ISSUANCE OF IDs

1. Full payment of participation fees (Please bring Official Receipt in connection with earlier payment to facilitate ingress.). **Strictly no ingress will be allowed without full payment.**
2. Submission of Official Booth System Contractor's Booth Order Form, Additional Amenities Order Form, Booth Electrical Form.
3. Submission of Waiver of Claims (FORM G) in two copies:
  - 3.1 Copy 1 – Security Guard
  - 3.2 Copy 2 – Exhibitor's Copy

### SECTION B. VEHICLE PASS

1. **Distribution of "Vehicle Passes"**
  - a. The Secretariat will distribute vehicles passes to Pavilion Organizers and Individual Exhibitors starting 2<sup>nd</sup> week of May 2018.
  - b. Vehicles with No Pass or with photocopied passes shall not be allowed entry at the exhibition hall premises.
2. **Delivery trucks are allowed to park at the WTC Complex** designated area on a first-come-first serve basis.

### SECTION C. EARLY INGRESS

Exhibitors who wish to avail of an early ingress must submit the Early Ingress Approval Form (will be released through circular) on or before specified deadline. Names of companies approved for early ingress will be provided to our security personnel during ingress. Approval of early ingress is based on availability of venue.

### SECTION D. INGRESS EXTENSION

1. There will be a grace period of 30 minutes after the closing time of the ingress days to give exhibitors enough time to wrap up and exit from the exhibition halls. Exhibitors who will extend their booth set-up beyond these specified times should accomplish the

Venue Rental Extension Form (**FORM F**) and collectively shoulder the cost of the venue rental extension. A fraction of an hour shall be calculated as full-hour extension.

2. The Organizer’s assigned guards will be roving the exhibition halls. All exhibitors remaining inside the halls beyond these hours will be asked by the guards to fill up FORM F. Those who refuse to sign FORM F are required to pack and leave the exhibit premises within 30 minutes after the agreed official closing time. The guards will also require the company representative to present a company ID for verification (NOTE: Contractors IDs will not be honored). This will be done every hour. The last hour on the form that bears your representative’s signature will be the basis in computing the ingress extension charges. Exhibitors are advised to leave immediately as soon as they have completed booth set-up and display.

## SECTION E. INGRESS/EGRESS SCHEDULE

2018	8AM	9AM	10AM	11AM	12NN	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM		
May 23	Move-in and Booth Set-up (Official Contractor’s ingress)											Overtime Work					
May 24		Move-in and Booth Set-up (Official/Exhibitors Contractor’s ingress)											Overtime Work				
		Move-in and booth set-up (Contractor’s/Exhibitor’s ingress)											Overtime Work				
May 25	Early Entry	Fair Proper											Clean Up				
May 26		Entry	Fair Proper											Clean Up			
May 27		Entry	Fair Proper											Move-out (Contractor’s & Exhibitor’s egress) Booth dismantling will start at 19:01 to 24:00 mn			
May 28	24:01-8:00 am		Dismantling / Move-out (Organizer / Official Contractor’s additional egress hour)														

### 1. Early Entry

On exhibition days, entry into the exhibition halls will start at 9:00 am. Entry before 9:00 am is permitted only on the first day of the event after completing a Notification Form at Secretariat Offices on-site before 6:30 pm of the previous day.

## SECTION F. OTHER INGRESS/EGRESS REMINDERS

1. Submission/Presentation of Ingress/Egress Documents
  - a. Exhibitors must present the following upon entering the exhibition premises during ingress period:

- 1) Copy of Official Receipt (participation fee if payment made after the deadline)
  - 2) Duly filled-in Waiver of Claims Form
  - 3) Contractors ID or Exhibitors ID
- b. Exhibitors must present the following before they are allowed to leave the exhibition premises during egress period:
- 1) Exhibitors Clearance (duly accomplished)
  - 2) Exhibitors Evaluation Form (duly accomplished)
  - 3) Daily Sales Report Form (DSR for 3-days)
2. Noise levels should be kept at a minimum during move-in & move-out periods.
  3. Equipment used for moving heavy articles in and out of the exhibition hall should have a load distributor to avoid concentration of the load on the floor surface ( load limit: 250psf). Utmost care should be taken to protect the structural framework from damage.
  4. No storage is available in the exhibition hall premises. Exhibitors are responsible from removing all empty boxes and packing materials after unloading.
  5. Exhibitors are requested to closely watch over their personal belongings, such as cell phones, laptops and even product samples during the fair, especially during the ingress and egress periods.
- The Organizer will not be held liable for any loss of property. Please report any suspicious looking individuals to the security force.
6. Exhibitors requiring the use of the “Genie Lift” must coordinate with WTC/PTTC to ensure availability since the Organizer is priority in the use of said equipment. Payment for the use of the Genie Lift must be settled directly with WTC/PTTC by the exhibitors.

## **S**ECTION **G. EGRESS PROCEDURE**

(**Note:** This will be released through Circular)

Upon egress, all exhibitors whether they opted for the booth system or raw space option shall secure clearance from the Official Booth System Contractor for settlement of additional charges, if any. The clearance from the Official Booth System Contractor shall form part of the Exhibitor’s Clearance, **Form I.**

## Chapter 4. On-Site Rules and Regulations

### SECTION A. STORAGE

Storage areas are provided and intended for safekeeping of inventory of exhibitor products.

1. There is no on-site provision for storage facilities for packing and crating materials, cases, surplus materials, or other properties of exhibitors. The exhibitor must make prior arrangements with their chosen Freight Forwarders for the safekeeping of these items.
2. Gaps or partitions between booth panels and wall, as well as corner areas, **should not** be utilized as storage space or additional exhibit space. Any item in these areas shall be disposed/removed by the Organizer without liability for damage and/or loss. Otherwise, the corresponding sanction indicated in the Table of Violations and Sanctions (see Chapter 8) shall apply.

### SECTION B. USE OF FLAMMABLE PRODUCTS

1. As a rule, burning candles are not permitted inside the exhibition halls. However, in compliance with local fire-prevention regulations, it is possible to display burning candles under certain conditions:
  - a. The candle is floating or standing in water;
  - b. The candle is set in a bed of sand, on a non-flammable base, or in a stable candle holder;
  - c. The candle is behind glass or in a glass case (wind light); and
  - d. The candle is sufficiently far away from decorations or other inflammable exhibits. The number of candles must not exceed a number appropriate to the presentation.
2. No gas and air welding shall be carried out in the exhibition halls. The use of industrial gases of an inflammable or toxic nature for demonstration purposes will not be permitted within the exhibition halls.
3. Further, the exhibitor is responsible for any damage caused by using candles and similar products.

## **S**ECTION C. CLEANING AND SANITATION

1. During the move-in and move-out period, the exhibitor or his appointed contractor shall be responsible for the removal of unwanted materials from the exhibition halls.
2. All exhibitors shall be responsible for ensuring the cleanliness of their **own** booths. The Organizer's cleaning staff shall only be responsible for general/common aisle cleaning and maintenance.
3. Garbage will be collected at specific schedules daily to maintain cleanliness in the exhibit area during the event:
  - 12:00 nn
  - 2:00 pm
  - 4:30 pm
  - 7:00 pm
4. Empty boxes, trash, and other items for disposal must be gathered and placed inside the booth and shall be given to the maintenance personnel for pick-up during the specified time.
5. Exhibitors must ensure orderliness and cleanliness of their booths, and immediate frontage at all times. Food sampling must be conducted with strict observance of hygiene and sanitation.

## **S**ECTION D. ADVERTISEMENT

1. Any advertising literature or other promotional collateral should be distributed within the exhibitor's own stand only.
2. The following publicity measures shall not be permitted in all booths during the fair proper:
  - a. Those that interfere with the flow of traffic;
  - b. Third-party publicity, unless with prior approval of the Organizer;
  - c. Those which are morally offensive, with political and religious colors, and the like; and
  - d. Those which may cause disturbance to other exhibitors, such as acoustics, loud speakers or optical irritations or audio-visual equipment.



## SECTION E. DISPLAY OF MOVING EXHIBITS

Display of any working or moving exhibits must have prior written approval from the Organizer. These must be operated only by persons authorized by the exhibitor and must not be left running at any given time in their absence.

## SECTION F. FOOD SAMPLING | PRODUCT AND COOKING DEMO

1. Food sampling, product demonstrations, presentations, or any inaugural activities must take place only within the exhibitor's stand/booth. Such activities held outside of the EVENT'S ACTIVITY AREA or designated area, may be conducted only with prior approval of, and at an acceptable sound level to be determined by the Organizer.
2. Cooking activity and sampling must be limited to products being promoted at the fair. Cooking that emits much smoke is not allowed.
3. Hygiene and sanitation must be maintained at all times particularly during food sampling and/or demonstration. Spillage should be avoided and prepared food samples must be protected from flies and other insects. Handlers of prepared food must wear clean clothing and a net for their hair while serving food.
4. Exhibitors must ensure that all products displayed, sold, or promoted are safe and fit for human consumption. A Food and Drug Administration-License to Operate (FDA- LTO) or equivalent health certificate is required of all exhibitors. For Filipino exhibitors, a certificate of product registration from the FDA is required for low-acid foods.
5. When distributing samples of alcoholic beverages, Exhibitors should take safety measures to avoid serving minors or driving visitors.
6. Cooking inside the exhibition.
  - a. Exhibitors wishing to prepare cooked food in their stands must inform the Organizer upon submission of the Application Contract. They must also take all necessary steps to avoid environmental pollution.
  - b. Cooking appliances with **OPEN FLAME ARE NOT ALLOWED** in the individual booths. Exhibitors who wish to conduct sampling/tasting must use hot plate /electric stove/microwave ovens only. (Note that electricity in the Philippines runs at 220V @ 60 Hz).
  - c. Exhibitors with cooking activities within the booth must bring at least one (1) ABC-type fire extinguisher. Roving guards will inspect the booths to ensure compliance to this requirement.

- d. Exhibitors must unplug small electrical appliances, disconnect switches, and ensure that no food items are being cooked at the end of each show day.
- e. Cooking appliances must be kept at a safe distance from any flammable material and must be installed such that these do not constitute a fire hazard. If such cooking appliances are situated close to a partition, the partition must be covered with fireproof material.

## **S**ECTION G. SOUND SYSTEM AND ILLUMINATED SIGNS

1. Any advertising using lighting or sound must have prior approval of the Organizer, who may withdraw such permission once granted if the item in question causes a nuisance to neighboring exhibitors, causes obstruction or mar the appearance of the exhibition. The sound level is restricted to 40 decibels.
2. Musical events within the exhibition premises are not allowed.

## **S**ECTION H. COPYRIGHT | INTELLECTUAL PROPERTY RIGHTS

1. Display of products in violation of copyright or any related law is prohibited.
2. The Organizer shall not directly or indirectly handle cases on enforcement of intellectual property rights, such as those related to product or design-copying as this does not fall within ORGANIZER's present mandate. ORGANIZER cannot pull out from display the contested items of another exhibitor.
3. Complaints on product or design-copying and patent/copyright infringement filed during the show are matters of enforcement that fall within the jurisdiction of judicial authority or within the mandate of the proper administrative agency.

## **S**ECTION I. PHOTOGRAPHY

1. The Organizer or its official authorized representatives are allowed to take photographs or video files of the exhibits and booths for documentation or publication of promotional materials. Appropriate identification badges shall be issued to the authorized representatives.
2. Exhibitors are entitled to take photographs **only of their own exhibit items** and booth display.
3. Exhibitors, trade buyers, and buying agents or representatives are allowed to bring their cameras inside the exhibition halls. **HOWEVER, PICTURE-TAKING SHALL BE STRICTLY PROHIBITED UNLESS AUTHORIZED BY THE EXHIBITOR CONCERNED.**
4. Otherwise, unauthorized photographs will be confiscated by the Organizer.

5. All exhibitors are enjoined to remind their buyers and guests of this regulation regarding photography of exhibits.

## **S**ECTION J. RETAIL SELLING

1. IFEX Philippines is both an order-taking and retail selling trade fair. Retail selling is only allowed on all days at the Market Place/Retail Hall located at the Philippine Trade Training Center and WTC Tent. The World Trade Center Main Hall will be opened for Retail only on the last day, 27 May (Sunday).
2. The use of plastic bag for retail transactions will not be allowed. Exhibitors are encouraged to use paper bags or reusable ecobags.
3. Philippine-based exhibitors conducting retail selling during the fair should bring their **FORM 1901 or 1903 of the Bureau of Internal Revenue (BIR)** to avoid being penalized by the BIR in the event that they do on-site inspection during the fair. Companies without this form are encouraged to apply for one. The Organizer should not be held liable, accountable, or responsible in case you fail to register with BIR.

The BIR Form 1901 is an Application for Registration for Self-Employed and Mixed Income Individuals, while BIR Form 1903 is an Application for Registration for Corporation or partnership. Both are also applicable to retail booths during an exhibit.

### **Requirements (in the case of registration of branch/facility type):**

- Copy of the Certificate of Registration (COR) of the Head office for facility type to be used by a particular branch;
- Mayor's Permit or duly received Application for Mayor's Business Permit, if the former is not yet available;
- DTI Certificate of Registration of Business Name, if a business trade name shall be used; and
- Contract of Lease, if applicable.

### **Procedure:**

- 1) Accomplish BIR Form 1901 or 1903 and submit the same together with the documentary requirements to the Revenue District Office (RDO) in Pasay City.
- 2) Pay the Annual Registration Fee (P500.00) at the Authorized Agent Banks (AABs) of the RDO concerned.

## **S**ECTION K. FOOD AND BEVERAGE

1. During conduct of business at the booth, company representatives are discouraged from eating, and drinking of alcohol, unless intended for buyer hospitality. Exhibitors will be allowed to dine in the concessionaires' area available at World Trade Center, Philippine Trade Training Center or at the exhibitors lounge.

## **S**ECTION L. SECURITY AND INSURANCE

1. The Organizer implements security precautions in the interest of exhibitors and visitors. It will maintain security at all times.
2. The Organizer is not responsible for any loss/theft of or damage to personal belongings, exhibits, and stand fittings, during the construction, exhibition, and dismantling periods. This shall be on the account of the exhibitors.
3. In the event that an Exhibitor intentionally or accidentally inflicts damage to the exhibition hall, facilities and furnishings, persons, the Exhibitor shall be responsible for compensation.
4. Exhibitors are advised to insure exhibit materials at their own expense against all risks for the whole period to cover theft, public liability, damage to properties and effects, personal injuries, consequential losses, and such other risks.
5. To prevent lost property and theft, valuables and personal belongings should not be left unattended.

## **S**ECTION M. CONDITIONS | SUPPLEMENTARY CLAUSES

1. All exhibitors should be fully aware of all matters advised by the Organizer through correspondences, circulars/bulletins, as well as those items contained in this Exhibitor Manual, all of which shall form part of the rules and regulations for participation in this show.
2. Failure to comply with any of the conditions or provisions for participation found in this Manual, as well as IFEX Philippines circulars or bulletins, shall entitle the Organizer to impose appropriate sanctions based on the Table of Violations and Sanctions found in this Manual.
3. In case of disputes in the interpretation of the aforementioned conditions, the Organizer's decision shall be final and binding.
4. The Organizer reserves the right to carry out changes in the implementation of the IFEX Philippines whenever these are deemed necessary for the success of the activity.
5. The exhibitor shall be held responsible for the acts of its show representatives, contractors, and visitors during the show. It is incumbent upon the exhibitor to brief its personnel and guests on the show rules and regulations, and ensure that they are aware of these. The sanctions for violations committed by these personnel shall be applied on the exhibitor-company.
- 6.

## SECTION N. DISCLAIMER

1. The exhibitor agrees to indemnify and hold the Organizer harmless on demand against all claims, liabilities, losses, suits, damages, judgments, expenses, costs, and charges of every kind arising from the default or negligence of, or any damage caused by, the exhibitor or its contractors or sub-contractors.
2. Exhibitors and/or their contractors/ subcontractors are required to submit to THE ORGANIZER **FORM G (Waiver of Claims)** before ingress period
3. If the Organizer is compelled to temporarily vacate or permanently close the exhibition and/or parts thereof, postpone the event, shorten or extend it due to an act of God, or for other reasons beyond its control, the exhibitor is not entitled to any rights, in particular, to claims for damages against the Organizer.

## Chapter 5. Exhibitor Services

### **S**ECTION A. HOTEL ACCOMMODATION

1. Special discounted rates in IFEX Philippines Partner Hotels shall be made available to exhibitors and visitors of IFEX Philippines. (List will be released through Circular).
2. To avail of the discounted rates, exhibitors are advised to accomplish the Hotel Booking Form and submit the same to the Travel Division latest is 120 hours before intended stay. Reservations are subject to room availability in respective hotels.
3. Likewise, provincial-based exhibitors may consider booking at affordable and convenient hotel/pension houses located in Manila. A list of hotel/pension houses to be considered will be circularized in due time.
4. Exhibitors are advised to notify the IFEX Philippines Secretariat of any changes on their booking arrangements, as well as any cancellations. The cancellation fee shall be equivalent to the actual reservation cost for a one-night booking at the hotel concerned.

### **S**ECTION B. ON-SITE SERVICES

#### **1. Parking Areas**

- a. Provision of parking areas shall not be an outright responsibility of the Organizer.
- b. The protection of the parked vehicles shall not, likewise, be the Organizer's responsibility. Vehicle owners are advised to take precautionary measures in this regard.
- c. Entry car pass must be pre-ordered and paid directly to WTCMM. Each car pass costs Php 45.00 and can be paid upon claiming of which during ingress at the WTCMM Administrative Office.

#### **2. Storage**

The Organizer will provide a common storage area for exhibitors. All items brought into storage must be properly labeled for identification. Due to limited storage space, a first-come-first-served basis will be observed. Security will be provided during ingress, event proper, and egress.

#### **3. General Security**

- a. Security check shall be strictly conducted by Security Personnel. Explosives and deadly weapons are strictly prohibited inside the exhibition areas.

- b. While the Organizer will maintain security surveillance at all times throughout the exhibition, exhibitors are reminded that they are responsible for insuring their exhibits and materials and to be careful not to leave their booths unattended, especially **at the opening and closing of the exhibition when packing/dismantling commences, especially during egress.** It is at this time that the risk of loss or theft is highest.
- c. Although Organizer will assign roving guards to secure the exhibition areas, particular care should be taken on exhibits, small portable items, tools and instruments like mobile phones, laptops, cameras, and videos. The Organizers cannot accept responsibility for theft and loss of, or damage to, exhibitor's own properties.
- d. Exhibitors are further requested to accordingly advise their buyers to take care of their possessions and not to leave them unattended during the fair.

**4. Public Address (PA) System**

The Public Address System in the exhibition halls shall be for the use of the Organizer for official announcements only. All exhibitors are encouraged to bring their cellular phones during the show for easy communication access.

**5. Secretariat Counter/Command Center**

An IFEX Philippines Secretariat staff will be assigned daily to man the Secretariat Counter/Command Center to answer all exhibitor-related queries. All the **needed forms are also available at the Satellite Office** located at the right end of WTC Lobby, 1<sup>st</sup> Level of the WTCMM.

**6. Other On-Site Services:**

- Photocopying machine is available at CITEM office
- Access to internet or email may be done via the FREE WiFi network at the trade fair halls.

## **S**ECTION C. ACCREDITED CONTRACTORS AND SUPPLIERS

Signage Contractor	Franc and Marcel Rein Moscoso Tel: 0915-6177460 Email: <a href="mailto:Franc.Marcel.gcc@gmail.com">Franc.Marcel.gcc@gmail.com</a>
	Pixografx Digital Imaging & Printing Center, Inc. Rain Lacson Sales Department Tel: 570-1111 local 129 Email: <a href="mailto:30pixo@gmail.com">30pixo@gmail.com</a>

Accredited Hotels	<p><b>AG New World Manila Bay Hotel</b>  Address: Pedro Gil St, Malate, Manila, 1004 Metro Manila  Website: <a href="http://www.newworldhotels.com">www.newworldhotels.com</a>  Tel: +632 252 6888 local 7533  Fax: +632 247 8624  Contact Person: Alyssa Pagkalinawan (Sales Manager)  Email: <a href="mailto:alyssa.pagkalinawan@newworldhotels.com">alyssa.pagkalinawan@newworldhotels.com</a></p>
	<p><b>Hotel Jen Manila</b>  Address: 3001, Roxas Blvd., Pasay City, Manila, Metro Manila  Website: <a href="http://www.hoteljen.com">www.hoteljen.com</a>  Tel: +632 8331 256  Fax : +632 8323 965 +632 8340 177  Contact Person: Michele Z. Castro (Senior Sales Manager)  Email: <a href="mailto:michele.castro@hoteljen.com">michele.castro@hoteljen.com</a></p>
	<p><b>TRYP by Wyndham-Mall of Asia</b>  Address: Seaside Boulevard, Corner J.W. Diokno Blvd, Mall of Asia Complex, Pasay City, 1308 Metro Manila  Website: <a href="http://www.tryphotels.com">www.tryphotels.com</a>  Tel: +632 840 8000  Contact Person: Zara Gene Gravador (Sales and Marketing Executive)  Email: <a href="mailto:zfgravador@microtel.ph">zfgravador@microtel.ph</a></p>
	<p><b>Golden Phoenix Hotel Manila</b>  Address: Oceanaire Bldg., CBP D. Macapagal, Sunrise dr., Pasay City, Metro Manila  Website: <a href="http://www.goldenphoenixhotelmanila.com">www.goldenphoenixhotelmanila.com</a>  Tel: +632 683 2888  Contact Person: Eloisa Grace Masiado (Account Executive)  Email: <a href="mailto:sales4@goldenphoenixhotelmanila.com">sales4@goldenphoenixhotelmanila.com</a></p>
	<p><b>The Heritage Hotel Manila</b>  Address: Roxas Blvd. cor. EDSA, Pasay City 1300 Philippines  Website: <a href="http://www.millenniumhotels.com">www.millenniumhotels.com</a>  Tel: +632 854 8888  Fax: +632 854 8833  Contact Person: Myla Pinky Tapia (Sales Manager)  Email: <a href="mailto:pinky.tapia@millenniumhotels.com">pinky.tapia@millenniumhotels.com</a></p>
	<p><b>MICROTEL by WYNDHAM-Mall of Asia</b>  Address: Coral Way Ave. cor. Seaside Blvd., SM Mall of Asia Complex, 1308, Pasay City, 1308, Metro Manila  Website: <a href="http://www.microtelphilippines.com">www.microtelphilippines.com</a>  Tel: +632 403 3333  Fax: +632 259 4426  Contact Person: Zara Gene Gravador (Sales and Marketing Executive)  Email: <a href="mailto:zfgravador@microtel.ph">zfgravador@microtel.ph</a></p>
	<p><b>HOTEL 101 MANILA</b>  Address: EDSA Extension, Mall of Asia Complex, Pasay, 1300 Metro Manila  Website: <a href="http://www.hotel101.com.ph">www.hotel101.com.ph</a>  Tel: +632 533 1111  Contact Person: Kai Calamba (Sales Executive-MICE)  Email: <a href="mailto:kai.calamba@hotel101.com.ph">kai.calamba@hotel101.com.ph</a></p>



Freight Forwarders	<p><b>ALL TRANSPORT NETWORK INC.</b>  No. 3 Sta. Agueda Avenue  PASCOR Drive Paranaque City  Contact Person: Ms. Sonia Sayaman – General Manager  Email address: <a href="mailto:sayaman.sonia@atn.com.ph">sayaman.sonia@atn.com.ph</a>  Contact Number: 551-4650</p> <p><b>COLUMBIA TRANSPORT INC.</b>  2253 COLTRANS Compound Aurora Blvd.  Pasay City  Contact Person: Kate Shelley R. Maribbay – Executive Assistant/Sales Executive  Email address: <a href="mailto:customerservice@coltranscargo.com">customerservice@coltranscargo.com</a>  Contact Number: 852-7580</p>
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## Chapter 6. Shipping Guidelines (for International Exhibitors)

*Detailed shipping instructions for sea and air freights shall be disseminated to all exhibitors as a separate manual. Following are general instructions for initial guidelines:*

1. The **OFFICIAL CARGO / FREIGHT FORWARDER** shall act as the recognized handling contractors for customs clearance and delivery of exhibit goods from any port in Manila to the individual booths of the Exhibitors, and vice-versa. The Organizer encourages all international exhibitors to strictly follow the shipping schedule and avail of the services of the eligible cargo / freight forwarders ensures the immediate clearing of goods.
2. In the event that the exhibitors avail of the services of other freight forwarders and customs brokers aside from those accredited by the Organizer, the following guidelines shall apply:
  - a. The Organizer shall not extend any form of assistance, in terms of facilitation of clearance and immediate release of goods from Customs; and
  - b. Any damage to the fair venue resulting from move-in and move-out of Exhibitor’s goods shall be charged to your appointed forwarder.
3. **Documentation.** All shipping documents shall be issued in English only. The following documents should be sent by air courier to your appointed **ELIGIBLE CARGO / FREIGHT FORWARDER** in one lot only.
  1. Bill of Lading/ Air Waybill (2 originals & 1 copy)
  2. Commercial Invoice & Packing List (Original & 4 copies)
  3. Certificate of Origin (if applicable)
  4. Appropriate Permit/ Certificate/ License of Controlled Commodities
  5. Certificate of Analysis of the item (Originating Country)
  6. Certificate of free sold issued by Govt Health Service from the originating country
  7. Detailed Invoice and Packing List
  8. Product Catalogue

*Note: A corresponding application fee will be billed to the exhibitors for the FDA Certification for Food Articles.*

4. **Shipment Consignment and Notify Party.** All shipment, either by sea or air, must be consigned **Freight Prepaid**. Any shipment arriving Freight Collect will not be accepted. All shipping documents such as Bill of Lading, Air Waybill, and others must indicate the following:

Shipper :    Name of Exhibitor  
              Complete Address  
              Country of Origin  
              Phone /Fax Nos  
              Authorized Representative

Consignee: IFEX Philippines 2018  
              c/o Official Freight Forwarder  
              Exhibitor Name  
              Booth Number

5. **Markings and Packing Specifications.** All exhibit goods must be packed securely in order to withstand handling by an international carrier. Wooden, reusable crates are recommended, especially for delicate/ fragile exhibits. Use of hay or straw as packing material inside any case is not allowed. All cases, cartons or crates must be clearly marked on two (2) sides as follows:

<p><b><i>IFEX Philippines 2018</i></b> Carton No. ____ / Total Carton No. ____ Exhibitor's Name and Booth Number Made In: (Country of Origin)</p>
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6. **Commercial Invoice and Packing List.** The Commercial Invoice and Packing List, using your company letterhead, must contain the following information:
- a. Complete name and address of Exhibitor
  - b. Marks and numbers of exhibit items
  - c. Quantity (no. of pieces, pairs, etc.) of each item of goods supplied with applicable unit of measurement (i.e. centimeters, kilograms, liters, etc.)
  - d. Gross and net weight of the goods covered by the invoice together with the number of items consigned for carriage. The packaging material will make up the difference between the gross and net weights.
  - e. Dimensions (Length x Width x Height in cm.) of each case/ carton/ package/ crate as well as total volume of the whole shipment in cubic meter (CBM)
  - f. Exact, full description of each item of goods, nature of contents, commercial name and technical use of goods, model and serial number, if applicable, and component material (i.e. cotton, silk, wool, etc.) if manufactured. Catalogue numbers or part numbers are not enough. Customs want to know what each item actually is. "Harmonized System" code is recommended.
  - g. Specify the country of origin (i.e. where the goods are manufactured)

- h. Unit and total value of goods which is covered by the invoice in US Dollars (US\$). This must be the intrinsic value of those goods. Don't use the terms "no commercial value", "value for customs purposes only" or "customs invoice".
- i. Promotional materials (brochures, posters, giveaways) and booth props, if any.
- j. Name, title and signature of authorized representative or agent who prepared the Commercial Invoice & Packing List

7. **Controlled Commodities.** For reference, the following commodities require permits, visas, licenses, clearances or certificates and additional documentation to gain entry into the Philippines are as follows:

- a. Articles containing products or by-products of marine life.
- b. Alcoholic beverages.
- c. Food and all commodities for human consumption; items used in/for preparation, distribution or serving of food or beverages.
- d. Tobacco, seeds, plants, fresh fruits and vegetables.
- e. Electronic communication equipment; computer systems, and peripherals.
- f. Articles that may be used or applied for in military use whether as a whole or in part.

To determine if your product is a controlled commodity that would require additional documentation or permits, please send the following by email to [stredo@citem.com.ph](mailto:stredo@citem.com.ph) Attention: Ms. Lucille Mosquera

- 1) Complete Description Of Exhibit Goods
- 2) Scientific Name (If Any)
- 3) Uses Of Applications Of Items
- 4) Quantity
- 5) Value In Us Dollars

8. **Customs Information.** All merchandise exported to the Philippines as exhibit items will be inspected and examined by Customs before release and removal from the port of entry based on the submitted Commercial Invoice and Packing List.

Fines will be charged for undervaluation, non-declaration and erroneous declaration. The ELIGIBLE CARGO / FREIGHT FORWARDER shall not be responsible for any delay in clearance, customs fines and extra expenses due to such misdeclarations. All additional expenses incurred shall be borne by the Exhibitor.

9. **Duties and Taxes.** Before delivery to your booth, all exhibit goods are subject to payment of duties and taxes including the value added tax (VAT) and customs clearance requirement.

Rates of duties and taxes for items intended for exhibit shall be determined by the Philippine Customs upon submission of the exhibitor's Commercial Invoice and Packing List.

Accredited Freight Forwarder and Customs Broker may file for your application of re-export bond for items that will be returned to originating country after the show such as packing machineries, product prototype etc.

## **10. Payment.**

The ELIGIBLE CARGO / FREIGHT FORWARDER shall compute the following:

- a. Basic handling rate (BHR)
- b. Estimated duties and taxes
- c. Estimated re-export bond premium (for return/ re-export shipment)

Exhibitors are required to remit all payments to the IFEX CARGO / FREIGHT FORWARDER before the scheduled arrival of goods. Bank details of the ELIGIBLE CARGO / FREIGHT FORWARDER shall be sent to the exhibitors through a circular in due time.

Any cost difference between the remitted amount and the actual charges shall be paid by the Exhibitors to the ELIGIBLE CARGO / FREIGHT FORWARDER before exhibit goods are delivered to the booth.

## Chapter 7. Philippine Custom Import and Export Regulations

### SECTION A. IMPORT REGULATIONS

#### 1. Free import

For all passengers over 18 years old:

- 400 cigarettes or 50 cigars or 250 grams tobacco
- 2 bottles of alcohol of not more than 1 litre each
- Duty free allowance for special passengers: Philippines residents who have stayed abroad more than 6 months may bring used electronic or electrical appliances and personal effects up to the value of PHP 10,000
- Contract workers: used personal effects up to value of PHP 10,000 and used home appliances, limited to 1 of each kind, up to the value of PHP 10,000
- Free export of up to USD 10,000 or equivalent amount of foreign currency. Any amounts exceeding that amount must be declared.

#### 2. Prohibited

- Firearms and parts thereof, any types of replicas, explosives and ammunition.
- Printed subversive, obscene and pornographic materials
- Drugs or substances aiding abortion
- Gambling machines and articles of such (jackpot or pinball machines, lottery sweepstakes • Tickets, coin operated video machines
- Any precious metals without indications of actual fineness of quality
- Misbranded adulterated drugs or foodstuffs
- Prohibited drugs and plants/ seeds that prohibited drugs are made of (coca leaves, poppy, marihuana) as well as smoking pipes and parts thereof

#### 3. Restricted

- All plants, planting materials, fruits and vegetables, regardless of quantity, requires Import Permit/Authority to Import and needs to be declared upon arrival.
- All animals must be accompanied by:
  - Veterinarian good health certificate issued at the point of origin stating that animals have not been exposed to communicable disease
  - Prior import permit obtained from Bureau of Animal Industry
- Cats and dogs must also have a certificate of inoculation against rabies (issued at point of origin). The Station Manager of the airline at point of arrival must notify the Quarantine Inspector in Manila at least 24 hours before arrival of animals. Pets

may be transported as a hand baggage or as a cargo. For more details please contact your airline.

- Currency Import regulations: Free import of up to PHP 10,000 (local currency - Philippine Pesos). Any exceeding amounts require authorization from the Central Bank of the Philippines.
- The source and purpose of transport of such amount must be stated and documented. Violation will be subject to sanctions under Philippine customs law and regulations.

## **S**ECTION B. EXPORT REGULATIONS

### **1. Free Export**

No information available

### **2. Prohibited**

- Weaponry (including toy guns) and ammunition
- Explosives
- Pornography
- Gambling machines and articles related (lottery tickets)
- Raw precious metals or jewellery without markings
- Narcotics
- Smoking pipes and parts thereof

### **3. Restricted**

- Local currency - amounts exceeding 10,000 of Philippine Pesos requires authorization from the Central Bank of the Philippines. The source and purpose of transport of such amount must be stated and documented.
- Foreign currency – amounts exceeding USD 10,000.- or equivalent amount of foreign currency. Any amounts exceeding that amount must be declared. The source and purpose of transport of such amount must be stated and documented.

## **S**ECTION C. BASIC HEALTH INFORMATION FOR TRAVELERS TO PHILIPPINES

Dengue Fever, Japanese encephalitis, Schistosomiasis and Malaria occur in this country and it is advisable to take all precautions (mosquito bit avoidance measures, exposure to fresh water) when travelling to this country.

Several Food and water borne diseases are present throughout the country including Hepatitis A, Cholera, and Bilharzia (schistosomiasis). Travellers are advised against swimming

in any pools, lakes or similar sources of native water which might be contaminated. Long term visitors to the country should also obtain vaccinations against TB and Diphtheria for protection.

## **S**ECTION D. BASIC SECURITY INFORMATION FOR TRAVELERS TO PHILIPPINES

Acts of theft and violent crime are a serious danger to any travellers visiting the country and various precautions should be taken. All visitors are strongly advised to keep their passport and other valuables in a safe location at all times throughout their visit and to avoid obvious displays of wealth in public which could attract unwanted attention.

**For additional information about travel restrictions, security warnings, political updates, and basic travel guidelines, please contact the nearest Philippine Embassy.**

## Chapter 8. Sanctions and Violations

### TABLE OF SANCTIONS AND VIOLATIONS

**Legend:**

1. Payment of appropriate fees
2. Written Reprimand
3. Suspension from participation in one (1) IFEX Philippines show
4. Suspension from participation in two (2) IFEX Philippines shows
5. Suspension for two (2) years from participation in CITEM's promotional activities
6. Banned from any DTI-assisted promotional activities

PARTICULARS	OCCURRENCE OF OFFENSE AND SANCTION			
	1st	2nd	3rd	4th
1. Failure to comply with the assigned product category under the 80%-20% product exhibit principle and rules on venue categorization including transfer to appropriate venue <i>(Chapter 1, Sec. A. para. 2-3 of the Exhibitor's Manual)</i>	2	2	3	4
2. Utter disregard of the rule concerning the bringing in of guests/children below 12 years old. <i>(Chapter 1, Sec. D para. 5 of the Exhibitor's Manual)</i>	2	2	3	4
3. Failure to comply to the following exhibition rules and regulations: <ul style="list-style-type: none"> <li>• Non-wearing of badge inside the exhibition halls during the fair proper <i>(Chapter 1, Sec. E para. 2 of the Exhibitor's Manual)</i></li> <li>• Non-wearing of required dress code during ingress and fair proper <i>(Chapter 1, Sec. D, para. 6 of the Exhibitor's Manual)</i></li> <li>• Eating inside the booth <i>(Chapter 4, Sec. 1 para 1 of the Exhibitor's Manual)</i></li> </ul>	1 & 2	1 & 2	1 & 3	1 & 4
4. Use of aisle/walkway or gaps between partitions/booth panels, venue wall or corners as additional display area, negotiation area or storage. <i>(Chapter 2, Sec. C, para. 7.5 of the Exhibitor's Manual)</i>	1 & 2	1 & 2	1 & 3	1 & 4
5. Failure to conform to booth construction guidelines regarding raw space option guidelines, superstructures, booth height limitations, painting/carpentry work inside the exhibition hall, et. al. <i>(Chapter 2, Sec. C, para. 1 to 11 of the Exhibitor's Manual)</i>	1 & 2	1 & 3	1 & 3	1 & 4



PARTICULARS	OCCURRENCE OF OFFENSE AND SANCTION			
	1st	2nd	3rd	4th
6. Unauthorized electrical tapping without prior arrangement with official electrical contractor; Declaring a lower electrical wattage than what is actually utilized <i>(Chapter 2, Sec. F, para. 1 of the Exhibitor's Manual)</i>	1 & 2	1 & 2	1 & 3	1 & 4
7. Inclusion in DTI's Watchlist of Exporters*; Existence of valid complaints from buyers and co-exhibitors alike regarding unethical business practices, i.e., after due process has been taken.	6 until delisted	-	-	-
8. Retail selling in non-designated areas. <i>(Chapter 4, Section I, para. 1 of the Exhibitor's Manual)</i>	2	2	3	4
9. "No Show" without just cause and/or failure to display items during the IFEX Philippines. <i>(Chapter 1, Sec. B, para. 5 of the Exhibitor's Manual)</i>	3 for first two offenses; 5 & 6 – for 3 <sup>rd</sup> offense			
10. Subleasing of booth <i>(Chapter 1, Sec. A, para. 5 of the Exhibitor's Manual)</i>	1 & 5			
11. Verbal abuse or libelous statements made by any person against any buyer, exhibitor, guests and or any members of the IFEX Philippines.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
12. Inflicting bodily harm on such persons or inflicting against any buyer, exhibitor, guests and or any members of the IFEX Philippines Secretariat or any of its property.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
13. Public scandal during the IFEX Philippines.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
14. Issuance of dishonored checks or other similar acts.	1 & 2			
15. Unauthorized photography or video-taking of products in booth, special settings or display areas without prior consent and approval of the Organizer or the exhibitor concerned. <i>(Chapter 4, Sec. H, para. 3.1 and 3.2 of the Exhibitor' Manual)</i>	2	2	3	4
16. Any acts analogous or similar to the foregoing.	-			

\*Per DTI Department Administrative Order No. 11

## Chapter 9. Helpful Tips on How to Effectively Participate in Trade Shows

### **S**ECTION A. WHY DO TRADE SHOWS WORK

1. First-hand Product or Service Experience
2. Builds Your Customer Base
3. Face-to-Face Benefits.

### **S**ECTION B. MAXIMIZE YOUR PARTICIPATION

1. Plan out your participation.
2. Visual presentation matters.
3. Represent your company, your products and/ or services appropriately.
4. Follow-through trade leads received during the show

### **S**ECTION C. TRADE SHOW PLANNING

1. Develop a Plan (6 months before).
2. Identify Strategies (4 - 6 months).
3. Identify Suppliers (2 - 4 months).
4. Consolidate (2 months before).
5. For Murphy (1 month before).
6. Dress Rehearsal (1 - 2 weeks).
7. The 5th Day (1 day - 2 weeks AFTER)

**IMPORTANT: Your booth personnel are the lifeblood of your trade show strategy.**