

Exhibitor's Manual

Welcome to **International Hardware, Plumbing Parts, Paint and Construction Materials Trade Fair. ExpoFerretera** will be carried out on **November 29 to December 2, 2023** in **Costa Salguero Center** of Buenos Aires City, Argentina

To carry out the organization of the Expo, we have put together this guide, which answers some of the frequent questions. If your question is not resolved, do not hesitate to contact the Exhibitor Service team. We are here to help you!

In this document you will find many tips, dates, deadlines and information for your planning. In order to accompany you and provides you all the information you need during all stages of the event, you must take into account the following documents of the **Exhibitor's Manual**:

This Manual is made up of **3 parts**:

- Section 1 - ABC to organize your participation
- Section 2 - Regulation
- Section 3 - Technical Appendix for Booth Construction

Please read carefully the information contained in each of these sections and share them with:

- The person in charge of hiring the booth
- The person in charge of the booth during the exhibition
- The builder or construction company of the booth

Important deadlines

Checklist for your personal preparations for the fair:

Important dates / deadlines	Subject and details – Do not forget!	¿where or whit whom?	Done
Mid September	Online visitors registration opening	https://expoferretera.ar.messefrankfurt.com/buenosaires/en/accreditation.html	
September the 25th week	Exhibitor's Manual Online reception	The booth responsible contact will receive access to Online Manual via email	
4 October, 2023	Technical Meeting for Exhibitors and Builders	Online. You will receive access via email.	
26 October, 2023	Presentation of technical assembly data sheet (for Free space)	Form 1T – Online Exhibitor's Manual	
27 October, 2023	Conference room reservation deadline	Form 5G – Online Exhibitor's Manual	
Mid October	Check staff and the services you will need to hire to work at your booth. Hostesses, booth staff, Catering, etc. and contact the supplier in advance.	Check the suggested suppliers list. Form 9G – Online Exhibitor's Manual	
End of October	Are you planning to organize a cocktail, show or demonstration in your booth? Inform the Organization to get authorization.	Form 6G – Online Exhibitor's Manual	
From first days of November	Request the insurance Carrier the certificate with the required non-repetition clauses on it.	See requirements HERE or consult Forms 2G, 3G of the Online Exhibitor's Manual	
6 November, 2023	Deadline for requesting badges through Online Exhibitor's Manual	Forms 2G and 3G – Online Exhibitor's Manual	
First week of November	Do you want to add extra furniture to your booth? Did you acquire a free space, and now you want an equipped one?	Forms 7G and 8G – Online Exhibitor's Manual	
Mid November	- Water and drain for machinery - Heavy load items authorization.	If you require any of these services, please complete the Online Exhibitor's Manual. Forms 4T – 5T	
No later than November 22	Complete the Costa Salguero Builder application form to get the badges to enter during assembly	Link: https://registro.centrocostasalguero.com	
23 and 24 November	Pick up the Exhibitor and Staff badges, processed through Online Exhibitor's Manual.	Messe Frankfurt Argentina Office	
around November / December	Hiring WI-FI service (optional)	Company Televaz: phone: Cel (+54) 11 5726 5730. Mail: monica@televaz.com.ar Web: www.televaz.com.ar	

By the end of November	Request for Electrical Consumption for the booth (Mandatory for free space booth)	Form 3T – Online Exhibitor’s Manual
By the end of November and during Expo	Hiring barcode reading or LeadInfo app to get visitors information (optional)	Link: https://cloud.qreventos.com/leadinfo/index.html
26 November 2023	Assembly of free space booth begins	Costa Salguero Center
28 November 2023	Assembly of Equipped booth begins	Costa Salguero Center
29 November 2023	ExpoFerretera open to the public! From Wednesday to Friday from 1 to 8 p.m. Saturday from 10 a.m. to 7 p.m..	Costa Salguero Center
Until the last day of Expo	Download the invitations to share with your contacts, clients, suppliers and other professionals of the sector.	Form 4G – Online Exhibitor’s Manual
2 December 2023	End of ExpoFerretera! We hope it was a success for you and your company	Costa Salguero Center
2 and 3 December	Disassembly (**) from 7:30 p.m. on Saturday to 8 a.m. on Sunday, December 3	Costa Salguero Center

*Please note that this sequence may vary depending on when you register for the fair

(**) We remind you that each Exhibitor is the only responsible of the integrity and safety of the exhibited items and/or machines, including assembled or disassembled exhibited products, as well as, their temporary constructions -booth-.

To ensure that all services can be available in a timely manner, place orders for electricity and water connections, submit plans, request rooms, credentials, etc. in accordance with the deadline of each form in the Online Exhibitor Manual, or as requested via email.

Things you have to know

Consider the following information for your participation in ExpoFerretera:

Click here and [schedule ExpoFerretera on your Calendar!](#)

Parking:

Costa Salguero Center has several parking spaces available for your convenience during the exhibition. This service is provided by the trade fair and the cost per hour and/or stay is determined by them.

Badges:

Exhibitor and Staff Badges:

To guarantee badges available in advance, please complete Online Exhibitor’s Manual considering the expiration dates, so that we can prepare and have them available for you you, so that you can collect them before entering to the fair trade.

Assembly Badges:

Costa Salguero Center requires, for every person who enters fair trade during the assembly and disassembly periods, a worker registry. Registration is mandatory and without it access to the property will not be permitted during this period. Link to do the registration: <https://registro.centrocostasalguero.com>.

What happens if you need to add new badges? No problem! During assembly period, you can find accreditation position for this purpose to ask for them. We also make reprints. Even on Exhibition days open to the public, you will always have an accreditation window exclusive for exhibitors!

Pick up badges before assembly starting:

Thursday 23rd and Friday 24th from 2 pm to 5 pm at Messe Frankfurt Office: Sucre 1530. (to be confirmed closer to the date)

Pick up and/or print new badges during assembly:

Sunday 26th from 4pm to 8pm, Monday from 8am to 6pm. Tuesday from 8 am to 7 pm and Wednesday from 8 am to 11 am

Pick up badges during Event:

Every day from 11 am. until closing time, you will find an exclusive point for exhibitors and staff in accreditation hall.

Activities during Event:

Access the complete schedule of activities by clicking [here](#).

Did you download the ExpoFerretera promotional material?

Find out the logo, e-signatures, invitations and many more digital tools on the Digital Marketing Platform

Microsite: Share your company's personalized link on your social networks, emails, WhatsApp and invites more people to your booth. The platform will also allow you to know how many visited your page and were accredited.

Digital invitations: Send digital invitation to all your contacts, individually or in bulk via email.

You will also have at your disposal designs in different sizes designed for Facebook and Instagram publications (feed & stories) and other networks.

Doubts? Please contact Javier Peris: javier.peris@argentina.messefrankfurt.com – Wsp: +54 9 11 4195 5643

News Sheet Form:

Take advantage of being exhibitor, and viralize your participation without cost. This direct contact channel with mass and/or specialized press and the general audience. Please send us original material on the new products, projects, investments, mergers, latest technologies, technical lectures, etc

Complete the [news sheet form](#) and send it to ignacio.perez@argentina.messefrankfurt.com

Haven't you uploaded your company's information to the Online Digital Catalog (MPM) yet?

Don't forget to enter the Media Package Manager to complete your Online Catalog on ExpoFerretera website. You will be able to update your company information before, during and after the Fair Trade, until next Event. Make your company visible, so that visitors are aware of the products and/or services that you market have. Doubts? Contact Yanina Herrera

yanina.herrera@argentina.messefrankfurt.com - Wsp: +54 9 11 4971 4491.

Additional services:

Contact in advance the Additional Service Providers you may need for your booth. Here are some of the most consulted: [Link](#).

Do you need WI-FI?

The wi-fi service is exclusive of Costa Salguero Trade Center. We suggest to do the order of this service at least 20 days prior to the starting of the exhibition. Contact: Mónica Phone: (+54) 11 4325 7902, Cel (+54) 11 5726 5730. Email: monica@televaz.com.ar.

Web: www.televaz.com.ar

Do you want to hire cleaning/security for your stand?

Cleaning: The organization takes care of cleaning hallways and common spaces, and we have trash and recyclable bins throughout the property. Let's all do our best to keep the space clean and tidy!

In case you need to hire cleaning for the end of work or daily stand cleaning, you can contact Higia Company (exclusive supplier): Contact Yamila Onesti at 116398-9012 or Lionel Reksas at 11 2868-3474 or by email at stands@higiaeventos.com

Security: You can also hire private security for your booth with Camura Company (exclusive supplier) at: Office: (54) 11 4671 8136, Cel.: (54) 9 11 5969 8199. Mail: camurasrl@fibertel.com.ar

Obtain the data of visitors and exhibitors who attend your stand with the data reader

The data reader is a tool to access to the barcode / QR Code printed on the badges. This code is related to the information that the visitor compulsorily completed in the accreditation form to enter the event. In this way, you will be able to carry out your Marketing and Sales plan after the Exhibition.

QR Eventos company has an attendance point during the days of the expo open to the public in the accreditation hall, but if you want you can contract them in advance, via email: lectores@qreventos.com or by entering the following link:

<https://cloud.qreventos.com/leadinfo/index.html> (link available 30 days before the beginning of the event)

Attention! Expo Guide no official:

We note that on several occasions exhibitors receives by postal mail and/or email proposals to participate in guides such as "International Fairs Directory", "Expo Guide", among others. These publications have no commercial or any other relationship with the exhibition, being a misleading service that seeks payment to be part of an exhibitor catalog/guide.

The data for the official catalog must be uploaded to the MPM / APD through messe login.

Now, everything is ready to welcome the visitors!

Event Schedule

Wednesday, November 29 to Friday, December 1, from 1 pm. to 8 pm. Saturday, December 2 from 10 am. to 7 pm.

Exhibitors Entry

With Exhibitor badges you can enter 2 hours before the opening to the public, to leave your booth clean and tidy, or make repairs if it's necessary!

Repairs and maintenance of your booth

In case you need to enter to your booth to make repairs that requires more time than 2 hours before event opening, you have to contact the Exhibitor Service team via WhatsApp, so we can generate the authorization (My phone is on my signature)

Visitors Entry

Entrance through Central Hall, Hall 1 and Hall 4. In-person accreditation and pick up badges at the self-accreditation point to speed up the entry process.

Invite your clients and suppliers to pre-register [here!](#)

Students and future professionals' day

Groups of technical students can visit ExpoFerretera on a day and time to be confirmed.

Location of Conference Rooms, Press and Organizing Committee:

Check the ExpoFerretera's Exhibition grounds [here](#).

Messe Frankfurt Contacts

Find all the contact of Messe Frankfurt Team who will be happy to help you with any questions you may have:

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We are here to assist you whenever you need it!

ExpoFerretera Team

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