

## Welcome to Colombiamoda, Colombia's Fashion Week® + Textiles2

JULIO  
23-25  
MEDELLÍN

### Participation Rules

Once you have signed the participation agreement, you must take the following into account:

#### Registration Payment

1. Make sure you receive your invoice according to the agreed conditions; if you have not received it, ask for it at [paola.ortiz@inexmoda.org.co](mailto:paola.ortiz@inexmoda.org.co)
2. Make payment to Inexmoda:
  - Banco Popular cuenta corriente (checking) No. 18113335-6 or Bancolombia cuenta corriente No. 527-250935-85.
  - Inexmoda assumes no responsibility for payments made in a manner other than the instructions given in this document.
3. Once payment is made, you must inform [claudia.gutierrez@inexmoda.org.co](mailto:claudia.gutierrez@inexmoda.org.co). If you pay in two installments, you must pay the balance before **June 20**, 2019 to guarantee your stand at Colombiamoda, Colombia's Fashion Week® + Textiles 2.

### KEY INFORMATION FOR THE TRADE SHOW

#### Policies for participation badge use at the Trade Show

1. Badge reprinting in the event of loss or destruction, will not be charged during the first day of the trade show. If reprinting is requested during the second or third day, it will cost **\$ 60,000**.
2. Badge changes will only be accepted for the EXHIBITOR, VISITOR, and/or BUYER categories provided they have been acquired directly and have not been used, a fact which INEXMODA will verify in the registration system. Changes will not be allowed for badges of guests of exhibitors or of INEXMODA.

3. EXHIBITORS will be entitled to one badge per m2 acquired. Likewise, a 50% discount on current badge value will be available when buying up to an additional half of total amount paid for purchase participation quota.
4. Under no circumstances is the entry of minors allowed at the trade show. Consequently, each participant will assume responsibility for the entry of minors without authorization in accordance to what is defined by INEXMODA.
5. Under no circumstances will the value invested in the purchase of the badge be reimbursed in the event of non-attendance or partial assistance of the participant to the trade show.

INEXMODA reserves the right to withhold or confiscate the badge in cases where it is misused, such as: identity theft or badge loan, false badge, distribution of advertising, carried by a minor, owner carrying out illicit or immoral activities within the Trade Show.

## LOGISTICS

### Rules for stand set-up

1. Make sure you receive an email with height regulations per pavilion and find your assigned space. Do not forget to share this information with your work team and the company responsible for stand design, set-up/adaptation.
2. If you need to embed floors or walls, remember that you must subtract 5 centimeters to the footage (2.5 centimeters per side) since the panels are joined by octagonal profiles and reduce the measurements.
3. If you require support at any stage of the Trade Show, contact Exhibitor Service personnel, who are in charge of attending to your needs, questions, requirements, renders and everything related to the heights of your stand and final permission from Inexmoda.

**Contact Person:**  
**Viviana Hincapié**

[viviana.hincapie@inexmoda.org.co](mailto:viviana.hincapie@inexmoda.org.co)

Tel: +(574) 604-3700 x 187

#### 4. Locale changes:

Any construction or adaptation which varies from the type given you **by the Commercial area must have Inexmoda approval in writing as well as that of neighboring booths.** Operations and Logistics Coordination of the Trade Show will be authorized to suspend any construction that does not conform to the approved project.

This request must be sent to [viviana.hincapie@inexmoda.org.co](mailto:viviana.hincapie@inexmoda.org.co) along with renders and height permits.

**All exhibitors, without exception, must send the design (render) of their stand with delimiting measurements for approval by Inexmoda. Deadline is July 6, 2019.**

As an Exhibitor, you have free warehouse service, shared by several exhibitors. Look for it in your assigned pavilion or the one nearest your stand.

**Please note:** No tools or installation items are stored.

5. Your stand will be marked with your company name. It is important for you to keep in mind that this labeling will only be printed if space allows.

Next, you will find assigned heights for Colombiamoda, Colombia's Fashion Week® + Textiles2:

<b>Heights Colombiamoda, Colombia's Fashion Week + Textiles 2</b>		
<b>Pavilion</b>	<b>Height</b>	<b>Comments:</b>
<b>White Pavilion - First and Second level</b>	Center: 2.40 m Perimeter: 3.40 m	<b>You must have authorization from stand neighbors.</b>  For second floors, these must be adapted to the maximum measure of 3.40 m.  <b>Note:</b> The first stand located at the entrance of the White Pavilion must be at a height of 3 m (see reference)
<b>White Pavilion - Third Level</b>	Center: 2.40 m Perimeter: 3.00 m	<b>You must have authorization from stand neighbors.</b>  This location <b>DOES NOT</b> allow construction of a second floor
<b>White Pavilion Extension</b>	2.40 m	In this space permission is granted to build to 3.40 m and also, a second floor on the side that joins the handrail towards the tunnels.  <b>Please ask if your stand is suitable for this construction.</b>
<b>Central Hall</b>	2.40 m	No Exceptions
<b>Yellow Pavilion</b>	Center: 2.40 m Perimeter: 3.40 m	<b>You must have authorization from stand neighbors.</b>  Construction of any second floor must be adapted to 3.40 m maximum.
<b>Blue Pavilion</b>	Center: 2.40 m Perimeter: 3.40 m	<b>You must have authorization from stand neighbors.</b>  Construction of any second floor must be adapted to 3.40 m maximum.

<b>Green Pavilion</b>	Center: 2.40 m Perimeter: 4.50 m	<b>You must have authorization from stand neighbors.</b>
		The construction of any second floor must be adapted to 4.50 m maximum.  It is important to confirm height according to location in pavilion
<b>Green Bridges</b>	2.40 m	No Exceptions
<b>Red Pavilion</b>	Center: 2.40 m Perimeter: 3.40 m	<b>You must have authorization from stand neighbors.</b>  Construction of any second floor must be adapted to 3.40 m maximum.
<b>Grand Hall Lobby</b>	3.40 m	No Exceptions
<b>Western Great Hall</b>	2.40 m	No Exceptions
<b>Inter-American Plazoleta</b>	4.00 m	No Exceptions
<b>Urban Area - Cultural</b>	4.00 m	No Exceptions
<b>Terrace</b>	Center: 2.40 m Perimeter: 4.00 m	<b>You must have authorization from stand neighbors.</b>  Construction of any second floor must be adapted to 3.40 m maximum.
<b>All Exhibitors without exception must send the design (render) of their stand with delimiting measurements for approval by Inexmoda.</b>		

### Technical Trade Show Specifications and Additional Services

1. Inexmoda will provide electricity and general lighting for the Trade Show. Each stand has **1 kw at 110 volts** during the three days of the Trade Show, and one (1) spotlight **for every 3 m2**, as determined in the participation agreement.
2. Available types of low voltage electrical current in the city of Medellín are single-phase of 110 volts, two-phase of 220 volts, and three-phase of 220 volts.

#### **If you need the following:**

- More power, ground cable or additional kilowatts, you must submit the request in writing to Inexmoda. Please note that the cost per additional kilowatt will be **\$ 84,000 + VAT** (for each additional kw during the three days of the event). Cost of the connection above 5 kw: **\$ 310,900 + VAT**
- Barcode reader service and application for creation of databases each has a cost of **\$ 259.664 + VAT**. These services must be requested by email to [viviana.hincapie@inexmoda.org.co](mailto:viviana.hincapie@inexmoda.org.co)

#### **Additional Services at Plaza Mayor:**

For dedicated Internet services, landline and natural gas, you must request directly to Plaza Mayor.

**Contact: Jessica Higuita Vélez**  
[jessica.higuita@plazamayor.com.co](mailto:jessica.higuita@plazamayor.com.co)  
Cel: +57 300 613 4087

**Important:** To guarantee service and its installation, these must be reserved and paid for at least ten **(10)** business days before the opening date of the Trade Show.

In addition, we inform you **that Inexmoda does not** provide **dataphone** service. If you need one, please contact entities such as Redeban or CredibanCo. You may request both Internet and telephone service to Plaza Mayor.

#### **TIPS TO KEEP IN MIND:**

- If you need to hang anything for your stand, using the Trade Show's structure, authorization from a Mayor Plaza Engineer is required.

Please send an email requesting permission and informing weight, size, length, and width measurements of element to be hung. Send to [alex.padierna@plazamayor.com.co](mailto:alex.padierna@plazamayor.com.co) with a copy to [viviana.hincapie@inexmoda.org.co](mailto:viviana.hincapie@inexmoda.org.co), attaching an image of the element.

- If your stand coexists with any element such as a column, energy or data box, or natural gas cabinet, you may intervene, however, the doors must be access-available.

#### **ACCREDITATION**

- Exhibitors are entitled to **one badge for each m2. (Only applies to adults)**. These are personal and non-transferable. For this process you must go to your email and locate an email with a URL registration, which will include your username and password. Through this link you may request accreditation.

- **Stages for acquiring your badge:**

The first phase runs from **April 9 until June 21, 2019**, a period in which badges will be sent to your office or address. This is only if you register before this date.

The second phase **begins June 22 and goes to July 19**, where you must claim your badge at the registration points of the Trade Show, this process being enabled from July 21 on. The dates mentioned above apply to the badges you are entitled to as an **exhibitor per m2**. In the event of registration for **suggested buyers**, these will be enabled until **Friday, July 5**.

### SET-UP

#### **Exhibitors - Set-up Contractors**

Dates: July **20, 21, and 22**, 2019

Hours: 8:00 a.m. to 12:00 midnight

Place: Plaza Mayor Medellín in your corresponding pavilion:

- Wooden box, Hall of the Great Hall. **Calle 41 No. 55-80 Conventions.**
- Inter-American Plazoleta, White, Central Hall, Yellow, Yellow Extension, Blue, Red, Green, Food Court. **Calle 41 No. 55 - 35 Exposiciones (Exhibits)**

#### **Keep in mind:**

- Your balance must be paid.
- For set-up and dismantle: All without exception (exhibitors and set-up providers), must wear the wristband during days of set-up and dismantle. Set-up providers must bear an **identity document, a copy of ARL (workman's comp), EPS (health insurance), and a certificate for Working in Heights Training (for tasks requiring work at more than 1.50 m high)**. They must also send this documentation to [viviana.hincapie@inexmoda.org.co](mailto:viviana.hincapie@inexmoda.org.co). Similarly, Exhibitors



that perform work at heights should send these documents to the aforementioned mail, and show them at the entrance of the site.

For Exhibition staff, wristbands will be supplied upon arrival at the Trade Show at the same access door (pedestrian entry through Avenida Ferrocarril - Puerta 1), and Convention staff will claim their wristband at the Loading and Unloading Area of the Great Hall. International exhibitors who do not have a set-up badge must present their *Assist Card* (remember it is personal and non-transferable; these documents must be presented at Door 1).

**No supplier or exhibitor entering the venue during set-up and dismantle days is allowed to wear shorts and sandals.**

- For loading and unloading the following doors will be enabled:

PAVILION	ENTRANCE DOOR
White Pavilion	Door on Metropolitan Theater street
Inter-American Plazoleta	Door on Metropolitan Theater street
Green Pavilion	Door on Metropolitan Theater street
Hall	Door 3.5
Yellow Pavilion	Door 3.5 <b>IMPORTANT:</b> You may also enter by Cargue 1 and Cargue 2 (Loading)
Red Pavilion	Door 3.5
Blue Pavilion	Door 3.5
Great Hall	Loading and Unloading Zone Great Hall

Hours for set-up on July 20-22, 2019 are from 8:00 a.m. to 12:00 midnight.  
**In the event that you need additional time, the cost is of \$ 125.210 + VAT per additional hour**, paid by you as an Exhibitor or by your provider.

### Brand Activations

Brand activations within the booth will not be allowed; this applies to activities which include music and cause excessive noise.

According to the Ministry of Health, **noise pollution** is any emission of sound that adversely affects the health or safety of human beings, and is measured by exceeding allowable decibels in accordance with the environment.

In **Colombiamoda, Colombia's Fashion Week® + Textiles2**, we care for the environment and we like to create appropriate place for stimulating relationships between buyers and exhibitors at the Trade Show. Keep in mind that you and other exhibitors are working with clients and buyers and each needs to have an adequate environment to do business.

### TRANSITORY FREE TRADE ZONE

As an exhibitor of Colombiamoda, Colombia's Fashion Week® + Textiles2 2019, you must be attentive to this free zone information.

#### 1. INFORMATION FOR EXHIBITORS BRINGING MERCHANDISE FROM ANOTHER COUNTRY:

##### Transitory Free Trade Zone Plaza Mayor Medellín

Along this line you may bring the following to the trade show from **another country**:

\* Advertising material such as catalogs, magazines, product samples, souvenirs, business cards, etc., for use, consumption and free distribution within the trade show. **You may bring up to \$ 1,000 dollars-worth of merchandise per exhibitor without tax payment! (Article 373 resolution 4240 of 2000)**

\*Exhibition merchandise is non-promotional merchandise that is intended for sale display, for taking orders, and will finally be nationalized or returned to the country of origin. You only pay for insurance and international transportation for this merchandise, but being in the Free Trade Zone, **you do not pay taxes!**

\*In the event that you sell equipment, machinery, or other implements that you brought from abroad to a customer in Colombia, your buyer will pay the taxes at the time of nationalization. **You do not pay taxes!**

\*If you have merchandise at another Free Trade Zone of the country, it is not necessary to nationalize it, since it is possible to transfer between Free Trade Zones. **Do not pay taxes!**

\*When you bring your merchandise from another country, you do not need to consign the documentation to a Colombian company; you can bring it in your own name, **you are in a Free Trade Zone!**

\*From the Transitory Free Trade Zone of Plaza Mayor **you can give your goods any destination** such as:

- Customs clearance or nationalization
- Return of goods abroad
- Transfer to another Free Trade Zone

**IMPORTANT:** Before sending your merchandise, contact the Free Trade Zone team of Plaza Mayor; they will provide you with the best advice in regards to shipping method and characteristics of your goods.

## INFORMATION FOR EXHIBITORS WHO BRING MERCHANDISE FROM COLOMBIA:

3. **Entry of national merchandise:** Goods made in Colombia that enter for exhibition at the trade show. You only have to fill out **\*\*Form 3 F-GSOP 39 ENTRY AND DEPARTURE OF NATIONAL GOODS**

4. **Entry of nationalized merchandise:** Merchandise that entered the country previously and whose taxes were cleared. You must complete **\*\*Form # 2 F-GSOP 42 ENTRY AND DEPARTURE OF NATIONALIZED MERCHANDISE** and attach the **\*\*import declaration** that covers this merchandise. Suggestion: As you complete the **form for nationalized goods**, use the **same descriptions** that

appear in the import declarations so it is obvious that they are the same thing, and so avoid reprocessing in obtaining the required information. **Under no circumstance will entry of imports under a temporary regime be authorized.**

\*\*These forms can also be found on the Plaza Mayor Medellín web page at the following link: <https://plazamayor.com.co/zona-franca-transitoria/>. If you have any questions about which form to use or about filling them out, do not hesitate to contact us

\*\*The **amounts for filling in the forms** are values for customs purposes, but very close to reality. All merchandise has a commercial value, be it obsolete, deteriorated, in small or large quantities, etc.

\*\*Those who bring national and nationalized merchandise **may sell it** within the venue, in compliance with their invoicing system.

### Courier

Recommendation for entering merchandise through Courier:

**\*Delivery of merchandise through courier conducting a simplified import process:** For that, companies such as DHL, FEDEX, etc. have the next

requirements: (It is necessary to verify with the company of international transport cargo).

- Its value cannot exceed **USD \$2.000**.
- Its weight cannot exceed **50 kilograms**
- The merchandises cannot have legal restrictions, unless those won't be for commercial purposes. (It is considered merchandise with no commercial purposes those do not exceed 6 units).
- Measures do not overcome: 1.50 Mts in any of its dimensions, neither 3 Mts the sum of length and the biggest contour, taked in different way to the length, for postal packages.

Under this modality, it is required for entering into Plaza Mayor:

- Copy of the simplified import declaration that gives the company of international transport. (fedex)
- Copy of Invoice

Note: the transport of the boxes must be paid until their destination, Plaza Mayor will not assume any payment for transportation at the moment of receiving the goods.

**Rates at Plaza Mayor for storage of goods for exhibitors:**

- \***Free days:** set-up, event and dismantle.
- \***Days before set-up:** \$ 71 x KG x day plus VAT.
- \***15 days after final dismantling date:** \$ 71 x KG x day + VAT.
- \***From 16th day on after dismantle:** \$ 10,000 x m2 per day + VAT.

**Contact for advice:**

**Stefanny Maya**

Email: [stefanny.maya@plazamayor.com.co](mailto:stefanny.maya@plazamayor.com.co)

Telephones: +(574) 261-7293/7207

Cell phone: +57 300-422-1040

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**Juan Camilo Molina**

Email: [juan.molina@plazamayor.com.co](mailto:juan.molina@plazamayor.com.co)

Telephones: +(574) 261-7360

Cell phone: +57 321-733-5102

**SCHEDULES DURING TRADE SHOW**

**Entrance and exit for Exhibitors:**

**Dates:** July 23-25, 2019

**Hours:** 8:00 a.m. to 8:00 p.m.

**Transportation of merchandise**

- You must send your merchandise to the trade show venue with a guide that contains the following information:

**PLAZA MAYOR MEDELLÍN EXHIBITIONS - COMMERCIAL SHOW**

**Address:** Calle 41 No 55 - 35 Puerta 3

**Name of event:** Colombiamoda 2019

**Stand name:**

**Pavilion:**

**Contact person:**

**Contact Phone:**

All merchandise sent by any carrier is received as of **Friday, July 19, 2019.**

**PLAZA MAYOR MEDELLÍN CONVENTIONS  
APPLIES TO DESIGNERS AND VOGUE TALENTS CORNER**

**Address:** Calle 41 No 55 - 80 Zona de cargue y descargue Gran Salón ingreso sobre la Avenida Ferrocarril

**Name of event:** Colombiamoda 2019

**Stand name:**

**Pavilion:**

**Contact person:**

**Contact Phone:**

All merchandise sent by any carrier is received as of **Friday, July 19, 2019.**

### Important and Useful Information

#### Security services

- Inexmoda provides general security services for the entire venue, but is not responsible for theft, loss, or damage caused to vehicles, merchandise, installations, and materials in general.
- Each contractor must insure his technical, portable, and audiovisual equipment. For this, security cables are available at the tables.
- Activate your insurance policy for temporary coverage outside of your facilities.

#### Housekeeping Services

- Inexmoda will be responsible for general venue cleanliness, but you must keep your booth clean and orderly at all times.
- If you require additional cleaning services, ask Inexmoda to contact you to a service provider.
- Remember to leave trash outside your stand by 7:00 p.m. to be picked up by housekeeping staff.

#### Press room

The Trade Show offers an exclusive room for media, where you can deliver your information through the Inexmoda communications team, making your

business more visible. If you wish, you can write to us at [prensa@inexmoda.org.co](mailto:prensa@inexmoda.org.co)

### Information Stations

The Trade Show will have four fixed information Stations located at:

- Entry ramp to Wooden Box register
- Entry through White Pavilion
- Central Hall
- Green Pavilion Hall

### Restaurants

For your convenience, we have different food spots throughout the trade show venue. If you have any questions you can check with the staff; they can tell you which spot is closest to your location.

### Parking

- Nearly 15,000 people enter the Trade Show venues daily. Plaza Mayor has only **730** parking spaces.
- If you need taxi service, Plaza Mayor has an official loading area, located on Avenida Ferrocarril.

We recommend that you make use of public transportation, thus facilitating your entry and that of other visitors to the Trade Show

### Suggestions

- Have your prices in USD and Euros as well as COP in order to facilitate closure of business deals.
- Keep your business cards handy.
- Design a digital presentation of your company or a brochure for handing out to your customers.
- On the [www.colombiamoda.com](http://www.colombiamoda.com) website you will find information about places and events at the Trade Show.

### Special Services

In the service hallway you will find:

- First Aid station with medical personnel



- Unified command post, where you can report the loss of your personal belongings
  - Hardware and stationery store
  - Permanent Free Trade Zone Office
  - Trade Show Operations Headquarters
  - Bancolombia ATM
  - Coffee spot
- 
- A foreign currency exchange point will be located at the Inter-American Plazoleta.
  - During Trade Show days **you may not bring in any luggage**. For this purpose the Trade Show has designated locker services, located at the main registration entrances at Ferrocarril Avenue and Teatro Metropolitano.
  - In case of emergency, follow evacuation routes.

## DISMANTLE

### Exhibitors - Dismantle Contractors

**Dates:** July 26, 2019

**Hours:** 8:00 a.m. to 4:00 p.m.

#### Remember:

- Wear your dismantle wristband. It will be given you at the same place where you received your set-up wristband.
- Exit through the same door you entered, this will facilitate loading for all exhibitors and dismantle suppliers.

#### Service hours:

- Dismantle schedule will begin the last day of the trade show (July 25), after 8:00 p.m. or before, if the public has been evacuated from the trade show venue. Only displayed merchandise and expensive equipment may be removed with an **exit order** that will be given by the staff of your pavilion.

- To dismantle structures and all furniture, you may continue **July 26** from 8:00 a.m. until 4:00 p.m. We recommend that you be present at the aforementioned time, as the organization is not responsible for damages or losses.
- After 4:00 p.m. a fee of **\$ 120,000 + VAT per additional hour will be charged**. These fees must be paid by the exhibitor or his contractor.

If you have any questions or comments, write to us at [estefania.jaramillo@inexmoda.org.co](mailto:estefania.jaramillo@inexmoda.org.co) or call us at +(574) 604-3700 x 192

### EXHIBITOR COMPANY DATA SHEET

The virtual **Exhibit Directory** broadens the impact of your offer at the Trade Show. Through it, buyers find varied purchase options, so it is essential that you fill in up-to-date information, equally for companies who are new to the Trade Show, as well as for those who have already participated.

The Exhibit Directory is digital; you can download it through the Inexmoda app at the Play Store and App Store **for free**. We recommend downloading it before the Trade Show, because once downloaded you will not need the Internet to browse it, but you will need data or WIFI to download it.

Take advantage of these three days to the fullest. The Trade Show has places intended for relationships, entertainment, and above all, for enhancing your business. Connect with people who, like you, are passionate about business surrounding the Fashion System and create growth and strengthening opportunities for the company you represent.