



ABC Guide to coordinate your participation

Section 1: ABC Guide to coordinate your participation



Exhibitor's manual

Welcome to Argentina's leading international trade fair for the automotive service industry targeting trade visitors from South America which will take place on 10 al 13 de Abril del 2024 at La Rural Trade Center

To help you optimize your arrangements for your participation at the next edition of **Automechanika Buenos Aires**, we have put together this guide, which answers the most frequently asked questions and where you will find advice, deadlines and information for your planning.

Also, please make sure to read the 3 documents that make up the **Exhibitor's Manual**:

- Section 1 – ABC guide to coordinate your participation
- Section 2 - Regulations
- Section 3 - Technical Annex for Booth Construction

We ask that you carefully review the information found in each of these sections and share it with:

- The person in charge of hiring the booth
- The person responsible for the booth during the exhibition
- The booth's builder or construction company

Exhibitor's Service Team.



Important deadlines

Use this checklist with the most important deadlines to organize your participation:

Dates *	Task – What to Do. Don't forget!	Where or with whom?	Done
First week of January	Access to the Online Exhibitor's Manual .	The contact responsible for the booth will receive access via email.	
Mid January	It starts the online visitor registration (this registration is not valid for exhibitors' entry).	https://automechanika.ar.messefrankfurt.com/buenosaires/es.html	
End of February	Technical talk for exhibitors and builders.	Virtual, schedule to be confirmed. You will receive access via email.	
March 1	Submission of plan and technical assembly sheet (for free space booth).	Form 1T – Online Exhibitor's Manual.	
March 7	Conference room reservation deadline.	Form 5G – Online Exhibitor's Manual.	
March 10	Request the ART/SAP to issue a certificate with the required non-repetition clauses.	See requirements HERE or check Forms 2G, 3G, 2T of the Online Exhibitor's Manual	
Mid March	Do you want to add extra furniture to your booth? Do you have free space, and want to equip it?	Form 7G and 8G – Online Exhibitor's Manual	
	Check the staff and services you will need to hire to work at your booth: assistants, catering, etc. and contact the supplier in advance.	See the List of Suppliers on Form 9G– Online Exhibitor's Manual	
March 18	Badges Early Request Deadline.	Forms 2G, 3G, 2T – Online Exhibitor's Manual	
March 22	Request for electrical consumption for the booth (for free space)	Form 3T – Online Manual	
End of March to the beginning of the Exhibition	Hiring a QR data reader (optional) to get visitors information	Through the link: https://cloud.greventos.com/leadinfo/index.html or via mail: lectores@greventos.com	
March 28	Are you planning to organize a cocktail, a show or a demo at the booth? Inform the Organization to request authorization.	Form 6G – Online Exhibitor's Manual.	
Mid-March to early April	Hiring WI-FI service to the La Rural Trade Center if you wish. It is advisable to carry out this procedure 20 days before.	Mail: wifi@larural.com.ar	
April 4 and 5	Collection of badges processed before the expiration of the forms.	Messe Frankfurt Argentina Offices	
Until the beginning of Expo	Download the invitations to share with your contacts, clients, suppliers and other professionals in the sector.	Form 4G – Online Exhibitor's Manual	
April 7	The assembly of free space booths begins.	La Rural Trade Center	
April 7 to 9	Process your advance parking at the trade center and get the Automechanika exhibitor's card	La Rural parking lot, service windows in the basement	
April 10	The Exhibition begins! Open to the public from Wednesday to Friday from 1 pm to 8 pm and Saturday from 11 am to 7pm	La Rural Trade Center	
April 13	End of Automechanika Buenos Aires! We hope it was a success	La Rural Trade Center	
April 13 and 13	Disassembly	La Rural Trade Center	

(*) Keep in mind that this order may vary depending on the date of registration of your participation in the exhibition. To ensure that all services can be available in a timely manner, place orders for electricity and water connections, submit plans, request rooms, badges, etc. in accordance with the deadline of each form in the Online Exhibitor's Manual, or as requested via email. Expiration dates may be subject to change. We recommend that you always check the Online Exhibitor's Manual, which will be updated or you will be notified by email in case of changes.

Things you have to know

Online Exhibitor's Manual:

It is the platform where all exhibitors must provide important information about their participation, through general and technical forms, whether mandatory or optional. This information includes details about badges, insurance, necessary services, furniture, among others. The information must be uploaded complying the expiration dates of each section.

To access the **Online Exhibitor's Manual**, you need a username and password that will be sent by email approximately 3 months before the start of the event, to the person designated as 'contact person' in the Participation Offer.

If you already have a user, simply use it to log in to the **Online Exhibitor's Manual**.

Exhibition calendar:



[Click here](#) and find out the days and times for assembly, exhibition and disassembly to plan your presence!

[Schedule the exhibition on your calendar!](#) (.ics format)

Parking during the exhibition:

Exhibitors have the possibility of purchasing 1 (ONE) special ticket per EXHIBITING company. This card will allow to entry and exit as many times as you wish during exhibition hours. The cost is *(to be confirmed)* per day (The price can be modified at any time without prior notice by the trade center).

To purchase the aforementioned ticket, you must go, during the assembly period, to the windows of the La Rural parking lot located in the basement of Av. Sarmiento 2704 from 10 a.m. to 6 p.m. You must submit, without exception, the exhibitor's badge. Telephone or e-mail reservations are not accepted. Payment will be made in advance, in cash and/or debit or credit card, and purchases can only be made until the last day of assembly.

Badges:

It is mandatory that all staff (own or outsourced) working at the booth have an A.R.T. or Personal Accident Insurance that includes non-repetition clauses specific to the event.

Those people who do not have their A.R.T. verified and approved. and/or Personal Accident Insurance will not be able to receive the badges that enable the entry to the trade center.



To guarantee that all access badges to the trade center are available in advance, we ask that you place orders in the **Online Manual**, in this way we can prepare them and have them available so that they can be collected the days before the start of the event.

What happens if you need to add new badges? No problem! During the assembly period (at the times designated for the delivery of badges) or during the exhibition, approach the registration windows with the insurance in hand and we will issue them! We also make reprints. You will always have an exclusive registration window for exhibitors at your disposal!

Section 1: ABC Guide to coordinate your participation



Collection of badges, prior to the beginning of the exhibition:

To collect your badges in advance, you must have complied the deadlines indicated in the Online Exhibitor's Manual form. Delivery will take place two days before the start of assembly in our offices in the Belgrano. The days and times will be confirmed by email a few days before.

Those who need to obtain new badges must do so directly at the assembly by submitting the A.R.T. o Personal Accident Insurance with the corresponding non-repetition clauses on the days and times that will be informed near the beginning of assembly, at the entrance of the loading and unloading area at the intersection of Av. Sarmiento and Colombia.

Collection of badges during the exhibition:

During the days of the exhibition open to the public, from 2 hours before opening until closing, there will be an exclusive booth for the registration of exhibitors and their staff. It is mandatory to submit the A.R.T certificate or Personal Accident Insurance with the corresponding non-repetition clauses.

Entrance location: Sarmiento 2704, in the Registration Hall of the central pavilion.

Activities during the exhibition:

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

Matchmaking programs:

A strategic environment for potential foreign buyers to connect with Argentine producers, encouraging interaction between people with shared interests with the aim of promoting new business relationships.

For more information, please contact Agustina Marchetti:
agustina.marchetti@argentina.messefrankfurt.com
Phone +54 11 3669 8757.



News file:

Send us new material that you consider of interest to the mass and/or specialized press, as well as to the general public, about new products, projects, investments, mergers, latest technologies, technical talks, etc.

Download and complete the news file [by clicking here](#)

Additional Services:

La Rural works with official suppliers with a recognized track record who are periodically audited by the trade center. Any element or service must be hired exclusively with these suppliers; otherwise, the provision of the service may be affected.

In the **Online Exhibitor's Manual**, you will find the list of official suppliers (security, cleaning, Wifi, catering, audiovisuals, etc.) that gathers companies that have been incorporated as suppliers of the trade center due to their responsibility and compliance.

Please contact the supplier, and hire in advance the additional services that you may need for your booth. Please find below some of the most requested:

Section 1: ABC Guide to coordinate your participation

Do you need Wi-Fi?

The trade center does not offer free Wi-Fi internet connection. If you need this service, you must hire it.

The Wi-Fi service is exclusive to La Rural. You can get in touch via email wifi@larural.com.ar or by visiting the office located at the entrance to the trade center on 4431 Juncal Street.

We recommend that you request this service at least 20 days before the start of the exhibition.

For more information, please visit: <https://larural.com.ar/servicios-wifi>



Do you need to hire cleaning or security services for your booth?

The organization is responsible for cleaning the aisles and common spaces, and we have garbage and recycling bins throughout the trade center. Let's do our best to keep the space clean and tidy!

If you need cleaning services for the end of work or daily cleaning of the booth, you can contact Higia (exclusive supplier). For inquiries, please contact Yamila Onesti at 116398-9012 or Lionel Reksas at 11 2868-3474, or send an email to stands@higiaeventos.com.

You can also hire private security services for your booth with Road (exclusive supplier). Please call 11 4756 5691 / 1435. For inquiries, Martín: Phone: (+54) 9 11 4939 6811, Sergio: Phone: (+54) 9 3541 8689. Please note that it is the only company authorized to perform this function at the closing of doors.

Get data from visitors and exhibitors who visit your booth with the data reader.

The data reader is a device that allows you to scan the barcode or QR code printed on the badges. This code is linked to the information that the visitor compulsorily provided in the registration form to access the event. This way, you will be able to carry out your marketing and sales strategies after the exhibition.

QR Eventos has a service point during the exhibition days open to the public in the registration hall. If you prefer, you can also hire the service in advance via email at readers@qreventos.com or by visiting the following link: <https://cloud.qreventos.com/leadinfo/index.html> (prices and requests are available 20 days before the start of the event)



Attention! Unofficial Exhibitors Directories

We note that exhibitors often receive proposals by mail and/or email to participate in guides such as "International Fairs Directory" and "Expo Guide", among others. We would like to point out that these publications have no commercial or any other relationship with the exhibition. This is a deceptive practice that seeks payment to be part of a catalog or exhibitor guide.

The official exhibitor's catalog is strictly issued by Messe Frankfurt Argentina.



Example of an unofficial exhibitor directory.

Important information about customs and shipping of merchandise



The rules and regulations for the importation of merchandise to Argentina are strict, and require compliance with specifications related to weight, size, quantities, materials, etc. Before making a shipment, please contact some of the official forwarders to ensure that you are complying with the specific regulations in force and thus avoid problems and delays.

Under no circumstances is it possible to send the products to be exhibited directly to the trade center. This is not authorized to receive any type of product or merchandise, and its reception could be affected.

Order products and services online

We make it easy for you to request services you need for your presentation; to do this, you must use the **Online Exhibitor's Manual**.

Electrical consumption:

Each exhibitor must hire the general power supply for the booth and/or the machines through the Online Exhibitor's Manual. Once the order is submitted, you will receive an invoice for this service that must be paid before the event begins.

Water and drain connection:

This service is exclusive for the operation of machinery and equipment. All other uses are excluded (such as hygienic and gastronomic, among others). The request for the provision of water and drainage must be made through the Online Exhibitor's Manual. For this service, the exhibitor will receive an invoice that must be paid before the start of the exhibition.

Conference room request:

Exhibitors have the possibility of offering training, launches or product presentations in rooms designated for this purpose. The allocation of spaces is subject to the availability of the rooms. The order of priority in the assignment of spaces will be determined according to the date of receipt of the requests.

The conferences will be spread globally as part of academic activities. Exhibitors must make a specific call to their contacts to guarantee the presence of their target audience.

Promotional Material:

You have customized promotional material to spread your presence and invitations to your contacts. **You will receive an email notification when you can start using these tools!**

[Here you can download other promotional materials \(not customized\)](#)

Now, everything is ready to welcome visitors!

General Information

Opening hours to the public

10 al 13 de Abril del 2024

Wednesday to Friday from 1 pm to 8 pm. Saturday from 11 am to 7 pm.

Exhibitors' entry

Please keep in mind that with the Exhibitor's badge you can enter 2 hours before opening to the public, to have your booth clean and tidy, or make repairs if necessary! Staff (outsourced), with their Booth Staff badge, may enter 1 hour before opening to the public.

Repairs and maintenance at the booth

If you need to carry out repairs at the booth, they must be carried out during the hours designated for this purpose, with prior notification to the Exhibition Administration.

Visitors' entry

Enter the trade center through Sarmiento 2704 or Cerviño 4473. If you have completed pre-registration, you can collect the badge at the self-management terminals with your ID and expedite the entry process.

Invite your customers and suppliers to pre-register here!

<https://automechanika.ar.messefrankfurt.com/buenosaires/en.html>

Day open to students and future professionals: Groups of technical students will be visiting the exhibition April 11st. You can find [updated information here](#).

Exhibition plan:

Location of Conference Rooms, Matchmaking Programs, Press and Organizing Committee. Access the plan by [clicking here](#)

Section 1: ABC Guide to coordinate your participation



Contact data

Find all members of **Automechanika Team** who will be happy to help you with any questions you may have:

Area/Function	Contacto	Email	Teléfono
Commercial Team:	Fabian Natalini	fabian.natalini@argentina.messefrankfurt.com	Tel +54 11 7078 4800
	Alberto Gerloff	alberto.gerloff@argentina.messefrankfurt.com	Tel. +54 11 7078 4832 Wsp: +54 9 11 4195 5701
	Fernanda Cardinale	fernanda.cardinale@argentina.messefrankfurt.com	Tel +54 11 7078 4831 Wsp: +54 911 6733 2656
	Lucia Erba Dupre	lucia.erbakupre@argentina.messefrankfurt.com	Tel +54 11 7078 4836
Matchmaking programs	Agustina Marchetti	agustina.marchetti@argentina.messefrankfurt.com	Tel 11 7078 - 4826 Wsp.: +54 9 11 3669 8757
APD	Yanina Herrera	yanina.herrera@argentina.messefrankfurt.com	Tel.: +54 11 7078 4809 Wsp: +54 9 11 4971 4491
Press and social networks	Ignacio Pérez	ignacio.perez@argentina.messefrankfurt.com	Te l11 7078 - 4844 Wsp.: +54 9 11 6720 6722
Exhibitor's service	Mariana Llano	mariana.llano@argentina.messefrankfurt.com	Tel+54 11 7078 4802 Wsp.: +54 9 11 4195 5652
	Romina Yakubisin	romina.yakubisin@argentina.messefrankfurt.com	Tel+54 11 7078 4801 Wsp.: +54 9 11 5583 8282
Technical direction	Silvia Franchi	sfranchi@uffiziarquitectura.com.ar	Wsp.: +54 9 11 5248 6651

We are here to assist you whenever you need it!

Automechanika Team.