



17th International Congress of Developmental Biology

72nd Annual Meeting of the Society for Developmental Biology
VII Latin American Society of Developmental Biology Meeting
XI Congreso de la Sociedad Mexicana de Biología del Desarrollo

June 16th - 20th, 2013
Cancun Center. Cancun, Mexico.



Exhibitor's Manual

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1. INTRODUCTION

This manual provides information on Commercial Exhibition at the 17th International Congress of Developmental Biology.

1.1 General Information

Venue:	Cancun Convention Center
Address:	Kukulcan Km 9, Zona Hotelera, 77500 Cancun, Quintana Roo. Mexico.
Congress:	June 16 th to 20 th , 2013
Attendees Registration:	Sunday, June 16 th . From 12:00 to 19:00 hrs.
Exhibition Opening:	Sunday, June 16 th . 20:00-22:00 hrs.

1.2 Meeting Rooms

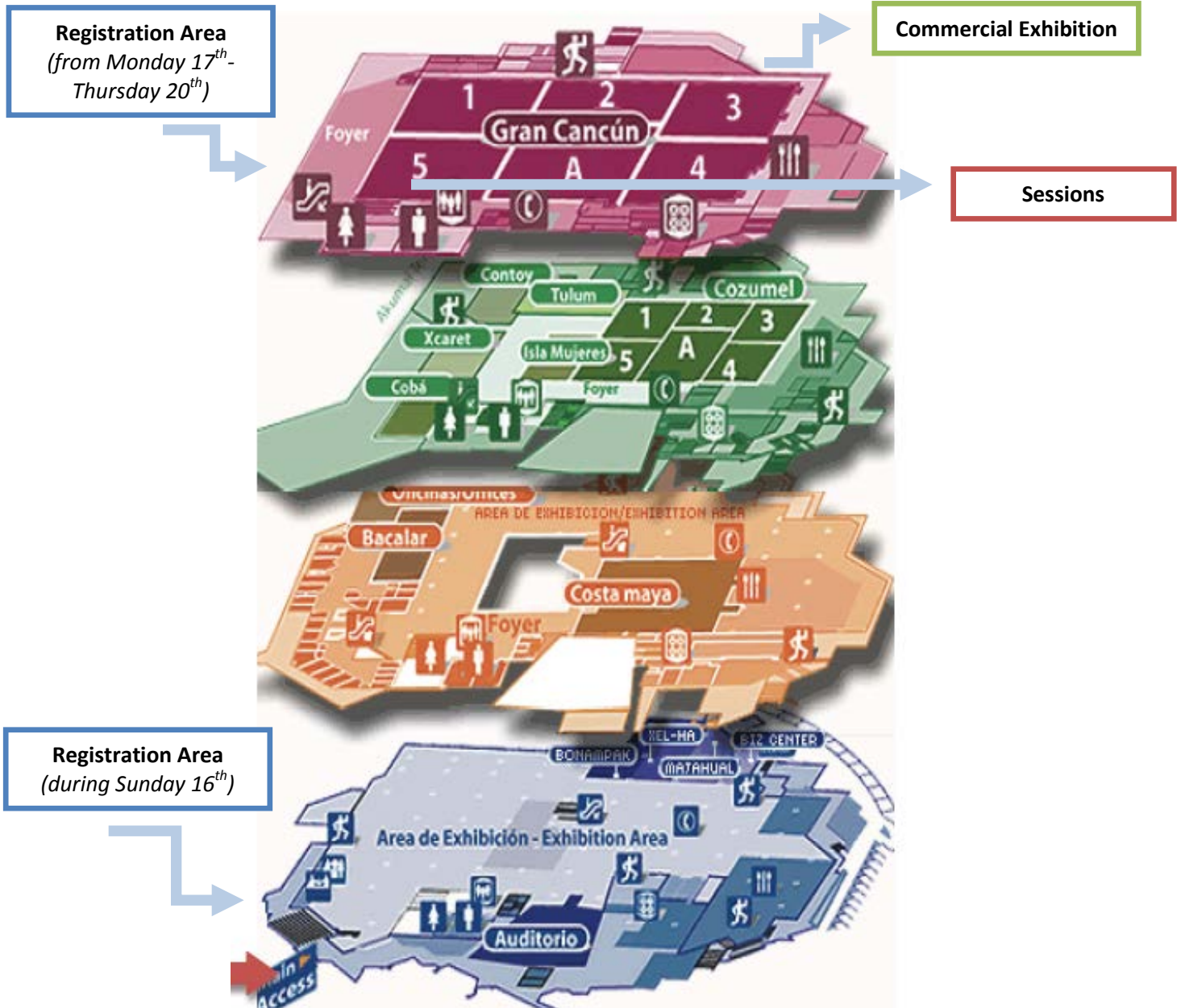
Sessions:	Gran Cancun 5, A & 4. <i>3rd floor</i>
Exhibition:	Gran Cancun 1, 2 & 3. <i>3rd floor</i>
Registration:	The first day of registration will take place at the main entrance of Cancun Center. Ground Floor. Afterwards, it will move to 3 rd floor, at Gran Cancun Foyer.

1.3 Set Up Schedule

Set up:	Sunday, June 16 th .
Set up Schedule for assemblers:	Sunday from 12:00 to 19:00 hrs.
Dismantle:	Thursday, June 20 th . From 16:30 hrs to 22:00 hrs.

**Please be sure to share this information with all the people involved
in your exhibition**

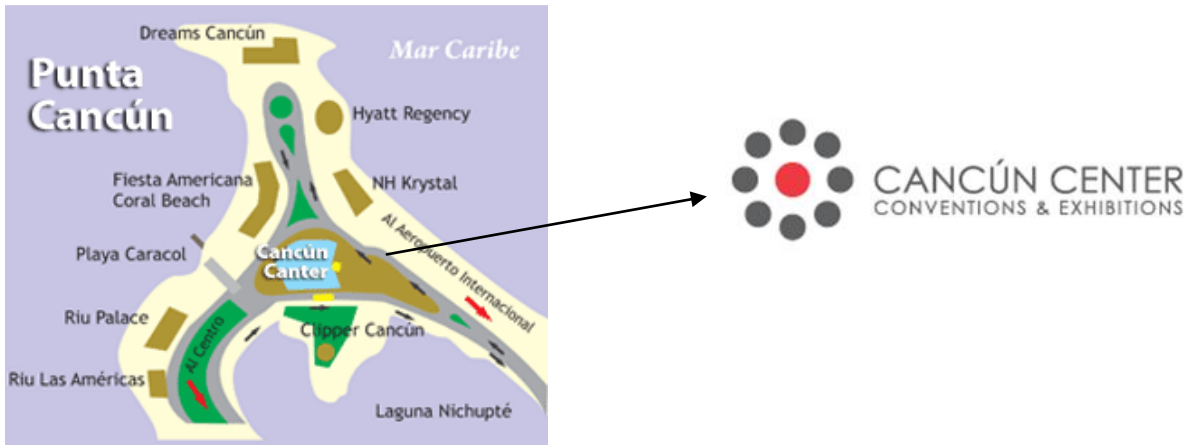
1.4 Cancun Center Floor Plan



1.5 Location of Cancun Convention Center

Cancun Center is situated on the hearth of the hotel zone, surrounded by the most exclusive places to stay, eat and have fun. It is just 24 minutes from Cancun's International Airport.

Address: Kukulcan Km 9, Zona Hotelera, 77500 Cancún, Quintana Roo



1.6 Accommodation

- **Fiesta Americana Hotel**
Address: Boulevard Kukulcan, Km 8.5 Lote 3 Z.H, 77500 Cancun, Quintana Roo. Mexico.
- **Hyatt Regency Cancun Hotel**
Address: Boulevard Kukulcan 8.5, Zona Hotelera, 77500 Cancun, Quintana Roo. Mexico.
- **Krystal Cancun**
Address: Boulevard Kukulcan km. 9, lote 9A, Zona Hotelera, 77500 Cancun, Quintana Roo. Mexico.

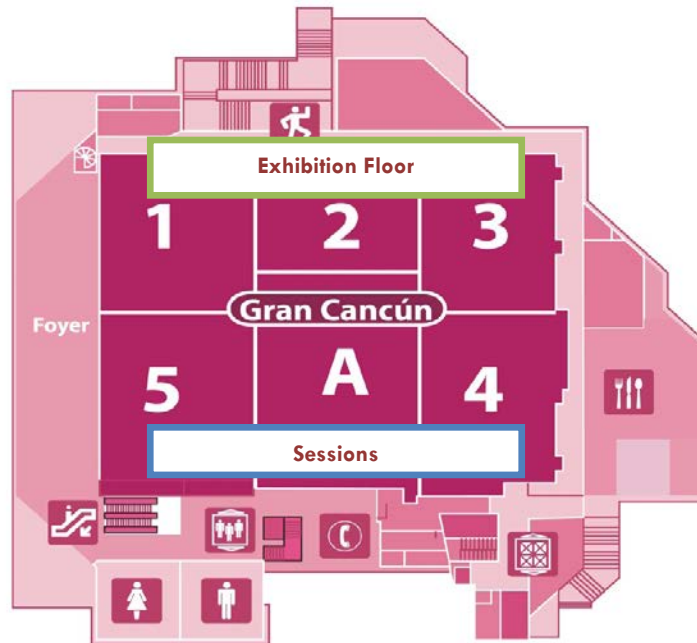


1.7 Scientific Program

Please follow updates to the scientific program on the International Society of Developmental Biologists' 17th International Congress on Developmental Biology website: <http://www.inb.unam.mx/isdb/>

2. EXHIBITION FLOOR AREA AND OPENING HOURS

Commercial Exhibition will take place at **Gran Cancun 1, 2 & 3** Meeting Rooms, located on the 3rd floor of Cancun Convention Center.



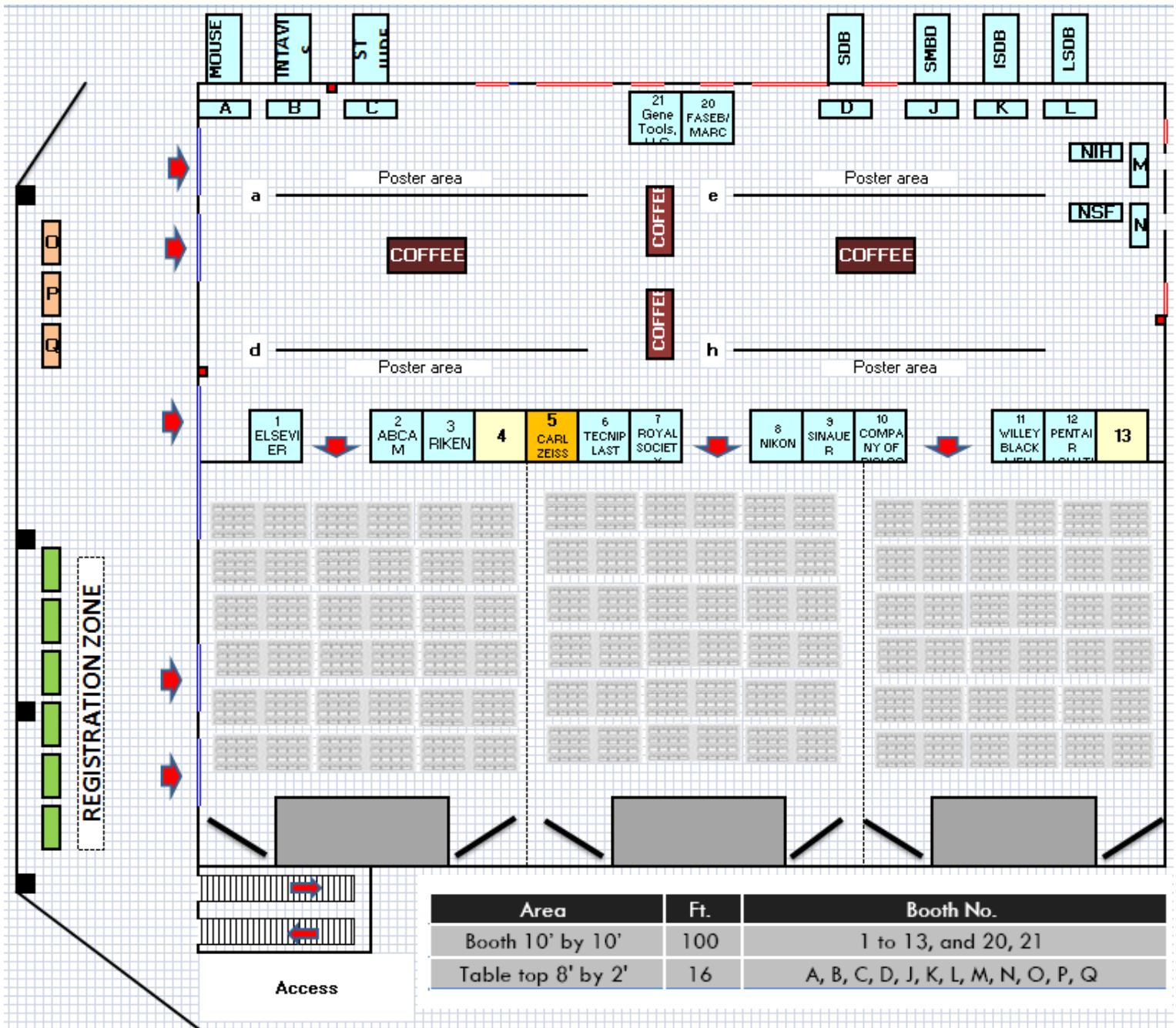
Exhibition Opening Hours		Break Sessions:		
Dates	Schedule	Dates	Morning Schedule	Afternoon Schedule
June 16 th	18:30 - 22:00	June 16 th	----	Welcome Reception 20:00-22:00
June 17 th	09:00 - 12:00 14:00 - 18:00 19:30 - 22:00	June 17 th	10:00-10:30	16:00-16:30
June 18 th	09:00 - 13:00	June 18 th	10:30-11:00	-----
June 19 th	09:00 - 12:00 14:00 - 18:00 19:30 - 22:00	June 19 th	10:00-10:30	16:00-16:30
June 20 th	09:00 – 14:00	June 20 th	10:00-10:30	-----

**The Exhibit Hall will remain open for poster viewing throughout the day.
Vendors may stay, if they so wish.**

Remember you must follow the set-up and dismantle schedule:

Set up:	Sunday, June 16 th .
Set up Schedule for assemblers:	Sunday from 12:00 to 19:00 hrs.
Dismantle:	Thursday, June 20 th . From 16:30 hrs to 22:00 hrs.

3. EXHIBITION FLOOR PLAN (Up-dated by May, 8th)



GUIDELINES FOR BOOTH ASSEMBLY

4.1 Permitted Height for booths

Area	Ft.	Total ft.	Booth No.	Height
Booth 10' by 10'	100	25	1 to 25	16ft.
Table top 8' by 2	16	13	A to M	-

4.2 Booth Assembly and Design

4.2.1 *Standard Booth*

The stand assembly for your commercial space will be assembled as follows:



Includes:

- *Bulkheads: A, B and Rear*
- *Header with the name of the company (25 characters as maximum)*
- *Slim-line lamp*
- *Electricity power supply: one socket line with 2 outlets of 500 watts each one x 110V*
- *Table top*
- *2 chairs*

4.2.2 *Personalized Booth Assembly*

If you decide to have a personalized booth, we can offer you some custom made designs with additional price. Please see attached Display file for more information. For further information please contact Ms. Stephanie Avila savila@intermeeting.com.mx

4.2.3 *Table Tops*

If you hired a commercial area with Table Top, you will be provided with:

- *Electricity power supply: one socket line with 2 outlets of 500 watts each one x 110V*
- *Table top*
- *2 chairs*

PLEASE FILL OUT “BOOTH ASSEMBLY ORDER” LOCATED ON THE FINAL PAGES OF THIS MANUAL. DEADLINE TO SUBMIT IS: MAY 24TH, 2013.

SEND FORM BY E-MAIL TO: MS. STEPHANIE AVILA savila@intermeeting.com.mx OR FAX TO: +52 (55) 5663 0035

We will not be responsible for any request submitted after this date.

The decoration of the booths shouldn't obstruct the visibility of the other stands; neither should they block the signs of the venue, emergency exits and the aisles. In case you are going to have music you should have it at a low level so as not to distract the attention of participants that are at the sessions.

4.3 Maneuvering and unloading equipment

Because of space limitations, loading and unloading maneuvers must be fast. Therefore, please abide by these instructions:

1. Upon arrival at the Cancun Center loading dock, report to Security to receive your turn and dock assignment and for indications on where to temporarily park your trailer or truck.
2. Go to your assigned unloading dock.
3. Start unloading. You must have sufficient staff for these maneuvers; otherwise you will not be allowed to start unloading. You will only be allowed to stay at the dock for the time needed to unload. Please respect the dates you have been assigned for set-up in order to avoid unnecessary delays.
4. Once you have finished unloading, please vacate the delivery yard.
5. You must give two lists to the Security Department:
 - a) An inventory (original and two copies) of all materials and equipment.
 - b) A list of the names of the people intervening in your exhibit's set-up.
6. The Organizing committee will control all entries to and exits from the exhibit area during set-up/event/break-down and the days of the event. In addition, upon arrival you will receive an ID badge corresponding to your exhibit, which you must use to enter Cancun Center.
7. You must wear your badge during set-up, break-down and the event itself in order to move freely about or remain in the assigned areas. Inventories provided by exhibitors do not create any obligation or liability for Cancun Center due to partial or total theft of the product or materials that are brought into the venue.

4.4 Entrance and exits for materials and/or equipment during the event

Boxes and/or materials may only be brought in through the delivery yard during the event. For your own security, guards will ask anyone leaving the exhibit area with hand-held equipment (laptops, printers, cameras or other objects) for a materials pass. You may request materials removal at the **INTERMeeting Hospitality Desk****, with prior authorization from the person in charge of your booth.

You may not use passenger elevators, escalators and common areas for bringing in boxes, equipment, furnishings, dollies, platforms, hydraulic skids or other objects.

4. REGULATIONS FOR MEETING ROOMS

These regulations should be properly followed by everyone in charge of the booth assembly.

1. You may not glue, nail, staple, attach with screws, drill or attach anything to columns, walls, floors, furnishings, windows or any other structure belonging to the venue. Any costs incurred by the removal of these items will be charged and paid to the Cancun Center. The cost for any adhesive backed decal left behind will vary depending on the situation.
2. Carpentry, ironwork, mortar, plumbing, electrical, paint or any other type of work must be done outside Cancun Center. Only pre-fab modules, furnishings or equipment may be put together inside the building.
3. Absolutely no carpets or rugs may be glued down with adhesive materials; only double-face adhesive tape maybe used.
4. The maximum weight limit in Cancun Center Exhibit area is 400 kg. /m².
5. Absolutely no smoking, eating or drinking of alcoholic beverages in the installations during set-up and breakdown.
6. Exhibitors are liable to Cancun Center for any damage due to work done by their staff during set-up, break-down or the event itself, and Cancun Center reserves the right to collect the corresponding charge for damages incurred. Further, the exhibitors are absolutely liable for labor, tax and Social Security obligations, and for any possible violations of applicable Mexican laws.
7. Set-up staff must have dollies or carts in order to facilitate and speed up loading and unloading maneuvers.
8. The use of any kind of gas or electronic devices that generate any type of heat during the event is strictly prohibited.
9. Noise should be on a moderate level no more than 80 decibels.
10. Decorations, equipment and products must be kept in the allotted space and may never block free circulation in the hallways or obstruct other stands in the exhibit or common areas.

Note: Cancun Center is not liable for any personal injury incurred by an exhibitor or damage to his property. At the end of the event, exhibitors must return the space they rented in the same condition in which they received it (floors, electrical outlets, materials rented from the hospitality desk.) Otherwise, the cost of repairs or cleaning will be charged to the Exhibitor.

5. CLEANING OF BOOTHS AND COMMON AREAS

Exhibitors are responsible for all rubbish created by set-up/event/break-down, such as boxes, large bags, styrofoam or other materials, which must be thrown away in the garbage deposit located to one side of the delivery yard. Cancun Center will only do general cleaning in hallways, bathrooms and common areas. Cancun Center reserves the right to penalize any exhibitor who does not abide by the foregoing or who leaves rubbish in their booth, common areas or hallways.

6. SMOKE FREE BUILDING

Cancun center is a smoke free building. There will be absolutely no smoking area during set-up/event/break-down.

7. PUBLICITY AND PROMOTIONAL MATERIAL

1. Exhibitors may only display publicity and promotional materials within their stand(s).
2. No printed, optical or visual materials may be placed outside the booth, such as projecting visual effects onto areas outside the rented, approved space.
3. We would like to remind you that there will be absolutely no distribution or in-hand delivery of brochures, invitations or any other promotional material outside the trade show area.
4. Promotional banners or canvases may be hung in approved areas, for an additional fee, with the prior authorization of Cancun Center.

8. STORAGE ROOM & SHIPMENTS

8.1 Storage

There will be a designated area for small storage material. Exhibitors will be allowed to use this space to store promotional material for their stands. Storage will only be available during the schedule of the trade show. Please contact on-site **INTERMeeting** staff if you need to take in/out material. We are not responsible of any forgotten material.

If a client/exhibitor wants to rent storage space, he may request it at the Customer Service office of Cancun Center, subject to space availability. Cancun Center will designate the area to be used and collect the corresponding fee. There is limited space available for storage. Please get in contact with Mr. Daniel Concha, from Cancun Center. SEE ATTACHMENT A.

Once break-down has finished on Thursday, June 20th, Cancun Center will charge a storage fee for any equipment and/or materials that have **NOT** been collected. However, this does not constitute any liability for goods that have been forgotten, mistreated or partially or totally damaged. Storage fees are charged per day or part thereof as follows:

From 0 to 100 kg.	\$ 100.00 USD
From 101 kg. to 500 kg.	\$ 165.00 USD
From 501 kg. To 1 ton	\$ 320.00 USD
For more than 1 ton	\$ 600.00 USD

8.2 **Shipments**

Cancun Center may receive advance shipments of packages, as long as the client/exhibitor e-mails complete information on his shipment to the Customer Service Department of Cancun Center in advance and the shipment itself is properly labeled. **The storage fee will be charged as of the date packages arrive.** Cancun Center assumes no liability nor will it accept shipments of boxes or any other product that does not fulfill the aforementioned specifications, nor will it open shipping packages or be liable for the contents of said shipments. SEE ATTACHMENT A.

10. SECURITY

Organizing Committee will provide security guards for the exhibit area, during set-up, Commercial Exhibition hours, and during break-down. No permanent guard will be available for individual booths; therefore we recommend clients/exhibitors provide the appropriate control for their belongings. **INTERMeeting** assumes no liability for damages or loses. If you need to hire guards for your booth please get in contact with Customer Service Department of Cancun Center. SEE ATTACHMENT A.

11. SPECIAL ELECTRIC REQUIREMENTS

If you wish to rent additional electrical installations, please get in contact with Customer Service Department of Cancun Center. For security reasons, all electrical installations in the exhibit will be made after authorized electrician from Cancun Center's review and approval. SEE ATTACHMENT A.

12. INTERNET

Cancun Center has free Wi-Fi area located in ground floor. Internet in the exhibition area and meeting rooms is not included. Please, refer to Price List and get in contact with Customer Service Department of Cancun Center to contract this service. SEE ATTACHMENT A.

13. INTERMeeting HOSPITALITY DESK

INTERMeeting Hospitality Desk will be at your service for all inquires and requests of the Congress and Venue. Hospitality Desk will be located in the Exhibition Area.

14. EXHIBITOR'S REGISTRATION

Exhibitors will receive their ID badges directly in the **Registration Area**. Please take note that only people wearing badges will be allowed in the Exhibition Area and Sessions.

The badges are NOT transferable. Day passes for Exhibition area may be purchased on site only. Lost badges will incur extra fee of \$25 USD each one.

15. CANCUN CENTER CONTACT

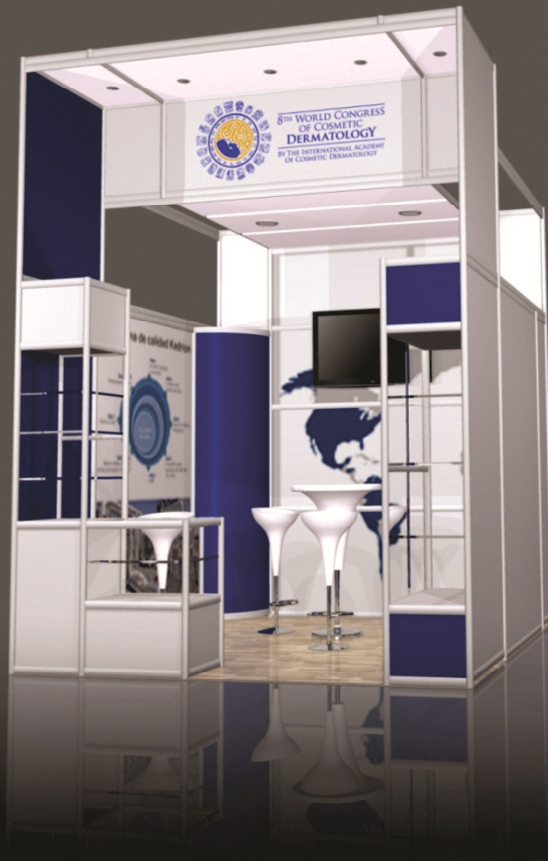
If you need to hire services such as internet, special electrical work, special security for your booth, storage room, etc, please get in contact with Customer Services:

Cancun Center
Mr. Daniel Concha
Customer Services
Ph. +52 (998) 881 04 00
E-mail: dconcha@cancuncenter.com

IN-LINE BOOTH 3.0 X 3.0 X 4.0 MTS

Fecha de Elaboración

- ❶ LAMINATED FLOOR
- ❷ SHOWCASE-COUNTER W/LOCKABLE STORAGE SPACE
- ❸ GRAPHIC PRINTED IN SECTIONS 1.94X3.15 M TOTAL DIMENSIONS
- ❹ 42" MONITOR
- ❺ HEADER PRINTED ON VINYL (1.94 X 0.65 M)
- ❻ 2 GRAPHICS PRINTED ON CANVAS, 1.44 X 2.40 M
- ❼ TALL SHOWCASES WITH GLASS SHELVING



IN-LINE BOOTH 3.0 X 3.0 X 3.45 MTS

Fecha de Elaboración 12 | 04 | 11

DESCRIPTION

- 1 SHOWCASES WITH GLASS SHELVING AND LOCKABLE STORAGE SPACE
- 2 CUSTOMER SERVICE AREA WITH 1 TALL TABLE AND CHAIRS
- 3 GRAPHIC PRINTED ON CANVAS (2.43 X 1.45)
- 4 NAMEPLATE PRINTED ON VINYL (1.80 X 0.75 M)
- 5 2 GRAPHICAS PRINTED ON VINYL (0.95 X 2.37 M)
- 6 2 LOCKABLE STORAGE AREAS
- 7 FLOOR CARPETING



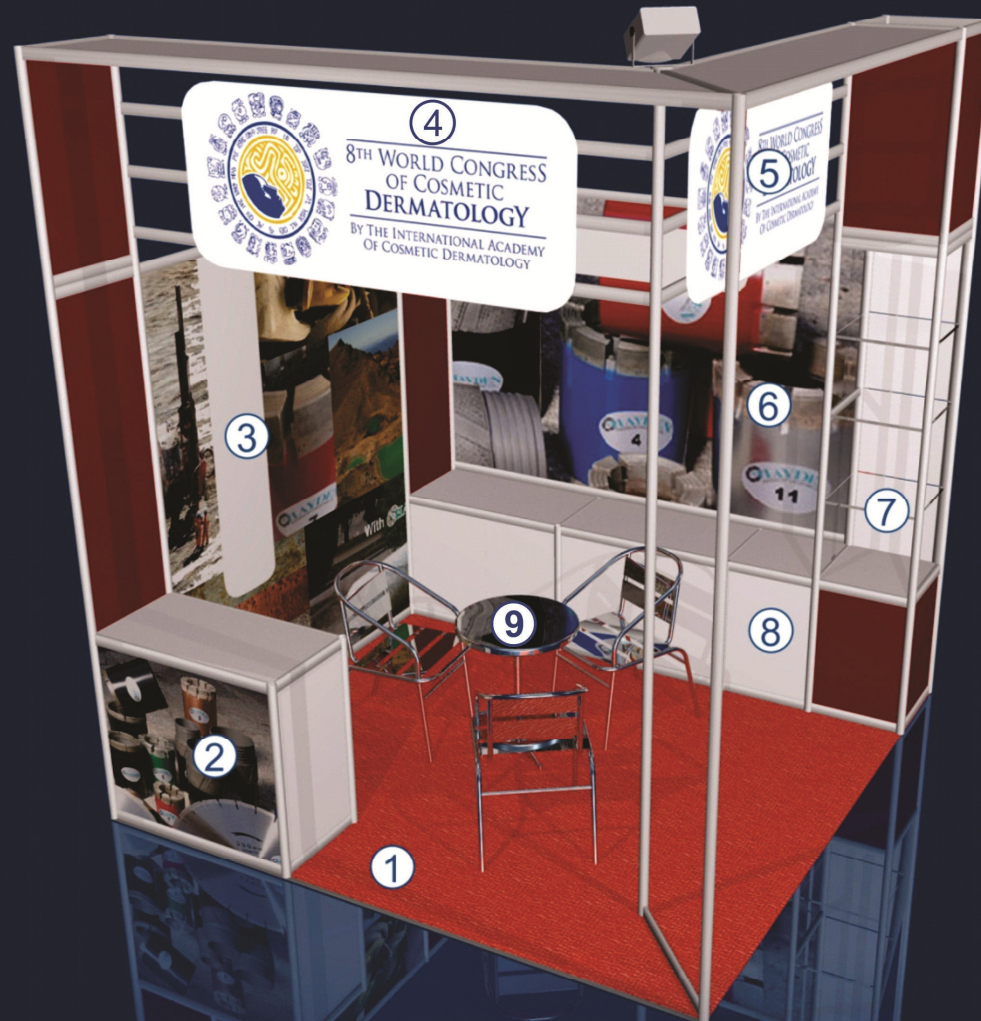
CORNER BOOTH 3.0 X 3.0 X 3.45 MTS



Fecha de Elaboración

- ❶ CARPETED FLOOR
- ❷ COUNTER WITH LOCKABLE STORAGE SPACE AND FRONT GRAPHIC (0.95X0.85 M)
- ❸ 3 TALL SHOWCASES WITH GLASS SHELVING
- ❹ GRAPHIC PRINTED ON CANVAS (1.94X2.40 M)
- ❺ HEADER PRINTED ON ADHESIVE VINYL (2.17 X 0.85 M)
- ❻ SLAT PANNELING
- ❼ LOCKABLE STORAGE SPACE

CORNER BOOTH 3.0 X 3.0 X 3.45 MTS



Fecha de elaboración: _____

DESCRIPTION

- ❶ CARPETED FLOOR
- ❷ COUNTER WITH LOCKABLE STORAGE SPACE AND FRONT GRAPHIC (0.95X0.85 M)
- ❸ GRAPHIC ON MATTE CANVAS (1.94X2.40 M)
- ❹ HEADER PRINTED ON MATTE VINYL (1.80X0.75 M)
- ❺ HEADER PRINTED ON MATTE VINYL (1.50X0.75 M)
- ❻ PRINTED MATTE CANVAS (2.43X1.65 M)
- ❼ TALL SHOWCASE WITH GLASS SHELVES
- ❽ 2 STORAGE AREAS
- ❾ CUSTOMER SERVICE AREA (1 TABLE & 3 CHAIRS)

Attachment A (PRICE LIST)

CANCUN CENTER PRICE LIST			
CONCEPT	UNIT	PRICE IN DLLS	
FURNISHINGS			
RECTANGULAR TABLE 2.4m X .8m WITH NAVY BLUE TABLECLOTH	Event	\$	20.27
SQUARE TABLE .8m X .8m WITH NAVY BLUE TABLECLOTH	Event	\$	12.39
RECTANGULAR TABLE 2.4m X .4m WITH NAVY BLUE TABLECLOTH	Event	\$	16.89
BLUE OR BEICE UPHOLSTERED CHAIR	Event	\$	6.76
CARPET, PER SQ. METER	m2/Event	\$	3.94
3X3 STAND INCLUDES PARTITION, MARQUEE AND PAINTING EXHIBITORS NAME ON SELF-ADHESIVE VINYL, 2X39 SLIM LINE LAMP 100-VOLT DUAL ELECTRICAL OUTLET AND WASTEPAPER BASKET	Event	\$	135.15
SLAT WOODEN	Day	\$	50.68
SIBER GLASS	Day	\$	61.94
LASER POINT	Day	\$	12.39
SLIP CHART	Day	\$	12.39
DANCE FLOOR M2/EVENT	m2/Event	\$	19.15
DAIS TABLE, 1 TO 4 PEOPLE	Event	\$	78.84
DAIS TABLE, 5 TO 8 PEOPLE	Event	\$	146.41
DAIS TABLE, 9 TO 12 PEOPLE	Event	\$	225.24
DESK CHAIR, BLACK LEATHER	Event	\$	9.01
OFFICE CHAIR, BLACK LEATHER	Event	\$	12.39
COUNTER (1X1X0.50CMS)	Event	\$	59.69
DECORATIVE BIG PLANT	Event	\$	24.78
DECORATIVE SMALL PLANT	Event	\$	18.58
MARQUEE OF MATERIAL OCTANOM PER A METER	Event	\$	15.77
ESTAGE (M2)	m2/Event	\$	22.00
UNIFILE POST	Event	\$	27.03
BAR STOOL	Event	\$	22.59
COCKTAIL TABLE, NO CHAIRS (STOOLS)	Event	\$	53.00
SLIM LINE LAMP	Event	\$	16.89
REFRIGERATOR	Event	\$	70.00
CARGO EQUIPMENT			
CARGO PLATFORM, 300 KG.	Hour	\$	12.39
GENIE	Hour	\$	37.17
GOODS VEHICLE	Hour	\$	7.88
STORAGE			
3M X 3M STORAGE AREA	Event	\$	86.72
ELECTRICITY			
SINGLE PHASE CURRENT, 110V 1-30 Amps	Event	\$	86.72
SINGLE PHASE CURRENT, 110V 31-60 Amps	Event	\$	136.27
SINGLE PHASE CURRENT, 110V 61-100 Amps	Event	\$	210.60
TWO-PHASE CURRENT, 220V 1-30 Amps	Event	\$	111.50
TWO-PHASE CURRENT, 220V 31-60 Amps	Event	\$	185.83
TWO-PHASE CURRENT, 220V 61-100 Amps	Event	\$	284.93
THREE-PHASE CURRENT, 440V 1-30 Amps	Event	\$	161.05
THREE-PHASE CURRENT, 440V 31-60 Amps	Event	\$	272.54
THREE-PHASE CURRENT, 440V 61-100 Amps	Event	\$	396.43
THREE-PHASE CURRENT, 220V 1-30 Amps	Event	\$	152.04
THREE-PHASE CURRENT, 220V 31-60 Amps	Event	\$	247.77
THREE-PHASE CURRENT, 220V 61-100 Amps	Event	\$	359.26

EXTENSION CABLE	Event	\$	12.39
PLUG	Event	\$	8.00

IT, INTERNET AND TELEPHONY

PERMANENT INTERNET CONNECTION (LAN) PC X EVENT	PC X Event	\$	135.15
ADDITIONAL IP ADDRESS	Event	\$	123.88
CONFIGURING COMPUTER FOR INTERNET CONNETION	Event	\$	74.33
RADIO COMMUNICATION RECEIVER	Day	\$	24.78
INSTALLATION OF ISDN LINE	Event	\$	681.36
INSTALLATION AND RENT OF SWITCHBOARD TELEPHONE LINE	Event	\$	111.50
INSTALLATION AND RENT OF ANALOGUE PHONE LINE	Event	\$	185.83
LOCAL CALL	Minute	\$	0.52
LONG DISTANCE WITHIN MEXICO	Minute	\$	0.89
LONG DISTANCE TO USA AND CANADA	Minute	\$	3.78
LONG DISTANCE TO EUROPE/WORLD	Minute	\$	3.45
CALL TO CELLULAR PHONE	Minute	\$	0.88
LONG DISTANCE TO CENTRAL AMERICA	Minute	\$	2.52
LONG DISTANCE TO SOUTH AMERICA AND THE CARIBBEAN	Minute	\$	5.47
PC PENTIUM 4 OR SIMILAR	Day	\$	74.33
LAP TOP PENTIUM 4 OR SIMILAR	Day	\$	99.11
B & W LASER PRINTER	Day	\$	99.11
COLOR INK JET PRINTER	Day	\$	49.55
COPIER W/500 SHEETS OF PAPER	Day	\$	99.11
FAX (DOES NOT INCLUDE TELEPHONE LINE)	Event	\$	37.17

BANNERS AND HANGING SIGNS

RIGTH OUTSIDE LEG	Event	\$	495.53
LEFT OUTSIDE LEG	Event	\$	247.77
OUTSIDE MARQUEE (A)	Event	\$	433.59
OUTSIDE MARQUEE (C)	Event	\$	247.77
HANGING OF OTHER ARTICLES, UP TO AND INCLUDING 10 KG.	Event/Piece	\$	49.55
PER EXTRA KILOGRAM	Event/Piece	\$	4.50

CLEANING OF STANDS

CLEANING OF STAND	m2/Day	\$	2.82
CLEANING ELEMENT	8 hrs/Day	\$	43.36
BARGAGE PLASTIC BAG	Piece	\$	1.50

SECURITY ELEMENT (8 HRS)	8 hrs shift	\$	70.00
BILINGUAL SECURITY ELEMENT (8 HRS)	8 hrs shift	\$	90.10

* THE ABOVE PRICES ARE IN U.S. DOLLARS

* THE ABOVE PRICES DO NOT INCLUDE VALUE ADDED TAX (IVA)

* INCLUDES SET-UP AND BREAK DOWN

* PAYMENT: CASH

* ONE WEEK ADVANCE NOTICE REQUIRED FOR ANALOGUE LINE REQUESTS
SINCE THIS IS PROVIDED AND INSTALLED BY THE TELEPHONE COMPANY.

Cancun Center Contact:

Customer Services. Mr. Daniel Concha. Ph. +52 (998) 881 04 00. E-mail: dconcha@cancuncenter.com