

# IMCAS

AMERICAS

7<sup>TH</sup> EDITION

Cultivating  
the community  
of dermatology,  
plastic surgery &  
aging science



BRAZIL  
**SÃO PAULO**  
WORLD TRADE CENTER

APRIL  
**11-13**  
**2025**

RULES AND REGULATIONS

1 • SIGNATURE & CONTRACTUAL COMMITMENT

I, the undersigned

Last name: \_\_\_\_\_ First name: \_\_\_\_\_

as a legal representative for (company name): \_\_\_\_\_

Position within the company: \_\_\_\_\_

**Certify that:**

- The company I'm representing, its employees or subcontractors, will comply to all provisions mentioned in this **RULES and REGULATIONS** (v1\_americas\_rules\_and\_regulations\_2025).
- I or a legally chosen representative will proceed to the immediate payment of the invoice if any of the 8 points below are not respected:

		<b>Act</b>	Cost in USD (excl tax)	<b>Chapter</b>
booth setup and dismantling (only applicable to raw)	1	The setting up and dismantling schedule is exceeded (charged per hour per booth)	1 000 per hour per booth	3.2.c
	2	The booth space is not completely cleaned of any decor, hardware, carpet, etc (charged per cubic meter of cleaning)	subject to the venue's penalty fees	3.6.d
	3	There is any deterioration to the booth space, floor, pillar/s, the venue's wall/s, etc.	subject to the venue's penalty fees	3.6.e
	4	The proper use of venue waste bins (for materials such as cardboard, general rubbish, etc.) during the setup, congress, and dismantling - <b>applicable to all booth types</b>	subject to the venue's penalty fees	
badge scanner	5	There is late return of the badge scanners	100 per day	6.1.c
	6	There is loss of the badge scanners	400 per device	6.1.d
others	7	Early tear-down of your booth before the official closing time-frame	Deduction of PPS	
	8	Failure to comply with any following rules mentioned in the document	Deduction of PPS	

- I therefore accept :
  - To sign this page (signature & contractual commitment)
  - To be bound by the following rules & regulation
  - To upload the signed document through my company account on imcas.com.

By policy, IMCAS will charge additional fees **only if the Exhibitor does not fulfill one of the above requirements and/or fails to honour the original invoice** that is issued in strict respect with this binding contract.

For violation of any other following rules, Exhibitors, or their concerned suppliers, shall be subject to penalties **ranging from an eviction from the venue or bans on future IMCAS events to the deduction of their PPS.**

**Date (prior to March 22, 2025)**

Signature preceded by the mention «Read and approved»:

Date:

Signature:

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Please fill in and sign

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Event Organizer : IMCAS c/o Comexposium Healthcare  
Venue contractor : World Trade Center - WTC

## 2 • COMPLIANCE & LAW

### 1. Obligation to provide booth layout and equipment

- a. Submit the booth layout through the company account **before 07th March, 2025**.
- b. The booth layout must include the following:
  - Booth width and length
  - Booth maximum height including floorboard and signage, if any
  - Partition walls, if any
  - Booth coverage (Indicate if there is or not a roof or ceiling. Should there be partial covering please indicate exact measures and materials to be used)
  - Thickness of floor covering and material use (e.g. carpet, floorboard)
  - Access ramp, if any
  - Added wall/s to cover pillar(s), if any
  - Electrical points
  - Technical floor plan with ALL dimensions and 3D designs

IMCAS is given the right to refuse the booth installation of exhibitors who have not returned the layout within the timeframe allotted. These plans may be submitted to the venue for validation if necessary.

- c. In order to verify that the booth built onsite corresponds to the design previously sent, this layout will be checked during setup. Should the booth building not coincide with your layout, IMCAS reserves the right to amend or stop its construction.
- d. Full ceiling coverings and mezzanines are NOT allowed to be included in the booth as they might impair air conditioning flow and obstruct fire detection and firefighting equipment.
- e. According to Brazilian law, it is mandatory to equip your booth with a fire extinguisher.
- g. The use of signage in white letters on a green background is prohibited, since these colours are reserved exclusively for the «Exit» sign and the fire services team.
- k. Walls on any open sides of a booth **should not exceed 50% per side** (not to be confused with the sum of all open sides) and shall not affect the visibility of neighbouring booths.
- l. Door of storage room built in the booth must open inwards and not towards the aisle.

### 2. Obligation to comply with the regulations enforced by the following legal institutions

- a. Labor laws
- b. Customs (for materials or products from abroad)
- c. Hygiene (for food or animal species)
- d. Products licences: It is the exhibitors' responsibility to obtain the corresponding marketing and commercialization licences of the products that are displayed, promoted, or utilized during the event. All products and devices must be legally authorized by the local authorities within the country where the event is held. Products without a license are not permitted to be promoted.
- e. Medical licences: Any medical act organized by the Exhibitor during the event shall be executed by physicians qualified and licensed to do so in accordance with the law and regulations of the country where the event takes place. Please note that many countries require a 'Temporary Licence' for performing physicians to legally conduct certain medical applications and procedures. Please refer to **FAQ chapter 4.4. How can I perform a live demonstration?** for further details.

### 3 • BOOTH SETUP & DISMANTLING

#### 1. Date, time of installation, decoration, and dismantling information:

ALL LEVELS – **Golden Hall & Ballroom**

a. General booth setup:

**Wednesday, April 9th from 7am to Thursday, April 10th 5pm (NON-STOP)**

\*Heavy works must be finished by April 10th at 5pm.

b. Booth Decoration (including mobile booths and construction premium):

**Thursday April 10th, from 5pm to 11pm**

**NOTA: The exact booth set up time depends on the booth's type (raw space or with construction), size, and location. The exact schedule will be announced on the exhibitor's company account 2 months prior to the conference.**

c. General booth dismantling:

Sunday, April 13th, from 4:30 pm to Monday, April 14th, 2 am.

#### 2. Exact compliance with setting up and dismantling hours (only applicable to raw space)

a. Exhibitors or their contractors must have completed their installation by the date and time limits set. If exceeded, access to the venue will not be granted for any packing, machinery, vehicle transports, or external contractors under any circumstance, regardless of the impairment it may cause for the Exhibitor. Contractors remaining onsite after the allocated schedule will be subject to a penalty fee of **1000 USD (exclusive of tax) per hour per booth**.

b. At the end of booth set up and dismantling, exhibitors must sign the SET UP DEPARTURE FORM and DISMANTLING DEPARTURE FORM by presenting themselves at the IMCAS staff or our official booth constructor in order to make sure that there is no damage or waste (wood debris, garbage, etc.) left at their booth space.

By completing these forms the exhibitor states that the booth construction and dismantling complies with all IMCAS and venue rules and regulations and has thus been approved accordingly by all parties involved. Any damage or waste left at the booth will be charged penalty fees according to the gravity of the consequences.

c. Any excess time taken in the booth construction and dismantling process will be billed as follows:  
**1000 USD (exclusive of tax) per hour exceeded per booth**

#### 3. Constructor passes delivered by LUPATELLI – IMCAS' official booth constructor

a. To enhance the efficiency of loading bay management, our official booth constructor, LUPATELLI, will be reaching out to all external constructors (whose contact information must be provided by exhibitors through their company accounts [HERE](#)) to coordinate their time of arrival.

b. Constructor access to the exhibition area is only allowed during booth setup and dismantling hours.

c. The use of safety shoes and protection equipment during setup and dismantling is compulsory at all times and will be checked by the IMCAS booth team. IMCAS reserves the right to deny access to anyone not wearing safety shoes, and denies any liability for events or injury involving improper dress and/or the failure to follow correct job site dress.

#### 4. Delivery and consignment: 2 options

a. OPTION 1 > Using a freight company (service to be paid directly to the transport company)

i. You can use the service of the appointed Official Freight Forwarder:

**Fulstandig Shows e Eventos MC Ltda**

Contact: **Mariane Ewbank**

Phone: **+55 11 2207-7650 / +55 11 3884- 2531**

Email: **mewbank@fulstandig.com.br**

Exhibitors are also welcome to use a freight carrier of their choice.

b. OPTION 2 > Direct delivery to the conference venue. Deliveries should be done **during exhibition decoration time** (see chapter 3.1).

i. Venue address:

**WTC – World Trade Center São Paulo**

**Rua Heinrich Hertz s/n**

**São Paulo / SP – 04567-003 Brazil**

ii. On each box/package to be delivered at the conference venue, the name of your company, the booth number and the event name should be clearly written.

iii. The vehicles delivering your booth materials should present themselves at the DOCAs (loading bay). Specific instructions will be published on company account (logistics planning) soon.

iv. Vehicle size restriction

1. Trucks larger than 2,20m wide and 7,20m long must follow the time frame below:

Mondays to Fridays after 9pm of the current day until 5am of the following day

Saturdays between midnight and 10am, and after 2pm

Sunday and holidays – no restrictions

2. The following types of vehicles are free from the aforementioned restrictions:

VUC (urban cargo vehicle) vans and trucks – 2.2m wide, 7.2m in length and a maximum load of 1500kg

VLC (light cargo vehicle) trucks and utility vehicles – 2.2m wide, 7.2m in length and a maximum load of 1500kg

v. Lifts:

**Blue Lift** – Access to Ballroom only

1. Dimensions: Width 3m x depth 6,30m x height 2,80m

2. Capacity 3 tons

**Green Lift** – Access to Ballroom and Golden Hall

1. Dimensions: Door width 2,25m / lift width 2,35m x depth 5,30m x height 2,65m

2. Capacity 3 tons

**Jumbinho Lift** – Access to Ballroom and Golden Hall

1. Dimensions: Door width 1,10m / lift width 1,95m x depth 1,90m x height 2,10m

2. Capacity 1,5 tons

vi. All loading and delivery within the freight station falls strictly under the responsibility of the freight company and its employers. Only vehicles for loading utility are admitted for the installation and removal of materials. Access is limited to the strict duration of unloading timeframes (during booth construction & dismantling) and complies with the regulations of the congress venue. For the duration of the event, no cars or vehicles are allowed to enter, park, or drive in the delivery area outside the delivery hours stated and without special authorization from IMCAS. IMCAS reserves the right to remove or stop any business vehicle, personnel, or offending driver and to permanently bar access to the event despite the disadvantages it may incur to the vehicle owners.

vii. IMCAS commits itself to respect the allocated schedule to the best of its availabilities. However, it should not be held responsible for any overtime, delays, or conflicts that may occur within the loading bay before, during, and after the congress.

c. Sending your goods by courier

- i. **The consignee whom will accept your goods must be a person from your company. IMCAS will not be responsible for reception of your goods and materials on your behalf.**
- ii. Each Exhibitor, or his acknowledged representative, will provide the transportation, receipt, shipment of packages, and recognition for their content. All packages must be unpacked on arrival. If the exhibitors or their agents are not present to receive their package, IMCAS will not receive it and reserves the right to store, unwrap, or return it to the sender, subjecting the Exhibitor to all costs.w

**5. Setup**

- a. Attendance is compulsory at the booth during all installations. The exhibitor or his duly accredited representative should be present during the visit of all services and is responsible for safety of all parties involved. All persons must comply with security measures imposed by the event venue, IMCAS, and the government throughout the duration of the event.
- b. Installation of the booth is to be done by a qualified constructor (constructor registration must be able to be provided on request). All interior booth equipment falls under the responsibility of the exhibitor. The installing company is responsible for all risks incurred from the provided booth materials and any damage that may be caused within the space.
- c. IMCAS will not be responsible for slight differences that could be observed between the dimensions shown during the booking and dimensions in actual location, nor changes within the exhibition environment of the booths (modification of neighboring booths, alleys reconfiguring, etc.).
- d. The exhibitor is responsible for any water installation within the booth and any damage it may cause (e.g. water damage).
- e. Booth construction must remain within the limit of the allocated space. Any modification to the existing onsite structures (stringers, panels, curtains, etc.), to occupy the spaces reserved for visitor traffic or another company's booth is prohibited. Any attachment to the booth frames and/or partitions is strictly prohibited.
- f. All goods and products presented are subject to review by the IMCAS team. Any goods that may be deemed as dangerous or unappealing must be removed upon request.
- g. All fire exits and venue entrances must be kept cleared and free of obstruction at all time in accordance with the conference venue fire regulations.
- h. The maximum height partitions or separating elements, and all decorations including the top advertising signs, is fixed at:

**Ballroom & Golden Hall:**  
**Mandatory walls 3 meters high (maximum)**

**The Organizer can stop the setup at any time if the booth height does NOT comply with this rule.**

Refer to the americas 2025 general planning page through your company account (logistics planning --> chapter 1: (<https://www.imcas.com/en/account/company-account/imcas-americas-2025/logistics>)) for further information.

- i. No hanging requested by Exhibitors is permitted in the booth spaces or exhibition hall.
- j. Any promotional support displayed must be placed within the allotted booth space and may not cross space limits and walls.
- k. All plants and flowers must be placed in waterproof flowerpots.
- l. Walls or elements blocking visibility on contiguous booth lines will not be permitted.
- m. Electrical outlets : Links or power cords connecting the power supply of one booth to another is strictly forbidden.

n. Specific case of a "raw space" booth (decorated by an external designer):

- i. Raw space booths are provided with only the floor markings (no further equipment or walls are provided). Therefore the Exhibitor and their set designer must provide the floor coverings and dividing walls. All materials used over carpeted or hard floor areas must be nonslip.
- ii. Wall coverings: Every wall built must be properly covered on both sides (**inner and outer**); outer walls should not be left raw/uncovered, In addition to both sides, it is required to neatly cover any protruding part of the walls that may be visible to the public.
- iii. **Floor covering is mandatory**

- 1. All exhibition spaces must include wooden flooring or platforms (provided by the exhibitor) to prevent any damage to the venue's marble or carpeted surfaces. In case of damage, responsible parties will be charged depending on the charges of the venue and extent of the damages.
- 2. Should the floor covering, floorboard, or podium exceed 20 millimetres (20 mm) in thickness, there must be a slanted ramp or inclined borders (infinity edge) connecting the exhibition floor and the booth floor on all open edges. The ramp must be 0,90m large, entirely incorporated into the stand with its slope graded between 2% and 5%. This ramp cannot overcome the space limits allowed for the Exhibitor.

Example:



- 3. Spacers must be placed at the bottom of any system poles in order to prevent damage to the existing carpet.
- 4. Carpets or protection sheets must also be laid in any areas where the Exhibitor is installing booth material during construction. All these protection works must be done before the commencement of any setup.
- 5. Color reference at IMCAS Americas 2025  
 Carpet : ● CG Red (to be confirmed)

**6. Dismantling**

- a. The Exhibitor, or their duly accredited representative, is required to be present at their booth from the beginning of the dismantling process through its completion. Note that all exhibitors are required to verify dismantled spaces and check out with a member of IMCAS staff before departing the venue to ensure there is no damage and waste left at the booth space. Failure to do so may result in charges for any damage or waste found later, which will be billed to the exhibitor.
- b. The initiation of booth breakdown or removal of any exhibition materials prior to the closure of the event or exhibition hall is prohibited.
- c. Booth breakdown (including the removal of all goods, company items, specific decorations, waste, and building materials) must be completed by the exhibitor within the timeframe established by the IMCAS team. IMCAS maintains the rights to move or dispose of any materials left in violation of this. Any materials that are transferred to a storage facility will be fully at the cost and risk of the exhibitor. IMCAS bears no responsibility for any damages, partial, or total losses that may occur in this process.

d. IMCAS also maintains the right to impose additional exhibitors fees for necessary venue cleaning services depending on the charges of the venue. All charges will be accompanied by visual evidence of the unattended materials.

e. The Exhibitor must leave the space, decor, and hardware used in the state that it was initially provided. Any undisposed materials or venue deterioration resulting from their installments or distribution of goods before, during, or after the event will be evaluated by both the IMCAS team and the venue. Responsible parties will be charged depending on the charges of the venue and extent of the damages.

f. All booth materials must be superintended by a company representative until it is retrieved by their freight forwarder. IMCAS is not liable for any unattended booth or exhibitor materials.

## 7. Cleaning

General cleaning will be provided **only** in common areas by the Organizer during the show days. **The cleaning of the booth must be completed by the Exhibitor.**

## 4 • BOOTH OCCUPATION

### 1. Respect of the booth renting contract

a. No subleasing

i. Exhibitors are strictly forbidden from subleasing any reserved spaces to a secondary party, including but not limited to company divisions, external partners or societies, or any secondary legal agents.  
ii. Any violation of this agreement will result in the immediate expulsion of one or both parties.

b. The distribution of both direct and indirect promotional signage, brands, and products outside of the operational scope of the participating exhibitor is also prohibited.

c. Any items that do not conform within these standards will be removed immediately without remuneration. IMCAS maintains all rights to determine the validity of the product(s) in question and to take further penalty action in accordance with IMCAS regulations and the extent of the violation.

### 2. Rules to obey

a. The inclusion of fire extinguishers are **mandatory** inside of every single booth (to be provided by the sponsor) and must be accessible at all times.

b. Any light or sound advertisements, animations, showcases, or demonstrations that could provoke crowding within walkways must be submitted and previously approved by IMCAS. The IMCAS team maintains the right to cancel the authorization granted if the shows or promotional devices disturb the circulation of the event.

c. Pathways must not be under any case blocked or encroached.

d. Any remaining packaging, display covers, staff belongings, or items not intended in the booth presentations must be placed out of the sight of attendees. During opening hours of the exhibition hall, exhibit items should not remain covered. In such a case, IMCAS will remove any covering on exposed items without being held responsible for damages or loss which could result from such action.

e. Exhibitors cannot empty their booth or pack up at any time before the end of the event. The total or partial closing of a booth during exhibition hours, by any methods used and especially during a demonstration is strictly forbidden.

f. No smoking with the congress venue. It is forbidden within exhibition halls and/or public opened spaces, as well as in booth spaces.

g. No food and beverage supplier or caterer, other than the official appointed caterer by the venue (or approved contractor(s) by venue), is allowed to supply or cater food and beverages at the congress venue.

## 5 • PROGRAM

### 1. Program Modification

Please note that while speakers, exhibitions, and sessions were confirmed at the time of publishing, circumstances beyond the control of the organizer may necessitate substitutions, alterations, or cancellations.

As such, IMCAS reserves the right to alter or modify the advertised speakers, exhibitions and sessions if necessary, without liability. Any substitutions or alterations will be updated on our portal and participating parties will be informed as soon as possible.

### 2. Speaker

Speakers who are speaking within sponsored sessions may be considered by the IMCAS Scientific Board to speak or chair within other scientific session(s). IMCAS considers that such scientific sessions do not enter in conflict with any other sponsorship agreement and that speakers should not be restricted to speak only within designated sponsored sessions.

## 6 • BADGE SCANNER RENTAL

### 1. Badge scanner onsite

a. Badge scanner(s) can be collected from and returned to the IMCAS Exhibitor Services on Level 4 (opening hours will be indicated in emailing sent a week prior to the congress).

b. Issued badge scanners become the responsibility of the company representatives to whom the scanners are provided.

c. Any late return of the badge scanners will be subject to fines at 100 USD (exclusive of tax) per day.

d. In the event of loss or damage, a fee of 400 USD (exclusive of tax) will be charged per scanner.

## 7 • MEETING ROOMS / TRAINING LABS

Meeting rooms and training labs will be open during congress days and no keys are required. Please refer to logistics planning section on your company account <https://www.imcas.com/en/account/company-account/imcas-america-2025/logistics> for the latest information. Specific instructions will be sent by email.

No construction is permitted inside meeting rooms and training labs. Only promotional materials, furniture, and equipment that can be easily set up and removed are allowed.

## 8 • FREQUENTLY ASKED QUESTIONS

Additional information relevant to the congress and its activities can be found online through the IMCAS Sponsors' FAQ: <https://www.imcas.com/en/exhibit/imcas-america-2025/sponsor/faq>

IMCAS reserves the right to change the terms and conditions at any time without prior notice. In the event that changes are made, the revised terms and conditions shall be posted on sponsors' FAQ/company account and the updated version of rules & regulations document will be posted online. Please refer to the latest information on our website <https://www.imcas.com/en> to stay informed on any changes.