

SPRING-SUMMER 2024

COLOMBIATEX
DE LAS AMÉRICAS
2024

23 - 25 JANUARY

**EXHIBITOR
MANUAL**

**Discover in this document the details for exhibiting
and the instructions for proper participation in
Colombiatex 2024!**



inexmoda
CONOCE. CONECTA Y TRANSFORMA

HERE YOU WILL FIND:



General information
about the fair



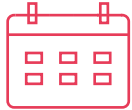
Conditions for the
exhibitor



Instructions for
proper participation



GENERAL INFORMATION ABOUT THE FAIR



EVENT DATES

COLOMBIATEX 2024

will take place at **Plaza Mayor, Medellin**
from **January 23 to 25, 2024**



SCHEDULE

CATEGORY	SCHEDULE
Exhibitors commercial showcase	7:30 a.m. to 7:00 p.m.
Buyers and visitors	9:00 a.m. to 6:00 p.m.
Pavilion closure time	7:00 p.m.
Social zone closure time	10:00 p.m.

TICKETS

Entrance fees for buyers to the event

STAGE	DATES	PRICE
With 50% discount	October 2nd to November 30th	\$150.000 COP
With 25% discount	December 1st to December 31st	\$225.000 COP
Full rate	January 1st to January 25th	\$300.000 COP

The reprinting of badges **in case of loss or destruction will be free** on the first day of the fair (**January 23rd**). **If a reprint is requested on the second and third day of the fair (January 24th or 25th), it will have a cost of \$75.000 COP** and the previous document will be completely disabled.



METRO

Both **Alpujarra** and **Exposiciones** stations are located near Plaza Mayor and **have signage to facilitate the arrival** of visitors to the venue.



METROPLUS

The **Plaza Mayor** station has **direct access to the Central Plaza** and, in turn, allows for a connection to the Administrative Center La Alpujarra.



LOCATION

PLAZA MAYOR MEDELLÍN

has various routes and means of access; we invite you to use public transportation to reach the event.



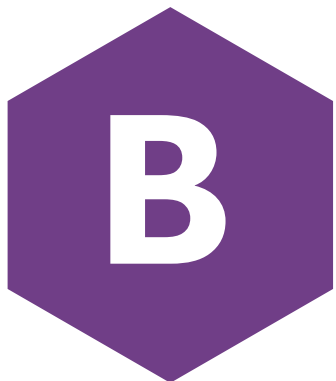
PRIVATE VEHICLE

Plaza Mayor has **730 parking cells** distributed in areas according to each venue. These parking spaces are fully available for each of the events.



TAXI

Outside Plaza Mayor, you can find a taxi stand to take safe transportation. Remember to pay attention to your safety and take preventive measures such as noting the license plate or tracking the route.



FOR THE EXHIBITOR

SPACE ALLOCATION

1

Inexmoda's Trade Show Management reserves the right to change the location of stands occupied by exhibitors from one edition to another if it deems it necessary due to reasons related to sectorization, product, and image.

The allocation of spaces will be carried out by the Trade Show Management. Priority will be given to companies that participated in the previous edition over new candidates.

RESERVATION

2

The space reservation will be formalized once the payment reflected in the participation request is made. As long as this payment is not completed, no space reservation will be made on behalf of the applicant.

Occupying the stand assigned to a different bidder-brand than the one specified in the agreement will not be authorized.



INSTRUCTIONS FOR PROPER PARTICIPATION



IMPORTANT INFORMATION

Remember that to enter the venue, you must be up to date. Make sure to receive the invoice with the agreed conditions and send supporting documents to the email address: cartera@inexmoda.org.co.

If any person under the age of 16 will be performing any work-related tasks within the fair, they must have the permission of the Ministry of Labor and present it at the entrance.

EXHIBITOR REGISTRATION

As an exhibitor, you have one (1) access per each square meter (MT²) purchased. For example, if your booth is 15 square meters, you can register 15 accreditations as exhibitors.

If you need more information on how to register exhibitor accreditations, we provide the following link where you can find [the step-by-step guide](#):

<https://youtu.be/nla1keAljU>



KEY REGISTRATION DATES:

CATEGORY	DATE
Exhibitor registration platform opening	October 9, 2023
Exhibitor registration platform closing	January 25, 2024
Opening of the suggested buyers registration platform	October 9, 2023
Closing of the suggested buyers registration platform	January 9, 2024

REGISTRATION SUGGESTED BUYERS

As an exhibitor, you are entitled to a certain number of slots for suggested buyers based on the square meters (mt²) purchased.

If you need further information on how to register your suggested buyers, we provide the following link where you can find a **step-by-step guide**:

<https://youtu.be/HDMfnachjFs>



SUGGESTED BUYERS	
PURCHASED AREA	AVAILABLE SLOTS
From 6 to 9 sqm	50 buyers
From 10 to 15 sqm	70 buyers
From 16 to 21 sqm	80 buyers
From 22 to 36 sqm	100 buyers
From 37 to 60 sqm	120 buyers
From 61 to 100 sqm	150 buyers
101 sqm and above	200 buyers



IMPORTANT INFORMATION

The registrations of suggested buyers are subject to validation by Inexmoda based on criteria and may be accepted or rejected.

Only individuals with positions that influence their company's purchasing decisions and who belong to companies whose commercial activity is in line with the fair's offerings will be accepted.



ASSEMBLY RULES

As per the organization's policy, all exhibitors, without exception, must send the stand render with specified measurements to the email atencionalexpositor@inexmoda.org.co, which is **MANDATORY** for review and subsequent approval required for assembly.

Inexmoda will provide paneling as dividing elements between exhibitors with a height of 2.40 meters, which serves the purpose of separating neighbors.

Each exhibitor must obtain their neighbor's permission, which can be managed with Inexmoda in writing and via email through atencionalexpositor@inexmoda.org.co. Otherwise, Inexmoda cannot mediate in any situation.

If the maximum height is taken, the back must be completely covered with no exposed materials.

Stand fitting rules, especially the maximum heights allowed for each space, are mandatory for exhibitors to comply with. Any non-compliance in this regard will lead to Inexmoda imposing the penalty clause for non-compliance, as stipulated in the accepted offer for participation in the fair.

HEIGHT TABLE

PAVILION	HEIGHT		OBSERVATIONS
	CENTER	PERIMETER	
White Pavilion First Level	3.40 Mt or 4.00 Mt	3.40 Mt or 4.00 Mt	Construction of two levels is allowed; anything exceeding 3.40 meters must have the permission of both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY.
White Pavilion Second level	3.40 Mt	4.00 Mt	
White Pavilion Third Level	3.40 Mt	2.40 Mt	This location does not permit the construction of a second level; anything exceeding 3.40 meters must have permission from both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY
White Extension	3.00 Mt	3.00 Mt	Mandatory height for all stands
Yellow Pavilion	3.40 Mt or 4.00 Mt	3.40 Mt or 4.00 Mt	Construction of two levels is allowed; anything exceeding 3.40 meters must have the permission of both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY
Red Pavilion	3.00 Mt	3.00 Mt	Construction of two levels is allowed; anything exceeding 2.40 meters must have the permission of both rear and side neighbors and must respect the power boxes located on the columns. FINAL approval from Inexmoda is MANDATORY

HEIGHT TABLE

PAVILION	HEIGHT		OBSERVATIONS
	CENTER	PERIMETER	
Blue Pavilion	3.40 Mt or 4.50 Mt	3.40 Mt or 4.50 Mt	Construction of two levels is allowed; anything exceeding 3.40 meters must have permission from both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY
Green Pavilion	3.40 Mt or 4.00 Mt	3.00 Mt	
Hall and Tunnels of the Green Pavilion	2.40 Mt	2.40 Mt	Mandatory height for all stands. This location does not allow construction of a second level; anything exceeding 2.40 meters must have permission from both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY.
Orange Pavilion	2.40 Mt	2.40 Mt	
Main Hall	2.40 Mt	2.40 Mt	Mandatory height for all stands. This location does not allow construction of a second level.
Great Hall	2.40 Mt	2.40 Mt	Mandatory height for all stands. This location does not allow construction of a second level; anything exceeding 2.40 meters must have permission from both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY
Great Hall Vestibule /Western Corridor	2.40 Mt	2.40 Mt	
Great Hall Interior	2.40 Mt or 3.40 Mt	2.40 Mt or 3.40 Mt	Construction of two levels is allowed; anything exceeding 2.40 meters must have permission from both rear and side neighbors. FINAL approval from Inexmoda is MANDATORY
Great Hall Vestibule /Brand Central Activations	4.00 Mt	4.00 Mt	Construction of two levels is allowed. If you build a roof, it's important to ensure that the weights anchoring the canopy are within the purchased commercial area. FINAL approval from Inexmoda is MANDATORY
Central Plaza	4.50 Mt	4.50 Mt	
Urban - Cultural Zone	4.50 Mt	4.50 Mt	



If you need to hang any elements to set up your stand and require the structure of the fairground, **you must have authorization from the Plaza Mayor infrastructure department.** You should send an email requesting permission to alex.padierna@plazamayor.com.co with a copy to atencionalexpositor@inexmoda.org.co attaching an image of the item with the following information: **weight, size, length, and width.**



If your stand interacts with any element of the venue such as a column, power and/or data box, or natural gas cabinet, you can modify them; **however, the access gates must remain accessible.**



The exhibitor must return the space and paneling in the same condition in which it was provided and **will be responsible for any damages caused** by their employees or contractors during the assembly and disassembly of the stand and for any incidents that may occur during the course of the fair.



To access Colombiatex 2024, you will have a **digital badge** that will function the same way as a physical badge. A few days before the event, you will receive a notification on the mobile number you registered, and from there, you can access it by simply entering your information and accepting the terms and conditions.



Inexmoda reserves the right to admission during assembly, the fair, and disassembly. Therefore, it may retain or confiscate the badge or wristband in cases of misuse, such as identity theft, lending the badge and/or wristband, detection of forgery on the badge, distributing advertising without prior authorization, engaging in illicit activities at the fair, and most importantly, non-compliance with the rules.



MUSIC:

At Colombiatex 2024, playing music in the commercial exhibit spaces is prohibited. The sounds emitted in the pavilions will be the sole responsibility of Inexmoda and the experiences within each pavilion. Therefore, playing brand music is not allowed, and non-compliance with this point could trigger the penalty clause for non-compliance.



FOOD:

From the event organization, we recommend using the areas specifically designated for dining. This will prevent leaving food waste in view of buyers or event visitors.

IMPORTANT: all types of food, such as lunches, cocktails, snacks, etc., **must be contracted directly with Plaza Mayor.** If you wish to contract this service, you can request a quote from the Plaza Mayor exhibitor service at: atencionalexpositor@plazamayor.com.co +57 313 7367640.

Additionally, during the three days of the event, **Plaza Mayor will have a buffet for exhibitors located in Salon C+D (Expositions),** where three different menu options will be offered each day.

If an exhibitor wants to bring in outside food suppliers, they should consider the following:

- **They must pay a floor fee** equivalent to 20% of the value of the products brought in.
- Only the entrance of food stored in **eco-friendly packaging** is allowed.
- Entrance is only permitted through Door 3 (located in Expositions) or the loading and unloading area (located in Conventions).
- Food for exhibitors may enter during the assembly and disassembly days without paying any additional fee.



USE OF MODELS:

Having models in the stand for garment exhibition is allowed. We recommend light makeup and hairstyles to ensure the focus remains on the clothing. While the models are wearing the garments and doing their jobs, they must stay inside the stand, not in the corridors or common areas. **If it's observed that models are outside the stand, Inexmoda will invoice the equivalent value of a brand activation.**



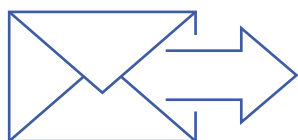
STAND SETTING:

The following are not allowed within the stand: activations with music, shows, stand parades, runways, fashion experiences. Please remember that this is a business space, and all activities conducted within the stand that do not correspond to a business-related dynamic **must be validated and authorized by the organization.**

FREE TRADE ZONE

The event will feature **the Temporary Free Trade Zone modality**, which allows you, for a specified period of time, **to import goods for display at the event and subsequently return them to their country of origin**. The steps to consider for initiating this process are as follows:

1 **Contact the Free Trade Zone team at Plaza Mayor** using the following contact information:



juan.molina@plazamayor.com.co
Mobile: + 57 3217335102

edward.herrera@plazamayor.com.co
Mobile: + 57 3043299830

For more information, visit: <https://plazamayor.com.co/zona-franca-transitoria/>



2

If you need to send merchandise for the exhibition at the fair, **you must label it with the following information:**

Exhibitor's Name
Contact Number
Company Name
Booth Number
Pavilion Name

Shipping Address for Plaza Mayor:

Exhibition Venue (Yellow, Blue, Red, and Green Pavilions): Street 41 # 55-35
Convention Venue (Wooden box and Great Hall): Street 41 # 55-80

ASSEMBLY – EVENT – DISASSEMBLY



DOCUMENTATION:

All individuals entering to perform assembly and disassembly tasks at the fairground **must present a printed proof of current and active affiliation to the Social Security System at 'Gate 1.'** Entry will not be allowed for individuals who do not meet this requirement.

It is prohibited to nail, glue, screw, or attach anything to the columns, walls, ceilings, and floors of the fairground, and/or the paneling used to demarcate the exhibition space.



CONSTRUCTION AND ADAPTATION:

If you need to embed floors or walls, please remember that it is necessary to reduce the measurement by 5 centimeters (2.5 centimeters on each side)*, as the panels are connected by octagonal profiles that reduce the dimensions. **Inexmoda reserves the authority to suspend any construction that does not comply with the instructions provided in this document.**

*It is important to verify this information with your assembly provider.



APPROPRIATE ATTIRE:

During assembly, all personnel must enter wearing fully covered shoes, and their attire must cover their legs and shoulders entirely. If anyone from your team wishes to enter the venue during the assembly dates, **they must also adhere to these guidelines.**

ASSEMBLY – EVENT – DISASSEMBLY



STORAGE:

During the event days, storage spaces are available **at no additional cost**, exclusively for exhibitors, who should place their storage unit in the pavilion closest to their booth.

Important: tools or assembly materials are not stored.



SECURITY:

Inexmoda provides general surveillance services throughout **the venue but is not liable** for theft, loss, or damage to vehicles, merchandise, facilities, and general materials. We recommend securing all items used for your exhibition during the fair, activating your temporary off-premises security policy. If you deem it necessary, consider hiring **private security** for your space.

+ ADDITIONAL SERVICES :

Before and during the fair, you can contact your sales representative or exhibitor services if you require special services, such as:

- Power services, generators, additional power connections, or kilowatts.
- Application for code reading and data collection.
- Compressed air.

For catering and internet services, you should request them through Plaza Mayor's exhibitor services via email **atencionalexpositor@plazamayor.com.co** or mobile numbers **+57 313 7367640 / +57 311 3425151**

ASSEMBLY AND DISASSEMBLY SCHEDULE



SCHEDULE

8:00 a.m. a
12:00 p.m.

PAVILION	ASSEMBLY DAYS	ENTRY GATES
Main Hall + Terrace	January 20, 21, 22	Gate 3
White Pavilion	January 20, 21, 22	Teatro Metropolitan Street gate
Yellow Pavilion	January 20, 21, 22	Gate 3, Loading 1
Blue Pavilion	January 20, 21, 22	Gate 6
Red Pavilion	January 20, 21, 22	Gate 6
Green Pavilion	January 20, 21, 22	Gate 6
Great Hall	January 20, 21, 22	Loading and Unloading Zone
Central Plaza	January 20, 21, 22	Teatro Metropolitan Street Gate
Orange Pavilion	January 20, 21, 22	Gate 3

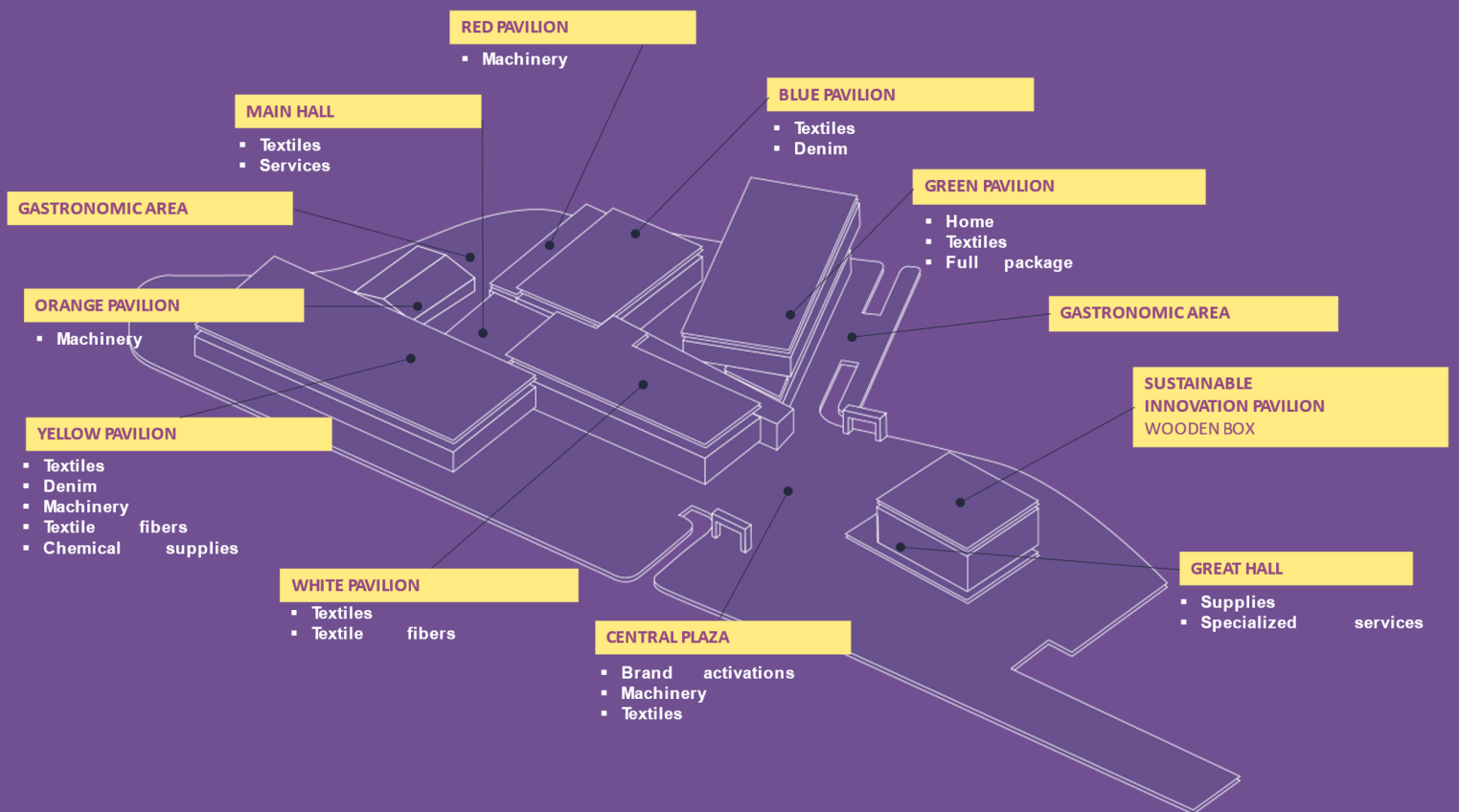


IMPORTANT:

Please remember that disassembly will only take place on
Friday, January 26th
from 8:00 a.m. to 5:00 p.m.

Should you require additional hours during assembly and disassembly, you will need to pay a fee of \$140.000 COP + VAT for each extra hour and cover a cost of \$90.000 COP to the ambulance service provider.

THE FAIR





CONTACT INFORMATION

If you have any questions or requests regarding the information contained in this document, **please contact us.**

EXHIBITOR SERVICES

atencionalexpositor@inexmoda.org.co
+57 322 8081841

SPONSORSHIPS

Daniela Giraldo
daniela.giraldo@inexmoda.org.co
+57 318 4019375

SUGGESTED BUYERS

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+57 3246468592

GASTRONOMIC AREA

Estiven Vargas Galeano
estiven.vargas@inexmoda.org.co
+57 300 5960186

COMMERCIAL SPACES

Paola Ortiz García
paola.ortiz@inexmoda.org.co
+57 312 4270515

PLAZA MAYOR SERVICES

INTERNET, FOOD AND BEVERAGES, CLEANING

Exhibition services Plaza Mayor
atencionalexpositor@plazamayor.com.co
+57 313 7367640
+57 311 3425151