

**MANILA
FAME**

THE DESIGN
& LIFESTYLE
EVENT

2015

15-18 OCTOBER
SMX Convention Center
Pasay City, Philippines
www.manilafame.com



Dear Valued Exhibitor,

Thank you for downloading the **Manila FAME Service Manual** which has been designed to provide you with all the information necessary for a successful participation. Kindly review and share it with all your staff/personnel.

For your convenience and ease of use of this Manual, please view the next page for an INTERACTIVE SUMMARY of what information this manual would be able to provide you and your team.

For any other queries on your requirements for the show, our Manila FAME team is ready to assist you. We may be reached at (632) 831-2201 locals 242/227/278.

We wish you a fruitful October 2015 Manila FAME participation!

Sincerely,

The Manila FAME Project Team

Welcome

to the Manila FAME Service Manual!

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PARTICIPATION DETAILS



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www.manilafame.com

Section A: Product Categorization / Product Display / Booth Assignment

1. A company's product categorization and booth assignment shall be determined by the Booth Allocation Committee.
2. An exhibitor must comply with its product categorization based on the 80%-20% product display principle. This means that at least 80% of a company's actual display during the show must conform to its assigned category. At most, only 20% of the total display can fall under other product lines.
3. CITEM reserves the right to exclude, at any time, exhibit items that do not conform to the product coverage. Failure of the exhibitor to conform to its assigned product category shall be subjected to sanction under the Table of Violations and Sanctions (refer to Chapter 8).
4. Whenever applicable and permissible, "sister companies" under the same or similar product categories will be given separate booths subject to space availability in the least prioritized category. Otherwise, they should share a booth.
5. Sub-leasing of assigned booth is strictly prohibited and will be dealt with accordingly based on the rules and regulations of CITEM for Manila FAME.
6. Only 100% Philippine made products are allowed to be exhibited in the booth, except in the International Hall. Products displayed are ALL produced and manufactured in the Philippines.
7. Products to be displayed or its design is/are not subject of infringement, trademark, or patent complaint as defined under RA 8293, aka Intellectual Property Law.
8. Exhibitors are required that 1/3 of their total product display to be NEW collections.
9. **CITEM reserves the right to determine the allocation, size and assignment of spaces taking into consideration the following, but not limited to, the thematic presentation, curatorial considerations, product presentation, and any other reason deemed important by CITEM to the overall image of the show.**
10. CITEM can change an exhibitor's booth location based on said exhibitor's **product category zoning**, **booth type** (raw space or booth system), **trade category** (i.e. export only, export with retail, etc.) and **failure to comply with show rules and regulations**, such as non-payment of fees and surcharges, and non-submission of the required forms on time.

Section B: Manning of Booths

1. Exhibitors are required to keep their booths manned with the proper number of qualified personnel each day during the official show hours. The Organizer shall not be held liable for any loss or damage that may occur as a result of non-observance of this rule.
2. Booth personnel should be adequately trained, and knowledgeable of company and product specifications. They should be capable to attend to buyer inquiries.

3. Booth should be open and staffed as early as 8:30 AM, in preparation for the show opening at 9:00 AM and must be manned until the show closing hours at 6:00 PM.
4. Booth personnel should wear the proper business attire at all times, i.e., no jeans/maong or collarless shirts.
5. A booth without any product display, despite the presence of representatives or company officials, shall be construed as a “no-show” or failure to exhibit and shall be subject to the corresponding sanctions based on the Table of Violations and Sanctions (refer to Chapter 8).

Section C: Event Directory

1. An official Event Directory shall be published for the event.
2. Exhibitors have exclusive access to view and update their own companies’ detailed information at the Manila FAME website, www.manilafame.com, through the Exhibitor Log-in using their Company Identification Number (C.I.N.) and Company Information Password (C.I.P.). The C.I.N. and C.I.P. shall be given to new exhibitors once their application has been approved. Regular exhibitors can use their old C.I.N. and C.I.P.
3. CITEM reserves the right to edit or change information as it deems fit. All information must be encoded on or before the specified deadline, after which all the Exhibitor Profile buttons shall be disabled unless special arrangements had been made in advance. **Hence, all updates effected after the said deadline will no longer be reflected in the printed directory.**
4. Exhibitors are entitled to one Event Directory per company and shall be distributed on the first day of the fair. Buyers will also be given a copy of the Event Directory free-of-charge. Should there be requests for additional copies; the directories will be sold to visitors on the last day of the fair or at CITEM, at Php250.00 per copy.
5. An online version of the Event Directory will also be made available at the Manila FAME website.

Section D: Fair Admission

1. Who to admit:
 - 1.1 INGRESS PERIOD. Other than CITEM officials and employees, only official exhibitors and their respective contractors shall be allowed entry to the fair sites. Appropriate identification badges shall be issued.
 - 1.2 FAIR PROPER. Only CITEM officials, exhibitors, buyers, guests, official crew and media people, with appropriate identification badges, shall be allowed entry to the fair sites. No contractor/s

shall be allowed entry during this period.

1.3 EGRESS PERIOD. Only CITEM officials, crew, exhibitors and their respective contractors with appropriate exhibition badges shall be allowed entry during this period.

2. Guests **below 12 years old shall not be allowed entry** to the exhibition halls. Parents/guardians may leave their kids in a designated area. However, infants and toddlers in carriages/strollers or those carried by adults may be permitted upon signing a WAIVER releasing the Organizer of any responsibility on any accidents/untoward circumstances (earthquakes, stampede and the like) that may happen while the child is inside the exhibition halls. Parent/Guardian also assumes full responsibility to damage to property and exhibit items caused by the child.
3. **Wearing of undershirts (camiseta), sandos, slippers and shorts during the ingress, fair proper, and egress periods is strictly prohibited by SMX Convention Center and CITEM.**

Allowable attire as follows:

	CLOTHING	FOOTWEAR
INGRESS/EGRESS	Any casual attire excluding the above-mentioned	<ul style="list-style-type: none"> Closed shoes / rubber shoes
SHOW PROPER	Any corporate/business attire	<ul style="list-style-type: none"> Men: Leather Women: Flat shoes / with heels, open/peep toes

4. CITEM reserves the right to modify the procedures and regulations on show admittance to ensure the smooth flow of activities of the Manila FAME.

Section E: Identification Badges

1. Color-coded badges will be issued to Exhibitors, Buyers (local and foreign), Guests, Media, Organizers, Staffs, Crew and Contractors for proper identification.

2. Exhibitors

- 2.1 **NO ID, No Entry.** Badges will be issued to each participating company. The number of Exhibitor IDs per company will depend on the company's booth size, as shown in the succeeding page:

Booth Size (sqm.)	Number of IDs (pcs.)
9 – 18	5
27 – 36	10
45 – 54	15
More than 54	20

- 2.2 Extra ID badges can be bought at Php250.00 each. FORM A – Exhibitor ID Badge Order Form may be used in this regard.
- 2.3 Exhibitor badges must be worn by the exhibitors at all times within the exhibition premises. These IDs should be presented or returned to the Organizer or security guards upon request. Failure to wear the Exhibitor ID at any given inside the fair sites shall be meted out with appropriate sanctions found in the Table of Violations and Sanctions (refer to Chapter 8).

3. Buyers (Trade Visitors)

- 3.1 One type of ID badge that is color-coded shall be issued for foreign and local buyers. It shall be the responsibility of exhibitors to determine one type of buyer from the other, i.e., wholesaler, importer, retailer, buying agent, and the like.
- 3.2 Presentation of appropriate business credentials (e.g., business card) shall be required for onsite registration purposes of trade visitors.

4. Guest (Non-Trade)

- 4.1 Guests will be issued guest ID's upon presentation of the Manila FAME invitation and proper registration.
- 4.2 Each exhibitor is entitled to invitations for the use of their guests valid for the duration of the show. The number of invitations per company will depend on the company's booth size, as shown below:

Booth Size (sqm.)	Number of Invitations (pcs.)
9 – 18	10
27 – 36	15
45 – 54	20
More than 54	25

- 4.3 Also issued to important guests and government officials (upon presentation of government ID).

5. Media

The show's official visitors from the Media shall wear the corresponding Media IDs.

6. Contractor

- 6.1 This type of ID shall be issued to CITEM contractors and stand contractors of individual exhibitors. Each exhibitor will be given Contractor IDs depending on its requirement.
- 6.2 Contractor IDs are valid during the ingress and egress periods only.
- 6.3 Contractors IDs will only be issued during ingress and must be kept and used for egress. No re-issuance will be done unless deemed necessary by the Manila FAME Secretariat.
- 6.4 When a contractor has a valid reason to be present during the exhibition period (e.g., for maintenance or remedial purposes), special badges shall be issued upon the discretion of the Organizer.

7. Organizer

The Manila FAME Secretariat shall wear a CITEM ID or an ORGANIZER ID.

8. Staff

The Manila FAME OJTs and Stand Assistants shall wear a STAFF ID.

9. Crew

This type of ID shall be issued to CITEM maintenance personnel, official booth contractor, etc.

EXHIBITION & BOOTH GUIDELINES



To upgrade the general look of the show and whenever applicable, exhibitors have the following options:

- Fabricate own booth. The company must secure approval first by submitting its booth concept/plans/drawing to CITEM on specified deadline.
- Use specially designed booth fabricated by Manila FAME Official Booth Contractor. Detailed concept of the booth design shall be provided.
- Own booth must comply to the exhibition and booth guidelines provided.

Section A: Official Booth Contractor

(NOTE: This will be released through Circular.)

Section B: Fully-Equipped Stand Package Option

(NOTE: This will be released through Circular.)

Section C: Raw Space Option

An Exhibitor who avails of the raw space option:

1. Should only be located in areas assigned for raw space option.
2. Should submit its booth plan and perspective drawing for review of CITEM's Exhibition Design Division on specified date. Approval of the working drawings will be based on the rules and regulations of CITEM and the exhibition venue.
3. May utilize its in-house personnel to construct its booth or engage the services of other booth contractors other than the Official Booth System Contractor BUT only under the following guidelines:
 - 3.1 When the Official Booth System Contractor cannot execute the booth design required;
 - 3.2 When 80% of the booth will be made of materials other than those being used by the Official Booth Contractor for its standard booth systems, i.e., aluminum booth system package using laminated wall panels and extruded aluminum frames, as well as derivatives thereof;
 - 3.3 Hired contractor must not be suspended and/or blacklisted by the Organizer; and

3.4 Hired contractor must be an accredited contractor of SMX Exhibition Center.

4. It is **MANDATORY** that exhibitors should use plastic lining or sub-flooring underneath the platforms to provide a protective layer and avoid damage to the venue carpet, if any. Otherwise, the appropriate fees will be charged for damages.
5. Should provide for its own free-standing wall panels, and should not make use of the walls of its neighboring exhibitors, as well as provide for its own carpet, spotlights, and appropriate signage (with company name and booth number /s) and furniture.
6. Should not undertake painting and/or major carpentry and welding work inside the exhibition halls. Painting may be permitted for retouch during installation, provided that said paint is odorless and that they may be able to assure protection of SMX flooring, otherwise contractor responsible for any damages will be fined corresponding to SMX assessment.
7. Should strictly adhere/comply with the following exhibition rules/guidelines:

7.1 Booth height limitations, depending on assigned booth location, are as follows:

Section/Area	Booth Height Limitation
Ground Floor	4.0 meters
Second Floor	3.0 meters

- 7.2 All furniture pieces should be placed inside the booth, regardless of the booth size. **Placing of negotiation tables and chairs along the walkway is strictly prohibited**. As such, please consider this when designing your booth lay-out.
 - 7.3 Protruding props/products (items placed on top of booth or outside the booth perimeter) are not allowed. Hanging of props from the venue ceiling is not allowed as well.
 - 7.4 Common aisle/walkway or gaps between partitions/wall panel and venue wall or corners should not be used as additional display area, negotiation area, or storage space.
 - 7.5 Do not use company signs made of paper banners, computer print-outs, or tarpaulin materials. Likewise, italics, scripts and glittery fonts are not allowed. Any inclusion in the company signage other than the company name and booth number should have prior clearance from CITEM.
8. Booths approved to exceed beyond the height limit should be installed in such a way that they do not pose hazard or danger to anyone, or constitute any hindrance to neighboring booths or impede the view of these booths. The reverse side of these wall panels (exceeding height limit), as well as those whose

back walls face an open area such as café area, lobby, etc. should keep these wall panels clean, presentable, and without the framing or bracings visible.

9. The total area assigned to an exhibitor refers to the OUTSIDE MEASUREMENT of the WHOLE BOOTH STRUCTURE, regardless of how much space remains inside the booth. All structures and props, therefore, should be confined within this space ONLY. Otherwise, the exhibitor shall be required to cut its booth, at its own expense to conform to this assigned booth space/size.
10. **Exhibitors hiring outside contractors for their respective booths must apply for accreditation before the start of the booth construction. Otherwise, they shall not be allowed to move in, or the official booth system contractor shall charge them a corresponding management fee.** However, in-house personnel including designers, carpenters, and workers are exempted from this accreditation since they do not represent a separate company, which is purely engaged in such business/service.
11. CITEM's Exhibition Design Division shall conduct an inspection during the ingress period to ensure adherence to Stand Construction guidelines. Appropriate sanctions shall be meted out to those who fail to comply.

Section D: Supervisory/Responsibility Fee (SRF)

1. All raw space exhibitors whose specially designed booths will be executed by a contractor other than the Official Booth System Contractor MUST pay the Official Booth System Contractor a **SUPERVISION/RESPONSIBILITY FEE (SRF)** in the amount of PhP250.00/sqm plus 12% VAT.
2. Payment of SRF to the Official Booth System Contractor makes it accountable for any damage within the specified area of supervision.
3. Exhibitors who will build their booths with in-house contractors have the option of not paying the SRF but will be required to sign a waiver form that will hold them accountable for any damage within their area. Waiver forms may only be signed by the exhibitor's authorized representative who must present a valid company ID.
4. The Official Booth System Contractor's representatives will conduct inspection during the ingress to monitor compliance.

Section E: Electrical Connection/Consumption

The Official Booth System Contractor shall conduct inspection of the electrical installation made during the ingress period. Please note that failure of some exhibitors to submit an electrical plan in previous Manila FAME shows caused power fluctuations in the venue.

Section F: Electrical Installation

1. In adherence to safety requirements, only the Organizer's Official Booth System Contractor, who is also the Official Electrical Contractor, can carry out electrical installations. **Absolutely no electrical tapping should be done without prior arrangement with the Official Booth System Contractor to preclude unnecessary electrical tripping and/or outages.**
2. All exhibitors are required to accomplish and submit a **Booth Electrical Form**, which shall serve as the Official Booth System Contractor's basis for computing electrical charges. The Official Booth System Contractor reserves the right to compute said electrical charges, as well as the amount of wattage allowable, for exhibitors who will fail to submit this Form.
3. Exhibitors who opted for the booth system package, but who will fail to submit their electrical plan, will only be provided a standard power supply of 600 watts for every 9sqm., subject to the payment of the appropriate fees, and broken down as follows:

300 watts – outlet load

300 watts – 3 spotlights (100 watts per spotlight for an 9-sqm. booth)

There shall be no conversion or offsetting in case a company requires more than 300 watts of outlet load and less than 300 watts of spotlights, and vice-versa. Companies shall be given the option to either pay for the extra wattage beyond the minimum 300 watts, or be disconnected from the electrical source.

4. The Organizer reserves the right to disconnect the electrical supply of any installation which, in the opinion of the Official Contractor, poses safety hazards or is likely to cause annoyance to visitors or other exhibitors.

(**NOTE:** Other Electrical Installation Guidelines will be released through a Circular.)

Section G: In-Hall Freight Handling

For insurance and security reasons and to ensure proper control and coordination of freight, only the Eligible Freight Forwarders or authorized party contracted by venue owner/organizer shall be permitted to operate lifting equipment within and around the exhibition hall.

Section H: Delivery of Exhibits

1. The Organizer shall not accept deliveries on behalf of an exhibitor, or the safekeeping of such items after delivery.
2. The Organizer shall designate specific loading/unloading areas, which will be under the supervision and direction of the Eligible Freight Forwarders and the exhibition security officers. Areas outside the entry doors/gates are to be used only for unloading of exhibit items. All cars and trucks should be parked at designated parking areas only.
3. Exhibitors may arrange with the Eligible Freight Forwarders for the unpacking and uncrating of exhibits, as well as handling, storage, or disposal of empties, **for a fee**.

Section I: Freight Elevator/Car Lift

SMX Exhibition Center has two (2) units freight elevator and one (1) unit car lift which may be used to bring props/products to the Second Floor. The specifications are as follows:

	Dimension (Door Opening)	Dimension (Inside)	Capacity Load
Freight Elevator	1.7 m (W) x 2.1 m (H)	2.1 m (W) x 2.3 m (H) x 2.5 m (D)	1,500 kgs.
Car Lift	2.75 m (W) x 2.2 m (H)	2.75 m (W) x 2.4 m (H) x 6.1 m (D)	4,000 kgs.

Section J: Move-In/Move-Out of Exhibits

1. Only exhibitors who have fully paid their participation fees and other unsettled accounts shall be allowed to move-in. Goods to be brought in and out of the exhibition halls shall be inspected for security reasons.
2. Move-in and move-out of exhibit props must be handled by the Official Booth System Contractor and/or exhibitors. Exhibitors are required to submit the Waiver of Claims (FORM D) upon ingress.
3. Entry and exit of bulky exhibit items during the exhibition proper shall not be permitted. Removal, delivery, or replenishment of exhibit items during exhibit hours may only be carried out at 8:30 – 9:00 a.m., and after the closing time at 6:00 – 6:15 p.m. (If show's closing time is extended to 7:00 p.m., after closing time will be at 7:00 – 7:15 p.m.).

4. It is strictly forbidden to bring in flammable substances, such as compressed or liquid gases, caustic or corrosive substances in the exhibition halls.
5. Inks, solvents, and other flammable liquids, as well as other types of materials used in the booth construction, set-up, and dressing, which do not form part of those identified above, must be removed from the booth after use. Suitable sealed metal containers must be used to transport these to and from the booths.
6. All exhibitors will be provided by CITEM with booth covers during ingress for use during the show proper.
7. Exhibitors should ensure that the booth covers are removed by 8:30 a.m. during the show proper and **RETURNED TO CITEM UPON EGRESS**. If nobody has attended to their individual booths by said call time. Citem's EDD reserves the right to remove booth covers to maintain uniformity and to call out late exhibitors.
8. The Organizer shall not be responsible for the loss or damage to any exhibit item in the exhibitor's stand. The exhibitor should, therefore, have the appropriate insurance coverage for its exhibit items.
9. **ALL EXHIBITORS MUST ACCOMPLISH THE EXHIBITOR'S CLEARANCE FORM (FORM I) FOR EGRESS/MOVE-OUT OF GOODS ON THE LAST DAY OF THE EXHIBITION.**
10. All exhibit items and properties of the exhibitors should be removed from the exhibition premises from 7:00 to 10:00 p.m. on the last day of the fair, which is the egress or move-out period.
11. In the event that the exhibitor or its appointed accredited freight forwarder fails to comply with this regulation, the Organizer reserves the right to remove and dispatch the items to a location of the Organizer's choice, at the risk and expense of said exhibitor. Further, the Organizer shall not be held responsible for any loss or damage that may occur during transfer of said items.
12. Exhibit items and props not retrieved within one week after the fair shall become the property of the Organizer. In turn, the Organizer reserves the right to dispose of these exhibit items in any manner it deems fit, without any recourse on the part of the exhibitor.

INGRESS / EGRESS GUIDELINES



(**Note:** Schedule and other pertinent information will be released through Circular.)

Section A: Ingress Requirements before Issuance of IDs

1. Full payment of participation fees (Please bring Official Receipt in connection with earlier payment to facilitate ingress.). **Strictly no ingress will be allowed without full payment.**
2. Submission of Official Booth System Contractor's Booth Order Form, Additional Amenities Order Form, Booth Electrical Form.
3. Submission of Waiver of Claims (FORM D) in two copies:
 - 3.1 Copy 1 – Security Guard
 - 3.2 Copy 2 – Exhibitor's Copy

Section B: Parking Areas

1. **Delivery trucks are not allowed to park at the Front Area.** The designated parking area for delivery vans, four-wheeler trucks, and six-wheeler trucks is Block 29 (behind One Esplanade).

Section C: Early Ingress

Exhibitors who wish to avail of an early ingress must submit the Early Ingress Approval Form (will be released through circular) on or before specified deadline. Names of companies approved for early ingress will be provided to our security personnel during ingress. Approval of early ingress is based on availability of venue.

Section D: Ingress Extension

1. There will be a grace period of 30 minutes after the closing time of the ingress days to give exhibitors enough time to wrap up and exit from the exhibition halls. Exhibitors who will extend their booth set-up beyond these specified times should accomplish the Venue Rental Extension Form (FORM E) and collectively shoulder the cost of the venue rental extension. A fraction of an hour shall be calculated as full-hour extension.
2. CITEM's assigned guards will be roving the exhibition halls. All exhibitors remaining inside the halls beyond these hours will be asked by the guards to fill up FORM E. Those who refuse to sign FORM E are required to pack and leave the exhibit premises within 30 minutes after the agreed official

closing time. The guards will also require the company representative to present a company ID for verification (NOTE: Contractors IDs will not be honored). This will be done every hour. The last hour on the form that bears your representative's signature will be the basis in computing the ingress extension charges. Exhibitors are advised to leave immediately as soon as they have completed booth set-up and display.

Other Ingress Reminders

1. Exhibitors are requested to closely watch over their personal belongings, such as cell phones, laptops and even product samples during the fair, especially during the ingress and egress periods.

The Manila FAME Secretariat will not be held liable for any loss of property. Please report any suspicious looking individuals to the security force.

2. Exhibitors requiring the use of the "Genie Lift" must coordinate with SMX to ensure availability since the Organizer is priority in the use of said equipment. Payment for the use of the Genie Lift must be settled directly with SMX by the exhibitors.

Section E: Egress Procedure

(Note: This will be released through Circular)

ON-SITE RULES & REGULATIONS



Section A: Storage

1. There is no on-site provision for storage facilities for packing and crating materials, cases, surplus materials, excess product samples, or other properties of exhibitors. The exhibitor must make prior arrangements with their chosen Freight Forwarders for the safekeeping of these items.
2. Gaps or partitions between booth panels and wall, as well as corner areas, **should not** be utilized as storage space or additional exhibit space. Any item in these areas shall be disposed / removed by CITEM without liability for damage and/or loss. Otherwise, the corresponding sanction indicated in the Table of Violations and Sanctions (see Chapter 8) shall apply.

Section B: Use of Flammable Products

1. As a rule, burning candles are not permitted inside the exhibition halls. However, in compliance with local fire-prevention regulations, it is possible to display burning candles (as exhibits or with candle holders as exhibits) under certain conditions:
 - 1.1 The candle is floating or standing in water;
 - 1.2 The candle is set in a bed of sand, on a non-flammable base, or in a stable candle holder;
 - 1.3 The candle is behind glass or in a glass case (wind light); and
 - 1.4 The candle is sufficiently far away from decorations or other inflammable exhibits. The number of candles must not exceed a number appropriate to the presentation.
2. No gas and air welding shall be carried out in the exhibition halls. The use of industrial gases of an inflammable or toxic nature for demonstration purposes will not be permitted within the exhibition halls.
3. Further, the exhibitor is responsible for any damage caused by using candles and similar products.

Section C: Cleaning of Waste Materials

1. All exhibitors shall be responsible for ensuring the cleanliness of their **own** booths. The Organizer's cleaning staff shall only be responsible for general/common aisle cleaning and maintenance.
2. During the move-in and move-out period, the exhibitor or his appointed contractor shall be responsible for the removal of unwanted materials from the exhibition halls.

Section D: Advertisement

1. Any advertising literature or other promotional collateral should be distributed within the exhibitor's own stand only.
2. The following publicity measures shall not be permitted in all booths during the fair proper:
 - 2.1 Those that interfere with the flow of traffic;
 - 2.2 Third-party publicity, unless with prior approval of the Organizer;
 - 2.3 Those which are morally offensive, with political and religious colors, and the like; and
 - 2.4 Those which may cause disturbance to other exhibitors, such as acoustics or optical irritations or audio-visual equipment.

Section E: Displaying of Moving Exhibits

Display of any working or moving exhibits must have prior written approval from the Organizer. These must be operated only by persons authorized by the exhibitor and must not be left running at any given time in their absence.

Section F: Product Demonstration

Product demonstrations or presentations shall be conducted with prior approval of, and at an acceptable sound level to be determined by, the Organizer.

Section G: Intellectual Property Rights

1. CITEM shall not directly or indirectly handle cases on enforcement of intellectual property rights, such as those related to design-copying as this does not fall within CITEM's present mandate. CITEM cannot pull out from display the contested items of another exhibitor.
2. Complaints on design-copying and patent/copyright infringement filed during the show are matters of enforcement that fall within the jurisdiction of judicial authority or within the mandate of the proper administrative agency.

Section H: Photography

1. The Organizer or its official authorized representatives are allowed to take photographs or video files of the exhibits and booths for documentation or publication of promotional materials. Appropriate identification badges shall be issued to the authorized representatives.
2. Exhibitors are entitled to take photographs **only of their own exhibit items** and booth display.
3. Exhibitors, trade buyers, and buying agents or representatives are allowed to bring their cameras inside the exhibition halls.

3.1 HOWEVER, PICTURE-TAKING SHALL BE STRICTLY PROHIBITED UNLESS AUTHORIZED BY THE EXHIBITOR CONCERNED.

- 3.2 Otherwise, unauthorized photographs will be confiscated by the Organizer.

All exhibitors are enjoined to remind their buyers and guests of this regulation regarding photography of exhibits.

Section I: Retail Selling

1. The Manila FAME is an order-taking trade fair. However, retail selling may be allowed for the whole duration of the show for Second Floor Exhibitors and only on the last two days of the show for Ground Floor Exhibitors.
2. The use of plastic bag for retail transactions will not be allowed. Exhibitors are encouraged to use reusable Eco bags.
3. With BIR's Revenue Regulation 16-2013 dated 8.22.2013, covering privilege stores, all exhibitors conducting retail selling during the fair are required to do the following:
 - 3.1 Accomplish BIR Form 1901 (for Self-Employed and Mixed Income Individuals) or BIR Form 1903 (for Partnership/Corporation). Said forms are downloadable at BIR.gov.ph;
 - 3.2 Submit the form together with a Copy of your company's Certificate of Registration (COR) issued by the BIR Head office to the Revenue District Office (RDO) in Pasay City;
 - 3.3 Pay the Annual Registration Fee (P500.00) at the Authorized Agent Banks (AABs) of the RDO concerned (Pasay City);
 - 3.4 Secure a copy of the Certificate of Registration (COR) issued by the RDO concerned (Pasay City).

All exhibitors doing retail selling are highly encouraged to bring the COR from the RDO concerned to avoid being penalized by the BIR in the event that they do on-site inspection during the fair. Without said form,

companies are not allowed to do retail selling.

Section J: Food and Beverage

1. Eating, and drinking of alcohol inside the booth is highly discouraged, unless intended for buyer hospitality. Exhibitors will be allowed to dine in the concessionaires area available at SMX or at the Exhibitor's Lounge located at Meeting Room 6 at the 2nd Floor of the SMX Convention Center.
2. Coffee shops and dining areas shall be set-up in designated areas wherein exhibitors, buyers, and visitors may eat and drink. More dining options can be found at the nearby mall – Mall of Asia.

Section K: Insurance

Exhibitors are advised to insure exhibit materials at their own expense against all risks for the whole period to cover theft, public liability, damage to properties and effects, personal injuries, consequential losses, and such other risks.

Section L: Conditions

1. All exhibitors should be fully aware of all matters advised by the Organizer through correspondences, circulars/bulletins, as well as those items contained in this Service Manual, all of which shall form part of the rules and regulations for participation in this show.
2. Failure to comply with any of the conditions or provisions for participation found in this Manual, as well as CITEM circulars or bulletins, will be meted with actions based on the Table of Violations and Sanctions found in this Manual.
3. In case of disputes in the interpretation of the aforementioned conditions, CITEM's decision shall be final and binding.
4. CITEM shall carry out changes in the implementation of the Manila FAME whenever these are deemed necessary for the success of the activity.
5. The exhibitor shall be held responsible for the acts of its show representatives, contractors, and visitors during the show. It is incumbent upon the exhibitor to brief its personnel and guests on the show rules and regulations, and ensure that they are aware of these. The sanctions for violations committed by these personnel shall be applied on the exhibitor-company.

Section M: Disclaimer

1. The exhibitor agrees to indemnify and hold the Organizer harmless on demand against all claims, liabilities, losses, suits, damages, judgments, expenses, costs, and charges of every kind arising from the default or negligence of, or any damage caused by, the exhibitor or its contractors or sub-contractors.
2. If the Organizer is compelled to temporarily vacate or permanently close the exhibition and/or parts thereof, postpone the event, shorten or extend it due to an act of God, or for other reasons beyond its control, the exhibitor is not entitled to any rights, in particular, to claims for damages against the Organizer.

EXHIBITOR SERVICES



**MANILA
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EVENT

www.manilafame.com

Section A: Hotel Accommodation

1. Special discounted rates in CITEM Partner Hotels shall be made available to exhibitors and visitors of Manila FAME. These hotels are listed at the Manila FAME website www.manilafame.com.
2. To avail of the discounted rates, exhibitors are advised to accomplish the Hotel Booking Form (FORM B) and submit the same to the Travel Division latest is 72 hours before intended stay. Reservations are subject to room availability in respective hotels.
3. Likewise, provincial-based exhibitors may consider booking at affordable and convenient hotel/pension houses located in Manila. A list of hotel/pension houses to be considered will be circularized in due time.
4. Exhibitors are advised to notify the Manila FAME Secretariat of any changes on their booking arrangements, as well as any cancellations. The cancellation fee shall be equivalent to the actual reservation cost for a one-night booking at the hotel concerned.

Section B: On-Site Services

1. Parking Areas

- 1.1 Provision of parking areas shall not be an outright responsibility of the Organizer.
- 1.2 The protection of the parked vehicles shall not, likewise, be the Organizer's responsibility. Vehicle owners are advised to take precautionary measures in this regard.
- 1.3 Multiple entry car pass valid from 15 – 18 October 2015 at the SMX Basement Parking must be pre-ordered and paid directly to SMX. Each car pass costs PhP 100/day and can be paid upon claiming of which during ingress at the SMX Administration Office.

2. General Security

- 2.1 Security check shall be strictly conducted by Security Personnel. Explosives and deadly weapons are strictly prohibited inside the exhibition areas.
- 2.2 While the Organizer will maintain security surveillance at all times throughout the exhibition, exhibitors are reminded that they are responsible for insuring their exhibits and materials and to be careful not to leave their booths unattended, especially **at the opening and closing of the exhibition when packing/dismantling commences, especially during egress**. It is at this time that there is risk of loss or theft is greatest.
- 2.3 Although CITEM will assign roving guards to secure the exhibition areas, particular care should

be taken on exhibits, small portable items, tools and instruments like mobile phones, laptops, cameras, and videos. The Organizers cannot accept responsibility for theft and loss of, or damage to, exhibitor's own properties.

- 2.4 Exhibitors are further requested to accordingly advise their buyers to take care of their possessions and not to leave them unattended during the fair.

3. Public Address (PA) System

The Public Address System in the exhibition halls shall be for the use of the Organizer for official announcements only. All exhibitors are encouraged to bring their cellular phones during the show for easy communication access.

4. Secretariat Counter/Command Center

A Manila FAME Secretariat staff will be assigned daily to man the Secretariat Counter/Command Center to answer all exhibitor-related queries. All the **needed forms are also available at the Satellite Office** located at the 2nd Level of the SMX Convention Center.

Other On-Site Services:

- Facilities for reproduction are provided by the Satellite Office.
- Access to internet or email may be done via the FREE WiFi network in the trade fair halls.

Section C: Accredited Contractors and Suppliers

1. Manila FAME Partner Hotels

Visit <http://www.manilafame.com/en/hotels.htm> for list of Manila FAME Partner Hotels.

EXHIBITOR TIMETABLE



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DEADLINES

PARTICULAR	DATE
Form A – Additional Exhibitor Badge Order Form	30 September 2015
Form B – Hotel Booking Form	At least 72 hours before check-in
Form C – Waiver of Claims	12 – 14 October 2015
Form D – Venue Rental Extension Form	12 – 14 October 2015
Form E – Daily Sales Report Form	18 October 2015
Form F – Exhibitor’s Questionnaire	18 October 2015
Form G – Exhibitor’s Clearance Form	18 October 2015

ACTIVITIES

ACTIVITY	DATE
Manila FAME Exhibitors Briefing	09 September 2015 – Cebu 14 September 2015 – Manila

TABLE OF VIOLATIONS & SANCTIONS



TABLE OF VIOLATIONS & SANCTIONS

[BACK TO SUMMARY](#)

Legend:

1. Payment of appropriate fees
2. Written Reprimand
3. Suspension from participation in one (1) Manila FAME show
4. Suspension from participation in two (2) Manila FAME shows
5. Suspension for two (2) years from participation in CITEM's promotional activities
6. Banned from any DTI-assisted promotional activities

<u>PARTICULARS</u>	OCCURENCE OF OFFENSE AND PENALTY			
	1st	2nd	3rd	4th
1. Failure to comply with the assigned product category under the 80%-20% product exhibit principle and rules on venue categorization (<i>Chapter 1, Sec. A, para. 3-4 of the Exhibitor's Manual</i>)	2	2	3	4
	including transfer to appropriate venue			
2. Utter disregard of the rule concerning the bringing-in of guests/ children below 12 years old (<i>Chapter 1, Sec E, para. 2 of the Exhibitor's Manual</i>)	2	2	3	4
3. Failure to comply to the following Exhibition Rules & Regulations: - Non-wearing of badge inside the exhibition halls during the fair proper (<i>Chapter 1, Sec. F, para. 2.3 of the Exhibitor's Manual</i>) - Non-wearing of required dress code during ingress and fair proper (<i>Chapter 1, Sec. E, para 3 of the Exhibitor's Manual</i>) - Eating inside the booth (<i>Chapter 5, Sec J, para. 1 of the Exhibitor's Manual</i>)	1 & 2 2 2	1 & 2 2 2	1 & 3 3 3	1 & 4 4 4
4. Use of aisle/walkway or gaps between partitions/booth panels, venue wall or corners as additional display area, negotiation area or storage (<i>Chapter 2, Sec. C, para. 7.4 of the Exhibitor's Manual</i>)	1 & 2	1 & 2	1 & 3	1 & 4
5. Failure to conform to booth construction guidelines regarding raw space option guidelines, superstructures, booth height limitations, painting/carpentry work inside the exhibition hall, et. al. (<i>Chapter 3, Sec. C, para. 1 to 12 of the Exhibitor's Manual</i>)	1 & 2	1 & 3	1 & 3	1 & 4
6. Unauthorized electrical tapping without prior arrangement with official booth contractor; Declaring a lower electrical wattage than what is actually utilized (<i>Chapter 2, Sec. G, para. 1 of the Exhibitor's Manual</i>)	1 & 2	1 & 2	1 & 3	1 & 4
7. Inclusion in DTI's Watchlist of Exporters*; Existence of valid complaints from buyers and co-exhibitors alike regarding unethical business practices, i.e., after due process has been taken.	6 until delisted	-	-	-
8. Retail selling in non-designated areas (<i>Chapter 5, Section I, para. 1 of the Exhibitor's Manual</i>)	2	2	3	4
9. "No Show" without just cause and/or failure to display items during the Manila FAME (Chapter 1, Sec. C, para. 5 of the Exhibitor's Manual)	1 & 5			
10. Subleasing of booth (Chapter 1, Sec. A, para. 11 of the Exhibitor's Manual)	1 & 5			
11. Verbal abuse or libellous statements made by any person against any buyer, exhibitor, guests and or any members of the Manila FAME Secretariat and its security force.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
12. Inflicting bodily harm on such persons or inflicting against any buyer, exhibitor, guests and or any members of the Manila FAME Secretariat or any of its property.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
13. Public scandal during the Manila FAME.	2 - 5 depending on the gravity of the offense, plus apology to parties concerned			
14. Issuance of dishonored checks or other similar acts.	1 & 2			
15. Unauthorized photography or video-taking of products in booth, special settings or display areas without prior consent and approval of CITEM or the exhibitor concerned (Chapter 5, Sec. H, para. 3.1 and 3.2 of the Exhibitor' Manual)	2	2	3	4
15. Any acts analogous or similar to the foregoing.	-	-	-	-

*Per DTI Department Administrative Order No. 11

FORMS



This summary is interactive: click on the form title to access the corresponding form.

<u>FORM A – ADDITIONAL EXHIBITOR BADGE ORDER FORM</u>
<u>FORM B – HOTEL BOOKING FORM</u>
<u>FORM C – WAIVER OF CLAIMS</u>
<u>FORM D – VENUE RENTAL EXTENSION FORM</u>
<u>FORM E – DAILY SALES REPORT FORM</u>
<u>FORM F – EXHIBITOR’S QUESTIONNAIRE</u>
<u>FORM G – EXHIBITOR’S CLEARANCE FORM</u>

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SMX Convention Center
Pasay City, Philippines
www.manilafame.com



FORM A – EXHIBITOR BADGE ORDER FORM

Deadline: 30 September 2015

Please fax or email this form to:

Manila FAME Exhibitor Marketing

Center for International Trade Expositions and Missions (CITEM),

Golden Shell Pavilion, ITC Complex Roxas Boulevard, Pasay City, PHILIPPINES

Fax: (632) 834-0188

E-mail to your respective Sectoral Officer.

Company Name : _____

Order for Additional Exhibitor Badge (at PhP250.00 each)

☐ one piece

☐ two pieces

☐ three pieces

Exhibitors are allowed a maximum of three paid additional Exhibitor badges only, on top of their entitlement based on booth size.

NOTE: Manila FAME badges will be issued to each participating company. The number of Exhibitor IDs will depend on the company's booth size, as follows:

<u>Booth Size</u>	<u>No. of Badge Entitlement</u>
9 sqm – 18 sqm	5 pcs.
27 sqm – 36 sqm	10 pcs.
45 sqm – 54 sqm	15 pcs.
More than 54 sqm	20 pcs.

Signature over Printed Name

Designation

Date

IMPORTANT:

- Issuance and use of Exhibitor badges will be subject to Manila FAME rules and regulations.
- Additional Exhibitor badges will be issued **ONLY** upon payment in cash at the CITEM Cashier, Golden Shell Pavilion, on or before **INGRESS**.

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Pasay City, Philippines
www.manilafame.com**FORM B – HOTEL BOOKING FORM****Deadline: at least 72hrs. before check-in***Only complete forms will be processed.*

GUEST'S PROFILE			
Title: (Mr. / Mrs. / Ms.)			
Surname			
Given / First Name		Middle Initial	
Country			
Name of Company			
Passport No.		Nationality / Citizenship	
Place of Issue			
Date of Issue (MM/DD/YY)		<input type="checkbox"/>	Date of Expiry (MM/DD/YY)
HOTEL INFORMATION			
Preferred Room Type	<input type="checkbox"/> Single <input type="checkbox"/> Twin	<input type="checkbox"/> Smoking <input type="checkbox"/> Non-smoking	<i>Please indicate specific requirements if any.</i>
Check-in Date		Check-out Date	
CREDIT CARD DETAILS			
Card Name		Card Number	
Type of Card		Date of Expiry (MM/YY)	
FLIGHT DETAILS			
Date/Time of Arrival		Flight No.	
Date/Time of Departure		Flight No.	
Car Airport Transfer	YES NO		

FILLED-UP BY _____ SIGNATURE _____

TEL. NO. _____ FAX NO. _____

MOBILE NO. _____ EMAIL _____

TO BE FILLED-UP BY CITEM

Endorsed by: _____

Approved by: _____ **ROMLEAH JULIET P. OCAMPO**
Project Management Department**REMARKS:**

Please submit your completed form through fax (632) 832-3965 / 834-0177. For further details, you may contact Ms. Tess Montemayor at telephone nos. (632) 832-5044 / 831-2201 loc. 301 or email mmontemayor@citem.com.ph.

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Pasay City, Philippines

www.manilafame.com



FORM C – WAIVER OF CLAIMS

Please fax or email this form to:

Manila FAME Exhibitor Marketing

Center for International Trade Expositions and Missions (CITEM),
Golden Shell Pavilion, ITC Complex Roxas Boulevard, Pasay City, PHILIPPINES

Fax: (632) 834-0188

E-mail to your respective Sectoral Officer.

As an exhibitor of the Manila FAME scheduled on 15 – 18 October 2015, Our company, do hereby release, waive and discharge the Center for International Trade Expositions and Missions (CITEM) of the Philippine Department of Trade and Industry (DTI), as well as its officers and employees, from any assumption of risk, any claims or demands therefore on account of injury to the person or property. I further release and forever waive any liability for the loss or damage of exhibit items, facilities, equipment, and other properties which may have incurred during the entire exhibition, inclusive of ingress and egress periods.

This undertaking is being submitted to facilitate the entry and release of our exhibit items from the exhibit venue without the need for thorough inspection and inventory of samples.

Given this _____ of October 2015 at SMX Convention Center, Pasay City, Philippines.

Submitted by:

Signature over Printed Name

Designation

Company Name

DISTRIBUTION:

- 1. Exhibitor*
- 2. Manila FAME Secretariat*



FORM D – VENUE RENTAL EXTENSION FORM

Deadline: 12 – 14 October 2015

Please fax or email this form to:

Manila FAME Exhibitor Marketing

Center for International Trade Expositions and Missions (CITEM),
Golden Shell Pavilion, ITC Complex Roxas Boulevard, Pasay City, PHILIPPINES

Fax: (632) 834-0188

E-mail to your respective Sectoral Officer.

Company Name : _____

Ingress Dates

☐ **12 October 2015**

☐ **13 October / 14 October 2015**

Extension Hours Requested

☐ _____

☐ **10:00 PM - 12:00 MN**

We agree to pay the applicable venue extension charges incurred during ingress based on actual venue rates to be provided by the Manila FAME Secretariat.

Signed For and On Behalf Of:

Company : _____

Signature over Printed Name: _____

Designation: _____ Date: _____

IMPORTANT: Payment of this account is a pre-requisite to your clearance/egress. You may settle this in Cash or Manager's/Cashier's Check at the CITEM Cashier, Golden Shell Pavilion.

Amount paid:		Date:		O.R. No.:	
Bank:		Check No.:		Date Issued:	

Notes:

1. There will be a grace period of 30 minutes after the designated closing time to give exhibitors enough time to wrap up and exit from the exhibition halls.
2. CITEM's assigned guards will then rove inside the venues. Exhibitors remaining inside the halls beyond these hours will be asked by the guards to fill up FORM F. The guards will also require the company representative to present a company ID for verification (note: Contractors IDs will not be honored) and register accordingly in the guard's logbook. This procedure will be done every hour. The last hour on the form that bears your representative's signature will be the basis in computing the ingress extension charges. In the event that this does not match with the hours ticked off in Form F, the data in the guards' logbook will prevail.
3. **Exhibitors extending their booth set-up shall collectively shoulder the cost of the rental extension per venue.**
4. **A fraction of an hour shall be calculated as a full-hour extension.**
5. Only exhibitors who wish to extend beyond the regular ingress hours are required to accomplish and submit this form to the Manila FAME Secretariat.

**MANILA
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EVENT**2015****15-18 OCTOBER**
SMX Convention Center
Pasay City, Philippines
www.manilafame.com**FORM E – DAILY SALES REPORT FORM****Deadline: 18 October 2015**

Please fax or email this form to:

Note: Please reproduce four copies for Days 1-4. Please complete this form at the end of each fair day.

DAY _____ | _____ October 2015

Company Name: _____

Number of Inquiries: _____ Number of Buyers Met: _____

A. EXPORT SALES

COMPANY NAME OF BUYER	PRODUCT CODE (Please see next page for details)	COUNTRY OF DESTINATION (Indicate specific country, or state in case of U.S.A)	BOOKED SALES* (Indicate in US\$, not Php or container load value)	SALES UNDER NEGOTIATION ** (Indicate in US\$, not Php or container load value)
			US\$	US\$
	TOTAL		US\$	US\$

B. DOMESTIC SALES (Local sales sold to Philippine-based retailers (e.g. SM, Rustans), restaurants, real estate developers, designers)

COMPANY NAME OF BUYER	PRODUCT CODE (Please see next page for details)	TYPE OF BUYER (wholesalers, distributors, department stores, etc.)	BOOKED SALES*	SALES UNDER NEGOTIATION **
			Php	Php
	TOTAL		Php	Php

C. RETAIL SALES (Over-the-counter /off the shelf sales)

PRODUCT CODE (Please see next page for details)	TYPE OF BUYER (wholesalers, distributors, department stores, etc.)	BOOKED SALES*
		Php
TOTAL		Php

Submitted by:

Signature over Printed Name

* Booked Sales are actual or spot sales with purchase orders/pro-forma invoices issued to buyers during the fair.

** Sales Under Negotiation are sales volume with clear possibility of consummation within three to six months.

EXHIBITORS ARE REQUESTED TO FILL-UP THIS FORM WITH ACCURATE DATA TO ENABLE CITEM TO EFFECTIVELY MONITOR THE FAIR'S SALES PERFORMANCE.

PRODUCT CODES

Architectural Components

10200 Other Architectural Components

Arts and Crafts

1102 Ethnic Handicrafts

1101 Ethnic/Tribal Arts
1103 Ethnic/Tribal Textile & Fabric
1104 Ethnic/Tribal Woodcarvings
1100 Other Arts and Crafts
1105 Souvenirs and Novelties

Holiday Decor

1801 Christmas Figurines (Santas, reindeer, angels, elves, etc.)

1802 Christmas Hangings
1803 Christmas Lights/Lanterns
1804 Christmas Tree
Trims/Ornaments/Toppers
1805 Christmas Tree/Tree Skirts
1808 Easter Bunnies
1810 Easter Egg baskets/Containers/Vessels
1809 Easter Eggs
1811 Festoons (tassels, garlands, swags)

1812 Halloween Décor/Figurines
1814 Hanuka Decor
1806 Nativity Set
1800 Other Christmas and Holiday Decor
1813 Party Favors (confetti, masks, balloons)

1807 Wreaths

Fashion

10301 Costume Jewelry
10302 Fashion Complements
10303 Fine Jewelry
10304 Footwear
10300 Other Fashion

Furniture

1705 Bathroom Furniture
1704 Bedroom Furniture
1709 Casegoods
1702 Dining Room Furniture
1713 Furniture Components
1710 Home Office Furniture
1712 Hotel/Restaurant Furniture
1715 Indoor Furniture
1707 Juvenile/Children's Furniture

1703 Kitchen Furniture
1701 Living Room Furniture
1708 Occasional/Accent Furniture
1711 Office Furniture
1700 Other Furniture
1706 Outdoor Furniture

Garden Accessories

1301 Bird Cages
1302 Fountains and Bird Baths
1311 Garden Articles
1303 Garden Figures/ Figurines/ Statuaries

1304 Gardensticks/Garden Picks
1300 Other Garden Accessories
1305 Planters/Pots
1306 Sprinklers
1307 Topiaries
1308 Torches
1309 Trellis
1310 Vine Trainers

Gifts and Premium

1914 Candles/Votives/Candlesticks

1902 Clocks
1901 Corporate Gifts (key rings, mugs, notepads, etc.)
1903 Gift Boxes/Packaging Boxes
1904 Gourmet Gifts
1905 Magnetic Articles
1906 Musical Boxes
1900 Other Gifts
1911 Paper and Paper Products

1912 Personal Care Products or SPA Products

1907 Picture Frames
1908 Potpourri
1909 Ribbons/Wrappers

1910 Souvenirs (event-inspired items)
1913 Stationary and Desk Accessories

Home Decor/Houseware

1402 Antique Reproduction
1401 Artificial Plants/ Flowers/Foliage

1403 Artworks (paintings, art objects)
1404 Baskets (functional & decorative)
1425 Bed and Bath
1423 Boxes or Storage (Multipurpose)
1405 Carpets/Rugs

1406 Carvings/Figurines/Sculptures
1420 Church goods and Religious Articles
1407 Curtains/Draperies
1408 Cushions/Cushion Covers
1410 Decorative Jars/Vases
1409 Decorative/Display Boxes
1411 Dividers/Screens
1412 Doormats/Floormats
1426 Kitchen and Tableware
1414 Miniatures/ Centerpiece
1415 Mirrors/Mirror Frames
1413 Newspaper/Magazine Racks
1400 Other Home Decor and Houseware
1427 Picture Frame
1421 Runners
1428 Table Tops Accessories
1416 Umbrella Stands/Coat Hangers/Hat
Stands/shoe Racks
1417 Wall Decor/Hangings
1418 Windchimes

Lamps and Lighting

1602 Candleholders/Candelabras
1603 Chandeliers
1604 Desk Lamps/Table Lamps/Task Lamps
1605 Floor Lamps
1606 Lamp Bases
1607 Lamp Shades
1608 Lighting Accessories
1611 Lumina

1600 Other Lamps and Lighting
1609 Sconce
1610 Tiffanies

Toys, Games and Dolls

2102 Activity Toys (balls, yoyo, tops, marbles, etc.)
2101 Adult/Executive Toys and Games
2103 Board Games

2116 Do-It-Yourself and Hobby Articles
2104 Doll and Doll Accessories
2105 Educational Toys
2106 Electronic/Battery-Operated Toys
2108 Joke Articles
2109 Models/Miniatures/Replicas (cars, planes, boats, musical instruments)
2110 Nursery Toys

2100 Other Toys and Games
2112 Puppets/Muppets
2111 Puzzles

2113 Stuffed Toys
2114 Wheeled Toys
2107 Wind-up Toys
2115 Wooden Toys

Visual Arts

9201 Graphics
9200 Other Visual Arts
9202 Painting
9203 Sculptures

**MANILA
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SMX Convention Center
Pasay City, Philippines
www.manilafame.com**FORM F – EXHIBITOR’S QUESTIONNAIRE****Deadline: 18 October 2015**

Please complete and submit this form to the Manila FAME Secretariat at the last day of the fair.

Dear Exhibitor:

Thank you very much for joining the October 2015 edition of the Manila FAME. We hope you had a successful and fruitful participation.

Please take a few minutes of your time to accomplish the questionnaire below and submit the same to the Secretariat on the last day of the fair. Your valuable opinion, comments, and observations about how we measured up will help us further improve our services and facilities and respond better to your needs.

Thank you and we look forward to welcoming you again in the next edition of Manila FAME.

Sincerely,

Manila FAME Project Management Team

Company Name: _____

Questionnaire accomplished by: _____ Booth No.: _____

Designation: _____

A. ON THE BUYERS

1. How do you rate the **QUANTITY** of the buyers for this fair?

☐ Excellent ☐ Very Satisfactory ☐ Satisfactory ☐ Unsatisfactory ☐ Poor

2. How do you rate the **QUALITY** of the buyers for this fair?

☐ Excellent ☐ Very Satisfactory ☐ Satisfactory ☐ Unsatisfactory ☐ Poor

B. ON THE BUSINESS RESULTS

1. How do you rate the **EXPORT ORDERS** you generated during the fair proper?

☐ Excellent ☐ Very Satisfactory ☐ Satisfactory ☐ Unsatisfactory ☐ Poor

2. How do you rate the **LOCAL SALES (IF ANY)** you generated during the fair proper?

☐ Excellent ☐ Very Satisfactory ☐ Satisfactory ☐ Unsatisfactory ☐ Poor ☐ N/A

3. How do you rate your business expectations after the fair?

☐ Excellent ☐ Very Satisfactory ☐ Satisfactory ☐ Unsatisfactory ☐ Poor

C. ON YOUR PARTICIPATION

1. What were your objectives for participating in the Manila FAME?

☐ Generate immediate sales orders

☐ Meet existing buyers

☐ Meet new buyers

☐ Find new markets

☐ Appoint agent/distributor in:

(Please specify countries) _____

☐ Establish new contacts for joint venture in:

☐ Joint venture/s in (Please specify countries) _____

☐ Licensing agreement/s in (Please specify countries) _____

☐ Franchising agreement/s in (Please specify countries) _____

2. Please state other objectives for joining Manila FAME (if any):

3. Were your objectives met?

☐ All objectives were met

☐ Some objectives were met

☐ Most objectives were met

☐ No objectives were met

If no objectives were met, please why.

4. What factor(s) will you consider that might stop you from joining the next Manila FAME? Please state.

D. ON THE VENUE/FACILITIES & SERVICES

Please encircle answer below:

5 – Excellent

4 – Very Satisfactory

3 – Satisfactory

2 – Fair

1 – Poor

1. How do you rate SMX Convention Center? 5 4 3 2 1

2. Which services you availed and were satisfied with?

3. Which services you availed but were not satisfied with?

4. What other service do you want us to provide during Manila FAME?

E. ON FAIR MANAGEMENT

1. How do you rate the following?

Please encircle answers:

5 – Excellent	4 – Very Satisfactory	3 – Satisfactory	2 – Fair	1 – Poor	
Overall Project Management	5	4	3	2	1
Exhibitor Services	5	4	3	2	1
Pre-Event Buyer Promotion	5	4	3	2	1
Media Mileage	5	4	3	2	1

2. Are you interested to join the next Manila FAME?

☐ Yes

☐ Undecided

☐ No

Which one?

☐ March 2016

☐ October 2016

☐ Undecided

If **NO** or **UNDECIDED**, please state reason/s:

3. Can you give us suggestions on how to improve succeeding shows?

We value your comments. Thank you very much for your cooperation!

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FORM G – EXHIBITOR’S CLEARANCE FORM

Deadline: 18 October 2015

Please complete and submit this form to the Manila FAME Secretariat at the last day of the fair.

Company Name: _____

1. FINANCE

☐ Balance of Participation Fee

☐ Others: _____

Signature of FINANCE COORDINATOR: _____

2. MANILA FAME SECRETARIAT

☐ Day 1 Daily Sales Report Form

☐ Exhibitor’s Questionnaire

☐ Day 2 Daily Sales Report Form

☐ Booth Curtain

☐ Day 3 Daily Sales Report Form

☐ Trade Board Signage

☐ Day 4 Daily Sales Report Form

☐ Others: _____

Signature of CITEM COORDINATOR: _____

Submitted by:

Signature over Printed Name

Designation

Date

DISTRIBUTION:

1. *Manila FAME Secretariat / Security Guard*

2. *Exhibitor*

CONTACT DETAILS



**MANILA
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EVENT

www.manilafame.com

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Project Management Department

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Project Management Department

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Sectoral Officer for **LGU Participation | Visual Arts**

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JHASY R. OSIAS

Sectoral Officer for **Fashion Accessories**

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KATRINA C. LEDESMA

Sectoral Officer for **Home Decor**

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kaledesma@citem.com.ph

GISELLE ERESE

Sectoral Officer for **Home & Furniture**

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gaerese@citem.com.ph

CONTACT DETAILS

[BACK TO
SUMMARY](#)

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Sectoral Officer for **Arts and Crafts | Gifts and Holiday Décor**

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Project Management Department

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