# GENERAL RULES & REGULATIONS

# ARGENTINA ALIMENTA 2026

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# I GENERAL PROVISIONS

## Art. 1. Scope of Application

The "Argentina Alimenta" Exhibition, organized by La Rural S.A. at La Rural, the Buenos Aires Fair & Exhibition Center, shall be governed by these Regulations, without prejudice to the applicable laws and regulations in force and to the contractual provisions binding the Organizer and the Event Producers to exhibitors or third parties.

## Art. 2. Interpretation

These Regulations shall be construed at all times to safeguard the prestige, order, internal security, strict operational and commercial standards, and character of the Exhibition. Furthermore, they shall be construed in the manner most conducive to achieving the objectives set forth in the following clause.

## Art. 3. Purpose of the Exhibition

The purpose of the exhibition is to foster commercial integration within the food and beverage industry supply chain—including raw materials, infrastructure, logistics, and services related to the marketing of these products—and to provide a forum for training and business opportunities for professionals in the sector.

## Art. 4. Authorities

The governing authority of the Exhibition is the Organizing Committee appointed by La Rural, which may delegate specific powers to designated individual or subordinate bodies.

## Art. 5 Dates and Venue

Argentina Alimenta will take place at **La Rural, the Buenos Aires Exhibition Center**, located between Santa Fe Av., Sarmiento Av., Cerviño Av. and Fray Justo Santa María de Oro St., from **17 to 19 November 2026 from 10:00 am to 6:00 pm.**




**II GENERAL CONDITIONS**

**Art. 6. Restrictions**

6.1 The exhibitor shall not assign, lend, sell, lease, donate, or transfer, under any circumstances, its rights to the space or lot that has been allocated to it, or to any part thereof.

6.2 Exhibitors shall allocate at least two-thirds of the leased area to show their institutional or corporate image. In particular, exhibitors of food products, provided that their participation in the Exhibition is approved, may not occupy said reserved area of the leased space with grills, kitchens, counters, etc., to carry out tastings of their products.

**6.3** The sales made by exhibitors within their respective stands may not take on the nature of a catering or food service operation, nor may they compete in advertising with brands whose exclusivity has been contracted by the Organizer. **Exhibitors are required to contract only with authorized suppliers for events held both within their stands and in the common areas of the exhibition.**

**6.4 Suppliers**. The Exhibitor may only contract with third-party providers of services, construction work, or supplies that are Authorized Suppliers for the venue; a list of these suppliers must be requested through Exhibitor Services. Unless no company is listed in the

respective category or the category is designated as "open," in which case the Exhibitor may contract with a company of its choice provided it is of recognized financial standing. Whenever it is indicated that a company holds exclusive rights in a category, the Exhibitor may not contract with any other company.
The list of authorized suppliers provided to the Exhibitor may be modified by La Rural S.A. up until the date of the Exhibition, by adding or removing suppliers as it deems appropriate. The removal of suppliers shall not affect any contracts that the Exhibitor has entered into prior to notification of such modification. The Exhibitor's contracts shall not give rise to any liability on the part of La Rural S.A.

## **Art. 7. Prohibitions**

The following activities are strictly prohibited:

7.1 Any type of game of chance.

7.2 Conducting fundraisers and/or raffle sales.

7.3 The distribution of alcoholic beverages outside the hours during which the stands are open, as well as any other product not specified in the lease agreement.

7.4 The distribution of brochures or flyers, the placement of posters, screens, or advertising signs, or the display of any type of advertising not authorized for the exhibitor within the Fairgrounds and outside the respective stands.

7.5 The presence of visitors under the age of 18.

7.6 The presence of visitors accompanied by dogs or any other type of animal.
7.7 The installation and operation of mechanical and/or electronic games.
7.8 The display of balloons is prohibited without prior written consent. To obtain authorization, exhibitors shall submit a written request for the appropriate permit and pay the applicable fee. Approved balloons must be installed at least three (3) days prior to the opening of the exhibition, and must be dismantled and stored out of public view outside of official operating hours.
7.9 Holding stand openings without prior written authorization from the Organizing Committee.
7.10 The sale of food, beverages, candy, ice cream, cigarettes, and any other items at the stands. The street vending of candy, ice cream, sandwiches, and coffee. Gifts or samples must have prior written approval from the Exhibition Organizing Committee, and their distribution shall take place during authorized hours, avoiding excessive crowds and disorder.
7.11 The display or sale of items that may endanger the safety of people or property, such as hydrogen-filled balloons.
7.12 The installation of overhead cables of any kind. Prior authorization from the Organizing Committee is required for the installation of transmission antennas.
7.13 The use of gas cylinders or other explosive fuels.
7.14 The wearing of inappropriate attire by stand staff or contractors.
7.15 Conducting advertising, exhibition, or related activities outside the boundaries of the stand.
7.16 Vocal touting or shouting to promote products or samples.
7.17 Conducting musical and/or artistic performances (in or outside the stand), that disrupt the harmonious coexistence among exhibitors. As an exception, musical and/or artistic performances may be held with the formal and express authorization of the Exhibition Organizing Committee.
7.18 The installation of wireless access points (or wireless networks), DHCP servers, routers, antennas, NAT, proxy servers, and/or any other network device on the Exhibition Grounds is strictly prohibited. The installation of such devices shall result in the immediate

termination of the contracted services without the right to claim any type of refund. If strictly necessary, prior written approval must be obtained from LRSA, which will assess special cases and consider whether to grant approval.
7.19 The use of drones is prohibited within the scope of the exhibition.

## Art. 8. Charitable Organizations

Stands operated by charitable organizations shall be subject to the same provisions that apply to other exhibitors.

## Art. 9. Schedules

In carrying out their activities, exhibitors shall comply with the schedules set by the Organizing Committee, which will normally be:

### 9.1 Visitor hours:

From 17 to 19 November from 10:00 am to 6:00 pm.
Exhibitors are required to open their booths 15 minutes before the opening time and keep their staff on site until the exhibition closes.

### 9.2 Stand Cleaning:

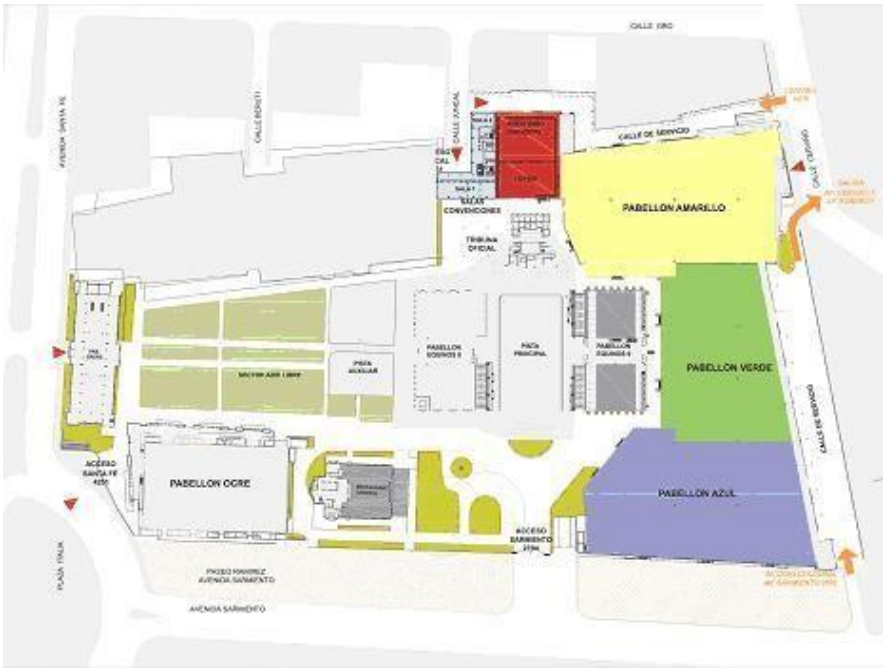
Stands may be cleaned in the morning between 8:00 a.m. and 9:30 a.m.

### 9.3 Loading and unloading:

Access to the premises for restocking merchandise is permitted in the morning between 7:00 a.m. and 9:30 a.m. For the purposes of loading and unloading materials, the company allows a thirty-minute time slot free of charge for cars; one hour and thirty minutes for pickup trucks and similar vehicles; and two hours and thirty minutes for trucks up to 3 metric tons. Once this time has elapsed, a fee of five hundred pesos per minute or fraction of fifteen minutes shall be charged. No vehicle shall be permitted to remain on the premises outside of these hours, and violations may result in penalties.
**Prior notice shall be given to the Exhibitor Support Team between 9:00 a.m. and 5:00 p.m. via WhatsApp or email to atencionalexpositor@larural.com.ar**

Exhibitors may enter the venue for the loading and unloading of goods via Colombia Street, on the corner of Sarmiento Avenue, for stands located in the Blue, Green, and Yellow Pavilions. For the Main Auditorium, the loading and unloading of goods may be carried out at Juncal 4431.

For stands located in the Ocre Pavilion, Pavilions No. 9 and No. 8, the Frers Pavilion, and the Outdoor Area, entry shall be via Juncal 4431, at the corner of Oro St.




General Floor Plan and Site Access for Stand Assembly and Dismantling.

### 9.4 Stand Assembly and Dismantling:

Stand construction and dismantling operations may be carried out between 8:00 AM and 10:00 PM, or within such hours as may be determined by the Organizing Committee under specific circumstances.

## Art. 10. Badges/credentials and General Admission (if applicable)

Badges (if applicable) and/or any alternative identification method defined by the organization may be picked up in person on the first day of assembly, upon presentation of a government-issued ID, provided that the corresponding online registration has been completed.

To perform any tasks within the stand—including assembly, maintenance, and dismantling—all personnel assigned to such activities must hold a Workers' Compensation Insurance certificate (ART) provided by their employer, or a Personal Accident Insurance policy.

**The Exhibition will provide the following badges and/or identification methods:**

10.1 **Exhibitor and Stand Staff Badges:** Intended for the directors and executives of the exhibiting company, one (1) badge shall be issued per two (2) square meters of leased space. These badges are valid exclusively during the Exhibition period. They are also designated for booth-attendant personnel and are strictly non-transferable, provided that the corresponding online registration under this category has been completed. Stand staff will only be permitted access to the venue upon presentation of these badges alongside a government-issued ID.

**Badges will be issued upon presentation of a government-issued ID and verification that the online registration was completed in accordance with the specified instructions.**

**10.2 Food Handling Badges:** Designated for stand-attendant personnel who will handle food during the exhibition; these badges are strictly non-transferable. A formal letter stating the full name and ID number of the assigned personnel must be submitted. One (1) badge shall be issued per every five (5) square meters of leased space, up to a maximum of fifteen (15) badges. **These badges will be delivered only upon presentation of a Workers' Compensation Insurance certificate (ART) or a Personal Accident Insurance policy, along with the duly updated documentation required by the Government of the City of Buenos Aires (GCBA).**

**10.3 Contractor Badges:** Designated for stand builders, these badges are non-transferable and valid exclusively during the stand assembly and dismantling periods. The exhibitor must complete the online registration for all personnel assigned to assembly and dismantling prior to starting of construction. The Exhibition Management reserves the right to make the final decision regarding their access.

**Badges will be issued upon presentation of a government-issued ID and verification that the online registration was completed in accordance with the specified instructions.**

**10.4** In the event of a lost badge—whether belonging to stand staff, a general exhibitor, or a concessionaire of any activity—such circumstance must be immediately reported to the Venue Administration, which shall take all necessary precautions to prevent any unauthorized use of said badge. The replacement of a lost badge shall incur a fee equivalent to five (5) times the value of a general admission ticket to the Exhibition. Similarly, exhibitors who wish to obtain badges beyond the regulatory quota may purchase them at the same rate, subject to prior authorization from the General Operations Office. In the case of a badge substitution, the original badge must be surrendered to the Venue Administration to be replaced. Otherwise, the replacement shall be treated as a lost badge and shall incur the aforementioned fee.

**10.5** The badges specified in Sections 10.1, 10.2, 10.3, 10.4 that have been confiscated due to misuse shall neither be refunded nor reissued. Furthermore, the exhibitor shall be held strictly liable for any consequences or measures arising from such actions.

**10.6** Lamination of badges is strictly prohibited.

**10.7 General Admission Tickets:** Each exhibiting company will be allocated one (1) general admission ticket per every two (2) square meters of leased space, up to a maximum of fifty (50) tickets. These tickets are valid for one adult and must be picked up at the offices located at Juncal 4431, 3rd floor, between 10:00 AM and 5:00 PM.

**10.8** For access to the exhibition venue, personnel from official institutions or government agencies, non-profit and/or charitable organizations, as well as personnel from restaurant and cafeteria concessionaires, will be governed by the rules and conditions set forth in Section 10 and its subsections.

**Art. 11. Scope of the Regulations**

11.1 The Organizing Committee, or any person(s) designated by it, shall resolve at their sole discretion—within the text and spirit of these Regulations and considering the general interests of all exhibitors—any matter not expressly provided for herein, and their decision shall be final and non-appealable. Once notified, such decision must be complied with and enforced by the exhibitor immediately.

11.2 Exhibitors are strictly required to disclose the provisions of the temporary license agreement, this General Regulations manual, and the Stand Regulations to all stand personnel and/or contractors.

11.3 Restaurant, Cafeteria, and Related Concessionaires: They shall be governed by the same regulations established for Exhibitors, in addition to the specific clauses set forth in the bidding documents that served as the basis for their respective contract awards.

**Art. 12. Non-compliance – Fines**

The Exhibitor shall be liable for progressive fines for each instance in which a regulatory breach is established. The individual amounts of such fines shall range from 5% of the total price of the temporary license agreement up to an amount equivalent to 100% of said price.

## III STANDS REGULATIONS

**Art. 13. Oversight and Control**

The regulations established in this chapter shall be strictly and literally complied with. The Organizing Committee is fully empowered to inspect, modify at the exhibitor's expense, prohibit, and/or close any stands that do not comply with these provisions.

**Art. 14. Stand Design and Construction Management**

The design and construction management of stands exceeding 50 square meters and/or featuring more than one story must be overseen by a licensed professional (Architect or Engineer).

All blueprints and technical drawings must bear the professional's signature, explicitly stating their Professional Licensing Board registration number, the Lot/Stand Number, and the Exhibitor's Name.

Exhibitors shall submit all documentation required by the Venue regarding health, safety, hygiene, and assembly measures. For this purpose, the corresponding Safety Annex is transcribed under Article 22.

**Art. 15. Submission of plans**

Exhibitors must submit the following documents to the Technical Department (**anagribarich@yahoo.com**) at least forty (40) days prior to the opening of the Exhibition:

- Architectural Floor Plan(s) including equipment layout and general setting-out dimensions (Scale 1:50 / 1:100).
- Key Elevation(s) or general perspective drawings, explicitly specifying heights and human scale (Scale: Optional).
- **For double-decker (two-level) stands**, the structural engineering calculations for

the mezzanine floor must be submitted strictly and jointly with the plans, as detailed in the corresponding instruction manual.

Temporary structures—including mezzanines, stages, platforms, etc.—must be designed to support a minimum live load of 500 kg/m². Every page of the documentation must be signed by a qualified professional (Architect or Engineer), explicitly including their full name and registration/license number.

- Sections

- Outdoor lots must additionally submit a foundation setting-out plan, as well as plans for all elements located below sidewalk level. Exhibitors wishing to reuse a stand design from previous exhibitions must still submit updated plans bearing a professional signature.

- For stands requiring items to be suspended from the pavilions' steel roof truss structure, a rigging floor plan and its corresponding structural calculations must be submitted strictly and jointly with the general plans. The rigging plan must be accompanied by the official Rigging Points Request Form. All rigging points shall be installed exclusively by the official suppliers designated by the Organizer.

Plans must be submitted exclusively via email to the Technical Department (**anagribarich@yahoo.com**), with a copy (CC) to **atencionalexpositor@larural.com.ar**, following the designated acronym format for each file:

1) Pavilion initials or sector code where the stand is located:
   a. **P.O: Ocre Pavilion**
   b. **PAm.: Yellow Pavilion**
   c. **PV: Green Pavilion**
   d. **Paz: Blue Pavilion**
   e. **AP: Main Auditorium**
   f. **SC: Ceibo Hall**
   g. **SN: Nogal Hall**
   h. **E8: Equines 8**
   i. **E9: Equines 9**
   j. **PF: Frers Pavilion**
   k. **RC: Central Restaurante**
   l. **PC: Central Arena**
   m. **AL: Outdoor Area**
   n. **General Venue / Entire premises**

**2)** Initial letters or full name of Event: **AA: ARGENTINA ALIMENTA**

**3)** Exhibitor Namer: E.g.: **La Rural**

**4)** Stand/Lot Number: E.g.: **X1**

Accordingly, the file name format should appear as follows: ***"Paz-ER-LaRural-X1"***

The Technical Department must approve all construction materials to be used. Such approvals shall not invalidate or override any provisions set forth in these Regulations.

**Art. 16. Sound**

16.1 Loudspeakers or other sound-emitting devices shall not be placed outside the stand boundaries.

16.2 Exhibitors wishing to display or install sound-emitting equipment (such as sound cinema, DVDs, audiovisual systems, etc.) must install them within acoustically isolated enclosures. The audible sound level measured outside the stand must not exceed 20 dB.

16.3 Exhibitors are strictly prohibited from broadcasting any type of music or videos without prior verification of compliance with the relevant regulations before SADAIC, AADI-CAPIF, and ARGENTORES (the competent local copyright and music licensing authorities).

## Art. 17. Floor Plan Modifications

La Rural S.A. reserves the right to modify the floor plan layout, both for outdoor and indoor pavilion areas, without prior notice. Such modifications shall not entitle Exhibitors to make any claims or demands for compensation whatsoever.

## Art. 18. Materials and Construction

18.1 All materials used for stand construction and decoration must comply with the current applicable standards and regulations. The exhibitor shall not bring into the Venue any construction or decoration materials that are flammable, odorous, pest-infested, caustic, or otherwise liable to cause current or potential nuisance or danger to persons or property. Wet construction methods involving traditional brick, cement, and plaster techniques are prohibited.

18.2 Any construction involving any type of combustible material or product is prohibited.

18.3 All construction must be entirely demountable and must adhere to functional and aesthetic criteria, so as not to compromise the prestige, quality, and efficient operation of the Event. Any violation of these provisions shall be billed at its full repair cost by the Organizing Committee, without prejudice to any other rights that may correspond to the organization.

## Art. 19. Safety Rules

19.1 The exhibitor is strictly required to install a fire extinguisher within their stand for rapid use in case of an emergency. The fire extinguisher must be a five-kilogram (5 kg) ABC dry chemical type per stand. It must be placed in a clearly visible location, and stand personnel must be trained in its operation to act quickly and effectively should circumstances require it. The Venue, through its Health and Safety Department, reserves the right to demand additional equipment if the fire hazard or fire load so warrants.

19.2 Under no circumstances (whether outdoors or within indoor pavilions) shall exhibitors obstruct or block access points or fixed installations. Exhibitors are prohibited from leaning structures or materials against existing installations, columns, fire hydrants, walls, curbs, lamp posts, electrical cabinets, power outlets, or telephone booths. Furthermore, exhibitors shall not alter permanent utility networks (water, electricity, gas, etc.), fixed structures (columns, roofs, openings, access doors, etc.), or the flooring (by means of excavations or drilling).

19.3 Food preparation and tastings within the stands shall require prior written authorization from the Organizing Committee.

**Art. 20 Annex: Health, Safety, Hygiene Measures and Assembly.**

The following regulations form an integral part of the Annex entitled 'General Regulations for Assembly and Installations in Pavilions and the Central Arena' and expand upon the points set forth below:

1.In the event that fabrics, carpets, or materials with similar characteristics are used, prior to the entry of such materials into the Exhibition Center, the Exhibitor must present an updated fire-retardant treatment certificate for them. Said certificate must be approved by INTI (the National Institute of Industrial Technology) regarding both the flame-retardant product used and the material testing processes, and it must comply with Level 1 certification.
Submission of certificates is required both for materials that are inherently flame-retardant from the manufacturing stage (yarns, fibers, etc.) and for those that undergo a topical flame-retardant treatment post-production (i.e., by spraying or coating the flame-retardant solution onto the material).
In the latter case, exhibitors must also submit a flame-retardant application certificate signed by a licensed Health and Safety Professional. This document must detail the specific surface area treated, verify the correct dilution and application of the product, and be accompanied by the proof of purchase for said product.
For materials that are inherently flame-retardant from the manufacturer, the certificate must be accompanied by the corresponding proof of purchase and the production batch/serial number, verifying that the physical material matches the characteristics stated in the flame-retardant certificate.
If the product is imported (not domestically manufactured), the corresponding INTI approval must also be submitted.
The same criteria may be enforced for any other material or element that, due to its characteristics or fire load, represents a verified risk.

2. The Exhibitor shall strictly comply with the provisions of Argentine National Health and Safety Act No. 19,587 (Decree 351/79), particularly regarding Personal Protective Equipment (PPE)—such as safety helmets, safety harnesses/belts, gloves, eye protection, and safety shoes—for all workers performing assembly, dismantling, or maintenance tasks.
It is important to note that prior to the entry of any personnel assigned to the event (across the build-up, exhibition, and dismantling phases), the Exhibitor shall submit the corresponding personnel roster to the security checkpoint designated during the technical meeting. This roster must detail full personal data and be accompanied by the valid Workers' Compensation Insurance certificate (ART) or Personal Accident Insurance, along with the Mandatory Life Insurance policy.
The Exhibitor, through its technical director or designated representative, shall be solely responsible for compiling and managing this documentation.

3. Exhibitors are reminded of their duty to faithfully comply with the 'General Installation and Assembly Rules for Pavilions', especially concerning:

a) Access to fire extinguishers and wall hydrants must remain strictly unobstructed at all times.

b) Directional signage for fire hydrants and extinguishers must remain completely unobstructed and visible throughout the Event. If any doubt arises regarding whether temporary installations cause visual interference or hinder quick identification, the Exhibitor shall be required to install additional 1.00 x 1.00-meter signage, matching the design of the existing signs, in the relevant locations.

c) The infrared smoke barrier detector beams (located at a height of 10.5m in the Blue, Green, Yellow Pavilions and Main Auditorium, and at 9.00m in the Ocre Pavilion) must

never be blocked under any circumstances. This strict prohibition includes fabric drapes, themed banners, lighting fixtures, and any other suspended equipment.

d) Access to emergency exits must provide a clear path of travel; meaning they must remain completely free of any objects that reduce their width or cause an obstruction. Emergency exit illuminated signage must remain clearly visible and shall not be blocked by decorative elements and/or promotional banners.
   Furthermore, depending on the layout and characteristics of the stands, additional emergency exit signs measuring at least 1.00 x 1.00 meter—with a green background and white lettering—must be installed. Depending on the lay-out and lighting levels of the Event, these signs, as well as those for fire extinguishers and hydrants, must be reinforced with dedicated spotlighting to facilitate their rapid identification.
e) Any heat-emitting sources, such as incandescent lamps, quartz heaters, or similar equipment, must be equipped with protective guards to prevent direct contact by visitors and exhibitors.

4. The use of elements or appliances that generate heat, sparks, and/or radiation sufficient to initiate a combustion process is strictly prohibited. **The core concept for the setup of the various elements that materialize an exhibition and/or event shall be ASSEMBLY and NOT MANUFACTURING. In other words, stands, furniture, displays, platforms, and similar structures may not be subjected to grinding, welding, or spray painting within the Venue**; instead, they must be prefabricated in a workshop and merely assembled on-site at the Venue.
As an exception, the stand or installation Contractor must apply for a special work permit at least forty-eight (48) hours in advance for any tasks involving grinding, spray painting, cutting, or welding, so that such possibility may be analyzed and the necessary control and prevention measures implemented. Said measures that shall be prescribed by the Organizing Committee shall remain under the responsibility and at the expense of the requesting Contractor, and refer to: (i) setting up barricades and warning lights around the perimeter of the affected work area, and (ii) providing additional safety watch personnel and an extra fire extinguisher for the duration of the task.
This procedure shall be repeated for each additional permit request. The Technical Department is the sole authority to determine whether the task characteristics and safety conditions are optimal; if they are not, it may issue a stop-work order immediately, without giving rise to any claims for compensation by the exhibitor or any interested third party.

5. The use of gas cylinders or similar appliances, as well as flammable liquids, is prohibited in all indoor areas. This restriction applies to both food operations and any other location where catering services of any kind are provided. All temporary installations must be certified by a licensed installer who guarantees proper setup and compliance with active regulations.

6. Regarding temporary structures (stages, grandstands, raised platforms, technical production towers, etc.), the Exhibitor must submit a structural report signed by a qualified professional (Engineer or Architect), guaranteeing that the temporary installations meet all regulatory and safety conditions for their intended use. The aforementioned requirement shall also apply to structures that store materials or accommodate crowds of the public or operators on mezzanine floors. It shall likewise apply to any structures which, due to their physical characteristics (height, shape, weight, etc.), the Organizing Committee or the Municipal Authority determine require the submission of supporting documentation.

**7. Required Information for the Rigging of Metallic Structures:**

The following guidelines apply in addition to the Rigging Points Order Form:

-Format and description
Layout and Format: A minimum of one (1) printed blueprint in A3 size, plus one digital copy in DWG format, providing the following data:

- Stand or Sector Name subject to the structural calculations;
- Name of the Exhibition where the installation will take place;
- Date and year;
- Full name and professional license number of the person responsible* who will serve as the Structural Engineer and Rigging Supervisor for the proposed structure;
- Floor Plan** indicating the scale and referencing both the support infrastructure and the elements to be suspended;
- Total weight of the structure or assembly to be rigged.

I. Structural Engineering Calculations signed by a responsible licensed professional.

* The professional scope of work shall encompass both structural engineering and rigging supervision/execution, and this specific scope must be explicitly stated on the corresponding plan.
** If deemed necessary, a complementary cross-section plan may be requested in addition to the general floor plan.

B – References: Elements to be Supported

- Manual or motorized hoists
- Chains
- Slings
- Rigging hardware
- Others

Beam Type, Model, and Material.
All components must include the reference, model, and weight to be considered in the calculation report accompanying the plan to be submitted.

C - References: Elements to be Supported

- Lighting fixtures
- Signage / Banners
- Fascias
- Decorative fixtures or elements
- Support structures / Secondary beams
- Audio/Video (AV) equipment
- Others

All elements requiring it, must specify the reference details, model, and weight to be factored into the structural calculations of the plan to be submitted

a. Every support point and suspended item must feature a secondary safety cable/sling. In case of a mounting failure, faulty assembly, or material fatigue, this setup must effectively prevent any equipment from detaching or falling freely, in whole or in part.

b. The acting professional shall be registered and fully licensed at the time of signing. Their professional scope of work shall encompass both structural engineering and rigging supervision/execution; they shall also be held liable for the condition, maintenance, and structural integrity of the elements used (ensuring that the components to be utilized do not show signs of deterioration due to aging, wear and tear, or similar factors).

c. The Organizing Committee reserves the right of admission over any persons and/or

elements that do not comply with the items described above or those set forth in the 'General Regulations for Assembly and Installations'. In the event that the stand assembly or installation is already underway and non-compliance with any of these points or the aforementioned regulations is detected, the Organizing Committee shall have the authority to cut off the electrical power supply to the Exhibitor and order the personnel assembling the corresponding stand or installation to leave the Exhibition Center, until such non-compliance has been fully rectified.

d. The Organizing Committee reserves the right to deny admission to future events to any stand or installation Contractors who fail to comply with this annex and the 'General Regulations for Assembly and Installations'.

e. The entry of minors into the pavilions is strictly prohibited during the event assembly and dismantling periods.

## Art. 21. Security Deposit

To guarantee compliance with these Stand Regulations, the Exhibitor shall sign a promissory note payable on demand to La Rural S.A. for an amount equivalent to 30% of the total space value, executed at the Venue Administration office concurrently with the respective agreement.

Once the Exhibitor hands over their lot in proper condition, the Venue Operations Management shall draft a compliance report for the purpose of returning said document. Any non-compliance with the provisions set forth in these General Regulations shall entitle La Rural S.A. to enforce and execute the document delivered as a guarantee.

## Art. 22. Requirements before starting construction

22.1 The temporary license agreement shall be fully signed.
22.2 Space rental payments shall be paid in full under the established schedule.
22.3 Stand designs and layout plans shall be officially approved.
22.4 The official lot reception sign-off form shall be duly executed.

# IV SPECIAL REGULATIONS FOR EXHIBITORS IN PAVILIONS

## Art. 23 General Provisions

### 23.1 Space-only stands

Exhibitors shall only be provided with the floor mark-out of the allocated area. The design, construction, and assembly of the stand, as well as all related services, shall be the sole responsibility and management of the Exhibitors.

### 23.2 Basic Stand Option (if applicable)

a) Provided by La Rural S.A, as contracted:

- Needle-punched carpet with polyethylene protective film.
- Partition walls: Octanorm modular system divider walls, h: 2.50m, metric modulation (0.99m from column axis to axis).
- Natural anodized aluminum profiles with laminated panels and top bracing to ensure structural rigidity and conceal electrical wiring.
- Front fascia board utilizing the same Octanorm system mentioned above.
- "Flag" sign on a 30 x 50 cm board, with 40mm lettering.

- Basic lighting with spotlights (power consumption to be borne by the Exhibitor).
- One electrical outlet, including the booth distribution board and connection to the pavilion's existing sub-distribution boards.

b) Drilling, nailing, or painting on the panels is strictly prohibited. Under no circumstances may the aluminum profiles be screwed, painted, or cut..

c) Any violation of these provisions shall be invoiced by La Rural S.A. based on the corresponding repair costs.

23.3 Any additional equipment shall be requested upon to the Exhibition's official provider.

23.4 The measurement of the existing columns in the Blue, Green, and Yellow pavilions is 1.20 meters in diameter

## Art. 24 Boundaries

Construction shall take place exclusively within the boundaries of the allocated plot, both on the ground surface and in the overhead space. Structures may not project outward beyond any of the vertical planes. No element may exceed the limits established in Art. 27 (lighting fixtures, signs, etc.).

## Art. 25 Height of Structures

25.1 Plots inside the pavilions shall have a maximum permitted height of 2.50 meters on their partition walls.

25.2 By stepping back 1 meter from the partition walls, structures may not exceed 4 meters in height. **No advertising shall be permitted on partition walls or on faces directly overlooking neighboring plots.**

25.3 Inside the stands, the maximum permitted construction height shall be **6 meters**.

25.4 Blue Pavilion. Special construction regulations for plots with an area equal to or greater than 200 m², located along the Av. Sarmiento wall. The area delimited as 'Buildable Surface Area' shall be respected, establishing a maximum construction height of 8 meters from floor level, and shall comply with all points set forth in these Regulations as 'Special regulations for exhibitors in pavilions.' Within the plot area that falls outside the 'Buildable Surface Area,' the installation of fascia boards with a maximum height of 1.00 meter shall be permitted, provided the structure is floor-supported and perfectly braced. The clear height between the floor and the bottom of the fascia board shall not be less than 5 meters. Additionally, within the specified area, the setup of a space intended for an 'Information Desk' or 'Reception Area' not exceeding a total surface area of 25 m² shall be permitted. For this area, furniture such as lounge chairs, low tables, a desk, chairs, etc., and partition panels not exceeding 1.50 meters in height shall be allowed. The height of institutional or brand banners and totems placed in this section shall not exceed 1.80 meters.

## Art. 26 Ceilings

26.1 Ceilings shall be compulsory for all stands operating sound-emitting equipment. In all other cases, only support beams for lighting fixtures shall be permitted.

26.2 Where the products on display consist of ceiling or roofing materials, decoration, regional products, or similar items, they may cover 100% of their respective stands.

26.3 Ceilings and roofs covering the various stands must be made of non-combustible materials.

26.4 Should it be necessary to suspend elements from the pavilion ceilings, the corresponding authorization must be requested from the Technical Department of La Rural S.A.

## Art. 27 Floors

27.1 It is strictly forbidden to drill into the existing pavements, use masonry materials (bricks, cement, lime, mortar, plaster, soil, sand, etc.), carry out any type of wet construction, or fix carpets or building elements to them using contact cement or similar adhesives. These must be secured exclusively with double-sided adhesive tape, or otherwise installed on platforms or any other medium independent of the pavement.

27.2 The flooring of the Blue, Green, Yellow, and Main Auditorium pavilions can support a load capacity of up to 2,000 kilograms per square meter, and the Ochre pavilion a load capacity of up to 5,000 kilograms per square meter. The covers of the utility service trenches may not be used to support point loads.

27.3 Any violation of these provisions shall be invoiced by La Rural S.A. based on the corresponding repair costs.

# V STAND OPERATIONAL REGULATIONS

## Art. 28 Staff

The Exhibitor shall hire the necessary and sufficient staff to attend its Stand. Said staff shall wear appropriate and identifying attire, conduct themselves with decorum and respect at all times, and strictly comply with the regulations applicable to their activity, including these Regulations.

28.1 The staff, contractors, or suppliers of the Exhibitors shall enter the Venue through the gate designated by La Rural S.A. They shall hold the corresponding insurance policies and, during the performance of their duties, comply with the provisions of Law No. 19,587 and Decree 351/79 on Occupational Health and Safety.

28.2 Prior to entering the Venue, the Exhibitor shall provide information regarding those members of its staff authorized to handle food. Said staff shall have the duly updated documentation required by the GCBA (Government of the City of Buenos Aires) and present it whenever requested. The Exhibitor undertakes and assumes full liability regarding

compliance with health and sanitary regulations in this respect.

28.3 Under no circumstances may the aforementioned staff remain within the Venue after the closing hours of the Event, nor may they spend the night on the premises. Their presence outside of public hours shall be authorized exclusively within the schedules established in Art. 10 of these Regulations and strictly for those purposes.

## Art. 29. Waste and other refuse

29.1 Waste, scraps, and other refuse from the Stands shall be removed from the premises by their staff after the Event's public closing hours and deposited in the areas designated by La Rural S.A. for such purpose. Until that time, waste must remain within the space of the respective Stand, inside bags that prevent the spread of odors or liquids, and out of public view and reach.

29.2 In the event that the discarded materials are toxic, pathogenic, or hazardous, the Exhibitor shall comply with the health and safety measures established by the applicable current legislation.

29.3 The transport and removal of waste generated by the dismantling of the exhibition shall be the responsibility of the stand contractor. Such waste must be removed within the designated dismantling period.

## Art. 30. Advertising and Signage

30.1 Exhibitors may carry out any type of promotion and advertising within their respective Stands, provided that the content or method thereof does not constitute an infringement of current regulations.

30.2 Exhibitors shall maintain all signage and other advertising media in a good state of repair, so as not to affect the aesthetics or safety of the Event. Said signage shall be installed within the limits established for Stand construction and shall not encroach upon the airspace of another Stand or common areas.

# VI OFFICIAL SERVICES

## Art. 31 Security

31.1 The exhibition organizers shall provide general security personnel to maintain order and address contingencies; however, they shall not be held liable for any materials and objects deposited within each Stand, nor for any damage that may be suffered by objects, samples, or assembly and exhibition materials, whether before, during, or after the conclusion of the Exhibition. (See Article 6.4)

31.2 Exhibitors may arrange for additional security at their stands, for which purpose they must hire the Official Security Company of the Exhibition. Please contact the Exhibitor Services Department regarding the Official Service Provider via email at: atencionalexpositor@larural.com.ar

## Art. 32. Cleaning

32.1 Exhibitors undertake to maintain their Stands in pristine and sanitary conditions during

public opening hours. To this end, any maintenance tasks carried out during visiting hours shall be performed without causing disruption to the public or detracting from the quality of the exhibition. (See Article 6.4)

32.2 Exhibitors may arrange for cleaning services at their Stands, for which purpose they must contact the Official Cleaning Company of the Exhibition. Please contact the Exhibitor Services Department regarding the Official Service Provider via email at: atencionalexpositor@larural.com.ar

## Art. 33. Lighting – Power

All lighting shall be LED. The use of filament lamps, compact fluorescent lamps (CFLs), discharge lamps, and any other non-LED fixtures is strictly forbidden.

## Art. 34. Water and Drainage Connections

Water and drainage connections shall be carried out exclusively by La Rural S.A. personnel, and the cost thereof shall be borne by the Exhibitor. These connections consist of a ¾-inch inlet with a shut-off valve for water and a 2-inch outlet for drainage, which will be installed at the boundary of the stand closest to the utility service trenches. The shut-off valve must remain accessible at all times.
Said connections shall be requested 15 days in advance by emailing ventasinfraestructura@larural.com.ar and copying (CC) atencionalexpositor@larural.com.ar indicating the exact location for the connection on both the floor plan and the 3D render.

## Art. 35. Rigging Points

For all structures and/or elements to be suspended from the pavilion steel truss structure (or from the different sectors), a rigging floor plan must be submitted along with the stand project design. This plan shall include a description of the items to be suspended, endorsed by a registered professional with appropriate expertise in the field (engineer and/or architect), accompanied by their corresponding signed structural calculation report.

The information to be submitted must take the following elements into reference:

A - Format and Description

II. Plan and Format: 1 (one) printed plan, minimum size A3, plus one copy in DWG format containing the following data:

- Name of the Stand or Sector subject to the calculation.
- Name of the Exhibition where the installation will take place.
- Date and year.
- Full name and professional license number of the person responsible for the structural design and execution of the proposed structure.
- Floor plan with references for both supporting and supported elements, and scale indication.
- Total weight of the structure or assembly to be suspended

II. Structural calculation report signed by a registered professional.

- The professional scope of work shall include both structural design and

execution, and such scope must be stated on the corresponding plan.
- Should it be deemed necessary, a cross-sectional plan may be requested to complement the floor plan.
- Supporting element references:
- Manual or motorized hoists
- Chains
- Wire ropes / Slings
- Rigging accessories
- Other
- Beam Type, Model, and Material.
- All elements must state their reference, model, and weight to be considered in the structural calculation report of the plan to be submitted.
- Supported element references:
- Lighting fixtures
- Signs / Signage
- Fascia boards
- Decorative fixtures or elements
- Support structures / Secondary beams
- Audio/Video
- Other

Please note that supporting elements shall be suspended exclusively from the lower nodes of the pavilion truss roof structures. The maximum allowable weight is 100 kg per node in the Blue, Green, and Yellow pavilions, and 150 kg per node in the Ochre pavilion.

Rigging from the horizontal chord sections of the structure is strictly prohibited under any circumstances; rigging shall only be allowed from the nodes or the designated rigging points themselves. If, due to design or layout reasons, the node position is not suitable, an additional support structure shall be installed from the nodes, followed by a secondary structure to reach the required layout point, while always adhering to the maximum allowable values per rigging point according to the respective pavilion.

In the case of the Main Auditorium, the rigging points specifically installed for such purposes shall be strictly respected, with a maximum allowable weight of 150 kg per rigging point. It should be noted that for the three rigging points located within the Foyer area above the entrance doors, the maximum allowable weight is 100 kg per point.

The maximum allowable weight per rigging point for the Central Restaurant shall be 50 kg.

Suspending any weight from the upper structures of Pavilions 8, 9, and Frers is strictly prohibited, owing to the construction type and historical value of these buildings.

In all cases, regardless of the pavilion, rigging points shall be protected to prevent chipping the paint or damaging the building's infrastructure.

If, due to reasons of strict force majeure, the documentation required in this circular cannot be submitted at the technical meeting, either in whole or in part, a peremptory period of 4 (four) business days prior to the start of assembly shall be granted for full completion. Any inconveniences that may arise, including the suspension of rigging privileges due to non-compliance with the points described above, shall remain the sole responsibility of the organizer.

Without prior approval of the required documentation by the Operations Management, the hoisting of any element shall not be permitted until all the points described in these

regulations have been fully complied with.

Exhibitors requiring the suspension of structures and/or elements from the pavilion steel truss structure (or from the different sectors) shall contract this service exclusively through the providers authorized for such purpose.

## VII ELECTRICAL INSTALLATION REGULATIONS

### Art. 36 Power Supply and Wiring

Electrical power shall be supplied from the existing distribution boards in the pavilions and/or from service boxes installed in outdoor island areas. The routing of lines to the distribution boards or service boxes shall be carried out by the Exhibitor using copper conductors with a cross-section of no less than 2.5 mm² (Sintenax-type cable or equivalent). For underground connections, Sintenax-type cable must be used. Single-phase connections shall only be permitted up to 3 kW; for higher power requirements, a three-phase line must be used, ensuring balanced currents. Access to distribution boards or service boxes is strictly prohibited to the Exhibitor. La Rural S.A. shall provide a grounding terminal for safety purposes. The installation of a main thermomagnetic circuit breaker, a grounding terminal, and a residual current device (RCD) shall be compulsory; otherwise, no electrical power shall be supplied. The ground wire must be easily identifiable from the neutral and all other active conductors. Under no circumstances shall the contact voltage exceed 24 Volts. The Exhibitor shall be solely responsible for this, as well as for the proper calibration of the protection devices to ensure correct operation.

Any electrical installation carried out by the Exhibitor must comply with the REGULATIONS FOR THE EXECUTION OF ELECTRICAL INSTALLATIONS IN BUILDINGS of the Argentine Electrotechnical Association (AEA), September 1996 edition, or any regulations modifying or replacing it. Upon request, La Rural S.A. will provide a copy of this document at the Exhibitor's expense. La Rural S.A. shall not be held liable for any malfunction of the lighting and driving power installations within the Stands. All machinery must be grounded, and any equipment installed on the floor or within public reach must be protected against direct contact.

### Art. 37. Installation Authorization

Once the electrical installation has been executed, the "Certificate of Electrical Installation Execution – Declaration of Conformity" form shall be submitted in four copies, duly filled out, along with a signed photocopy of the credential certifying that the Electrical Installer is registered with the Institute of Authorization and Accreditations (APSE – IHA) (Tel. 4804-2822) located at Posadas 1657. The category of the responsible installer must correspond to the following table established by ENRE:

- **Installed power from 0 to 10 kW: Level 3 (Qualified Installer)**
- **Installed power from 11 to 50 kW: Level 2 (Technician)**
- **Installed power over 50 kW: Level 1 (Professional)**

The documentation shall be delivered to Trafoconsult personnel stationed at the venue, as a prerequisite for requesting the power supply connection. Two copies of the Certificate shall be returned to the Exhibitor, duly endorsed by Trafoconsult S.R.L.

The required forms shall be requested directly from Trafoconsult Personnel.

## Art. 38. Requirements for Electrical Installations Performed by Third Parties within the Exhibition Venue

The minimum requirements to be met by exhibitors, their installers, and the registered professionals who sign the Certificates of Conformity are set forth below.

38.1 Cables Permitted Cables: The use of multicore copper cables with plastic insulation and plastic sheathing shall be permitted.

38.2 Prohibited Cables: The use of twin-core plastic-insulated cables without an outer sheath (commonly known as "flat twin cable" or "zip cord") shall not be permitted.

38.3 Permitted Low Voltages: The use of extra-low voltage lamps (ELV: up to 24 Volts) shall be permitted. It is mandatory to add a fuse or a protective device against short circuits and/or overloads on the low-voltage output line of the transformer. For all metallic components within ELV installations, all protective grounding connection requirements shall remain fully applicable.

38.4 Cable Routing / Trunking: Paragraph 7.5 of the regulations shall permit the use of plastic, metallic, or other non-hygroscopic cable trays—with or without a removable cover—of adequate mechanical rigidity and self-extinguishing properties. Cable routing via lighting tracks, the upper horizontal section of the partition panels, and the interior of columns shall be assimilated into this definition.

38.5 Mounting of General-Purpose (TUG) or Special-Purpose (TUE) Outlets: Electrical outlets shall be mounted in a fixed position. If screw fastening is not possible (or any other method that causes damage to the panels due to supplier restrictions), it is suggested to assemble plastic boxes using a double-sided self-adhesive material whose removal and cleaning is straightforward and acceptably satisfies the safety requirement.

38.6 Each Stand shall have its own structure connected to a grounding system. The grounding point must be identified with a visible green or green-yellow self-adhesive tape from floor level.

38.7 Frames, columns, or any other metallic supporting elements for electrical equipment of any nature (lighting fixtures, outlets, motors, transformers, etc.) shall be connected to a grounding system.

38.8 Each stand distribution board shall be equipped with a residual current device (RCD) suitable for the installed power capacity, a main thermomagnetic circuit breaker, and sub-circuit breakers. Prior to the authorization of the installation, an operational test of the residual current device (RCD) shall be conducted.

38.9 Estimated Power Consumption of Electrical Appliances:

- Desktop computer and monitor: 0.6 Kw.
- Laptop: 0.4 Kw.
- Refrigerator: 0.5 Kw.
- T.V.: 0.2 Kw.
- Plasma display: 0.5 Kw.
- Coffee maker: 0.1 Kw.

38.10 All lighting shall be LED. The use of filament lamps, compact fluorescent lamps (CFLs),

discharge lamps, and any other non-LED fixtures is strictly forbidden.

## VIII INSURANCE

### Art. 39 General Provisions

The Organizing Committee requires all exhibitors to purchase the appropriate insurance policies, as applicable; to do so, they shall contact the insurance company of their choice. Exhibitors are solely responsible for any risks. The following scenarios may apply:

**I –Staff**

(a) **Permanent employees**:

Proof of coverage under (1) Mandatory Life Insurance (SVO) (Decree-Law 1,587/74) and (2) coverage from an Occupational Risk Insurance Provider (ART) for workplace accidents shall be an essential requirement for all staff to enter the Exhibition Halls. To this end, 5 days before staff enter the Pavilions, the Exhibitor shall submit to the Organizing Committee's offices the Certificates of Coverage regarding the SVO, along with a list of the staff covered by each employer, which shall include a waiver of the right to seek reimbursement from La Rural S.A. and Sociedad Rural Argentina.

(b) **External employees**:

It is an essential condition for entry into the Pavilions for non-payroll personnel (such as agents, directors, advisors, contractors, promoters, etc.) to hold Personal Accident Insurance covering death or disability for a minimum amount of twenty-seven thousand US dollars (USD 27,000), and medical assistance expenses of five thousand five hundred US dollars (USD 5,500). This condition shall be proven at the Organizing Committee offices five days prior to the personnel's entry by attaching the relevant certificate of coverage, which shall include a waiver of subrogation against La Rural S.A. and Sociedad Rural Argentina. These amounts may be subject to change.

(c) **Access verification**:

The personnel referred to in subsections (a) and (b) above shall enter through the gate designated by the event organization in coordination with the venue, which shall verify compliance with the stated requirements through the security mechanisms established in due course. Failure to provide proof of the existence, validity, or scope of the aforementioned insurance policies shall result in the denial of entry for any personnel affected by such conditions. Neither Sociedad Rural Argentina nor La Rural S.A. shall be held liable for any inconveniences or damages that such failure may cause to Exhibitors.

**II-Third Party Liability.**

Proof of General Liability Insurance is required to host events or to access the venue for providing any event-related services.

Insurance Enrollment Service:

This insurance is required to any legal entity that enters the venue to participate in an event (whether as an exhibitor, organizer, or related service provider) or to carry out commercial activities within La Rural.

Insurance Coverage:

Such insurance shall provide **Comprehensive General Liability** coverage for third-party damages arising from the activities carried out by the insured within the venue.

The required coverage amounts for stands are:

| STAND AREA (M²) | AMOUNT TO BE COVERED |
|---|---|
| 1 to 50m² | U$S 60,000 |
| 51 to 200m² | U$S 120,000 |
| 201 to 500m² | U$S 300,000 |
| 501m² onwards | U$S 500,000 |

Coverage amount: The insurance policy shall cover damages for a **total insured sum** of no less than the amount detailed in the table above, according to the respective stand category.

The exhibitor shall submit the relevant certificate of coverage three (3) days prior to the start of the assembly/set-up period.

**III- Elements or Contents.**

1. All objects, contents, etc., brought into the Venue must be insured by the exhibitor according to the replacement value of said asset. The procurement of the aforementioned insurance shall be the sole responsibility of the exhibitor or the respective owner, and the policy must include a waiver of subrogation against Sociedad Rural Argentina and La Rural S.A.

**2. The Organizing Committee shall require the Exhibitor or the owner of the goods to present the property insurance policy five (5) days prior to the entry of the goods or merchandise into the Venue, covering damages due to fire, robbery, theft, and total or partial destruction, among others.**

3. The Exhibitor agrees to hold harmless the Organizing Committee and La Rural S.A. from any and all claims that may arise from the loss, fire, robbery, theft, total or partial destruction or damage of the goods brought into the Venue.

## IX STAND ASSEMBLY AND DISMANTLING

### Art. 40 Stand Assembly and Dismantling

The dates for stand assembly and dismantling shall be determined by the Organizing Committee and communicated to the exhibitors.

40.1 Responsibility: Each exhibitor shall be solely responsible for the integrity and safety of the component elements or machinery of their stand, including products on display, whether assembled or dismantled.

For safety reasons, Exhibitors shall make every effort to remove all portable items (computers, televisions, DVDs, etc.) from their stands after the closing of the Exhibition. If this is not possible, Exhibitors are strongly advised to maintain security personnel at the stand until such elements are removed, given that after the closing of the Exhibition, the various contractor crews involved in the total dismantling of the stands and the Exhibition shall begin working on the grounds.

40.2 General Provisions:
Exhibitors are required to:

**a)** Dismantle their stand and leave the space in its original condition.
**b)** Remove all materials used in the construction of their stand, as well as waste or any other discarded items.
**c)** Personally deposit surplus materials—in segments no longer than 1 meter in length—into the respective dumpsters.
**d)** Carry out the aforementioned operations without obstructing the aisles, until the time of their departure from the venue.

I acknowledge that I have carefully read and I accept the general conditions established in these Regulations.

Signature:……

Name:……

Company name/Legal name:……

Date:……