

ISBD 2018

Exhibitor's Technical Manual

**BIPOLAR DISORDERS:
CREATING GLOBAL
INNOVATIONS**

MEXICO

2018

20TH ANNUAL CONFERENCE OF
THE INTERNATIONAL
SOCIETY FOR BIPOLAR
DISORDERS
MEXICO CITY
MARCH 7-10, 2018

CONGRESS ORGANIZER
Kenes International
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Fax: +41 22 732 26 07
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Pittsburgh, PA, USA
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www.isbd.org



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Dear Exhibitor,

This Exhibitor Services Manual contains important information and is designed to assist you in preparing for the **20th Annual Conference of The International Society for Bipolar Disorders (ISBD) Exhibition.**

The Exhibition will be held in Mexico City, Mexico, March 7 – 10, 2018.

The floor plan has been designed to maximize the exhibitor's exposure to the delegates.

Please read all of the information in this manual. It will take you very little time now and could save you a great deal of time later.

Please forward this manual to everyone who is working on this project, including your stand builder, as it contains useful information about the congress.

We recommend Exhibitors using independent booth contractors to include a site visit in the planning process to assure a smooth and well planned set up. Please contact Marinka Jimenez or Rocio Duarte of Groups2Go at: mjimenez@groups2go.com.mx/rduarte@groups2go.com.mx to coordinate a visit.

Please do not hesitate to contact us for further information or assistance.

We look forward to welcoming you in Mexico City and wish you a successful Conference and Exhibition.

Best Regards,

Olivia Fine
Exhibition Manager

Tel: +41 22 9080488 Ext 827

Fax: +41 22 9069140

Email: ofine@kenes.com

Site: www.kenes.com



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- Exhibition Floor Plan
- List of Exhibitors

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Section 1: General Information

Congress Secretariat / Organising Secretariat Kenes International

Rue François-Versonnex 7
1207 Geneva, Switzerland
Tel: +41 22 908 0488
Fax: +41 22 906 9140

Congress Dates

Wednesday, 7 March until Saturday, 10 March, 2018.

Exhibition Manager

Ms. Olivia Fine

Tel: +41 22 9080488 Ext 827
Fax: +41 22 9069140
Email: ofine@kenes.com
www.kenes.com

Registration & Hotel Accommodation

Tel: +41 22 908 0488
Fax: +41 22 906 9140
E-mail: reg_isbd18@kenes.com

Sponsorship and Exhibition Sales Contact

Charlotte Lim

Tel: +31 20 763 0100
E-mail: clim@kenes.com

Venue

Camino Real Polanco Mexico City
Calz. Gral. Mariano Escobedo 700,
Anzures
11590 Ciudad de México
CDMX, Mexico

Website

For updated information regarding the Conference, please visit the website:
www.isbd2018.com



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Exhibition Related Table

Submission of Exhibition Forms	Deadlines	Tick Box Upon Completion
Hotel Reservation for Staff	As soon as possible	
Designed Stand Approval	Monday, January 29, 2018	
Furniture Rental	Friday, January 29, 2018	
Flowers Decoration	Friday, January 29, 2018	
Stand Cleaning, Telecommunications, Electricity & Electrical Application	Friday, January 29, 2018	
Badge Order	Monday, January 29, 2018	
Lead Retrieval Wireless Barcode Reader	Monday February 5, 2018	
Payment of Invoice Balance	Must be received in full before Exhibition opens	





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Exhibition Time Table At-A-Glance (subject to change)

Exhibition Timetable	
Set up	
Tuesday, March 6, 2018	18:00 – 23:59
Wednesday, March 7, 2018	00:00 – 06:00
Wednesday, March 7, 2018	06:00 – 15:00 (decoration only)
Exhibition hours	
Wednesday, March 7, 2018	18:00 - End of Welcome Reception
Thursday, March 8, 2018	09:30 – 18:00
Friday, March 9, 2018	09:30 – 18:00
Saturday, March 10, 2018	09:30 – 13:30
Breakdown	
Saturday, March 10, 2018	13:30-23:00

***Timetable is subject to change**

****Dismantling of the stands before the official hour is not permitted.**

Please note that all exhibitors should be in their booth 30 minutes before the official opening hour.

PLEASE NOTE:

Empty crates and packaging material must be removed after set-up and no later than **Wednesday, March 7, 2018 at 15:00** All aisles must be clear of exhibits and packaging materials to enable cleaning.

Any equipment, display aid or other material left behind on **Saturday, March 10, 2018 after 23:00** will be considered discarded and abandoned.

Social Events at the Exhibition Area

You are cordially invited to the Welcome Reception on **Wednesday, March 7, 2018 at 18:45**

Off Exhibition Information

You may either man your booth during those times or consider hiring extra security for your valuables.

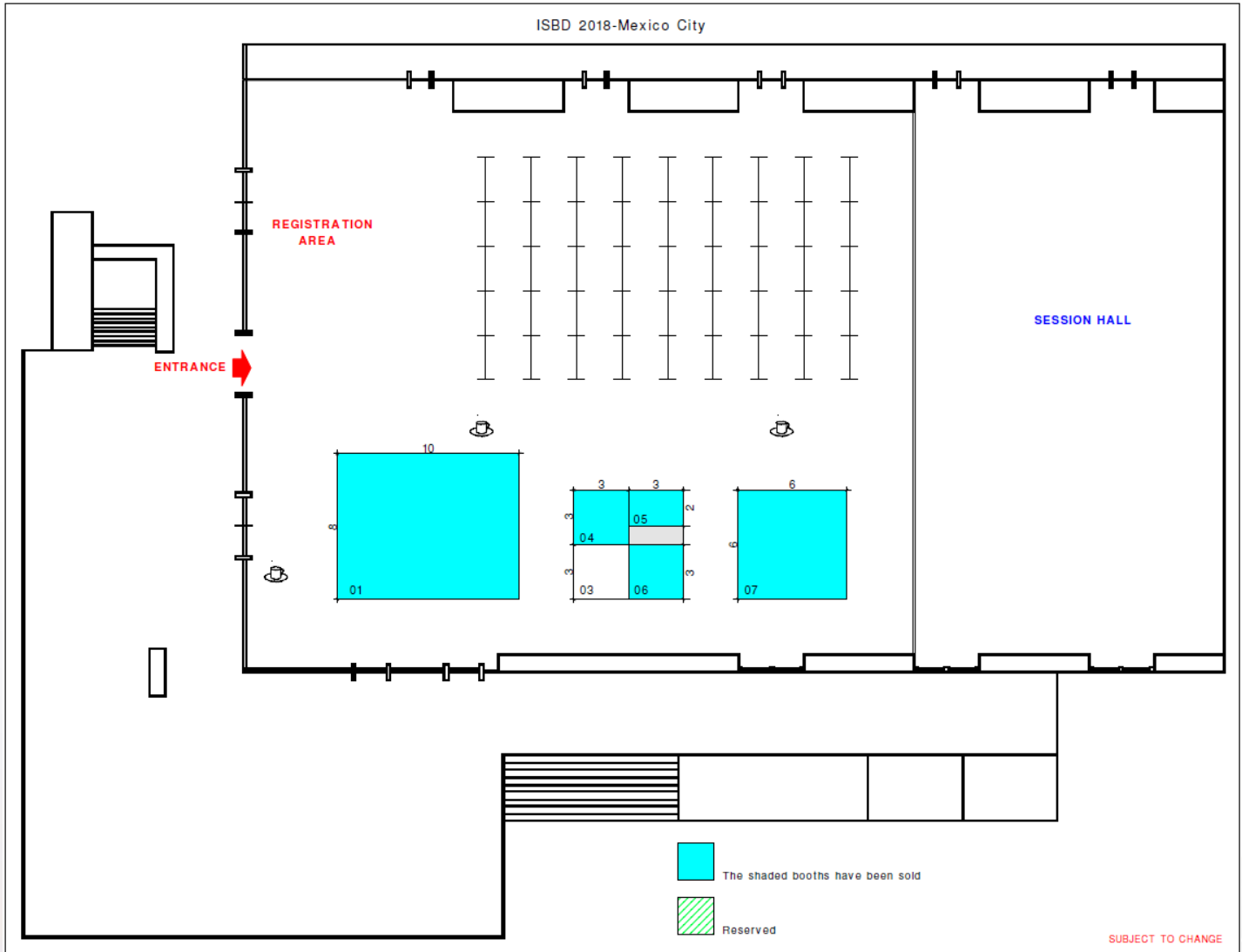
Please note:

It is the exhibitor's responsibility to dispose all materials after dismantling.

Any charges incurred for waste removal will be sent to the exhibitor.

Section 2: Exhibition Floor Plan, List of Exhibitors

Exhibition Floor Plan (As of January 2018)



SUBJECT TO CHANGE





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List of Exhibitors (as of February 2018)

Company	Booth #
GSK	01
ISBD	04
Otsuka	05
Tecnofarma	07
Armstrong	06



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Section 3: Exhibition Services

Exhibitor Badges

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked and 1 additional badge for each 9 m² thereafter.

Any additional exhibitor badges for pre-advanced orders will be charged an exhibitor registration fee of **190 USD**.

The Exhibitors' badge gives free access to the exhibition area, breaks and Welcome Reception.

You can submit your order through the **Kenes Exhibitor's Portal**.

<https://exhibitorportal.kenes.com>

The Exhibition Manager will contact you with the link to the Exhibitor's Portal, including your personal login details.

Deadline: Monday, February 5, 2018

Please note that only company's name will appear on badges. All personnel are required to wear badges to access the venue. Company representatives not wearing their badges will not be allowed to access the Exhibition.

Company name badges are for the use of company personnel for stand manning purposes and should not be used by companies to bring visitors to the Exhibition.

Exhibitor badges will not be mailed in advance and may be collected from the Registration Desk.

Access to the Exhibition Hall during Set-up and Dismantling Times

Stand contractors and staff must wear service passes during the entire set-up and dismantling period. Service Passes are free of charge and may be collected from the Registration Desk.

Lead Retrieval Application

Lead Retrieval Application is a helpful tool for receiving contact information about participants who visit your booth or attend your symposium.



Lead Retrieval App (no device is included).

The Application should be installed on your company/personal device.
The advantages of the new application:

- ☑ Effortless process using registration badge barcode.
- ☑ Ability to insert exhibitor's comments for each lead.
- ☑ Immediate information retrieval online.
- ☑ Application is available for download from Apple store or Google play: "Kenes K-Lead App".
- Cost per unit - **\$400**

The Mini Scanner

- ☑ No editing capabilities
- ☑ Basic participant info
- ☑ Pocket size
- Cost per unit - **\$300**



Please Note:

Barcodes on participants' badges contain contact information as supplied by the registrant or the agency responsible for the registration process of that participant. We regret that in some cases, as when group registration is completed by a company, we may not be in possession of the full contact details. In addition, please note that neither Kenes International nor the Organizing Committee is responsible for the content of the information.

Furthermore, in some cases, the participant does not give his permission to transfer his contact details to any other party.

Therefore, although he visited your booth and was scanned by your barcode reader, we are unable to forward you his contact details.

You can submit your order through the **Kenes Exhibitor's Portal**.

<https://exhibitorportal.kenes.com>

The Exhibition Manager will contact you with the link to the Exhibitor's Portal, including your personal login details.

Deadline: Monday, February 5, 2018



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Section 4: Technical Information

Stands Design (Space Only)

Exhibitors who build their own stands are required to submit a scale drawing of their booth, including elevation view and dimensions.

Each exhibiting company should submit the name and details of their construction company.

You can submit your order through the **Kenes Exhibitor's Portal**.

<https://exhibitorportal.kenes.com>

The Exhibition Manager will contact you with the link to the Exhibitor's Portal, including your personal login details.

Deadline: Monday, January 29, 2018

All exhibits are to be displayed to avoid blocking aisles, obstructing adjoining booths, or damaging the premises. Exhibitors are kindly requested to allow sufficient see-through areas that ensure clear views of surrounding exhibits.

The Organizers will not approve stands that do not comply with the accepted standards until the necessary changes have been made.

Work cannot commence until the exhibitor layout is approved by the Organizers.

Table Tops that have been pre-booked with Kenes include:

- 1 table top
- 2 chairs
- Electrical connection

For any additional orders please contact ofine@kenes.com

The Exhibition manager will contact you with the link to the Exhibitor's Portal, including your personal login details.

Deadline: Monday, January 29, 2018



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Build-Up Height

The maximum building height is 7.5m

Any part facing neighboring stands with mutual walls needs to be designed with neutral surfaces (white).

Exhibitors who will have stands higher than the maximum permitted height will not be allowed to set-up their stands.

Please note that if your booth has a platform higher than 4.5 cm, you are required to provide a ramp for handicapped access.

Ceiling and Ceiling Hangings

Rigging is allowed and is subject to the venue approval. Please contact the Exhibition Manager, Olivia Fine, ofine@kenes.com, for the exact rigging points.

Storage - As the Camino Real Polanco has no storage facilities, no deliveries will be accepted PRIOR to the congress.

Unloading is via the delivery entrance at the back of the venue – Leibnitz Street.

Freight Elevator Size: 1.60 m (length) x 2.19 m (width) x 2.09 m (height).

Use of goods only lifts

Delivery is via the Leibnitz Street delivery entrance.

Exhibits are brought into the venue using the goods lift with a capacity of 1500 kg payload. Goods lifts may not be used to transport people. The freight elevators inside the venue and in the exhibition hall can only be operated with a key from outside. Freight needs to be stored and secured within the yellow lines in the elevator.

A pulley system is also available for items that are larger or heavier than the freight elevator allows. Please inform the Exhibition Manager prior to the congress that you will need to use this.

Use of passenger lifts and escalators Passenger lifts and escalators may not be used to transport goods and equipment.

Vehicles and forklifts are not allowed inside exhibit areas. In the exhibition areas, only pallet jacks and trolleys are allowed.



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Electricity and Electrical Installations

According to the regulations, the electrical installations for the Exhibition will only be connected to the power supply after being checked and approved by the official contractor.

Exhibition Area

The Exhibition is being held in Terraza Viverres 1/2.

Floor

Floor finish: Carpet

Accommodation

Book your rooms now at the venue hotel before the rates go up:

Camino Real Polanco, rates starting at \$238 per room per night including breakfast and taxes

The offer is subject to availability.

For booking please contact Shirley Raphaely at sraphaely@kenes.com, Tel +41 22 9080488 Ext 586



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Wired Internet

If you wish to have wired internet at your stand, the organizer has to be informed. Please provide your SSID and name of person responsible on site.

The organizer retains the right to shut down the WLAN in case it should cause any difficulties with the general Internet Connections of the congress or other exhibitors.

Creation of Wi-Fi network is forbidden.

Wi-Fi Internet

Exhibitors High-Speed Wi-Fi hidden & Secured Wi-Fi Network (802.11n/a/ac 5Ghz).

(Bandwidth allocation Up to 4Mbps per device).

Cost per unit - **\$200 + 4% CC surcharge + VAT**

No standalone Wireless Access Points are allowed due to interference with the house systems.

You can submit your order through the **Kenex Exhibitor's Portal**.

<https://exhibitorportal.kenes.com>

The Exhibition Manager will contact you with the link to the Exhibitor's Portal, including your personal login details.

Deadline: Monday, February 5, 2018



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Parking

There is no free parking on site for trucks and transportation lorries. There is a paid parking lot below the venue available for standard vehicles.

Site visit

We recommend Exhibitors using **Independent Booth Contractors (Space only)** to include a **site visit** in the planning process to assure a smooth and well planned set-up.

Please contact:

Marinka Jimenez at mjimenez@groups2go.com.mx

or

Rocio Duarte at rduarte@groups2go.com.mx

Security

The Organizers will provide security guard service in the exhibition hall during off-show hours.

- Neither the Camino Real nor the Organizers can accept responsibility for the security of the stands and their contents and for damage to, or theft of any goods. Exhibitors are fully responsible for the security of their stand and equipment.

Individual stand security may be ordered.

Stand Catering

Exhibitors who wish to order food and beverages for their exhibition booth are welcome to do so.

Please contact:

Marinka Jimenez at mjimenez@groups2go.com.mx

or

Rocio Duarte at rduarte@groups2go.com.mx

Stand Cleaning

The Organizers will arrange for general cleaning of the Exhibition premises (excluding exhibits and displays) prior to the opening of Exhibition and daily prior to opening thereafter.

Waste Removal

Exhibitors are responsible for the removal of all refuse/waste from the Exhibition area.

Any discarded waste, including promotional material, left behind will be removed by the organizers at the expense of the exhibitor concerned.



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Rules and Regulations -Binding for all exhibitors and their subcontractors

Build-Up & Dismantling Period

During the period of build-up and dismantling, it is prohibited to consume alcoholic beverages in the working area as well as to perform work under the influence of alcohol and drugs.

The Exhibitors and contractors are required to wear the necessary personal protective equipment such as safety footwear, protective helmets, eye protection, and hand protection required by the specific work activity.

Damage to the Building

Exhibitors are liable for all damage caused to floors, walls, and pillars during the installation, Exhibition, and dismantling periods. No adhesive stickers and fixtures of any kind are allowed on floors, walls, and pillars.

Disposal of Material

It is obligatory to collect and dispose of all material during the build-up or dismantling of the event. When the dismantling period is over, the exhibitor loses any right to claim losses or damage to property left behind. Any costs incurred by the venue in removing this property will be charged to the exhibitor.

Fire Regulations

Stand material and fittings must be non-flammable or impregnated with fire-retardant chemicals. As a general rule, easily inflammable synthetic substances, foam polyester, and no fireproof straw and reeds are prohibited.

Fire Insurance (compulsory)

Exhibitors must be insured against fire.

Hanging of Posters, Banners etc.

Hanging of posters, banners or decals, stickers or similar items, on the walls, floors, ceilings, or pillars within or outside the installations of the venue are not allowed without a prior written authorization.

Insurance (compulsory)

While every reasonable precaution will be taken to protect the exhibitors' property while on display at the Exhibition, it must be clearly understood that the organizers, and the official contractors can accept NO liability for any loss or damage sustained.

You are also responsible for insuring against any legal liability incurred with respect to injury or damage to property belonging to third parties. In addition to this, you should protect your expenditure against Abandonment and Cancellation or curtailment of the event due to reasons beyond our control.



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Liability

Companies are responsible for all property damage as well as any loss or injury caused by their property, agents or employees. Companies will indemnify the organizers against all claims and expenses arising from any damages.

If for any reason whatsoever the Exhibition needs to be abandoned, postponed, or altered in any way, either in whole or part, or if the organizers find it necessary to change the dates of the Exhibition, the organizers shall not be liable for any expenditures, damages or loss incurred in connection with the Exhibition.

The organizers shall further not be liable for any loss which the Exhibition or Exhibition contractors may incur due to the intervention of any authority which prevents or restricts the use of the venue or any part thereof in any manner whatsoever.

Promotional Activities

All demonstrations or instructional activities must be confined to the limits of the Exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits.

Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise, or music that is deemed objectionable.

Special Effects

Special effects lighting, live music, smoke and laser projection may not be used in the stands. No permission will be given for projection in the aisles or on the walls of the hall.

Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein.



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Section 5: Official Contractors

Stand construction and fittings, furniture hire, signage, AV, electricity and stand cleaning, Security and Staff Provision (Hostess), Catering:

Groups to Go

Marinka Jimenez

Tel: +52 55 5257 3207

Email: mjimenez@groups2go.com.mx

Rocio Duarte

Tel: +52 55 5257 3207

Email: rduarte@groups2go.com.mx

Freight Handling & Customs Clearance Agent

Hermes/Merkur

Ms. Zehavit Akerman

Tel: +49 69 747 848

Tel: +972 8 914 6382

Mobile: +972 52 511 4982

E-mail: zehavitak@hermes-exhibitions.com

Website: hermes-exhibitions.com



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Section 6: Delivery Regulations and Instructions

Delivery & Logistic Services

Hermes/Merkur Ltd. has been appointed the official forwarding agent and clearance agent for this Congress and offers the following services: customs clearance, delivery to the stand, freight forwarding, manpower & trolleys for un-loading/loading during build-up and dismantling, storage of empty crates, transportation to and from the Exhibition hall.

Insurance of Goods

All cargo should be insured from point of origin.

Please contact Hermes/Merkur Ltd. directly for all shipping instructions and details:

Ms. Zehavit Akerman

Tel: +49 69 747 848

Tel: +972 8 914 6382

Mobile: +972 52 511 4982

E-mail: zehavitak@hermes-exhibitions.com

Website: hermes-exhibitions.com

Please Note: All advanced shipments and deliveries to the Hermes/Merkur warehouse, including by courier, must be coordinated with Hermes.



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