

Proposal to the Swiss Pavilion at the Trade Fair

HOSPITALAR 2024

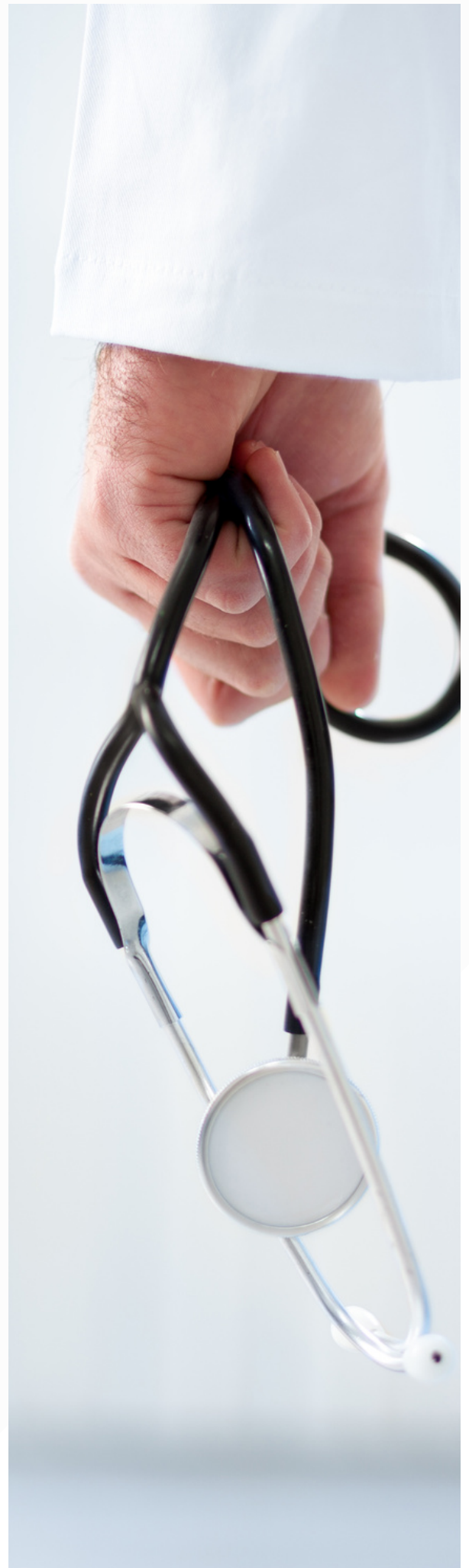
São Paulo, Brazil
21st to 24th May 2024
São Paulo Expo

Organization:

SWISSCAM Swiss-Brazilian Chamber of Commerce
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The Fair: HOSPITALAR is the most complete and specialized health fair in the Health Care sector of Brazil and Latin America. It offers a wide platform to all national and international manufacturers and distributors of medtech and health-related equipment and consumption goods, in addition to hospital management personnel, training, education among others. The target group are Health Care professionals (physicians, hospital management, suppliers, nursing, rehabilitation, diagnostic centers, laboratories) from Brazil and Latin America. The goal is to provide information on the latest products, equipment and technologies. As a very traditional fair and the most known in the sector, many exhibitors decide to participate in the fair only to be present and to meet partners and clients.

Hospitalar is organized in São Paulo Expo, São Paulo, Brazil, in a total exhibition area of about 100'000 m². The Swiss Pavilion is located in one of the most privileged areas of the fair, close to other countries Pavilions. More than 90'000 physicians, nurses, Hospital managers, suppliers and other professionals from over 100 different countries visit the fair every year.

Click here for more information about the trade fair:

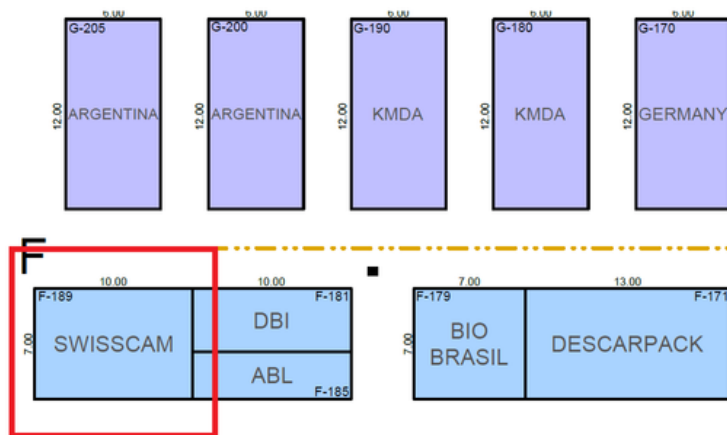
<https://www.hospitalar.com/en/home..html>



Swiss Pavilion: SWISSCAM organizes a collective stand for Swiss and Liechtenstein companies at the 29th Hospitalar, located in one of the most privileged areas. We currently designed-to-order booths from 6sqm, already equipped with a counter, side table and 3 chairs, a garbage can and 2 outlets of 220V . The Pavilion also has a common area (Swiss Lounge) with full time catering service.



MAPA DA FEIRA
 FLOOR PLAN



Note: Expected location image, subject to change by the organization and change of nearby companies/countries.

The Swiss Pavilion is a great opportunity to Swiss and Liechtenstein companies, as it guarantees that the company is well located within the fair and present under the Switzerland umbrella, always a symbol of innovation and expertise. An opening cocktail is organized on the first day of the fair, where companies can invite their clients and partners via the SWISSCAM invitation.



Included services:

- Leasing fee
- Stand layout with Swiss design
- Furniture: counter, side table and 3 chairs, a garbage can, 2 outlets of 220V and gray carpet floor
- Corresponding taxes and charges
- Catering (only included non-alcoholic bavarages)
- Cleaning service
- Overnight security service
- Shared deposit
- Project management (preparation, implementation, administration)
- Welcome cocktail for customers and potential business partners
- Support by our bilingual staff
- Shared Wi-Fi network for all exhibitors, for basic use
- Mention in the digital catalog under the SWISSCAM umbrella

The services mentioned below are **not included** in the proposal and are only going to be attended on demand:

- Costs for transportation of the goods to the fair
- Wired internet
- Different flooring than those already offered
- Translation and receptionist services

- Additional furniture
- Badge readers
- Audiovisual equipment (television, LED panel, etc.)
- Floral decoration, decorative lighting, and other decorative elements
- Banners, banner stands, flyer design and preparation, etc.
- Printing of any materials (banners, brochures, wall graphics, etc.)
- Daytime security
- Exclusive Digital Catalog for the company to be featured prominently on the Hospitalar Hub without being under the SWISSCAM umbrella
- In addition to any other service not mentioned above.

* For any additional services, an administrative fee of 15% will be charged based on the service cost.

Commercial Terms for the Participation in the Swiss Pavilion

Membership: It is mandatory to be an active member of SWISSCAM, both at present and during the Hospitalar Fair (2024 edition). Annual fees start at BRL 1'150.00 in Brazil and CHF 385.00 in Switzerland (only fixed cost that can be paid in CHF).

SWISSCAM Coordination Fee: BRL 6'000.00

- Includes: Project management (preparation, implementation, booth administration), support of bilingual employees during the fair collectively.

Supplier Costs for Included Services: From BRL 5'997.55 to 6'100.00 per square meter.

- Warning: The amount is estimated and should be used as a reference only, as some suppliers have not yet disclosed their commercial terms and the final price will depend on the number of participating companies, which impacts the per square meter (m²) cost of the booth. Any differences and adjustments will be charged later.

Payment Conditions: Taking into account that SWISSCAM acts as the exhibitor's representative along with Informa Markets (the fair organizer), interested parties shall pay a down payment of 60% (sixty percent) to SWISSCAM by November 30, 2023, and the remaining 40% (forty percent) must be paid by March 1, 2024, through bank deposit.

- Warning: SWISSCAM shall be reimbursed of suppliers' costs in advance. If payment is not made, the contracting of the service with the supplier will not be made and this could make the project unfeasible. The payment schedule will be made available on a later date and the terms must be respected.

- The payment of the Swiss Pavilion must be done in reais (BRL) via internet banking transfer. If there is an exchange variation at the time of the transfer to Brazil, the amount may be adjusted.

Booth Space Allocation: Priority in choosing the booth location will be given based on the member's category, followed by the date of sending the signed commitment letter formalizing the member's participation in the Swiss Pavilion.

Cancellation Terms: If the minimum commercial area required by the event organizer for the Swiss Pavilion setup is not met, the reservation of space will not be confirmed with the fair organizer, and SWISSCAM will not proceed with the project.

Regulatory Compliance: It is the sole responsibility of the exhibitor to assume business risks, comply with ANVISA regulations, and meet all other legal requirements for the exhibited products. Acceptance to exhibit at the Hospitalar Fair held at the São Paulo Expo (organized by Informa Markets) should not be interpreted as a guarantee that the manufacturer has complied with such laws and regulations.

Coordination:

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If you need any further information, please contact us.