



**III Latin American Trade Show - FEEL 2011
CORFERIAS Exhibition Center - Bogota - Colombia
September 22 & 23, 2011**

Instruction Letter

This Instruction Letter contains a list of the services we provide for the international transport and customs clearance of goods to be exhibited, and its moving within the show floor. It also includes all necessary information about dates, documentation, general procedures and regulations stated by Colombian Authorities.

The following pages list important information regarding shipping documents, deadlines and fees, among others. **PLEASE READ CAREFULLY.**

OUR SERVICES

- International transport.
- Preparation of Import Declaration (temporary and/or permanent).
- Obtainment of temporary imports guarantees (customs requirement).
- Payment of applicable fees and charges at port or airport.
- Payment of storage, import duties, taxes and custom charges.
- Inland freight from port/airport to the In Bond Warehouse and then to the show's venue.
- Hiring of security guard and insurance.
- Loading / Unloading goods at the show floor.
- Delivery at the booth.
- Inland freight, loading, unloading and storage of empty crates.
- Transportation from the venue to the warehouse after the show's closure.

- Re exportation and/or domain transfer (when applicable).
- Goods transportation within the show floor (unpacking, assembling, dismantling and repacking staff, supply of forklifts and cranes).

ARRIVAL DEADLINES

TYPE OF TRANSPORTATION	PORT	DEADLINE
SEA FREIGHT	CARTAGENA/BUENAVENTURA	AUGUST 28, 2011
AIRFREIGHT	BOGOTÁ	SEPTEMBER 10, 2011

Please note:

- Any cargoes arriving after the above mentioned deadlines may require special attention in order to expedite customs formalities and ensure prompt delivery to the show site. In this instance, they will be subject to additional charges.
- ASAP will not be responsible for late arrivals to the show floor or even lack of delivery should the cargo miss the abovementioned deadlines.

DOCUMENT DEADLINES

- For sea freight shipments, original documents must be in Colombia at least 5 working days prior to cargo arrival.
- For air shipments, original documents must be attached to the AWB.
- For land shipments, original documents must be sent together with the cargo.
- In all cases, copies of the documents must be sent to ASAP by fax or e-mail within the time limit of 24 hours after the shipment.

MARKS & NUMBERS

All cases, crates, cartons and/or packages must be clearly marked on at least one side and the top, showing the following information:

- CORFERIAS S.A. – Bogotá - Colombia**
- Usuario operador de zona franca – Código 942**
- III Feria Latinoamericana del Entretenimiento “FEEL 2011”**
- Exhibitor’s Name.
- Booth Number.
- Dimensions in centimeters.
- Crate/Case number (e.g.: 1/5).
- B/L or AWB number.
- Gross Weight – Net Weight, in kilos

IMPORTANT:

- Please make sure all cases are packed securely in crates, cases and/or boxes suitable for international transport, local trucking companies, and the on-site drayage contractor’s proper handling.
- A safe packaging is essential to assure a safe delivery of goods at the booth.
- If goods are to be repacked after the show, we recommend avoiding carton reuse.
- Should the crates be locked with padlocks, exhibitors are strongly advised to send ASAP the keys and/or combination numbers so that they can be opened for customs verification.
- Provide special inscriptions on the crates (e.g.: arrows, fragile, do not pile, etc.) when necessary.
- Wooden crates and wooden mounting items should be clearly stated in the transport document (B/L or AWB). Solid wood packing material is subject to wood treatment standards for pest control in accordance with United Nations Resolution NIMF N° 15 for which a Certificate issued by competent authorities must be presented. Lack of compliance may result in delays, additional costs, and possible denial of entry, as well as penalties. **Please, contact our representatives in order to avoid possible delays.**

INSURANCE

- It is the exhibitors' responsibility to secure insurance coverage for their goods throughout the entire shipping process, beginning at the point of departure, during the exhibition, until return to the ultimate consignee.
- A copy of the insurance policy should be attached to the shipping documents.
- At the exhibitor's request, ASAP may hire such required insurance, with charges on the exhibitor.

DOCUMENTS REQUIRED

PRO – FORMA INVOICE (Form I)

- Due to customs requirements, a Pro – Forma Invoice (not Commercial Invoice) will be needed to clear the goods. **Attached as Form I you will find a Pro – Forma Invoice sample.**
- It must show both unit and total price (per item), in US Dollars, and Harmonized Code (customs classification), per item. It has to be numbered and issued either in Spanish or English.
- Goods imported are required to be marked with their country of origin. In particular, any items that will be given away or sold in Colombia must be marked permanently and legibly in Spanish with their country of origin. Country of origin is the country of actual production, manufacture, or growth.
- Must be addressed to:

CORFERIAS S.A. – Usuario Operador de Zona Franca – Código 942

FERIA FEEL EXPO 2011

Nombre del expositor:

Stand Nro.:

Centro de Exposiciones Corferias

Bogotá - Colombia

Telefono: +57-1-4107806

- It must contain the following information:

GOODS TO BE EXHIBITED AT “FEEL 2011” AT CORFERIAS EXHIBITION CENTER”, SEPTEMBER 22 & 23, 2011.

Phone: (+54-11) 4301-5990 – Fax: (+54-11) 4301-5933

E-mail: cgalarza@asapce.com – gaming@asapce.com – www.asapce.com

TRANSPORTATION DOCUMENTS

SEA FREIGHT

B/L must be issued as follows:

- Shipper: Exhibitor or its freight forwarder / Address.
- Consignee:
 - ENLACES OTMI SA. NIT 900.252.630-6 CARGA EN OTM
 - CORFERIAS S.A. – Usuario Operador de Zona Franca – Código 942
 - FERIA FEEL EXPO 2011
 - Nombre del expositor:
 - Stand Nro.:
 - Centro de Exposiciones Corferias
 - Bogotá - Colombia
 - Telefono: +57-1-4107806
- Notify: World Cargo International Ltda
Phone: +57-1-479-9999 / +57-1-474-6000
- Goods description: All descriptions should be consistent. The B/L's description **MUST BE IDENTICAL** to the INVOICE and PACKING LIST descriptions. Gross weight, number of pieces (i.e.: 1x20 with 5 pieces of slots machine, gross weight 1500kg). This is very important to allow DIAN (customs authorities) authorize the completion of the freight.

AIR FREIGHT

For airfreight, the AWB must be issued as follows:

- Shipper: Exhibitor or its freight forwarder / Address.
- Consignee:
CORFERIAS S.A. – Usuario Operador de Zona Franca – Código 942
FERIA FEEL EXPO 2011
Nombre del expositor:
Stand Nro.:
Centro de Exposiciones Corferias
Bogotá - Colombia
Telefono: +57-1-4107806
- Notify: World Cargo International Ltda
Phone: +57-1-479-9999 / +57-1-474-6000
- Note: **GOODS TO BE EXHIBITED AT “FEEL 2011” AT “CORFERIAS EXHIBITION CENTER”, SEPTEMBER 22 & 23, 2011.**
- All sea cargoes must be shipped to Colombia’s port. All air cargoes must be shipped to Bogotá’s Airport. Any other port or airport will not be accepted.
- The AWB or B/L must clearly show the total amount of freight charges. The term “As Agreed” is not allowed.
- All freight charges must be **PREPAID**.
- Permanent Imports and Temporary Imports must be shipped with different sets of shipping documents.
- Beverages and edibles’s shipping is **banned**.
- It is highly recommended to avoid consolidated shipments. **It should be noted** that if the exhibitor chooses such shipment, our company will not be responsible for any delay deriving from consolidation procedures.

AUTHORIZATION

Phone: (+54-11) 4301-5990 – Fax: (+54-11) 4301-5933
E-mail: cgalanza@asapce.com – gaming@asapce.com – www.asapce.com

It is very important that the exhibitor grants us an authorization for the DIAN (customs authorities), whereby authorize us to make all customs clearance of the goods on behalf of the exhibitor. Preferably, it should be sent with the goods documentation. Otherwise, we should have knowledge of the person that will be in Colombia as the exhibitor's representative, his phone number and address to provide us the authorization.

PACKING LIST

Packing list must show every single item included in the invoice, with the information as follows:

- ☐ Number of Crate/Case (i.e.: 1/5).
- ☐ Gross Weight – Net Weight, in kilos.
- ☐ Dimension in centimeters.
- ☐ Contents of the Crate/Case.

Please note: Under no circumstances should the packing list be attached to cargo.

MERCHANDISE INFORMATION

Along with the shipping documents, shipper must send brochures, catalogues, pictures, etc. in order to proceed with the proper classification of goods. In most cases, such information must be sent in advance to ASAP, either by fax or e-mail.

TEMPORARY IMPORT GUARANTEE

It is custom's requirement to present a guarantee covering all the import duties and taxes applicable to permanent imports. ASAP will provide such guarantee with charges on the exhibitor.

EMPTY PACKAGE STORAGE

Phone: (+54-11) 4301-5990 – Fax: (+54-11) 4301-5933
E-mail: cgalzarza@asapce.com – gaming@asapce.com – www.asapce.com

Take into consideration the fact that even though the show's organizer usually provides with empty package storage room, it may not be enough.

So per your request, our firm can take care of empty crates or cases during the show. The service includes pick up, inland freight from the show floor to the warehouse and from the warehouse to the show floor, storage and loading / unloading. At exhibitor's request, ASAP will include this service in the main quotation.

PAYMENT INSTRUCTIONS

The total amount of our quotation must be credited to ASAP's account before cargo's arrival. Payment should be wire transferred to the account to be informed by ASAP.

No checks of any kind will be accepted.

SECURITY GUARD

Depending on the value and type of merchandise, Security Guard will be hired in order to escort the goods from the port terminal or airport to its final destination. In the case of temporary imports, both security service and inland transport insurance is mandatory.

GOODS HANDLING

ASAP has been appointed official logistic operator for all merchandise handling within the show floor. Our services in this area include, among others:

- Cranes and forklifts supply.
- Packing and unpacking staff.
- Assembling and dismantling support staff.

Should you need this service or any other, all requests must be received by ASAP 24 hours in advance of date request.

IMPORTANT (Form)

Phone: (+54-11) 4301-5990 – Fax: (+54-11) 4301-5933
E-mail: cgalarza@asapce.com – gaming@asapce.com – www.asapce.com

Once the goods are delivered at the exhibitor's booth, **ASAP is no longer responsible for the cargo**, until the show's closure when the exhibits are removed from the booth. Exhibitors are advised to have a firm's representative at the show floor in order to receive the goods before the show's opening, and to remain with the goods until they are removed by ASAP.

In order to coordinate reception of the merchandise, please complete Form II attached hereto.

GENERAL INFORMATION

- Printed material, giveaways, gifts, and any other promotional materials, are subject to import duties. Please be aware of the high cost this kind of imports involves in Colombia.
- All items included in the shipment must be declared on the shipping documents. Should you omit such information, you will be incurring in extra charges. There may not be a strict relation between the amount to be paid and the cost of the goods.
- The quota assigned by the DIAN is of USD 1.000.

RESTRICTED ITEMS

Many products are subject to additional controls by Colombia's governmental agencies. Hence many items may require additional documentation, clearances, permits or licenses before admission.

Do not hesitate to contact us should you deem necessary any further information regarding this or any other matters.

DISPOSITION OF GOODS (Form III)

- Once the show is over, the good/goods may be:
 - Nationalized
 - Returned
 - Re-exported to other destinations.
 - Sent to our warehouse.
 - Sent to the Free Zone

- If any of the goods are to be sold in Colombia, the exhibitor should consider all duties, taxes, fees and certifications necessary to nationalize them. Do not hesitate to contact us should you require more information.

- Temporary imports for this show will be allowed to stay in Colombia for the time limit stipulated by customs. Upon expiration of this term, goods must be returned, shipped to other destinations or nationalized (conversion of temporary imports to permanent).

- Please consider that Customs may deny such conversion of temporary imports to permanent at its sole discretion.

- Usually, re-exportation of the goods takes no less than 3 weeks. Should the cargo need to leave Colombia sooner than that, please let us know in advance.

- Also, take into consideration that exhibitors should provide ASAP with precise instructions about the returning transportation of goods. If the carrier is hired by the customer, all the information about the carrier's representative in Colombia (company name, address, phone & fax numbers, e-mail, and contact) should be provided to ASAP.

- In order to avoid extra charges, and loss of time, please read carefully and complete the attached **Form III** and submit it to our representatives prior to the show's closure.

- The goods may remain in the premises of the Free Zone until March 22, 2012.

NOTE: If there are no written instructions on the part of the concerned party, the cargo will be sent to a Free Zone, with charges on the exhibitor.

COMMUNICATIONS

Communication is the key to success. Therefore, we strongly recommend that, should you have any doubts, questions or request any further information, you contact us at anytime. We will be pleased to answer all your questions.

ASAP

☎ Phone: (+54-11) 4301-5990

☎ Fax: (+54-11) 4301-5933

✉ Shows Division Manager: Cristian Galarza

☎ Mobile phone: (+54-9-11) 5308-6681

✉ E-mail: cgalarza@asapce.com
gaming@asapce.com

Have a successful show!!!



Name of Event: Dates: Location: City & Country:
--

PRO FORMA INVOICE/PACKING LIST

Shipper:	Consignee:	Invoice No.:	Page #: 1 of 1
ID TAX #	Incoterm:	Exhibitor Name	
		Booth No.:	
		Type of Entry:	
		Pieces:	
		Weight (kilos):	

PIECE NO.	ITEM NO	QTY	Detailed Description of Contents, including harmonized code	Weight (Kgs)	Dims (cms) L x W x H			CBM (M3)	Condition	Country of origin	Value per Item (USD)	Total Value (USD)

Total USD: \$ -

Signature: _____

Name/Title: _____

Date: _____

Phone: (+54-11) 4301-5990 – Fax: (+54-11) 4301-5933
 E-mail: cgalzarza@asapce.com – gaming@asapce.com – www.asapce.com

Please read carefully and complete the following Form and submit it to our representatives prior to the show's opening.

General Information

Show Name	FEEL 2011
Show Dates	SEPTEMBER 22 & 23, 2011
Exhibitor Name	
Booth Number	

On - Site Representative Information

Exhibitor's Representative	
Position	
Phone Number	
Mobile Phone Number	
Hotel	
Email Address	
Web Address	
Date & Time of Delivery at Show Site	

FORM III

Please read carefully and complete the following Form and submit it to our representatives prior to the show's closing.

General Information

Show Name	FEEL 2011
Show Dates	SEPTEMBER 22 & 23, 2011
Exhibitor Name	
Booth Number	

Return Instructions

Company Name	
Destination of Freight	
Delivery Address	
Attention to	
Final Arrival Air or Ocean Port	
Date Required at Final Arrival Port	

Method of Return Transport (Please select one)

Air	
Ocean FCL	
Ocean LCL	
Truck	

Consignment Instructions for AWB or B/L

Consignee	
NOA	