



April 14 - 16, 2026

Airó Events • Monterrey, Mexico

Exhibitor Service Manual

Important Document

Please read the general show information carefully and keep as a reference.
All Exhibitors are contractually required to abide by these rules.

Organized By:





General Information

Please note: This is a tabletop exhibit, not full booths

LOCATION:

Airó Events
 Diego Rivera #1000
 Main entrance local 2603, 2° piso.
 Col. Residencial San Agustin
 San Pedro Garza Garcia, N.L. CP. 66260
 Mexico

IMPORTANT EXPO HOURS*:

Exhibitor Set-up:

Tuesday, April 14, 2026.....1:30 p.m. – 5:30 p.m.

Show Hours:

Tuesday, April 14, 2026

Exhibits Open.....6:00 p.m. – 7:30 p.m.

Welcome Reception with Exhibitors.....6:00 p.m. – 7:30 p.m.

Wednesday, April 15, 2026

Exhibits Open.....9:00 a.m. – 3:00 p.m.

Morning Refreshment Break.....10:00 a.m. – 10:30 a.m.

Networking Lunch with Exhibitors.....11:30 a.m. – 1:30 p.m.

Afternoon Refreshment Break.....2:30 p.m. – 3:00 p.m.

Poster Session and Reception with Exhibitors.....5:00 p.m. – 7:00 p.m.

Thursday, April 16, 2026

Exhibits Open.....10:00 a.m. – 3:00 p.m.

Morning Refreshment Break.....10:00 a.m. – 10:30 a.m.

Networking Lunch with Exhibitors.....11:30 a.m. – 1:30 p.m.

Afternoon Refreshment Break.....2:30 p.m. – 3:00 p.m.

Exhibit Tear-down:

Thursday, April 16, 2026.....3:00 p.m. to 5:00 p.m.

**Times are subject to change*



Exhibitor Rules & Display Reference Guidelines

The following Exhibitor Rules & Display Reference Guidelines have been established by ASM International, Show Management. These guidelines are created to promote continuity and consistency among tabletop exhibitors and follow industry tabletop exhibitor rules of the road.

Exhibitor Rules

- Full pop-up booths may **NOT** be used with your tabletop. Package includes an 8 foot wide space, normal size of pop-up booths are 8 foot x 10 foot and are too large for your space.
- Display materials should be arranged in such a manner so as **not to obstruct Line-of-Site for neighboring exhibitors.**
- Exhibitors are encouraged to display promotional items on the tabletop.
- Tabletop displays & banner stands **MUST NOT exceed 84 inches in height** – meaning from the floor to the top of your display cannot be taller than 84 inches.
- Floor standing display banner stands (*must be put behind your table*) must not exceed 84 inches in height and 42” in width.
- Floor standing display banner stands are not permitted in front or on the side of the tabletop. **Any pop-up banner MUST be behind your table to not block the line-of-site for your neighbors.** There will be approximately 3 feet behind the table which includes the space needed and room for your provided chairs.
- Please do not leave valuables at your tabletop space overnight! There will only be roaming security during closed hours / overnight.
- Exhibitors may not solicit in the aisles or in any other location in, around or outside the hotel except at their tabletop booth.



Sample tabletop display



Not allowed



Allowed



Contacts

Exhibit / Sponsorship Sales

Kelly "KJ" Johanns
440-671-3851

ExpoSales@asminternational.org

Exhibitor Logistics

Lindy Good

Lindy.Good@asminternational.org

Registration

RCS
805-677-4288

htm2026@rcsreg.com

Audio Visual

Diodos

All Services and Equipment MUST BE PRE-ORDERED to insure availability at the facility

Hamlet Espinosa

eventos@diodos.mx

hamespinosa@gmail.com

<https://diodos.mx/>

Electrical

Diodos

All Services and Equipment MUST BE PRE-ORDERED to insure availability at the facility

Hamlet Espinosa

eventos@diodos.mx

hamespinosa@gmail.com

<https://diodos.mx/>

Lead Retrieval

RCS

805-654-0171

exhibitorserv@rcsreg.com

Order Online: rcsreg.com/leads/htm2026

Shipping Address TO The Event:

Attention: Carolina Flores

C/O Guest Name: _____

Exhibitor Name: _____

Airó Events

Diego Rivera #1000

Main entrance local 2603, 2° piso.

Col. Residencial San Agustin

San Pedro Garza Garcia, N.L. CP. 66260

Mexico

Packages CANNOT ARRIVE BEFORE:

Friday, March 27, 2026

Shipping POST Event:

Exhibitors **MUST** pre-pay and handle on their own. Exhibitors cannot leave packages in rental space. *All items left in rental space will be discarded at 7:00 p.m. on Thursday, April 16, 2026.*

Airó Events

Attention: Carolina Flores

Exhibitor Name: _____

Airó Events

Diego Rivera #1000

Main entrance local 2603, 2° piso.

Col. Residencial San Agustin

San Pedro Garza Garcia, N.L. CP. 66260

Mexico

EVENT: Heat Treat Mexico 2026

GROUP: ASM International

DATES OF EVENT: April 14-16, 2026

Items should **NOT arrive at location before Friday, March 27, 2026*



Exhibitor Badge, Rental Information & Complimentary Expo Only Passes

Each tabletop space includes one (1) complimentary Full Conference exhibitor badge and (2) Exhibitor Personnel badges. Additional exhibitor personnel can register online for \$200.

EXHIBITOR BADGES AND WORK PASSES:

Exhibitor badges are acceptable during specified exhibit move-in and move-out hours.

EXHIBITOR BADGES:

Exhibitors are highly encouraged to take advantage and pre-register your full conference exhibitors & exhibit personnel online using the following registration link:

<https://register.rcsreg.com/r2/htm2026/ga/top.html>

Each exhibitor was emailed a personalized registration password. If you cannot locate, please let me know.

Any exhibitor not registered by Friday, April 10, 2026 will be subject to a \$50 on-site registration fee.

**All pre-registered badges are to be picked up on-site at Registration Table.*

TABLETOP RENTAL INCLUDES:

- (1) 8' wide area
- (1) 2.4m x 75cm draped table
- (2) Chairs
- (1) Full Conference Technical Registration Badge
- (2) Exhibitor Personnel Badges
- Company listing (50-words) in English and Spanish in Show Directory (*Exhibitor to provide*)
- Post-Event Attendees list (*name, company, title and mailing address – NO email addresses or phone numbers*)



Hotel & Visa Information

The following hotels are within walking distance of Airo Eventos and located along Av. Diego Rivera in the Valle Oriente area:

Camino Real Monterrey

Av. Diego Rivera 2492
Zona Valle Oriente
66200 San Pedro Garza García, N.L., Mexico

Hotel Safi Royal Luxury Valle

Av. Diego Rivera 500
Valle Oriente
66260 San Pedro Garza García, N.L., Mexico

NH Collection Monterrey San Pedro

Av. Diego Rivera 2000
Valle Oriente
66260 San Pedro Garza García, N.L., Mexico

Quinta Real Monterrey

Av. Diego Rivera 500
Valle Oriente
66260 San Pedro Garza García, N.L., Mexico

Hotel Safi Metropolitan

Av. Diego Rivera 800
Valle Oriente
66260 San Pedro Garza García, N.L., Mexico

Beware of Room Poachers!

Unauthorized third-party HOUSING and REGISTRATION companies have been contacting members asking for credit card information over the phone. You will NEVER receive a phone call directly from HT Mexico organizers or vendors on their behalf. In order to make a legitimate sleeping room reservation with the Headquarters Hotel, or register for the conference, please use the links provided on the event site.

Reservations made through any housing services company cannot be guaranteed by ASM International and could result in additional charges, incorrect hotel placement, or inflated room rates for ASM International participants.

VISA INFORMATION:

Attendees from countries that require visas are reminded that the process of obtaining a visa may take several months. You are strongly encouraged to plan ahead and begin the application process early. Please note that the event organizers do not have any influence over the issuance of a visa. The determination is at the sole discretion of the Embassy/Consulate. Should your application be denied, the event organizers cannot change the decision of the governmental agency. Please visit <https://consulmex.sre.gob.mx/washington/index.php/ligavisos/15-informacion/182-visas-english> for information on obtaining a Mexican visa.

If you have any questions, please contact Fatima Sajjad at Fatima.Sajjad@asminternational.org



HEAT TREAT MEXICO 2026 EXPOSITION RULES & REGULATIONS

This section includes general show policy as well as installation, dismantle, and operational rules, display rules, exhibit hall rules, and booth configuration guidelines. Most misunderstandings can be avoided by reading this section carefully.

Age Limit

Children under 18 years of age will not be allowed in the Exhibit Hall Area; including set-up and tear-down.

Alcoholic Beverages

Alcoholic beverages are prohibited in the Exhibit Hall Area during setup and dismantle for safety and insurance reasons. Alcoholic beverage service (bars) can be arranged during the event by contacting Show Management. Show Management reserves the right to limit alcohol consumption by exhibitors and remove exhibitors as necessary from the show floor.

Amendments

These regulations have been formulated for the best interest of the exhibitors as well as this exposition, Show Management and the cooperating groups. All matters and questions not covered by these regulations are subject to the decisions of Show Management. The regulations may be amended at any time by Show Management and all amendments that may be so made shall be equally binding on all parties affected by them as by the original regulations.

Anti-Harassment Policy

Prevention of Harassment and Discrimination

ASM believes that everyone should be afforded an environment free of unlawful harassment or discrimination. Harassment or discrimination is a form of misconduct that undermines the employment relationship. ASM strives to maintain an environment that fosters mutual respect and promotes harmonious, productive professional relationships. Actions, words, jokes, or comments based on an individual's sex/gender, race, color, national origin, ancestry, age, religion, disability, sexual orientation, gender identity, genetic information, military/veteran status, lactation/breastfeeding, pregnancy, childbirth and related medical conditions, or any other classification protected by federal, state, or local laws and ordinances is prohibited and will not be tolerated.

ASM's prevention of harassment and discrimination policy applies to all individuals involved with ASM, including employees, vendors, customers, contractors, officers & trustees, committee members, volunteers and members.

Sexual Harassment

Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, or other verbal, visual or physical conduct of a sexual nature when:

Submission to such conduct is made either explicitly or implicitly a term or condition of the individual's status within ASM; Submission to or rejection of such conduct by the individual is used as the basis for decisions affecting the individual; or Such conduct has the purpose or effect of unreasonably interfering with the Associates' work or creating an intimidating, hostile or offensive environment.

This definition includes many forms of offensive behavior including gender-based harassment of a person of the same sex as the harasser.

Sexual harassment does not refer to occasional compliments of a socially acceptable nature. It refers to behavior that is not welcome, that is personally offensive, and that debilitates morale.

Other Prohibited Harassment

ASM prohibits harassment on the basis of sex/gender, race, color, national origin, ancestry, age, religion, disability, sexual orientation, gender identity, genetic information, military/veteran status, lactation/breastfeeding, pregnancy, childbirth and related medical conditions, or any other classification protected by law. While it is not easy to define precisely what harassment is, it certainly includes slurs, epithets, threats, derogatory comments, unwelcome jokes, teasing and other similar verbal or physical conduct.

Examples of conduct that may be harassment in violation of this policy and/or the law include but are not limited to hostile or demeaning behavior, repeated verbal abuse, bullying, uninvited physical contact, such as touching, patting or pinching, display of suggestive objects or pictures or jokes or remarks based upon sex/gender, race, color, national origin, ancestry, age, religion, disability, sexual orientation, gender identity, genetic information, military/veteran status, lactation/breastfeeding, pregnancy, childbirth and related medical conditions, or any other classification protected by law.

If you experience or witness what you believe to be harassment or discrimination in violation of this policy, you must report it immediately to the CEO or any member of management. You may also report such conduct to the Ethics Hotline.

All ASM representatives are required to report all allegations of unlawful harassment to the CEO immediately. All allegations of unlawful harassment or discrimination will be promptly and thoroughly investigated. To the extent possible consistent with a thorough investigation, ASM will keep any reports of harassment or discrimination made under this policy confidential. ASM will take appropriate corrective action to stop any harassing or discriminatory conduct. Anyone found to have engaged in any form of harassment or discrimination in violation of this policy will be dealt with appropriately.

ASM prohibits any retaliation against anyone who brings forward in good faith a complaint of harassment or who speaks as a witness in the investigation of a complaint of harassment or discrimination

Badge Control

Exhibit Hall attendance is restricted to qualified exhibitors, attendees, and service suppliers as monitored by Show Management. In the Exhibit Hall, Badges are required at all times. Any person(s) on the exhibit floor who are not registered as stated above will be promptly evicted. Without prior consent from Show Management, only exhibitors and service suppliers will have access to the exhibit floor on move-in and

move-out days, and be allowed entrance one hour prior to show opening on show days. Exhibitor badges and work passes are acceptable during the specified exhibit move-in hours and exhibit move-out hours. Only exhibitor badges are acceptable during show hours.

False certification of any individual as an exhibitor's representative, misuse of exhibitor badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the exhibitor and its representatives from the exhibit hall and/or banning them from future entrance to the exhibit floor and/or removing the exhibitor's exhibit from the floor without obligation on the part of the event for refund of any fees. The exhibitor, its employees, agents, and anyone claiming a right to be on the exhibit floor through the exhibitor, waive any right or claims for damages arising out of the enforcement of this rule. Any exhibit staff requiring admittance to the exhibit hall at any other time must make prior arrangements with Show Management.

Balloons/Blimps

Balloons/blimps of any kind will not be allowed on the show site. See Decorations for additional restrictions.

Banners/Signs

Banners/Signs of any kind will not be allowed on the show site. See Decorations for additional restrictions.

Booth Display

Show Management has the authority to determine whether placement, arrangement, and appearance of all items displayed by the exhibitor are in compliance with show standards, and may require the replacement, rearrangement, or redecoration of any item or of any booth, and no liability shall be held against Show Management for costs that may thereby be incurred by exhibitor.

ASCAP

ASCAP (American Society of Composers, Authors and Publishers) Licensing:" Under the United States Copyright Law, public performances of copyrighted musical works, including performances during a convention, exposition, industrial show, meeting, trade show or similar event, require a license from the copyright owners of the musical works performed or their representative. Copyright Permission and Indemnification: Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means by or on behalf of the Exhibitor unless exhibitor has notified Show Management of such intent and is willing to pay the associated ASCAP fees for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor agrees to indemnify, save, and hold harmless the Show Management event and its directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations and warranties.

Cameras/Photography

Photography and/or the recording of the exhibit hall or contents of any exhibitor booth are strictly prohibited at all times. Photography inside any exhibit space is limited to only the company that has contracted for the exhibit space or to Show Management (or its contracted agent) with the consent of the exhibitor. Violation of the photography policy may result in penalties which will be decided upon by Show Management; these penalties may include expulsion from the event, bans from future Show Management events and confiscation of film, cameras and/or other recording equipment.

Cancellation of Exhibit Contract

If the Exhibitor notifies ASM International® in writing by NOVEMBER 3, 2025 ASM International® will refund only 25% of the total final payment. The initial 75% of the total final payment is nonrefundable. NO REFUNDS WILL BE GRANTED FOR ANY CANCELLATION RECEIVED AFTER NOVEMBER 3, 2025, AND THE EXHIBITOR WILL REMAIN LIABLE FOR THE TOTAL SPACE RENTAL FEE. If in the sole opinion of Show Management which shall be conclusive, the presentation of the Exposition is prevented either prior to or during the period of the Exhibitor's occupancy, or use or access to the facilities and equipment of the Exposition is impeded by fire, strikes, other than strikes of the Exhibitor, acts of God, national emergency or for any other cause beyond the control of Show Management, Show Management may cancel this contract. The Exhibitor waives any claim against Show Management for damages by reason of such cancellation, except that Show Management shall return to the Exhibitor the amount already paid for space in the Exhibit Hall for this specific event or such portion thereof as shall represent the proportionate part of said Exposition not held, less a pro-rata share of the pre-exposition expenses. In no event shall Show Management be liable for any lost profits or incidental, consequential or punitive damages, even if advised of the possibility of same.

Construction of Exhibits

Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. Complete exhibit construction information and guidelines can be found in the "Exhibitor Rules & Display Reference Guidelines" provided on page 3 of the exhibitor service manual. No glass containers are permitted on the exhibit floor.

Decorations

All decorations, drapes, signs, banners, table coverings and skirts, carpeting or similar decorative materials used in exhibits shall be non-combustible or flame resistant to the satisfaction of the local Fire Marshall. In addition, decorations, signs, banners, etc., may not be taped, nailed, stapled, or otherwise affixed to any building surface, including, but not limited to, ceilings, walls, painted surfaces, and columns. Exhibitors may not bring or permit any decorative material in or about the Exhibit Hall including, but not limited to: balloons, crepe paper; cellophane; confetti; cotton; cornstalk; leaves; evergreen boughs; sheaves of grain; glitter, streamers; straw; paper; vines or moss. Oilcloth, tarpaper, sisal paper, nylon and certain other plastic material that is not flame retardant is prohibited.

Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with show standards, and may require the replacement, rearrangement, or redecoration of any item or of any tabletop, and no liability shall be held against Show Management for costs that may thereby be incurred by the exhibitor.

Demonstrations

Exhibitors may not conduct any demonstration or activity that results in the obstruction of aisles or impedes the easy access to neighboring exhibitor's tabletops. Demonstrations must be straightforward, professional, and relative to the displayed product. The use of demonstrations, gimmicks, pantomimes, magicians, robots, etc., in the aisles is prohibited at all times. Show Management reserves final decision on all demonstrations.

Display Move-in/Move-out

Information on installation and dismantling of exhibits has been provided in detail in the Exhibitor Service Manual. The Exhibitor understands that all exhibit equipment and/or displays must be

completely set by published opening of the show and that no exhibitor shall dismantle or start to dismantle their exhibit equipment and/or displays prior to the published closing of the show, without prior permission from Show Management.

Electrical Wiring

All electrical wiring on booths or display fixtures must be UL approved and must meet local fire department regulations. This applies to all booth construction and equipment used in the exhibit. Please ensure these specifications are met before sending your booth to the show. Electrical services are provided through the facility and require a written order – see the Electrical Service Form in the Exhibitor Service Manual.

Use of another exhibitor's electrical hookup is strictly prohibited due to the potential fire and hazard risks. In the event that the Exhibit Hall is damaged or destroyed due to negligence or failure on the part of the exhibitor to comply with the local fire agency and fire and hazard regulations, the exhibitor is responsible and liable for all damages incurred.

Equipment Displays

All tabletop equipment needs to be pre-approved by show management 30 days before the event.

Exhibitors' Personnel and Other Considerations

Distribution of advertising matter and souvenirs must be confined to the exhibitor's booth (trade publications excepted) and shall not be distributed in the aisles, areas outside of the immediate booth boundaries, or elsewhere inside or outside the convention center's property. In keeping with the technical education purpose of the event, giveaways such as balloons, TV sets, sporting equipment, etc., will not be permitted. Giveaways such as metric rulers, pens or pencils, imprinted with the display sponsor's name are permitted. Questions as to the eligibility of giveaway items should be directed to Show Management for approval before the event.

Undignified methods of attracting attention will not be permitted. Show Management reserves the right to prohibit an exhibit or part of an exhibit, which in its judgment, may detract from the character of the exposition. This restriction includes persons, side-show tactics, conduct, printed matter, or anything of a character which might be considered objectionable to the exposition as a whole. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden. Personnel recruiting in any form are not permitted.

Failure to Occupy Space

Space not occupied by the close of the exhibit installation period as specified in the accompanying materials will be forfeited by exhibitor and this space may be resold, reassigned, or used by Show Management. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full space rental under the terms of the contract.

Failure to Pay

Exhibitor tabletops will not be allowed to be erected unless full payment for the booth space has been received by Show Management prior to the final payment date stated on the contract. In addition, inclusion in the Final Program and any other promotional show material will be at Show Management's discretion for unpaid exhibitors.

Film, Sound Devices and Lighting

If moving pictures are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. If, sound movies, loud speakers or sound devices are used, they should be tuned to conversational level and must not be objectionable to neighboring exhibitors. Show Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means, (by or on behalf of exhibitor) at the exposition unless exhibitor has notified ASM International of such intent and is willing to pay the associated ASCAP fees for such use. See ASCAP Rules and Regulations.

Fire Regulations

Written authorization is required for display and operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, torches, welding equipment or other smoke emitting materials as part of an exhibit. Written authorization is also required for display and operation of any electrical, mechanical, or chemical devices which may be deemed hazardous by the local fire authority, and for all toxic and hazardous materials, including flammable liquids, compressed gas, dangerous chemicals and any fireworks or pyrotechnics used in the facility. Please speak with Show Management regarding this authorization procedure.

Handouts

No adhesive-backed (stick-on) decals or similar items may be distributed in, or used on, any part of the convention facility. All handouts must be distributed from the exhibitor's booth/tabletop only; nothing may be distributed from aisles, areas outside of immediate booth boundaries, or elsewhere inside or outside the Hotel property. All items, samples, souvenirs, etc., distributed by the exhibitor must be from within the confines of the exhibitor's booth and approved by Show Management. Show Management reserves the final decision on what can or cannot be distributed from an exhibitor's booth/tabletop.

Hanging Signs

Hanging Signs are not allowed for this event.

Hazardous Materials

All hazardous items used in displays must be properly safeguarded, protected, and registered in accordance with applicable City, State, and Federal regulations. Submission of required documentation is the sole responsibility of the exhibiting company. Hazardous items include, but are not limited to, the following: evacuated containers or components, radioactive material, x-ray producing equipment, high-voltage equipment, particle accelerators, flammable and explosive materials. Equipment demonstrations must not, in the judgment of Show Management, pose a radiation hazard. If the equipment has energy beams that might be hazardous, such energy beams must be deviated or made inoperable before installation. Any hazardous items that will be present in a display must be approved by the local fire department/agencies in writing with copies to Show Management 60 days prior to the show.

Hospitalities/Social Functions/Special Events

Any company scheduling a hospitality suite/social function/special event must be an exhibitor. Hours for any social function, special event or hospitality must be approved by Show Management. A Hospitality Form, located in the Exhibitor Service Manual, must be filled out prior to the exposition and sent to Show Management for approval. Social functions are allowed only during Non-Exhibit hours and must not conflict with technical sessions or other event functions. Exhibitors wishing to hold hospitality functions

are required to coordinate the scheduling of these events with Show Management. Any Exhibitor who fails to comply with said policies relating to hospitality suites and/or social functions risks immediate removal from the exhibition.

Import Regulation Change-Wood Packaging Materials

Exhibitors who are importing equipment or exhibits material should be informed that a new requirement has been implemented by United States Customs and the Department of Agriculture requiring any wood packaging materials (WPM) such as pallets, crates, and boxes, used in international trade to support or brace cargo, be treated to prevent harmful insect infestations in the United States. The new regulation further requires WPM to be marked with the approved International Plant Protection Convention (IPPC) logo.

Unmarked WPM will be considered untreated and non-compliant and will be turned away if the Port Director determines it is not feasible to separate merchandise from the volatile WPM. For more information, please visit <http://www.aphis.usda.gov/>.

Inability to Perform

If the Management should be prevented from holding the exhibition by any cause beyond its control (such as fires, strikes, Acts of God, etc.) or if it cannot permit the exhibitor to occupy his space due to circumstances beyond its control, the Management will refund to the exhibitor the amount of the rental paid, less a proportionate share of the exposition expenses, and Show Management shall have no further obligation or liability to the exhibitor. If the exhibitor shall have made no rental payment, he nevertheless shall be obligated to pay his proportionate share of such expenses.

Installation & Dismantle of Exhibits

The Exhibit Hall's closure date and time will be communicated in the Exhibitor's Service Manual. No dollies or carts will be allowed on the floor until carpet is removed. All dismantling must be finished and all exhibit materials must be out of the exhibit area no later than the specified date and time communicated in the Exhibitor's Service Manual or Exhibitor may be liable to a penalty. It is the responsibility of the Exhibitor to arrange for the return shipment of properly labeled exhibit material before departure. Otherwise, it will be necessary to store such material at the expense of the Exhibitor or return by common carrier at Exhibitor's expense. The Exhibitor is responsible for notifying the respective service contractor in advance. Exhibits may not, to ANY extent, be dismantled before the specified date and time listed in the exhibitor Service Manual. Any early dismantling or packing shall be considered a breach of this agreement and may affect future contracts. No materials may be taken out through the main entrance unless they are carried by hand.

Liability and Insurance

The Exhibitor shall save and keep harmless and indemnify Show Management and its members, officers, directors, employees and agents of and from all suits, claims, damages, loss or liability (including attorneys' fees) arising out of any bodily loss of, or damage to, products, equipment, or decorations due to fire, water accident, theft, or any other cause while they are on the premises or in any of its outbuildings or through any act, omission or negligent conduct of the Exhibitor, its agents, employees or contractors; and said Exhibitor agrees, at its own cost and expense, to defend and protect Show Management and Exhibit Hall, their members, officers, directors, employees and agents against any and all such suits, claims, demands and expenses, including attorneys' fees. The Exhibitor shall maintain and have in full force and affect the following insurance policies:

a.) Policies of comprehensive general liability insurance including protective liability, contractual liability and product liability coverage with a single limit of liability of \$1,000,000.00.

b.) Policies of public liability and property damage insurance covering all motor vehicles owned by the Exhibitor and all motor vehicles not owned by the Exhibitor while such vehicles are being used in connection with the activities of the Exhibition with a single limit liability of \$1,000,000.00. ASM International shall be named as an additional insured as its respective interests may appear in respect to all the aforementioned insurance policies. Prior to the date of the preparation of its display, the Exhibitor shall furnish to Show Management evidence satisfactory confirming the Exhibitor's compliance in full with provisions of Section (a) and Section (b) hereof, and requiring thirty days' notice to Show Management prior to any expiration of or change in coverage.

Exhibits and exhibit equipment are brought into the building, maintained, and removed from the building at the exhibitor's risk. Exhibitor shall indemnify the Show Management against and hold it harmless from any claims, suits or liabilities resulting from negligence of the exhibitor in or in connection with the exhibitor's use of exhibit space.

Labor Rules & Regulations

Labor rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contract requirements, it will be necessary for the exhibitor to comply with the regulations.

Lighting

Overstatement in lighting design is to be avoided. Devices that flash, rotate, or blink (strobe lights, beacons, etc.) in an exhibit are strictly prohibited. Show Management will monitor exhibitor lighting displays and may ask that lighted displays be disabled if it becomes an annoyance to surrounding exhibitors or attendees.

Move-out

Exhibitors may not break down their booth until after the show closes on the final day. An exhibitor who has not left the premises by the appointed time may be liable to a penalty. No materials may be taken out through the Main Entrance Hall unless they can be carried by hand (dollies are not allowed in the Main Entrance)

Music, Photographs and other Copyrighted Material

Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means, (by or on behalf of an exhibitor) at the exposition unless exhibitor has notified Show Management of such intent and is willing to pay the associated ASCAP fees for such use. See ASCAP rules and regulations.

Noise

Disturbing noises of any kind should be avoided. Show Management will monitor noises and demonstrations and may ask the exhibitor to turn off the machine or device if noise levels become annoying to surrounding exhibitors or attendees. Use of microphones and noise enhancing devices will only be allowed if it is not disturbing to other exhibitors. Show Management reserves the right to determine whether or not an exhibitor may use such devices. At no time may the sound level exceed 70 decibels, four feet away from the source. This limit may not be exceeded by any machine, musical group or other source.

Obstruction of Aisles/Demonstrations

Exhibitors may not conduct any demonstration or activity that results in the obstruction of aisles or impedes the easy access to neighboring exhibitors' booths/tabletops. Demonstrations are to be straightforward, professional, and relative to the displayed product. The use of demonstrations, gimmicks, pantomimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations may be placed near the aisle provided they are inside the booth boundaries. Show Management reserves the final decision on all demonstrations.

Official Contractors

Where an official contractor has been designated to perform services for an exhibitor such as the rental of furniture, erection of exhibits, electrical work, plumbing, labor, or any other service – no exhibitor or representative shall contract for such service with other than the said official contractor unless permission has been secured in writing from Show Management in advance of the event.

Operating Equipment

No exhibitor shall operate any such equipment that emits vibrations, fumes, or noise above normal conversational levels as to disturb neighboring lessees or the overall show. Management reserves the right to shut-down operating equipment on the show floor which is the source of disruption and complaints. Specific demonstrations of operating equipment can be scheduled with Show Management during off-show hours. Show Management shall strictly enforce this regulation.

Security

General perimeter show security in the facility is provided during setup, show days, and dismantle; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. Security personnel will monitor the Exhibit area at opening and closing each show day. The area will be patrolled by a roving security guard. Access during pre-show hours will be controlled by a badge checker. Arrangements to enter the Exhibit Hall prior to one (1) hour before show opening can be made through Show Management. Please report any thefts or damages immediately to both Security and Show Management. While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the facility, the security contractor, nor any of their officers, agents, or employees assumes any responsibility or liability for loss, damage, or theft. Exhibitors should therefore include in, or have a rider attached to, their insurance policies covering their merchandise during shipment to the exposition, the exposition period, and the return shipment from the exposition.

Smoking

This is a non-smoking building, and smoking is therefore not permitted in the Exhibit Hall, restrooms, corridors, etc.

Solicitation

Soliciting allows those individuals and companies who do not exhibit at the show to take advantage of the benefits. It also takes buyers' attention away from your products and encourages buyers to leave the show floor. We need your help to stop these practices. Companies are not allowed to solicit business in the trade show aisles or other public areas of the show, in another company's booth and/or representing their services or soliciting participants for activities which conflict with the show. Additionally, Show Management does not permit the distribution of literature or marketing materials of any kind on the trade show floor without having purchased booth/tabletop space. Please note that any exposition participant, who is observed to be soliciting any business in the aisles or other public space, including another company's booth/tabletop, is in violation of the Exhibition Policy and will be escorted from the show. Additionally, conducting meetings with exposition participants off the show floor (in hotels, restaurants,

parking lots and other venues) without having purchased booth space is a violation of the Exhibition Policy and will not be tolerated. We are committed to supporting our exhibitors. Please contact a Show Management representative or stop by the Show Office to report any violations that you observe.

Sound

Levels may not exceed 70 decibels, four feet away from the source. This limit may not be exceeded by any machine, musical group or other source.

Storage

Storage is the responsibility of the exhibitor. Show Management assumes no responsibility for damage or loss of boxes or crates. No storage is permitted at the exhibitor's booth/tabletop.

Subletting of Space

The exhibitor shall not assign, sublet, or apportion the whole or any part of the space as assigned or have representatives, equipment, or materials from other firms than his own in the exhibit space without written consent of Show Management. In the name of company divisions or affiliates, only one division or affiliate shall be considered the exhibiting company. Multiple divisions or affiliates will not be identified separately on signs and/or printed materials without previous permission from Show Management.

Union Jurisdiction

If applicable, please read the Union Jurisdiction information in the Exhibitor Service Manual.

Utility Areas

Utility areas, located behind every booth (with the exception of island configurations and some perimeter locations), are to be left completely free and clear at all times in accordance with the Fire Marshal regulations. Any items (empty or full) found in the utility area will be sent to empty storage. Additionally, exhibitor may be given – and will be held responsible for, a citation and/or fine from the Fire Marshal.

Utilities

It is mutually understood and agreed that Show Management shall use proper and reasonable care to have all utility services installed in time for the opening of the show. Proper and reasonable care shall be taken to prevent the interruption of these services during the exposition. However, Show Management shall not be held responsible for late installation or interruption of any service that may occur. Please note that utilities such as electric, gas, plumbing, etc., are not included in the exhibit rental fee and must be ordered separately if needed.

The RCS ExpoSmart App turns any Apple or Android Smartphone or Tablet into a Valuable Lead Capture & Qualify Tool

Using the ExpoSmart App, your sales team can quickly and easily scan an attendee badge to capture vital information and so much more, giving your company the advantage in turning prospects into customers

What are the benefits of the ExpoSmart App?

SEAMLESS

Convenient and secure cloud syncing and storage of your leads for real time, 24/7 access and sharing from any device



SECURE

Password protected exhibitor portal safeguards your valuable leads and provides access to your entire team

QUALIFIED

Add notes or custom qualifiers to provide your team with a collection of ideal prospects who are ready to buy

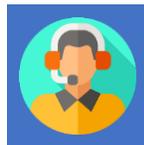


ORGANIZED

Unlimited downloads of your leads as an xls/xlsx or csv file you can easily transfer into your own CRM system

EFFECTIVE

Automated follow up with the scan of a badge sends an email message to the prospects your team engages



SUPPORTED

We're here to help! Get expert software and hardware guidance before, during and after the show

Compare the options and features of the ExpoSmart App

ExpoSmart App on YOUR device:

- ✓ use your own device, no hardware to rent, no desk to visit
- ✓ compatible with Android and iOS smart phones or tablets
- ✓ add notes relevant to each lead that download with your file
- ✓ leads are uploaded to the cloud in real time for immediate access
- ✓ add on features available to enhance your lead capture capabilities

ExpoSmart App on RCS Android phone:

- ✓ use an RCS device, Android phone loaded with the ExpoSmart app
- ✓ perfect for exhibitors that do not want to use their own device
- ✓ add notes relevant to each lead that download with your file
- ✓ leads are uploaded to the cloud at the end of the show
- ✓ add on features available to enhance your lead capture capabilities

Consider these upgrade options available with the ExpoSmart app

-  **ExpoAction:** send out a timely and relevant message that keeps your prospects engaged and interested in your product or service; create your own personalized follow up email that sends out automatically when an attendee badge is scanned
-  **Custom Qualifiers:** proper lead qualification helps your sales team prioritize high-quality prospects, personalize the sales experience, and close more deals; create up to 20 custom questions with up to 20 responses each that fit your company's criteria to define the ideal customer

HEAT TREAT MEXICO 2026 LEAD RETRIEVAL ORDER FORM

STEP ONE: Pick Your Options

Options & Rates

Order early & save!

✓ **ExpoSmart App** on your own phone or tablet (compatible with Android or iPhone)

		Early bird ends 3/27	Advance ends 4/3	Onsite after 4/4	quantity	total USD
	Single License	\$325	\$425	\$550		\$
	Up to 5 Licenses 	\$500	\$650	\$800		\$

STEP TWO: Choose Your Upgrades

✓ Available with the ExpoSmart App on your own device or RCS Android phone

	Expo Action Email	\$250	\$325	\$400		\$
	Custom Qualifiers	\$125	\$165	\$200		\$

STEP THREE: Place Your Order Online

Order Total \$

Click this link to order now  rcsreg.com/leads/htm2026

Want to email your order instead? Complete and sign the section below and email to exhibitorserv@rcsreg.com
An Exhibitor Services Representative will call you for payment. A \$10 processing fee will be added to your order total
Please note that orders are not confirmed until payment has been collected
You will receive an email confirmation & receipt of your order once it has been processed

Name	Phone
Company	Booth #
Email	Signature

Your signature is required and is acknowledgement & acceptance of the Terms & Conditions

TERMS & CONDITIONS: No refunds for orders placed, but not utilized onsite. Refunds are not issued for unreported defects. RCS devices must be returned within one hour of the close of the event. Non-returned devices recovered by RCS will be charged a full delivery charge. Lost or damaged units will be charged a replacement fee of \$1,800.