

Application Form

Organizer:

Emme Intermediação de Negócios Ltda
Rua Correia de Lemos, 158
Zip code: 04140-000 - São Paulo - SP
Brazil



prowinesaopaulo.com

ProWine São Paulo
Expo Center Norte
SÃO PAULO | BRAZIL
06 - 08 oct 2026

Member of ProWein World

Contacts:

Phone: +55 11 2365-4313

E-mail: expositores@prowinesaopaulo.com.br

Exhibitor:**1** Registration data

Company Name*

Tax ID*

Address*

Zip Code*

City*

Country*



Full name of the person responsible for the contract/*

Phone Number*

E-mail

Website

Exhibitor Category*

Manufacturer

Importer

Group organizer

2 Booth

Booth name

Format

X

Total area

**Basic design assembly**

Includes: Light gray carpet; Crystal glass panels; 1m² lockable storage room; 1 table; 3 chairs; 1 lockable counter; 2 shelves; 1 socket every 9m²; 1 garbage bin; Fascia board with company logo; Visual communication on one wall; Logo on the counter.

Assembly
cost (USD 185/m²)

X

USD 185/m²

Total cost

**Plus design assembly**

Includes: Light gray carpet; MDF wall with gray adhesive; 1m² lockable storage room with shelves; 2.30x2.00m canvas printed image; White MDF ceiling with built-in led lighting; 1.20m high wooden fascia board covered in printed canvas and LED lighting; 1 table; 3 chairs; 1 lockable counter; 1 garbage bin; 6 shelves (1.00x0.50m); 1 socket as required; Logo on the counter.

Plus design assembly
cost (USD 225/m²)

X

USD 225/m²

Total cost

2.1 Extra orders

Items

Amount

Ice (Optional)

Bags

Bag of ice (5Kg) - Price: USD 3 - Vouchers can be withdrawn at CAEX

Glass package (Optional)

Amount

Package includes: 50 glasses, 1 spittoon and 1 ice bucket

Cost: USD 185 per package

The services described above can be ordered afterwards via the Exhibitor's Electronic Manual

3 Contact Information

Marketing manager's name

Marketing manager's e-mail

Financial manager's name

Financial manager's e-mail

General information contacts person's name

General information contacts person's e-mail

4 Advertising Information (Website + Catalog)

Name of the company*

Country*

E-mail*

Phone number (Country code + number)*

Social media

Instagram

Facebook

LinkedIn

5 Costs and payment methods

Items	m ² cost	Amount	Total
Area		m ²	USD
		Amount	Total
Assembly (when hired)		m ²	USD
Media fee (mandatory)		1	USD 135
City hall fee (mandatory)		1	USD 165
		Amount	Total
Ice (when hired)		Bags	USD
			Total
Glass package (when hired)			USD
Total			USD

5.1 Payment method (choose only one)

- ☐ Electronic invoicing:
Via e-mail to _____
or
Invoicing by mail:
☐ To the address of the exhibitor listed under item 1
☐ To the following billing address

Company Name

Address

Zip Code

City

Country / Region

Comments

Full name*

Position*

Place/Date*

Signature and company stamp*

ProWine São Paulo signature*

Expenses related to water, lighting, cleaning, security and internet will be charged separately when applicable.

General Terms & Conditions of Participation

This document establishes the general terms and conditions for participation at ProWine São Paulo 2026, so that both the organizer and the exhibitor benefit equally from the event described below.

1. EVENT

The event, ProWine São Paulo 2026, will take place on October 6, 7 and 8, 2026, in the blue and white pavilions of Expo Center Norte, located in the city of São Paulo, Brazil.

2. DATE AND TIMES OF THE FAIR

Assembly period:

October 02 to 05, 2026, from 08am to 08pm

Fair period:

October 06, 07 and 08, 2026 from 12am to 07pm

Dismantling period:

October 08, 2026 from 11pm;

October 09, 2026 until 12pm.

3. AREA

The organizer reserves the right, at its discretion, to postpone, bring forward, extend, reduce, temporarily suspend or cancel the fair, in whole or in part, in cases of force majeure, always taking into account the interests of the exhibitors. In such situations, exhibitors may not terminate the contract, claim compensation or reduce participation fees. If the event is canceled for these reasons, the exhibitor may be charged up to 25% of the total value of the contracted area to cover costs and obligations. Exhibitors who have requested additional services may be charged a higher fee. A reduction of up to 20% of the area contracted by the exhibitor is allowed.

4. PAYMENT

Participation at the fair must be paid for as described in this contract. Payment for area rental and assembly packages must be made as follows:

- 25% of the total amount must be paid upon signature of this contract. This amount may be paid in installments by prior written agreement with the promoter, being the deadline no later than September 05, 2026.

- In installments

- In cash

If the payment terms described in this contract are not respected, the exhibitor may be denied occupation of the stand or rented area. These terms can only be waived if approved in writing by the promoter. The promoter has the right to resell the area if the exhibitor does not pay all the costs within the period described in this contract.

5. CANCELLATION

If the exhibitor requests cancellation of his participation at ProWine São Paulo 2026, which will only be valid if made in writing and after acknowledgement by the promoter, the exhibitor will be liable for part or all of the costs described in the space rental contract, in accordance with the following conditions:

- Cancellation shortly after the contract is signed: 25% of the total cost;

- Cancellation up to 200 days before the fair: 50% of the total cost;

- Cancellation up to 100 days before the fair: 75% of the total cost;

- Cancellation less than 100 days before the fair: 100% of the total cost;

If the area is transferred, in agreement with the organizer, a fine of 25% of the total amount will be charged.

6. SUBLEASE

It is strictly forbidden to transfer and/or sublease part or all of the area leased under this contract. The exhibitor must not use the area rented under this contract for any activity other than the exhibition and promotion of products that are in accordance with the profile of the exhibitors at the ProWine São Paulo 2026 trade fair.

7. MEDIA CO-PARTICIPANT

If the Exhibitor showcases more than one brand at their stand, a co-participant fee will be charged for the individual promotion of each additional brand. This includes placement on the official event website, exclusive coverage, a feature in the ProWine News newsletter, dedicated social media posts, inclusion in the exhibitor catalog, among other promotional activities, provided that the requested information is submitted in advance to the event's Marketing and Communications department.

The fee will be applied per additional brand showcased, at a fixed amount of USD35.00 (Thirty five US Dollars). Payment will be due 30 (thirty) days prior to the event date, via bank slip or invoice.

Payment of this fee is mandatory and a condition for the participation of all the Exhibitor's brands in the event.

8. STAND ASSEMBLY AND DECORATION

The exhibitor is responsible for stand decoration and assembly services when the basic assembly design is not hired. The stand construction and design project must be submitted to the organizer for prior approval by the deadline of September 05, 2026. Otherwise, a fine of R\$1,500.00 will be charged. The promoter has the right to prevent the construction of a stand if the stand design does not comply with the guidelines specified in the Exhibitor Manual and/or in the event of non-payment. Basic assembly contracted with the organizer should be up to 27m2.

9. STAND ASSEMBLY PERIOD

Exhibitors must finish setting up and decorating their stand by 8 p.m. on October 05, 2026. A fine of 20% of the value of the hired space will be charged if there is a delay in setting up the stand.

10. TRANSPORTATION OF GOODS

After receiving the area as described in this contract, it is the exhibitor's responsibility to ensure that all services and products have been properly delivered and installed so that the stand is ready for the start of the event. It is also the exhibitor's responsibility to remove all objects from their stand after the event has ended. The promoter recommends that valuables are removed from the stand after each day of the event in order to avoid losses. The promoter is not responsible for any loss or theft or any inconvenience that may occur inside the exhibitor's stand. Stand security is the sole responsibility of the exhibitor.

11. ELECTRICITY

Any electrical installation must be authorized in advance by the organizer and must be installed by one of the authorized suppliers. The exhibitor must hire the energy required for their stand within the time limit set in the Exhibitor's Manual. Once payment has been made, the receipt can be issued on the Exhibitor Portal. If there is more use than contracted, the difference will be charged at the end of the event.

12. WATER

Any and all water installations must be previously approved by the Organizer, upon completion of the specific form available in the Exhibitor Manual. Installation will only be permitted for stands located in areas with an underfloor service trench.

13. DAMAGE TO THIRD PARTIES

In the case that the exhibitor or a subcontractor of the exhibitor damages any property of the promoter, the pavilion or any other third party, the exhibitor will be fully and exclusively responsible for compensating the damaged party.

14. BADGES

Badges must be ordered in the Electronic Exhibitor Manual. It is important to note the difference between the types of badges:

EXHIBITOR - for your company's employees.

SERVICE - for service providers on the stand, such as photographers, caterers, agencies, etc.

ASSEMBLER - for the assembly team.

This distinction is crucial, as access times and areas vary according to the type of badge, all of which are detailed in the manual. The exhibitor is responsible for registering the badges, and it is forbidden to pass on the exhibitor badge to service providers, assemblers or visitors. In the case of violation, a fine of R\$ 1,000.00 per badge will be imposed.

15. ADVERTISING

In order to ensure the organization and proper conduct of the event, Exhibitors are prohibited from placing banners, signs, posters, brochures, displays, light panels, or any other promotional materials outside the contracted area, unless previously authorized in writing by the Organizer. It is also not permitted to distribute advertising materials, promotional items, or to promote third-party products or brands without the Organizer's formal consent.

Sound systems at the stand must not exceed a maximum limit of 65 decibels (dB), so as not to interfere with the experience of other participants. Violation of this clause may result in a warning, immediate removal of the non-compliant material or equipment, and, in more serious or repeated cases, the imposition of a fine of up to 100% (one hundred percent) of the total value of this contract, without prejudice to other applicable measures to preserve the order and quality of the event.

16. SERVICES

The Convention Center where the event will take place offers full infrastructure for the convenience of participants, including parking facilities, public telephones, restaurants, and restrooms, all maintained in excellent working condition.

However, it is emphasized that these services are the sole responsibility of the Convention Center itself, and the Organizer holds no responsibility for their operation, maintenance, or availability.

17. SALE AND DISPLAY OF PRODUCTS

The display or sale of products and services not specified in this contract is strictly prohibited during the event. The Organizer reserves the right to remove, at the Exhibitor's expense, any unauthorized item. Product distribution is only permitted within the contracted area, as established in this agreement.

The Exhibitor may accept sales orders and/or promote products and services aligned with the profile previously approved by the Organizer. The removal of products from the stands will only be allowed after the official closing of the event. Flammable or hazardous materials will only be permitted with prior authorization from the Organizer and provided they fully comply with applicable safety regulations.

18. SECURITY

The Organizer will provide a specialized team to maintain order and ensure the safety of common areas at the event. However, this service does not exempt the Exhibitor from responsibility for the security and safekeeping of their stand, products, equipment, and other belongings.

The Organizer shall not be held liable for any losses, thefts, misplacements, or damages occurring during the event period. It is the responsibility of each Exhibitor to take appropriate measures to protect their property.

General Terms & Conditions of Participation

19. COPYRIGHT

The Exhibitor grants the Organizer the right to use, before, during, and after the event, any press releases, photographs, product information, logos, or promotional materials provided by the Exhibitor, exclusively for the purpose of promoting the event and/or the Exhibitor itself.

The Exhibitor declares and guarantees that all graphic elements, designs, images, photographs, and other materials provided:

- (i) are their own original creations;
- (ii) have been duly acquired or licensed; or
- (iii) are in the public domain, ensuring that the Organizer cannot be held liable for any copyright or intellectual property infringement resulting from their use.

I would like to receive information from the official suppliers of ProWine São Paulo*

I declare that I accept the General Terms & Conditions described in this document.

Full name*

Position*

Place/Date*

Signature and company stamp*

ProWine São Paulo signature*