

Biennial oriGIn Meeting 2025

International Meeting on
Geographical Indications

October 8–10, 2025

Exhibitors Installation & Operations Manual

International Meeting on Geographical Indications – oriGIn 2025

Venue: Centro de Convenciones y Exposiciones de Morelia (CECONEXPO), Michoacán

Exhibition Dates: October 8–9, 2025

1. Introduction

This manual establishes the guidelines, rules, and procedures for exhibitors participating in the **International Meeting on Geographical Indications oriGIn 2025**, organized by the **Government of the State of Michoacán** in collaboration with **oriGIn**.

Compliance is **mandatory** and aims to ensure the **orderly, safe, and efficient** development of the event.

2. Setup & Dismantling Schedule

2.1 Exhibitor Setup Dates

- **October 6:** Setup for local and national exhibitors
- **October 7:** Setup for international exhibitors

2.2 General Hours

- **Setup:** October 6–7 → **08:00 AM to 10:00 PM**
- **Public Exhibition:** October 8–9 → **08:00 AM to 6:30 PM**
- **Dismantling:** October 11 → **08:00 AM to 10:00 PM**

2.3 Authorized Access

- **Ramp 1:** Access to *Jardín de los Indios* (via Hotel Gran Cantalagua)

3. Participation Confirmation

Once an exhibitor confirms attendance, the organizers will arrange the installation of their stand and cover associated costs.

In case of **force majeure** preventing participation, exhibitors must **notify the organizers at least 10 days prior** to the setup date using the provided contact details.

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4. Setup & Dismantling Rules

4.1 Supervision

All activities during **setup, event days, and dismantling** will be supervised by personnel from **CASART Michoacán Operations**, the **Organizing Committee**, and **CECONEXPO Security**.

Exhibitors must **follow all instructions** from authorized staff at all times.

Exhibitors are allowed to **customize their stands** within their assigned area but **must not obstruct aisles, fire extinguishers, walls, emergency exits, or common areas**.

4.2 Care of Spaces

- Early delivery of merchandise must be **notified in advance**; otherwise, items must be delivered within the established schedule.
- The use of **adhesive tapes, glue, nails, screws, staples, drills, or any material that damages walls, carpets, glass, or signage is strictly prohibited**.
- Hanging or attaching objects to **ceilings, columns, or walls** is not allowed.
- Exhibitors must avoid causing **any damage to floors or facilities**.
- All additional guidelines outlined in the official **CECONEXPO Installation Manual** also apply:
<https://secoem.michoacan.gob.mx/wp-content/uploads/2022/10/MO-CECONEXPO.pdf>

5. Operational Guidelines During the Event

5.1 Food & Beverage Handling

- Exhibitors offering tastings must **submit a prior request** to install refrigerators or other required equipment.
- All stands are equipped with **one electrical outlet**.
- Exhibitors must comply with **current health and hygiene regulations**.

6. Rules of Conduct

6.1 General Prohibitions

- **Smoking is strictly forbidden** at all times inside the venue, including during setup, exhibition days, and dismantling.
- This rule applies to **exhibitors, suppliers, organizers, and contracted personnel**.

7. Exhibition Layout & Stand Location

- An official **floor plan** will be provided showing the assigned spaces for each exhibitor.

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- Exhibitors **must respect their assigned location** and cannot make modifications without prior approval from the **Organizing Committee**.
- Exhibiting products **not previously authorized** is prohibited, as well as displaying **third-party registered brands unrelated to the event's purpose**.

(Example: using a refrigerator displaying unrelated beverage logos).

8. Organizer Contact

Lic. Israel Ramírez Fraga

Deputy Director of Operations, **CASART Michoacán**

☎ +52 4435 05595

✉ origin2025michoacan@gmail.com

