



# Festuris

**GRAMADO**

37th edition  
2025

MANUAL  
FOR  
EXHIBITORS

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# POINT PERSON

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## ORGANIZATION

Rossi e Zorzanello Ltda - EPP - Gramado - RS - Brasil  
Postal Box 394 - Area Code 95670-094  
[www.festurisgramado.com](http://www.festurisgramado.com)  
+55 (54) 3286-3313 / +55 (54) 3295-8500

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# POINT PERSON

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ASSEMBLY COORDINATION

João Bazacas

Architect

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# POINT PERSON

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## COMMERCIAL FESTURIS

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Dan Hay  
Commercial Executive LGBT+ and Luxury  
[dan@festurisgramado.com.br](mailto:dan@festurisgramado.com.br)

# TECHNICAL SPECIFICATIONS

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## 37th FESTURIS – International Travel and Tourism Trade Show

Data: 06 a 09 de novembro de 2025

Local: Gramado/RS - Brasil

Centro de Feiras e Eventos Serra Park

(Rua Henrique Belotto, nº 100 – Bairro Três Pinheiros)

Date: November 6, 2025

Opening Ceremony at 7:30 p.m. – Location to be determined.

Date: November 7 and 8, 2025.

Hours:

November 7, from 12:30 p.m. to 8 p.m.

November 8, from 12:30 p.m. to 7 p.m.

Location: Serra Park Fair and Event Center

(Henrique Belotto Street, nº 100 – Três Pinheiros)

## MEETING FESTURIS

Date: November 7 and 8, 2025

Time: 8:30 a.m. to 12 p.m.

Location: Serra Park Exhibition and Event Center

(Henrique Belotto Street, nº 100 – Três Pinheiros)



# SCHEDULE

Please note the dates mentioned below and ensure that deliveries are made within the stipulated deadlines.

|                      |   |
|----------------------|---|
| October 1, 2025      | Deadline for submitting information so that the Exhibitor and its members can be included in the Official Event Catalog.  |
| October 6, 2025      | Deadline for submitting logos/images to the official manufacturer/partners.   |
| October 6, 2025      | Deadline for furniture rental, which must be done via email: <a href="mailto:marisa@conceptstands.com.br">marisa@conceptstands.com.br</a>   |
| October 14, 2025     | Deadline for mandatory submission of special stand designs for approval by the organization (failure to submit by the stipulated deadline will result in the space NOT BEING RELEASED for assembly).  |
| November 1 to 5 2025 | The period for setting up special stands will be from November 1 to 5, 2025, with the exception of the official automaker and partner automakers. Setup must be completed by 3 p.m. on November 5, 2025. Hours to be observed: November 1 and 2 from 8 a.m. to 10 p.m. November 3 and 4 from 8 a.m. to 11 p.m. November 5 from 8 a.m. to 3 p.m. |

# SCHEDULE

Please note the dates mentioned below and ensure that deliveries are made within the stipulated deadlines.

|                   |   |
|-------------------|---|
| November 5, 2025  | Deadline for exhibitor registration, which must be done exclusively via the website:<br>Exhibitor/Restricted Area/Registration  |
| November 6, 2025  | Stands with basic assembly will be delivered for decoration from 8 a.m. to 6 p.m.   |
| November 6, 2025  | From 8 a.m. arrival of materials, decorative items, and objects with special characteristics (see Manual for Assemblers, Item II, letter c).  |
| November 8, 2025  | Furniture and decorative items must be removed from the stands by 8 p.m.  |
| November 9, 2025  | The dismantling of special stands should take place from midnight onwards.  |
| November 10, 2025 | The stands must be completely dismantled and the material collected by 3 p.m. After this time, the material will be collected by the Promoter and stored at a cost of R\$ 500.00 per day. |



# BE AN EXHIBITOR

The FESTURIS Commercial Department is at your disposal to negotiate your participation as an exhibitor. Contact the sales department for prices and participation options.

COMMERCIAL FESTURIS

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Dan Hay

Commercial Executive LGBT+ and Luxury

[dan@festurisgramado.com.br](mailto:dan@festurisgramado.com.br)

Or contact us via WhatsApp, and we will forward your message to the responsible sales executive: +55 54 9 9639-7638

# STAND DESIGN AND ASSEMBLY

- Areas acquired on corners and/or islands and island tips must have special designs.
- Stand designs, with the exception of stands considered Internal, must have special construction.
- Stands in the Premium Area, as well as those located on Avenues 3 and 5 of the Araucária Pavilion and Avenue 4 of the Hortênsia Pavilion, must comply with the minimum requirements, namely: have raised or special flooring (minimum height of 3 cm) and have woodwork items in their assembly. If octanorm/standard material is used in the assembly, it must not be visible and must be covered. On the other hand, standard stands not located on corners and/or islands and island tips will be delivered to participants with basic assembly. However, exhibitors will be allowed to opt for an upgrade or a special design in this location.

## NOTES:

- The completion and improvement of the basic assembly/adhesive application must be carried out by the official assembler Concept Stands;
- If the exhibitor chooses to apply adhesive to the stand with another supplier, a fee of R\$ 25.00/m<sup>2</sup> will be charged for cleaning and maintenance of the TS panels;
- Furniture and other equipment must be rented and paid for separately by the Exhibitor.
- We suggest contacting the official event assembler - CONCEPT STANDS ([marisa@conceptstands.com.br](mailto:marisa@conceptstands.com.br)), or partner assemblers - BAAL DESIGN ([juares@baaldesign.com.br](mailto:juares@baaldesign.com.br)) and TOTALE EVENTOS ([vitor@totaleeventos.com.br](mailto:vitor@totaleeventos.com.br)).
- All other requirements of the assembly rules must comply with the Assemblers' Manual for the respective details.

# STAND DESIGN AND ASSEMBLY

## BASIC STAND FEATURES

- Internal ceiling height: 2.025 m
- Flooring: Graphite covering applied directly to the pavilion floor;
- Walls: TS panels with H=2.20m structured by anodized aluminum profiles;
- Ceiling: partial metal pergola for locking;
- Headboard: TS panels with H=0.50m on the front of the stand.
- Internal lighting: via one (1) HO lamp;
- External lighting: via one (1) spot arm – front panel;
- Power outlet: one (1) unit;
- Visual communication: Exhibitor name in black Helvetica font with a maximum of fifteen (15) characters.



Standard stand

Dimensions: the dimensions above represent the free area of the panel; Respect the distance between each panel in relation to the upright.

# STAND DESIGN AND ASSEMBLY

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## OFFICIAL AND PARTNER ASSEMBLERS

The event has an official assembler, CONCEPT STANDS, and partner assemblers, BAAL DESIGN and TOTALE EVENTOS, which can be contacted when stand assembly services are required. The contact details are as follows:

CONCEPT STANDS (official stand builder):  
liliane@conceptstands.com.br / +55 47 3367-1033

BAAL DESIGN  
juares@baaldesign.com.br / +55 51 99694-5522

TOTALE EVENTOS  
vitor@totaleeventos.com.br / 51 98125-0504

RBARROS  
guilherme@rbarros.com.br / +55 31 8479-5043

## SPECIAL PROJECTS AND FEES

Assembly may be carried out by the official assembler or partners of the Event suggested in the item above, or another of the exhibitor's choice, whose KWA Fee is already included in the participation contract.

## ACCREDITATION OF ASSEMBLY TEAMS

They should go to the Festuris service point through gate 5, with identification and the name of the stand that will provide the service for registration and collection of the notification bracelet.

# STAND DESIGN AND ASSEMBLY

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On November 5, 2025, after 3 p.m., each automaker must identify up to two (2) employees for accreditation with CAEX for the purpose of assisting the EXHIBITOR during the event.

## FAIR CENTER

SERRA PARK, through its administration, requires a security deposit check in the amount of R\$ 3,500.00 (three thousand five hundred reais) for the release of the special stand assembly. The security deposit check will be returned only after inspection of the floor where the stand was assembled, which is the responsibility of the assembler. After that, the truck will be authorized to leave the parking lot to remove the stand.

# PROJECT APPROVAL

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The stand design must be approved by FESTURIS Gramado. It must be sent by email to [projetos.festuris@gmail.com](mailto:projetos.festuris@gmail.com) by October 13, 2025.

- The design will be reviewed by the PROMOTER within five (5) days of receipt, and if it is not approved, it will be returned to the EXHIBITOR so that the necessary adjustments can be made, no later than October 24, 2025. If the project does not comply with the General Regulations, its assembly will not be authorized.
- Please note that it is necessary to submit ART/RRT, duly paid, for all technical activities performed by the professional responsible for the assembly of the stand.
- It is also mandatory to submit reports M1, M2, and M3.
- In addition to the documentation described above, the front of the stand must be defined, with the nomenclature of the streets.

# BASIC CONSTRUCTION STANDARDS

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- The maximum construction height will be 5.5 meters. The height in relation to the neighbors' wall must be a maximum of 3.5 meters from the floor. No excess of the height established in this item will be allowed;
- Any and all elements exceeding 3.5 meters in height must comply with a setback of at least 1.0 meter in relation to the neighbor;
- Projects located on islands are exempt from the above-mentioned setbacks, with a maximum height limited to 5.5 meters, as with other stands.
- Stands must have a white finish on the upper part above 2 meters in height, on the outside next to the walls with neighbors.
- Stands located on islands that will have closing walls must provide an external wall finish with an image or logo. Island projects may not cover 100% (one hundred percent) of any of their sides, allowing visibility of neighboring stands.
- The construction of stands with mezzanines or double stands is expressly prohibited, and the construction of an access ramp for the disabled is also mandatory for stands with raised floors above 3 cm.
- Projects that have elements hanging from the pavilion's roof structure will not be permitted, unless authorized by the PROMOTER in special cases.
- The use of sandpaper on plastered assemblies is not permitted. Parts must be ready-made or sanded outside the venue. The use of any type of saw is not permitted inside the Exhibition Center. The use of larger saws will only be permitted outside the pavilion, in accordance with the deadline of November 4.



# BASIC CONSTRUCTION STANDARDS

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- Stands located next to the pavilion walls may raise their back walls to a height of 4.20 meters.
- Further instructions on the construction and dismantling of stands should be observed in the Assembler's Manual, available for download on the official website: [www.festurisgramado.com/manuais-downloads](http://www.festurisgramado.com/manuais-downloads)
- Architect hired by the Event to coordinate the assembly of the Trade Show: João Bazacas - [projetos.festuris@gmail.com](mailto:projetos.festuris@gmail.com).

## DEADLINES

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- Stands with special features must be fully ready by 3 p.m. on November 5, 2025, in accordance with the General Regulations. Manufacturers that do not strictly comply with the schedule will be charged a fee of R\$ 500.00 (five hundred reais) per hour.
- The period for setting up special stands will be from November 1 to 5, 2025, with the exception of the official automaker and partner automakers. Setup must be completed by 3 p.m. on November 5, 2025. Hours to be observed: November 1 and 2 from 8 a.m. to 10 p.m.; November 3 and 4 from 8 a.m. to 11 p.m.; and November 5 from 8 a.m. to 3 p.m.
- Other assembly and disassembly deadlines must be observed in the schedule contained in this manual on page 8.

# ISSUANCE OF CREDENTIALS

The number of credentials will be made available according to the footage purchased, following the table below:

|   |                |
|---|----------------|
| 6m <sup>2</sup> to 10m <sup>2</sup> stands    | 4 credentials  |
| 12m <sup>2</sup> to 20m <sup>2</sup> stands   | 6 credentials  |
| 21m <sup>2</sup> to 30m <sup>2</sup> stands   | 10 credentials |
| 31m <sup>2</sup> to 50m <sup>2</sup> stands   | 12 credentials |
| 51m <sup>2</sup> to 70m <sup>2</sup> stands   | 15 credentials |
| 71m <sup>2</sup> to 90m <sup>2</sup> stands   | 20 credentials |
| 91m <sup>2</sup> to 110m <sup>2</sup> stands  | 25 credentials |
| 111m <sup>2</sup> to 150m <sup>2</sup> stands | 30 credentials |
| Stands up to 150m <sup>2</sup>                | 40 credentials |

# ISSUANCE OF CREDENTIALS

Exhibitors in the Luxury Area have specific rules according to the quota purchased, as follows:

|                    |               |
|--------------------|---------------|
| Collection Diamond | 4 credentials |
| Collection Amber   | 3 credentials |
| Collection Bistrot | 2 credentials |

- Exhibitors who purchase COUNTERS/SERVICE DESKS at FESTURIS venues are entitled to one badge per counter and/or service desk.
- Exhibitor badges must be requested by November 5, 2025, by emailing [comercial@rossiezorzanello.com.br](mailto:comercial@rossiezorzanello.com.br).

## SERVICES FOR THE STAND

### FURNITURE AND EQUIPMENT RENTAL

CONCEPT STANDS, the official event organizer, offers furniture and equipment for rent. Prices are valid for the entire event. They are not daily rates.

Rent your equipment and furniture directly from CONCEPT by emailing [marisa@conceptstands.com.br](mailto:marisa@conceptstands.com.br) or calling 55 (47) 3367-1033. The deadline for furniture requests is October 6, 2025.

# SERVICES FOR THE STAND

## INTERNET

Internet requests (via cable or wireless, shared or guaranteed bandwidth) must be made directly to the company contracted by Serra Park - Assistec Telecom, by calling +55 (51) 3541-7000 or by emailing [netfeiras@gmail.com](mailto:netfeiras@gmail.com).

## FOOD AND BEVERAGES

For requests for quotes for F&B services, the event has partnered with the following official suppliers:

- Alecrim Gastroh

Requests for services must be made directly to the supplier via WhatsApp at +55 (54) 9 9168-6261.

- Susana Gastronomia

Requests for services should be made directly to the supplier by phone/WhatsApp at +55 (51) 99173 8728.

- Rodrigo Mineiro Chef

Service requests should be made directly to the supplier by phone/WhatsApp at +55 (51) 99697 9799 or by email at [rodrigomineiroo@hotmail.com](mailto:rodrigomineiroo@hotmail.com)

## LANDSCAPING

Plant and landscaping services must be contracted directly with our partner supplier:

JD Serviços de Plantas - +55 (51) 99859 3328 /  
[Jdservice\\_jardinagem@hotmail.com](mailto:Jdservice_jardinagem@hotmail.com)

## CLEANING

FESTURIS Gramado is responsible for cleaning only the common areas, complying with all health regulations in force during the period. To hire a fixed cleaning service for the stand on the days the fair is open, a request must be made directly to the event organizers by emailing [comercial@rossiezorzanello.com.br](mailto:comercial@rossiezorzanello.com.br). No cleaning service other than the official event service will be authorized.

The cost of the fixed cleaning service is R\$ 1,700.00 (2 days).  
Deadline for hiring cleaning services: October 24, 2025. The team will be uniformed by colors delimiting the area of operation.

# SUPPORT TO THE EXHIBITOR

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During the event, CAEX will be at your disposal to assist you with whatever you need.

## IMPORTANT TO KNOW

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### HOTEL RESERVATIONS

The 37th edition of FESTURIS Gramado – International Travel and Tourism Trade Show, in order to facilitate your participation, will be responsible for blocking rooms in hotels and inns in Gramado and Canela, which will offer special prices for event participants. For more information on rates and reservations, visit the official website on the “Hotels” page or contact our team.

FREE TRANSFERS POA/GRAMADO AND GRAMADO/POA  
Service available for consultation on our official website:  
[www.festurisgramado.com/transporte-oficial](http://www.festurisgramado.com/transporte-oficial)

INTERNAL TRANSPORTATION - ROUTES HOTELS/SERRA  
PARK/HOTELS  
Service available for consultation on our official website:  
[www.festurisgramado.com/rotas-internas](http://www.festurisgramado.com/rotas-internas)

### PARKING

FESTURIS Gramado reserves one parking space per stand in the Serra Park parking lot, at no cost to the exhibitor. To take advantage of this exemption, exhibitors must pick up their ticket at CAEX, starting on November 6.

### TAXIS

Taxi ranks:  
54 3286 1229  
54 3286 1230

# IMPORTANT TO KNOW

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## INTERNAL TRANSPORTATION OF MATERIALS

We provide Exhibitors with a free service of carts with porters to assist in transporting materials to the stand. Please visit the Exhibitor Service Desk (CAEX), located in the Araucária Hall, to request this service.

## SENDING MATERIALS IN ADVANCE

The FESTURIS Gramado organization accepts and stores materials for use and distribution at the stands that Exhibitors need to send to the Event in advance, provided that the volumes are of reasonable quantity and size. These materials must be clearly labeled with the booth number and exhibitor name on all packages and sent directly to the event venue starting October 18, 2025.

Serra Park Centro de Feiras  
CNPJ 02.071.121/0001-50  
A/C Luis Fernando Wazlavick  
Rua Henrique Belotto, nº 100 – Bairro Três Pinheiros.  
Gramado – RS – Postal Box 95677-052

Note: Materials will be stored in the exhibitor's warehouse in the Hortênsia Pavilion for collection.

## VOLTAGE

Please note that the electrical voltage in the pavilions is 220V.



# MAIN RULES FOR PARTICIPATION

- The rules set forth in the FESTURIS General Regulations, available for download on the official website: [www.festurisgramado.com/manuais-downloads](http://www.festurisgramado.com/manuais-downloads), must be observed.
- Folkloric/cultural or similar demonstrations outside the area contracted by the EXHIBITOR are prohibited. In case of violation of this rule, the EXHIBITOR may receive a formal warning, pay a fine of 30% (thirty percent) calculated on the amount paid for the area, or have the stand closed, with legal action taken under this instrument.
- Folkloric/cultural or similar presentations will only be allowed from 6:00 p.m. on November 7, 2025, and from 5:00 p.m. on November 8, 2025.
- The use of SOUND AMPLIFICATION will not be permitted under any circumstances or in any form, in order to respect the volume of the sound so that it does not interfere with neighboring stands, always considering the commercial nature of the fair, which will be strictly enforced.

Criteria to be observed:

- Until 6 p.m., the maximum allowed will be 80dB;
  - After 6 p.m., the maximum allowed will be 110dB.
  - Fair inspectors will have sound meters to ensure compliance with this rule.
- Launches and special events within the booth/space will be permitted provided they are previously communicated to and authorized by the Festuris organization.
  - The circulation of event queens and princesses, as well as promotional characters and the like, is prohibited throughout the fair, and their presence is only possible inside the stand, respecting the population limit of each space. If this rule is violated, they will be asked to leave the premises.

# MAIN RULES FOR PARTICIPATION

- EXHIBITORS may have food and beverages inside their stands for consumption, in accordance with the rules in force at the time of the Event:
- Alcoholic beverages will only be allowed from 6 p.m. on November 7, 2025, and from 5 p.m. on November 8, 2025.
- The exception to this rule is reserved for exhibitors in the Food & Drinks Area, where alcoholic beverages may be sampled during the Event.
- Please note the following General Regulations:
- Health Protocols;
- Special/folkloric presentations only inside the booths;
- Prohibition of advertisements and sound emissions of any kind.
- Prohibition of entry to the Trade Show for minors under 16 years of age, even if accompanied by parents and/or guardians.
- The sale of any goods, with the exception of the Food & Drink Area, whether industrialized or handmade, may only be carried out with the authorization of FESTURIS management.

## CONTACT US

[www.festurisgramado.com](http://www.festurisgramado.com)

[comercial@festurisgramado.com.br](mailto:comercial@festurisgramado.com.br)

Contact phone number: +55 54 3286 3313

On call (during the event): +55 54 99673 5660