

**GUIDE FOR PARTICIPATION**  
**IN THE INTERNATIONAL CARTOGRAPHIC EXHIBITION**

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## **(I) INSTITUTIONS THAT MAY EXHIBIT**

### **A. Category for ICA National Committees**

Part of the space in the International Exhibition will be taken up by the ICA Member Countries. Within this category, the maps will be grouped by their country of origin and organized by their respective ICA National Committee.

A country that is a member of the ICA is an "exhibitor", regardless of whether the sample of work representing that country is made up of objects only from the institution supporting the N.C. or from several different institutions in the same country.

Those institutions and persons interested in participating that are not the institution that sustains the local ICA N.C. nor members of it, nor belong to any other category included in this exhibition, should contact their respective ICA National Committee.

Some N.C. can undertake all of the tasks involved in a centralized way; others may delegate certain responsibilities to other institutions in the same country. LOC requests that each N.C. act in coordination and communication with the other institutions of their respective country.

### **B. Sponsor Category**

The organizations that sponsor ICC 2009 will have the right to place maps in the Sponsor category if they have maps of their own creation and authorship that can be related to this exhibition and do not wish to place their material in this category.

The amount of space on the panels assigned will depend on the category of sponsorship. The sponsoring organization should indicate if it wishes to exercise its right to display material in this category and coordinate the display with the LOC, complying with the requirements outlined in points (II) to (XI).

### **C. ICA Affiliate Member Category**

The affiliate members are organizations associated with the ICA which do not sustain an ICA National Committee. An affiliate member can display material in this category if it complies with the following conditions:

- (i) It is not a sponsor of ICC 2009 (the sponsors are another category)
  - (ii) It does not intend to place its maps in the sector organized by a National Committee and it has informed its intentions to the N.C. of the country that this Member is located in.
- With these conditions fulfilled, each Affiliate Member is an 'exhibitor' and should comply with the requirements stated in points (II) to (XI).

### **D. International Scientific Organizations Category**

The organizations in this category are those which have institutional links or technical cooperation agreements with the ICA, with the ICC 2009 or with the IGM. In the case of the ICA, these are the members of the "Joint Board of Geospatial Information Societies" – JBGIS:

- International Hydrographic Organization – IHO
- International Society for Photogrammetry and Remote Sensing - ISPRS
- International Association for Geodesy – IAG
- International Map Trade Association – IMTA
- International Surveyors Federation – FIG
- International steering Committee for Global Mapping - ISCGM
- Global Spatial Data Infrastructure Association - GSDI

In the case of ICC 2009 and LOC, these are the following conference patrons:

- Pan-American Institute for Geography and History – PAIGH
- Sociedad Especialistas Latinoamericana en Percepción Remota - SELPER

In the case of the Military Geographic Institute of Chile, these are:

- International Geographic Union - IGU
- International Geodesy and Geophysics Union - IGGU
- IPGH, ISPRS, ICA

These organizations may display material of their own authorship, produced at international level. Those maps of other organizations at national level, even if they are members or local representatives of these international groupings, are not covered by this category. Nevertheless, the international organizations may, if they have local members in Chile, request the cooperation of that local member to help implement their respective display. Each Scientific Organization is an 'exhibitor' and should comply with the requirements indicated in points (II) to (XI).

#### E. Chilean Cartography

The display of Chilean cartography will include material produced by the Military Geographic Institute, the organizations that are patrons of or actively support the ICC 2009 conference, and other Chilean institutions.

### **(II) SPACE AVAILABLE FOR THE EXHIBITION**

It is recommended that exhibitors choose only a representative sample or only those products of highest quality. Given the restrictions on the space available, each exhibitor in the categories of ICA National Committee, ICA Affiliated Member and International Scientific Organization will prepare its display set under the following conditions:

- For the exhibition of maps on panels; a maximum limit of **eight** (8) panels per exhibitor.
- For atlases, a maximum of **four** (2) books per exhibitor.
- For Globes of the Earth, a maximum of **two** (2) globes per exhibitor.
- For digital cartography, a maximum of **four** (4) maps or digital images.

For the sponsors, the number of panels allowed depends on the category of sponsorship and the scheme of benefits assigned to the respective category.

For the panels, the dimensions of the space that can be used on the surface of each panel is 900 mm wide and 2,000 mm high. More than one map can be placed on a single panel, if they fit, so the total number of maps an exhibitor can display depends on the dimensions and shapes of the maps. Substantial amounts of space on the panels should not be reserved if the exhibitor does not intend to fill all of that space with display items.

### **(III) PROCEDURE FOR RESERVING SPACE**

The exhibitors in all categories informed LOC, through the on-line Exhibitions System, their intentions to present material in the Exhibition by the **20th of July, 2009**. The request will include:

- Name of the exhibitor or ICA member country
- Category of the exhibitor
- Two alternative e-mail addresses
- Number of panels required, up to a maximum of 8
- Number of digital maps (up to 4), globes (1 or 2) and atlases (up to 4) in the case of presenting objects of these types.
- Name of person responsible as contact for the exhibition
- Name of representative at the ICC 2009 conference (see point VIII)

This information will enable the Exhibition to be organized and the space to be assigned.

#### **(IV) PROCEDURE FOR THE INFORMATION TO PRESENT**

LOC requires all Exhibitors in all categories to provide the complete list of the objects to display by the **15th of August 2009**, including the following information:

##### **Maps on Panels**

Obligatory data

- Title
- Type of material (paper / plastic / other - specify)
- Scale
- Dimensions of the sheet
- Authors
- Published by
- Category of Map content - see point (V)

Optional Data

- Date published
- Language(s) of the legend
- Brief abstract and/or additional comments (maximum 50 words)

##### **Atlas**

Obligatory data

- Title
- Number of pages
- Dimensions of each page
- Authors
- Published by

Optional Data

- Date published
- Language(s) of the text
- Brief abstract and/or additional comments (maximum 50 words)

##### **Globes**

Obligatory data

- Title
- Material (plastic / other - specify)
- Dimensions (diameter and circumference)
- Authors
- Published by

Optional Data

- Date published
- Language of the text labels
- Brief abstract and/or additional comments (maximum 50 words)

##### **Maps and Digital Images**

Obligatory data

- Title
- Type (vector map, image-map, sample or extract from a GIS or a multimedia CD-ROM, etc.)
- Format (file type, structure of coverages/themes, etc.)
- Software platform in which it is managed
- Authors
- Published by
- Category of Map content - see point (V)

Optional Data

- Date published or most recently updated
- Nominal scale
- Language of the alphanumeric elements
- Brief abstract and/or additional comments (maximum 50 words)

This information should be provided to LOC in English. In the case of including an abstract, this should preferably state the purpose, content and cartographic method applied in the creation of the map. Exhibitors should take care to ensure that the quantity of space implied by the number of maps and their dimensions match the space requested in the initial reservation. This information will be used to prepare the Exhibition Catalogue and prepare the identification labels to be placed by each object.

### Instructions for Entering the Catalogue Data of the Objects to Display

Through the Web site, those exhibitors who have already registered and have received their user id and password should go through the corresponding option:



When this window appears, type the user id and password assigned:

A screenshot of a web login form. The header features a banner for the "24th INTERNATIONAL CARTOGRAPHY CONFERENCE" with the theme "THE WORLD'S GEOSPATIAL SOLUTIONS" and "ICC2009". Below the banner, there is a "Registered Exhibitor" section with fields for "User Name" and "Password", and an "Enter" button. Logos for IGM (Instituto Geográfico Militar de Chile) and the Catholic University of Chile (PUC) are visible at the bottom.

This enables the exhibitor to enter the existing exhibitor record and enter the catalogue information.

A screenshot of the main menu for the exhibitor interface. It features the same header as the login form. Below the header, there is a "Main Menu" section with a list of options: "Modify Exhibitor Information", "Check Exhibitor Reservation", "Input/Modify Catalogue", "Check Exhibitor Catalogue", and "Change password". A "Please choose the option of interest." prompt is displayed. Logos for IGM and the Catholic University of Chile (PUC) are visible at the bottom.

### **(V) MAP CONTENT CATEGORY**

The information to present should include the category that the content of an exhibition item fits into. ICA has defined these following categories:

- Topographic Map
- Maps based on Satellite Images and Remote Sensing
- Hydrographic or Maritime Navigation Charts
- Maps and Plans of towns and urban areas
- Thematic Maps
- Maps for tourism, orienteering and parks
- Others (maps and cartography belonging to other themes)
- Atlases
- Globes

It is necessary to classify the maps in terms of these categories to enable the assessments by the international jury that will assign the special recognitions, given that these recognitions are ordered by these categories.

## **(VI) TRANSPORT OF THE OBJECTS TO THE EXHIBITION SITE**

### General Rules

The transport of the display items to Santiago in Chile from outside this country, also the local transport within Chile to the conference venue, is the responsibility of the exhibitors. Four methods of moving the items should be studied by the Exhibitors:

(1) Transported by ICC 2009 Attendees. In this case the National Committees and other Exhibitors must see who will be going to attend ICC 2009 in person and, among these, the attendees who can carry the items to Chile. Arriving in Santiago for the conference, these persons should then bring the material to the conference venue.

Those persons who bring the display items should be preferably representatives of the Exhibitor Institution or authors of the maps to display. The scientific organizations can authorize persons from institutions affiliated to their network to act in their name. In the case of the sponsors, those representatives of these organizations given free registration (as a sponsor benefit) may carry the items in to the venue.

(2) Prior Despatch to LOC. In this case, the Exhibitor Institutions that wish to send their display materials by post, mail, courier or a cargo transport service to arrive at LOC before the conference, may do so sending to this address:

**EXPOSICION CARTOGRAFICA INTERNACIONAL  
Comité Organizador Local - ICC 2009  
Instituto Geográfico Militar de Chile  
Nueva santa Isabel 1640  
832 000 Santiago  
Chile  
South America**

Exhibitor institutions should despatch the material sufficiently far in advance, that is, send it in time to arrive at the IGM (LOC headquarters) by **30th of September, 2009**. LOC will open the package and prepare the display on panels in the period before the conference begins.

If the package reaches LOC in the period between 30th Sept. and the 15th of November, LOC cannot guarantee it can complete preparation of the display panels by the 15th of November, although it will move the items to the conference venue.

(3) Prior Despatch Through Diplomatic Services. In this case, the National Committees that intend to send a package with the display items to Chile before the conference can do so through the diplomatic services of their nation, with the purpose of having it sent to the Embassy of their country in Santiago, always provided that the necessary cooperation agreement exists between the National Committee and the authorities and diplomatic channels of that country. If the Exhibitor wishes the package to reach LOC before the conference, it should be despatched with sufficient time in advance and also LOC should be informed of the details of the despatch and of the Embassy involved. If this latter point does not happen, the representatives of the Exhibitor among ICC 2009 attendees will, after arriving in Santiago in November, need to pick up the display items from the embassy and bring them to the conference venue on November 15th.

(4) FTP. LOC will set up an FTP address and sub-folder where the Exhibitors will be able to transfer the cartographic material intended for the exhibition of digital maps. The FTP address will be provided when Exhibitors register through the Exhibition Management

System (see point (i)). LOC will publish soon the formats allowed and compatible with the system for presentation on projector and screen.

This means of transfer is intended only for material to be displayed in the digital cartography category; in absolutely no case will LOC receive, print and display any cartographic material intended for the map category (paper on panels) that the Exhibitors send to this FTP or through e-mail or any other means on the Internet.

## **(VII) THE EXHIBITION AND THE DISPLAY OF MATERIAL**

### **A. Setup of the Exhibition**

LOC will have space in the conference venue to set up panels for displaying cartography on paper or plastic sheets. Sheets with relief effects or tactile cartography for the visually handicapped, semi-transparent sheets and other materials suitable for display on vertical panels will also be allowed. If the material requires any special system of fixing these to panels, the exhibitor must organise this and bring the necessary materials to the conference.

The Globes and Atlases will be displayed on tables. For the Globes, the Exhibitors should bring or send the frame to support the Globe.

A room will be specially set up with a projector and screen for the digital material. The exhibition will show on-screen images of: digital maps, datasets managed by GIS and extracts from multimedia CD-ROM; these will be shown in cyclic and sequential form. Presentations in "PowerPoint" format will be allowed in this media in the automatic slide sequence mode.

### **B. ICC 2009 Attendees and the Exhibition**

LOC recommends that each Exhibitor Institution designates as its representative one of the persons who will attend the conference as a registered attendee, independently of the way in which the materials are transported to Santiago in Chile. This representative will be able to cooperate with LOC in the correct installation and exhibition of the objects and perhaps could answer queries from those who come to see the exhibition.

LOC can allow a few exceptions for those cases of countries and institutions that do not have any attendees present at the conference, given that the ICA gives this right to these institutions regardless of their attendance at the conference. Nevertheless, LOC will request in these cases that the Exhibitor Institution do the following:

- Communicate to LOC its intention not to attend the conference and the Exhibition in person
- Provide full and reliable contact data (alternative e-mail addresses and telephone numbers)
- Give complete information about how it will send the exhibition materials to Santiago.

In the case of the personal transport of the display items (maps, globes, atlases) to the venue by participants registered as ICC 2009 attendees, these attendees should arrive on Sunday 15th of November at the conference venue and place the display items in the Exhibition. However, items can still be placed on Monday 16th or Tuesday 17th if those attendees responsible cannot arrive before.

On arrival at the venue, the attendees bringing these items will receive guidance from members of LOC, stating the location assigned to the Exhibitor within the Exhibition space and describing how to place the items on the panels. LOC staff will coordinate the setup of the Exhibition and give aid to solve problems where necessary; nevertheless, the representatives of the Exhibitor Institution among the attendees are responsible for most of the work of placing these materials on the panels.

In the case of material sent to the IGM (case (2) among the transport options) that arrives very late, LOC will transport these materials to the conference venue but the representatives of the Exhibitor Institution among the attendees will then be required to participate in the setup of the display of those items.

In the case of material that arrives at LOC before the 30th of September (by prior despatch), LOC will set up the display; it is recommended that the representatives of the Exhibitor Institution look at and check their respective display as soon as they arrive at the conference venue.

#### C. Performance of the Exhibition

Most of the setup of the Exhibition will be carried out on Sunday 15th of November. At the start of the conference, LOC will provide all the registered participants with one Exhibition Catalogue. On Monday 16th there will be a brief and simple inauguration ceremony for the International Cartographic Exhibition, which will remain in place until Saturday 21st of November. At the closing ceremony, the results of the competition will be announced.

#### D. After the Conference

LOC will publish soon instructions for the exhibitors about the removal of the items displayed and their final destination. The possibilities under study so far include the transport of the material by attendees leaving ICC 2009 back to the country of origin and the donation, through LOC, to appropriate institutions in Chile that have contributed to ICC 2009 in order to stay in the country after the conference finishes.

### **(VIII) THE COMPETITIONS**

The items displayed in the International Cartographic Exhibition will be evaluated by an international jury and a series of awards will be made for each content category (see point (V)). This competition will be made within the framework of ICC 2009 under the responsibility and management of the ICA. LOC will assist with the implementation of these competitions and awards, without exercising any direct influence over the award of the special recognitions.

Authorisation by LOC to exhibit material in the Exhibition is not synonymous with participating in these competitions. If the jury decides that one specific item cannot be a candidate for any of the recognitions or awards, LOC will respect the decision of the jury. In this situation, the item affected may stay on display in the Exhibition but will not be considered by the jury.

### **(IX) SPECIAL CASES**

LOC can study requests for authorisation to participate, received from an institution in a country that is not a member state of the ICA. However, LOC will give preference to the assignation of space in the exhibition to those authors and institutions that fit into the categories mentioned above.

If a delegation or group of ICC 2009 attendees arrives at the Exhibition during the first days of the conference and proposes to display objects that have not been previously discussed with LOC, LOC will not authorise the exhibition of these new display items.

If an exhibitor has announced that it will participate and has sent all the information required, but then cannot transport the display items physically to the conference venue in time, at the end of the conference the display will be considered as removed from the Exhibition. On the afternoon of Tuesday 17th, LOC will inspect the displays in order to determine if any pieces announced in the catalogue have not arrived.

## **(X) EXHIBITION MANAGEMENT SYSTEM**

Exhibitor Institutions are requested to make their reservations of space and provide the catalogue information only through the on-line system established for this purpose. The e-mail addresses [info@icc2009.cl](mailto:info@icc2009.cl) (copying to [expocarto\\_icc2009@fisa.cl](mailto:expocarto_icc2009@fisa.cl)) can be used to send queries and obtain information; however, it may not be used to send reservations of space nor to send attached as fills the materials to display. LOC is managing the Exhibition in a centralized way using this system.

## **(XI) PRIOR DESPATCH OF THE MATERIALS TRANSPORTED INTERNATIONALLY**

The prior despatch of the objects for the Cartographic Exhibition from other countries to LOC (option (2) among the alternatives for transport described in point (VI)) requires exhibitors to carefully assess the alternatives for the despatch, international transport, arrival in Chile and delivery to LOC.

### **A. Despatch and Transport Internationally by Conventional Mail**

It is recommended that the Exhibitor Institution, when contacting their local post or mail service, should consider and consult these aspects:

- The rates charged for both normal and certified mail.
- The classification by weight and the weight limits.
- The classification by type of material (map on paper, atlas, globe and digital cartography on magnetic media)
- If freight insurance is applicable and, if so, the related costs.
- If the local mail service covers or enables the pre-payment of the costs the Chilean mail service charges for its interaction with Chilean Customs officials.

In Chile, "Correos de Chile" is an autonomous state-owned business, serving local and international mail in a rapid and secure way.

### **B. Despatch and Transport Internationally by Courier**

Hiring a private service involves dealing with one or two businesses; in the Exhibitor's own country and also in Chile. In Chile a local courier service receives the package and takes it to the destination (in this case LOC).

In Chile there are some international businesses that provide these courier services that manage international logistics and can provide all the information needed about solutions for sending correspondence:

- TNT Global Express, web site [.www.tnt.com](http://www.tnt.com)
- Federal Express, web site [www.fedex.com](http://www.fedex.com) o [ww.fedex.cl](http://ww.fedex.cl)
- DHL, web site [www.dhl.cl](http://www.dhl.cl)
- UPS, web site [www.ups.com](http://www.ups.com)

It is recommended that the Exhibitor Institution, when contacting the service of one of these organisations for transporting the products, should consider these aspects:

- If the rates include all the services for the transport; despatch, international transport and distribution in Chile (including the service by "Correos de Chile")
- The classification by type of material and by weight.
- If freight insurance is applicable and, if so, the related costs.
- If the service includes a guarantee for handing over the package to a corresponding firm in Chile, or, alternatively, if it has branches or allied firms in both Chile and the country of the Exhibitor.

### C. National Customs Service of Chile

All packages arriving in Chile, whether by conventional mail or by a private courier service, are inspected by the Customs Service. For this check it is essential that the package have the labels that facilitate the inspection. Once approved, the package may continue on its way until it reaches the LOC (either by the standard local mail service "Correos de Chile" or by courier). For this reason it is important to consider that:

- The information on the identification label facilitates the procedures of the Customs Service to complete the inspection and records.
- The total value of the package and its contents should not exceed US\$1,000 (one thousand dollars)

If these two conditions are not met, the Customs Service will retain the package in its premises while they contact the target address (in this case, LOC/IGM) to request the information or the payment of the Customs Duties, as the case may be. In certain exceptional situations the package may be opened and inspected, which will cause delays. Each Exhibitor Institution should comply with the established conditions and assume responsibility for the despatch and solve any unexpected situation.

#### 1. Value of the package

The Exhibiting Institution, before despatching the package, should calculate the value of the service considering the following:

- Commercial Value: On sending two examples of the same map (one for display, one as a replacement if needed) the value of each of them, separately should be assessed, regardless of whether the two map sheets portray the same content or different contents.
- Nominal Value: for any documentation included in the package (for example a document with the catalogue of the items)
- Cost of the transport: this has to be based on the information given by the local mail or transport service, ensuring that this cost includes the transport all the way to the destination in Chile (normally this is included)
- Cost of insurance: if applicable.
- Calculation of the value: First this is calculated in the local currency of the exhibitor institution and then converted to US Dollars. To facilitate this conversion, use the Chilean Internet web sites recommended in the conference web site for conversions at the exchange rates used in Chile.

#### 2. Labeling of the Package

All packages must carry, firmly fixed and visible on its surface two labels; one which gives the destination address, as a guide for the mail service or courier and the other with information intended for the Customs Service of Chile. This second label should carry the following information:

1. Dirección de destino	<i>Exposición Cartográfica Internacional Conferencia Cartográfica Internacional ICC 2009 Comité Organizador Local ICC 2009 Instituto Geográfico Militar de Chile Santiago Chile South America</i>
2. Contacto en destino	<i>Sr. José Compañ Rodríguez</i>
3. Teléfono del contacto	<i>(56) - 2 - 4109314 (56) - 2 - 4109300</i>
4. Nombre de la Institución Expositora	<i>XXXXX</i>
5. E-mail de la Institución Expositora	<i>XXXXX@XXXXX</i>
6. País de origen :	<i>XXXXX</i>

These titles should appear as written here, in Spanish, or alternatively in bilingual form (Spanish and either the Exhibitors language or english). As follows, some notes on the data to put in each field:

1. "Dirección de destino": this is always the following, with no changes:  
**EXPOSICIÓN CARTOGRÁFICA INTERNACIONAL**  
**Comité Organizador Local - ICC 2009**  
**Instituto Geográfico Militar de Chile**  
**Nueva Santa Isabel 1640**  
**832 0000 Santiago**  
**Chile**  
**South America**
2. "Contacto en destino": this is the name of the person in the LOC responsible for receiving communications from the Customs Service if it becomes necessary. This is always: *Sr. José Compan Rodríguez*.
3. "Teléfono del contacto": this is the telephone number of the persons in LOC who is responsible. This is always *(56) - 2 - 410 93 14 / (56) - 2 - 410 93 00*
4. "Nombre institución expositora": Name of the institution that has made the despatch. If possible, this should coincide with the institution of the person who has made the reservation of space (see point (III)). This can be written in the language of the country of origin without translating, alternatively translate to English or to Spanish.
5. "Dirección e-mail de la institución expositora": E-mail address of the institution that has made the despatch, so that the Customs Service can warn of unexpected situations arising.
6. "País de origen": Name of the country of origin in Spanish if possible, if not in English.

### 3. Solution of Contingencies

In order to avoid possible situations that are unexpected and occur in the Customs processes, such as that in which Customs holds a package, preventing it from continuing, it is necessary to hire the services of an agency that facilitates the importation of the objects and solves the problems involved.

To solve any problem of this kind that arises, LOC, through FISA S.A., has identified a private imports and customs agency with experience in the importation of materials intended for events and trade shows; this is:

"Cargosan S.A."; web site: [www.cargosan.cl](http://www.cargosan.cl)  
e-mail: [ferias@cargosan.cl](mailto:ferias@cargosan.cl)  
Executive assigned: Mr. Alfredo Santander

The Exhibitor Institutions can contact this firm if needed. The fees charged for hire are reasonable and less than what the Exhibitor Institution would have to pay if dealing directly with the Customs Service. In this situation LOC will provide advice to both the Exhibitor Institution and the customs Agency.

### D. Definition of the Limits of Responsibilities

The Exhibitor Institution will take responsibility for all the costs involved in the transport of the items to LOC and/or IGM (who will not cover any of these costs). Nevertheless, LOC will do all it can to warn the exhibitors of all the possible costs, such as the costs of transport or the payment of customs duties, that may arise in Chilean territory.

The Exhibitor Institution will take responsibility for scheduling the despatch and delivery of the materials for exhibition. LOC will not carry out additional tasks of solving problems arising from unexpected delays or the arrival of packages immediately before the

beginning of the conference. Nevertheless, LOC will do all it can to warn exhibitors of situations that may cause delays.

ICC 2009 LOC will not accept responsibility for damage that the packages of materials may suffer during their international transit as a result of accidents, mishandling, or other situation that prevents the display of those materials in acceptable condition. Nevertheless, LOC will cooperate with the exhibitor by providing any information or evidence that happens to come to its possession, if the exhibitor decides to present a formal complaint against a third party responsible for the damage and needs that information.

**Cartographic Exhibitions Sub-Committee**  
**Local Organizing Committee for ICC 2009**

August 2009