

PAVILION BASICS

PLMA's "World of Private Label" • 29-30 May 2018 • Amsterdam

EXHIBIT RATES

Organisers of national or regional pavilions at PLMA's 2018 "World of Private Label" International Trade Show may book PLMA Shell Scheme or space-only for their allotment. Below is an overview of items included and exhibit rates depending on total pavilion size.

PLMA SHELL SCHEME ► Inclusive of:

- Exhibit floor space
 - White laminated wall panels and fascia
 - Standard fascia imprint (black)
 - Grey carpet tiles
 - Listing in trade show publications (*subject to publishing deadlines*)
 - Early-morning stand cleaning on both show days
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- **1-5 paid units:**
 - 1-unit stand: Euro 2.600,00
 - 2-unit stand: Euro 4.800,00
 - 3-unit stand: Euro 7.000,00
 - **6-15 paid units:**
 - 1-unit stand: Euro 2.550,00
 - 2-unit stand: Euro 4.700,00
 - 3-unit stand: Euro 6.900,00
 - 4-unit stand: Euro 9.400,00
 - **16 paid units and more:**
 - 1-unit stand: Euro 2.500,00
 - 2-unit stand: Euro 4.650,00
 - 3-unit stand: Euro 6.850,00
 - 4-unit stand: Euro 9.400,00

SPACE-ONLY

► Inclusive of:

- Exhibit floor space
 - Listing in trade show publications (*subject to publishing deadlines*)
 - Early-morning stand cleaning on both show days
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- **1-5 paid units:** Euro 2.430,00 per unit
 - **6-15 paid units:** Euro 2.370,00 per unit
 - **16-30 paid units:** Euro 2.320,00 per unit
 - **31 paid units and more:** Euro 2.260,00 per unit

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SPECIFICS

Participation in PLMA's 2018 "World of Private Label" International Trade Show is governed by PLMA's Rules & Regulations, which are an integrate part of the Application to Exhibit that each exhibitor is required to sign and submit to PLMA. The portions most relevant to pavilion organisers are found at the end of this document, specific clarification and conditions for pavilion organisers are listed below:

Financial

- PLMA Shell Scheme rates apply 'per stand size per exhibiting company' within the pavilion;
- Space-only rates apply per unit of 9m² for the total pavilion space allotment;
- Exhibit rates are exclusive of VAT and subject to collective payment by the pavilion organiser;
- In accordance with Article 44 EU VAT Directive, pavilion organisers based in the Netherlands must add 21% Dutch VAT to the above-mentioned rates;
- Pavilion organisers based outside the Netherlands do not have to add Dutch VAT to their payment if they provide a valid VAT ID Nr. (EU-based companies) or an official tax statement (non-EU-based companies). In absence of a valid VAT EU ID Nr. or an official tax statement from the pavilion organiser, PLMA will be required to add 21% Dutch VAT to its invoices for stand space;
- In addition to the collective exhibit rate paid by the pavilion organiser, each exhibiting company must be a member of PLMA International Council at annual membership dues of Euro 1.500,00 per company, or alternatively pay a non-member surcharge of Euro 2.500,00 per participation;
- Annual dues may be paid collectively by the pavilion organiser but may also be paid directly to PLMA by each exhibitor. In the latter case, confirmation of participation as an exhibitor can only be given once the exhibitor's annual membership dues have been received by PLMA. Membership dues for pavilion organisers will be waived by PLMA;
- Full payment for exhibit space and membership dues no later than 30 April 2018.

Operational

- Each exhibit unit measures 3x3 metres. Minimum stand size per exhibiting company is 1 unit = 9m². Units may not be shared by multiple companies;
- Exhibitors must register for the trade show section (Food or Non-Food) that is appropriate for their products;
- Registration of exhibitors from a different country or region than that of their pavilion organiser is not permitted;
- All company locations and all stand configurations within pavilions must be submitted to PLMA for approval. Locations and configurations cannot be considered final until reconfirmed by PLMA;
- Pavilion organisers applying full uniformity to their construction may consider the entirety of their pavilion as one stand in terms of PLMA's Building Restrictions;
- Pavilions without full uniformity must apply PLMA's Building Restrictions to each individual exhibit stand in their allotment;
- All pavilion organisers or their appointed stand contractors must submit a detailed pavilion design including all relevant elevations to PLMA for approval no later than 19 March 2018;
- For every stand using electricity, an individually interruptible main power connection of at least 2kW must be ordered from the official contractor.
- NEW: Depending on size and complexity of the pavilion's construction, the pavilion's appointed contractor may be required to provide additional documentation and proof of control over the project, such as but not limited to:
 - Number of workers per location
 - Working hours projected
 - Previous experiences in mounting and dismantling the structure
 - Technical details

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BUILDING RESTRICTIONS

LINEAR CONFIGURATIONS (1-5 units)

1. Within 2 metres distance from any of the walls separating a stand from that of its neighbouring exhibitors, nothing may exceed 2,50 metres in height;
2. Outside the abovementioned area (i.e. as of 2 metres distance from the neighbouring wall), the maximum construction height is 3,50 metres;
3. If a raised floor is used, the height of that floor must be included in the total dimensions of the construction. As an exception in the case of a raised floor only, the maximum dimensions indicated in restriction 1 and 2 may be exceeded by a maximum of 10 centimetres, bringing the maximum construction height to respectively 2,60 metres and 3,60 metres. In such a case, the part of the construction extending above the neighbouring wall requires a neutral white finishing;

ISLAND AND END-OF-AISLE CONFIGURATIONS (6+ units)

1. Within 2 metres distance from any of the walls separating a stand from that of the neighbouring exhibitors, nothing may exceed 2,50 metres in height;
2. In the area spanning 2-4 metres distance from any of the walls separating a stand from that of the neighbouring exhibitor(s), nothing may exceed 3,50 metres in height;
3. Outside the abovementioned areas (i.e. as of 4 metres distance from the neighbouring wall), the maximum construction height is 4,00 metres;
4. If a raised floor is used, the height of that floor must be included in the total dimensions of the construction. As an exception in the case of a raised floor only, the maximum dimensions indicated in restriction 1 may be exceeded by a maximum of 10 centimetres, bringing the maximum construction height to 2,60 metres. In such a case, the part of the construction extending above the neighbouring wall requires a neutral white finishing;

ALL CONFIGURATIONS

- It is not permitted to suspend any objects from the ceiling of the halls;
- Not more than 33% of each of the open sides of a stand may be closed off by a solid, non-transparent or other type of construction that blocks the line of sight. Depending on stand design, location and surroundings, a higher percentage may be accepted or a lower percentage may be imposed by PLMA;
- Organisers are encouraged to apply uniformity to their pavilion's design. Organisers applying full uniformity may consider the entirety of their pavilion as one stand in terms of PLMA's Building Restrictions. Exhibit stands in non-uniform pavilions are each individually subject to the standard Building Restrictions as stated above;
- Regardless of configuration and size, all pavilion organisers are required to submit a detailed pavilion design including front, side and top elevations for approval to PLMA (operations@plma.nl) no later than 19 March 2018.
- In accordance with PLMA Trade Show Rules & Regulations, pavilion organisers and their construction companies will provide for the timely build-up and breakdown of their pavilion during prescribed hours and ensure that no exhibit equipment or displays are dismantled or removed prior to the officially published breakdown time.

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RULES AND REGULATIONS (1 of 2)

1. All exhibits of the PLMA "World of Private label" International Trade Show shall be for the promotion and benefit of private label products and merchandising. All products displayed in any exhibit must be produced by the exhibitor and available for private label distribution. No exhibitor may sublet, resell or permit the use of any part of the space by any other organisation or individual. All activities of exhibitors, including without limitation, the marketing, promoting, distributing of samples and displaying of exhibitors' products must be conducted in the exhibitor's stand and exhibitor personnel are not permitted to engage in any such activities in aisles or elsewhere in the exhibition centre.
2. No exhibit may use decoration, equipment or furniture that extends into the public aisle at any height. Nothing may exceed 2,50 metres in height at any point in the stand. Exhibitors requesting a waiver of these restrictions must submit a detailed diagram of the display plan, including front and side elevations with all dimensions, at least 60 days prior to the first day of set-up for approval. No exhibitor may obstruct the view or detract from the decor of any adjacent exhibitor or from the show generally or operate equipment that interferes with any other exhibitor. If any display is erected that violates this rule or deviates from an approved plan, Show management has the right in its unilateral and exclusive discretion to remove the stand or perform, at the exhibitor's expense and without any further approval from the exhibitor any work necessary to bring such display into full compliance with this rule. Neither PLMA nor its agents, employees or contractors shall be in any way liable for any damage to exhibitor's display that results from such work.
3. Failure to comply with Show schedules or request for information regarding booth display or personnel will be grounds for cancellation of the exhibitor's stand, and in such event PLMA may resell such space without any further obligation to the exhibitor.
4. The exhibitor agrees to comply with all rules and regulations of the exhibit hall and its subcontractors and is responsible for all labour fees, utility charges or other costs that the exhibitor incurs in the set-up, maintenance or dismantling of this exhibit stand and equipment. Any failure by the exhibitor to comply with show rules, in addition to any other remedies, will be grounds for denying exhibitor exhibition space in future PLMA trade shows.
5. The exhibitor may not schedule any event that conflicts with the officially published programme of the Show, including seminars, food functions and/or trade show floor hours, or conduct any business that detracts from the Show and/or its value to fellow exhibitors.
6. Each exhibitor is entitled to one listing in the trade show catalogue, subject to printing and publishing deadlines. This listing will include company name, address, telephone and fax number, E-mail, website, product listing and two contact names. PLMA may undertake to list each exhibitor in online directories and other publications as PLMA may publish during the year. PLMA reserves the right to edit listing to fit available space, format and style. No brand names may be used in any description of products. PLMA is not responsible for any errors or omissions appearing in the exhibitors listing in the trade show catalogue or in any other publication produced by PLMA for the promotion of the show.
7. The exhibitor gives permission to PLMA to communicate information regarding present and future programmes and events by post, telephone, fax, E-mail or other electronic communication services and networks.

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RULES AND REGULATIONS (2 of 2)

8. The exhibitor shall be entitled to 3 badges per exhibit unit for exhibit personnel for admission to the trade show floor and seminar programmes. Additional exhibitor registration badges may be purchased at a fee set by PLMA. All badges are the property of the Association for use of authorised personnel only and are not transferable. PLMA badges must be worn at all times by all personnel in the exhibit halls, including when they are in their own stand. An exhibitor's use and distribution of badges shall be deemed to be a consent by exhibitor and badge wearer to all conditions, provisions and limitations set forth on such badges. PLMA reserves the right in its sole and exclusive discretion to deny any person admittance to trade show. No person under the age of 16 years is permitted on the show floor.

9. The exhibitor will provide for the timely build-up and breakdown of its stand during prescribed hours. Exhibitor shall keep its exhibit open and adequately staffed for the duration of all Show floor hours and no exhibit equipment or displays may be dismantled or removed prior to the officially published breakdown time. Exhibitors who fail to abide by the published breakdown time may be subject to penalties, including among others financial penalties and rejection of future applications to exhibit.

10. Each exhibitor shall be solely responsible for complying with all laws, ordinances and regulations, including without limitation, those pertaining to customs, intellectual property rights, trademarks, copyrights, patents, health, fire prevention and public safety while participating in the show. The exhibitor undertakes and agrees to indemnify and hold PLMA harmless from any claims, suits or damages relating or referring to the foregoing.

11. The Association reserves the right to assign all exhibit space and to make and change stand assignments and to make, change or waive such rules as PLMA considers to be in the interest of the Show generally. The exhibitor understands and agrees that technical equipment, such as that for power and water supply may be located in its stand.

12. PLMA will provide security for general supervision of the exhibit halls only. Each exhibitor and each of its authorised contractors shall carry insurance covering liability for personal injury, property damage and worker's compensation. PLMA will not be responsible for any injury, loss, or damage that may occur to exhibitor's employees or property from any cause, or which may be sustained by any person who may be on the premises leased to the exhibitor or watching or participating in any demonstration or exhibit of the exhibitor. PLMA shall not be liable for, and exhibitor shall not be entitled to lost profits or any incidental, special, indirect, punitive or consequential damages for any of its acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. To the extent any such damages sustained by the exhibitor, are caused solely by the gross negligence or wilful misconduct of PLMA, exhibitor's recoverable damages shall be limited to and not exceed the amount of any exhibit space fees actually paid by exhibitor to PLMA pursuant to this agreement, provided however that PLMA shall not be liable for any damages sustained by the exhibitor as a result of the cancellation, abandonment, entailment or postponement of the trade show for reasons beyond PLMA's control, including without limitation, the act of war, insurrection, strikes, natural disaster, or the curtailment of transportation to the exhibition site.

14. The English language version of the application to exhibit, the rules and regulations, order forms and documents shall be used in any matters of dispute and any claim shall be made in the jurisdiction in which the Executive Offices of the Association are located. The agreement becomes effective only when accepted by a duly authorised representative of the Private label Manufacturers Association at its Executive Offices, 630 Third Avenue, New York, NY 10017 USA.