



# Helping CONSUMERS

AMSTERDAM • 16-17 MAY 2017



## STAND BUILDING RESTRICTIONS FULL ISLANDS AND END-OF-AISLE STANDS 6 UNITS AND LARGER

Dear Sir, Madam,

In reference to your company's intended participation in PLMA's 2016 "World of Private Label" International Trade Show in Amsterdam, please find below the building restrictions applicable to your requested stand size and configuration. Please consider these restrictions carefully before submitting your design for approval:

1. **All exhibitors in full islands and end-of-aisle stands are required to submit a detailed stand design including front, side and top views and dimensions to PLMA for approval.**
2. **Within 2 metres distance from any of the walls separating your stand from that of the neighbouring exhibitors, nothing may exceed 2,50 metres in height;**
3. **In the area spanning 2-4 metres distance from any of the walls separating your booth from that of the neighbouring exhibitor(s), nothing may exceed 3,50 metres in height;**
4. **Outside the abovementioned areas (i.e. as of 4 metres distance from the neighbouring wall), the maximum construction height is 4,00 metres;**
5. **If a raised floor is used, the height of that floor must be included in the total height measurements of the construction. As an exception in the case of a raised floor only, the maximum height indicated in restriction 2 may be exceeded by a maximum of 10 centimetres, bringing the total to a maximum of 2,60 metres. In such a case, the part of the construction extending above the neighbouring wall is required to have an appropriate white finishing;**
6. **Generally, 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 view-blocking construction. Depending on stand design, location and surroundings, a higher percentage may be accepted or a lower percentage may be imposed by PLMA;**
7. **It is not permitted to suspend objects from the ceiling of the halls. All elevations need to be built up from within the stand.**

On the next page, you will find a top view visualisation of the restrictions for various configurations. If you have any questions, please do not hesitate to contact me at telephone +31 20 575 3032 or e-mail [operations@plma.nl](mailto:operations@plma.nl).

With best regards,

*Yno Dunnewijk*  
*Manager, Trade Show Operations*



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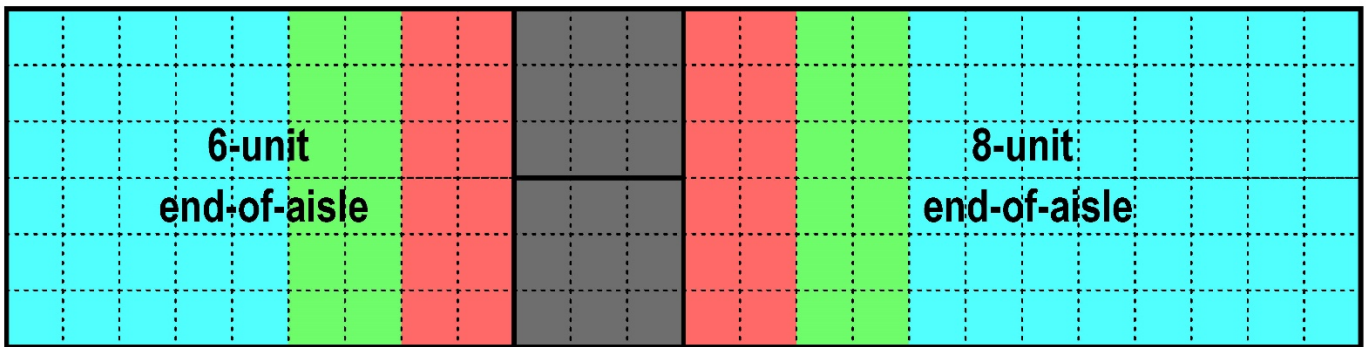
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## STAND BUILDING RESTRICTIONS

FULL ISLANDS AND END-OF-AISLE STANDS  
6 UNITS AND LARGER

Top view sample configurations  
including height limitations



- 1m x 1m / Maximum height 2,50m
- 1m x 1m / Maximum height 4,00m
- 1m x 1m / Maximum height 3,50m
- Neighbouring stand

