

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 2015 "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 max. 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 visualisation of the a.m. restrictions for a typical end-of-aisle configuration. If you have any questions concerning the abovementioned restrictions, please do not hesitate to contact me at telephone +31 20 575 3032 or e-mail operations@plma.nl.

With best regards,

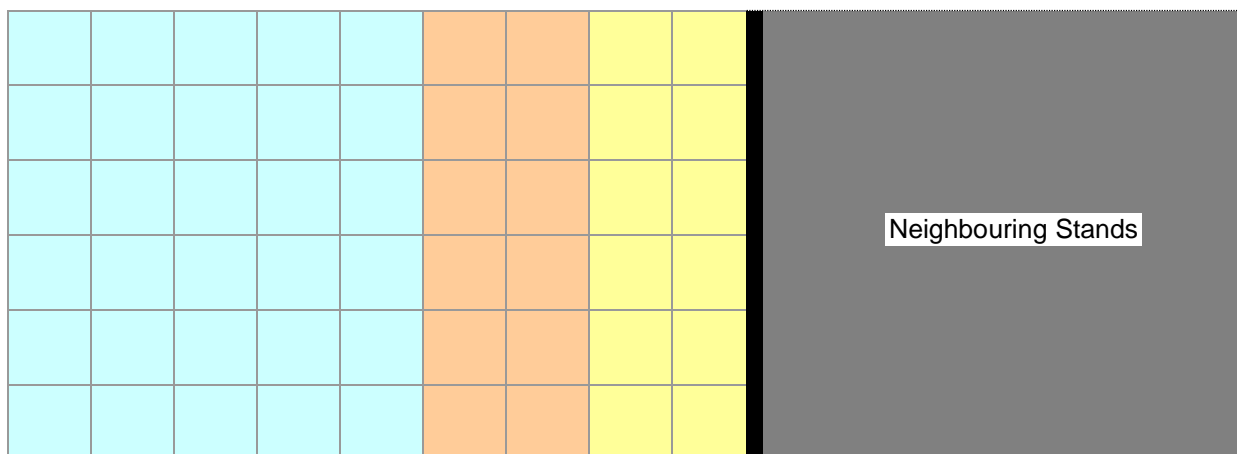
Yno Dunnewijk
Manager, Trade Show Operations

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**Visualisation of restrictions for a typical end-of-aisle stand
(6 units = 6 x 9 metres, 3 open sides)**

1 square = 1m²



Max. Height
4,00 m

Max. Height
3,50 m

Max. Height
2,50 m

BUILD-UP AND BREAKDOWN SCHEDULE

PLMA'S "WORLD OF PRIVATE LABEL" 2015

Build-up

Saturday, 16 May	10.00-18.00	Only for exhibitors with their own major stand equipment and <u>only by advance appointment</u> with the official show contractor Gielissen.
Sunday, 17 May	08.00-18.00	Exhibitors who will need their advance freight shipments delivered to their stand on Sunday will need to make special arrangements with the official freight handler, CEVA Showfreight.
Monday, 18 May	08.00-19.00	All stands must be fully built by 19.00 on Monday
Tuesday, 19 May	08.00-09.00	Exhibitors will have access to the exhibit hall beginning at 08.00 on Tuesday to prepare for the 09.00 opening to visitors

Breakdown

Wednesday, 20 May	17.00-23.00
Thursday, 21 May	08.00-14.00

Important Notes:

- Freight doors will not be opened for exhibitors before 17.00 on Wednesday 20 May. Please make sure that your staff allows adequate time to secure your property from the Hall before they schedule their return trip.
- All product samples and movable items of value should be removed or consigned to the freight handler before 20.00 on Wednesday 20 May
- On 21 May all exhibitor property must be removed or consigned to the freight handler by 14.00. Material left in the halls after 14.00 on Thursday will be disposed of by RAI cleaning services.
- PLMA reserves the right to consign exhibitor's materials to the freight handler, at exhibitor's expense, in accordance with the above schedule.
- During build-up and break-down, aisles must be kept clear of exhibitor's property to allow delivery of freight and hired equipment to stands. No motor vehicles are allowed on the exhibit floor at any time.