

SPECIFIC TERMS AND CONDITIONS



The provisions subject to which exhibitors may take part in Building Holland 2012 (hereinafter referred to as the exhibition) are laid down in these Specific Terms and Conditions and in the Standard Terms and Conditions of Event Participation (hereinafter called Standard Terms).

Organisation

The exhibition is organised by Amsterdam RAI B.V. (hereinafter and in the Standard Terms referred to as 'the organisers').

The mailing address is:

Amsterdam RAI

Project team BUILDING HOLLAND 2012

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Venue and dates

The exhibition will be held in hall 9, 10 and 11 of the Amsterdam RAI Exhibition Centre, Europaplein in Amsterdam from Tuesday, April 17 to Thursday, April 19 2012.

Opening hours

The exhibition will be open to visitors on:

Tuesday, April 17 10.00 – 18.00 hr

Wednesday, April 18 10.00 – 18.00 hr

Thursday, April 19 10.00 – 18.00 hr

For exhibitors, the building will be accessible from two hours before the opening until two hours after the closing of the exhibition.

Construction and dismantling period

Amsterdam RAI will be open for the construction of stands and the delivery of goods from:

Saturday, April 14 08.00 – 23.00 hr

Sunday, April 15 08.00 – 23.00 hr

Monday, April 16 08.00 – 17.00 hr

Shell scheme ('ready-to-use') stands can be decorated on Monday, April 16 between 08.00 and 17.00 hr.

Goods should be removed and stands dismantled and removed between Thursday, April 19 18.30 hr till Friday, April 20 24.00 hr. Exhibitors using shell scheme stand construction should clear on Thursday, April 19 between 18.30 and 24.00 hr.

Admission

The basic admission charge for the exhibition, as specified in article 5 of the Standard Terms, is € 25.00 per person per day, including VAT.

Exhibition programme

Products and services are only authorised for display at the exhibition if they conform to the goal to provide the public with as varied an overview as possible of the current domestic and international offer of products and services in the field relevant to the exhibition. Authorisation is at the full discretion of the organisers, or any committee designated by the organisers.

Exhibitors

Exhibitors may be manufacturers, representatives, importers, wholesalers, exporters, publishing companies and other service providers, as long as they are economically active in the field of housing, non-residential building and public space. Authorisation is at the full discretion of the organisers, who may refuse exhibitors without incurring any liability.

Demonstrations

Special activities at stands, such as product presentations, performances and shows, may only take place if written permission is granted by the organisers. Please note that permission must be requested in writing at the latest 30 days before the beginning of the construction period. This permission is subject to various conditions, including that the activity must be situated in such a way that interested visitors do not block the corridor.

Costs of stand space

The Participation Costs per square meter floor space, without stand, specified in Article 7 of the Standard Terms, is:

<u>Early Bird price:</u>	Applies to all registrations until July 15, 2011	€ 177.00 per m ²
<u>Standard price:</u>	Valid for all entries from July 16, 2011	€ 187.00 per m ²

All prices are without VAT and without stand construction. The payment terms you will find on the registration form.

Registration fee: € 395.00 excl. This amount will be charged in addition to the stand rental. In case of cancellation, this fee is not refundable. Furthermore, what is true regarding this under 'Cancellation' is defined in the Standard Terms.

Co-exhibitors

On a stand may be represented several companies (so called co-exhibitors), if approved by the organization of Holland Building 2012 has been received. Co-exhibitors can use all facilities listed in the Registration Fees. The cost per co-exhibitor amount to € 395.00 (excluding VAT).

Stand construction

The above-mentioned rental fee per square metre of floor space excludes the cost of a shell scheme stand construction. Participants who do not wish to use shell scheme stand construction must ensure that their stand has the following:

Self-supporting side and rear walls, company name and stand number indication, carpet tiles and lighting.

Exhibitors constructing anything higher or lower than 2.75 metres will have to finish off their stand accordingly, including adjacent stands where applicable.

All participants who do not use a shell scheme stand are required to send their stand design to the organisers before March 1, 2012 for approval. Approval will be given in writing by the relevant Planning Manager in consultation with the organisers.

The usual construction height – including for island stands – is 2.75 m., including any planking. All pertinent information can be found in the Construction Regulations, which can be obtained from the project team.

Exhibitors may hire standard stand construction from the organisers. The costs of a standard stand are excluding VAT and stand space. Standard stand construction consists of the following items:

Standard stand construction at € 95.00 per m²

- Carpet tiles grey with colored border
- System 250 cm high walls, panels grey
- Column 50 x 20 cm color painted
- 1 lockable room 1 x 1 meter in the corner of the stand
- 1 table and four chairs (stands <16 m² 3 seats grey)
- 1 company name with booth number on the column
- 1 double electrical contact 22V (2000W); incl electrical consumption
- Lighting: 1 spot per 4 m²
- Daily cleaning of stand

Advice about standard stand construction or about building your own stand, please contact Project Team Building Holland, T +31 (0)20 549 3103 or E buildingholland@rai.nl.

Partnership & Media Solutions

To set your company in the spotlight before, during and after the exhibition, Amsterdam RAI offers you several Media Solutions. A few examples online advertising, advertisements in the exhibition catalogue, advertising in- and around the RAI Building or customer relation management.

For more information about Partnership & Media Solutions you can contact: Nynke de Ruiter, T +31 (0)20 549 3106 or E n.d.ruiter@rai.nl.

Terms of payment/cancellations

The Media Solutions will be invoiced in 1 instalment of 100%. Invoices are sent from 182 days before the first construction day of the exhibition onwards. Payment within 21 days of the date of the invoice.

The cancellation term below will apply when cancelling the Media Solutions ordered:

- 100% if cancellation is made less 62 days before the first day of the construction of the exhibition

If the participation in the exhibition will also be cancelled, the cancellation terms mentioned in the Standard Terms of Amsterdam RAI apply additionally.

Permits

Exhibitors using stands with multiple stories, a gallery and/or podia (> 60 cms) must request a permit at the latest eight weeks before the beginning of construction. The application forms for these permits can be found in the Web Shop of Amsterdam RAI. You will receive login codes for the Web Shop in due course. Dept. Vergunningen of Amsterdam RAI, T +31 (0)20 549 18 50 or E: vergunningen@rai.nl

Where building with extra stories is concerned, the exhibitor will also be charged 50% of the hire of stand space per square metre.

VAT Regulations

Due to VAT rules regarding the place of supply of services, whereby we do not have to invoice Dutch VAT on stand rental and stand construction, you must enter your full VAT number on the Registration Form or enclose a statement from the tax authorities that qualifies you as a taxable person. If this information is not provided, we are obliged to charge Dutch VAT on all our invoices. This rule is only applicable to non-Dutch exhibitors.

All agreements and stipulations based on them are exclusively subject to Dutch law. All disputes will be settled by the competent Dutch judge.

Disputes

Any complaints should be made within 30 days of the last day of the exhibition. Complaints brought to our attention beyond this deadline will not be addressed.