



Sweets & Snacks Middle East 2010  
Dubai International Convention and Exhibition Centre

## Conditions of Participation Special Section A

1  
The fair  
The organizers  
The venue  
The dates

(a)

Sweets & Snacks Middle East 2010 is being organised by

**Koelnmesse GmbH,**  
Messeplatz 1,  
50679 Köln, Germany

and

**Dubai World Trade Centre**  
P.O. Box 9292,  
Dubai, U.A.E

- hereinafter referred to as the organizers.

(b)

The exhibition is being held from Sunday 31st October to Tuesday 2nd November 2010, at Dubai International Convention and Exhibition Centre.

(c)

The exhibition is open to exhibitors daily from 9.30 a.m. to 6.30 p.m. and to visitors daily from 10.00 a.m. to 6.00 p.m. (admission up to 4.30 p.m.)

(d)

The period for setting up is from Friday 29th October to Saturday 30th October 2010, daily from 8.30 a.m. to 5.30 p.m.

The period for dismantling is on Wednesday 3rd November 2010.

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### Eligibility to take part

(a)

Exhibitors should be manufacturers of goods that are included in the nomenclature of the exhibition (cf. No. 1 "Space Application Form") and if they are produced by the exhibitor at his own manufacturing plant or are offered as parts or accessories thereof.

(b)

Admission is also open to exhibitors displaying items which, in accordance with the list of goods are in keeping with the overall theme of the event and which the exhibitor has had manufactured under his own name, provided that the items in question are aimed at retailers and other marketing agents.

(c)

You can as well take part as a servicing company with your own products if your service activity is mentioned corresponding to the correct group of the list of goods (cf. No. 1 "Space Application Form").

(d)

The organizers will decide upon the acceptance of firms or products.

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### Participation costs

Your participation will entail the following costs:

(a)

#### Stand costs

aa)

In the halls per square metre excluding stand construction, excluding provision of stand partition walls (minimum size 24 sqm) **320,-- USD**

The construction of the stand shall be obligated to the exhibitor.

**The stand costs for space only include** the rent for the exhibition space for the entire duration of the event including the build up and dismantling periods, a specific number of exhibitor and work badges, the use of all general technical and service facilities in the fair halls like lighting, ventilation, air conditioning, use of electricity on the stand, general surveillance of the halls and cleaning of the aisles; consulting on organisational matters by the organizer employees, catalogue entry according to Item 7.

The stand costs do not include the installation and use of compressed air, the installation of water connections and the use of water on the stand.

Double-storey stands are applicable for contracted ground area of 60 sqm and above (to be considered on a case-by-case basis).

ab)

In the halls per square meter with Standard stand construction (minimum size 9 sqm) **390,-- USD**

**The stand costs for the standard shell scheme and premium shell scheme construction include** the rent for the exhibition space for the entire duration of the event including the build up and dismantling periods, a specific number of exhibitor and work badges, the use of all general technical and service facilities in the fair halls like lighting, ventilation, air conditioning, electrical consumption, general surveillance of the halls and cleaning of the aisles; consulting on organisational matters by Koelnmesse GmbH employees, catalogue entry according to Item 7.

The stand costs do not include the installation and use of compressed air, and the installation of water connections on the stand.

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia Board with Company Name in English
- Booth furniture per booth: as specified in Form 1.3 "Shell Scheme Specification"

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### Fitting and arrangement of the stands

(a)

Please take into account that where necessary hall pillars and other permanent construction features are contained in the rented stand spaces, the participation fee is calculated on the basis of the exact measurements of the stand space allocated.

(b)

Stand construction will only then commence if the exhibitor orders Standard stand construction.

(c)

**Any planned structure** must be approved in advance by the organizers and the hall proprietor in writing. The stand must be constructed to comply with the dimension of the space allocated. Plans for non-standard structures or designs for stands with meeting rooms or where technical calculations are required, as

well as plans for technical fittings should be submitted to the organizer and the hall proprietor in duplicate for perusal not later than 6 weeks prior to the beginning of the event.

In the event of these plans having to be scrutinised by the proprietor of the halls, the organizer shall assume responsibility for forwarding them as commissioned by and for the account of the exhibitor and shall notify the exhibitor of the outcome. The organizer will not release the exhibitions space in question for construction work until the results of the inspection have been received.

Any other fitting and arrangement of the stand is left to the exhibitor but should be appropriate for the event in question. The exhibitions company's name and full address must be clearly visible on each stand.

Each exhibitor will receive a stand sign with number of the booth according to the stand confirmation. The stand sign has to be clearly visible during all the exhibition time.

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### Exhibitor's cards and cards for stand construction personnel

#### (a)

As an exhibitor you will receive:

Size of booth	Quantity of badges
Up to 9 sq.m.	5
12 – 25 sq.m.	15
26 – 50 sq.m.	20
51 – 100 sq.m.	25

The badges will be valid from the first day of the setting up until the last day of the dismantling of the stand.

Used exhibitor cards, i.e. those with the names of stand personnel printed on them, may be exchanged once for new cards free of charge in case the stand personnel will be replaced during the exhibition. The new cards can be obtained at the exhibitors' service office.

You can order additional passes with the correct order form in the Exhibitor Manual.

#### (b)

You will also receive free badges to enable the company personnel to enter the trade fair complex for the purpose of erecting and dismantling the stand. These badges are only valid up to the beginning and after the end of the exhibition. They do not entitle the holder to enter the complex during the exhibition. Exhibitors can order these passes with the correct order form in the Exhibitor Manual.

Non-company stand designers require a special permit to undertake construction work in the halls.

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### Rules of Sale

### Sales Restrictions

### Penalties

#### (a)

In view of the special trade character of Sweets & Snacks Middle East 2010

(1) It is not permissible to openly mark prices on exhibited products

(2) It is not permissible to offer, sell or otherwise transfer articles which are related to the theme of this fair (cf. No. 1 "Space Application Form") to the final consumer.

Such transactions are prohibited throughout the entire fair, including the initial set-up and the final dismantling phases.

#### (b)

In view of these special trade character and prestige of Sweets & Snacks Middle East 2010 and rules governing equality of opportunity, it is essential that the regulations stated in subsection 6a are observed strictly and without exception.

#### (c)

Organizer has the right to

(1) immediately close the stand of an exhibitor who violates (has violated) the sales restriction stated in subsection 6a. The stand will be closed while Sweets Middle East 2010 will still be in progress and without a court order. The exhibitor in question is responsible for any costs or consequences resulting from the stand closure and/or

(2) The organizer has the right to deny admission to any exhibitor who has violated the sales restriction in subsection 6a.

Compensation or claims for reimbursement by the exhibitor are ruled out in the case of the afore-mentioned measures.

## 7

### Catalogue

The organizer issues for their fairs and exhibitions a catalogue which includes an alphabetical list of firms, a list of goods and advertisements. This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the fair.

The space application includes free entry in the Trade Fair Directory, including name and address of exhibitor, executive, telephone and fax. The reproduction of logos and texts as well as advertisements is offered separately in the Exhibitor Manual and is subject to an extra charge.

All entries in the catalogue must be submitted to the organizer or to the company commissioned by the organizer 6 weeks prior to the first day of the event. The organizer of the fair reserves the right to commission a third company with the production of the catalogue.

The organizer does not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing. The advertiser shall be responsible for the subject matter of advertisements and entries and for any omission or mistake resulting from them.

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### Verbal agreements

Any verbal agreements, individual permissions and exceptions outside the framework of this contract are not valid until confirmed in writing by the organizer.

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### Exhibitor Manual

After signing the Space Application Form and the formal admission of the exhibitor by the organizer, the exhibitor will receive the Exhibitor Manual. In this manual the exhibitor can order the different free-of-charge and chargeable services (such as e.g. additional furniture, additional stand cleaning, extra stand security, etc.) that the organizer offers.

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### General Conditions of Participation

We would like to draw your attention to the provisions contained in the General Section of the Conditions of Participation for the organizer events held outside the Federal Republic of Germany.