

THE BRANDERY

POST FASHION CIRCUS

PARTICIPATION RULES

CONTENTS

1. NAME
 2. SPHERE
 3. FREQUENCY
 4. ORGANISATION
 5. VENUE, DATES AND TIMETABLES
 6. SECTORS
 7. EXHIBITOR REGISTRATION / PARTICIPATION APPLICATION FORM
 8. PARTICIPATION FEES
 9. DISTRIBUTION AND ALLOCATION OF FLOOR SPACE
 10. PARTICIPATION AGREEMENT
 11. TERMS OF PAYMENT
 12. CLEANING
 13. INSURANCE
 14. SERVICES TO STAND CONTRACTORS
 15. OFFICIAL CATALOGUE
 16. PASSES
 17. CUSTOMS
 18. ADMINISTRATIVE AND LEGAL DISPOSITIONS
 19. CANCELLATION AND NON PARTICIPATION
 20. CIRCUMSTANCES BEYOND THE ORGANISER'S CONTROL
 21. DIVERSE DISPOSITIONS
-

1. NAME

THE BRANDERY POST FASHION CIRCUS - International Trade Show for selected Brands.

2. SPHERE

Professional & International.

3. FREQUENCY

Bianual

4. ORGANISATION

Fira Barcelona – Avda. Reina M^a Cristina s/n – 08004 Barcelona
Tel.: 902 233 200 Fax.: 93 233 3435
e-mail : thebrandery.sales@firabcn.es
website: www.thebrandery.com

5. VENUE, DATES AND TIMETABLES

VENUE: Montjuïc Exhibition Centre

DATES: From January 27th to 29th 2010 from 10:00 to 19:00

ASSEMBLY: From January 18th to 26th, from 8:00 to 20:00

DISMANTLING: January 29th, from 19:30 to 24:00
From January 30th to February 1st, from 8:00 to 20:00

6. SECTORS

1. **The Cathedral:** Exclusive Brands and Designer.
2. **The Loft:** Most daring Trends.
3. **The Warehouse:** Denim Space.
4. **The Stadium :** New Generation and Urban Culture Brands

7. EXHIBITOR REGISTRATION / PARTICIPATION APPLICATION FORM

Exhibitors must register by completing the Participation Application Form and sending it to:

Fira Barcelona- The Brandery - Sales Dept.
Avda. Reina M^a Cristina s/n – 08004 Barcelona
Fax: + 34 93 233 34 35
E-mail: thebrandery.sales@firabcn.es

On receipt of the Participation Application Form, Fira Barcelona will send an invoice to the applicant company for the "Participation Fee", which must be paid on its receipt. Participation Application Forms will not be considered without the payment of the Participation Fee.

By their appearance at the Show, the exhibiting companies will be deemed to have accepted the Participation Rules of The Brandery Exhibition 2010.

8. PARTICIPATION FEES

8.1 PARTICIPATION FEES

The inscription fee is 500 € + 7% de IVA per application.
It includes the following services:

- Visitors Data Management
- Oficial The Brandery Catalogue Entry
- Lighting & Electricity (consumption not included).
- Pavillion Security
- Stand Cleaning service
- Set up Exhibitor file
- Free Internet access
- Insurance

8.2 PARTICIPACIÓN RATES

SPACE ONLY

- From 12 to 40 sq m.....200,00€ sq m
- More than 40 sq m.....160,00€ sq m

STAND A

*Stand A: Wall with wooden flooring - 80 €/ m2:

STAND B

*Stand B: Wall with carpet - 45 €/ sq m

STAND C

*Stand C: Wall without flooring - 40 €/ sq m

9. DISTRIBUTION AND ALLOCATION OF FLOOR SPACE

Space allocation is an exclusive right of Fira Barcelona, which will be carried out according to technical considerations related to the Exhibition as a whole and materials to be exhibited; although length of time as an exhibitor, the number of square metres booked and date of application will be taken into account.

10. PARTICIPATION AGREEMENT

Once space has been distributed and the proposal accepted, exhibitors will be sent a Participation Contract that indicates location and square metres allocated. The signing of said Contract is the exhibitor's acceptance of the space and the General Participation Rules. The participation contract is only valid for the company that appears on the registration and for one Show only.

General Participation Rules are at disposal of the exhibitor in our web site: thebrandery.com

11. PAYMENT TERMS

The exhibitor must have paid any overdue debt with Fira de Barcelona in order to be allowed to start with the contracting process.

On receipt of the Participation Application, an invoice will be issued for the total amount of the Participation Fee (**€ 500 + 7% VAT**). No Participation Application will be considered if the Participation Fee has not been paid.

On acceptance of the Participation Contract, an invoice will be issued for total space rental, which should be paid according to due dates on invoice.

If the contracting company has not paid the full amount of the amounts established for its participation by due date indicated on the invoice, the organisation may opt to either:

- Deem its participation cancelled, leaving the organisation free to cede the space or stand to a third party, with no duty to compensate it or return to it the amounts advanced for this matter, which shall be retained by the organisation by way of compensation for the expenses borne by the organisation for the cancelled participation.

- Not authorise commencement of the stand's build-up, nor its electrical hook-up, or provide any pass whatsoever.

Any objection to the invoice must be made in writing within 30 days of its date. After this period, the exhibitor is deemed to be in agreement of invoice.

PAYMENT METHODS

All payments should be made to Fira de Barcelona, by one of the following methods:

- Certified cheque.
- Cash deposit or credit card payment at Fira de Barcelona Customer Service office.
- Bank transfer to the bank account below.

Bank accounts:

- CAIXA D'ESTALVIS I PENSIONS DE BARCELONA

c/c. 2100.0927.56.0200017660
Swift CAIXAESBBXXX
IBAN: ES49 2100 0927 56 0200017660

- BBVA. c/c. 0182.6035.42.0100857117
- BSCH. c/c. 0049.1806.99.2410296028
- BANCO POPULAR ESPAÑOL. c/c. 0075.0002.25.0604422331

IMPORTANT: To ensure that your payment is correctly processed, you should indicate the customer code and invoice numbers to be paid, on the bank transfer, or in certified cheques issued in favour of FIRA INTERNACIONAL DE BARCELONA.

12. INSURANCE

COMPULSORY INSURANCE

Public liability and damage to property insurance is obligatory, and in this sense exhibitors subscribe to these types of insurance by virtue of their participation in the Exhibition through the policy of FIRA INTERNACIONAL DE BARCELONA. In order to formalise the contracting of the aforementioned insurance and adherence to the said policy, the exhibitor must pay the sum of **55 €** as an insurance premium for services covering Public Liability and Damage to property, excluding theft and pilfering:

PUBLIC LIABILITY

Including damage to persons and/or property caused to third parties, for which the exhibitor may be held civilly responsible.

Capital insured: 300,000 €

The exhibitor is liable for an excess of 1,500 €.

DAMAGE TO PROPERTY

Includes material damage to the insured goods on display caused by one of the covered risks, with an insured base capital limit of 20,000 €, at primary risk.

Basic risks covered:

- Basic risks which include:
Fires, explosion, lightning, including damage of an electric origin.

The exhibitor is not liable for any excess for accidents included under the basic risks cover.

Extensive risks which include:

- Acts of vandalism or malicious behaviour, riotous acts and legal strikes
- Rain, wind, hail or snow
- Water
- Flooding
- Mud clearing and mud removal expenses
- Smoke
- Collision or impact of land vehicles
- Falling of spacecrafts or aircrafts
- Sonic waves
- Accidental leakage or escape from automatic fire extinguishing installations
- Exhibition attendance costs

Exhibition attendance costs. These refer to the duly justified expenses for: transfers, advertising, hotels, rental, hosts/hostesses and maintenance of the stand incurred by the insured person and/or his/her employees in order to participate in the fair. These expenses shall be compensated for when participation is totally and definitively interrupted due to an accident covered by the guarantees of fire, explosion, lightning and the extension of guarantees. Limit per claim: 10,000 €.

The exhibitor is liable for an excess of 1,000 € for claims included under the Guarantees Extension cover and Assistance Expenses.

The exhibitor is responsible for the merchandise or products displayed during the exhibition hours posted for the Exhibition, and thus he/she is answerable for the losses or robberies that take place during the exhibitor's exhibition timetable.

PROVISIONS COMMON TO MANDATORY INSURANCE

Processing of claims:

- In the event of an accident, the exhibitor must contact the Head of Pavilion Services, who will assist him/her and deal with procedures at our special incident handling service.
- In the event of theft or damage resulting from vandalism or malicious behaviour, the claim must be accompanied by the original copy of the corresponding police report, which must be obtained within a maximum of 24 hours of the said events.

Excesses

- Excesses are individual and per claim, and are borne by the exhibitor with complete indemnity of Fira.

Main exclusions

- With regard to objects: any property that is not an exhibition object. For example: personal property belonging to the exhibitor, his/her employees or assistants, such as mobile phones, laptop computers, vehicles, etc.
- In terms of area: all goods that are not within the fair complex.
- Specifically: money or securities, jewellery and valuables in general.

NOTES

The company WILLIS can be contacted by telephone on (+34) 93 415 62 67, on working days, from Monday to Friday, from 9 a.m. to 2:30 p.m. and from 4:15 p.m. to 6:30 p.m. to provide information on any query or interpretation concerning the covered guarantees (in keeping with the provisions of the General Conditions of the policy of which Fira Internacional de Barcelona is the policyholder).

The Exhibiting Company may not claim against either the Fair or its employees in those cases where the claims do not fulfil the procedural requisites indicated in each case.

PREMIUMS AND COVERAGE

The indicated premiums and coverage may vary, depending on the result of the annual renewals or modifications to which the contracted policies and services may be subject.

13. STANDS

Services to stand contractors

Before starting work, the stand contractor must pay Fira the following amounts corresponding to hall lighting, water and electricity consumption, toilets and surveillance.

- **Modular stand.....3.95 €/ m2 + 7% VAT**
- **Design stand 6,20 €/ m2 + 7% VAT**
- **Carpet or dais.....1.65 €/ m2 + 7% VAT**

In the event of hiring a stand through ServiFira, it will bear the expenses of the Services to Stand Contractors.

Waste Management

Fira de Barcelona informs you that all decoration companies are responsible for removing waste during assembly of your stand and leaving your space clean and clear of objects after

dismantling. If necessary, you can contract removal of your debris or waste from our official supplier.

If any waste should be left after dismantling, the decoration companies are responsible and they will be subject to pay a tax according to the current rates.

Waste Management

Fira de Barcelona informs you that all the builders will have to be in charge of the waste removal during the setting up period, and leave their space clean and clear, once dismantling is finished. If you need it, you can request the waste removal service to our official supplier. In case that, once the dismantling period is finished, any sort of waste were left, you will be penalized with a maximum cost of 50€ per square meter.

e-Commerce

Exhibitors will be sent an Exhibitor Services Catalogue where they can choose from a wide range of prefabricated stands and a series of accessories in line with their individual requirements, including plants, interpreters, catering, etc.

Modular stand can be ordered until **January 4th, 2010** and additional services until **January 10th, 2010**.

Express Folder

From **January 11th, 2010** you must order your services through the Express Folder (services catalogue will not be available at this moment). You can hire your last minute requirements or needs according to availability and it will have an increase of 30% of their initial price. Anything you may order during assembly at Fira de Barcelona you must pay directly at the Customer Service counter.

Cleaning

Basic cleaning of stands will be carried out daily by Fira Barcelona services, consisting of: cleaning floors and furniture, emptying waste paper bins and ashtrays. **This service is free of charge for exhibitors.**

Also additional cleaning services for stands can be requested by using the Service Contracting Order Form or by e-commerce.

14. WEBSITE – EXHIBITOR’S GUIDE

Exhibitors have their own space on the show’s website: www.thebrandery.com. Here you can manage your commercial information on new products, activities and news of interest to trade visitors and the general public, download documents for entering details for the official catalogue, and make any modifications using a direct access password provided by the organization.

You will also have access to the Interactive Exhibitors’ Guide. This space has been designed as a means of direct communication with the show’s organizers and will include contents, documents and regularly-updated information to ensure the process of your participation is as streamlined as possible, before, during and after the event. FIRA DE BARCELONA reserves the right to make a selection of the content entered by exhibitors.

Exhibitors are fully responsible for the information they voluntarily choose to post on the company’s web space and will indemnify and hold the Show’s organizers harmless in this respect.

15. OFFICIAL CATALOGUE – THE BRANDERY BOOK

If you would like information on your brand to be featured in the Official Catalogue, download the relevant document from www.thebrandery.com, follow the instructions for completing the form and send it by email to thebrandery@edigesa.com **before 8 January 2010**.

Inclusion in the show's official catalogue, The Brandery Book, is included in your registration fee and comprises a colour page showing the company's details, a brief history of the company and a colour photo of your product and/or brand image and logo.

If you are participating with more than one brand and want to use extra pages, you can contract additional pages at a cost of 100 € + 7% VAT per brand/additional page.

All exhibitors will receive a free copy of the catalogue.

16. PASSES AND INVITATIONS

Work Passes: All people other than the exhibitor who are responsible for building and assembling the stand must obtain a Work Pass, after presenting an application containing the names and identity document numbers of stand assembly personnel to the Customer Service Department. This pass will be valid during the assembly and dismantling days. Work passes will be issued at the Customer Service Department.

Exhibitor Passes: The standard allocation of passes, to be specified and is according to the booked space, will be made available to exhibiting companies.

Should the standard number of Exhibitor passes not be sufficient, additional ones may be purchased at the price to be duly specified by filling out the Supplementary Passes Application Form.

Invitations: Exhibiting companies will be provided with a personal code so that their clients can get through the website, passes free of charge. The validity of these passes will be from 27th to 29th of January.

In-company identification badges of exhibiting companies will not be considered valid for access to The Brandery Exhibition.

17. CUSTOMS

- 17.1 A Delegation of Barcelona Customs operates in the Fira de Barcelona exhibition centres.
Opening hours are the same as those of the normal Customs Administration.
During the assembly periods of international events, this Customs office receives and dispatches materials and goods to be exhibited that do not originate from the European Union.
- 17.2 Packaging must visibly show the name of the Event, followed by Fira de Barcelona. The name of the Exhibitor, Exhibition Centre, Exhibition Hall number and stand number must also be indicated.
- 17.3 Materials and goods from non-community countries, must be documented with the Community Transit Form (T.1), Domestic Transit Form, issued by another Spanish Customs Office or ATA Card (Article 673 of EEC Regulation, number 2454/93 of 2/7/93, Chapter 5, Section 2, Subsection 1, letter B).
If the type or class of goods are included in and subject to Sanitary Inspection, Veterinary, SOIVRE and/or Plant Health Inspection, they must comply, at all times, with the legislation in force.
- 17.4 Once the Event is over, and before goods are removed, Exhibitors must present Customs with a document declaring the samples, leaflets and advertising articles handed out, originating from non-community countries, and those still in their possession.
- 17.5 The re-shipping of materials and goods, after the Event, will be dispatched via the Customs office located in the Exhibition centre.
- 17.6 If the Exhibitor decides to definitively import the materials or goods and has an import licence, if the origin and/or nature of them so require, this same customs office will dispatch them directly for consumption, via the Customs Agent.

- 17.7 Exhibitors must use a chartered Customs Agent to deal with Customs, unless in possession of an authorisation to do so directly.
They must notify their Customs Agent, prior to their arrival, of the reception in the Exhibition Centre of shipments consigned to them, so that their representatives can prepare the documentation to be presented within the authorised time period.
Customs agents, representatives of Exhibitors, will present the Entry Declaration within three working days of the arrival of goods and, in any case, before the Event ends.
At the end of the Event, they will have three working days to finalise the temporary trade fair import.
- 17.8 The Customs Service will not admit Entry Declarations once the Event is over. When a declaration is admitted out of time, the Intervention Service will impose a corresponding tax sanction.
- 17.9 If goods do not have the exit documents, T1, ATA Card or consumption despatch Declaration, the Exhibition Centre Act proceedings will be initiated to exact the corresponding duty.
Likewise, if goods are removed without cancellation of Temporary Import, the Exhibition Centre Act proceedings will be initiated to exact the corresponding duty.
- 17.10 The Customs Area of the Fira de Barcelona Exhibition Centre will dispatch both entry and exit of goods but storage will not be provided given the large volume of operations.
Therefore, at the end of the dismantling period, according to the rules established for each Event, exhibitors must, at their own expense, move the goods to a deposit or customs-free area.

18. ADMINISTRATIVE AND LEGAL DISPOSITIONS

- **COMMERCIAL TRANSACTIONS (SALES REGULATIONS)**

The direct sale of articles for their removal from the stands will not be allowed during the Show. This is without prejudice to the fact that orders and even formalising of sales contracts are permitted during the Show. The exceptions to the above will be governed by that established in the Law on Trade Fair Activities and its Regulations.

- **REGULATIONS OF DRAWS OR RANDOM SCHEMES**

Any type of lottery or contest which the exhibitor wishes to organise must have the prior authorisation of the Organiser.

Any lottery, raffle, tombola or other game of chance which take place must have the prior authorisation of the General Management of Gaming and Performance and must abide by the Regulations governing raffles, tombolas and games of chance and any directives that may apply.

- **ACCESS TO OTHER EXHIBITORS' STANDS**

Access to other Exhibitors' stands outside the public opening hours is prohibited, except with the express authorisation of the stand holder.

- **PROTECTION OF INDUSTRIAL PROPERTY RIGHTS**

Utility models, drawings, scale models, inventions and trademarks that must be protected will be governed by the legal dispositions, their inscription in the Register of Industrial Property having to be requested. All inventions that may be the object of a patent of invention, as well as frameworks or models, drawings or cinematographic film of any kind exhibited at the Show, will have the temporary protection provided by the current Law of Industrial Property.

Exhibitors who wish to use the aforementioned protection must present the corresponding application, stating his/her information, the protected object and as much information as is necessary in accordance with the current legislation.

- **PHOTOGRAPHS**

None of the exhibited products may be photographed or filmed with the authorisation of the exhibitors concerned. Fira de Barcelona has the right to photograph, film or draw the installations and stands, as well as the articles exhibited in them, and to use these reproductions in its publications and in the press.

Each Exhibitor has the right to photograph his own stand and articles, but the photographer should apply for authorisation from the Fair so as to keep situation under control.

The duly authorised photographer will present him/herself directly to the Head of Pavilion Services and the latter will allow the photographing of the applicant exhibitor's stand and articles only.

In the event that the photographs have to be taken outside the normal opening hours, authorisation will be needed from Fira de Barcelona (Department of Security). If it is necessary to turn on the entire electrical circuit, the presence of the electrician authorised by Fira de Barcelona for that Hall will be compulsory. The exhibitor will bear the expenses incurred.

The photograph service established by Fira de Barcelona, included in the Catalogue of Services, may also be used following payment of the indicated rates.

- **NOISE CONTROL**

The maximum level of noise authorised in product demonstrations, presentations, animation shows, etc, is 90 dB, measured one metre away from the edge of the stand.

- **PROJECTION OF FILMS AND MUSICAL REPRODUCTIONS**

Exhibitors who wish to liven up their stands using mechanical or electronic apparatus that is not for image reproduction, are bound to request the relevant authorisations for public communication of the works from AGEDI or the entity that, in each case, manages the rights of public communication of the phonograms of the producers, as well as from SGAE or the entity that, in each case, manages the rights of the authors.

With regard to projection of films, the exhibitor must also request the relevant authorisation from the entity that manages their rights of public communication.

Those exhibiting companies who wish to carry out a show and have leisure activities accompanied by musical auditions, must inform the Organisation for the relevant approval. All of this without prejudice to the permits and authorisations that must be requested from the competent bodies, entities and Administrations.

- **PROTECTION OF PERSONAL INFORMATION AND ELECTRONIC COMMERCE**

In compliance with Spain's Data Protection Act 15/1999, Information and E-commerce Services Act 34/2002 and other legal provisions, you are hereby informed that the personal data you voluntarily supply, including your e-mail address, shall be incorporated into a FIRA DE BARCELONA computerised personal data file. In supplying your personal data, you expressly authorise its use in the communications, including those carried out by e-mail, that FIRA DE BARCELONA carries out for promotional or information purposes on the activities that it organises and/or supports logistics.

You are also informed that your personal data may be forwarder, with a duty of confidentiality, to FIRA DE BARCELONA's partner companies, provided that this is required for the latter to perform the contracted services, You are further informed of the possibility of exercising in respect of said data the rights of access, rectification, deletion and opposition. To do so, you must contact us by letter or e-mail at FIRA DE BARCELONA, DEPARTAMENTO DE ADMINISTRACIÓN DE VENTAS (DAV), Avenida Reina M^a s/n, Palacio nº 1 – 08004 Barcelona – Spain or, datos@firabcn.es

- **LAWSUITS AND COMPETENT COURT**

These Participation Rules form an integral part of the contract of an allocation of space between the Organisation and the Exhibitor.

Any query, question or divergence that may arise between the Exhibitors and the Organisation with regard to the interpretation, fulfilment and execution of these Participation Rules will be submitted to the Arbitration of Equity referred to in Law 60/2003 of 23rd December of the legal system of arbitration, entrusting the administration of the Arbitration and the designation of the arbitrator to the Arbitration Tribunal of Barcelona; being bound to comply with the arbitration it issues.

Without prejudice to the established above, it is expressly established that all questions relating to arrears of payment, claims for non-payment of services provided and, generally, any pecuniary debts with the Organisation are beyond the scope of the Arbitration Tribunal of Barcelona, in which case the competent bodies will be the Courts and Tribunals of the City of Barcelona, to whose jurisdiction the parties expressly subject themselves, with express waiver of their own jurisdiction should they have one. The Organisation reserves the right to adopt any measure conducive to the better order and operation of the Shows and protection of the rights of exhibitors and visitors.

19. CANCELLATION AND NON PARTICIPATION

In the event of cancellation the amount paid as the Participation Fee will not be refunded. Once space has been invoiced, its relinquishment will result in the loss of the amounts paid up to that time, as they will be retained as an indemnity.

Exhibiting companies requesting a space reduction will lose all rights to the chosen spot and will be able to choose a new location from among the spaces that remain free at the time.

20. CIRCUMSTANCES BEYOND THE ORGANISER'S CONTROL

The Organisation reserves the right to reduce or extend the duration of the Event and to postpone it in the case of special situations or should circumstances of main force arise.

The regulations that govern the Fira de Barcelona General Participation Conditions will be applied to anything not covered by these Regulations.

21. DIVERSE DISPOSITIONS

Decor: Companies that choose to assemble a free design of their stand, must present the project to the Show Management, for its approval, before **December 11th 2009**.

THE BRANDERY

POST FASHION CIRCUS

STAND CONSTRUCTION REGULATIONS

CONTENTS

1. DATES AND TIMES
 2. TECHNICAL GUIDELINES AND SECURITY ARRANGEMENTS
 3. CONSTRUCTION AND DECORATION OF STANDS
 4. HEIGHT OF CONSTRUCTIONS / DESIGN
 5. CONSTRUCTION OF WALLS ADJACENT TO CORRIDORS
 6. ELECTRICAL INSTALLATION
 7. INSPECTION AND RELEASE OF STANDS, STAND DESIGN APPROVAL
 8. GENERAL SAFETY DISPOSITIONS
 9. EXTRACTION OF SMOKE AND GASES
 10. MOVABLE MACHINES AND APPARATUS
 11. STEAM
 12. GAS INSTALLATIONS
 13. FLOOR RESISTANCE
 14. TRAFFIC ON THE EVENT PREMISES, ESCAPE ROUTES, SAFETY EQUIPMENT
 15. TECHNICAL DATA AND HALL FITTINGS
 16. PHOTOGRAPHS AND AUDIOVISUALS
-

1. DATES AND TIMES

DATES: From January 27th to 29th 2010 from 10:00 to 19:00

ASSEMBLY: From January 18th to 26th, from 8:00 to 20:00

DISMANTLING: January 29th from 19:30 to 24:00
From January 30th to February 1st, from 8:00 to 20:00

2. TECHNICAL GUIDELINES AND SECURITY ARRANGEMENTS

- The installation of a topmost closure or decorative elements that could interfere in the correct operation of the air conditioning equipment is not allowed.
 - The installation of air conditioning units using hot air condensation in the interior of the halls is forbidden.
 - It is not allowed to make holes, insert screws or pound nails into the walls, ceilings, floors or columns of the halls.
 - The walls and columns, as well as the installations of the halls should not be used to hold up the weight of decorations or of objects on exhibit.
- Advertising material may not be suspended from the ceilings. The columns of the halls, which are within the stand itself, can be covered, without damaging them and in agreement with the established regulations for height.
- The making of channels, placing anchoring clamps or other construction modifications in the interior of the halls is forbidden, as is nailing using percussion tools, painting using spray guns as well as applying mortar without an interposed sheet of iron or steel.

- The floors of the halls may not be covered with paint or glue. This can be done only by installing a platform or using a carpet which stays in place due to its own weight or by means of adhesive strips, to be removed by the Exhibitor at the end of the fair.
- In the event of absolute necessity to perform any of this normally not permitted work, authorisation must be applied for at least 10 weeks before the opening of the fair, demonstrating the necessity and, when called for, enclosing the project or plans. If the authorisation is granted, the work will be done by the Fira Barcelona or a firm authorised by it, after the Exhibitor accepts an estimate which will include the costs of restoration of the affected construction.
- Any possible damage caused by the Exhibitor or his delegates on the Fair premises to walls, installations, etc. will be repaired by the Fira Barcelona at the Exhibitor's expense.
- Personnel performing tasks related with stand setup or disassembly must use personal protection such as helmets, safety belts, protective eyewear, boots and proper working clothes (Article 17, Law 31/1995 of 8/11 on Work Risks; BOE no. 269 of 10/11/95).

3. CONSTRUCTION AND DECORATION OF STANDS

The site assigned to the Exhibitors provides only for floor space. The design and construction of the actual stand is the responsibility of the Exhibitor according to individual requirements.

In all these cases, the person responsible should enquire about the characteristics and peculiarities of the site, as well as the position and size of elements which could possibly be situated within its perimeter and whose accessibility must be maintained: fire hydrants, electrical junction boxes, drains, air conditioning elements, etc., duly informing the stand decorator.

From **January 11th** you must order your services through the Express Folder (e-commerce will not be available at this moment). You can hire your last minute requirements or needs according to availability and it will have an increase of 30% of their initial price. Anything you may order during assembly at Fira de Barcelona you must pay directly at the Customer Service counter

3.1 FREE-DESIGN CONSTRUCTIONS

In the case in which the Exhibitor entrusts the construction project of his stand to a decoration company, the construction drawing shall be submitted to the Management of the event **before December 11th 2009** for approval.

3.2 CONSTRUCTION OF STANDS WITH A DAIS

All stands with a dais more than 50 centimetres above floor level, or with floors accessed by a staircase, must submit a building certificate signed by an official technician registered with the Barcelona Association.

When requesting a building certificate from the Fira, the following documents should be provided:

- A list of the construction materials to be used and their properties.
- A scale plan showing the measurements and height coordinates.
- The building mechanics of the construction.

A protective glass pane at least 0.5 cm thick should be fitted to this platform.

4. HEIGHT OF CONSTRUCTIONS

The maximum height for stand constructions, advertising media and structures located on the stand is **1.60 m** including boothflooring in all halls. However, to build up to **3 m** height will be accepted in case the exhibitor stand limits with the pavilion wall, or do not disturbs to adjacent neighbours. In both cases management approval is required.

Please bear in mind the different heights given on the general map as well as the detailed plan.

4.1 DESIGN

An open stand design is recommended, i.e. the stand entrance area should not be obstructed, it should be possible to look into the stand, and the stand must be left open at the top. Exhibitors are advised to contact their immediate neighbours in order to coordinate planned designs. The rear of the stand must be neutrally designed and erected to the specified height. No packing material may be deposited in the vicinity of the stand. Storage can be provided by a carrier on site.

Cross-beam constructions are prohibited (e.g. aluminum truss constructions, modular construction etc).

5. CONSTRUCTION OF WALLS ADJACENT TO CORRIDORS

In the event that the area of the stand adjoining an aisle for visitors is decorated in the exterior with display cases, photomontages and other projecting constructions, the enclosing wall should be constructed 0.25 metres inside the boundaries of the stand itself, becoming an advertising base, thus providing a line of continuity with the aisle and an attractive look to the fair as a whole.

6. ELECTRICAL INSTALLATION

Said installations must comply with current rules of the Electromechanical Regulations for low voltage:

- The electrical installations of the stands must be done under the supervision of an authorised technician or installer with an official identification card authorised by the ICICT (Institut Català d'Inspecció i Control Tècnic).
- The connection to the main must be applied for in the offices of the ICICT (Institut Català d'Inspecció i Control Tècnic) at Fira Barcelona, with the presentation of the corresponding form signed by the exhibitor and the person responsible for the installation.
- For simultaneous power installations of over 50 kW, a project with records, schematic and installation plan, signed by an authorised Technician, will be presented with the application.
- This installation will be inspected by the ICICT (Institut Català d'Inspecció i Control Tècnic). Once it is authorised, the connection and subsequent disconnection will be done by staff of the electric services of the Fira Barcelona, access to the box of connection to the main being absolutely prohibited to any other person not belonging to these services.

Electrical supply to the trade fair halls is three-phase and of the following voltages: 220 V and 380 V.

7. INSPECTION AND RELEASE OF STANDS, STAND DESIGN APPROVAL

In order to ensure compliance with the Technical Guidelines during the stand design and execution, dimensioned stand plans must be submitted for all stand constructions in the halls to the architects for approval.

The sketches and stand plans must show the design, dimensions (including heights and specifications) and materials used.

They must be submitted to the The Brandery organisers for approval **before December 11th 2009**, by e-mail or fax). Release by the architects occurs in writing, by e-mail or fax. The stand design is only released when approval is granted.

Permission exclusively refers to the respective event and approves only the design of the stand. It does not contain a technical and static approval of the construction.

8. GENERAL SAFETY GUIDELINES

- The construction of the stands, the installation of material for exhibition and the advertising supports must have the stability necessary for public safety. A railing with a minimum height of 90 cm must surround platforms open to the public situated at more than a metre from the lower level.

- Easily inflammable materials may not be used for the construction and installation of the stands. Fabrics must be fire-resistant.
- The use of spray guns as well as cellulose lacquer is prohibited in the interior of the halls. This prohibition is extended to inflammable liquids and the use of butane gas aerosols.
- For welding tasks the surrounding area should be sufficiently protected and the corresponding permission must be obtained.
- Vehicles with internal combustion engines, which are on exhibit, should have the fuel tanks empty.
- The use inside the halls of balloons filled with inflammable gas is prohibited.
- When smoking is allowed on the stand there should be a sufficient number of ashtrays available or recipients for the ashes, which should be regularly emptied with sufficient safety precautions.
- On the stands there should not be any recipients made of inflammable material for waste or rubbish. Litter and rubbish bins should be emptied every afternoon, at closing time, in the containers provided for this purpose by the Fira Barcelona.
- Storage on the stand of any sort of container or packaging material is not authorised.
- Edges of glass display cabinets should be smoothed or covered so that there is no risk of cuts. Glass doors and any structures made entirely of glass should have a sign on them at eye level.
- The edges of Plexiglas should be adequately protected to avoid their catching fire.
- Demonstrations of noisy machinery should be held to a minimum, out of respect for both the other exhibitors and the visitors.
- The use of cordless telephones is authorised so long as it does not interfere with the Fira Barcelona's own telephone installations. Exhibitors who wish to use these apparatus should communicate the trademarks, frequency of use and range.
- Under no circumstances can the illuminated signs, fire extinguishers, fire hydrants and other security equipment be covered, nor may the emergency exits be blocked.
- Inflammable products may not be stored in the offices, storerooms or the enclosures of the columns. In the same way the connection boxes (electricity, telephone, TV, gas, water, compressed air, etc.) and access to the equipment and outbuildings of the halls may not be locked.
- Materials such as cloth, glue, carpets, etc. must be fire-resistant, and the corresponding certificates must be presented.
- For any other circumstance not mentioned here, the Safety Plan of the Fira Barcelona will apply.

9. EXTRACTION OF SMOKE AND GASES

All gas or steam produced by material on exhibition which are dangerous to health or irritating to the general public must be extracted outside of the halls. The installation of extractor pipes should be provided for at the Exhibitor's expense, in non-inflammable materials.

It is necessary to previously consult with the Department of Technical Services and Works of the Fira Barcelona about the possibility of making such installations, which depends on the location occupied in the exhibition halls.

10. MOVABLE MACHINES AND APPARATUS

The Exhibitor will equip the installations which are to function during the Fair with all the protective devices necessary for the work and prevention of accidents, required by the technical regulations in use for such installations.

If the machinery or specific parts of it are to be demonstrated to visitors while in operation, normal protection may be substituted by a covering of Plexiglas or similar transparent material.

When the machines are off and are only on exhibit, protective devices may be removed.

If there are serious infractions of these regulations and the functioning of the machinery may entail danger to persons, Fair Management may require it to be stopped.

If these conditions are infringed upon, responsibility for any accident will incur exclusively upon the Exhibitor, who must have contracted a policy of Public Liability Insurance for injury to third parties to an unlimited quantity.

11. STEAM

The fair is not equipped with steam, so electric heaters or steam boilers may be used. Exhibitors are authorised to use boilers, always respecting the regulations in force. Under certain conditions group "C" boilers do not require a special authorisation. In any case it is necessary to inform Fair Management.

12. GAS INSTALLATIONS

Domestic gas: It will be necessary to make a temporary contract directly with the supplier company. Other gases: Installations must be adapted to the rules in force. In both cases the corresponding certificates must be shown to the Technical and Security Services Department of Fira Barcelona.

13. FLOOR RESISTANCE

Floor resistance in the different parts of the Fair in **Montjuïc venue** per m2:

Z6: 5,000 kg

Hall 6: 500 kg, prior Fira Barcelona technical services consultation, Level 0

Hall 6: 3,000 kg, Level 1

Hall 7: 3,000 kg

When the stand itself or the goods to be exhibited are of such a weight that in relation to the supporting surface they exceed these limits, the exhibitor must report this to Fair Management which, in conjunction with the Technical Service of the Fira Barcelona, will take appropriate action.

In the event that the Exhibitor neglects to make this report, the Fira Barcelona can refuse to allow the construction of the stand or the exhibition of the machine, and if necessary, require the repairs of damage done and indemnification for losses incurred.

14. TRAFFIC ON THE EVENT PREMISES, ESCAPE ROUTES, SAFETY EQUIPMENT

In order to ensure a smooth flow of traffic during the assembly and disassembly period and the duration of the event, traffic control regulations are necessary on the event premises.

The instructions of the relevant personnel must be followed at all times.

Access routes and movement areas that are marked with „No Parking/Stopping“ signs must constantly be kept free for use by the fire service and emergency vehicles. Vehicles and objects located on the escape routes and safety areas will be removed at the owner's expense and risk. Fire hydrants in the halls and on the open-air ground must always be easily visible and must not be obstructed, disguised or made inaccessible.

15. TECHNICAL DATA AND HALL FITTINGS

15.1 GENERAL LIGHTING

Adequate general lighting will be provided by the organiser. Each exhibitor is responsible for providing additional partial lighting. This must not exceed the maximum stand height of 1.60 metres. No lights may be suspended from the ceiling.

15.2 HEATING/VENTILATION

The exhibition halls are air-conditioned in the summer during the event and will be heated in the winter, if necessary.

15.3 FAULTS

In the event of faults in the power supply, the hall inspector or the architects must be informed immediately.

No liability is accepted for losses and damages resulting from faults in the power supply.

16. PHOTOGRAPHS AND AUDIOVISUALS

None of the products on display may be photographed or filmed without the authorisation of the interested Exhibitors.

Fira Barcelona has the right to photograph, film or draw the installations and stands, as well as the articles exhibited therein, and to use reproductions in advertising and in the press.

Each Exhibitor has the right to photograph his own stand and articles, but the photographer should apply for authorisation from the Fair so as to keep situation under control.

The photography service established by Fira Barcelona can also be used.

16.1 MUSICAL & AUDIO-VISUAL REPRODUCTIONS

If music is played or films shown in the stands, it should be kept in mind that royalties must be paid on these to the Sociedad General de Autores, before which the Exhibitor must assume total and direct responsibility.

The sound level maximum authorised is the 90 dB measured at 1 m from the stand perimeter.