



18 - 20 JANUARY 2012

BREAD & BUTTER BERLIN
tradeshow for selected brands
AIRPORT BERLIN-TEMPELHOF

STAND BUILDER GUIDELINE

- 1. GETTING THERE**
- 2. SETUP AND REMOVAL TIMES**
- 3. WORKING PASSES FOR STAND BUILDERS**
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ORDER FORMS

Form A: Security/stand security

Form B: Waste disposal

The following information is also accessible on our website at www.breadandbutter.com/services.

PLEASE PASS ON THE STAND BUILDER GUIDELINE AND THE TECHNICAL GUIDELINES TO YOUR STAND BUILDER.

1. GETTING THERE

Please be aware that as from 01/01/2010 there is now a Low Emission Zone (Umweltzone) in Berlin. This is to reduce air pollution coming from car exhaust emissions.

Our site lies within this Low Emission Zone. This means that even vehicles registered outside Germany travelling to us will require a green sticker. Owners of vehicles driving in the Low Emission Zone without this sticker will be subject to a penalty charge.

Information on how to obtain a green sticker (Umweltplakette) or special authorisation for your vehicle can be found on the Internet at:

www.berlin.de/umweltzone

ACCESS FOR STAND BUILDERS

The access for stand builders during the event takes place through a central logistical platform. On these premises, the trucks and cars are registered, specifying the hall, stand number and brand. They will then receive a driving permit for the trade fair premises and will only be permitted onto the trade fair premises by the security personnel with this registration. The vehicles must immediately join the queue to enter the trade fair premises after receiving the driving permit, as the permit will otherwise elapse. Unloading must take place quickly and the vehicles must not remain on the premises longer than necessary. Truck drivers and stand builders are obliged to register on the logistical platform (A1), or, if they arrive without a vehicle, at the entrance (A2) to Gate 11.

BREAD & BUTTER shall not assume any liability for any items and stand building materials, which are left behind unsecured on the stand or the trade fair premises. Stand security can be booked by the exhibitor in advance through the company Gegenbauer.

2. SETUP AND REMOVAL TIMES

SETUP TIMES

Saturday-Tuesday, 14.01-17.01.2012: 8:00 a.m.-10:00 p.m.

DISMANTLE TIMES

Friday, 20.01.2012: 8:00 p.m.-midnight

Saturday-Sunday, 21.01.-22.01.2012: 8:00 a.m.-10:00 p.m.

Monday, 23.01.2012: 8:00 a.m.-2:00 p.m.

LOGISTICS PLATFORM

Tempelhof Airport
 Tempelhofer Damm - GATE 9
 D-12101 Berlin

LOGISTICAL PLATFORM OPENING HOURS

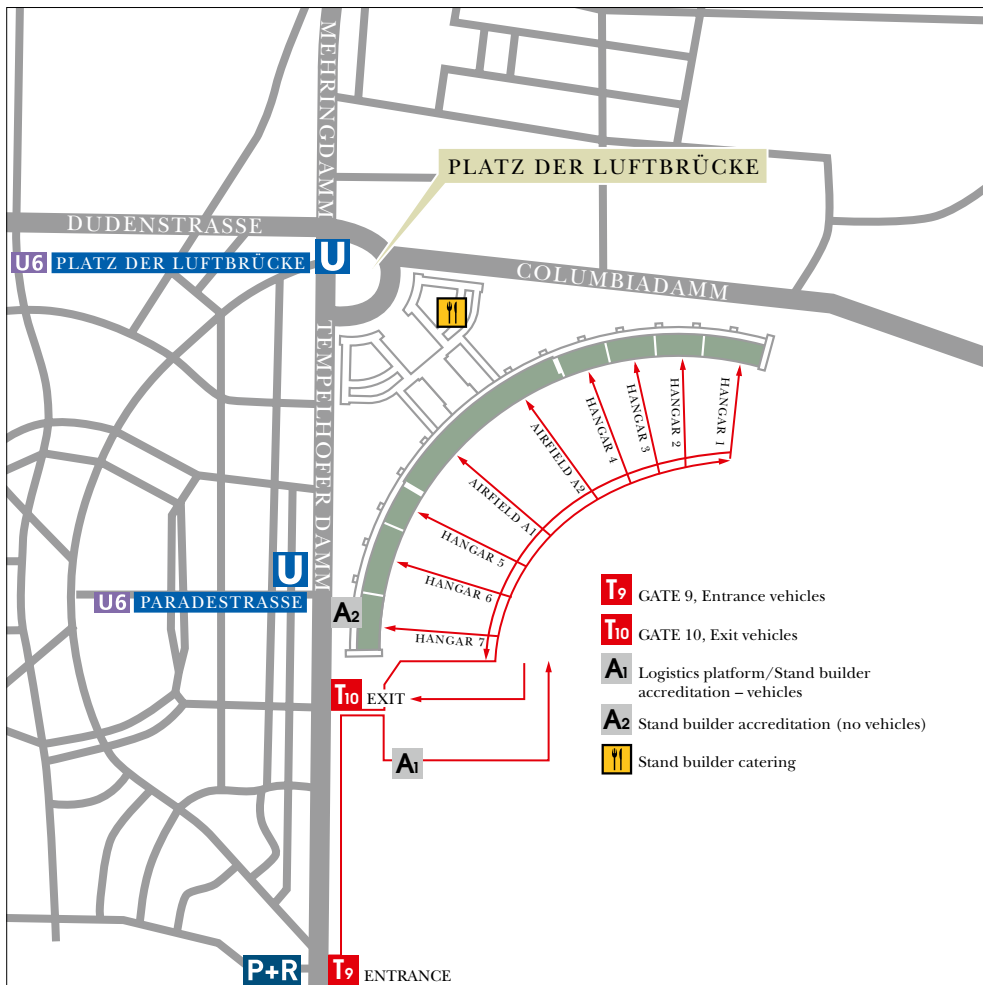
14.01.-17.01.2012: 7:00 a.m.-8:00 p.m.

20.01.2012: 5:00 p.m.-10:00 p.m.

21.01.-22.01.2012: 7:00 a.m.-8:00 p.m.

23.01.2012: 7:00 a.m.-1:00 p.m.

TEMPELHOF AIRPORT - DELIVERY ENTRANCES/LOGISTICS





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3. WORKING PASSES FOR STAND BUILDERS

The work passes for stand builders are provided free of charge in the required amount during the setup and dismantling period. These are exclusively valid during the setup and dismantling time and do not give permission to enter the trade fair premises during the event. Passes cannot be issued in advance. Registration is exclusively on-site. Valid photo ID and the specific details of the client (brand, hall number and stand number) are essential for registration.

The passes will be issued at the logistical platform (A1) and Gate 11 (A2, NOTE: no access with vehicles allowed - see map).

The workers are obligated to always carry their work pass with them, as well as a social security card or personal ID card. The loss of a work pass must be reported immediately, in order to avoid unauthorised admission.

4. PARKING FOR STAND BUILDERS

There are no parking spaces available for stand building vehicles on the trade fair premises. All vehicles must first head for the logistical platform, will be registered there and directed to the halls. The logistical platform is not a car park. After unloading is completed, the vehicles must immediately leave the trade fair premises. Illegally parked vehicles will be moved at the expense of the holder.

Stand building vehicles are not permitted to park at the logistical platform. Please use Berlin's free truck parking places. For example:

Avus Parkplatz (next to Motel and Restaurant Avus)
Halenseestr. 51
14055 Berlin, Germany

5. SECURITY/STAND SECURITY

The organiser is responsible for security services in the entrance areas and in the halls. The organiser does not assume any guarantee for uninterrupted security and inspection. On the contrary, each exhibitor must ensure the security of his own stand and his exhibits. PLEASE LOOK AFTER YOUR PERSONAL PROPERTY. BREAD & BUTTER SHALL NOT ASSUME ANY LIABILITY FOR THEFTS.

The exhibitors are explicitly informed that during the setup and dismantling periods, increased risks can occur for your exhibits. Valuable or easily movable exhibits should always be locked away at night. The costs of stand security are to be paid by the exhibitor before the service is provided by bank transfer to the security company or by cash on-site. If the payment was not received by the security company by the start of service provision, it shall reserve the right not to provide the service until payment is made. Please note that with transfers, particularly with international transfers, receiving the payment may be delayed. In order to avoid misunderstandings, we request prompt payment/sending of the transfer document to the specified fax number or e-mail address.

The respective stand security can only be requested via Gegenbauer. On-site stand security can be ordered using form A.

SECURITY CONTACT

Gegenbauer Sicherheitsdienste GmbH
Contact: Marc Böttger
Mobile: +49 (151) 12 03 68 82
Fax: +49 (0)30 25 37 44 99
mboettger@gegenbauer.de

DEADLINE: 16.12.2011

After this deadline has passed higher costs are incurred for ordering stand security. Exhibitors that only order security during the event must expect a set-up period of 24 hours and significantly higher costs.



6. WASTE DISPOSAL

Please ask your stand builders to dispose of their own waste or to order waste containers on-site from our Service Shop so that there are no discrepancies in our final invoice to you.

Large quantities of leftover stand building materials must be properly removed by the respective stand building company itself from the site during construction and dismantling. If necessary, containers can be ordered in advance on-site from our Service Shop, using order form B, for the removal of larger quantities of waste, particularly during dismantling. Depending on the content, approx € 165.- will be charged for a waste container with a capacity of 1.1 m³ (excluding hazardous waste, paint, etc.). If stand building material and waste is left on-site/on the exhibition stand, the number of waste containers required for its removal shall be calculated and the exhibitor charged for these at € 330.- per container. Please be aware that after dismantling and before leaving the site, the stand area must be inspected by our hall inspectors.

7. STAND SPACE RETURN/WASTE DISPOSAL (IMPORTANT)

Please note that after the end of dismantling and prior to leaving the premises, an acceptance inspection of the stand spaces must take place by our hall inspectors. They will examine whether the stand space has been vacated properly and without residue. If this is ensured, the transport vehicle will receive a departure form that must be fixed clearly to the windscreen. Vehicles without this departure form shall not be permitted to leave the premises.

8. STAND BUILDER CATERING

In the premises of the former airport casino our longtime partner Pausenlos Catering provides catering throughout the build-up and breakdown periods for the wellbeing of our stand builders. The restaurant is located on the left side of the main entrance, across from the theater "La vie en rose" (see logistics map).

We recommend that you pre-purchase your vouchers to avoid major delays.

Pausenlos Catering
Gerda Frenzel
Tel: +49 172 77 88 667
info@foodcompany@pausenlos.com

OPENING HOURS:

Daily from 9:00 a.m. to 9:00 p.m. (even on weekend)

LUNCH: 12:00 p.m.-2:30 p.m.

DINNER: 18:00 p.m-8:00 p.m.

9. SERVICE SHOP

In the B&B Service Shop, exhibitors can subsequently order Early build up, fire distinguishers, furniture, electricity and waste containers. There is also the option to request extending the setup time. The B&B Service Shop is located next to the Technical Office in the GAT. Our services are offered there if available at a 50% service supplement. Payment can be made in cash or by debit/credit card (VISA, Mastercard, AMEX).

OPENING HOURS:

12.01-15.01.2012: 8:00 a.m.-10:00 pm

16.01-17.01.2012: 8:00 a.m.-midnight

18.01.2012: 8:00 a.m.-noon

20.01.2012: 6:00 p.m.-midnight

21.01-22.01.2012: 8:00 a.m.-10:00 pm

23.01.2012: 8:00 a.m.-2:00 pm



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10. EARLY SETUP

In general stand builders are given a setup time of up to four days before the event free of charge. The daily setup time in this period is 14 hours, from 8:00 a.m. to 10:00 p.m.

If your stand builder needs more time to build the stand as a result of its size or structure, there is the option to request early setup for the BREAD & BUTTER. The costs of this are € 750.- plus VAT per day. Please note that each case must be considered individually in terms of our internal setup and the logistical issues so early setup is not permitted in general. Therefore starting setup before the official setup date (14.01.2012) requires the written approval of BREAD & BUTTER.

If you are interested, have questions or wish to request early setup directly, please contact:
earlybuildup@breadandbutter.com

DEADLINE: 05.12.2011

11. WORK SAFETY

Each exhibitor is responsible for compliance with the work protection/work safety rules by its employees and service providers. Infringements can result in the expulsion of the respective employees from the event premises. Herefore, we particularly refer to the adherence to the effective safety regulations (UVV) of the German professional association (Berufsgenossenschaft).

Dear Standbuilder,
 please notice that you have to accept the following guidelines:

1



SAFETY HELMET REQUIRED DURING HAZARD
 BY FALLING-OBJEKTS

2



STAYING UNDER FLOATING LOADS
 IS FORBIDDEN

3



ON CONSTRUCTION SITE YOU HAVE THE DUTY TO
 WEAR WORKERS' PROTECTIVE SHOES

4



DURING DANGEROUS WORK WITH YOUR HANDS
 YOU HAVE TO WEAR PROTECTIVE GLOVES

5



NOTICE YOUR STABILITY, PLEASE USE
 LADDERS AND SCAFFOLDS

6



DURING HIGH NOISE LEVELS PLEASE USE
 HEARING PROTECTORS

7



ON CONSTRUCTION SITE YOU HAVE THE DUTY TO WEAR PRACTICAL WORKING CLOTHES

8



PLEASE NOTICE THAT THE STABILITY OF YOUR STACKED CONSTRUCTIONMATERIAL IS SAVE

9



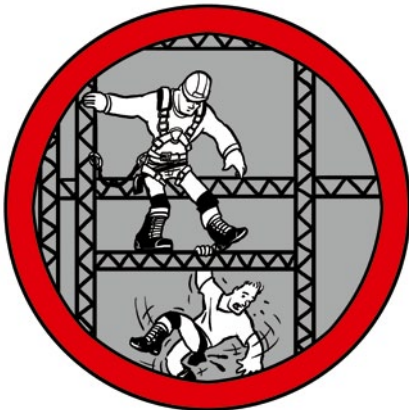
ON CONSTRUCTION SITE ALCOHOL AND DRUGS ARE STRICTLY FORBIDDEN

10



IF YOU ARE WORKING WITH FLYING PARTICLES YOU HAVE TO USE SECURITY GLASSES

11



DURING WORK AT HEIGHTSE YOU HAVE THE DUTY TO USE EQUIPMENT FOR FALL PROTECTION

12



DURING WORK ON LADDERS AND SCAFFOLDS PLEASE KEEP IN MIND YOUR STABILITY

ORDER FORM A - STAND SUPERVISION

To order stand supervision please fax: +49 (0)30 25 37 44 99

| Order form stand - supervision | | | | | | |
|--|--|--|--|--|----------------------|--|
| Name of label | : | | | | | |
| Hallnumber | : | | | | | |
| Standnumber | : | | | | | |
| | | | | | | |
| Date (from-till) | | Time from | Time till | number of guards | qualification | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Invoice adress | Please fill out in blockletters | | | | | |
| Company | : | | | | | |
| attn. | : | | | | | |
| Street | : | | | phone | : | |
| Town / zipcode | : | | | fax | : | |
| | | e-mail: | | | | |
| Contact person on side | | | | | | |
| Company | : | | | mobil phone | : | |
| Name | : | | | | | |
| Payment: | | | | | | |
| cash on side | | The amount has to be paid before service starts | | | | |
| transfer on account | | | | | | |
| | | | | | | |
| Total hours | : | | | | | |
| Costs per hour | : | € 25,00 | | | | |
| Total costs | : | | The amount doesn't includes VAT | | | |
| Please notice that the stand reports have to be signed each morning by the responsible proxy of the stand. The stand report is an documentary proof that all items are complete and the hours of work are correct. There is no liability for items which are not itemized on the stand report. | | | | | | |
| Remarks : | | | | | | |
| | | | | | | |
| Confirmation client | | | | Confirmation Gegenbauer Sicherheitsdienste GmbH | | |
| | | | | | | |
| Date / signature | | | | Date / signature | | |

ORDER FORM B - WASTE DISPOSAL

To order waste disposal please fax: +49 (0)30 400 44 130

BRAND

BOOTH NUMBER

CONTACT PERSON/LAST NAME/FIRST NAME

MOBILE NUMBER/E-MAIL ADDRESS

INVOICE ADDRESS:

COMPANY INCL. LEGAL FORM OF COMPANY

VAT NUMBER (ONLY FOR COMPANIES WITHIN THE EU)

STREET/NUMBER

COUNTRY/ZIPCODE/CITY

DURING BUILD UP

| | | |
|---|------------------|--------------------|
| <input type="checkbox"/> Plastic container - 1,1 m ³ /165,- EUR (only for wood or other building materials) | _____ | _____ |
| | AMOUNT CONTAINER | CONTAINER IN TOTAL |

FOR BUILD DOWN

| | | |
|---|------------------|--------------------|
| <input type="checkbox"/> Plastic container - 1,1 m ³ /165,- EUR (only for wood or other building materials) | _____ | _____ |
| | AMOUNT CONTAINER | CONTAINER IN TOTAL |

| | | |
|---|------------------|--------------------|
| <input type="checkbox"/> Steel container - 25 m ³ /1.900,- EUR | _____ | _____ |
| | AMOUNT CONTAINER | CONTAINER IN TOTAL |

All prices quoted are exclusive of the statutory sales tax (VAT).

(All these containers can be used for mixed waste only. Not included are sand, stones, chemicals or other special materials.

If you use these materials, please specify it and we find the best solution for you.)

DATE/SIGNATURE (NAME IN BLOCKLETTERS)

COMMENT