

CUE General exhibition / event and stand construction conditions

Conditions for registration / approval

You can register as a CUE exhibitor via the participation form. By registering, you at the same declare to agree with all mandatory conditions set out below, as well with the conditions stated in the separate parts 'fire regulations' and 'rigging conditions'. The exhibition / event organisers have the right to exclude an exhibitor from CUE participation, if it appears that this party failed to fulfil the aforesaid obligations. Failure to comply with these conditions may lead to exclusion from participation.

Cancellation

Stand space can only be cancelled in writing or by e-mail. When cancelling before November 15, 2023, 25% of the rent is payable. When cancelling between November 15, 2023 and December 15, 2023, 60% of the rent is charged. When cancelling after December 15, 2023, the full rent is payable.

Invoicing

- In case of registration before 1 September, 2023 an invoice of 40% of the stand rent will be sent. This invoice serves as an advance. The invoice for the remaining 60% of the stand rent will be sent in September 2023. Both invoices must be paid within 14 days of receipt.
- In case of registration after 1 September, 2023 an invoice for the total stand rent will be sent and must be paid within 14 days of receipt.
- The invoices are sent to the participant, in all cases. Failure to comply with the payment terms will lead to the immediate cancellation of the reservation and exclusion from participation. The payment obligation is maintained.

Stand space - fixed exhibition / event layout

The maximum stand space is 170 m².
The minimum stand space is 6 m²

It is only possible to reserve the dimensions as indicated on the floor plan. Except for the possibility as set out below, departing from the pre-determined exhibition / event floor layout is expressly not permitted. A single exhibitor renting multiple stands with the objective of merging them is not permitted. The partitioning walls between the stands must be fully closed.

When multiple adjacent exhibitors wish to merge their stand spaces, a maximum of 170 m² of exhibition space applies. This can only be selected from the stands applicable to that end. Consultation on mergers must be reported to the secretariat, after which this will be discussed.

The organisers will also assess whether the stand format, as a result of the adjustments, changes from a corner format to an end, row or island stand. If this is the case, the corresponding regulations with regard to side and rear walls must be complied with. In those instances not provided for by these conditions, CUE board decides.

Sub-exhibitors

As a main exhibitor, you have the option to register a maximum of 10 sub-exhibitors.

The sub-exhibitor is stated on the floor plan below the company name of the main exhibitor.

Sub-exhibitors can be registered via the sub-exhibitor form.

Allocation of stand space

The organisers decide on the definitive allocation of stand space at CUE2024. The organisers assess the reservations partly with a view to the exhibition / event layout as desired by them, in which all sectors/industries are represented proportionally.

Up until 1 May 2023, former participants of CUE2020 have the right to book their previous stand location or to reserve another stand that has become vacant.

The organisers reserve the right:

- to reject a reservation, without stating the reasons.
- to change an allocated site in the event of compelling organisational reasons on its part; an alternative as close as possible to the original site will be offered in respect of this relocation.
- to reject the request for reservation of stand space if the intended exhibitor does not or not sufficiently comply with the set criteria.

Construction height, deviations and safety

The standard construction height of stands at this exhibition / event is 2.5 metres. The maximum construction height of stands is 8 metres. The height of Hall 1 in Rotterdam Ahoy is 19 metres. The height up to the lower part of the truss is 11.90 metres. See also the appendix with rigging conditions. Multiple storey-stands are explicitly forbidden.

The exhibitors must submit a description to the organisers stating the walls, height and finishing of the stand, no later than 1 September, 2023. With regard to stands with a deviating height in excess of 250cm, the exhibitor is obliged to submit a stand drawing, together with the above description and permission of the adjacent stands no later than 1 September, 2023, in order to obtain approval. It needs to be taken into account that the organiser will demand that visible rear sides of walls above the standard construction height must be finished off by the exhibitor. Adjacent stands must not be hindered in the event of deviating construction heights. The construction of the stand structure must at all times be safe. The stated requirements attached to the stand structure are subject to assessment by the organisers.

Stand formats

Island stand: This stand is located along four aisles and does not have any rear, side or exterior walls. Each side must remain open for at least 75%. Any deviations are subject to the assessment of the organisers.

End stand: On three sides, the aisles must remain open for at least 75%. Exhibitors are obliged to provide for one self-supporting rear wall. The standard height of this rear wall is 250cm.

Corner stand: On two sides, the aisles must remain open for at least 75%.

Exhibitors are obliged to provide for one side wall and one self-supporting rear wall. The standard height of this rear and side wall is 250cm.

Row stand: One side borders on the aisle. Exhibitors are obliged to provide for one self-supporting rear wall and two side walls. The standard height of these walls is 250cm.

Standard stand

If you do not have your own stand, or if you do not have a private stand builder, the in-house stand builder can provide you with a 'standard stand'. Visit www.cue.nl for examples of standard stands. These stands can be further completed in mutual consultation.

Construction conditions

The walls or legs of the stands must remain within the hired stand space. By order of the fire brigade, no objects may be placed within the aisles and no objects may be suspending above them. In addition, no separate objects may be placed outside the stand space. In order to guarantee the overall professional appearance of the exhibition / event, the organisers have the right to remove any impeding stand construction elements.

Lighting

In your stand design and when installing the stand lighting, bear in mind that the hall lighting will be switched off during exhibition / event opening times. You must therefore always apply for a power supply.

Extension area

If your stand space is adjacent to the optional extension area of the exhibition / event, you must take into account that immediately behind the rear of your stand other exhibitors will be positioned or that an aisle will be created behind your stand. You will be notified of this no later than six weeks prior to commencement of the exhibition / event.

Mandatory stand use

The exhibitor is obliged to ensure that the stand is fully set up and manned during exhibition / event opening hours. Leaving the stand space unused or empty or partly or fully letting or making the stand partly or fully available to third parties during the exhibition / event is not permitted. During exhibition / event hours, the stand must at all times be manned by at least one person who speaks Dutch. If no later than one hour before the opening the exhibitor has failed to meet the aforesaid set-up conditions, the organisers, at the expense of the exhibitor, have the right to take immediate action in order to protect the image of the exhibition / event and to further deny the exhibitor access to the stand space, without the exhibitor being able to claim reimbursement of the stand rent.

CUE General exhibition / event and stand construction conditions

Prevention of nuisance

The exhibitors are not permitted to:

- Amplify voices by means of loud speakers, play music and/or cause other noises. The organisers are entitled to take the appropriate counter measures.
- Cause smoke, haze, impede the access, flashes of light, or to otherwise cause a nuisance to visitors or co-exhibitors.
- Organise lotteries, hold competitions and perform so-called 'stand work', as well as to advertise for goods and services that have not been admitted to the exhibition / event.
- Perform promotional acts outside their own stand, affix, hand out or set up advertising messages and/or deploy aforesaid activities in the approach route towards the exhibition hall.

• Prepare food by means of frying, barbecuing, gas fire and/or electricity heating (grill/stove).

LED walls must be dimmed and are not allowed to give an excess of light. Neighbors and opposite neighbors should not suffer from your LED walls and the created ambiance on the exhibition floor must not be affected by the lighting of your LED walls.

Prevention of nuisance

CUE Experience in Hall 2

The exhibitors are permitted to:

- Amplify the spoken word by means of loudspeakers, to play music and/or to produce sound to show your products to the public. For sound, a maximum of 88dB (A) or 103dB (Z) applies, Leq 1 minute @ 3 meter with an interval of at least 10 minutes.
- Smoke, haze and flashes of light are permitted in the form of demos.
- Special effects other than those mentioned above must be approved by the organization.
- For all demonstrations, it must be taken into account that you give the visitor a pleasant experience together with the other exhibitors.
- If waste caused by demonstrations is left, this will be removed by or at the expense of the exhibitor.
- In case of complaints from exhibitors and / or visitors, the board will decide on appropriate measures.

Damage and theft

Management and staff of Rotterdam Ahoy and the CUE organisation do not accept any liability in the event of damage caused by visitors, suppliers, building companies, exhibitors etc. to the property of exhibitors. Nor do they accept any liability for the loss or theft of property of exhibitors. Any additional costs, such as clean-up costs for the removal of tape, paint and waste or the costs of storage of stand materials that are not collected in time etc. will be charged to you by Rotterdam Ahoy.

Coordination

During the assembly and disassembly of rental stands, own stand or the stand construction by an external stand building company, the CUE organisation acts as general coordinator. The coordinator performs checks against the construction requirements set out in the general conditions and also checks the safety of the structures. As such, the coordinator forms part of the exhibition / event organisation and his instructions and/or orders must be followed at all times.

Cancellation of the exhibition / event

CUE management reserves the right to cancel the exhibition / event on account of special circumstances, including insufficient participants or too low a quality thereof, without the exhibition / event organisers being liable for any (financial) damage or losses suffered.

Changes

- The lessor will determine the dates and location where the exhibition/event will be held, as well as the times for set-up and dismantling.
- The lessor has the right to change the dates, times and/or location, stand space, stand type and/or stand or, in exceptional circumstances, the concept of the exhibition/event, which is at the discretion of the lessor. In these cases, the participant cannot claim compensation for any costs incurred and/or damage.
- The lessor will notify the participant of a change as described in paragraph 2 no later than four (4) weeks before the start of the exhibition/event.
- In the event of a change as described in paragraph 2, the agreement remains fully in force. The participant does not have the right to cancel the agreement in whole or in part.
- In the event a different date, a different time and/or in a substitute space, as described in paragraph 2, is not possible and / or not appropriate, the lessor has the right to dissolve the agreement; the participant will then be entitled to a refund of the full stand hire, without any liability for charges arises for the lessor.

Force majeure

• Force majeure shall mean every failure that is not caused through the fault of the lessor and failures that do not fall under lessor's risks in compliance with the agreement, regardless of whether this circumstance could have been predicted at the conclusion of the agreement.

• In the event of force majeure, the lessor reserves the right to cancel the exhibition/event, in which case the participant cannot claim compensation for damage in any form whatsoever. The registrations and already confirmed stand spaces will be considered cancelled and the payments already made by the participant in relation to the stand hire will be refunded after deduction of the costs already incurred by the lessor. The costs that are deducted have in this specific situation been determined:

- at 10% of the stand hire and;
- the actual costs incurred for stand construction.

This refund will be made within sixty (60) days of the decision to cancel the exhibition/event.

• If the exhibition/event is relocated / rescheduled due to force majeure, then the registrations and any already confirmed stand spaces will be considered remain.

Finally

In those instances not provided for in the general conditions above, CUE board decides.