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## 2027 TERMS AND CONDITIONS *(p.1 of 3)*

1. All exhibits of PLMA's World of Private Label International Trade Show (the "Show") shall be for the general and educational benefit of the private label industry and for the promotion of private label products for use by retail and wholesale companies as their own brands. All products displayed in any exhibit must be produced by the exhibitor and must be available to retailers and wholesalers in private label packaging. PLMA may require the exhibitor to provide such information as may be necessary to verify that the exhibitor is engaged in the production and promotion of such private label products. No exhibitor may sublet, resell or permit the use of all or any part of any exhibition space to or by any other company or person or utilise its exhibit stand to represent or solicit to represent any other company or person or their products. All activities of exhibitors, including without limitation, the marketing, promoting, distributing of samples and displaying of exhibitors' products must be conducted in the exhibitor's stand and exhibitor personnel are not permitted to engage in any such activities in aisles or elsewhere in the convention centre. The exhibitor's products may only be used as samples, direct sales of exhibits or samples from the stand are not permitted.

2. The default minimum stand size per exhibitor is 9m2 but PLMA reserves the right to assign deviating stand sizes to specific areas if show floor optimisation so requires. Exhibitors are required to display the official company name and stand number in a position that is readily visible from the aisle. No exhibit may use decoration, equipment or furniture that extends into the public aisle at any height. Nothing may exceed 2,50 metres in height at any point in the stand. Exhibitors requesting a waiver of these restrictions must submit a detailed diagram of the display plan, including front and side elevations with all dimensions, at least 60 days prior to the first day of set-up for approval. No exhibitor may obstruct the view or detract from the decor of any adjacent exhibitor or from the Show generally or operate equipment that interferes with any other exhibitor. If any display is erected that violates this rule or deviates from an approved plan, PLMA Show Management has the right in its unilateral and exclusive discretion to remove the stand or perform, at the exhibitor's expense and without any further approval from the exhibitor any work necessary to bring such display into full compliance with this rule. Neither PLMA nor its agents, employees or contractors shall be in any way liable for any damage to exhibitor's display that results from such work.

3. Failure to comply with Show schedules or requests for information regarding stand display or personnel will be grounds for cancellation of the exhibitor's participation, and in such event PLMA may resell such space without any further obligation to the exhibitor.

4. The exhibitor shall be solely responsible for complying with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the Show. The exhibitor agrees to comply with all rules and regulations of the convention centre and its subcontractors, including but not limited to the general facility regulations and health & safety protocols as published on www.rai.nl. The exhibitor is responsible for all labour fees, utility charges or other costs that the exhibitor incurs in the set-up, maintenance or dismantling of this exhibit stand and equipment. Any failure by the exhibitor to comply with Show rules, in addition to any other remedies, will be grounds for denying exhibitor exhibition space in future PLMA trade shows. PLMA may, without prior notice, require exhibitors and all Show participants to comply with health and safety precautions that PLMA deems necessary.

5. The exhibitor may not schedule any event that conflicts with the officially published programme of the Show, including seminars, food functions and/or trade show floor hours, or conduct any business that detracts from the Show and/or its value to fellow exhibitors.

6. Each exhibitor is entitled to one listing in PLMA's online and printed trade show publications, subject to printing and/or publishing deadlines. Full listings include company name, address, telephone number, e-mail, website, product description and two contact names. No brand names may be used in any description of products. PLMA reserves the right to edit listings to fit available space, format and style. PLMA is not responsible for any errors or omissions appearing in the exhibitor's listing in any publication produced by PLMA for the promotion of the Show. PLMA may undertake to list each exhibitor in online directories and other publications as PLMA may publish during the year.

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7. The exhibitor gives permission to PLMA to communicate information regarding present and future programmes and events by post, telephone, e-mail or other electronic communication services and networks. The exhibitor accepts that PLMA shares the exhibitor's contact details with the official contractors of the 2027 World of Private Label.

8. The exhibitor shall be entitled to three exhibitor personnel badges without charge per exhibit unit of 9m2 for admission to the trade show floor and seminar programmes, or to one exhibitor personnel badge without charge per 3m2 of floor space in case of non-standard stand sizes. Additional exhibitor badges may be purchased at a fee set by PLMA. The total number of badges remains subject to conformity with the applicable health & safety protocols. A charge may be added to each badge registration to compensate for specific entrance precautions resulting from the applicable health and safety protocols. All badges are the property of PLMA for use by authorised exhibitor personnel only and are not transferable. Exhibitor badges must be worn at all times by all exhibitor personnel in the convention centre, including when they are in their own stand. An exhibitor's use and distribution of badges shall be deemed to be a consent by exhibitor and badge wearer to all conditions, provisions and limitations set forth on such badges. PLMA reserves the right in its sole and exclusive discretion to deny any person admittance to the Show. No person under the age of 16 years is permitted on the show floor at any time.

9. The exhibitor will provide for the timely build-up and breakdown of its stand during prescribed hours and will ensure that all activities are executed in accordance with the health & safety protocols of the convention centre. Exhibitor shall keep its exhibit open and adequately staffed for the duration of all show floor hours and no exhibit equipment or displays may be dismantled or removed prior to the officially published breakdown time. Exhibitors who fail to abide by the published build-up and breakdown schedule and health & safety protocols may be subject to financial penalty, rejection of future applications to exhibit, or both.

10. Each exhibitor shall be solely responsible for complying with all laws, ordinances and regulations, including without limitation, those pertaining to customs, intellectual property rights, trademarks, copyrights, patents, health, fire prevention and public safety while participating in the Show. The exhibitor undertakes and agrees to indemnify and hold PLMA harmless from any claims, suits or damages relating in any way to exhibitor's failure to comply with any law, ordinance or regulation.

11. PLMA reserves the right to assign all exhibit space and to make and change stand assignments and to make, change or waive such rules as PLMA considers to be in the interest of the Show generally. The exhibitor understands and agrees that as a result of the infrastructure of the convention centre, technical equipment, such as that for power and water supply may be located in the exhibitor's stand. Neither PLMA nor its contractors shall be liable for any cost arising from the presence of such equipment in an exhibitor's stand.

12. PLMA will provide security for general supervision of the exhibit halls only. Each exhibitor and each of its authorised contractors must carry insurance covering liability for personal injury, property damage and worker's compensation. A certificate evidencing the required insurance must be furnished to PLMA upon request. The exhibitor should obtain locked storage and insurance for all equipment, samples or other property deemed valuable and ensure that such products be removed from the stand upon show closure. PLMA will not be responsible for any injury, loss, or damage that may occur to the exhibitor, its employees or property from any cause, or which may be sustained by any person who may be on the premises leased to the exhibitor or watching or participating in any demonstration or exhibit of the exhibitor. PLMA shall not be liable for, and the exhibitor shall not be entitled to lost profits or any incidental, special, indirect, punitive or consequential damages for any of PLMA's acts or omissions, whether or not PLMA is apprised of the possibility of any such lost profits or damages. To the extent any such injury, loss, or damages sustained by the exhibitor, are caused solely by the gross negligence or wilful misconduct of PLMA, exhibitor's recoverable damages shall be limited to and not exceed the amount of any exhibit space fees actually paid by exhibitor to PLMA pursuant to this agreement.

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13. PLMA reserves the right without liability to suspend, abandon, modify, entail or postpone the dates of the 2027 World of Private Label International Trade Show or to cancel or move the event to another venue for any reason beyond the reasonable control of PLMA, including without limitation, acts of God, governmental actions, war or national emergency, riot, civil commotion, terrorism, outbreak of infectious or contagious disease or other public health crisis, governmental regulations, legal restrictions, fire, explosion, flood, epidemic, lock-outs, strikes or other labour disputes (whether or not relating to its workforce), or restraints or delays affecting carriers or inability or delay in obtaining supplies of adequate or suitable materials, which circumstance(s) make(s) it impossible, inadvisable, or commercially impracticable to hold the Show as originally planned.

14. Payment in full for exhibit space and any surcharges is due with application and is understood to cover participation in PLMA's 2027 World of Private Label on 25-26 May. Surcharges have a validity of 12 months from their invoice date and are not transferable. Failure to pay the full amount as invoiced will render the submitted application to exhibit null and void. If circumstances beyond PLMA's control, including but not limited to those set forth in paragraph 13, do not allow for the World of Private Label to be held on 25-26 May 2027, PLMA reserves the right to postpone the Show to new dates. If circumstances beyond PLMA's control, including but not limited to those set forth in paragraph 13, do not allow for the World of Private Label to be held on 25-26 May 2027 or do not allow for the World of Private Label to be held at all in the year 2027, the exhibitor's exhibit space payment will be applied to the next edition of the World of Private Label, after deduction of the costs already incurred by PLMA for the overall organisation of the 2027 World of Private Label. Such costs will not exceed 35% of the exhibitor's exhibit space payment.

15. Exhibitors wishing to cancel their participation in the 2027 World of Private Label must confirm such requests to PLMA in writing by e-mail to exhibitors@plma.nl. Requests for cancellation must be issued by a duly authorised representative of the exhibitor and shall be considered effective on the date such requests are received by PLMA. Exhibitors requesting cancellation will be entitled to a refund according to the following schedule: Cancellations received by 27 November 2026 are eligible for a 75% refund of exhibit space payment. Cancellations received by 15 January 2027 are eligible for a 50% refund of exhibit space payment. Cancellations received by 5 March 2027 are eligible for a 25% refund of exhibit space payment. No refund applies to cancellations received after 5 March 2027.

16. PLMA reserves the right to supplement, change or waive these terms and conditions as it deems appropriate and shall be the sole judge of all conditions and circumstances pertaining to these terms and conditions. Any legal action or proceeding relating to this agreement and/or its terms and conditions shall be instituted in a court of competent jurisdiction in New York. This agreement becomes effective only when accepted by a duly authorised representative of the Private Label Manufacturers Association at its Executive Offices, 630 Third Avenue, New York, NY 10017 USA.