

Conditions for buyout & sampling

Jaarbeurs Catering Services (JCS) is the sole catering company for all Jaarbeurs buildings and grounds and holds the catering licence for the entire Jaarbeurs complex in Utrecht. Given this position, the supply of catering services and products by a company other than JCS or without JCS's permission is not permitted.

JCS understands that stand owners sometimes wish to supply their guests (customers and potential new clients) with Food & Beverage (anything to do with food and drink) themselves, provided that such food and drink are offered in limited quantities and are intended for immediate consumption. This form of catering falls under 'normal hospitality'. The products for this should preferably be bought from JCS.

Stand owners who wish to organise catering over and above this 'normal hospitality' during the trade fair must at all times obtain written permission from JCS. This also applies if stand owners wish to use catering to promote a country, brand or product. JCS will contact the stand owner in question directly in order to make arrangements and give consent, which consent may or may not be made subject to certain conditions. Approval for this must be requested at least 2 weeks prior to the start of the event.

Below you will find the conditions and types of catering for which approval must be requested and may be granted:

1 Commercial point of sale for visitors

This applies to companies that commercially made a request for a sales position where drinks and food for immediate consumption are sold to visitors to public fairs. Such a sale is to the detriment of sales of JCS and after approval the following conditions apply:

Conditions:

- 1.1 There must always be a connection or added value between the product sold and the aim of the trade fair or participation in the trade fair.
- 1.2 If approval is granted, there will be a 30% contribution for the use of the catering license of Jaarbeurs Catering Services.
- 1.3 Drinks must be purchased via JCS. Drinks are purchased from JCS's warehouse at competitive purchase prices + a 20% handling fee. The drinks must be sold at JCS's sales prices. It is not permitted to sell drinks from suppliers with whom JCS has no contract, without JCS's permission.

2 External caterer at stand

This applies to exhibitors at trade and fairs and public who have applied for a private caterer. After approval from the JCS, the following conditions apply:

Conditions:

- 2.1 An external caterer will not be allowed on the Jaarbeurs Utrecht grounds without the permission of JCS.
 - 2.1.1 If approval is granted, a fixed amount will be charged for the use of JCS's catering licence. The buyout amount is based on the surface area used for the catering activity.
- 2.2 **Buyout amount for external caterer**

Number of m²	amount
2.2.1 up to 50 m ²	€ 1,200 per trade fair period
2.2.2 50 to 200 m ²	€ 2,400 per trade fair period
2.2.3 more than 200 m ²	€ 16.50 per extra m ² above the number of m ² given in 2.2.2

3 Sampling (Cork money and food charge)

Sampling under JCS means providing a snack or a drink engaged the visitors to taste or as a component of your marketing campaign to get visitors to your stand

Conditions:

- 1.4 There must be a connection or added value between the product offered and the aim of the trade fair and/or participation in the trade fair.
- 3.2 Sampling must always be submitted to JCS for approval. If there is no objection, a fixed amount, a sampling fee, will be charged per trade fair day for the use of the catering licence.
- 3.3 The net volume of a drinks sample must not exceed 20 cc. Offering tins or bottles for sampling is not permitted under any circumstances. Drinks must be poured out into small glasses or cups and given to visitors free of charge.
- 3.4. Drinks with low alcohol content (max 15 % alcohol) may be given to visitors above the age of 16, provided that these comply with the maximum volume permitted. Drinks with high alcohol content (max 36%) may only be given to visitors above the age of 18 to sample, provided that such drinks comply with the maximum volume permitted. A small charge must be made for this.
- 3.5. The Food product on offer may only consist of 1 to 2 bites. The product may be served hot or cold.
- 3.6 Should the portions of the product on offer (both drinks and food) not meet the requirements, the portions must immediately be adjusted. If this is not done, JCS will set the sales price for each item and the stand owner will be obliged to pay 30% of the sales value of the product offered to JCS.
- 3.7 In accordance with the statutory provisions, a clear distinction must be made between sampling and the sale of alcoholic drinks. This is done by erecting a wall which creates a clear separation between the sales area and the sampling area.

3.8 Sampling amount

- 3.8.1 € 50 per trade fair day where the product is not offered for sale.

Besides sampling the product JCS offers you the opportunity to offer the product for sale. If the product is offered for direct consumption, the conditions for 'Commercial point of sales' apply. In all other cases the costs are as follows:

- 3.8.2 € 100 per trade fair day where products that cannot be consumed immediately (semi-finished products) and drinks with a high alcohol content are sold.

If you want to sell bottles of alcohol drinks, please contact us.

In case of sampling you need to arrange the garbage removal during the exhibition. Please contact the Van Vliet Groep, phone + 31 30 285 5290.

4. What happens if we are not informed of the said points in good time?

During the actual days of the event, JCS employees will carry out control rounds. If, during a control round, it is found that unlawful use is being made of JCS's catering licence, the following action will be taken per catering activity:

1. the point of sale will be closed immediately;
2. the external caterer will be refused access to the grounds;
3. the sampling will be stopped immediately.

The trade fair organisers will be informed immediately in all cases.

If you are nevertheless given permission by JCS, you will be charged a fixed amount based on the surface area set up for the catering activity and/or sampling. The amount will be due and payable immediately.

Where no prior notification is given, the following amounts will apply:

4.1 Commercial point of sale for visitors

Upon approval, 35% of turnover will be charged for the use of the catering License of JCS.

4.2 External caterer at stand

Number of m ²	amount
4.2.1 up to 50 m ²	€ 1,800 per trade fair period
4.2.2 50 to 200 m ²	€ 3,600 per trade fair period
4.2.3 more than 200 m ²	€ 24.75 per extra m ² above the number of m ² given in 4.1.2.

4.3 Sampling:

- 4.3.1 € 100 per trade fair day where the product is not offered for sale.
- 4.3.2 € 200 per trade fair day where products that cannot be consumed immediately (semi-finished products) and drinks with a high alcohol content are sold.

5 General conditions

The stand owner himself is responsible for applying for the necessary permits in respect of running the stand. Please see the accommodation regulations of Jaarbeurs Utrecht in this regard.

The stand owner is obliged to run the stand in accordance with the HACCP and health and safety provisions.

The stand owner himself is responsible for submitting an application for the general and technical support facilities to Jaarbeurs Utrecht.

With the exception of sampling, it is not permitted to promote any brand statements in any way whatsoever other than those of JCS's suppliers. If JCS discovers such advertising, this must immediately be covered or removed.

JCS's suppliers are:

1. Bavaria
2. Vrumona

JCS employees carry out control rounds during every event. During these rounds they check whether the approved caterers are complying with the stipulated conditions and whether stand owners are carrying out catering activities of which JCS was not informed. This includes sales, external caterers and sampling. Should they discover any catering activities of which JCS was not informed or instances where the conditions are not complied with, immediate action will be taken and the party involved will be immediately informed.