



Rates and Discounts 54th Tong Tong Fair

17 – 28 MAY (ASCENSION DAY – WHIT MONDAY) INCLUSIVE – 2012 – MALIEVELD, THE HAGUE, THE NETHERLANDS

Sales and information stands (for non-food products)		rates 2012 ¹⁾			established* clients ²⁾		
		C	A: -10%	B: -5%	C*	A*: -10%	B*: -5%
1.	Rate I (Grand Pasar)	€ 165.50	€ 148.95	€ 157.23	€ 160.54	€ 144.48	€ 152.51
2.	Rate CP (Culture Pavilion)	€ 159	€ 143.10	€ 151.05	€ 154.23	€ 138.81	€ 146.52
3.	Rate IP (Indonesia Pavilion)	€ 158	€ 142.20	€ 150.10	€ 153.26	€ 137.93	€ 145.60
4.	Stand set up in Indonesia Pavilion	€ 128	€ 115.20	€ 121.60	€ 124.16	€ 111.74	€ 117.95
5.	Rate service and storage space	€ 89	€ 80.10	€ 84.55	€ 86.33	€ 77.70	€ 82.01
6.	Surcharge entrance aisle	€ 52.50	€ 47.25	€ 49.88	€ 50.93	€ 45.83	€ 48.38
7.	Surcharge main aisle	€ 20	€ 18	€ 19	€ 19.40	€ 17.46	€ 18.43
8.	Surcharge open sides	€ 18.50	€ 16.65	€ 17.58	€ 17.95	€ 16.15	€ 17.05

Food and beverage stands		rates 2012 ¹⁾			established* clients ²⁾		
		C	A: -10%	B: -5%	C*	A*: -10%	B*: -5%
9.	Rate II (Food Court and Grand Pasar)	€ 185	€ 166.50	€ 175.75	€ 179.45	€ 161.51	€ 170.48
10.	Surcharge open sides for foodstands	€ 34.50	€ 31.05	€ 32.78	€ 33.47	€ 30.12	€ 31.79
11.	Kitchen unit (site only)	€ 16.50	€ 14.85	€ 15.68	€ 16.01	€ 14.40	€ 15.20

All stands		rates 2012 ¹⁾			established* clients ²⁾		
		C	A: -10%	B: -5%	C*	A*: -10%	B*: -5%
12.	Registration fee ³⁾	€ 180	€ 162	€ 171	€ 174.60	€ 157.14	€ 165.87

1) Rates 54th Tong Tong Fair; stand operators who apply for the first time are not entitled to the rate discounts as mentioned under A, B, C*, A* and B*. 'Old' stand operators who in 2011 and/or previous years have participated in the Tong Tong Fair, formerly Pasar Malam Besar, and who have not reclaimed their bond are entitled to early registration. They are allowed to pay in instalments and thus benefit from the related 10% (A) and 5% (B) discounts on the C rate.

2) Established* clients are old stand operators who have participated without interruption in the Tong Tong Fair, formerly Pasar Malam Besar, in The Hague under the same company name for at least five years. This entails that a stand operator who has had one or more stands each year from 2007–2011 inclusive may make use of the reduced C* rate. Established* clients are of course also entitled to early registration in which case they may also pay in instalments and benefit from the related C* rate discounts of 10% (A*) and 5% (B*) respectively. See page 3 of this brochure.

See page 2 for an explanation of the rates mentioned above.

Rates 1 to 5 inclusive, 9 and 11 are per square metre. Rates 6, 7, 8 and 10 per linear metre.

The C and C* rates applicable to 1, 3 and 9 are valid until 23 March 2012. See page 2 and 3

3) Registration fee is inclusive of listing in the *Boekoe Pienter* and on the website of the Tong Tong Fair.

Rates explanation

1 RATE I, PER SQUARE M.

Applies to the sales, information and demonstration stands in the Grand Pasar where no food or beverages are sold intended for immediate consumption. For stand application submitted after 1 april 2011, an additional charge of €5 per sq.m. will apply.

2 RATE CP, PER SQUARE M.

Applies to the sales, information and demonstration stands in the Culture Pavilion where no food or beverages are sold intended for immediate consumption. The Culture Pavilion is for stand operators with a cultural background such as museums, educational institutions, galleries or for stands pertaining to e.g. visual arts, exhibitions, etc. Non-profit organisations are entitled to a discount on their stand rent.

3 RATE IP, PER SQUARE M.

Applies to the sales, information and demonstration stands in the Indonesia Pavilion where no food or beverages are sold intended for immediate consumption. The Indonesia Pavilion is only intended for participants selling products from Indonesia. For stand application submitted after 1 april 2011, an additional charge of €5 per sq.m. will apply.

4 STAND SET UP IP, PER SQUARE M.

Stands smaller than 20 sq. m in the Indonesia Pavilion can only be rented including a standard stand set up. A standard stand consists of stand sides, a ceiling frame/ frieze, lockable storage space, electricity, light, a double wall socket, floor covering, one counter and two stools (for stands bigger than 11 sq. m.: 2 counters and 3 stools. Of course, we can also arrange the set up of stands of 20 sq. m. and bigger and stands in other tents. On request we can send you an offer without any obligation.

5 SERVICE AND STORAGE SPACE, PER SQUARE M.

A number of stands in the Indonesia Pavilion has storage space. Other tents also offer storage space options, or in case of food stands a service space. The service-and-storage-space rate is lower than the stand rate.

6 SURCHARGE ENTRANCE AISLE, PER M.

For stands on the entrance aisle in the Grand Pasar there is surcharge per lineal metre for the side bordering the entrance aisle.

7 SURCHARGE MAIN AISLE, PER M.

For stands on a main aisle in the Grand Pasar there is surcharge per lineal metre for the side bordering the main aisle. Main aisles are aisles with a minimum width of 4 metres and/or which are off big intersections, squares or passages to other tents. If more surcharges apply only the highest shall be charged.

8 SURCHARGE OPEN SIDE(S), PER M.

There will be a surcharge per lineal+ metre for the extra open side(s) of corner, front or island stands to which the I, CP and IP Rates apply.

9 RATE II, PER SQUARE M.

Applies to the food and beverage stands which are mainly situated in the Food Court consisting of the North, East, West and South Court. A limited space is available in the Grand Pasar for food and beverage stands to which Rate II also applies. For stand application submitted after 23 March 2012, an additional charge of €5 per sq.m. will apply.

10 SURCHARGE OPEN SIDES FOR FOOD STANDS , PER M.

A surcharge (Open Side(s) C) per lineal metre applies to all open sides of food and beverage stands to which Rate II applies.

11 KITCHEN UNIT, PER SQUARE M.

The Netherlands Food and Consumer Product Safety Authority (VWA) applies strict rules to temporary (kitchens) used by stand operators on the Malieveld. There are firms renting out kitchen containers which comply with these strict rules and in which kitchen equipment can be placed. The stand operator is to contact these rental companies himself. A rent per square metre applies to the surface area taken up by the containers. A unit may only be placed on the outside of the Food Court and may only be used as a working area.

12 REGISTRATION FEE

Registration fee is inclusive of listing in the *Boekoe Pienter* and on the website of the Tong Tong Fair. The *Boekoe Pienter* is a Fair catalogue which also includes the programmes of the theatres. All stand operators are listed in this guide. Listing includes (company) name; address, contact, stand-number, articles and/or food and beverages to be sold. Listing is mandatory. Starting 1 May 2012 (company) name, stand number, e-mail address and website will be mentioned on the website of the Tong Tong Fair.

All rates mentioned are in Euros and per square metre (excluding surcharges 6, 7, 8 and 10 which are calculated per linear metre) and are exclusive of 19% VAT. With the exception of Rate 4 all rates are exclusive of stand set up, electricity, water and any other provisions a stand operator may require. If deemed necessary by the management the stands, or the stand sides, shall be set up at the expense of the stand operator. If stand application is submitted after 23 March 2012, an extra charge of € 5 per sq.m will apply on the I. IP an II tariffs. Early registration is recommended.

TERMS OF PAYMENT AND DISCOUNTS

NEW STAND OPERATORS

New stand operators may pay the rent (rate C) in two instalments:

50% immediately upon confirmation of the stand space; the remaining 50% before 24 February 2012.

If the stand space is rented after 24 February 2012 the entire rent shall be paid at the moment the rental agreement is signed.

Failure to comply with the terms of payment shall result in cancellation of your stand reservation.

Stand operators shall at all times pay a bond to the amount of € 6,- per sq. m. for rented sales stands and € 9,- per sq. m. for rented food stands.

OLD STAND OPERATORS

In order to be eligible for discounts as 'old' stand operators, we kindly request you to take the following conditions into consideration.

PAYMENT OPTION A:

Rate C 2012, with a 10% discount

- application form to be submitted before 28 October 2011.
- total rent to be paid before 29 November 2011.

PAYMENT OPTION B:

Rate C 2012, with a 5% discount

- application form to be submitted before 28 October 2011.
- rent to be paid in two instalments: 50% before 29 December 2011 and 50% before 3 February 2012.

PAYMENT OPTION C:

Rate C 2012

- application form to be submitted before 28 October 2011.
- rent to be paid in two instalments: 50% before 3 February 2012 and 50% before 9 March 2012.

Failure to comply with the chosen payment option shall result in cancellation of entitlement to any discount. In that case an adjusted invoice shall be sent increased by €12.50 for administration costs (exclusive of 19% VAT). If, as an old stand operator, you have not submitted your application before 28 October 2011 we assume that you do not wish to make use of the right to register early.

Of course you may still register at a later stage to participate in the 54th Tong Tong Fair. However, in that case no discounts apply.

ESTABLISHED* CLIENTS

In the more than 50 years that the Tong Tong Fair, formerly Pasar Malam Besar, has now been organised we are proud that we can organise this event time and again partly due to our numerous established* clients. Therefore, we have decided to offer our established* clients as from 2006 an extra 3% discount on the C Rate (see tables on page 1 of this brochure).

Established* clients are old stand operators who have participated in our festival without interruption under the same company name for at least five years.

Like the old stand operators, established* clients may also be eligible for discounts by choosing one of the following payment options.

PAYMENT OPTION A*:

Rate C* 2012, with a 10% discount

- application form to be submitted before 28 October 2011.
- total rent to be paid before 29 November 2011.

PAYMENT OPTION B*:

Rate C* 2012, with a 5% discount

- application form to be submitted before 28 October 2011.
- rent to be paid in two instalments: 50% before 29 December 2011 and 50% before 3 February 2012.

PAYMENT OPTION C*:

Rate C* 2012

- application form to be submitted before 28 October 2011.
- rent to be paid in two instalments: 50% before 3 February 2012 and 50% before 9 March 2012.

Failure to comply with the chosen payment option shall result in cancellation of entitlement to any discount. In that case an adjusted invoice shall be sent increased by €12.50 for administration costs (exclusive of 19% VAT). However, as an established* client you will still be entitled to the lower C* rate.

If, as an established* client, you have not submitted your application before 28 October 2011 we assume that you do not wish to make use of the right to register early. Of course you may still register at a later stage to participate in the 54th Tong Tong Fair. However, in that case no discounts apply to the C* rate.

EXPLANATORY NOTES TO THE FLOOR PLAN

At the Entrance you can find among others the box office, the offices of the organisation and the cloak room. The Culture Pavilion is for stand operators with a cultural background such as museums, educational institutions, galleries or for stands pertaining to e.g. visual arts, exhibitions, etc. The Indonesia Pavilion houses stand operators from Indonesia and all other stand operators exclusively selling products from Indonesia. The Food Court is in the tents behind the Grand Pasar. Here, food and/or beverage stands may be rented. The Grand Pasar, with over 5,000 sq.m. the biggest tent of the whole event, contains more than 100 stands with a extensive variety of mostly oriental products. It also contains the Tong Tong stage where music and dance performances are given daily.

Besides the tents mentioned above, the Tong Tong Fair also has the Bintang-/Bibit Theatre (with respectively 300 and 250 seats) and the Bengkel for workshops and culinary presentations. The total number of tents is 12.

RULES AND REGULATIONS

Operators who set up their stands themselves should take into account that it is not allowed to use market stands.

Each stand operator has to ensure back and side partitions with adjacent stands. Of course, the management of the Pasar Malam Besar B.V. can assist with setting up stands. On request we can send you a quotation without any obligation.

Food stand operators are obligated to protect the floor space within the boundaries of their stands against soiling. In the kitchen and working areas easy-to-clean material should be chosen which serves this purpose. Hardboard is not allowed.

In the restaurant section, that is the part where the visitors are standing or seated, carpet (tiles) may also be used.

Sales stands have to cover that part of their stands visible to the visitors with floor covering.

For more information we refer to the brochure 'Terms and Conditions for Participation'.

ELECTRICITY, WATER AND TELEPHONE

The options in the near vicinity of the Malieveld to connect to the electricity grid are limited. That is why generators are used to this purpose. Power supply from the generators to the stands is arranged by Van der Veen – event engineering. An application form for electricity for the stand operators shall be sent together with the final registration form.

A standard 3 kW connection with an earthed double wall socket including power consumption is – subject to change – € 275 exclusive of 19% VAT. A much larger power supply is usually required for food stands and kitchen units for which Van der Veen – event engineering may send you an offer.

A communal washing-up room shall be made available for (food) stand operators, the contribution of which shall amount to € 15,50 per sq. m. rented stand space with a minimum of € 135 and a maximum of € 255 per stand. In case a (food) stand operator decides to organise his own water supply and discharge in the stand, any contribution already charged to this purpose shall be deducted from the costs of the water supply and discharge. The Netherlands Food and Consumer Product Safety Authority (VWA) urges food stand operators to make use of a kitchen unit connected to the water supply and discharge.

The application form and the rates shall be sent to you if you tick the option 'water' on the general application form. An offer to this purpose may be sent by Mtd Expotechniek.

Any telephone and internet connection has to be applied for by stand operators themselves, e.g. at KPN Event.

STAND APPLICATIONS

If you are interested in renting a stand we kindly request you to fully complete the application form and send or fax it to us. Please tick your preferred choice of stand/tent. On the basis of your application form we will make you an offer. You will also be sent a detailed floor plan, a cost calculation and application forms of the installation firms.

