



Guidelines for promotional activities

Connecting brands to the world at Amsterdam Airport

Please keep these rules and guidelines in mind if you wish to promote a brand, product or service at Schiphol.

To ensure that your promotional point's design is approved quickly, it is important that you are aware of a number of procedures and requirements. This brochure also contains a list of materials you are permitted/not permitted to use in the design.

Schiphol



The application process

Businesses and organisations that wish to promote a brand, product or service at Schiphol are bound by various guidelines. For example, strict requirements apply to fire prevention, construction and safety. Five assessors are involved in every permit application relating to promotions at Schiphol (space / ops / fire / construction / electrics). This brochure explains what you need to be aware of in each assessment area.

Start your application on time

A promotion proposal should be submitted to the traffic manager, Judith Bartelsman (judith.bartlesman@schiphol.nl), at least six weeks before the proposed start date. The plan cannot be approved until you have agreed to the [promotional checklist](#) and each of the five assessors has issued a permit.

One point of contact

You can put together your own promotion application using the information contained in this brochure. Once you have all the files you need, a Schiphol traffic

manager will check them first. When the traffic manager has given his/her approval, the permit process will start. At the same time, the traffic manager will prepare an operational plan with you.

Installing and dismantling stand

The advertiser is responsible for installing and dismantling the stand. The stand builder is required to leave the promotional point in a clean condition. Any damage to the floor or other surfaces is the advertiser's responsibility.

Find out more about your responsibilities in Schiphol Media's [terms and conditions](#).

What needs to be provided?

In the run-up to the promotional campaign, we need you to provide us with the following documents. You can submit them to your traffic manager.

Six weeks before the start date

- Artist's impression of the promotional point.

Four weeks before the start date

- Final design, list of materials and certificates, technical drawings and electrical plan.

Three weeks before the start date

- Input for clearance of goods, monitoring and other additional facilities.
- Floor plan with locations showing the existing and proposed situation.
- Description of the promotional activities and the number of staff involved.
- Timeframe for all activities.
- The stand builder's contact details.



Important details

1. Technical drawing with all measurements and detailed drawings showing front and side views and cross-sections. *More information is available in the Dimensions section.*
2. Artist's impression of the promotional point.
3. Electrical plan for the existing and new situation, the installation schedule and a list of equipment with wattage, including the wattage of the power cable. *More information is available in section on Electrical requirements.*
4. List of materials.
5. Fire certificates for materials used. (Schiphol generally requires M1 quality).

If your promotional activities require modifications to the infrastructure, you also need to provide:

- Details of your energy requirements.
- Details of the requested IT and/or data connection.

Guidelines for design



55"

Your Schiphol traffic manager will review the first visual design of your promotional point. As soon as the design is approved, please provide your technical and detailed drawings – including the measurements of your stand and furniture – as quickly as possible. We aim to provide feedback on the design within two weeks.

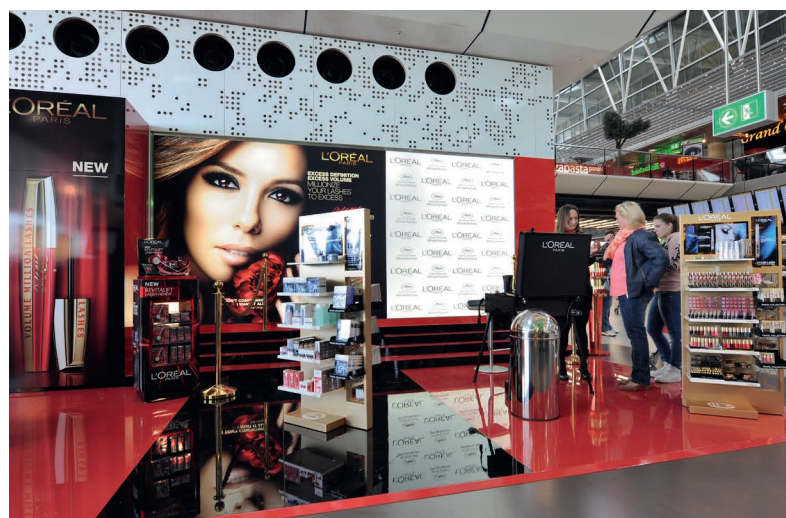
Dimensions

Specific design and dimension requirements apply to the various promotional points. The standard height is 140 cm, but there can be a deviation of up to 30% at each location in consultation with the traffic manager. If the design is higher than 140 cm, camera positions and the visibility of wayfinding will have to be taken into account in any event.

Promotional point safety and accessibility

The platform upon which you build your pop-up may not be higher than 4 cm. The entire perimeter needs to include a trim that prevents tripping, and you must allow wheelchair access to your pop-up.

Electrical sockets that can be extracted from the floor provide your power supply. The full height of the sockets is 8 cm. All electrical sockets used in your pop-up must be covered by furniture or other materials to prevent tripping. Please bear this in mind in your platform design.



Lighting, audio and visuals

Using lighting on your stand? In that case, the light beam may not fall beyond the promotional point. Audio installations are permitted, but the sound may not travel outside the promotional point. If you would like to use visual effects on your stand, make sure that flashing images are kept to a minimum. Consult the traffic manager in all cases.

Connections

Power points are available at all promotional points and you can use the internet.

Furniture

All furniture at the promotional point must be fixed to the floor so that it cannot fall over or be moved by travellers.





Fire safety guidelines

Our Fire Safety Office has ultimate responsibility for fire safety in the terminal. The department has drawn up a number of important parameters and guidelines, based on the Comprehensive Fire Safety Plan. You are required to comply with these parameters and guidelines if you have a promotional point at the airport.

Fire safety

All components must meet fire class 1 standard with a smoke density of $\leq 5.4 \text{ m}^{-1}$, or class 2 with a smoke density of $\leq 2.2 \text{ m}^{-1}$. In that case, the 5% rule applies.

The terminal building is fitted with a sprinkler system. To ensure that this system can operate properly in all circumstances, there must be a gap of at least 50 cm between the top of your promotional point and the bottom edge of a sprinkler. In connection with the extinguishing range of the sprinkler installation, promotional points may not have a closed roof.

Promotional campaigns with cars

If you are organising a promotional campaign involving a car, the fuel tank may not contain more than three litres of fuel. Hand the battery and car keys to Schiphol Media as soon as the car is in its location. The car alarm must be switched off at all times. Make sure, too, that the windows and doors are locked if the stand is unmanned.

Electric cars may not be connected continuously to a power supply and may be charged up to a maximum of 10%. Disconnect the car from the power point after that.

Guidelines for fireproof materials

The Fire Safety Office comprehensively tests all structures at Schiphol. Please therefore send a document with all the materials and required certificates to your traffic manager at least four weeks before the planned opening date. If you wish to use materials that are not on the following list, we need fire safety certificates in any event.

Metals

- Steel
- Stainless Steel
- Aluminium

Wood and wood products

- Widoplan 2
- Abet (HPL, Laminate and "Print HPL" consisting of chipboard, MDF and wood)
- Bergron (Preferably the 30-minute, fire-resistant version filled with solid flax fibre)
- Birch Plywood
- Brillant sandwich panels
- (Fire protection Vermiculite Brillant A1)
- Chipboard

- Chipboard: Mabsol Par (laminate - chipboard - laminate)
- Decometal (www.formica.co.nz)
- Duropal (HPL: High pressure laminate)
- Ecophon Focus DG (ceiling panels: www.ecophon.com)
- Egger products (Egger laminate or Egger decorative laminate)
- Formica VFP
- Hardwood with a density of around 790 kg per m²
- Wood that has been impregnated with a fire-retardant substance. Fire class 1 or 2 according to NEN 6065
- Triplex and wood-like sheeting materials.
- Fire class 1 or 2 according to NEN 6065
- Sheeting materials (MDF - FR, Chipboard or OSB (Oriented Strand Board) all treated with fire-retardant substance. Fire class 1 or 2 according to NEN 6065)
- Hygiene-sealed and hygiene baffle (insulation sheets)
- HPL-F
- Inotec pyroex P and Inotec pyroex P coated



- MDF-FR
- MDF fyrax FR-MDF
- Polyrey Pur Metal
- Piriv F-1 laminate
- TRESPA Meteon and TRESPA Meteon FR panels

Glass

- Laminated glass
- Float glass
- Toughened glass
- Flame-resistant glass

Not allowed: Wired glass

Plastics

- Hostaglas
- Spectar
- Veralite 100
- Veralite 200
- 3M Scotscal 3630 foil
- Corian
- CMHR 40 Rosa (Combustion Modified High Resilience)
- Polyester (DTEX polyester)

Not allowed: Plexiglas, PVC, Vorex, Lexaan

Textiles

- Boyamide
- Aramaide
- Nurflex blackout FR 10920 and FR 10950, UNICA VAEV
- Trevira
- Polyester/polyamide/wool



Paint and coatings

- Water-based paints and varnishes

Rubber

- Dalsouple (www.dalsouple.com), Pirell Rolffloor 279 FR 21

Not allowed: Rubber products that are not fire-resistant

Adhesives

- All

Floors and floor coverings

- Polyamides (PA) treated with a fire-retardant substance
- Polypropylene (PP) treated with a fire-retardant substance
- Carpets (Bottega DV 256)
- Bolidt floors
- Desso torso (carpet tiles)
- Forbo marmoleum

Furniture

- All

Miscellaneous

- Paper and leather are permitted

Electrical guidelines

Our electrical engineering department will examine the electrical plan for your promotional point. On your plan, clearly indicate which facilities will be used on the stand. All metal components connected to an electrical item must have equipotential bonding.

Electricity

The maximum load at 230V / 16A is approximately 3250 VA. Equipment with a cable/electrical wire may only be connected to a permanently installed socket.

You may only use an extension cable if it meets the requirements below:

- The extension cable is no more than two metres long.
- The extension cable is connected to a permanent socket in the wall and is supported and bundled properly.
- The extension cable is fire-resistant and halogen-free.
- The extension cable is suitable for a minimum load of 16 amps.
- All measurements carried out at the initial inspection and that correspond with NEN 1010 must also be applied to all extension cables present.

All metals in which there may be a potential difference must be connected to the equipotential bond.

To prevent an electromagnetic fault between the installed equipment at the promotional point and systems outside the area, all equipment at the promotional point must comply with EMC class 2 (less than two volts per metre).

Equipotential bonding

Each metal element connected to an electric object must be linked to a potential connector in the available facility via a potential cable.



Operational guidelines

When you have a promotional point at Schiphol, you are part of our operations. This carries a number of responsibilities for everyone involved in your promotion. We are happy to tell you more about this, and we can support you in various ways.

For any questions about operational matters, you can contact your traffic manager, Judith Bartelsman: judith.bartelsman@schiphol.nl. For questions about branded content or sales issues, please email Jérôme Legger: legger.j@schiphol.nl.

Assembling/dismantling the stand

The promotional point is always assembled in consultation with the traffic manager. During the assembly of the promotional point, operational processes at Schiphol may never be disrupted. It is compulsory to cordon off the area with site fencing, which you can hire from Facilicom.

We work with Facilicom for most facility processes. You can contact Facilicom by email at media@facilicom.nl, or by phone on 020 601 3307 or 020 601 2369.

Safety of employees

Many accidents and incidents can be avoided with good preparation and the right installation. But please also ensure that employees always wear at least the minimum required amount of Personal Protective Equipment (PPE). For example, hard hats, work shoes, gloves, hearing protection and safety goggles. Depending upon the particular activities and the location, specific and various PPE will be required. That's why it's important that you always make a Task Risk Analysis (TRA), in order to determine the specific equipment that is required. Want to read everything you need to know about working safely at Schiphol? Check out our [golden rules of safety](#).

Tip: work with Schiphol partners

We are happy to put you in touch with one or more of our trusted stand builders to assemble and dismantle your stand. Prefer to work with a different partner? You can, of course. But bear in mind that you are required to submit a supervision request to Facilicom at least three weeks in advance. If you do not submit this on time, we cannot guarantee that your application will be processed on time. You run the risk of being refused access to the area where the promotional point is to be assembled. Furthermore,



costs for extra facilities such as IT, clearance and supervision will be passed on to the advertiser. Schiphol Media does not include a margin on this.

Responsibilities

Advertisers (or third parties the advertiser has engaged) are responsible for assembling and dismantling all materials at the promotional point. The assembly and dismantling charges are for account of the advertiser.

Work tidily and clear up

After dismantling the stand, the advertiser is required to ensure that the promotional point is clean, damage-free and in its original condition. If this is not the case, we will charge for cleaning and/or repair costs based on actual costs incurred.

If we receive complaints, or if the work disturbs the operational process during assembly/dismantling activities, you are required to follow the safety instructions. If you fail to do so, the assembly/dismantling work can be halted.

Work with Facilicom

Advertisers arrange with Schiphol Media the days/times at which the stand must be assembled/dismantled. Contact mediatraffic@schiphol.nl to review the processes.

Request Schiphol Pass

Staff assembling your stand require a Schiphol Pass to work at the airport. Submit the correct information at least one working week in advance to media@facilicom.nl:

- Full first name and surname, as displayed on ID
- Full address
- Date and place of birth
- Nationality
- Company

Non-Dutch nationals or individuals who have worked abroad for more than three months in the past five years are subject to a vetting procedure that can take six to twelve weeks. Bear in mind that the request can be rejected in this case.

Loading/unloading material for the stand

If you wish to bring your own materials to the airport, ask Facilicom for an exemption for loading and unloading two weeks in advance. The permit is valid for a maximum of one hour. This means that you will need to move your vehicle after loading and unloading.

Getting materials cleared

The assembly of the stand is always handled via Facilicom, and we would urge you to have all materials checked by this organisation in advance. It takes a lot of time to check items on-site, and this can lead to major delays.

It must be possible to open up all materials and there should be no locked spaces. Discuss the measurements

of all items with the traffic manager at least three weeks in advance to ensure that they fit through specific passageways/corridors.

You can arrange for material to be stored with Facilicom. Contact media@facilicom.nl to arrange.

Make arrangements with Facilicom about where to load and unload. Incomplete requests or requests that have not been implemented properly will not be considered.

Assembly workers must have a valid passport or ID on the day of assembly/dismantling.

Take account of additional costs. The price list can be requested from Facilicom. Settlement is based on recalculation.

Manning your stand

If you wish to use hosts/hostesses, we recommend that you hire them from Schiphol's preferred partners. You can staff your stand with your own personnel, but the request for an access pass can take eight to ten weeks, in connection with the General Intelligence and Security Service vetting process. There are charges for applying for a Schiphol Pass, and you have no guarantee that it will be approved.

Contact your account manager for more information.

Sampling and sales

If you wish to distribute promotional material, such as printed matter, food, drinks or sample products, please request a permit from the traffic manager. The Safety and Control department may request this.

If you are handing out flyers or samples, the advertiser is required to ensure that no paper, liquids or other rubbish is left in or around the stand. When assembling and dismantling the stand, the advertiser is responsible for removing any waste.

To hand out samples at Schiphol, you must always comply with the rules of the Netherlands Food and Consumer Product Safety Authority.

When the advertiser sells products at the promo square, the concessionaire who manage the cash register has to pay a concession fee to Amsterdam Airport Schiphol, in accordance with the current applicable concession regulation.





General safety

The promotional point must always be safe, even if it is unmanned. Please use barriers or your own fencing in places where there is a trip or fall hazard. Make sure that cupboards and drawers are locked if no staff are present. The stand may not include spaces in which items can be easily hidden. And stick to the maximum load capacity per m², which is 300 m² in the terminal. If your unit is heavier than this, discuss it with your traffic manager.

Maintaining and cleaning the promotional point

Schiphol Media ensures that the promotional point is cleaned twice a day. If you would like your stand to be cleaned more often, ask your traffic manager. Bear in mind that this will incur additional costs.

It is up to the advertiser to keep the promotional point clean and tidy. Do not use any cleaning products or methods that can damage the environment and the materials used. Make sure that used/unused promotional material is cleared away and that waste bins in the promotional area are emptied.

Unsafe situations at the promotional point must be rectified as quickly as possible and/or brought to the traffic manager's attention. If this doesn't happen, security may close the stand.

Photography and filming

If you would like to take photos or videos at Schiphol, request a permit from your account manager. We recommend that you use our preferred partners as much as possible. They have the correct know-how and access passes, which can save a lot of time in the preparatory phase.

For operational matters, you can contact the Schiphol Media traffic manager.

Outdoor promotions

If you are planning a promotion on the Jan Dellaertplein (the square in front of Schiphol Plaza), additional rules relating to loading, unloading and security apply. Ask your account manager for more information.

Internet

All our promotional points have business internet access of 25/6 Mb/s. In consultation with the traffic manager, you can request other services from Telematics. Bear in mind that this will incur additional costs.

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For questions, please email judith.bartelsman@schiphol.nl