



# Implementing Regulations on Promotions

# Barclays Arena – Implementing Regulations on Promotions

The Barclays Arena in Hamburg provides great opportunities to promote goods and services of every kind. In order to guarantee a seamless execution before and during the event, as well as ensure safety, there are some important rules of action that have to be followed.

These implementing regulations are intended to provide an overview on what is to be considered and can be used to clarify any questions that may arise in advance.

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# The Arena

## Access and delivery



### General information on delivery:

- Please ensure that the supplier is able to unload the delivery independently!
- Please do not rely on resources on part of the arena!
- Please register the following:
  - o When should the delivery arrive?
  - o How extensive will the delivery be (in terms of number, measures, weight of the cartons or pallets)?
  - o Width, height, and length of the delivery and package?
  - o Should exchange pallets be provided?
- In general, the following is to be observed:
  - o Delivery for promotions in the public sector – E2 or logistics
  - o Delivery for promotions in the VIP area – E5
  - o Delivery of bulky and large material – logistics
  - o Delivery for Barclays Club or Platinum – E3
  - o

### Delivery on non-event days:

- Arrival can be made both via Uwe-Seeler-Allee and Hellgrundweg.
- The barrier at the production access can be passed by naming the delivery company and, at best, a recipient. Please ring the bell and wait for an answer.
- A specific location for delivery will be communicated.
- Please wait for your contact person before unloading.

Delivery on event days:

- Starting 15 minutes before doors open arrival can ONLY be made via Hellgrundweg – Uwe-Seeler-Allee will be shut down.
- To avoid time-consuming extra work please provide the plate number of the vehicle with the delivery to your contact person beforehand. If clarification concerning the specific location for delivery is needed, please contact Arena Control (see map).
- Please wait for your contact person before unloading.

## Entrances and promotion areas

### Basement floor (U)



Delivery and registration of personnel has to be made via the basement floor. Registration is ALWAYS done via Arena Control (to contact Arena Control please use the speaker at the barrier), whereas the delivery is made at the assigned entrances E3, E4, E5 or at the production accesses A or B or the Logistics / Loading Area Catering.

### Promotion areas on the basement floor

BC 1: The Barclays Club has lighting, multimedia, and sound systems to highlight the stage (widthxdepth 14,5x4 meters) and the numerous elements within the lounge area.

Size of area: Variable  
Maximum ceiling height: 3,2 meters  
connection for power supply: 1x1x16A, 230V; high demand for electricity needs to be communicated in advance and discussed with building technicians

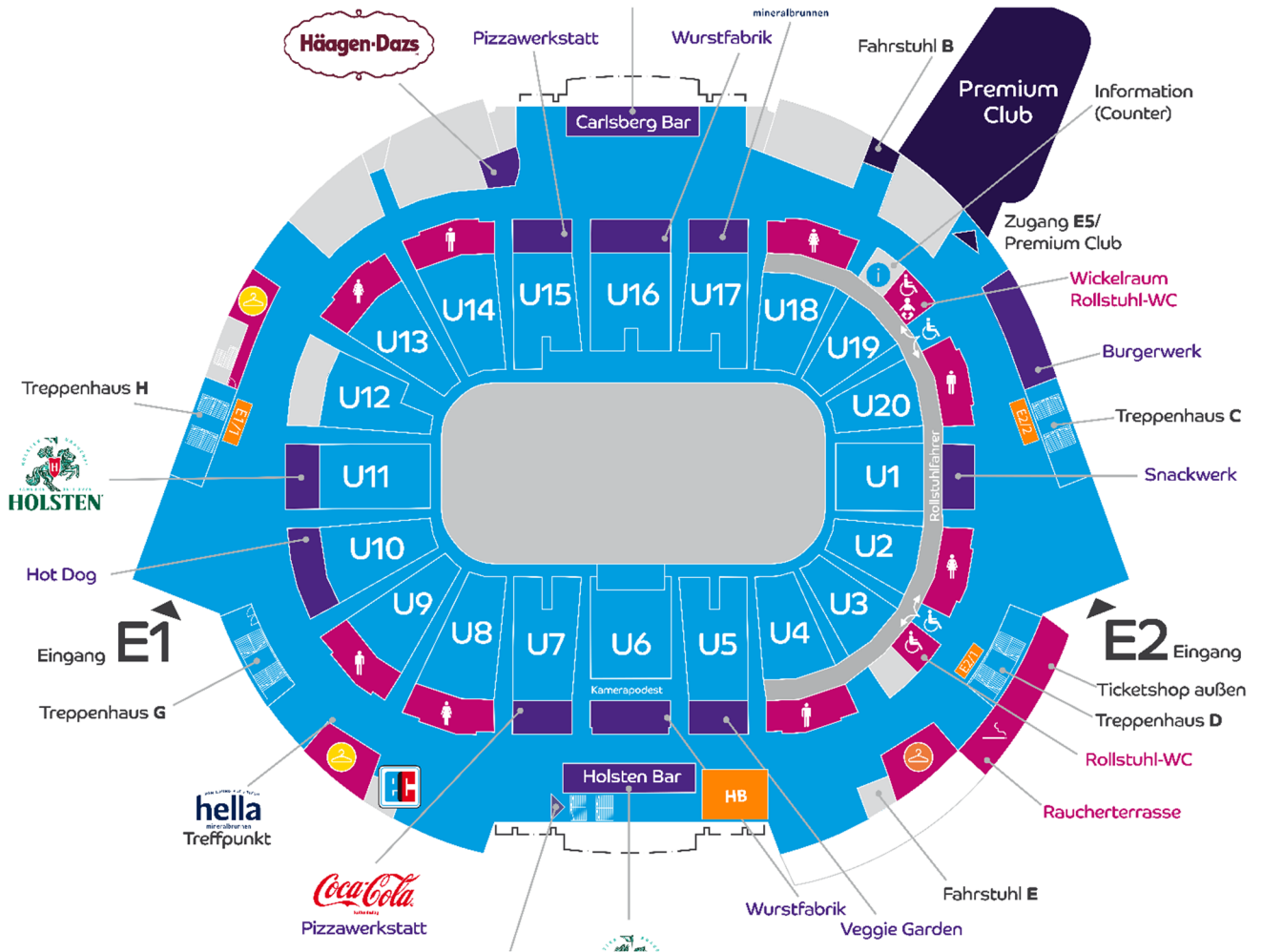
OS: The On Stage is a restaurant with access to the Inner Bowl. The entrance area can be used for promotions. A projector at the ceiling is also available.

Size of area: 6x7 meters  
maximum ceiling height: 4 meters  
connection for power supply: 2x1x16A; 230V and 1x3x 63A CEE

E3: The entrance E3 is only used to access and exit the Inner Bowl. Please note that E3 is not in use for every event. Here, the escape paths and streams of visitors must be given special attention. Therefore, the stands may need to be adjusted spontaneously.

Size of area: 6x2 meters  
maximum ceiling height: 4 meters  
connection for power supply: 2x1x16A; 230V and 1x3x 63A CEE

## Ground Floor (E)



The ground floor is the hub of the event. The main entrances E2 and E1 are located on this floor and hence, large streams of visitors remain here from doors open until the event starts. Delivery can be made via logistics and in exceptional cases via the entrance ramp at E2 – please note that the delivery must be made no later than 3 hours before the event; NO trucks larger than sprinters.

### **Promotion areas on the ground floor**

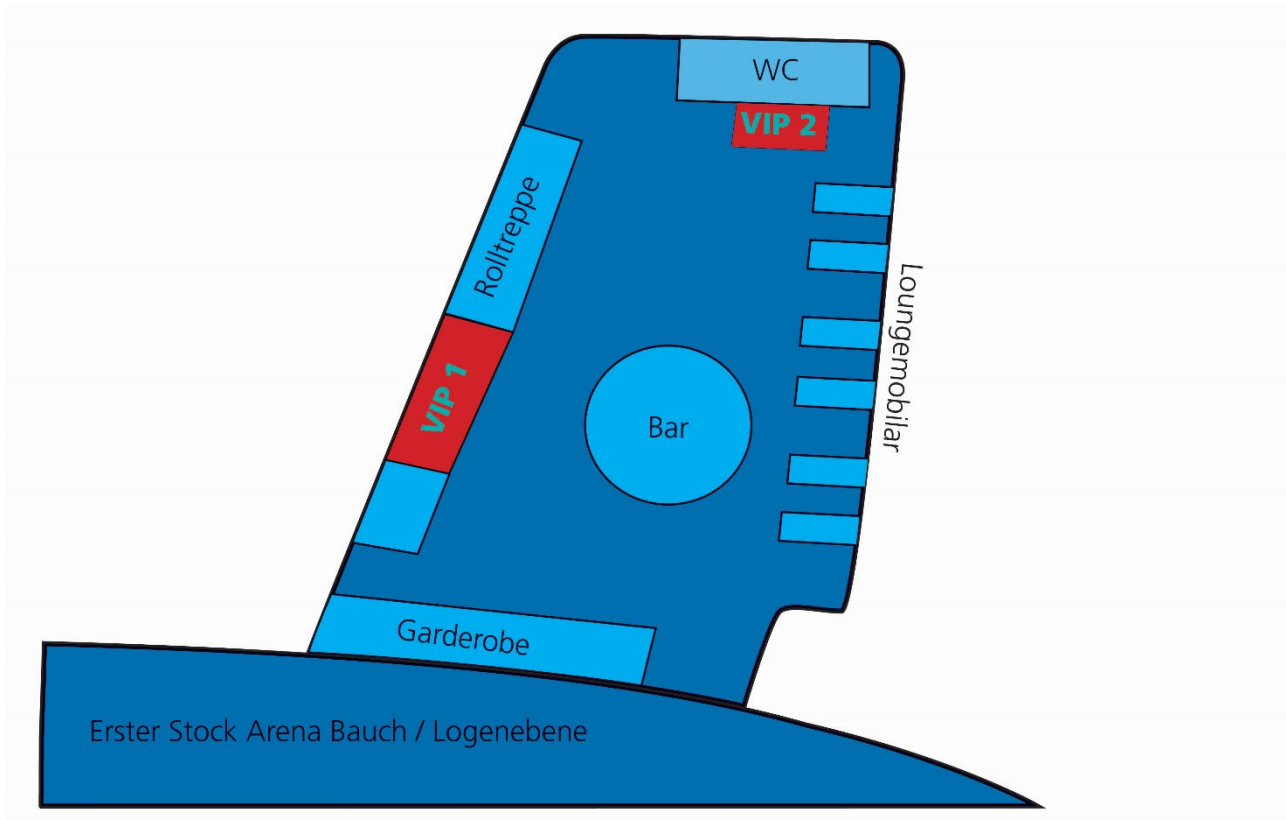
E2/1; E1/1 and E2/2: Prominent promotion area close to the main entrance E2/1.

Size of area: each 4,5x3 meters  
maximum ceiling height: 2,8 meters  
connection for power supply: 2x1x16A; 230V

Holsten Bar (HB): This area is next to the busiest area of the arena, the Holsten Bar and the surrounding kiosks. This is where the streams of visitors from the two main entrances E1 and E2 meet. This area also offers the largest space for your promotion in all dimensions.

Stand area: 8x6 metres  
Maximum ceiling height: 8 metres  
Power connections: 3x1x16A; 230V

## Premium Lounge / VIP Annex



The Premium Lounge is the lounge area which grants access to the suites. Therefore, all guests with seats inside of a suite will enter the Premium Lounge. The Premium Lounge is situated on the first floor of the Annex building. Please take into account the sensitive floor. PLEASE BE CAREFUL WITH HEAVY AND BULKY OBJECTS.

### Promotion areas within the Annex

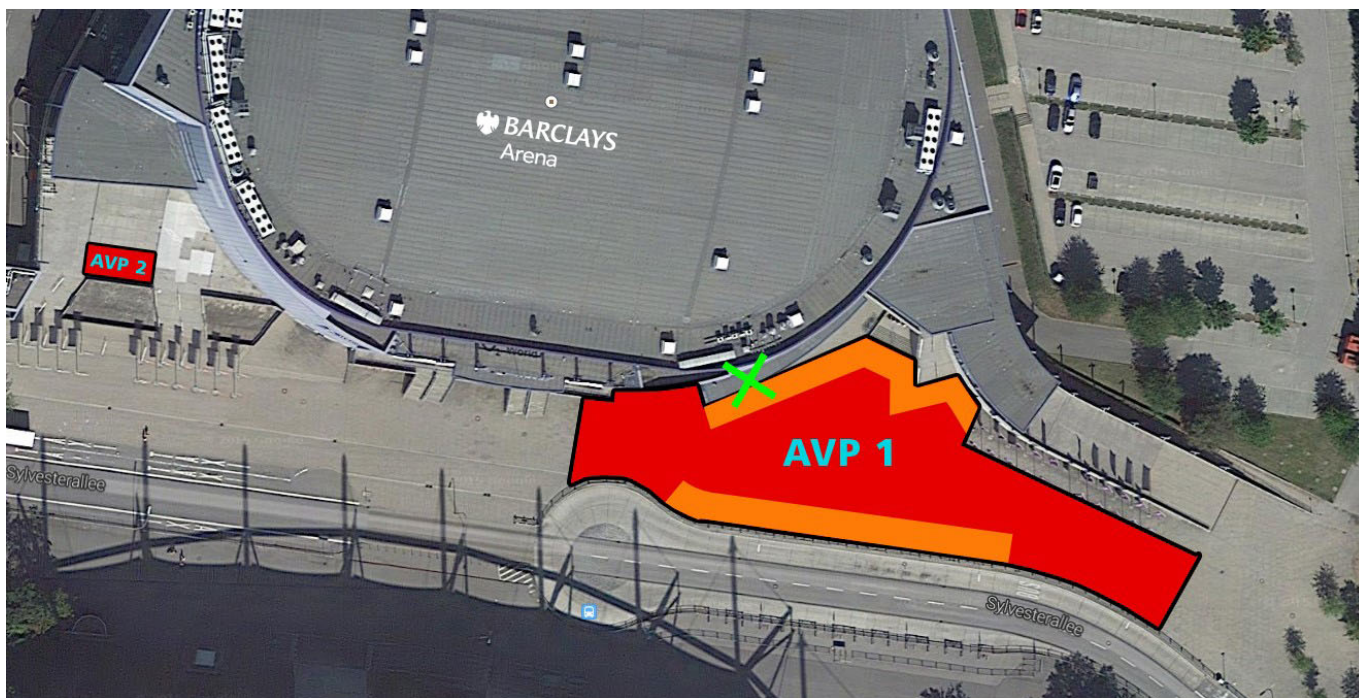
VIP 1: The best area inside the premium building (Annex). This area is situated between the escalator and a dividing wall.

Size of area: 5,5x2,4 meters  
maximum ceiling height: 3,2 meters  
connection for power supply: 1x1x16A; 230V; four color-adjustable floor spots can be used

VIP 2: Another small promotion area; visible from each point of the VIP lounge. With an individually programmable TV (40 inches) hanging over the area. Delivery of content in AVI, MP4, or MOV.

Size of area: 2,8x2,0 meters  
maximum ceiling height: 3,6 meters  
connection for power supply: 1x1x16A; 230V; two colour-adjustable floor spots can be used

**Promotionflächen außen / Arenavorplatz**  
Promotion areas outdoor / arena square



 Freihalten wegen Entfluchtung,  
Ausstieg ÖPNV und Abendkasse

The arena forecourt is the first point of contact of all guests with the arena. The exit of the shuttle buses is located there and guests arriving by car also arrive there. The areas marked in orange here are to be avoided.

**Promotion areas outside**

Stand space: The stand size may vary due to the generous space available. Trucks, tents, sampling stations or other structures must be agreed with the arena in order to guarantee fire brigade access.

Power connections: 3x1x16A; 230V and 1x3x63A CCN; but must be extended from the distribution box (green cross).

## Construction and guidelines

- The arena and its personnel are not responsible for the construction, assistance and dismantling of a stand, or the coordination of the promotion staff. If needed, we can advise and accept deliveries in advance (i.e., before the event) BUT we do not replace the implementing service provider.
- The constructions of stands inside and outside the Barclays Arena must always be coordinated in advance and approved of by the arena. This includes the registration of all materials and objects which are needed to implement the promotion and are therefore brought into the arena.
- The construction must take place early enough that the course of the event is not affected. To ensure this the finished stand has to be inspected by the staff of the arena no later than 30 minutes before the doors open.
- The specified ceiling heights can be fully utilized, but the sprinkler heads of the extinguishing systems have to be surrounded by at least 30 cm of free space in every direction.
- For outdoor exhibition stands, regardless of their floor area, a proof of stability has to be submitted. This proof must clearly state the maximum wind strength up to which the stand is permitted. No ground anchors may be used. The necessary stability must be ensured by temporary ballasting.
- All elements installed inside the arena must be at least flame-retardant (B1) in accordance with DIN4102-1/EN13501-1. Applicable certificates must be on hand.
- A cleaning fee is included in the price of the promotion rights package. However, in case of excessive soiling and increased cleaning, the Arena reserves the right to charge a fixed rate of 250,- € for removal and disposal (flyer, bottles, packaging, etc.).
- Distributions at the connections for power supply inside or outside the arena must comply with the DIN standard VDE 0100.
- Please read, sign, and return the enclosed fire protection regulations.

## Employment and registration of personnel

Promotion staff **MUST** be registered in advance. A pass will be given to each person who works inside and outside the arena on event- and non-event days. This registered pass can be picked up at the Arena Control (Backstage Access). Please make sure that the pass is worn visibly and can be provided if requested. The areas for which the pass is valid will be communicated by the arena personnel and can be reviewed at any time. Always leave the arena via Arena Control. Permanent passes **MUST** be handed back at the Arena Control. Temporary passes (stickers) can be disposed of after leaving the arena. Unfortunately, parking accreditations for the staff cannot be provided by the arena.

If required, the Arena can provide expertise and well-known service providers for the production and provision of promotional goods, the printing of advertising material of all kinds and personnel bookings. Please do not hesitate to contact us.

## Contact

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...we wish you a successful promotion and  
are looking forward to meeting you.

Notice of the fire protection regulations Version dated 14.09.2010



Welcome to the Barclays Arena Hamburg. The following is to inform you about your obligation to prevent any kind of body injury and property damage, as well as fire hazards and all kinds of danger inside and outside the Barclays Arena Hamburg (hereinafter BAHH). In doing so, you must comply with the general guidelines and notes, the valid general terms and conditions, house rules and fire safety regulations of the BAHH as well as the relevant professional association regulations (also known as BGVs). It is also your responsibility to support and ensure all activities concerning occupational and health safety of all employees.

Please note that the BGVs are also valid for employees of foreign companies whose employees are not members of a professional association in Germany!

Before starting any activities at the BAHH Please contact the particular production manager who is responsible for coordination and the authorizing person concerning occupational safety.

In addition to the general duty of care we want to point out the following:

- 1) Every employee new to the arena is to be instructed on site to the fire protection regulation of the BAHH.
- 2) The access routes for the fire brigade must be kept entirely clear. Parking in front of hydrants, gateways, gates or the like is not allowed.
- 3) The placing or storing of objects of any kind on the access routes for the fire brigade and emergency routes as well as the blocking of these routes is not allowed. Generally, all routes must be kept clear. Objects placed or stored close to these routes are to be secured against falling.
- 4) All kinds of signs and plates concerning safety and providing information, e.g., prohibitive, mandatory, or danger signs as well as those for rescue and first aid are to be taken account of. It is not allowed to remove or disguise these.
- 5) Damages and disturbances regarding our facilities must be reported immediately.
- 6) All necessary personal protective equipment (e.g., head or food protection) is to be worn during operations!
- 7) Fire barriers may only be opened after prior approval. Open fire barriers must be resealed immediately after completion of operations.
- 8) The posted rescue and escape maps are to be taken account of.

Your employees and those authorized by you must be informed about the contents of this code of practice as well as briefed about the fire protection regulation of the BAHH.

The house rules as well as the fire protection regulations can be viewed at the Arena Control. Only trained persons may be employed on site.

Approved:

Date: .....

Signature: .....

Company / Organizer: .....

Name: .....

(block letters)