

## REGISTRATION AND BOOKING

Exhibition area inclusive	Lounge	Stand Classic	Stand Premium	Discount	Rebooking discount	Total
10m <sup>2</sup>	5,800.–					
12m <sup>2</sup>		7,800.–	9,000.–			
16m <sup>2</sup>		10,400.–	12,000.–			
20m <sup>2</sup>		13,000.–	15,000.–			
24m <sup>2</sup>		15,600.–	18,000.–			
30m <sup>2</sup>		19,500.–	<input type="checkbox"/> 22,500.–			
<b>Other Sizes</b>						
<b>Classic Stand:</b> CHF 650/m <sup>2</sup> Size: _____ m <sup>2</sup> = _____.–						
<b>Premium Stand:</b> CHF 750/m <sup>2</sup> Size: _____ m <sup>2</sup> = _____.–						
<b>Exhibition area (without stand)</b> Base price (min. 12m <sup>2</sup> ) CHF 420/m <sup>2</sup> _____ m <sup>2</sup> = _____.–						
Addition:						

All prices are in Swiss francs plus 7.7% VAT

Stand number / Hall:

**Please send us a current company logo (image file as transparent PNG or EPS, must work on a white background) and a short description of your company (max. 750 characters incl. spaces) to [info@hrfestival.ch](mailto:info@hrfestival.ch).**

## SPONSORINGS

Main Sponsoring (3 main sponsors/sector exclusivity)	19,000.–
Action Sponsoring (3 action sponsors)	9,000.–
Escalator Branding	A B C D 9'000.–
Sponsoring Various	

## ADVERTISING

We are interested in advertising in HR Today.  
Please contact us.

## ADDRESS

Company name \_\_\_\_\_

Contact person \_\_\_\_\_

Street/no. \_\_\_\_\_

Postcode city \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

PO number \_\_\_\_\_

### Billing address if different

Company name \_\_\_\_\_

Street/no. \_\_\_\_\_

Postcode city \_\_\_\_\_

Country \_\_\_\_\_

Date / location signature \_\_\_\_\_

We hereby register our binding participation in the HR FESTIVAL europe 2024.

## SPECIAL CONDITIONS FOR PARTICIPATION HR FESTIVAL EUROPE 2024

### 1. Organizer:

The **HR FESTIVAL europe 2024** trade show is organised by:

#### ALMA Medien AG

Hofackerstrasse 32  
CH – 8032 Zürich  
Phone: +41 44 269 50 19

### 2. Venue:

Messe Zürich  
Wallisellenstrasse 49  
CH – 8050 Zürich

### 3. Time:

HR Festival    26 – 27 March 2024  
                    8:30 am – 5:30 pm

Exhibition    23 – 25 March 2024  
set-up:        7:00 am – 10:00 pm

Exhibition    27 March 2024  
dismantling: 6:30 pm – 12:00 am  
                    28 March 2024  
                    7:00 am – 10:00 pm

Subject to change without notice.

### 4. Registration deadline

The registration deadline for exhibitors at the  
**HR FESTIVAL europe 2024** is 31 January 2024.

### 5. Allocation of exhibition areas:

The exhibition areas will be allocated on a “first come, first served” basis (see also item 3 ‘Allocation of exhibition area’ in the General Conditions of Participation).

### 6. Participation fee:

The price for hall exhibition space is CHF 420./m<sup>2</sup> plus VAT.

### 7. Minimum exhibition area:

The minimum size of the exhibition area is 12m<sup>2</sup> for exhibition areas without modular stand as well as for exhibition areas with modular stand

### 8. Transport:

Only the on-site forwarder authorized by the organiser is permitted to handle the transport of exhibition materials to the exhibition grounds and forwarding of these materials. The costs of the on-site forwarder should be covered by the exhibitor and paid directly to the on-site forwarder.

### 9. Catering

The supply of food and beverages is possible only through the caterer authorized by Messe Zürich.

### 10. Payment terms:

Item 5 of the ‘General Conditions of Participations’ shall also apply here. When making payment, please note the full invoice number and customer number. Any payments should be made to the bank accounts provided on the letterhead in the corresponding currency. Please provide the correct billing address when making your booking.

### 11. Operation of the stand

The exhibitor is obligated to install floor covering in the allocated exhibition area or to have it installed. The exhibition area rented by the exhibitor is in general not partitioned by walls. The exhibitor is obligated to separate the stand with partitioning walls if it directly adjoins other exhibition areas or the end of the event space or hall. These partitioning walls can be made independently by the exhibitor or ordered from the stand construction partner cooperating with the organizer. If a water connection is needed at the stand, it can be supplied only from the floor box located on the exhibitors exhibition area.

Approx. 30% of each open side may be covered with closed walls. It must be ensured that the appeal of the stands facing or neighbouring the stand is not affected. The relevant requirements and stand construction regulations can be found in the technical guidelines.

### 12. Privacy

The purpose of data collection, data processing and data use is the organization of events organised by ALMA Medien AG, which includes actions to handle the respective business process, provide information and advertising about events, for the purpose of market and opinion research as well as for event-related service offers by partner companies of ALMA Medien AG.

All prices are exclusive of statutory VAT, which is currently 7.7%.

### ALMA Medien AG

Status as of: April 2023

# GENERAL CONDITIONS OF PARTICIPATION

## 1. Registration

Registration for participation in the event / booking of additional services is made exclusively through the timely receipt of the completed and legally binding signed registration form by the organizer, ALMA Medien AG, Hofackerstrasse 32, CH-8032 Zürich, upon acceptance of these conditions of participation. Registration is binding, regardless of approval. No conditions or provisions are permitted during registration and shall be deemed as not submitted. The registration deadline for the respective event is stated in the attached 'Special conditions of participation'.

## 2. Acceptance of the registration

The exhibitor will be approved:

- Based on the available exhibition space and
- if the exhibitor meets the requirements stated in the 'General conditions of participation' and 'Special conditions of participation', and
- if the exhibition items comply with the overall context and concept of the event.

Exhibitors which have not fulfilled their financial obligations from earlier events can be excluded from acceptance. Upon submission of the acceptance, the contract between ALMA Medien AG and the exhibitor is deemed as concluded. If the exhibitor did not receive a hall layout before the booking showing the location of the exhibition area, a layout will be attached to the acceptance that will clearly show the location and size of the stand. ALMA Medien AG is not liable for any dimensional deviations and resulting differences between the size shown on the layout and the actual size of the stand. ALMA Medien AG reserves the right, to assign a stand in a different location to the exhibitor, deviating from the acceptance, or to move or close entrances, exits and passageways to the exhibition grounds and the halls and to make other structural changes, insofar as the organizer has a substantial interest in such measures due to special circumstances. Once approved by ALMA Medien AG, the registrations and the obligations to pay the participation fee remain legally binding, even if, for example, the exhibitor's import requests are not fulfilled or at least not in full by the relevant authorities, the exhibition goods do not arrive in time (e.g. due to loss, transport or customs delays), or do not arrive at all for the event, or any entry visas have not been obtained in good time for the exhibitor or the exhibitor's representative. With regard to the scope of services covered by the participation fee, please refer to the 'Special conditions of participation'. If the exhibitor has placed orders with ALMA Medien AG for services that are payable and beyond the scope of the special conditions of participation, the exhibitor will be invoiced for the costs incurred. Stands will be handed over to the exhibitor or the exhibitor's representative before the start of the event. In the case of stands which are not taken over by the exhibitor or the exhibitor's representative in accordance with the agreement, the organizer may make other arrangements without the exhibitor being able to make claims beyond the rights set out in section 7. ALMA Medien AG is entitled to revoke the acceptance if it was granted on the basis of incorrect requirements or information or if the acceptance requirements subsequently cease to apply.

## 3. Allocation of exhibition areas

The stands are allocated on a 'first come first served' basis. The exhibitor has right to demand a specific size or location of the stand. Even after acceptance, the exhibitor has no right to demand a specific location of the stand. In particular, ALMA Medien AG may reduce the registered number of square meters if the available exhibition space has been oversubscribed, or may increase the size by a maximum of 15%.

## 4. Sub-Exhibitors

In principle, an exhibition area is only provided as a whole and assigned only to one exhibitor. The latter is entitled to include sub-exhibitors at the stand only with the prior written consent of ALMA Medien AG and these sub-exhibitors must be designated beforehand. Sub-exhibitors are all companies that exhibit or appear on the stand alongside the main exhibitor with their own staff and products. They are also considered to be sub-exhibitors even if they have close business or organizational ties to the main exhibitor. ALMA Medien AG will provide consent for a sub-exhibitor only after the eligible sub-exhibitors have accepted the 'General conditions of participation' in writing. The sub-exhibitor is subject to the same provisions as the main exhibitor. Indirectly represented companies are companies that have goods or services offered by an exhibitor, without having exhibitor status themselves. Otherwise, advertising or promotion of companies that are not permitted is strictly prohibited. The main exhibitor is liable for any faults of sub-exhibitors and their agents as well as for its own faults and faults of its agents. The main exhibitors and sub-exhibitors shall be liable to ALMA Medien AG as joint and several debtors.

## 5. Payment Terms

Upon acceptance, the exhibitor is obligated to pay 50% of the stand fee as a deposit. The remaining 50% of the stand fee must be paid after receipt of the invoice yet no later than six weeks before the start of the trade fair. The invoice for additional (advertising) services ordered by the exhibitor must be paid by the date stated in the invoice. If the payment date is not met, ALMA Medien AG is entitled to withdraw from the contract and make other arrangements for the exhibition area or (advertising) service. If other arrangements have been made for the exhibition area / (advertising) service, the provisions in accordance with section 6 of the General conditions of participation shall apply.

## 6. Assignment, Offsetting, Right of Retention

The assignment of claims against ALMA Medien AG, offsetting against the participation fee, as well as the assertion of a right of retention are excluded.

## 7. Withdrawal

ALMA Medien AG is entitled to withdraw from the contract if bankruptcy or insolvency proceedings have been filed against the assets of the exhibitor. The exhibitor should immediately inform ALMA Medien AG thereof. After acceptance, the exhibitor is not entitled to withdraw from the contract. However, if the exhibitor does not make use of the allocated exhibition area, the advertising service or sponsorship, the exhibitor must still pay the full participation fee. In the interest of the overall image of the event, ALMA Medien AG is entitled to inform another exhibitor about the unused stand or to make good use of the stand in any other way. The same shall apply to the required lining of a free advertising space by another advertising service - the obligation to pay shall also apply here. If necessary, use of an exhibition area / advertising service can also be provided free of charge if no replacement exhibitor can be found. Only in the event of an actual new rental of an exhibition area (this will apply if all exhibition areas had already been allocated at the time of the cancellation and a new exhibitor could be accepted only due to the cancellation of the first exhibitor) does the first exhibitor have the right to reimbursement of the stand fee, less any additional costs incurred by the cancellation due to replanning, new acquisition etc. These additional costs amount to a flat-rate of 40% of the stand fees of the first exhibitor. The first exhibitor is expressly reserved the right to prove that the new rental actually resulted in lower or no additional costs.

## 8. Animals

Animals are not allowed inside the exhibition halls. An exception to this rule are seeing-eye dogs.

## 9. Exhibition materials

Any exhibition goods/services which emit a strong odour or are flammable, or exhibition goods/services which are associated with noise, may be exhibited only with the prior consent of ALMA Medien AG. Exhibition items may not be removed during the duration of the event.

## 10. Operation of the stand

The exhibitor undertakes to install floor covering in the allocated exhibition area or to have it installed. The exhibitor also undertakes to separate the stand with partitioning walls if it directly adjoins another exhibition area or is at the end of the event space or hall. Furthermore, the exhibitor undertakes to have the stand stocked with the registered items for the entire duration of the trade fair/exhibition and, unless the stand has been explicitly rented as a representation stand, to keep it staffed with competent personnel. No stand may be cleared in whole or in part before the end of the trade fair. Exhibitors that do not comply undertake to pay a contractual penalty in the amount of half the stand fee. The relevant requirements and stand construction regulations can be found in the technical guidelines.

## 11. Stand design and stand structural boundaries

Exhibits can be placed up to the aisle boundary. Consoles, operators and the like must remain within the stand boundaries at all times. Approx. 30% of each open side may be 'built-up' with closed walls. Exceptions to this rule require the approval of ALMA Medien AG. It must be ensured that the appeal of the stands facing or neighbouring the stand is not affected. ALMA Medien AG is entitled to have unapproved / permitted stand components removed or modified at the expense and risk of the exhibitor.

**12. Advertising**

Advertising of any kind, in particular the distribution of advertisement printed matter and approaching visitors, is only permitted within the stand. The distribution of advertisement printed matter or information that serves the purpose of the exhibitor's own promotion and takes place outside the stand requires the written approval of the trade fair management.

**13. Transport**

Only the on-site forwarder authorised by ALMA Medien AG is permitted to handle the transport of exhibition materials to the exhibition grounds and forwarding of these materials. The costs of the on-site forwarder should be covered by the exhibitor and paid directly to the on-site forwarder.

**14. Insurance and liability**

The insurance of the exhibition materials against all risks of transport and for the duration of the event, in particular against damage, theft, etc. is the responsibility of the exhibitor. The exhibitor is liable for any damages caused to third parties by the exhibitor's participation in the exhibition, including damage to buildings on the exhibition grounds and any equipment. ALMA Medien AG is not liable in any case for personal injury or property damage. In particular, ALMA Medien AG is also not liable for damage to exhibits and their theft, even if in individual cases the organiser took on stand construction or decoration. Along with acceptance of the conditions of participation, the exhibitor also expressly releases ALMA Medien AG from any legal claims of third parties. All claims of the exhibitor against ALMA Medien AG shall come under the statute of limitations within 6 months. The limitation period begins at the end of the month in which the closing day of the event falls.

**15. Circulars**

After registration of the exhibition areas, exhibitors will be informed about matters regarding the preparation and implementation of the stand through circulars. The exhibitor shall be exclusively responsible for any consequences arising from non-compliance with these circulars.

**16. Reservations**

ALMA Medien AG is entitled to postpone, shorten, extend or postpone the event and to close it temporarily or definitively in individual parts or in whole, if unforeseeable events require such action. If the event is postponed, shortened, extended, closed or cancelled, as in all cases of force majeure, the exhibitor shall not be entitled to withdraw from the contract or to demand compensation for damages. In the event of such a cancellation of the event, ALMA Medien AG shall not be liable for any damages or other disadvantages that arise for the exhibitor as a result. At the request of ALMA Medien AG, the exhibitor shall be obligated to pay a maximum of 40% of the exhibition fees that were incurred for the preparation of the event. If ALMA Medien AG is responsible for the cancellation of the event, no costs will be charged.

**17. Technical Guidelines**

The technical guidelines of ALMA Medien AG as well as all regulations and guidelines concerning the exhibition grounds shall be provided to the exhibitor and must be acknowledged and accepted by the exhibitor. In individual cases, priority shall be given to the general terms and conditions of the exhibition grounds. The technical guidelines and the general terms and conditions of business of the exhibition grounds are provided along with access to the exhibitor handbook and the order forms typical for trade fair operations. On request, the technical guidelines and the general terms and conditions of the exhibition grounds are also sent on the part of the contractual partner.

**18. Data collection, processing and use**

The exhibitor agrees that the exhibitor's personal and company data will be collected, stored and processed by ALMA Medien AG and may be disclosed to contractual partners of ALMA Medien AG for the purpose of providing services in connection with the participation in the trade fair.

**19. Final Provisions/Jurisdiction**

This contract contains all stipulations agreed between the parties. No additional verbal agreements were made. Any changes to the contract or annullments require the written form. Should individual provisions of this contract be or become ineffective, this shall not affect the validity of the remaining provisions. In such cases, an effective provision shall apply in place of the ineffective provision, which comes as close as possible to the economic purpose of the ineffective provision. The mutual rights and obligations arising from this contractual relationship are subject to Swiss law. The place of jurisdiction is Zurich. This place of jurisdiction shall also apply to actions brought by ALMA Medien AG against the applicant for proxy without authority. The conditions of participation have been drawn up in German and translated into other foreign languages. In case of doubt, or in case of any deviations, the German version shall apply to both contractual parties.

**ALMA Medien**

April 2023