

REGISTRATION AND BOOKING HR FESTIVAL EUROPE 2025

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ADDRESS

Exact company name for official exhibitor list

Stand number _____

Hall _____

Company address

Company name _____

Street / no. _____

Postcode / city _____

Country _____

PO-number _____

Main contact person (receives all information)

First name _____

Last name _____

Phone _____

e-mail _____

Billing address (if different)

Company name _____

Street / no. _____

Postcode / city _____

Country _____

e-mail _____

Unless otherwise requested, all invoices will be sent by e-mail.

Place / date, signature

We hereby register bindingly for the HR FESTIVAL europe 2025.

STAND OPTIONS

All prices are in **Swiss Francs** plus 8.1% VAT.

ALL-INCLUSIVE STANDS

(incl. stand space, stand construction and power connection)

| | 12 m ² | 16 m ² | 20 m ² | 24 m ² | 30 m ² |
|----------------|--|---|---|---|---|
| BASIC | 7 800.- Basic-12 | 10 400.- Basic-16 | 13 000.- Basic-20 | 15 600.- Basic-24 | 19 500.- Basic-30 |
| PRO | 8 400.- Pro-12-A Pro-12-B | 11 200.- Pro-16-A Pro-16-B | 14 000.- Pro-20-A Pro-20-B | 16 800.- Pro-24 | 21 000.- Pro-30 |
| TOP | 9 000.- Top-12 | 12 000.- Top-16 | 15 000.- Top-20 | 18 000.- Top-24-Lounge Top-24-MeetUp | 22 500.- Top-30-Lounge Top-30-MeetUp |
| PREMIUM | 9 600.- Premium-12-A Premium-12-B Premium-12-C | 12 800.- Premium-16-A Premium-16-B Premium-16-C | 16 000.- Premium-20-A Premium-20-B Premium-20-C | 19 200.- Premium-24-A Premium-24-B Premium-24-C | 24 000.- Premium-30-A Premium-30-B Premium-30-C |
| | | | Grey carpet | Coloured carpet | Colour _____ |

| | 10 m ² |
|---------------|---|
| LOUNGE | 5 800.- Alpen Chic Street Festival |

| | 4 m ² |
|-------------------------|------------------|
| START-UP PACKAGE | 1 800.- |

STAND SPACE

| | 420.- / m ² | Total |
|---------------------|------------------------|-------|
| CUSTOM STAND | _____ m ² | _____ |

| | + 990.- / Co-exhibitor |
|--|------------------------|
| CO-EXHIBITOR (from 12m ²) | Quantity _____ |

| | |
|-------------------------------|-------|
| REBOOKING DISCOUNT 15% | _____ |
|-------------------------------|-------|

| | |
|--|-------|
| | _____ |
|--|-------|

SPONSORSHIP

All prices are in **Swiss Francs** plus 8.1% VAT.

MAIN SPONSORSHIP 19000.-

STAGES

Action Stage Sponsorship 9000.-

Content Stage Sponsorship 12000.-

SWISS HR AWARD

Logo presence and mention in communication 5000.-

BREAK THE NORM PARTY

Party sponsorship complete 19000.-

VIP LUNCH

Logo presence and mention in communication 5000.-

ADVERTISEMENT

All prices are in **Swiss Francs** plus 8.1% VAT.

ESCALATORS

| | |
|------------------------------------|----------|
| Short and long escalator upwards | 12 000.- |
| Short and long escalator downwards | 12 000.- |
| All four escalators | 22 000.- |

PILLAR BRANDING

| | |
|--------------|----------|
| Main Stage | 16 000.- |
| Action Stage | 16 000.- |

ELEVATOR

| | |
|---|---------|
| Elevator branding (outside area of the lift entrance) | 7 000.- |
|---|---------|

WINDOW LETTERING

| | |
|------------------------------|----------|
| Window above the entrance | 9 000.- |
| Counter in the entrance hall | 16 000.- |

MIRROR ADHESIVES TOILET FACILITIES

| | |
|--|---------|
| Ladies' and men's toilets , hall 3 + 4 | 6 500.- |
| Ladies' and men's toilets , hall 5 + 6 | 6 500.- |
| Ladies' and men's toilets , conference rooms (hall 5, gallery) | 6 500.- |
| Ladies' and men's toilets , basement (cloakroom) | 6 500.- |
| Ladies' and men's toilets , ground floor | 6 500.- |

VISITOR LANYARDS

| | |
|-------------------------------------|---------|
| Co-Branding with HR Festival europe | 9 500.- |
|-------------------------------------|---------|

SITE PROMOTION

| | | | | |
|----------------------------|-------|---------|--------|---------|
| Location 1 (entrance area) | 1 day | 4 000.- | 2 days | 8 000.- |
| Location 2 (exit area) | 1 day | 4 000.- | 2 days | 8 000.- |
| Hall promotion | 1 day | 2 000.- | 2 days | 4 000.- |

POSTER ON THE EXHIBITION BUILDING

| | |
|-------------|----------|
| Poster nord | 16 000.- |
|-------------|----------|

BANNERS IN FRONT OF THE ENTRANCE

| | |
|-----------|----------|
| 3 banners | 22 000.- |
|-----------|----------|

HR TODAY

| | |
|-----------------|---------|
| Special offer 1 | 5 500.- |
| Special offer 2 | 3 900.- |

TOTAL

SPECIAL EXHIBITOR CONDITIONS HR FESTIVAL EUROPE 2025

1. Scope

These Special Exhibitor Conditions apply together with the General Conditions of Participation for participation as an exhibitor at the **HR FESTIVAL europe 2025** exhibition.

2. Organiser:

The HR FESTIVAL europe 2025 trade show is being organised by:

ALMA Medien AG

Hufgasse 17
CH – 8032 Zurich
Phone: +41 44 269 50 10

3. Venue:

Messe Zürich
Wallisellenstrasse 49
CH – 8050 Zurich

4. Time:

| | |
|--------------|--|
| HR Festival | 25 – 26 March 2025 8:30 am – 5:30 pm |
| Set-up: | 22. – 24 March 2025 7:00 AM – 10:00 PM |
| Dismantling: | 26 March 2025 5:30 pm – 12:00 am 27 March 2025 7:00 AM – 10:00 PM |

Subject to change without notice.

5. Registration deadline:

The registration deadline for exhibitors at the **HR FESTIVAL europe 2025** is 31 January 2025.

6. Allocation of stand areas:

The stand areas will be allocated on a “first come, first served” basis (see also Point 6 “Allocation of stand area” in the General Conditions of Participation).

7. Participation fee:

The price for hall exhibition space is CHF 420./m² plus VAT.

All prices are exclusive of statutory VAT, which is currently 8.1%.

8. Minimum stand area:

The minimum size of the stand area is 12 m² for each stand area without modular stand construction, as well as for stand areas with modular stand construction.

9. Transport:

Only the on-site forwarder authorized by the organiser is permitted to handle the transport of exhibition materials to the exhibition site and to forward these materials. The costs of the on-site forwarder must be borne by the exhibitor and paid directly to the on-site forwarder.

10. Catering

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

11. Payment terms:

Point 8 of the "General Conditions of Participation" also applies in this regard. Please quote the invoice number and customer number in full with your payment. All 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.

12. Operation of the stand

The exhibitor is obligated to install floor covering in the allocated stand area or arrange to have it installed. As a general rule the stand area rented by the exhibitor is not partitioned by walls. The exhibitor is obligated to separate the stand with partitioning walls if it directly adjoins another stand area or the end of the event space or hall. These partitioning walls can be procured independently by the exhibitor or ordered from the stand construction partner working in cooperation with the organizer. If a water connection is needed at the stand, it can only be supplied from a floor-mounted junction box located on the exhibitor's own stand area. Closed walls may be installed at approx. 30% of each open side of the stand. 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.

13. Privacy

The use of personal data, unless specified in this Clause 13, is regulated in the Privacy policy. The privacy policy is an integral and binding part of these Special Conditions of Participation. The purpose of data collection, data processing and data use is the organization of events organised by ALMA Medien AG, amongst other things for handling the respective business process, providing 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.

14. Final provisions

Should individual provisions of this contract be or become invalid, this shall not affect the validity of the remaining provisions. In such cases, the invalid provision shall be replaced by a valid provision which comes as close as possible to the economic purpose of the invalid provision. In the event of contradictions with the General Conditions of Participation, these Special Conditions of Participation shall take precedence over the General Conditions of Participation. The mutual rights and obligations arising from these Special Conditions of Participation shall be governed by substantive Swiss law to the exclusion of the applicable conflict of laws. The place of jurisdiction for all disputes arising out of or in connection with this agreement shall be Zurich (1).

GENERAL EXHIBITOR CONDITIONS

1. Scope

These General Conditions of Participation together with the Special Conditions of Participation apply to participation as an exhibitor at the event "HR FESTIVAL europe 2025".

2. Organizer:

The HR FESTIVAL europe 2025 trade show is being organised by: ALMA Medien AG, Hufgasse 17, 8008 Zurich.

3. 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, Hufgasse 17, 8008 Zurich, upon acceptance of these conditions of participation. By registering for the event/booking additional services, the exhibitor accepts these General Conditions of Participation and the attached Special Conditions of Participation in full. Registration is binding, regardless of approval. No conditions or provisos 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".

4. Registration deadline

The registration deadline for exhibitors at the HR FESTIVAL europe is the end of January of the respective year.

5. Acceptance of the registration

The exhibitor will be admitted:

- on the basis of 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 its exhibition items reflect the overall context and concept of the event.

An exhibitor is deemed to have been accepted as soon as this has been confirmed in writing (by e-mail). Exhibitors which have not fulfilled their financial obligations from earlier events can be excluded from admittance. The overview provided by Alma Medien AG of the options for participation or booking of additional services is deemed merely an invitation to submit an offer. Registration for participation/booking of additional services in accordance with No. 2 of these Conditions of Participation by the exhibitor shall be deemed a binding offer. The contract between ALMA Medien AG and the exhibitor concerning participation or additional services is validly concluded when ALMA Medien AG sends the admittance. 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 dimensions 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 chargeable services that are 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 over and above 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.

6. Allocation of stand areas

The stand areas are allocated on a "first come first served" basis.

The exhibitor has no entitlement to demand a specific size or location of the stand. Even after acceptance, the exhibitor has no entitlement to demand a specific location for its 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%.

7. Sub-exhibitor/co-exhibitor

In principle, stand areas are only provided as one whole unit and assigned only to one (1) 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 give 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 those that have goods or services offered by an exhibitor, without having exhibitor status themselves.

Otherwise, advertising or promotion of companies that have not been accepted is strictly prohibited. The main exhibitor is liable for its sub-exhibitors and their vicarious agents regardless of fault. The main exhibitors and sub-exhibitors shall be liable to ALMA Medien AG on a joint and several basis.

Should a co-exhibitor withdraw before the event, the main exhibitor is obligated to register a new co-exhibitor by the registration deadline. If this is not possible, the costs are to be borne 100%.

8. Payment Terms

After admission, the exhibitor undertakes to pay 100% of the stand rent. The first 50% of the amount is to be paid as a deposit after admission. 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 stand area or (advertising) service. If other arrangements have been made for the stand area / (advertising) service, the provisions in accordance with section 6 of the General Conditions of Participation shall apply.

If the exhibitor cannot participate in the event, the stand costs can only be refunded if the organizer provides an appropriate replacement. It is the sole responsibility of the exhibitor to find a suitable replacement that is approved for the event. If no replacement is found, 100% of the costs are owed. If Alma Medien AG is able to allocate the space elsewhere, then the exhibitor will be released from the obligation and the stand costs will be refunded.

9. Assignment, Offsetting, Right of Retention

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

10. Withdrawal, Waiver of Participation

ALMA Medien AG is entitled to withdraw from the contract if the exhibitor has made a corresponding request or if attachment proceedings have been instituted against him or an application to open bankruptcy or insolvency proceedings has been submitted. The exhibitor should immediately inform ALMA Medien AG thereof.

If the exhibitor does not make use of the allocated stand 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 for a third party if no replacement exhibitor can be found. Only in the event of an actual new rental of a stand area (this will apply if all stand 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.

11. Animals

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

12. Exhibition materials

Exhibits with strong odours, flammable or noisy exhibits may only be displayed or demonstrated with the prior consent of ALMA Medien AG. Exhibition items may not be removed for the duration of the event.

13. Operation of the stand

The exhibitor undertakes to install floor covering in the allocated exhibition area or to arrange for it to be 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.

14. 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 covered 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.

15. 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.

16. Admission and rights of admission

In order to protect the rights of the exhibitors, visual and audio recordings of any kind may only be made of other people's stands and exhibits in the halls and premises of the event with the consent of ALMA Medien AG. The latter may charge a fee per stand for the permit. Close-ups require the express permission of the exhibitors and visitors concerned. In all other respects, however, it is the responsibility of the exhibitors to take the necessary precautions to enforce their rights and to prevent unwanted recordings. Exhibitors shall fully indemnify ALMA Medien AG against claims by third parties arising from unauthorised photography of stands and exhibits.

Commercial photography and reproduction of any kind is only permitted with the special permission of ALMA Medien AG. In agreement with the exhibitors, the Organiser may issue a general ban on photography and reproduction of any kind in certain areas.

ALMA Medien AG is entitled to have image and sound recordings of any kind made of stands and exhibits and to use them for its own or for general advertising, documentation and press purposes. The exhibitor waives all objections arising from copyright.

17. 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 to forward these materials. The costs of the on-site forwarder must be borne by the exhibitor and paid directly to the on-site forwarder.

The organiser and Messe Zürich (or any other event location) accept no liability whatsoever.

18. 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 damage caused to ALMA Medien AG and third parties by the exhibitor's participation in the exhibition, including damage to buildings on the exhibition site and its installations. ALMA Medien AG is not liable in any case for personal injury or damage to property. In particular, ALMA Medien AG is also not liable for damage to and theft of exhibits, even if, in individual cases, the stand construction or decoration was carried out by third parties. With the acceptance of these Conditions of Participation, the exhibitor further expressly releases ALMA Medien AG from any legal claims of third parties in connection with the exhibition.

19. Circulars

After registration of the stand 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.

20. Reservations

ALMA Medien AG is entitled to postpone, shorten, extend or discontinue the event as well as to close it temporarily or definitively, in whole or in part, 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 a refund of the stand rental (participation fee) or to 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 personally responsible for the cancellation of the event, no costs will be charged. In the event of a postponement, the contractually agreed stand reservation remains valid for the next event. If an exhibitor is unwilling/unable to participate in the next event, it has the option of withdrawing from the contract no later than 6 months before the next event.

21. 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 as binding by the exhibitor. In the event of contradictions, priority shall be given in the individual case to the General Terms and Conditions of Business of the exhibition site.

22. Data Collection, Processing and Use

The use of personal data, except as set out in this Clause 22, is regulated in the Privacy Policy. The Privacy Policy is an integral and binding part of these General Conditions of Participation. The exhibitor herewith agrees that its personal and company data may be collected, stored and processed by ALMA Medien AG and passed to contract partners of ALMA Medien AG for the purpose of rendering services in connection with participation in the event. Furthermore, the exhibitor agrees that ALMA Medien AG may use Google Signals. When ordering additional services via a third-party provider (Messe Zürich, Scan2Lead Software, etc.), the exhibitor agrees that its personal and company data may be passed on to them.

23. Final Provisions/Jurisdiction

Should individual provisions of this agreement be or become invalid, this shall not affect the validity of the remaining provisions. In such cases, the invalid provision shall be replaced by a valid provision which comes as close as possible to the economic purpose of the invalid provision. In the event of contradictions with the Special Conditions of Participation, the Special Conditions of Participation shall take precedence over these General Conditions of Participation. The mutual rights and obligations arising from this contractual relationship shall be governed by substantive Swiss law to the exclusion of the applicable conflict of laws. The place of jurisdiction for all disputes arising out of or in connection with this agreement shall be Zurich (1).

ALMA Medien AG
June 2024