

EXHIBITOR CONTRACT "AUTO ZÜRICH 2026 NEW CAR SECTOR"

Return by 24 April 2026: Auto Zürich AG, PO Box 28, 8010 Zurich or info@auto-zuerich.ch

Exhibitor's address

Company:

Other info:

Street/No.:

Code/city:

Telephone:

E-mail:

Website:

Billing address

(if it differs from exhibitor's address)

Company:

Other info:

Street/No.:

Code/city:

Co-exhibitor

Brands:

The entry fee of CHF 150* for co-exhibitors includes listing on the website and in the exhibition magazine.

Company:

Street/No.:

Code/city:

Telephone:

E-mail:

Website:

Contact person

Title: ☐ Ms ☐ Mr

First name:

Last name:

Telephone:

E-mail:

Mandatory communication kit incl. listing on the website and in the exhibition magazine (over 300 000 copies distributed): CHF 500*

Company:

Street/No.:

Code/city:

Telephone:

E-mail:

Website:

Co-exhibitor

Brands:

The entry fee of CHF 150* for co-exhibitors includes listing on the website and in the exhibition magazine.

Company:

Street/No.:

Code/city:

Telephone:

E-mail:

Website:

For further co-exhibitors please fill in the additional form "New Car Sector (Co-exhibitor)" on our website.

* excluding 8.1% VAT

Brands

(Recommendation: Basis for calculation is at least 30 m² per vehicle, plus info desk and seating)

1	Number of vehicles	booth size (m ²)
2	Number of vehicles	booth size (m ²)
3	Number of vehicles	booth size (m ²)
4	Number of vehicles	booth size (m ²)
5	Number of vehicles	booth size (m ²)
6	Number of vehicles	booth size (m ²)
7	Number of vehicles	booth size (m ²)
8	Number of vehicles	booth size (m ²)
Total	Number of vehicles	booth size (m ²)

STANDARD CONFIGURATION OF THE BOOTHS (HALLS 1-4)

The standard configuration of booths in halls 1-4 are a fixed component of the special conditions for brand dealers and are thus included in the price of CHF 110/m², which includes waste disposal. It comprises the following elements:

- Ceiling banner with the brand logo facing towards the front side of the booth.
- Counter Module with logo printed on back wall.
- Consultation Module, consisting of a high desk and stool.
- Standard lighting of the exhibits with flood light.

OPTIONAL FEATURES ON THE STANDS:

The following options can also be ordered at a later date. The relevant offers will be provided by the respective service providers.

Multifunctional column

These aesthetic signage elements not only display information, they also deliver additional power supply within the booth without having to install cumbersome cable tracks. They also cancel the need for a fee-based **power supply** of Messe Zürich to the exhibits. The basic price, which includes A4-sized print display, is CHF 280 per unit and includes power supply (the columns can be equipped with screens and printers, optionally).

Number of columns: _____ Comments: _____

☐ Please contact us for further consultation and offers regarding the specifics of the ports.

Floor markings as visual communicators

The optional floor markings are part of the new visitors' communication concept, visualizing the different powertrain concepts (white for conventional ICE powertrains / blue for hybrid and plug-in hybrids / green for electric). An additional fee of CHF 180 per floor marking will be billed (including installation and complete removal).

Number of floor markings white: _____ Number of floor markings blue: _____ Number of floor markings green: _____

Optional features on the stands (continued):

Standardized platform option

It goes without saying that we recognise the wish to enhance the presentation of single exhibits with the aid of platforms. The most efficient variant is our so-called standard platform, which stands at a height of 20 cm and has a surface area of 600 cm by 300 cm. This variant is offered at CHF 1,490 including floor marking to optimize the exhibit's effect.

Number of standard platforms as described above: _____

Number of floor markings white: _____ Number of floor markings blue: _____ Number of floor markings green: _____

Bespoke platform

Extremely special exhibits require bespoke display concepts. Our partners from fair installations are fully equipped to create made-to-measure concepts according to your wishes and your vision. By ticking the box, you signal your non-binding interest. We will get in touch with you shortly to consult and potentially create an offer for you.

☐ We/I hereby signal our/my non-binding interest in the construction of a bespoke platform.

Additional package "Enhanced ceiling banner communication"

The additional package "Enhanced Ceiling Banner Communication" frames your stand on all sides with banners and thus uses the entire booth space to optimize brand communication in all directions and from a distance. By ticking the box, you signal your non-binding interest. We will get in touch with you shortly to consult and potentially create an offer for you.

☐ We/I hereby signal our/my non-binding interest in the additional pack for Enhanced Ceiling Banner Communication.

Additional packages "Counter Module I" and "Counter Module II"

Counter Module Ia (CHF 800) and Ib (CHF 1,350) replaces the printed logo display with an individually controllable 55-inch (Ia) or 75-inch-monitor (Ib). Counter Module II (CHF 950) uses the entire back wall of the counter area as a communication area. Packs are combinable and can be preordered by ticking the appropriate box.

☐ Counter Module Ia ☐ Counter Module Ib ☐ Counter Module II

Additional packages "Lounge Module I" and "Lounge Module II"

Additional package "Lounge Module I" (CHF 990) replaces the standard fixtures of high desk and stool with a partially hidden seating area, creating a more relaxed atmosphere for sales and consultations. "Lounge Module II" (CHF 1790.-) features acoustic decoupling for perfect discretion.

☐ Lounge Module ☐ Lounge Module II

Additional pack "Spotlight"

The additional pack "Spotlight" replaced the flood lighting included in the standard fixtures with 4 LED-Fresnel spotlights per exhibit, using lighting colortone 5600 K for a more accentuated presentation of the vehicles. By ticking the box, you signal your non-binding interest. We will get in touch with you shortly to consult and potentially create an offer for you.

☐ We/I hereby signal our/my non-binding interest in the additional pack "Spotlight".

Auto Zürich MARKETING UPGRADES 2026

To maximise the impact of your exhibition presence, we offer a portfolio of curated marketing upgrades. Take advantage of our high-reach communication channels - from targeted social media engagement and newsletters to prominent placement on the foyer's LED screen. You can also benefit from our exclusive preferential rates in the official exhibition magazine. Beyond mere visibility, we are here to help you transform the emotional resonance of your presence into measurable success: individually scalable lead management tools capture valuable potential, enabling your sales team to transition seamlessly from a face-to-face conversation into an efficient sales process.

☐ I am/we are interested in the "Auto Zürich MARKETING UPGRADES 2026" add-on without obligation.

Booth costs

(All prices displayed excluding 8.1% VAT)

Special terms for dealers

CHF 110/m² including waste disposal. With an additional charge for the infrastructure of CHF 3,500 per brand, including standard configuration of the booth, standard lighting, PR and advertising for the event (see also page 2)

The Mandatory communications package: Listings on web site and in fair publication "Messemagazin" (Number of copies printed: 300 000) the main exhibitor is billed a fixed fee of CHF 500.

Per co-exhibitor (brand dealers) a fixed fee of CHF 150 will be billed. Included in the price are listing on the internet (including a link on the home page). Invoices are billed to the main exhibitor.

Electricity costs

The electricity cost will be calculated separately and billed to the exhibitor.

Registration deadline 24 April 2026

Registration deadline

Within 30 days of receipt of invoice: 50% of booth rent, 2nd half by 18 September 2026.

General information

The event organizers reserve the right to refuse an exhibitor without stating reasons, and can reduce or increase the requested booth area according to space availability (fire regulations). All prices are listed exclusive VAT.

By submitting this registration, the exhibition conditions are recognized as legally binding. You can find them at **www.auto-zuerich.ch/en/exhibitor/documents** and will be sent to the applicant along with a signed copy of the contract.

Main exhibitor

Place: _____

Date: _____

Signature: _____

Auto Zürich AG

Zürich, Date: _____

Signature: _____

Please return to **Auto Zürich AG, PO Box 28, 8010 Zurich**, by **24 April 2026** at the latest, or send an E-mail to: **info@auto-zuerich.ch**

BOOK YOUR SLOT(S) AT THE EV EXPERIENCE 2026

Due to limited availability, a two-step registration process will be used. This booking will become a binding exhibitor contract upon written confirmation.

Return by 24 April 2026: Auto Zürich AG, PO Box 28, 8010 Zurich or info@auto-zuerich.ch

Exhibitor's address

Company:

Other info:

Street/No.:

Code/city:

Telephone:

E-mail:

Website:

Kontaktperson

Title

☐ Ms

☐ Mr

First name:

Last name:

Telephone:

E-mail:

Up to six slots can be reserved below for active participation in the EV EXPERIENCE 2026 by specifying the make and model (BEV and PHEV only):

Billing address

(if it differs from exhibitor's address)

Company:

Other info:

Street/No.:

Code/city:

Slot 1:

Slot 2:

Slot 3:

Slot 4:

Slot 5:

Slot 6:

How the EV EXPERIENCE benefits you:

- **Maximum Reach & Synergy:** Benefit from the immediate environment of Auto Zürich and secure access to a highly engaged audience of over 68,000 recent visitors.
- **Nahtlose User Journey:** Seamless User Journey: Thanks to intelligent online registration and fully automated creation of test-drive agreements, the sign-up process for participants – both in advance and on-site – becomes an effortless digital experience.
- **Qualified Dialogue via Product Geniuses:** Every test drive is accompanied by an expert. This not only guarantees a professional introduction to the vehicle and charging infrastructure but also provides the ideal setting for high-quality lead generation through targeted data collection during the consultation.
- **Sustainable Lead Utilisation:** The forwarding of participant data is included in the service package. Requirement: Use for marketing purposes requires an explicit, voluntary opt-in within the test-drive agreement (no pre-ticked boxes, including a notice of the right to withdraw and a link to the respective privacy policy).

We offer the following special conditions for participating in the EV EXPERIENCE:

All-inclusive price per vehicle: CHF 9,950*
Exhibition construction & organisation: included in the price
Lead Generation: included in the price
Product Genius: provided by the participant (1 person per vehicle)

* excluding 8.1% VAT

ANNEX TO THE EXHIBITOR CONTRACT "AUTO ZÜRICH NEW CAR SECTOR 2026"

1. Prices

All prices in this annex are shown excluding 8.1% VAT.

2. Booth rent

Automobile companies:

Fixed infrastructure fee of CHF 3,500 plus CHF 110/m² including standard booth configuration, standard lighting, PR and advertising for "Auto Zürich".

Auto Zürich reserves the right to reduce or increase the requested booth area according to room availability and fire regulations. The main exhibitor will be billed CHF 500 for the mandatory communications package. Automobile companies: A fixed rate payment of CHF 150 per co-exhibitor (brand dealer) is charged. Included in the price are the internet listing (and link on the home page). The main exhibitor will be billed.

3. Conditions

50% of booth rent is to be paid within 30 days of receipt of invoice. The second half to be paid by 18 September 2026 at the latest. Should an exhibitor withdraw after signing the binding contract, they are legally responsible for full payment of the stand rent and extra costs. Should the fair organizers manage to rent out the space to a third party, without disadvantage to others, the withdrawn exhibitor has the right to a refund of 10% of the stand rent, or a minimum payment of CHF 5,000 (excl. VAT).

4. Entry prices for the "Auto Zürich"

Online		Tageskasse	
CHF 23	adults	CHF 26	adults
CHF 12	pupils, students, learners	CHF 14	pupils, students, learners
CHF 14	OAPs and those on benefits	CHF 16	OAPs and those on benefits

5. Exclusive pre-opening on 4 November 2026

Exhibitors can reserve tickets for the exclusive preview at a price of CHF 114. The event will be advertised separately and the final programme will be published in September.

6. Tickets for exhibitors, day tickets and parking permits for exhibitors

Exhibitors will be granted 4 free exhibitor tickets for the personnel at the booth, as well as free tickets for a one day single visit (see table). The number of tickets depends on allotted booth size:

booth size	exhibitor tickets	day tickets
up to 70 m ²	5	10
from 71 to 120 m ²	10	20
from 121 to 220 m ²	15	30
over 221 m ²	20	40

Exhibitors must neither sell, nor pass on, nor lend their Exhibitor tickets. Any violation of the above will result in revocation.

Additional exhibitor tickets can be booked at a price of CHF 19 each. Further day tickets can be ordered as vouchers for clients and/or interested parties for a small service charge of CHF 0.50. At the end of the trade show, the actual number of vouchers redeemed will then be invoiced at a special price of CHF 5.50 each. 4-day parking tickets for the Parkhaus Messe Zürich can be purchased at CHF 88 (price quoted February 2026)

10-day parking tickets (including installation days) for the Parkhaus Messe Zürich can be purchased at CHF 148.

On and around the Messe Zürich there are no other parking spaces for visitors or exhibitors. Lost exhibitors' tickets of parking permits or day tickets cannot be replaced for free.