

AUSSTELLERVERTRAG "AUTO ZÜRICH HOT WHEELS 2026" (MOTOR SPORTS, TUNING, AUTOMOTIVE TECHNOLOGY, ACCESSORIES & YOUNGTIMER)

Return by 16 May 2025 to: Auto Zürich AG, P.O. 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 not the same as exhibitor's address)

Company: _____

Other info: _____

Street/No.: _____

Code/city: _____

Co-exhibitors

The participation fee for co-exhibitors, including the mandatory communication kit, is CHF 950*.

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-exhibitors

The participation fee for co-exhibitors, including the mandatory communication kit, is CHF 950*.

Company: _____

Street/No.: _____

Code/city: _____

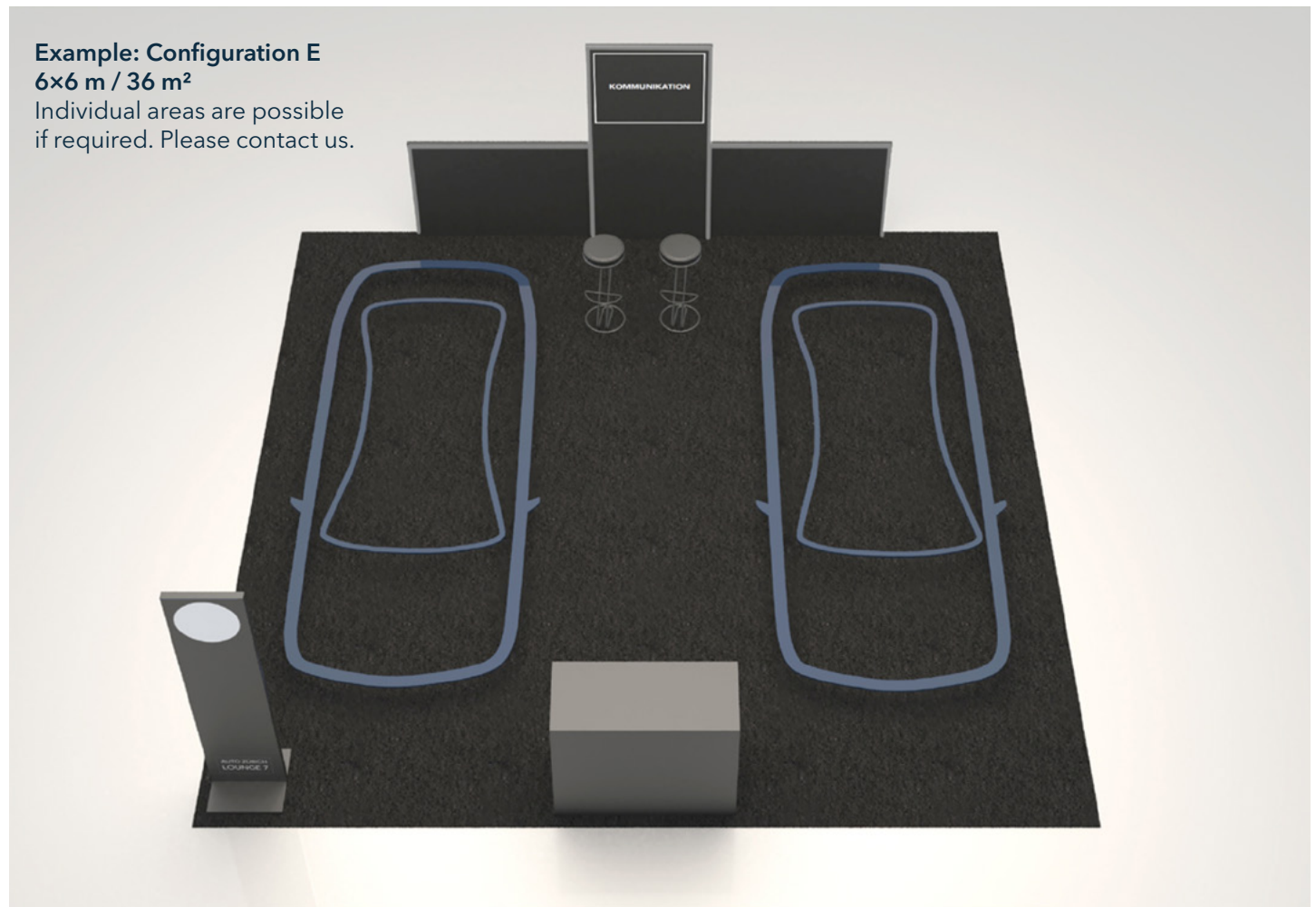
Telephone: _____

E-mail: _____

Website: _____

* excluding 8.1% VAT

The available configurations of the "AUTO ZÜRICH HOT WHEELS 2026" booth architecture

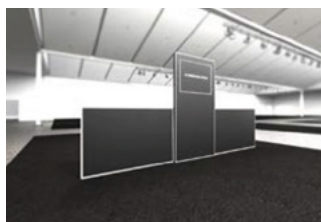


Configuration (incl. basic equipment)

A	5x5 m	25 m ²	CHF	3,950*	<input type="checkbox"/>	E	6x6 m	36 m ²	CHF	5,800*	<input type="checkbox"/>
B	5,5x5 m	28 m ²	CHF	4,400*	<input type="checkbox"/>	F	5x12 m	60 m ²	CHF	7,500*	<input type="checkbox"/>
C	6x5 m	30 m ²	CHF	4,800*	<input type="checkbox"/>	G	5,5x15 m	83 m ²	CHF	10,400*	<input type="checkbox"/>
D	6x5,5 m	33 m ²	CHF	5,300*	<input type="checkbox"/>	H	5x21,5 m	108 m ²	CHF	13,500*	<input type="checkbox"/>

*excluding 8,1% VAT

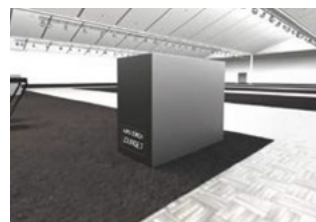
Basic equipment for all configurations



Panel system



Brand display 2x0,5 m



Counter 1,2x0,6x1 m

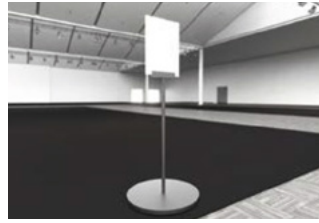


2x Bar stools Basic

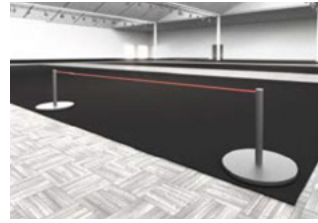
Options (rental)



Presentation desk
1,3x0,9x1,7 m
CHF 150 / per desk*



Product display(s)
CHF 108 / per display*



Border
0,45 m à CHF 28 / per unit*
0,90 m à CHF 35 / per unit*



2x Bar stools Premium
CHF 160*
*excluding 8,1% VAT

Please tick the topics you will be covering at your stand:

Accessories	Motor Sports	Youngtimer	Multimedia	Interior/Seats
Chassis	Motor Tuning	Traffic Safety	Care Products	Services
Optical Tuning	Audio/Hi-Fi	Tyres/Rims	Lubricants	
Other areas:	_____			

Official sales partner for the following brands:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Auto Zürich DIGITAL & 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.

Terms of payment:

50% of the stand rental fee within 30 days of receipt of invoice, the 2nd half by 18 September 2026 at the latest.

General information: The organisers reserve the right to reject any exhibitor without giving reasons and to reduce or increase the requested booth area according to space availability (fire regulations). All prices are exclusive of VAT.

By submitting this registration, the exhibitor accepts and is bound by the terms and conditions of the exhibition, which can be found at www.auto-zuerich.ch/en/exhibitor/documents and which will be sent to the applicant together with a signed copy of the contract.

Main exhibitor

Place: _____

Date: _____

Signature: _____

Auto Zürich AG

Zurich, Date: _____

Signature: _____

Please return to **Auto Zürich AG, PO Box 28, 8010 Zurich**, by 15 May 2026 at the latest, or send an E-mail to: info@auto-zuerich.ch

ANNEX TO THE EXHIBITOR CONTRACT "AUTO ZÜRICH HOT WHEELS 2026"

1. Prices

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

2. Co-exhibitors and communication package

Auto Zürich reserves the right to reduce or increase the requested booth size 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 950 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 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.