

EXHIBITOR REGULATIONS

ORGANISATION

Art. 1

The organisation and management of the exhibition are entrusted to the officers of Auto Zürich AG, who shall appoint the Exhibition Management. Auto Zürich reserves the right to delegate the practical organisation of the event, in whole or in part, to MCH Messe Schweiz (Zürich) AG.

OBLIGATION

Art. 2

"Auto Zürich" constitutes a neutral platform. For the duration of the exhibition, it leases space for sales and information stands, as well as advertising space, where all global manufacturers may present themselves within the limits of available space and without any restrictions regarding their national or continental origin. In this spirit, and within the free play of economic competition, Auto Zürich shall not permit any actions during the exhibition that are directed, directly or indirectly, against one or more brands, their country of origin, or their continent of origin.

Art. 3

The exhibition covers all facets of modern mobility and is divided into the following categories:

1. Vehicles and Propulsion Systems:

- Passenger cars, light motor vehicles (L7e), and passenger transport vehicles with battery-electric (BEV), hydrogen-based (FCEV), or hybrid drives, as well as internal combustion engines.
- Two- and three-wheeled vehicles (motorcycles, e-bikes, scooters, s-pedeles) and micro-mobility solutions.
- Motorhomes and leisure vehicles.

2. Electromobility & Energy Ecosystem:

- Charging infrastructure: wallboxes, fast-charging stations, and payment systems.
- Energy management, photovoltaic integration for mobility, and stationary battery storage.

3. Technology, Software & Networking:

- Digital ecosystems, vehicle software (OTA updates), and infotainment.
- Assistance systems and technologies for automated and autonomous driving.
- Services: new ownership models (car subscriptions, leasing), car-sharing platforms, and fleet management.

4. Aftersales, Tuning & Refinement:

- Customisation, performance tuning, and motorsport.
- Automotive spare parts.
- Workshop equipment (including high-voltage systems) and diagnostic technology.
- Operating materials: e-fuels, lubricants, as well as chemical products for maintenance and the circular economy (recycling).

5. Information, Innovation & Education:

- Trade associations, institutions, and research projects in the field of mobility.
- Trade media and digital communication platforms.

6. Commercial Vehicles

- Models based on commercial vehicle chassis.
- All-terrain work and transport vehicles (4x4).
- Special-purpose vehicles: minibuses, ambulances, etc.

ADMISSION CONDITIONS

Art. 4

Companies whose portfolio directly relates to the categories defined in Art. 3 are eligible for admission as exhibitors.

This specifically includes:

- Vehicle Manufacturers and Representatives: Official importers, brand representatives, and manufacturers of small and limited series.
- Mobility Service Providers: Providers of car subscriptions, sharing platforms, leasing companies, and fleet managers.
- Technology and Energy Companies: Developers of vehicle software, charging infrastructure providers (CPO/MSP), energy suppliers, as well as companies in the fields of battery technology and the hydrogen economy.
- Specialised Retailers: Dealers and distributors of accessories, tuning components, workshop equipment, and digital retrofit systems, provided they are authorised partners of the respective manufacturers.
- Start-ups and Research Scale-ups: Innovative companies focusing on new mobility concepts, provided their exhibits are production-ready or demonstrate a high level of innovation (prototypes).

The Organiser is entitled at any time to request proof of business activities or representation agreements.

The Exhibition Management of Auto Zürich AG shall decide autonomously and with finality on the final admission of companies and exhibits after reviewing the applications received, in order to ensure a balanced mix and the quality of the trade fair.

Art. 5

Exhibitors undertake to restrict promotional activities primarily to the rented stand area.

1. Analogue Advertising:

Any distribution of physical advertising materials (leaflets, giveaways) or the posting of placards outside one's own stand is prohibited, unless these spaces have been explicitly rented through Auto Zürich AG.

2. Digital & Hybrid Advertising:

- The use of location-based services (e.g. beacons, geofencing) for actively addressing visitors outside one's own stand boundaries is only permitted with prior written approval from the Exhibition Management.
- Influencer Marketing: The production of content by brand ambassadors and influencers at the stand is expressly encouraged. Mobile productions (vlogging/live streams) that obstruct the flow of visitors in the aisles require approval from the Exhibition Management.

3. Subletting & Collaborations:

The transfer of stand portions to third parties (e.g. technology partners, app providers) is only permissible if they have been declared in the exhibitor contract. Unauthorised transfer of space will lead to exclusion.

4. Audio-Visual Emissions:

Sound systems or projections extending beyond the stand boundaries must be designed in such a way that neighbouring exhibitors are not adversely affected. The Exhibition Management may specify limit values (dB).

REGISTRATION

Art. 6

Registration and Formation of Contract: Auto Zürich AG leases exhibition space for sales, information, and promotional purposes. Registration must be submitted using the official form and must reach the Organiser, duly signed and legally binding, within the registration period. By submitting the registration, the exhibitor bindingly accepts the terms and conditions of participation as well as the applicable rates.

Art. 7

Binding Nature and Reservations: Unilateral conditions or reservations stipulated by the exhibitor are void. While specific placement requests will be considered where possible, they do not constitute a condition for participation in the trade fair. No protection against competition (exclusivity) is granted. The exhibitor shall be liable for all consequences resulting from incorrect or incomplete information provided in the registration form.

Art. 8

Admission and Confirmation: The lease agreement shall come into effect upon the dispatch of the registration confirmation (via post or digital means) by the Organiser. There is no legal entitlement to admission. The Organiser is entitled to revoke the confirmation if it is based on false information or if the requirements for admission subsequently cease to apply.

Art. 9

Logistics (Set-up and Dismantling): The binding times for access, as well as for set-up and dismantling, will be communicated to exhibitors in due time within the logistics instructions and set-up directives.

Art. 10

Stand Rental and Non-Participation: The obligation to pay the full stand rental remains in its entirety even if the exhibitor subsequently withdraws from participation or is prevented from occupying their allocated space.

Stands that have not been occupied at least 24 hours before the start of the trade fair shall revert to Auto Zürich for its free disposal. The Organiser is entitled to reallocate these areas. This does not affect the original exhibitor's obligation to pay the total contract amount.

STAND SIZE

Art. 11

Exhibitors shall specify their desired and required stand size in their registration (Exhibitor Contract). Auto Zürich determines the dimensions of the stands per class based on the available space and the Exhibitor Contracts received. If necessary, it reserves the right to adjust the requested areas or to relocate the stands. Similarly, Auto Zürich can only accommodate specific placement requests within the scope of its possibilities. For new car exhibitors in the main halls (multi-brand exhibition), no stands smaller than 60 m² will be allocated.

STAND ALLOCATION

Art. 12

Stand allocation is carried out by the Organiser (Auto Zürich) based on objectively justified criteria; the right to allocate stands by ballot is reserved.

Art. 13

The Organiser is entitled to relocate or change assigned stand areas for organisational or safety-related reasons and to assign an equivalent replacement area to the exhibitor. No claims for compensation or reduction in rental price may be derived from this, provided the exhibitor is notified of the relocation at least one month before the start of the event.

Art. 14

Objections to the placement must be submitted in writing within a preclusive period of three working days after receipt of the allocation notice. The Organiser shall make a final decision on such objections, and any legal recourse is excluded.

DELIVERY AND REMOVAL OF EXHIBITS

Art. 15

The opening times of the exhibition halls for set-up and dismantling, as well as the schedule for the delivery and collection of exhibition goods, will be announced in due time. Each exhibitor or their representative is responsible for the transport, receipt, and handling of their freight items, as well as for inspecting the contents. If exhibitors or their agents are unable to receive their freight items at the exhibition due to absence, Auto Zürich may place them in storage or arrange for them to be unpacked at the expense and risk of the interested parties.

INSURANCE

Art. 16

Auto Zürich maintains public liability insurance for its legal liabilities; however, it assumes no duty of care for exhibits or stand equipment. Any liability for damage or loss is excluded.

Every exhibitor is obliged to ensure the following coverage:

a) Fire, Explosion, and Natural Hazards (including high-voltage risk): This insurance is mandatory. Due to the specific fire load of lithium-ion batteries, exhibitors must ensure that their policy explicitly covers damage caused by thermal instability (thermal runaway) in exhibited electric vehicles and charging infrastructure.

b) Public & Product Liability:

The exhibitor is liable for all damage caused by themselves, their exhibits (e.g. malfunction of demo software), or commissioned third parties. Exhibitors must therefore take out specific public liability insurance for their participation in the trade fair or review their existing employer's and public liability insurance and, if necessary, extend it to cover the risks associated with the exhibition. The liability insurance must include the risk of live demonstrations (e.g. active charging processes or robotic presentations).

c) Cyber & IT Security:

For exhibitors performing digital transactions on-site or collecting visitor data (lead management), cyber insurance is strongly recommended. The Organiser is not liable for data loss or business interruption resulting from cyberattacks on the exhibitor's own networks or hardware.

d) Transport and theft insurance (Transit and Static Cover):

Auto Zürich accepts no liability for loss or damage during the exhibition period or the logistics phase. Appropriate coverage (e.g. all-risks exhibition insurance) is recommended.

FIRE SAFETY REGULATIONS AND MATERIALS (VKF COMPLIANCE)

Art. 17

All stand constructions, fittings, and decorations must comply with the current Swiss fire protection guidelines of the Association of Cantonal Fire Insurance Companies (VKF) as well as the specific requirements of the local fire police. The exhibitor is responsible for strict adherence to these regulations.

Only materials certified as at least flame-retardant (Fire Behaviour Group RF2 / DIN 4102-B1) may be used:

- RF1 (non-combustible): Required for critical areas or in direct proximity to ignition sources.
- RF2 (low combustibility): Standard for stand walls, floor coverings, and load-bearing structures.
- RF3 (highly combustible): The use of Group RF3 materials (e.g. untreated wood, straw, paper decorations) is strictly prohibited unless they have been demonstrably upgraded to protection level RF2 through professional impregnation.

Fabrics, wall coverings and decorative elements must hang freely when installed, maintain sufficient ground clearance, and must not produce flaming droplets. The use of highly flammable materials such as artificial flowers, fir brushwood, or paper honeycomb elements is only permitted with express approval and under strict conditions.

The exhibitor is obliged to keep valid test certificates (VKF certificates or equivalent European classifications according to EN 13501-1) available at the stand for all materials used. In the absence of such proof, Auto Zürich or the competent fire safety authority may demand the immediate removal of the affected elements.

Stand construction must not obstruct, conceal, or restrict the function or visibility of technical fire protection equipment (smoke detectors, sprinkler heads, fire extinguishers, wall hydrants) or emergency exit signage. A vertical safety clearance of at least 0.50 m must be maintained from sprinkler heads.

The storage of flammable, explosive, or highly combustible substances (e.g. liquid fuels, gases, solvents) within the exhibition halls is strictly prohibited. The use of such substances for demonstration purposes is subject to approval and must be requested from the Organiser in due time. Due to the risk of spontaneous combustion, flammable waste or textiles soaked in oil/cleaning agents must be disposed of professionally and immediately; they may not remain in the hall.

The stand will be inspected during the official fire safety walk-through. Any deficiencies must be rectified immediately and before the opening of the trade fair. Costs for any fire watch or additional security measures resulting from regulatory violations shall be borne by the exhibitor.

STAND SET-UP AND DESIGN

(See also the installation guidelines in the corresponding exhibition regulations)

Art. 18

The general hall layout and the atmospheric concept of the multi-brand exhibition are defined centrally by Auto Zürich. The Organiser holds design authority; individual objections to the overall concept cannot be considered.

In the remaining halls, the design and construction of the stands are left to the exhibitors. The Exhibitor Regulations and the Operating Rules of MCH Messe Schweiz (Zürich) AG are binding in all cases. The exhibitor undertakes to respect any standards determined by Auto Zürich to facilitate visitor orientation inside and outside the exhibition building (numbering, terminology). Every exhibitor is obliged to inform themselves of the location, exact dimensions, and specific structural conditions of the stand allocated to them. The Zurich Exhibition Centre is available for on-site inspection during business hours. Exhibitors are responsible for the installation of their own stands.

Brand and company signs supplied by Auto Zürich and erected at the stands must under no circumstances be moved.

The Exhibitor Committee reserves the right to limit light intensity at any time or to request adjustments if the lighting is perceived as disturbing or a nuisance to visitors and neighbouring stands. Intermittent light sources, as well as flashing and strobe lights, are strictly prohibited. All lighting concepts must ensure a pleasant trade fair atmosphere and must not impair the safety or well-being of those present.

Sound systems are only permitted provided the volume does not affect neighbouring stands. The Organiser reserves the right to order a reduction in noise levels in the event of a nuisance.

The use of monitors is subject to approval. These must be oriented towards the interior of the stand or placed so far within the stand area that the audience remains exclusively within the exhibitor's own stand boundaries. The top edge of screens (including brackets and substructures) must not exceed a total height of 2.00 m from the hall floor.

The use of presentation robots or drones within the stand area must be registered and must comply with safety requirements (Suva/Fire Safety).

Planting and floral decorations up to a height of 1.50 m are permitted without prior approval. For decorations exceeding 1.50 m, a design concept must be submitted to Auto Zürich in advance for review. Approval will only be granted if the lines of sight to neighbouring stands are preserved and the overall visual concept of the trade fair is not impaired. The absolute maximum height for greenery is limited to 3.00 m.

The display of live animals within the exhibition is prohibited.

The Organisers attach great importance to making Auto Zürich ecologically responsible. Exhibitors are therefore encouraged to consistently use reusable or circular materials (Cradle-to-Cradle) and energy-efficient LED lighting in stand construction, and to avoid single-use carpets or ensure that they are demonstrably recycled.

Auto Zürich reserves the right to have installations that damage the general appearance of "Auto Zürich", involve any hazards, or annoy neighbours or the public, removed or modified at the expense of the stand holder. Stand fittings must be fully installed and exhibits optimally presented by no later than 3 hours before the official opening time on the opening day or the exclusive pre-opening.

All packaging material must be removed from the halls in good time before the opening of Auto Zürich. Disposal must be carried out via the official system of MCH Messe Schweiz, unless the material is taken back by the exhibitor and recycled externally. In the event of non-compliance with the installation regulations, Auto Zürich is entitled to impose sanctions or fines.

Following the completion of set-up work, a formal handover inspection of the stand by Auto Zürich is recommended. Personnel commissioned with the set-up (stand builders, decorators, etc.) must report to the Project Management or the Hall Master for this purpose before leaving the exhibition grounds.

TECHNICAL INSTALLATIONS

Art. 19

Exhibitors requiring installations in addition to general lighting (electricity or specific high-voltage connections including load management for electric exhibits, trade fair Wi-Fi, dedicated LAN connections for live streaming or software demos, water, etc.) must order these in writing and in good time, using the appropriate order forms and in accordance with the instructions of Auto Zürich. Auto Zürich accepts no responsibility for any failure in technical supplies. Furthermore, Auto Zürich shall not be liable for interruptions caused by the overloading of infrastructure that has been incorrectly dimensioned by the exhibitor.

SCOPE OF SERVICES AND ADDITIONAL CHARGES

Art. 20

The Organiser is responsible for the overall planning, organisation, and execution of the trade fair. The stand rental includes the following services:

- Marketing & Communications: Comprehensive advertising and PR measures according to the communication concept.
- Media & VIP Relations: Professional support for media representatives and invited guests of honour.
- Trade Fair Publications: Listing of all main exhibitors in the official trade fair media (based on documents submitted by the deadline)
- Supporting Programme: Organisation and financing of special events and show acts.
- Reporting: Analysis and post-event review for quality assurance purposes.

Art. 21

The following services are not billed via the Organiser but directly by the appointed service partners:

- Electrical Installations: Basic connection as well as additional sockets.
- Repairs: Repairs to the hall infrastructure caused by the exhibitor (billed according to time and materials).
- Additional Advertising: Perimeter and poster advertising outside the rented stand area.

COMMUNICATION AND DIRECTORIES

Art. 22

The publication rights for an official catalogue as well as for all other trade fair media rest exclusively with Auto Zürich. This includes both print media and digital publications. Exhibitors are responsible for the completeness and accuracy of their data and must submit it in accordance with the editorial guidelines. Auto Zürich reserves the right to use the submitted data for cross-channel promotion (social media, newsletters) and assumes no responsibility for any errors or omissions.

Art. 23

Exhibitors' printed matter (brochures, circulars, etc.) may only be distributed at their own stand. To avoid waste, exhibitors are requested to keep the distribution of physical brochures to a minimum. Instead, exhibitors are encouraged to provide information via QR code or NFC. The giving away of balloons or other promotional items inside or outside the exhibition is not permitted. Any form of advertising that does not correspond to the truth is strictly prohibited and will result in the immediate exclusion of the originator. Furthermore, no exhibitor is permitted to engage in advertising, make claims, hold demonstrations, or take other measures during "Auto Zürich" that could disadvantage other exhibitors, their country or their continent, or impair the orderly conduct of the event.

Auto Zürich is authorised to take any appropriate measure to prevent any violation of the above principles and rules or to eliminate the consequences of such violations. The decisions of Auto Zürich are final.

ORGANISATIONAL PROVISIONS

Art. 24

Exhibitors are free to determine their own pricing. In the spirit of a modern omnichannel sales approach, the labelling of vehicles with QR codes linking to online configurators or price lists is expressly encouraged. Markings such as "Reserved" or "Sold" are permitted provided they are discreet and do not impair the high-quality character of Auto Zürich.

Art. 25

Upon presentation of a valid exhibitor pass, stand personnel are permitted access to the hall daily from one hour before the official opening of the trade fair and may remain until 30 minutes after the trade fair closes.

Art. 26

Stands must be manned for visitors during official opening hours; any protective covers on exhibits must be fully removed during this time. Physical stand staffing may be supplemented by digital assistance systems (e.g. remote experts via video call), provided that direct interaction with the public and the unrestricted presentation of the exhibits are guaranteed.

Art. 27

The Organiser is responsible for the regular cleaning of publicly accessible areas (aisles, stairs, sanitary facilities).

The care, maintenance, and daily cleaning of the stand area and the exhibits are the sole responsibility of the exhibitor. Furthermore, the exhibitor is responsible for the professional disposal of any waste generated.

Art. 28

Under no pretext may exhibited vehicles or objects, even if sold, be removed from the exhibition without the prior permission of Auto Zürich. The dismantling of stands must be carried out in accordance with the instructions issued by Auto Zürich.

Art. 29

Auto Zürich determines the dates, duration, and opening hours of the exhibition. It reserves the right to change the hours and dates of the opening and closing of the exhibition, or to shorten or extend its duration, without any claim for damages arising therefrom.

Art. 30

Stands that have not been occupied by 10:00 am on the opening day shall revert to the Organiser without further notice. The Organiser is entitled to dispose of these areas at its own discretion. The claim for the full contract sum remains unaffected and continues in full even if the exhibitor does not participate in the trade fair for reasons beyond their own or the Organiser's control.

Art. 31

The Organiser is entitled to take all measures necessary to maintain security and order and to ensure the smooth operation of the trade fair.

Art. 32

Should "Auto Zürich" be unable to take place for any reason, the exhibitor contracts shall be cancelled. Any funds remaining available after the payment of expenses incurred shall be distributed to the exhibitors in proportion to the amounts paid by each individual exhibitor. In such an event, it is expressly agreed that exhibitors shall have no right of recourse for any claim or reason against Auto Zürich.

DOMICILIARY RIGHTS

Art. 33

The Organiser shall exercise unrestricted domiciliary rights throughout the exhibition grounds during the set-up, event, and dismantling periods. The instructions of the Organiser and its security personnel must be followed by exhibitors, their employees, and commissioned third parties.

FINAL PROVISIONS AND LEGAL VALIDITY

Art. 34

Auto Zürich reserves the right of decision on all matters not provided for in these regulations and the right to make any necessary amendments and additions, which shall take effect immediately.

Art. 35

In the event of violations of these regulations, official requirements, or safety-related instructions from the Organiser, the Organiser may declare the exclusion of the exhibitor from the current event. Exclusion shall generally take place after an unsuccessful formal warning; however, in cases of imminent danger or particularly serious violations, a warning is not required. In the event of exclusion, the Organiser's claim to the full stand rental as well as all agreed ancillary costs and fees remains in effect; any claim for a refund on the part of the exhibitor is excluded. The Organiser assumes no liability for damages or loss of profit incurred by the exhibitor as a result of the exclusion.

Furthermore, Auto Zürich is entitled, at its own discretion, to dispose of the vacated areas immediately (e.g. through reallocation or redesign) without the excluded exhibitor being entitled to any compensation claims.

Art. 36

If an exhibitor withdraws from participation in the exhibition after the conclusion of the contract, they shall remain fully liable for the stand rental and ancillary costs. If the Exhibition Management succeeds in re-letting the stand without incurring a loss, the exhibitor who withdrew from the contract shall pay a compensation fee of 10% of the stand rental, but at least CHF 2,500.00 (excluding VAT).

Art. 37

By signing the Exhibitor Contract, exhibitors declare their acceptance of all provisions of these General Exhibition Conditions. The subject of the contract is the Exhibitor Regulations in the version applicable at the time of the conclusion of the contract. Additionally, any supplementary regulations relevant to the specific type of participation or the services utilised by the exhibitor shall apply. By signing the contract, the exhibitor also undertakes to comply with the Swiss Federal Act on Data Protection (nFADP) as well as the GDPR when collecting visitor data (lead management).

Place of Jurisdiction

In the event of any disputes, the place of jurisdiction shall be Zurich.