

SUPPLEMENTARY REGULATIONS FOR SERVICES & CATERING

Setup and servicing of stands in the Services & Catering section

A. EXHIBITORS IN THE SERVICES SECTION

When making individual adjustments within the stand areas, the following mandatory regulations must be observed:

1. Design

- Wall Coverings: Auto Zürich provides uniform wall coverings for all stands.
- Signage: Stand signage and logos must be obtained exclusively through the official exhibition construction partner in accordance with the organiser's specifications. Any additional visual communication or self-promotion on the back walls is prohibited.
- Digital Displays: The use of screens or digital information systems is permitted only within the stand area and must comply with the maximum construction height. They must not disturb the overall appearance of the trade fair or neighbouring exhibitors through light emissions or sound.
- Showcases and Pylons: A maximum of two brand pylons (illuminated or non-illuminated) are permitted per exhibition area, up to a total height of 2.50 m. Showcases must not exceed the dimensions of 2.50 m (height) and 1.20 m (width). If multiple showcases are used, a minimum distance of 4.80 m must be maintained between them.
- Umbrellas and Structures: The placement of (promotional) umbrellas as well as similar space-consuming structures is not permitted.

2. Advertising Restrictions

All promotional elements within the stand area – including physical displays, banners, and digital screens – must not exceed a maximum height of 1.50 m from the hall floor. The only exceptions to this rule are the officially approved brand pylons and showcases, as defined in the specific design guidelines.

3. Maximum Construction Height and Partition Walls

The maximum height for all stand installations is 1.50 m from the hall floor.

In exceptional cases where the organiser permits the erection of partition walls, the exhibitor is obliged to inform adjacent stand neighbours in good time. This is to ensure mutual agreement regarding the design of the rear of the walls, as well as to compensate for any differences in height (e.g. in the case of varying platform heights) to guarantee a seamless overall appearance.

4. Placement and Boundary Clearances

The following clearance rules relative to the stand boundary apply to the placement of vehicles, infrastructure, and promotional elements:

- Exhibits (Vehicles/Goods): These may be positioned directly up to the stand boundary.
- Walls and Fixed Installations: A minimum clearance of 1.00 m from the stand boundary must be maintained.
Note: To guarantee an open hall atmosphere, Auto Zürich reserves the right to limit the length of closed wall elements to a maximum of two-thirds of the stand edge (one-third of the length/depth must remain open).
- Setback Requirements: A mandatory setback of at least 50 cm from the stand edge applies to lightboxes, brand symbols, turntables, platforms, and similar structures.

5. Platform Construction, Turntables, and Exhibit Heights

The integration of platforms and turntables for vehicle presentation is permitted, subject to the following maximum heights:

- Floor Platforms & Turntables: The construction height for walk-on platforms or rotating platforms is limited to a maximum of 30 cm.
- Presentation Height (Exhibits): The total height of presentation platforms including the vehicle placed upon them, must not exceed 2.20 m from the hall floor.
- Safety & Sightlines: All structures must comply with applicable safety regulations. They must be positioned in such a way that the trade fair's sightlines are maintained and neighbouring exhibitors are not adversely affected.

6. Acoustic Signals, Light Signatures and Spotlights

The staging of modern light architecture (daytime running light animations, LED signatures, "welcome scenarios") is permitted in a dimmed form. Any glare effect for visitors or neighbouring exhibitors must be excluded.

Acoustic signals, dynamic light shows or blinking spotlights in continuous operation are prohibited.

Supplementary, brand-specific accent lighting (e.g. to highlight details) is permitted, provided that the spotlights are installed within the stand area and do not beam beyond the stand boundaries.

7. Promotional Materials & Accessories

Active promotional demonstrations and live presentations of any kind require the express prior approval of the organiser.

The display of brand-specific accessories (e.g. tyres, components) is permitted, provided that the applicable dimensional and height specifications are strictly observed.

8. Special Approvals

Applications for special requests or deviations from the existing guidelines (particularly regarding stand configurations, lighting, platform constructions, or modes of presentation) must be submitted in writing to the organiser no later than **six weeks before the start of the trade fair**. Requests received after this deadline can no longer be considered.

9. Completion of Stand Construction

The stand construction, as well as the positioning of exhibits ready for presentation, must be fully completed **no later than 4:00 pm on the day of the pre-opening**.

B. EXHIBITORS IN THE CATERING SECTION

Stand allocation is determined by the organiser based on the trade fair concept and with optimal consideration of the exhibitor portfolio.

The mandatory build-up and dismantling times will be communicated in good time; strict adherence to these is essential to ensure smooth logistical operations.

The range of food and beverages offered must be fully declared in the registration form. To ensure a high-quality and diverse gastronomic experience, the organiser reserves the right to coordinate and adjust the product range. A current photograph or a visualisation of the stand/food truck must be submitted.

Furthermore, the following mandatory regulations must be observed:

1. Food Hygiene & Labelling

The exhibitor is responsible for strict compliance with the Cantonal Food Ordinance (LMV) and the EDI Hygiene Ordinance (HyV). The legal obligation to declare allergens and the country of origin for meat and fish products must be clearly visible to guests.

2. Sustainability & Waste Management

Auto Zürich is committed to sustainability: the serving of food should preferably take place using biodegradable tableware or via a reusable system. The professional disposal of catering waste, as well as the return of used cooking oils (recycling), is the responsibility of the exhibitor and must be carried out in accordance with the trade fair's waste management concept. In outdoor areas, the discharge of wastewater into the surface drainage system is strictly prohibited.

3. Fire Protection & Safety

Installations involving liquid gas or large electrical appliances must comply with the current VKF fire protection guidelines. A valid inspection certificate for gas systems as well as a certified F-class fire extinguisher (for grease fires) must be kept on the stand at all times.

4. Design (Halls 1-6 & PENTHOUSE)

- Digital Displays: The use of screens or digital information systems is permitted only within the stand area and must comply with the maximum construction height. They must not disturb the overall appearance of the trade fair or neighbouring exhibitors through light emissions or sound.
- Showcases and Pylons: A maximum of two brand pylons (illuminated or non-illuminated) are permitted per exhibition area, up to a total height of 2.50 m. Showcases must not exceed the dimensions of 2.50 m (height) and 1.20 m (width). If multiple showcases are used, a minimum distance of 4.80 m must be maintained between them.
- Umbrellas and Structures: The placement of (promotional) umbrellas as well as similar space-consuming structures is not permitted.

5. Advertising Restrictions (Halls 1-6 & PENTHOUSE)

All promotional elements within the stand area – including physical displays, banners, and digital screens – must not exceed a maximum height of 1.50 m from the hall floor. The only exceptions to this rule are the officially approved brand pylons and showcases, as defined in the specific design guidelines.

6. Maximum Construction Height and Partition Walls (Halls 1-6 & PENTHOUSE)

The maximum height for all stand installations is 1.50 m from the hall floor.

In exceptional cases where the organiser permits the erection of partition walls, the exhibitor is obliged to inform adjacent stand neighbours in good time. This is to ensure mutual agreement regarding the design of the rear of the walls, as well as to compensate for any differences in height (e.g. in the case of varying platform heights) to guarantee a seamless overall appearance.

7. Acoustic Signals, Light Signatures and Spotlights (Halls 1-6 & PENTHOUSE)

Acoustic signals, dynamic light shows or blinking spotlights in continuous operation are prohibited.

8. Special Approvals

Applications for special requests or deviations from the existing guidelines (particularly regarding stand configurations, lighting, platform constructions, or modes of presentation) must be submitted in writing to the organiser no later than **six weeks before the start of the trade fair**. Requests received after this deadline can no longer be considered.

9. Logistics & Operations (Outdoor Area)

Access to the outdoor grounds is permitted only within the allocated time windows (slots). During the opening hours of Auto Zürich, driving on the premises as well as leaving the stand space is prohibited for safety reasons. Engines and external generators must be switched off during operation; power supply is provided exclusively via the trade fair infrastructure.

10a. Completion of Stand Construction – Halls 1-5 & PENTHOUSE

All stand installations in Halls 1-5 and the PENTHOUSE must be fully completed no later than **4:00 pm on the day of the pre-opening**.

10b. Completion of Stand Construction – Hall 6

To ensure the smooth running of the MEDIA DAY events and the activities scheduled as part of the pre-opening, the following provisions apply to Hall 6:

- Completion: Stand construction, as well as the positioning of exhibits ready for presentation, must be fully completed no later than **4:00 pm on the day of the pre-opening**.
- Quiet Periods during MEDIA DAY: On the day of the MEDIA DAY event, any noise-intensive work on the stand areas is strictly prohibited from **08:00 am until the end of the event** (approx. 1:30 pm).

10c. Completion of Stand Construction – Outdoor Area

All stand installations in the outdoor area must be fully set up and ready for operation no later than **10:00 am on the opening day of the trade fair**.