

SUPPLEMENTARY REGULATIONS FOR NEW CAR SECTION

Setup and servicing of stands in the New Car section

A. VEHICLE EXHIBITORS IN THE NEW CAR SECTION

The stand design in the New Car section adheres to the uniform architectural concept of Auto Zürich.

The allocated New Car stand spaces include the following basic equipment:

- Branding & Long-range Impact: Central ceiling signage including brand logo, optimally aligned with the stand front.
- Reception & Brand Presence: Counter module with integrated back wall and individual logo print.
- Networking Area: Meeting module consisting of one high table and two stools.
- Exhibit Lighting: Ambient lighting for the vehicles provided by floodlights.

The structural infrastructure is provided uniformly by the organiser and will be invoiced based on actual requirements.

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**.

10. Test Drives

Since no dedicated test tracks are available during Auto Zürich, test drives take place exclusively on public roads. Exhibitors and their customers are obliged to strictly comply with the Road Traffic Act (SVG) and to exercise extreme caution. Any driving style that violates current traffic regulations is prohibited; full liability rests with the exhibitor or the driver of the vehicle.

B. NON-VEHICLE EXHIBITORS IN THE NEW CAR SECTION

1. Design

- **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.

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- **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.

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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 Provisions for Hi-Fi and Audiovisual Systems

Exhibitors of audio and multimedia systems are entitled to erect enclosed demonstration cabins up to a total height of 2.65 m. Outside of these enclosed cabins, audio presentations are permitted exclusively via headphones.

All demonstrations must be designed in such a way that the audience remains entirely within the rented stand area; visitors protruding into the aisles is not permitted.

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