

# Regulations

For exhibitors at the virtual trade fair  
The checklist is an integral part of the fair regulations

## Table of contents

General points.....	2
Fundamental principle .....	2
Admission requirements.....	2
Allocation of booths .....	2
Workflow.....	2
Assembling & Operation.....	2
Preparation & assembling/decoration .....	2
Permanent presence at the booth .....	2
Deconstruction.....	2
End of the trade fair .....	2
Infrastructure/Logistics.....	2
Rental fees.....	2
Fair appearance .....	3
Appearance & Assortment .....	3
Trade.....	3
Sale.....	3
Smoking.....	3
Security.....	3
Data security.....	3

## General points

### *Fundamental principle*

Foreign commercial practice enterprises which belong to the network of Pen Worldwide are free to participate at the fair. The objective is to stimulate commercial exchanges between swiss and foreign enterprises.

### *Admission requirements*

The fair's organiser can refuse an exhibitor's registration if he did not fulfil his financial obligations or did not discharge an open claim from a previous fair to the organiser (booth rental invoice, damaged booth, etc.). A potential exhibitor must be an official member of a Pen Worldwide-partner network or is in possession of an admission from the Pen Worldwide-coordination center.

### *Allocation of booths*

If all the admission requirements are filled, the fair's organizer proceeds to the allocation of booths. The booths allocation will be done chronologically according to the order of online registrations. As soon as the booth's reservation is online, the booth's allocation is considered as definitive.

## Workflow

### *Assembling & Operation*

#### Preparation & assembling / decoration

The soonest-possible time for assembling and decoration of the booth will be published on the trade fair's website. The fair's organiser guarantees an adequate lead time for the virtual set-up of the booth. The organiser provides the exhibitors with booth templates, which are customizable with an image-editing program.

#### Permanent presence at the booth

Exhibitors must assure that a permanent presence of instructed staff at the booth is guaranteed during the official trade fair opening hours. A responsible head of the exhibitor practice enterprise must be available at any time during the business hours in case of queries.

### *Deconstruction*

#### End of the trade fair

The official end time of the trade fair will be published on the website and is binding. The end of the event will be announced by the fair's organiser. Deconstructing the booth before this time is strictly prohibited.

## Infrastructure/Logistics

### *Rental fees*

The rental fees must be paid by the given date on the checklist. The reservation can only be done with the appropriate online form. The registration deadline is also indicated on the checklist. The registration is binding and includes:

- 1 virtual booth
- 1 licence to embed the basic communication software for 1 account

A refund in case of an exhibitor's cancellation of his participation will not occur.

The exhibitor is free to handle his business dealings with the communication software provided by the organiser or with another communication software of his choice.

## Fair appearance

### *Appearance & Assortment*

Appearance and assortment have to be adapted to this event and must not violate the political, religious or taste of visitors or other participants of the trade fair, nor violate legal or policy rules. Services or assortments with paramilitary (gotcha, paintball, etc.), sexist (escort service, etc.) or similar tendencies are undesirable. The trade **fair's organiser** reserves the right to prevent such appearances.

## Trade

### *Sale*

The sale of real goods is strictly prohibited.  
Sales at the trade faire are reserved exclusively to registered exhibitors with a virtual booth.

### *Smoking*

There is a smoking ban in the whole infrastructure of the exhibition-hall and the booth.

## Security

### *Data security*

**The trade fair's organiser guarantees that the used software** complies with the data protection law. All data and documents will be deleted from the trade fair platform irrevocably 30 days after the fair. The exhibitor makes sure storing his documents properly. The communication tool is available for post-processing of business cases 14 days after the trade fair. All data will then be irrevocably deleted.

The signature confirms the consent and the compliance with the Regulations for the below named fair exhibitor.

---

Place, Date

---

Name/stamp of the practice enterprise

---

Name/signature of the management