

**WORLD  
DIDAC**

BERN  
SWITZERLAND  
November 4<sup>th</sup>–6<sup>th</sup> 2020



# CONDITIONS OF PARTICIPATION

FACTS AND FIGURES ABOUT THE EXHIBITION

## 1. Planning agenda (subject to modifications)

Send online registration information	July 2019	to exhibitors
<b>Registration deadline for existing exhibitors/co exhibitors /start of stand allocation</b>	<b>09. March 2020</b>	<b>to BERNEXPO AG</b>
Registration confirmation with login details for catalogue entry and order of advertising material	After online registration	from BERNEXPO AG
Send stand allocations and login details for technical orders in the Online Service Center (OSC <sup>1</sup> )	June 2020	to exhibitors
Send part invoice	2 weeks after the allocation information	to exhibitors
Due date of part invoice	In accordance with payment deadline	to BERNEXPO AG
Submission deadline for technical orders (via OSC)	25. September 2020	to BERNEXPO AG
Last changes catalogue entry	14. October 2020	to BERNEXPO AG
Shipment of advertising material	starting march 2020	to exhibitors
Detailed set up and dismantling information (concept of transportation)	September 2020	to exhibitors
Shipment of exhibitors tickets and parking tickets	Mid October 2020 (after receiving payment for the stand hire invoice)	to exhibitors
Set - up	According to detailed set up information and concept of transportation	
Exhibition	04. – 06. November 2020	
Dismantling	According to detailed dismantling information and concept of transportation	
Final invoice	December 2020	to exhibitors
Final invoice payment due	30 days from date of invoice	to BERNEXPO AG

<sup>1</sup> Online Service Center (OSC): [www.osc.bernexpo.ch](http://www.osc.bernexpo.ch)

## 2. Opening times (Modification under reserve)

Event opening times for visitors:

Wednesday	4. November	9 am to 5 pm
Thursday	5. November	9 am to 5 pm
Friday	6. November	9 am to 5 pm

For exhibitors: 1 hour prior and 1 hour after the official opening times

## 3. Organizer

BERNEXPO AG

Swissdidac / Worlddidac

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## 4. Scope

The present "Conditions of participation" apply to participation in the „Swissdidac“ and „Worlddidac“ exhibition and supplement the respective applicable "General conditions of participation" of BERNEXPO AG. The respective applicable "Company Regulations" of BERNEXPO AG and the respective applicable "Technical information about the halls" are also key.

## 5. Purpose of the exhibition

Worlddidac

The trade show is aimed at producers and retailers of products and services from relevant subject areas. The Worlddidac is internationally structured and considered to be one of the most important presentation and communications platforms across the world. Decision-makers from education gain first-hand information on the paths and opportunities when teaching and learning. The Worlddidac is a trendsetter!

Swissdidac

The leading national trade show is the platform for showcasing the changes in the education sector (digitalization and learning support) and provides first-hand solutions for teaching staff, head teachers and those responsible for school infrastructures. It is the platform for primary and secondary education and represents life-long learning from early years education to old age. The Swissdidac is a trendsetter!

## **6. Admitted exhibitors**

Main importers, manufacturers and agents/distributors that manufacture, market or sell one or more products in the product groups listed below are authorised to exhibit. Service providers and consultants involved with the authorised product groups can also participate in the trade fair. All products being exhibited must be specified when applying.

Exhibitors are approved by the organiser in consultation with the Worlddidac Association. The organiser is not obliged to give information on the reasons for his decisions. He can cancel or refuse a booking at any time, and in so doing have no obligation to provide any service, apart from refunding the amounts already transferred.

The exhibitor assures the organiser that the exhibitor brand names he has nominated may be utilised by the exhibition organiser for the promotion of Swissdidac & Worlddidac Bern 2020 on its communications platforms (online trade fair platform/list of exhibitors).

## **7. Admitted exhibited articles**

- Out-of-School learning
- Services and educational solutions
- Early Learning
- Health (nutrition and sports)
- STEM
- Multimedia hardware
- Multimedia software
- Music and sports
- Room concepts (in-/outdoor)
- Digital publishing products and teaching aids
- Printed publishing products and teaching aids
- Robotics
- Educational toys and Serious games
- Associations and organizations
- Consumable materials and stationery articles
- Further education and consultation
- Virtual Reality (VR) and Augmented Reality (AR)
- Online E-Learning resources
- Adult and further education
- Special Educational Needs
- Teacher Trainers

## **8. Worlddidac Association Members**

If they register for a stand by 28 February 2020, members of the Worlddidac Association can benefit from an association discount. The regular price will be charged in case of a later registration. For this purpose, the Worlddidac Association will provide a valid membership list to the trade show management on 28 February 2020.

## 9. Fees (prices plus VAT)

The following services are in all cases provided at an additional charge to stand hire:

- Communication package basic
- Waste disposal

### 9.1 Stand hire in halls (stand area/without infrastructure)

Item no	Item description	Rate per m2
100200	Stand hire in halls, In-line stand(1 open side)	CHF 270.00
100200	Stand hire in halls, Corner stand (2 open sides)	CHF 325.00
100200	Stand hire in halls, Penisuala stand (3 open sides)	CHF 335.00
100200	Stand hire in halls, Island stand (4 open sides)	CHF 350.00
100012	Stand hire in halls, second and subsequent stand floors	CHF 135.00

**Worlddidac Association Member price** (Discount applies for stand registration until 28.02.2020):

Item no	Item description	Rate per m2
100300	Stand hire in halls, In-line stand(1 open side)	CHF 216.00
100300	Stand hire in halls, Corner stand (2 open sides)	CHF 260.00
100300	Stand hire in halls, Penisuala stand (3 open sides)	CHF 268.00
100300	Stand hire in halls, Island stand (4 open sides)	CHF 280.00
100013	Stand hire in halls, second and subsequent stand floors	CHF 108.00

No façade surcharge is imposed on trade fair stands with an area of at least 150 m<sup>2</sup>.

### 9.2 Trade Show Packages

Detailed information on packages can be found on the attached leaflet.

Item no.	Description	Price
104108	BUDGET trade show package/in-line stand (1 open side), 9m2	CHF 5'520.00
104108	BUDGET trade show package/additional m2/in-line stand	CHF 370.00
104108	BUDGET trade show package/corner stand (2 open sides), 9m2	CHF 6'020.00
104108	BUDGET trade show package/additional m2/corner stand	CHF 410.00
104208	STANDARD trade show package/in-line stand (1 open side), 9m2	CHF 6'420.00
104208	STANDARD trade show package/additional m2/in-line stand	CHF 430.00
104208	STANDARD trade show package/corner stand (2 open sides), 9m2	CHF 6'730.00
104208	STANDARD trade show package/additional m2/corner stand	CHF 470.00
104308	DELUXE trade show package/in-line stand (1 open side), 12m2	CHF 9'780.00
104308	DELUXE trade show package/additional m2	CHF 725.00
104308	DELUXE trade show package/corner stand (2 open sides), 12m2	CHF 10'450.00
104308	DELUXE trade show package/additional m2/corner stand	CHF 780.00

**Worlddidac Association Member price** (Discount applies for stand registration until 28.02.2020):

Item no.	Description	Price
104109	BUDGET trade show package/in-line stand (1 open side), 9m2	CHF 5'040.00
104109	BUDGET trade show package/additional m2/in-line stand	CHF 330.00
104109	BUDGET trade show package/corner stand (2 open sides), 9m2	CHF 5'430.00
104109	BUDGET trade show package/additional m2/corner stand	CHF 360.00
104209	STANDARD trade show package/in-line stand (1 open side), 9m2	CHF 5'760.00
104209	STANDARD trade show package/additional m2/in-line stand	CHF 390.00
104209	STANDARD trade show package/corner stand (2 open sides), 9m2	CHF 6'150.00
104209	STANDARD trade show package/additional m2/corner stand	CHF 420.00
104309	DELUXE trade show package/in-line stand (1 open side), 12m2	CHF 9'140.00
104309	DELUXE trade show package/additional m2/in-line stand	CHF 670.00
104309	DELUXE trade show package/corner stand (2 open sides), 12m2	CHF 9'660.00
104309	DELUXE trade show package/additional m2/corner stand	CHF 715.00

## 9.2 Flat-rate package "start-up"

The flat-rate package start-up offers innovative young businessmen the possibility, to present their products to the education market with reduced Prices.

The start-up-section is limited to 20 booths and only available to exhibitors complying with the following terms:

- Company exists maximum 5 years
- The product / service is innovative and new and settles in the education market
- Company has not exhibited at the Swissdidac & Worlddidac Bern 2018
- The final decision of participation is made by the BERNEXPO AG.

Item no	Item description	Flat rate
100730	Flat-rate start-up	CHF 2350.00

The flat-rate includes the following services:

- Round space (Diameter: 3.2M) in the start-up-section (incl. carpet)
- 1 High Table made of wooden pallet
- 1 High Chair
- Lighting
- 1 power socket 230V incl. power consumption
- LAN connection
- Communication package basic (incl. Catalogue entry with company description)
- Information panel with booth labelling (0.35 x 1.4M: free space for product description)
- Waste disposal
- Common Start-Up Lounge for visitors
- Marketing activities for the Start-Up sector in advance of the show
- Signalisation on the fairground

### 9.3 Minimum rental

Stand and space rental is in any case charged at the minimum rental fee, even if the price would be lower in terms of the m2.

Item description	Flat rate
Minimum rental	CHF 2'430.00
Minimum rental for Worlddidac Association Members	CHF 1'944.00

### 9.4 Co - exhibitor surcharges

Co-exhibitors according to the definition in the current "General Conditions of Participation". The flat rate includes a basic entry on the obligatory online platform.

With the payment of the co-exhibitor surcharge, the company gains the following rights:

- Company label at the stand of the main exhibitor
- Communication Package Basic
- Right to order vouchers
- Right to order promotional material

Item no	Item description	Flat rate
100060	Co – exhibitor surcharges	CHF 1000.00

### 9.5 Catering Stands

For all catering stands 17% of the sales volume will be levied. The prepayment of a minimum rent of CHF2'000.- is compulsory.

Item no	Item description	Flat rate
102010	Minimum rate for catering stands	CHF 2000.00

## 10. Cancellation of registration

In accordance with the current "General Conditions of Participation".

In the event that an exhibitor does not attend the trade show after written registration, the cancellation fee, the full co-exhibitor surcharge and the additional costs incurred remain due in any case.

Item no	Item description	Price
100075	Cancellation Fee (no trade show package) < 50 m2	CHF 2'000.00
100075	Cancellation Fee (no trade show package) > 50 m2	CHF 3'000.00
100075	Cancellation Fee (no trade show package) < 50 m2	CHF 3'000.00
100075	Cancellation Fee (trade show package) > 50 m2	CHF 4'000.00

## 11. Stand design guidelines (see also the Company Regulations and general conditions of participation)

The trade show management must approve all stand constructions. Exhibitors must submit a stand design to the trade show management at least 60 days before construction. The stand constructions will be authorised by the trade show management in writing. If you do not receive written authorisation from the trade show management, the stands may not be erected.

Stand constructions that differ from the authorised stand design need to be adapted immediately or dismantled. If exhibitors do not comply with the request of the trade show management within a reasonable period of time, the trade show management is entitled to commission changes to the stand at the cost of the exhibitor.

A trade show stand must meet the following minimum requirements:

- Clean back and side walls
- Company name
- Floor covering for the entire stand area

## 12. Open stand sides

The stand should be designed to be as transparent as possible to the aisles. Long stands that are closed to the aisles are not permitted. Stands must be 80% open to the aisles.

## 13. Stand heights

The maximum construction height for single-storey stand constructions is 4 m. In some areas of Hall 3.0, there is a maximum of 3 m. Double-storey stand constructions can have a maximum height of 7.5 m.

## 14. Multi-storey stands

It is possible to erect two-storey stands to the maximum construction height of 7.50 m. This should be declared on the registration form. A two-storey construction can only be approved in agreement with the trade show management. Two-storey constructions may be refused in the interest of the overall hall design and for safety reasons. On the upper floor, the distance to the stairs from any location on the second storey shall not exceed 10 m (walking distance). Stands with greater than 50 m2 of overbuilt area require at least two sets of stairs located at opposite ends of the stand. Emergency exits and escape routes should be labelled accordingly. Load-bearing components,



the ceilings of the ground floor, and the floor of the upper floor must be made out of fire-retardant or non-flammable construction materials. The upper floor of a two-storey stand may not be covered from above. There must be a line of sight to the hall from the booths and other meeting rooms.  
Further information on the fire safety standards can be found at [www.vkf.ch](http://www.vkf.ch).

## 15. Stand boundaries

Visible partition walls must be clean and in perfect condition. Any coverings on the partition walls must comply with fire safety regulations.

## 16. Trade show admission

All visitors are obliged to register for the event either in advance online or at one of the counters in front of the admission desks. Admission to the trade show is in principle subject to a fee.

### 16.1 Exhibitor tickets

Each exhibitor will receive one exhibitor ticket per 5 m<sup>2</sup> stand area, min. 2 tickets, max. 20 tickets, valid for unrestricted admission to the event. Exhibitor tickets are only required during the exhibition.  
Additional exhibitor tickets can be ordered for a fee in writing from the event management. The tickets are sent once payment has been received, about two weeks before the trade show.

Item no	Item description	Rate per ticket
150010	Additional exhibitor tickets	CHF 37.15

### 16.2 Guest passes for visitors

Invite your (potential) customers to visit the trade show and make valuable contacts even before the trade show begins. In the OCS shop you can order printed guest cards and electronic promotion codes to be sent to your customers. Visitors need to exchange the guest card / promotion code obtained from you in the online shop for an entry ticket and will be admitted to the trade show free of charge at the venue.

Starting three months before the trade show begins, exhibitors will regularly receive a list of all the contact details of persons who have been registered in the online shop with the guest cards / promotion codes issued for them. However, the exhibitor will only be billed CHF 5.00 excl. VAT for those guest cards / promotion codes which have been validated on site. A maximum of CHF 5'000.00 plus VAT will be charged. For printed guest cards a basic fee of CHF 50.00 per order is charged additionally to cover the printing costs.

## 17. Basic communication package

### 17.1 List of exhibitors

The obligatory basic entry in the list of exhibitors is subject to a fee. The communication package includes the entry of the company address as well as the offers in the online exhibitor directory. Upgrades enable you to extend the services of the basic communication package and thus increase your online presence before, during and after Worlddidac & Swissdidac Bern. All information on the services of the obligatory basic package and the upgrades can be found in the flyer "Entry in exhibitor directory".

Item no	Item description	Flat rate
606020	Basic online communication package	CHF 890.00
606007	Upgrade basic communication package to medium package	+ CHF 430.00
606008	Upgrade basic communication package to premium package	+ CHF 950.00

### 17.2 Electronic list of exhibitors: [visit.swissdidac.ch](http://visit.swissdidac.ch) / [visit.worlddidac.ch](http://visit.worlddidac.ch)

The electronic exhibitors list for Swissdidac and Worlddidac is usually published in October the year before. All registrations received by this time will then be activated. All registrations received after this date will be continually activated until the start of the trade show.

(Online) presence ends in May following the year when the trade show took place.

Compensation or other claims cannot be made against BERNEXPO AG if the exhibitors do not utilise the maximum possible period. All details can be updated within this period by exhibitors or co-exhibitors at any time.

## 18. Waste disposal/recycling

Refuse and waste must be disposed of in the provided waste bins. On the evening before opening, waste can be placed in front of the stands in the aisles. The cleaning service will deal with its disposal. Paint tubs may not be cleaned in the toilet washbasins. Bottle banks are provided to recycle glass. Each exhibitor is charged in the final invoice a proportion of the costs of waste disposal/recycling per stand according to the following key<sup>2</sup>:

Item no.	Item description	Flat rate
554026	Waste disposal (up to a stand height of 25 m2)	CHF 53.00
554026	Waste disposal (from a stand size of 26–50 m2)	CHF 63.00
554026	Waste disposal (from a stand size of 51–100 m2)	CHF 93.00
554026	Waste disposal (from a stand size of 101–300 m2)	CHF 163.00
554026	Waste disposal (from a stand size of 301 m2)	CHF 245.00

## 19. Exclusion of exhibits and exhibitors

The trade show management is entitled to remove from the stand any non-permitted exhibits, products and services that contravene patent law or illegal counterfeit goods (upon consultation with the authorities), or to entirely close the stand. The exhibitor will bear all associated costs.

The exhibitor has no claim against the trade show or the trade show space (see also the General Conditions of Participation item 2.8).

<sup>2</sup> in special circumstances or in case of large quantities, we reserve the right to increase disposal charges

## 20. Goods deliveries

During the event: daily 1 hour before the trade show opens. Delivery vehicles must have left the exhibition premises 1/2 hour before the trade show opens.

## 21. Opening hours for exhibitors and constructors

### Setup

Friday	30 October 2020	On request only, subject to a fee
Saturday	31 October 2020	07:30 – 18:00 Extension until 22:00 possible for a fee
Sunday	1 November 2020	On request only, subject to a fee, without services
Monday	2 November 2020	07:30 – 18:00 Extension until 22:00 possible for a fee
Tuesday	3 November 2020	07:30 – 18:00 (stands completed)

### Dismantling

Friday	6 November 2020	Dismantling of stands from 16:00 Start return of empties from 16:00 Opening the door and services from 17:00 Dismantling possible until 24:00 Please note: until 17:00 dismantling not possible via visitor entrances and through Hall 2.1.
Saturday	7 November 2020	07:30 – 18:00 Extension until 22:00 possible for a fee Please note: until 17:00 dismantling not possible via visitor entrances and through Hall 2.1.
Sunday	8 November 2020	07:30 – 18:00 Extension without services are possible until 22:00 for a fee and on request only
Monday	9 November 2020	07:00 – 09:00 only for collection of material (material has to be placed ready for collection at the assembly point until Sunday)

### Opening hours for exhibitors during the trade show:

Wednesday	4 November 2020	07:30 – 18:00
Thursday	5 November 2020	08:00 – 18:00
Friday	6 November 2020	08:00 – 24:00

## 22. Final provisions

The specified prices (unless indicated otherwise) do not include VAT. Prices are subject to change.

The German version applicable at the time of registration is binding.