



**DAS FESTIVAL FÜR
GAMING, ESPORTS & COSPLAY**

**CONDITIONS OF
PARTICIPATION
11. – 13.10.2024**

Version 08.01.2024

BERNEXPO AG
Mingerstrasse 6
Postfach
CH-3000 Bern 22

Tel. +41 31 340 11 11

<http://www.herofest.ch>
herofest@bernexpo.ch

1. Dates for your planning (subject to change)

E-mail dispatch for online registration	January 2024	to exhibitor
Receipt confirmation by e-mail	after receipt of the online registration	at BERNEXPO AG
Early booking discount (only for the empty stand area)	Until 31 March 2024	at BERNEXPO AG
Start hall division	June 2024	at BERNEXPO AG
E-mailing of stand confirmation, start of technical orders in the Online Service Center	July 2024	to exhibitor
Deadline for feedback Stand allocation	2 weeks after stand confirmation	at BERNEXPO AG
Sending the invoice on account	2 weeks after stand confirmation	to exhibitor
Due date of the invoice on account	according to payment term	at BERNEXPO AG
Deadline technical dossier (Orders via Online Service Center)	13. September 2024	at BERNEXPO AG
Detailed set-up and dismantling information (traffic information explained)	Mid-September 2024	to exhibitor
Dispatch parking cards	Mid-September 2024 (after receipt of payment of the invoice on account)	to exhibitor
Fair	11. – 13.10.2024	
Final invoice	Mid-November 2024	to exhibitor
Due date of the final invoice	30 days from the date of invoice	at BERNEXPO AG

2. Opening Hours (subject to change)

Official opening hours of the event:

Thursday 10. October 2024: Beginning of the SwitzerLAN (for participants only)

HeroFest:

Friday, 11. October 2024 14.00 to 20.00 h
Saturday, 12. October 2024 10.00 to 20.00 h
Sunday, 13. October 2024 10:00 to 18:00 h

For exhibitors: 1 hour before and 1 hour after the official opening hours of the event.

3. Organizer

BERNEXPO AG
Mingerstrasse 6
Postfach E-Mail
3000 Bern 22

Phone +41 31 340 11 11
E-Mail herofest@bernexpo.ch
Internet www.herofest.ch

4. Scope

These "Conditions of Participation" apply to participation in the HeroFest trade fair (hereinafter referred to as the "Event") and supplement the "General Conditions of Participation" of BERNEXPO AG valid at the time. The "Operating Regulations" of BERNEXPO AG and the "Technical Information on the Halls" valid at the time are also authoritative.

5. Vision of the Event

HeroFest wants to offer visitors a unique experience in the field of gaming and fantasy. In different areas everything around gaming, e-sports, cosplay, anime, comic, fantasy, software, hardware and digital media will be exhibited. In addition, tournaments and shows will be shown on two stages.

6. Admitted Exhibitors

All companies and private persons are admitted as exhibitors, who have a relation to the topics of software, hardware, gaming, cosplay, anime, e-sport, Japan, comic and fantasy. There is no right to admission. Applications for admission can be rejected without justification.

7. Approved exhibition items

- Action toys
- Games
- Books, comics, manga, anime
- Collectors' models
- Mardi Gras/carnival/Halloween
- Large toys
- Wooden toys
- Construction toys
- Dolls and soft toys
- Cosplay accessories
- Snacks
- Trading cards/card games
- Art, drawings, sculptures
- Outdoor/sports games
- Pedagogical, educational toys
- Model-building kits and RC (cars, planes, boats etc.)
- Consoles and video games
- Media, technology, peripheral items, computers
- E-Sports
- Services appropriate to the target group
- Accessories for all above areas
- Craft items
- Board games

8. Tariffs (prices excl. VAT)

In general, the rates listed here apply to the event. The following services are **included**:
- Service package light (item 14)

8.1 Stand Rental in Halls (excl. walls or carpet)

Article number	Article description	Price per m ²
100200	Stand rental hall, row stand (1 front)	CHF 170.00
100200	Stand rental hall, corner stand (2 fronts)	CHF 190.00
100200	Stand rental hall, head stand (3 fronts), from 18m ² possible	CHF 210.00
100200	Stand rental hall, peninsula stand (4 fronts), from 30m ² possible	CHF 230.00

If you do not have your own stand construction, rear and side walls **must** be booked in the Online Service Centre.

8.2 Early booking discount

10% on the stand rental (empty stand area)

Early booking discount for the empty stand area if booked by **31 March 2024**:

8.3 Compact Stands

For exhibitors of the following categories, we offer predefined packages:

- Indie Game Developers
- Micro business / associations
- Artists and Board Game Designer

You will find detailed information on the services of the packages on the fair homepage.

8.4 Authorised exhibiting compact stands

Indie game developers: studios, student projects

Small businesses / associations: Start-ups, sideline enterprise, non-profit

Artists and board game designers: fan art, crafts, jewellery, self-made (no AI)

8.5 Stand Rental Outdoor Area (road surface, without any furnishings)

Stands in the outdoor area will only be allocated if the halls are fully occupied and on special request.

Please note that in the outdoor area, the stand construction and stand equipment must be sufficiently weighted or secured against the effects of wind. The exhibitor is liable for any damage caused by inadequate securing.

Article number	Article description	Price per m2
100030	Stand rental outdoor area	CHF 85.00

8.6 Food Stands

A **turnover tax of 17%** will be charged for all food stands. The advance payment of a minimum rent of at least CHF 2000.00 is mandatory.

Article number	Article description	Package price
102010	Food stand minimum rent	CHF 2'000.00

8.7 Co-exhibitor fee

Co-exhibitors as defined in the respective valid "General Conditions of Participation".

By paying the co-exhibitor fee, the co-exhibitor acquires the following rights:

- Company address on the stand of the main exhibitor
- Sales activities on the main exhibitor's stand
- Service package Light
- Entitlement to vouchers/guest tickets Order

Art.-Nr.	Item Description	Price	Einh.
100060	Co-exhibitor fee Stand space	CHF 1'000.00	Flat rate
100060	Co-exhibitor fee Artists	CHF 50.00	Flat rate

9. Withdrawal from the Registration

In accordance with the "General Conditions of Participation" valid at the time. In the event of non-participation by a co-exhibitor, the full co-exhibitor surcharge and the ancillary costs incurred shall remain owed in any case. For compact stands (point 8.3), the stand package price will be invoiced.

Article number	Article description	Package price
100075	Cancellation fee	CHF 1'000.00

10. Exhibitor Cards

Each exhibitor receives one exhibitor pass per 3m² of stand space, min. 2 passes, max. 15 passes, valid for unlimited admission to the event. A different regulation applies to the compact stands (see detailed information on benefits on the homepage). Additional, chargeable exhibitor passes can be ordered in writing from the event management to a limited extent. **The cards must be generated in the Online Service Centre itself and printed out or sent by e-mail.**

Article number	Article description	Price per piece
150010	Additional Exhibitor tickets	CHF 40.00

11. Electronic Guest Cards

Exhibitors may order guest tickets to be given to their customers. The voucher codes can be ordered via herofest@bernexpo.ch.

A flat rate of CHF 100.00 is charged for guest cards. This amount includes 10 redeemed guest cards. Each additional redeemed guest card will be charged to the issuer at a price of CHF 10.00.

Article number	Article number	Price per piece
150010	Additional guest cards	CHF 10.00
150036	Electronic Guest Cards (Flat rate)	CHF 100.00

12. Réduit Rent

For exhibitors who want to store the equipment needed for the event during the exhibition, there is the possibility to rent a storage room (limited amount available). The storage of empties in the storage room is not permitted.

Article number	Article description	Price per m ²
105013	Réduit rent	CHF 36.00

13. Waste Disposal/Recycling (Mandatory)

Waste and rubbish must be put into the bins that are provided. The rubbish bins can be deposited in the corridors before the booths on the evening before the opening of the exhibition. The cleaning service will handle their disposal. Paint cans may not be cleaned in the washbasins in the restrooms. Glass containers are available for the recycling of glass bottles. Exhibitors will be charged a fee per booth in the final invoice for waste disposal/recycling in accordance with the following key points. From the service package Basic upwards, waste disposal is already included.

Article number	Article description	Package price
554026	Waste disposal (up to booth size of 25 m2)	CHF 53.00
554026	Waste disposal (booth size from 26 to 50 m2)	CHF 63.00
554026	Waste disposal (booth size from 51 to 100 m2)	CHF 93.00
554026	Waste disposal (booth size from 101 to 300 m2)	CHF 163.00
554026	Waste disposal (booth size from 301 m2)	CHF 245.00

14. Service package

The "light" service package is included in the booth rental.

	Light (included) (Art. Nr. 606052)	Basic (Art. Nr. 606048)	Medium (Art. Nr. 606049)	Premium (Art. Nr. 606051)
Communications templates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Waste disposal (Art. 554026)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Guest tickets pcs.		10	15	20
Parking space in multi-storey car park 5 days		1	1	2
Announcement Post SoMe Twitter, Instagram & Facebook			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Announcement story on Instagram			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Onsite event story on Instagram				<input checked="" type="checkbox"/>
Advertising on screens worth CHF 1,630.00				<input checked="" type="checkbox"/>
Flat-rate prices All prices are in CHF excl. VAT	incl.	CHF 390.00	CHF 790.00	CHF 1690.00

15. Exhibitor Insurance

Exhibitor insurance is mandatory if you do not have your own insurance. If you have your own insurance, the insurance **must** be waived in the Online Service Centre.

16. Deliveries of Goods

During the event: Daily 1 hour before the start of the fair. Delivery vehicles must have left the exhibition grounds ½ hour before the start of the fair.

17. Intellectual Property Rights

Only exhibits for which the exhibitor is either the owner of the corresponding industrial property rights himself or for which he has a license or other authorization that entitles him to distribute the goods will be admitted.

The organizer reserves the right to carry out spot checks and to demand proof from the exhibitor that he is authorized to distribute the goods.

If the exhibitor cannot provide proof immediately, the organizer further reserves the right to exclude the goods concerned from the event until proof of eligibility is provided.

If the exhibitor disregards the organizer's instructions, the exhibitor may be excluded from further participation in the current event in the event of a repetition. He is not entitled to a refund of payments already made for his participation in the event.

18. Final Provisions

The prices stated here are exclusive of VAT (unless otherwise stated). Prices are subject to change without notice. The version in German valid at the time of registration is binding.