

GENERAL EXHIBITION TERMS FOR «AUTO ZÜRICH NEW CAR SECTOR»

Installation, dismantling and maintenance of the «Auto Zürich» booths

SET-UP REGULATIONS

The new car booths assigned to the exhibitors come with a basic kit that consists of: ceiling communication with brand logo placed on the respective front side of the booth, a counter module with a back wall and a printed logo, a conference module consisting of a bar table and stool and a basic illumination of the exhibits using flood lights. As regards the interior furniture and decoration of the booths, the exhibitors are required to follow the regulations below.

A. Booths for passenger cars

The following instructions must be adhered to:

The booths of individual brands have to be uniform in appearance and show uniform brand letterings. **It is prohibited to decorate booths in a way that is tailored to one's own brand.** In particular, it is prohibited to use platforms higher than 30 cm or other display utensils with the **exception** of brochure stands and a counter for receiving customers. The interior design infrastructure will be provided in a uniform appearance as mentioned in the first paragraph and billed as specified by the organizer.

1. Decoration of the back walls

Auto Zürich will produce a uniform wall hanging. Exhibitor's lettering or graphics are to be ordered through the official booth builder and in accordance with the organizer's specifications.

Any other advertising items are prohibited. Setting up umbrellas (parasols and such) is not allowed. Glass showcases may not exceed the height of 2.50 m and the width of 1.20 m. In set-ups where more than one glass showcase is used, the distance between them needs to be at least 4.80 m. You can place no more than 2 brand pylons, illuminated or not illuminated, that must not exceed 2.50 in height.

2. Advertising

Ads in the booths may not exceed 1.50 m in height measured from the hall floor.

3. Height of other possible furniture in the booths

Height of other possible equipment and/or furniture is restricted to 1.50 m in height measured from hall floor.

Exhibitors who set up dividing walls accepted by Auto Zürich, are obligated to inform their booth neighbors about this fact and come to an agreement as to the decoration of the back of the walls and to match up the heights in case of different platform heights.

4. Distance from edge of the booth for walls, furniture, and vehicles

The exhibits can be placed at the edge of the booth. As regards walls and other structures, a distance of at least 1m from the edge of the booth space has to be kept. Moreover, Auto Zürich reserves the right to limit these walls, depending on the importance of the booth, to 2/3 of the total length, i.e. to ask for 1/3 of the total length or depth to remain clear. As to illuminated showcases, logos, turntables, elevated risers etc., the distance is 50 cm from the edge.

5. Height of the platform(s) or turntables with vehicles

The exhibitors are free to set up a platform or a turntable not higher than 30 cm at their booths. Risers or turntables for vehicles may not exceed the height of 2.20 measured from the hall floor, including the vehicle.

6. Acoustic signals, headlights and parking lights

Acoustic signals, headlights and parking lights cannot be switched on.

7. Advertising presentations and disposal of tires, accessories and other items

Advertising presentations of any kind are prohibited. Brand-specific accessories can be displayed at the booth as long as the booth regulations with regard to quantity etc. is adhered to. It is prohibited to sublet a part of the exhibition space to co-exhibitors not registered with Auto Zürich.

8. Flowers and plant decoration

Any flower or plant decoration exceeding the height of 1.50 have to be submitted as a project with Auto Zürich. It will be approved under the condition that these decorations do not block the view to neighboring booths or are detrimental in any way to the general tenor of "Auto Zürich". The total height is limited to 3.0 m.

9. Sound / Video

Possible sound effects can only be permitted if the sound volume does not disturb the neighboring booths. Screens can be approved by Auto Zürich only if they are directed toward the inside of the booth or placed deep inside the booth and positioned so that visitors can stay within the booth itself. The screen (this includes set-up and mounting) may not exceed 2 m in height measured from the hall floor.

10. Special permission

Special request for the booth regarding deviation from the regulations regarding illumination, platforms, general presentations etc., must be submitted no later than **30 September 2024** to the organizer.

B. Accessories and garage equipment booths, literature and trade associations, misc.

1. Build height and distances from edge of booth

Dividing walls and equipment and/or furniture, including the cover strip, can be built up to 2.65 m and may be pulled up to 50 cm to the edge of the booth on the sides facing visitor passages. Exhibits as well as stands and showcases with exhibits can be set up at the edge of the booth, but must not exceed the height of 1.50 measured from the hall floor in this 50 cm zone.

2. Height of the roof and the cover strip

It's obligatory that all booths feature a 30 cm high cover strip which has to be mounted at 2.65 m from the hall floor (upper edge). With booths without a roof, the cover strip has to be mounted along the entire length of the side, back and where necessary booth walls, so that the upper edges of all booths are in line at a height of 2.65m. This measure aims at all cover strip being flush at the same height and result in a uniform look even in cases where certain booths have risers up to 15 cm while other booths are set up directly on the hall floor.

3. Sound

Sound can only be allowed if the sound does not disturb the neighboring booths and visitors are inside the booths.

4. Special terms for exhibitors of car radios

Exhibitors of hifi systems, audiovisual items etc. can install enclosed booths of 2.65 m in height. Outside these booths presentation can only be carried out with headphones and the visitors have to be inside the exhibition booth.

5. Height of platform(s), turntables with exhibits

The exhibitors are free to set up a platform or a turntable not higher than 30 cm at their booths. Platforms or turntables for vehicles may not exceed the height of 2.20 m measured from the hall floor, including the vehicle (see sec. 1 regarding 50 cm zone).

6. Flower and plant decoration

Any flower or plant decoration exceeding the height of 2.65 have to be submitted as a project with Auto Zürich. It will be approved under the condition that these decorations do not block the view to neighboring booths.

C. General terms for all exhibitors

1. Additional illumination

The exhibitor's board reserves the right to demand the lowering of light intensity or to prohibit it, if this light is too intensive and considered a nuisance by visitors. Moreover, flashing lights or illuminations might also be not accepted. Auto Zürich will offer **a uniform illumination at a flat rate for new car exhibitors.**

2. Final acceptance of completely installed booth by Auto Zürich

Decorators or parties contracted for the installation of the booths have to report to Auto Zürich after completing the installation and before leaving the exhibition to receive final acceptance of the booth.

3. Removing exhibits and dismantling of the booths

To be carried out in accordance with the respective instructions issued by Auto Zürich and Exhibition Zürich and Messe Zürich.

4. Test drives

Since during the «Auto Zürich» no special test routes have been designated, special care is recommended when driving on the roads and streets of the Kanton Zurich during the exhibition. Any test drive that is in violation of the Traffic Code is prohibited.