

SIRH/+ BUDAPEST

MARCH 5-7
2024

HUNGEXPO
HUNGARY

www.sirha-budapest.com



International food and & HORECA exhibition
INTERNATIONAL HORECA AND RETAIL SHOW

A SIRHA BUDAPEST 2024 MARKET DATA

GREATEST EVENT IN THE CEE REGION

With its 24,000 professional visitors coming from 44 countries, Sirha Budapest is the greatest business forum for the food and HoReCa sector in Central Eastern Europe. Since 2014, the exhibition has allowed market players to present themselves, gain new business as well as expand their professional network and knowledge. In addition to Hungary, visitors primarily come from the territory of Austria, Italy, Poland, the Czech Republic, Croatia, Slovakia, Serbia and Romania. Sirha Budapest 2022 received 376 exhibitors from 17 countries.



CHALLENGES AND OPPORTUNITIES

The economic situation of recent years has brought on a lot of challenges. Due to the changing energy and material prices, along with the different market demand, many sectors and enterprises faced higher costs and a growing need for energy efficiency. Sirha Budapest allows professionals to discuss and share their best practices and innovations in the areas of energy efficiency and sustainability. Besides giving them an opportunity to build their network and share their experiences, the event also contributes to the improvement of the economic situation by allowing participants to acquire alternative solutions and boost business.

THE GREATEST FOOD AND HORECA EVENT IN THE CEE REGION



VISITORS IN 2022

24,000

PROFESSIONALS FROM 44 COUNTRIES

3,800

CHEFS, BAKERS AND CONFECTIONERS

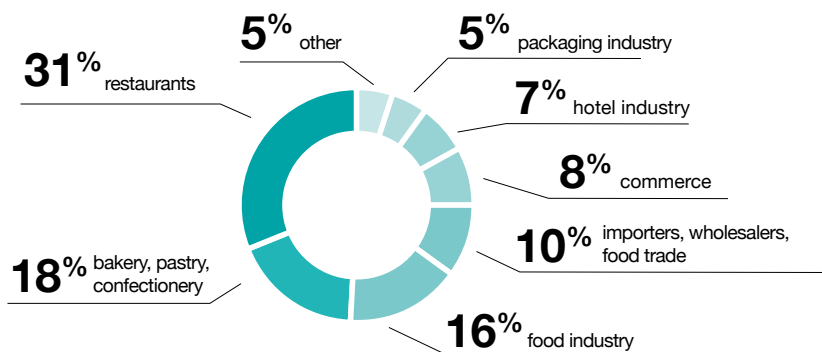
65%

DECISION MAKERS

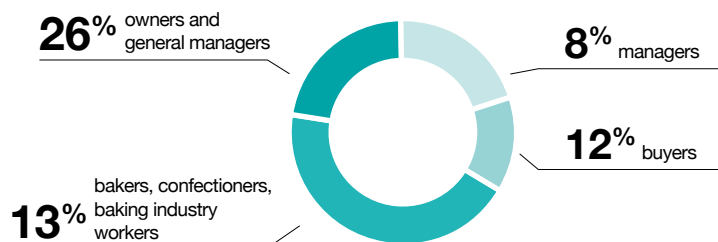
36%

OWNERS AND MANAGERS

ACTIVITY SECTORS



DISTRIBUTION OF PROFESSIONAL VISITORS



EXHIBITORS IN 2022

376

EXHIBITORS FROM 17 COUNTRIES

68

FOREIGN EXHIBITORS

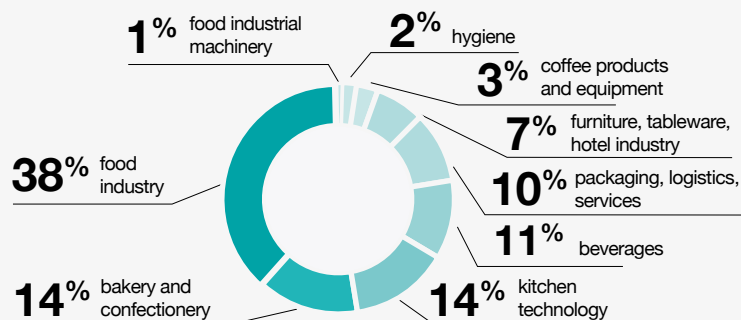
43

MULTINATIONAL EXHIBITORS

24,500 m²

WITH THE BOCUSE D'OR EUROPEAN FINAL

ACTIVITY SECTORS (per m²)



Sirha Budapest 2022

MAXIMIZED MEDIA EXPOSURE

270

REGISTERED JOURNALISTS

HUF 110 M

MEDIA VALUE

181,600

VISITS ON THE EXHIBITION'S WEBSITE
(JANUARY 2020)

240

MEDIA APPEARANCES

60,000

ADDRESSES E-DM
COMMUNICATION

1,092,900

REACHES IN SOCIAL MEDIA

OUR EXHIBITORS

PAVILION "A"

- Food products
- Beverages
- Kitchen technology, machines, appliances
- Technologies, hygiene, services
- Food industry machines and equipment
- Furniture, textile, tableware
- Hotel industry equipment and products
- BUDATRANSPACK: Packaging technology and logistics products, equipment

PAVILION "G"

- Bakery and confectionery products and equipment
- Café and bar equipment and products



**TAKE A LOOK AT
THE HIGHLIGHTS OF
SIRHA BUDAPEST 2022**



EXHIBITOR FEEDBACK:



“What we feel is joyful fatigue. These three days are the celebration of the HoReCa sector, with over 20 thousand hospitality professionals, chefs and cooks coming together. It was great to see that it was implemented. There is no other platform where professionals can meet each other and suppliers, get an insight into innovations and solutions. We have had a very strong and serious professional event.”

Ákos Bősze, HoReCa development executive, METRO



“Throughout its activity, Coninvest has always represented high quality, and we are happy if we can present our business in such high-level events as the Sirha Exhibition. The 2022 exhibition in Budapest was accompanied by outstandingly high-quality professional programs, which raised the event's prestige even higher. Each day, there were eagerly awaited professional events that brought on some novelties, which made every day special. We take pride in winning this year's Sirha Budapest Exhibitor Marketing Award – it is a great motivation for us to continue striving for the dedicated work we have done so far and keep on creating quality kitchens with passion.”

Mirjam Kertész, managing director, Coninvest Ltd.



Gelato Square

New program at the Sirha Budapest exhibition!

Three days with three different gelato programs

Day 1 – Gelato Festival World Masters – Hungary Challenge

Gelato Festival World Masters started another world tour in the period of 2022-2025. Co-organized with such partners as Carpigiani and Sigep- Italian Exhibition Group, the competition's goal is to find the world's best gelato again. Gelato will be made constantly in three competition stands. After the freezing, the jury will evaluate the products publicly.

The winning gelato masters will qualify for the Gelato Festival's Hungarian Final to be held in Bologna in 2024, from where the top two will go on to the international final and represent Hungary in the world championship of five continents looking for the best gelato taste.

Chief organizer of the program: Bulfoni Ltd./ Gelato Festival World Masters

Day 2 – “Gelato Adventure 2024” – Playful and creative gelato competition

Mentored by Hungarian confectionery and gelato masters, confectionery students participate in a playful and creative competition. The event's primary goal is education and to give young people an insight into the secrets of gelato production, while entertainment is also an important part of the program.

The event's chief organizer: National Association of Hungarian Confectioners/ Hungexpo

Day 3 – Demonstrations by gelato material trading companies

The gelato exhibitors present their novelties, with a tasting at the end.



National Mass Catering Championship

The competition's goals include: promote communal catering, improve and develop its quality, support sustainable communal catering, raise awareness for the “no meat for one day a week” campaign, develop gastro culture, present the use of fresh domestic materials as well as provide further professional training for the participants and visitors of the competition.

Future Store

Trade Magazine will present its Future Store Innovations stand on nearly 800 m² at the SIRHA exhibition, along with the market's latest product developments, innovative technological solutions and services to be launched soon.

SIRHA Innovation Product Competition 2024

The competition is reserved for registered SIRHA 2024 exhibitors if they sign up with their products, services, technological novelties, or packaging solutions launched since the previous exhibition.

START-UP ISLAND

Together with its professional partners, Trade Magazine prepares with a new program for SIRHA 2024. Beside Future Store, the magazine will set up a START-UP ISLAND where they are planning to host the exhibitions of 10 start-up enterprises that are selected from the applicants by a jury for being the most promising start-ups in the past 3 years in the FMCG market or a related area.

Hungary's Cake 2024

The competition was renewed in 2023. Working with a basket of materials consisting of national values and Hungaricums, competitors had to use a mandatory material for the cakes signed up for the competition.

János Pataki Memorial Competition

The Hungarian Confectionery Association holds the János Pataki Memorial Competition for students and adults for the fifth time in 2024. Themes are selected freely in each competition category, there are no pre-determined topics or restrictions.

Sustainability in gastronomy – conference by the Heroes of Responsible Dining

For over 10 years now, the Heroes of Responsible Dining Foundation has been helping Hungarian catering facilities to reduce their ecological footprint by giving advice and tips on environmentally friendly operation. The Heroes of Responsible Dining Foundation will participate in the exhibition in 2024 and contribute to the diverse spectrum of events by organizing professional programs.

Bakery programs

In 2024, the Hungarian Bakery Association will focus its professional programs at Sirha Budapest on the bakery products sought after by consumers.

Sirha Budapest Coffee Challenge

The Coffee Challenge event was an immense success at the 2022 exhibition, so we are planning to organize it in next year's exhibition as well.

HoReCa – marketing communication workshop

The HoReCa Marketing Communication Workshop will discuss topics and issues that HoReCa professionals are interested in and may be solved using marketing tools. Beside the current trends and challenges, the presenters will also give participants an overview on the latest market trends as well as an insight into the intricacies of communication.

TRENDS AND ACTUALITIES AT THE PROFESSIONAL CONFERENCES

Conference of the Hungarian Catering Industry Association

Catering facilities' data reporting to the NTAK system; experiences and development opportunities; adoption of the mandatory Deposit & Return Scheme of disposable drinks containers on the HoReCa side.



PLEASE FEEL FREE TO CONTACT OUR TEAM

EXHIBITION DIRECTOR

Klára TIHANYI

Mobile: +36-30-250-3677
tihanyi.klara@hungexpo.hu

SALES MANAGERS

Emese MOLNÁR

Technologies, tableware, furniture, packaging
Mobile: +36-30-167-4009
molnar.emese@hungexpo.hu

Renáta KISS

Food, beverages, coffee, bar
Mobile: +36-30-823-7857
kiss.renata@hungexpo.hu

Dóra UHLÁR

Bakery, pastry, gelato
Mobile: +36-30-445-8907
uhlara.dora@hungexpo.hu

INTERNATIONAL SALES CONTACTS

Spain, Portugal

Eduardo TEIXEIRA-ALVES
Eduardo Teixeira-Alves
Consulting Slu.
info@teixeira-consulting.com

England, Ireland

Lee ALI
Expostars Interactive Ltd
lee@expostars.com

Germany, Austria, Switzerland

Paula GLINK
Messe&Marketing Pittscheidt
p.glink@pittscheidt.de

Poland

Wojciech MLYNARCZYK
Polish-Hungarian Chamber of
Commerce
wojciech.mlynarczyk@plhucc.com

Italy

Zsuzsanna KISS
Italian Trade Agency
budapest@ice.it

Sonia VILLANI

Globe Trotter sas.
sonia.villani@grotter.it

Belgium, Luxembourg, Netherlands

Eric VAN DER BERGHE
eric@stradex.be

Lithuania, Latvia, Estonia

Sigitas BRAZINSKAS
sigitas.brazinskas@gmail.com

Slovakia

Maria KLEINOVA
SVT, s.r.o.
info@svt.sk

Romania

Carmen CAPANU
PROMO RESTART Srl.
promorestart@yahoo.com

Peter WOLF

Impulse Partners Srl.
pw@impulse.ro

France

Rosa CASTRONUOVO
Exhibitions&Congress/BCN
Promotions
r.castronuovo@
exhibitionsandcongress.com



JOIN THE REGION'S MOST SIGNIFICANT FOOD INDUSTRY AND HORECA EVENT!

EARLY BIRD DISCOUNT FOR REGISTRATION

20% DISCOUNT UNTIL JUNE 30, 2023

10% DISCOUNT UNTIL OCTOBER 30, 2023

Space fee EUR/m ²	Till 30th June 2023	Till 30th October 2023	After 30th October 2023
9 - 47 m ²	101	114	127
48 - 95 m ²	98	111	123
above 96 m ²	93	104	115

The prices do not include VAT, registration and marketing fees and the fee for the stand build-up.

For discounted package deals or customized and sponsorship offers, please contact our staff, or visit our website at www.sirha-budapest.com.

OUR PARTNERS:

Special professional partner:



Special media partner:



Professional partners:



APPLICATION FORM

Early bird deadline: 30th June 2023

1. Classification of the CONTRACTING PARTY:

Exhibitor (own stand) Collective exhibitor Organiser (Does not take part in the exhibition, but he is the addressee of all the invoices)

2. Details of the CONTRACTING PARTY:

COMPANY name: _____
Registered office/Address: _____ **Postcode:** _____ **City:** _____ **Country:** _____
Registration No.: _____ **VAT No.:** _____
Bank: _____
SWIFT: _____ **IBAN:** _____
Invoicing address: _____
Letters: _____
Tel.: _____ **Financial email:** _____

CEO or Manager: _____ **Tel:** _____ **e-mail:** _____ @ _____

Person in charge of the exhibition

Last name: _____ **First name:** _____
Job title: _____ **Email:** _____
Tel. (direct) _____ **Tel. (mobile):** _____

Main field of activity: Manufacturer Retail trade Wholesaler Importer Distributor Service Other

Multinational company: yes no

3. Product groups (According to the attached 'list of products' on page 5.): _____, _____, _____

4. REGISTRATION AND MARKETING FEE:

for main Exhibitor: 333 EUR + VAT

The registration and marketing fee includes: parking pass 9-47 sqm 1 pc; 48-95 sqm 2 pcs; from 96 sqm 3 pcs; exhibitor passes depending on the size of the rented area; wifi access; online catalogue entry includes registration in the online exhibitors' system, opportunity of own data uploading, link from the exhibition's website to the exhibitor's website, opportunity of uploading 1 pc company logo, 1 pc brand logo, 1 novelty (with image), in 3 thematic groups.

for Co-exhibitor: 272 EUR + VAT

The registration and marketing fee includes: 1 exhibitor pass, wifi access, online catalogue entry includes registration in the online exhibitors' system, opportunity of own data uploading, link from the exhibition's website to the exhibitor's website, opportunity of uploading 1 pc company logo, 1 pc brand logo, 1 novelty (with image), in 3 product groups
The registration and marketing fee of Co-exhibitors is obligatory! In case of Co-exhibitor is not registered, the registration and marketing fee will be invoiced during the exhibition.

5. STAND RESERVATION (Rental of bare area includes ground floor and stand number on the floor.)

Space fee EUR/sqm	Area required (sqm)	Till 30th June 2023	Till 30th October 2023	After 30th October 2023
9-47 sqm		101	114	127
48-95 sqm		98	111	123
above 96 sqm		93	104	115

We would like to draw your kind attention to the new payment rules: the early-bird discount can be provided in case of the 1% liability insurance fee, the 30% of registration and marketing fee and the 30% of space rental fee is being paid by the deadline of the pro forma invoice.

5. CORNERS

1 corner = 2 sides open | 2 corners = 3 sides open | 4 corners = 4 sides open **corner fee: 106 EUR/pc** **number of corners: _____**

6. STAND CONTRACTOR

Shell scheme stand built by HUNGEXPO - required sqm: _____ **Description of shell scheme stands is on page 3!**

<input type="checkbox"/> STANDARD+ OCTA stand	<input type="checkbox"/> BUSINESS+ OCTA stand	<input type="checkbox"/> STANDARD SODEM stand	<input type="checkbox"/> BUSINESS SODEM stand
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Individual stand built by HUNGEXPO (Please contact our organiser colleagues: szervezes@hungexpo.hu)

Stand built by own constructor **Watersupply:** Yes No (information for stand allocation)

space rental fee (EUR)	
early bird discount (EUR)	
corners (EUR)	
liability insurance fee (1%) (EUR)	
required shell scheme stand (EUR)	
registration and marketing fee (EUR)	
TOTAL (EUR)	
Price includes the value of the services ordered above without VAT!	

Stand construction can only be started if the Registration fee and the space rental fee are fully paid! (The prices do not include VAT.)

The Contracting Party has to pay the Compulsory Liability Insurance Fee, which is the 1% of the Space rental fee.

Signing of the application form acknowledges the General Terms and Conditions. **By applying, the Contracting Party declares that it became acquainted with and accepted the notice of Hungexpo regarding the processing of personal data available on the website www.hungexpo.hu.**

Stand construction can only be started if the registration fee and the space rental fee are fully paid!

7. Additional services

Our additional services can be ordered online at a discounted rate! After the arrival of your signed application form we will send your login data to your registered e-mail address.

Date: _____ **Legally binding signature:** _____

REGISTRATION OF CO-EXHIBITORS, COLLECTIVE PARTICIPANTS AND REPRESENTED FIRMS

Co-exhibitor's Registration and Marketing Package: 272 EUR + VAT

1 exhibitor pass, wifi access, online catalogue entry includes registration in the online exhibitors' system, opportunity of own data uploading, link from the exhibition's website to the exhibitor's website, opportunity of uploading 1 pc company logo, 1 pc brand logo, 1 novelty (with image), in 3 product groups

Name of CONTRACTING PARTY for exhibition: _____

Data of CO-EXHIBITOR(S) disposing of a part of the stand rented by the contracting party:

1. Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____ Phone: _____

Main field of activity: Manufacturer; Distributor Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intends to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

2 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____ Phone: _____

Main field of activity: Manufacturer; Distributor Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intends to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

3 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____ Phone: _____

Main field of activity: Manufacturer; Distributor Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

4 Company name:

Address – Postcode: _____ City: _____ Street: _____ No. _____

Letters – Postcode: _____ City: _____ Street: _____ No. _____

E-mail: _____ Web: _____ Phone: _____

Main field of activity: Manufacturer; Distributor Importer; Wholesaler; Retail trade; Service

Multinational company: yes; no

The co-exhibitor intend to exhibit in the following product group(s)

(please use the codes given in the list of product groups): _____, _____, _____

Data of further companies not disposing of any part of the stand but REPRESENTED by the contracting and/or participating companies:

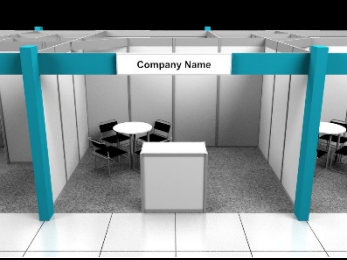

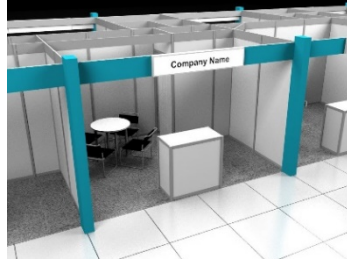

1. _____

2. _____

3. _____

Date: _____ Legally binding signature: _____

SHELL SCHEME STAND OFFER

STANDARD+ OCTA stand	STANDARD SODEM stand
<p>Price: 114 EUR /sqm before 01/02/2024: 94 EUR /sqm*</p>	<p>Price: 144 EUR /sqm</p>
<p>Order:.....sqm Stands available: 9 - 30 sqm</p>	<p>Order:.....sqm Stands available: 12 - 30 sqm</p>
	
<p>The following services are included in the prices of the shell stands:</p>	
<p>Octanorm system with white walls (2,5 m high) Coloured front cover Grey carpet Lighting fascia board (company name) 1 spotlight / 3 sqm 1 socket 1 table, 4 chairs 1 coat rack, 1 dustbin 1 m high information desk with one shelf Daily cleaning 3kW electric connection and consumption</p>	<p>SODEM system with white block-board walls (2,5 m high) Grey carpet 1 spotlight / 3 sqm 1 socket shelving gate 1 company name on fascia board 1 printed company logo 1 coat rack, 1 dustbin 1 closable information desk with one shelf 1 table, 4 chairs Daily cleaning 3kW electric connection and consumption</p>
BUSINESS+ OCTA stand	BUSINESS SODEM stand
<p>Price: 125 EUR /sqm before 01/02/2024: 106 EUR /sqm*</p>	<p>Price: 164 EUR /sqm</p>
<p>Order:.....sqm Stands available: 12 - 30 sqm</p>	<p>Order:.....sqm Stands available: 12 - 30 sqm</p>
	
<p>The following services are included in the prices of the shell stands:</p>	
<p>Octanorm system with white walls (2,5 m high) Coloured front cover Grey carpet 30 cm wide fascia board with 3 m signwriting 1 spotlight / 3 sq m 1 socket 1 table, 4 chairs 1 coat rack, 1 dustbin 1 m high information desk with one shelf Closable store 1,5 sqm with 4 shelved console Daily cleaning 3kW electric connection and consumption</p>	<p>SODEM system with white block-board walls (2,5 m high) Grey carpet 1 spotlight / 3 sqm 1 socket shelving gate 1 company name on fascia board 1 printed company logo 1sqm closable store with shelved console 1 coat rack, 1 dustbin 1 closable information desk with one shelf 1 table, 4 chairs Daily cleaning 3kW electric connection and consumption</p>
<p>Attention! The above prices do not include the space rental fee and the registration fee! * The reduced prices are valid until 1st February 2024!</p>	

Stand fascia board inscription (20 characters): _____

Date: _____ Legally binding signature: _____

SIRHA BUDAPEST LIST OF PRODUCTS

1. Food products

- 1.1 Meat and preserved products, meat products
- 1.2 Vegetables, fruits
- 1.3 Fats and oils
- 1.4 Milk, dairy products, egg
- 1.5 Flour and flour-based products, starches
- 1.6 Baked goods and pastas
- 1.7 Bio food, gluten free, lactose free, sugar free products
- 1.8 Frozen food
- 1.9. Other food products
- 1.10 Ingredients, auxiliary materials
- 1.11 Animal feed products

2. Beverages

- 2.1 Mineral water
- 2.2 Soft drinks, non-alcoholic drinks, and juices
- 2.3 Beers
- 2.4 Wines
- 2.5 Sparkling wines and champagnes
- 2.6 Vermouths
- 2.7 Aperitifs
- 2.8 Spirits
- 2.9 Tea

3. Bakery and pastry products & equipment

- 3.1. Baking industry products
- 3.2 Baking industry machinery, equipment and devices
- 3.3 Confectionery products, ice cream, sweets
- 3.4 Equipment and devices for ice and pastry industry
- 3.5 Ice cream and pastry display cabinets
- 3.6 Ingredients, additives
- 3.7 Semi-finished and finished products
- 3.8 Auxiliary and decoration materials

4. Food industry machinery & supplies

- 4.1 Food processing machinery and technologies
- 4.2 Automation, data processing, control technology
- 4.3 Food safety, quality assurance
- 4.4 Laboratory and measuring instruments, scales
- 4.5 Biotechnology
- 4.6 Cooling and air conditioning

5. Kitchen equipment & supplies

- 5.1 Kitchen equipment, technology
- 5.2 Auxiliary kitchen equipment, pots, and pans
- 5.3. Refrigerators, cooling equipment
- 5.4 Dishwasher
- 5.5 Planning, consulting, design, service

6. Coffee products & equipment

- 6.1 Coffee house and bar furnishings
- 6.2 Coffee mashines
- 6.3 Coffee

7. Furniture, decoration, tableware, textiles

- 7.1 Restaurant and hotel furniture
- 7.2 Textile for hotels and restaurants, tablecloth, curtain
- 7.3 Tableware, porcelainware, glasses, plates, tableware sets
- 7.4 Decoration

8. Hotel equipment & supplies

- 8.1 Electronic equipment, TV, entry systems
- 8.2 Wellness equipment, sauna, jacuzzi, swimming pool
- 8.3 Ventilation and heating technology, air-conditioners
- 8.4 Interior design, shop design, terrace furnishings
- 8.5 Maintenance, safety technology
- 8.6 Fire and work safety equipment

9. Technologies, hygiene and cleaning products, services

- 9.1 Hotel and restaurant software, robotics
- 9.2 Cash registers, store furnishings
- 9.3 Food and drink vending machines
- 9.4 Hygiene products, cleaning products and services
- 9.5 Waste disposal, recycling, environmental protection
- 9.6 Protective work clothing
- 9.7 Banking services, insurances, loans, leases
- 9.8 Trade associations
- 9.9 Trade magazines
- 9.10 Educational institutions

10. BUDATRANSPACK, Packaging technology, logistics

- 10.1 Packaging machinery
- 10.2 Packaging materials
- 10.3 Materials handling equipment, forklift trucks
- 10.4 Freight forwarding, transportation equipment, shipping
- 10.5 Utility vehicles
- 10.6 Warehouse technology, shelf systems, pallets
- 10.7 Logistics services
- 10.8 Industrial parks, logistics centres, warehouses
- 10.9 IT solutions for the packaging and logistics industry

General Business Terms and Conditions

Signing the Application Form signifies acceptance of the General Business Terms and Conditions
By applying, the Contracting Party declares that it became acquainted with and accepted
the notice of HUNGEXPO regarding the processing of personal data available on the website www.hungexpo.hu.

1. Conclusion of contract

1.1. Contracting parties

For the purposes of these General Terms and Conditions, HUNGEXPO Budapest Congress and Exhibition Center Private Company Limited by Shares (registered office: 10 Albertirsai út, Budapest H-1101, company registration No.: Cg_01-10-041503, hereinafter referred to as "HUNGEXPO") and the partner (hereinafter "Contracting Party") who completes and properly signs the relevant application form (hereinafter "Application Form") for the exhibition organised by HUNGEXPO on the territory of HUNGEXPO (hereinafter "Exhibition") shall be considered as contracting parties.

1.2 Invitation to tender

For the purposes of concluding this contract (hereinafter: "Contract"), the act of sending or downloading the following documents from the website www.hungexpo.hu shall be considered as a tender invitation by HUNGEXPO: Application Form, General Terms and Conditions of Business – hereinafter General Conditions.

1.3. Conclusion of contract

This Contract shall be considered concluded between the Parties after a copy of the Application Form has been returned by post or fax, properly signed by the Contracting Parties (on behalf of their companies) to HUNGEXPO (hereinafter: "Contract Conclusion"). Simultaneously, the Contracting Party declares that it has acknowledged and accepted these Business Terms, which constitute an inseparable part of this Contract.

1.4. First request for advance payment

Upon receipt of the Application Form, HUNGEXPO shall send the first request for advance payment (hereinafter: "First Request for Advance Payment") to the Contracting Party, which contains the amount specified in section 6.1 below. If the full amount of the First Request for Advance Payment is not credited to HUNGEXPO's account by the prescribed deadline on the relevant invoice, HUNGEXPO shall be entitled to nullify the contract by a unilateral written declaration addressed to the Contracting Party, and to claim a Non-Performance Penalty as specified in section 9.2.

1.5 Area Designation

HUNGEXPO shall make a decision on designating the exhibition area (hereinafter: "Exhibition Area") upon receipt of the amount referred to in section 1.4 without having to justify its decision, and it shall send its decision together with a site plan indicating the Exhibition Area to the Contracting Party.

1.6 General Terms and Conditions of Operation

The Contracting Party shall familiarise itself with HUNGEXPO's current General Terms and Conditions of Operation (hereinafter "Operating Conditions") constituting part of this Contract. The Operating Conditions can be downloaded from HUNGEXPO's website at www.hungexpo.hu, or sent to the Contracting Party by HUNGEXPO by post upon request.

1.7 Data Processing Notice

By signing the application form, the Contracting Party hereby declares that it became acquainted with the data processing notice of HUNGEXPO and accepts the information contained therein. The Data Processing Notice is continuously available on the website www.hungexpo.hu.

2. CONTRACTING PARTIES

2.1 Contracting Party

The Contracting Party is a natural or legal person or an unincorporated body that completes and properly signs an Application Form. Only the Contracting Party may be the recipient and obligor of the invoices issued by HUNGEXPO (e.g. for stall fees and services). The Contracting Party shall specify which categories are applicable to it in the Application Form.

2.1.1 Exhibitor

The Exhibitor shall be present on its own territory or part thereof at the Exhibition (hereinafter "Exhibition Area") or it may organise participation for others (hereinafter "Co-exhibitors") who have their own areas within the Exhibition Area required by the Exhibitor. Data on any Co-exhibitors must be indicated in the Application Form (under the heading "Declaration of Co-exhibitors").

2.1.2 Organiser of a collective exhibition

Participation in the exhibition is organised by a national/provincial or federation/chamber, although it may not necessarily appear at the Exhibition with its own Exhibition Area. The data of exhibitors it organises must be indicated on the Application Form (under the heading "Declaration of Co-exhibitors").

2.1.3 Paying Organiser

The Paying Organiser does not have its own Exhibition Area but organises participation at the Exhibition for another Exhibitor or Exhibitors, and concludes contracts with the organiser of the Exhibition. The Paying Organiser specifies its data in the field entitled "Contracting Party", and the parties it organises under the heading "Declaration of Co-exhibitors" in the Application Form.

2.2 Co-exhibitor

The Co-exhibitor has no Exhibition Area or Part thereof of its own at the Exhibition, or any contractual relationship with HUNGEXPO. The Contracting Party shall specify the data on Co-exhibitors in the field entitled "Co-exhibitors" in the Co-exhibitor Notification Form. The Contracting Party shall be fully responsible for the Co-exhibitor's observance of the code of conduct applicable to the Contracting Party. The Contracting Party shall pay HUNGEXPO the fees charged to the Co-exhibitor (e.g. stall fee, Registration and marketing Fee, service charges, etc.). The Co-exhibitor may not be the recipient of any invoice.

2.3 Represented company

A legal person or business association without a legal personality not participating in the Exhibition on an Exhibition Area of its own, but represented by the Exhibitor or Co-exhibitor in business transactions (hereinafter "Represented Company").

3. Occupancy and alteration of the Exhibition Area

3.1 Occupancy

Only after advance payment of the Stall Fee, Registration and marketing Fee, and Service Fee and receipt of the Stand Construction plan documentation, as approved by HUNGEXPO, may the Exhibition Area be occupied and construction work commence.

3.2 Alteration

The Exhibition Area designated by HUNGEXPO cannot be arbitrarily exchanged with another exhibitor, extended by agreement with another exhibitor, transferred or sublet either for a fee or free of charge, and only and exclusively with the written preliminary consent of HUNGEXPO may it be altered in any way.

4. Products, product groups and services

The Contracting Party shall only be entitled to display the products, product groups and services indicated in the Application Form and approved by HUNGEXPO, and advertise its Co-exhibitor and Represented Company as indicated in the Application Form.

If the exhibitor fails to remove goods or services inappropriate to its advertised product group, or promotional advertising material representing a party other than the Contracting Party, its Co-exhibitor, or Represented Company, from the Exhibition Area at first request, HUNGEXPO shall be entitled to have the said Exhibition Area locked at the Contracting Party's cost and risk, and claim indemnification from the latter.

5. Exhibition Catalogue

5.1 Official Catalogue

Only HUNGEXPO is entitled to publish an official catalogue of the Exhibition (hereinafter "Catalogue") in print, and also publish it on the exhibition's website. The official catalogue of the Exhibition must display the HUNGEXPO and/or Exhibition logos. All Contracting Parties who applied to participate by the deadline shall be included in the catalogue.

5.2 Basic Entry

The Registration and marketing Fee shall include the fee for the Contracting Party's Basic Entry in the Exhibition catalogue. HUNGEXPO will charge an inclusion fee for any requests beyond the basic entry. Instead of the Paying Organiser, the exhibitor representing it shall be entitled to inclusion in the catalogue, and the fee charged for such inclusion shall be paid by the Paying Organiser.

5.3 Cancellation

Provisions regarding the cancellation of paid services ordered from the Catalogue are set forth in section 9.4.

6. Payment terms and occupation

6.1 Payment obligations of the Contracting Party

The Contracting Party shall pay the Registration and marketing Fee (hereinafter "Registration and marketing fee"), a stall fee for the Exhibition Area used (hereinafter "Stall Fee"), service charges for the services used (hereinafter "Service Charge"), and, if required, a Contractor's Bond (hereinafter: "Contractor's Bond") and the compulsory liability insurance fee for participation in the Exhibition.

6.2 Amount of the Registration and marketing Fee

The Exhibitor (cf. section 2.1.1), the Paying Organiser (cf. section 2.1.3) and the Collective Exhibitor (cf. section 2.1.2) shall pay 100% of the Registration and marketing Fee. The Registration and marketing Fee rates for the main exhibitor and co-exhibitor are indicated on the application form. The organiser of a Collective Exhibition is obligated to pay the Registration and marketing Fee for each participant it organises (cf. section 2.1.2), and the Exhibitor is obligated to pay for its Co-exhibitor (cf. section 2.2).

6.3 The extent of provisions

The amount of the Stall Fee shall be determined on the basis of the floor area and type of the Exhibition Area.

6.4 Service fee

The service fee payable by the Contracting Party shall be aggregated and invoiced in accordance with the fees for the service as specified in the service order form in effect at the time.

6.5 Contractor's Bond

In order to protect HUNGEXPO assets and property, any non-HUNGEXPO contractor or Exhibitor who chooses to build their own stand shall pay a Contractor's Bond prior to commencing construction. The Bond and the payment terms are defined in the relevant information sheet.

6.6 Payment Terms

The fees indicated in section 6.1 are payable according to the agreed payment conditions on the relevant invoice or request for advance payment. Payment schedule: **First Request for Advance Payment:** 30% of the Registration and marketing Fee, mandatory liability insurance fee and stall fee as indicated in section 6.1, the **Second Request for Advance Payment:** 70% of the Registration and marketing Fee, mandatory liability insurance fee and stall fee as indicated in section 6.1. A Request for Advance Payment shall be issued for 100% of services ordered prior to the first construction day of the exhibition, of which the Contracting Party is obligated to pay before the start of construction. A Request for Advance Payment will also be issued during the exhibitor's construction period on site for the services ordered. These services can only be provided for the Contracting Party if they have been properly compensated for on site. Payment is only at the Main Cashier's Desk and at the Service Stand in Main Building, by cash or bank card. The exception to this shall be transportation and shipping.

Final Invoice: shall consist of the value of the complete Stall Fee, the Registration and marketing Fee, the mandatory liability fee, and the Service Fees for services ordered. The Contracting Party is obligated to pay the Registration and marketing Fee, the Stall Fee, and the Service Fees of the ordered services on the Request for Advance Payment in full by the deadline specified on the invoice.

In an exceptional case, when the Contracting Party is unable pay the services it has ordered and a partner it has designated will be the Paying Party, in all cases the Paying Party must complete a Declaration to Undertake Obligations to satisfy the invoice.

The fact that the invoices have been paid shall – on request – be proven at the Exhibition Registration desk. If the terms and conditions relating to the application for participation offer a discount for early application by the deadline specified for this purpose, the early registration discount shall be credited to the amount specified in the Second Request for Advance Payment after the payment of the amount specified in the First Request for Advance Payment.

Date:

Legally binding signature with stamp: _____

6.7 Lien

If the Contracting Party fails to perform its obligations as set out in Section 6.6, HUNGEXPO may apply the legal consequences set forth in section 3.11. of the Operating Conditions (hereinafter: "Lien").

6.8 Late payment

If any financial obligation arising from this Contract is paid late, HUNGEXPO shall be entitled to charge a late payment penalty amounting to 20% p.a. The Contracting Party shall provide evidence of payment to the Registration Office of the Exhibition (Main Building) before the close of the Exhibition. The Exhibitor acknowledges and agrees that HUNGEXPO shall be entitled to assign its outstanding claim from the Exhibitor to a factoring company.

6.9 Bank fees

Any and all fees charged by financial institutions in the course of banking operations shall be borne by the Contracting Party, and shall not reduce any claims by HUNGEXPO.

6.10 VAT

As all services provided by HUNGEXPO are considered as complex, they are subject to the payment of VAT, as determined in the current law on value added tax.

7. Insurance

7.1 Liability insurance

For the period of its activity performed on the territory of HUNGEXPO, the Contracting Party shall have an insurance policy valid for accidental and unexpected damages caused by its exhibitors or itself in its capacity as builder (decorator, disassembler, etc.), as well as for its subcontractors.

7.2 Liability Insurance Premium

The premium payable for the mandatory liability insurance (hereinafter "Insurance Premium") shall be 1% of the Stall Fee as determined in the Application Form, excluding discounts. The Contracting Party shall bear the financial obligation for the Stall Fee invoice in connection with this.

The mandatory Exhibition Insurance Premium shall be included on the stall fee invoice and collected by HUNGEXPO on behalf of and for the benefit of the insurer.

7.3 Collateral

Following payment of the insurance premium, the Insurer - instead of the Exhibitor and/or the builder (decorator, disassembler, etc.), except for the down payment - shall pay compensation for any and all accidental and unexpected damages caused by the exhibitor and/or its builders (decorators, disassemblers, etc.), and who bear financial responsibility under the regulations of the Hungarian Civil Code. The Exhibitor and its subcontractor shall be jointly and severally liable for any and all damages caused by its subcontractor concerning HUNGEXPO or a third party.

7.4 Other insurance

In addition to liability insurance, the Exhibitors maintain the option to take out an insurance policy to cover the items they exhibit, their installations and other objects located on the territory of HUNGEXPO. The Exhibitor shall be liable for any and all damages arising from a delay or late conclusion to the insurance contract.

8. Noise protection

8.1 The provision of music and performance

The Contracting Party shall comply with the prevailing provisions of the Operating Conditions during the provision of music and performance activities, and shall, prior to commencing such activities, obtain the consent of the lessees of the neighbouring Exhibition Areas.

8.2 Prohibition of usage of unmanned aerial vehicle, drones

On the whole territory of HUNGEXPO, especially on the Exhibition Area, it shall be prohibited to use or to bring in unmanned aerial vehicle or drones, and to have them flown in. Contracting Party acknowledges that the entitled security personnel shall have the right to make provisions for the immediate removal of unmanned aerial vehicle or drone from the whole territory of HUNGEXPO in case of breach of obligation included in the present article. Contracting Party shall be exclusively and unlimitedly liable for all material and non-material damage arising from the breach of obligation included in the present article – including in particular damage caused to third persons and/or HUNGEXPO, as well as the payment of fine potentially imposed on the ground of usage of unmanned aerial vehicle, drones, and the potential damage of the vehicle occurring during the necessary measures of HUNGEXPO as a consequence of the breach of the obligation included in the present article or otherwise.

8.3 Prohibition

If the Contracting Party exceeds the volume set out in the Operating Conditions and despite a joint request from the organiser and the director of the Exhibition it fails to stop its musical activity or performance exceeding the level set above, or breaches the provisions of section 14.6 of the Operating Conditions, HUNGEXPO shall be entitled to terminate the power supply to the Contracting Party's stand, and shall not be liable for any damages to the Contracting Party arising from this action.

9. Cancellation and legal consequences

9.1 Cancellation of participation

Subsequent to Contract Conclusion, the Contracting Party may only validly cancel its participation in the Exhibition in writing, sent in a verifiable form to HUNGEXPO (hereinafter "Cancellation"). Cancellation shall be valid and effective from the date HUNGEXPO receives the statement of cancellation. If the Contracting Party or exhibitor it organises fails to occupy the Exhibition Area 24 hours prior to the opening of the Exhibition, and does not report this late arrival in writing and confirmed by HUNGEXPO (hereinafter "Absence"), this case shall also be considered as a cancellation. In case of Cancellation, HUNGEXPO shall be entitled to lease the Exhibition Area intended for the Contracting Party to another party, and in this respect HUNGEXPO shall not be liable for indemnification under any title whatsoever. In case of Cancellation, the Contracting Party shall be financially obliged to pay a Non-Performance Penalty, as set out below.

9.2 Penalty for non-performance

If the Contracting Party cancels its participation after the conclusion of this Contract but 61 days before the exhibition, She/He must pay the registration and marketing fee, the compulsory liability insurance fee and the 30% of the placement fee according to section 6.1. In case of cancellation between 60-31st day prior the exhibition, the Contracting Party must pay the registration and marketing fee, the compulsory liability insurance fee and the 70% of the placement fee according to section 6.1. In case of cancellation within 30 days prior to exhibition the Contracting Party must pay the registration and marketing fee, the compulsory liability insurance fee and the 100% of the placement fee according to section 6.1.

In case of cancellation, HUNGEXPO can keep all pre-paid deposits as a non performance penalty.

9.3 Reduction of the Area

If the Contracting Party cancels 20% or more of the area it had previously ordered, it shall pay an area cancellation penalty (hereinafter "Area Cancellation Penalty"). The rate of the Area Cancellation Penalty is proportional to the size of the canceled area as follows: 30% of the Stall Fee for the canceled area in the period prior to the 61st day to the exhibition, 70% between the 60th and 31st day, 100% starting from the 30th day prior to the exhibition.

9.4 Cancelling services ordered and legal consequences

The Contracting Party can only cancel previously-ordered services validly in writing, sent in a verifiable form to HUNGEXPO. Cancellation shall be effective from the time that the cancellation statement arrives to HUNGEXPO.

Upon cancellation, the Contracting Party shall bear responsibilities for payment, according to the following:

- if the Contracting Party cancels the service order 11 days prior to the official construction period of the Exhibition, it does not have to pay for the service and shall be refunded the amount already paid,
- if the cancellation arrives within 10 days prior to the official construction period of the Exhibition, it shall be required to pay 100% of the fee for the service ordered to HUNGEXPO.

10. Complaints

In the interest of providing proof, any and all complaints by the Contracting Party in relation to the organisation, implementation and operation, etc. of the Exhibition shall be reported in writing before the close of the Exhibition, and all comments on invoicing shall be reported in writing to HUNGEXPO up to the payment deadline indicated in the invoice. HUNGEXPO is not able to receive complaints received after the above deadlines into consideration. If the Contracting Party does not raise any objections regarding the Stall Fee within 15 days of receiving the relevant invoice or the Service Charge by the close of the Exhibition the latest, the invoice shall be deemed received and accepted.

11. Counterfeiting

By signing the registration sheet, Exhibitor declares and guarantees that it is the owner of the intellectual property rights related to the products displayed in the exhibition, or has obtained all licences and authorizations from the rightsholder to display the products. Exhibitor shall respect the intellectual property rights of third parties.

It is forbidden to display any counterfeit products or products breaching the intellectual property rights of others at HUNGEXPO.

If informed that Exhibitor is in breach of any intellectual property rights, Exhibitor shall guarantee / do its best to discontinue such breach as soon as possible and to remove the infringing product.

Exhibitor shall properly prove the existence of the protection of the products displayed by Exhibitor throughout the exhibition.

HUNGEXPO shall not assume liability for counterfeit products displayed at the Exposition, and is ready to provide information on the necessary actions to enforce such rights.

12. Force majeure

HUNGEXPO shall be entitled to cancel part or whole of the Exhibition or change the date of its organisation, its opening hours or location if an act of God takes place. Force majeure events shall include any and all unpredictable and unavoidable events which prevent or make the Exhibition impossible for reasons beyond the control of HUNGEXPO and otherwise irrespective of HUNGEXPO's actions (e.g. war, riot, civil disturbance, general strike, epidemic, pandemic, natural disaster, fire, flood, earthquake or other unavoidable external reasons, emergencies, governmental measure etc.) HUNGEXPO shall advise the Contracting Parties of any force majeure event. If the Exhibition does not take place for reasons of a force majeure event, HUNGEXPO shall not be liable to pay indemnification.

13. Governing law and the settlement of disputes

In issues not specifically regulated in this agreement, the relevant provisions of Hungarian law shall prevail. Parties shall make efforts at the amicable settlement of any eventual dispute. Should this effort fail, the competent courts with jurisdiction of HUNGEXPO's registered office shall proceed to settle the dispute.

14. Severance

The Operating Conditions and Application Form shall constitute inseparable parts to this agreement.

HUNGEXPO shall be entitled to modify the present General Terms and Conditions unilaterally. HUNGEXPO shall notify the Contracting Party on the amendment of General Terms and Conditions 15 days earlier in writing. In case the Contracting Party fails to declare against the amendment within the deadline provided in the notification, it shall be deemed as accepted on behalf of the Contracting Party.