

**Pension Market Trade Fair  
5 - 6 June 2024**

[pk-messe.ch/en](http://pk-messe.ch/en) | [symposium-2.ch/en](http://symposium-2.ch/en)

**Messe Zurich**

**NEW:  
Programme  
in German  
and French**

**Exhibitor and sponsoring contract**

**vps.epas**

VPS Verlag Personalvorsorge und Sozialversicherung AG  
Taubenhausstrasse 38  
P.O. Box  
CH-6002 Lucerne

**Contact**

Sabina Gisler  
T +41 (0)41 317 07 21  
[sg@vps.epas.ch](mailto:sg@vps.epas.ch)

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**VPS Verlag**  
**Personalvorsorge und**  
**Sozialversicherung AG**  
 Taubenhausstrasse 38  
 P.O. Box  
 CH-6002 Lucerne

pk-messe.ch/en

**Director of the trade fair**  
**Head Marketing and Sales**  
 Markus Jörin  
 T +41 (0)41 317 07 43  
 M +41 (0)79 426 51 26  
 mj@vps.epas.ch

**Organisation**  
**Deputy Head of Marketing & Sales**  
 Sabina Gisler  
 T +41 (0)41 317 07 21  
 sg@vps.epas.ch

## Stand offer

### Prices

Modular stand	Price Cat. 1 (925.00/m <sup>2</sup> )	Price Cat. 2 (830.00/m <sup>2</sup> )	Own stand	Price Cat. 1 (830.00/m <sup>2</sup> )	Price Cat. 2 (770.00/m <sup>2</sup> )
12 m <sup>2</sup>	11'100.00	9'960.00	18 m <sup>2</sup>	14'940.00	13'860.00
18 m <sup>2</sup>	16'650.00	14'940.00	24 m <sup>2</sup>	19'920.00	18'480.00
24 m <sup>2</sup>	22'200.00	19'920.00	36 m <sup>2</sup>	29'880.00	27'720.00
36 m <sup>2</sup>	33'300.00	29'880.00	48 m <sup>2</sup>	39'840.00	36'960.00

All prices in Swiss francs, excl. VAT.

### Services

	Modular stand	Own stand
Modular stand construction system	✓	X
1 floor lamp, 1 spot (fluter) per 3 m <sup>2</sup>	✓	X
1 lockable cabinet (w 112, h 94, d 60 cm)	✓	X
2 barstools	✓	X
1 booth with lockable folding door (1 m <sup>2</sup> )	✓	X
Stand lettering (frontal Plexiglas panel)	✓	X
Floor carpet	✓	X
Transport, assembly and dismantling	✓	X
1 230 volt power supply point including bus bar for devises	✓	✓
Daily floor and surface cleaning	✓	✓
Registration link guests per exhibitor for unlimited multiple use	✓	✓
Admission ticket for stand personnel incl. lunch (Total 4 lunches per 12 m <sup>2</sup> , 6 per 18 m <sup>2</sup> , 8 per 24 m <sup>2</sup> , 12 per 36 m <sup>2</sup> incl. in the price of the stand. Additional lunches are to be paid for.)	✓	✓
Security service	✓	✓
Profile in special edition Pension Market Trade Fair/Pension Symposium	✓	✓
Copies special edition Pension Market Trade Fair/Pension Symposium (on order only)	✓	✓

### Example modular stand



### Stand builder for modular stands

**Andreas Messerli AG**  
 Motorenstrasse 35  
 CH-8623 Wetzikon

Roman Rychlik  
 T +41 (0)43 931 43 85  
 M +41 (0)79 203 40 78  
 roman.rychlik@messerli.live

Trade fair plan



5./6. Juni 2024

Messe Zürich  
MCH Messe Schweiz (Zürich) AG

Legende:

- Kategorien**  
Kategorie 1  
Kategorie 2  
Unbebaubare Fläche

- Eventzonen**  
Saal Plattenstiel  
Uetlibergplatz  
Bachleipplatz

- Stützendetail (1:50)**  
Beton  
Rohr ø 9 cm  
Holz (Höhe: 320 cm)



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## Stand order - Exhibitor contract Pension Market Trade Fair

### Stand assignment procedure

We will do all we can to meet our customer's preferences as far as possible. Experience has nevertheless shown that certain stand areas will attract several interested parties, which is why we have opted for a fair and transparent procedure:

1. **Phase (from now until 30 June 2023)**
  - All parties (past and new) interested in a stand can submit their order to vps.epas. The definitive stand assignment process will take place immediately after phase 1 is completed.
  - If several parties have a preference for the same stand at the end of phase 1, the stand is assigned in accordance with the following priorities:
    1. sponsors
    2. past stand holders
    3. sale of advertisements, past trade fair participation and customer loyalty
2. **Phase (from 3 July 2023)**  
 First come – first served

### Stand order 5 - 6 June 2024 - Messe Zurich

<b>Exhibitor</b>	
Company	Contact person
Street/No.	P.O. Box
Postcode/Place	Phone
E-mail	Internet
<b>Invoicing address</b> (only complete if different from exhibitor's address)	
Company	Contact person
Street/No.	E-mail
P.O. Box	Postcode/Place

Desired stand area number(s)				Total m <sup>2</sup>	Modular stand	Own stand
Priority 1	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>
Priority 2	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>
Priority 3	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>
Priority 4	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>
Priority 5	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>

**Please note:** As by experience the most popular stand spaces are soon reserved, it is also in your interest to act quickly. In order to be able to guarantee the best possible coordination for the assignment of stand spaces, they will not be definitively confirmed until a later date. We will do all we can to meet our customer's preferences as far as possible.

Definitive allocation (is filled in by vps.epas)				Total m <sup>2</sup>	Modular stand	Own stand
Stand	No.	+/to No.	Category		<input type="checkbox"/>	<input type="checkbox"/>

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## Special edition «Pension Market Trade Fair/Pension Symposium»

### Publication date 24 April 2024

The special edition «Pension Market Trade Fair/Pension Symposium» will be published about one month before the trade fair. In addition the detailed trade fair programme, it contains preparatory articles on the topics covered in the trade fair's supporting programme. Only exhibitors from the Pension Market Trade Fair have the possibility of advertising or booking special advertising forms.

Deadline	Booking deadline	Copy deadline	Publication date
	5 April 2024   Fry	9 April 2024   Tue	24 April 2024   Wed

Advertisements	Final trim (Bleed)	Colours	Prices
<input type="checkbox"/> 1/1 page		4-colours	3850.00
<input type="checkbox"/> 1/1 page		black/white	2750.00
<input type="checkbox"/> 1/1 page on right	210 x 297 + 3 mm cut each	4-colours	4950.00
<input type="checkbox"/> 2 <sup>nd</sup> or 3 <sup>rd</sup> cover page		4-colours	4950.00
<input type="checkbox"/> 1/2 page		4-colours	3300.00
<input type="checkbox"/> 1/2 page		black/white	2100.00

All prices in Swiss francs, excl. VAT.

## Co-exhibitors

Co-exhibitors are companies and organisations, which are represented in any way at an exhibitor's stand (with addresses, items, products or brochures). Participation of co-exhibitors is nevertheless only permitted with the organiser's agreement and on payment of a fee of CHF 3500.00 excluding VAT.

Co-exhibitors	
Company	Contact person
Street/No.	P.O. Box
Postcode/Place	Phone
E-mail	Internet

## Exhibitor's declaration

With its authorised signature, the undersigned company confirms that it has received, read and accepted the exhibitor contract and the regulations. It hereby declares that it accepts and will comply with the conditions contained therein.

Exhibitor	Confirmation from the organiser
Company stamp	Company stamp
Authorised signature	Authorised signature
Place/Date	Place/Date

For registrations after 31 October 2023, not all communication services can be guaranteed.

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## Sponsoring offer

### Prices

	Main ponsor	Co-sponsor
Appearance in main programme	✓	X
Workshop or keynote	X	✓
1/1 page advertisement in the special edition «Pension Market Trade Fair/Pension Symposium»	✓	✓
Logo presence on admission ticket, advertisements, review	✓	✓
Possibility of a give-away at the exit	✓	X
Possibility of a special action in the entrance area (by arrangement)	✓	✓
	<b>29'500.00</b>	<b>16'500.00</b>

All prices in Swiss francs, excl. VAT.

The number of sponsoring places is limited. The organizer reserves the right to consider criteria such as branch mix, sale of advertisements, past trade fair participation and customer loyalty when awarding sponsorship places.

### Benefits Pension Symposium

As part of the Pension Market Trade Fair, vps.epas will once again organise a continuing education event in the form of a conference – the Pension Symposium. The aim is to provide an additional incentive for pension fund representatives to visit the Pension Market Trade Fair and spend more time at the event.

Like the Pension Market Trade Fair, the Pension Symposium is a two-day event. Two or three presentation blocks and two discussion forums will be organised each day. These will take an in-depth look at themes that are both topical and relevant to pension funds. Furthermore, prominent figures will be given the opportunity to look beyond professional pensions by means of a presentation or discussion. The Pension Symposium will run from 8.45 a.m. to 4.30 p.m. on both days of the trade fair. The schedule will include longer breaks to enable participants to visit the trade fair stands (we reserve the right to make changes to the timing and sequence of events).

**NEW:** All speeches will be simultaneously translated into french or, in the case of French speakers, into German. **Exception: discussions at Uetlibergplatz.**

### Choice of topics and Pension Symposium programme

Reflecting its target audience, the Pension Symposium focuses on matters of relevance to pension fund decision-makers. Discussions will focus on both the liabilities side of the balance sheet (service structure and management aspects) and the assets side (investment strategy and current investment themes). The choice of topics and the actual structure of the programme are under the responsibility of vps.epas editorial department. Sponsors will be informed of the choice of topics in good time to allow them to discuss the possibility of an active participation in the Pension Symposium.

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## Sponsoring contract Pension Symposium

### We order

- ☐ Main sponsoring CHF 29'500.00  
☐ Co-sponsoring CHF 16'500.00

All prices in Swiss francs, excl. VAT.

Sponsor	
Company	Contact person
Street/No.	E-mail
P.O. Box	Phone
Postcode/Place	Internet
Invoicing address (only complete if different from exhibitor's address)	
Company	Contact person
Street/No.	E-mail
P.O. Box	Postcode/Place

### Sponsors declaration

With its authorised signature, the undersigned company confirms that it has received, read and accepted the sponsoring contract and the regulations. It hereby declares that it accepts and will comply with the conditions contained therein.

Sponsor	Confirmation from the organiser
Company stamp	Company stamp
Authorised signature	Authorised signature
Place/Date	Place/Date

For registrations after 31 October 2023, not all communication services can be guaranteed.

# Exhibitor and Sponsorship Regulations

## 1 General

### 1.1 Target audience

The Pension Market Trade Fair and its framework programme Pension Symposium is a forum for anyone interested in the field of the occupational benefits. It is attended by the sector's decision-makers and provides a unique platform for all specialists with an interest in the 2<sup>nd</sup> pillar. The forum gives the exhibitors a unique opportunity to present their services to board of trustee's members, managers and governing bodies of pension funds.

### 1.2 Organiser and organisation

vps.epas, VPS Verlag Personalvorsorge und Sozialversicherung AG  
P.O. Box, CH-8002 Lucerne  
T +41 (0)41 317 07 21, sg@vps.epas.ch, pk-messe.ch/en

### 1.3 Venue

Messe Zurich, MCH Messe Schweiz (Zurich) AG, Wallisellenstrasse, 49 CH-8050 Zurich,  
www.messe-zurich.com

### 1.4 Dates, opening hours

Wednesday, 5 June 2024	8.45 am – 5.30 pm	Pension Symposium
	9.45 am – 5.30 pm	Pension Market Trade Fair
	5.30 pm – 8.00 pm	Cocktail for visitors and exhibitors
Thursday, 6 June 2024	8.45 am – 4.45 pm	Pension Symposium
	9.45 am – 4.45 pm	Pension Market Trade Fair

### 1.5 Pension Market Trade Fair/Pension Symposium entry charges

Pension fund representatives (members of boards of trustees, managing directors, pension fund employees)	free of charge
Pension fund experts (members of the Swiss Chamber of Pension Actuaries, members of the Swiss Association of Actuaries)	free of charge
ASIP members (pension funds)	free of charge
Guests invited by exhibitors	free of charge
All other persons	600.00 (1 day)
(not corresponding to aforementioned categories)	900.00 (2 days)

All prices in Swiss francs, excl. VAT.

### 1.6 Assembly and dismantling

Delivery and set-up by stand builders	Monday	3 June 2024	from 7 am to 10 pm
	Tuesday	4 June 2024	from 7 am to 2 pm
Exhibitors' arrival	Tuesday	4 June 2024	from 2 pm
Exceptions possible by agreement with vps.epas.			
Carpet removal	Thursday	6 June 2024	from 4.45 pm to 5.00 pm
Exhibitors' departure	Thursday	6 June 2024	from 4.45
Dismantling by stand builders	Thursday	6 June 2024	from 5 pm to 10 pm
	Friday	7 June 2024	from 7 am to 10 pm

Goods are delivered and removed via MCH Messe Zurich checkpoint. Checkpoint hotline:  
T +41 (0)58 206 51 74. Document Checkpoint: pk-messe.ch/en > exhibitors > exhibition stand > Orders > Procedure for delivery and removal of goods

### 1.7 Parking spaces

MCH Messe Zurich car park, Hagenholzstrasse 50, Zurich – subject to a charge.

## 2 Eligibility conditions

### 2.1 Admission

The following exhibitors are eligible for the Pension Market Trade Fair: Companies active in the following 2<sup>nd</sup> pillar: management of insured persons, asset management and insurance, finance and accounting, communication and consulting, IT services and organisations, real estate.

Registration must be confirmed by the organiser. The organiser decides on the participation of exhibitors, co-exhibitors and exhibits. The organiser is entitled to cancel admission if this was granted on the basis of incorrect information. As exhibition space available at the Pension Market Trade Fair, only a restricted number of exhibitors can be admitted.

The organiser declines all liability regarding any claims raised by exhibitors, co-exhibitors or third parties resulting from the admission or refusal of companies or exhibits.

The organiser reserves the right to refuse access from companies or goods, which are not, in its view, suitable for the fair, even after the contract has been signed, if the exhibitor or co-exhibitor provided insufficient or no information concerning its exhibits. In this case, the exhibitor/co-exhibitor shall bear the risks.

Advertising for brands, products, programmes, services or companies that are not registered at the Pension Market Trade Fair prohibited.

The participation of co-exhibitors must be registered by the organiser.

In the case of joint stands of this kind (with at least one co-exhibitor), the stand holder shall be subject to the obligations of an individual exhibitor whereas the additional companies are to be regarded as co-exhibitors. If a co-exhibitor is present on an individual or joint stand, the stand holder also accepts liability for the co-exhibitor with regard to the organiser.

If the co-exhibitor has not been registered, the exhibitor shall be required to pay an additional fee of CHF 2000.00, excl. VAT above and beyond the ordinary fee.

### 2.2 Allocation of stand positions

Stand position preferences shall be taken into consideration in accordance with the procedure described in the contract. Placing preferences cannot constitute a condition of participation. In principle, the exclusion of competitors cannot be envisaged. The organiser's decision shall be final.

## 3 Trade fair presence

### 3.1 Modular stand/own stand

As stipulated in the exhibitor contract.

### 3.2 Stand height

The standard stand height is 2.90 m.

### 3.3 Additional services for modular stand

The price includes:  
1 floor lamp, 1 spot (fluter) per 3 m<sup>2</sup>  
1 lockable cabinet (w 112, h 94, d 60 cm)  
2 bar stools  
1 booth with lockable folding door (1 m<sup>2</sup>)  
Stand lettering 1 (frontal Plexiglas panel)  
Floor carpet  
Transport, assembly and dismantling  
1x 230 volt power supply point including bus bar for devices  
Daily floor and surface cleaning  
Registration link guests per exhibitor for unlimited multiple use  
Admission ticket for stand personnel incl. lunch (Total 4 lunches per 12 m<sup>2</sup>, 6 per 18 m<sup>2</sup>, 8 per 24 m<sup>2</sup>, 12 per 36 m<sup>2</sup> incl. in the price of the stand. Additional lunches are to be paid for.)  
Security service  
Profile in special edition «Pension Market Trade Fair/Pension Symposium»  
Copies special edition «Pension Market Trade Fair/Pension Symposium» (on order only)

## 3.4 Co-exhibitors

Co-exhibitors are companies and organisations, which are represented in any way at an exhibitor's stand (with addresses, items, products or brochures). Their participation is nevertheless permitted only with the organiser's consent and upon payment of a fee of CHF 3500.00, excl. VAT.

## 4 Invoice and terms of payment

Invoice for modular stand/own stand:  
50% down payment of the stand rental fee when the contract is signed.  
Payment of the balance in January 2024.  
Sponsorship invoices must be paid within 30 days of signing the contract.  
Invoices for additional orders: payable after the event ends.  
No discount shall be granted on the invoices.  
Undisputed invoices which are dated 90 days or less before the opening date of the fair must be paid within 30 days. In such cases, the fair's management must be in possession of the down payment and the payment of the balance or valid proof of payment no later than at the start of the official period of exhibitors' arrival at the trade fair. In all cases, payment must be made before the trade fair opens.  
The organiser is entitled to make alternative arrangements regarding stand areas that have not been paid for without invalidating the liability clause.  
If the amount of the rental fee has not been paid before the fair opens, the organiser is entitled to prevent the exhibitor from participating. In such cases, the exhibitor shall remain liable for payment of the full rental price, together with any additional costs incurred.

## 5 Withdrawal from the exhibitor contract or sponsorship contract

Withdrawal from the contract is only permitted within 30 days of it being signed. The exhibitor must pay any costs already incurred.  
In the event of withdrawal from the contract at a later date, the exhibitor shall be liable for the full rental price, together with all the costs already incurred.

## 6 Administrative permits

The exhibitor must himself obtain the necessary administrative permits for travelling stock sales. The organisation of prize draws and competitions requires the written consent of the organiser as well as the official administrative permits.

## 7 Operation of the trade fair

### 7.1 Stand staffing

Each exhibitor must keep its stand continuously staffed by stand personnel during the opening hours of the trade fair. Departure and dismantling of the stand may not begin until the exhibition has closed (6 June 2024, 4.45 pm).  
All exhibitors, their staff and representatives may access the halls before the official opening time (7 a.m.). All exhibitors, their staff and their visitors must have left the halls no later than one hour after the official exhibition closing time.

### 7.2 Activities

Presentations and demonstrations of all kinds, in particular use of the space in front of the stand, require prior authorisation. The organiser must be contacted in writing regarding requests for authorisation. Activities of any kind must not disturb neighbouring stands, either visually or acoustically nor with odour emission.

## 7.3 Distribution of advertising material

The distribution of advertising material of any kind in public areas and in front of the exhibition halls is prohibited. Generally speaking, only promotional material for companies admitted to the trade fair may be distributed. Brochures may be only distributed at the exhibitor's own stand. The organiser must be contacted in writing regarding requests for exemption.  
By order of the trade fair's management, printed advertising materials and material of any kind giving rise to objection must be withdrawn immediately by the exhibitor concerned.

## 8 Insurance/liability

### 8.1 Fire and explosion damage

Insurance against damage caused by fire, explosion or natural disasters is mandatory and is the responsibility of the exhibitor.

### 8.2 General supervision

The exhibition building is patrolled by security guards. The organiser and the MCH Messe Schweiz, Zurich, decline all liability for any damage.

### 8.3 Exclusion of liability

The organiser shall not accept any duty of care for exhibits and stand fittings, during either assembly or dismantling, and declines all liability for any kind of damage caused to exhibits or to persons and likewise for any loss of exhibited items without prejudice to the provisions of Article 100(1) of the Swiss Code of Obligations. In particular, the organiser shall not accept any liability for damage caused to persons or property within the exhibition area and, more specifically, for loss (simple theft) of or damage to goods and facilities of any kind.

### 8.4 Exhibitor's civil liability

As an exhibitor, you must hold an insurance policy providing cover against the following risks:

- transport, exhibition and baggage
- fire, explosion and natural disasters
- theft
- corporate civil liability

## 9 Copyright

On the basis of existing state treaties and the Swiss provisions relating to copyright, SUISA is entitled to require a licence, entailing a fee, for any use of the following copyrights:  
Any playing of music in the exhibition spaces by musicians, singers, radio, records, CDs, tapes or other media (concert, entertainment, fashion show, sound film, slide show with audio, background music) must be registered with SUISA no fewer than 10 days before the start of the trade fair.  
Information and licences from: SUISA, Bellariastrasse 82, Postfach 782, CH-8038 Zurich  
T +41 (0)44 485 66 66, Fax +41 (0)44 482 43 33, suisa.ch, suisa@suisa.ch

## 10 Use of exhibitor's and organiser's brands

The exhibitor grants to the organiser a non-exclusive, non-transferable licence to use its brand solely in connection with the rights granted under this Agreement provided that any use of the logo by the organiser should be pre-approved by the sponsor in accordance with its brand licensing terms.

The organiser grants to the exhibitor a non-exclusive, non-transferable licence to use the brand of the event solely in connection with the rights granted under this Agreement.  
The organiser warrants that the exhibitor's enjoyment of the rights will not infringe the intellectual property rights of any third party.

## 11 Applicable law and place of jurisdiction

All legal relationships between the exhibitor, the organiser and third parties shall be governed by Swiss law. The place of jurisdiction is Lucerne.

## 12 Miscellaneous

For compelling reasons or in the event of force majeure, the organiser is entitled to postpone, shorten, extend or cancel the trade fair. In such cases, the exhibitor has no claim to withdraw from the contract or to request any form of compensation whatsoever.  
If unforeseen political or economic events, internal difficulties within the sector or force majeure make it impossible for the trade fair to be held, the organiser shall undertake to refund the payments made by the exhibitors, minus any costs already incurred. The exhibitor shall not be entitled to any claims regarding compensation due to the event not being held.  
Verbal agreement or individual authorisations and special regulations are not valid without legally valid, written confirmation by the organiser.

Lucerne, March 2023