

**Pension Market Trade Fair
10–11 June 2026**

Messe Zurich

pk-messe.ch/en | symposium-2.ch/en

NEW:
**Programme
in German and
French**

Exhibitor and sponsoring contract

vps.epas
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Stand offer

Prices

Modular stand	Price Cat. 1 (925.-/m ²)	Price Cat. 2 (830.-/m ²)	Own stand	Price Cat. 1 (830.-/m ²)	Price Cat. 2 (770.-/m ²)
12 m ²	11'100.-	9'960.-	18 m ²	14'940.-	13'860.-
18 m ²	16'650.-	14'940.-	24 m ²	19'920.-	18'480.-
24 m ²	22'200.-	19'920.-	36 m ²	29'880.-	27'720.-
36 m ²	33'300.-	29'880.-	48 m ²	39'840.-	36'960.-

All prices in Swiss francs, excl. VAT.

Services

Services	Modular stand	Own stand
Modular stand construction system	✓	X
1 floor lamp, 1 spot (fluter) per 3 m ²	✓	X
1 lockable cabinet (w112, h94, d60 cm)	✓	X
2 barstools	✓	X
1 booth with lockable folding door (1 m ²)	✓	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» (voucher code) per exhibitor for unlimited multiple use	✓	✓
Ticket for stand personnel incl. lunch (Total 4 lunches per 12 m ² , 6 per 18 m ² , 8 per 24 m ² , 12 per 36 m ² 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» (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

Messeplan

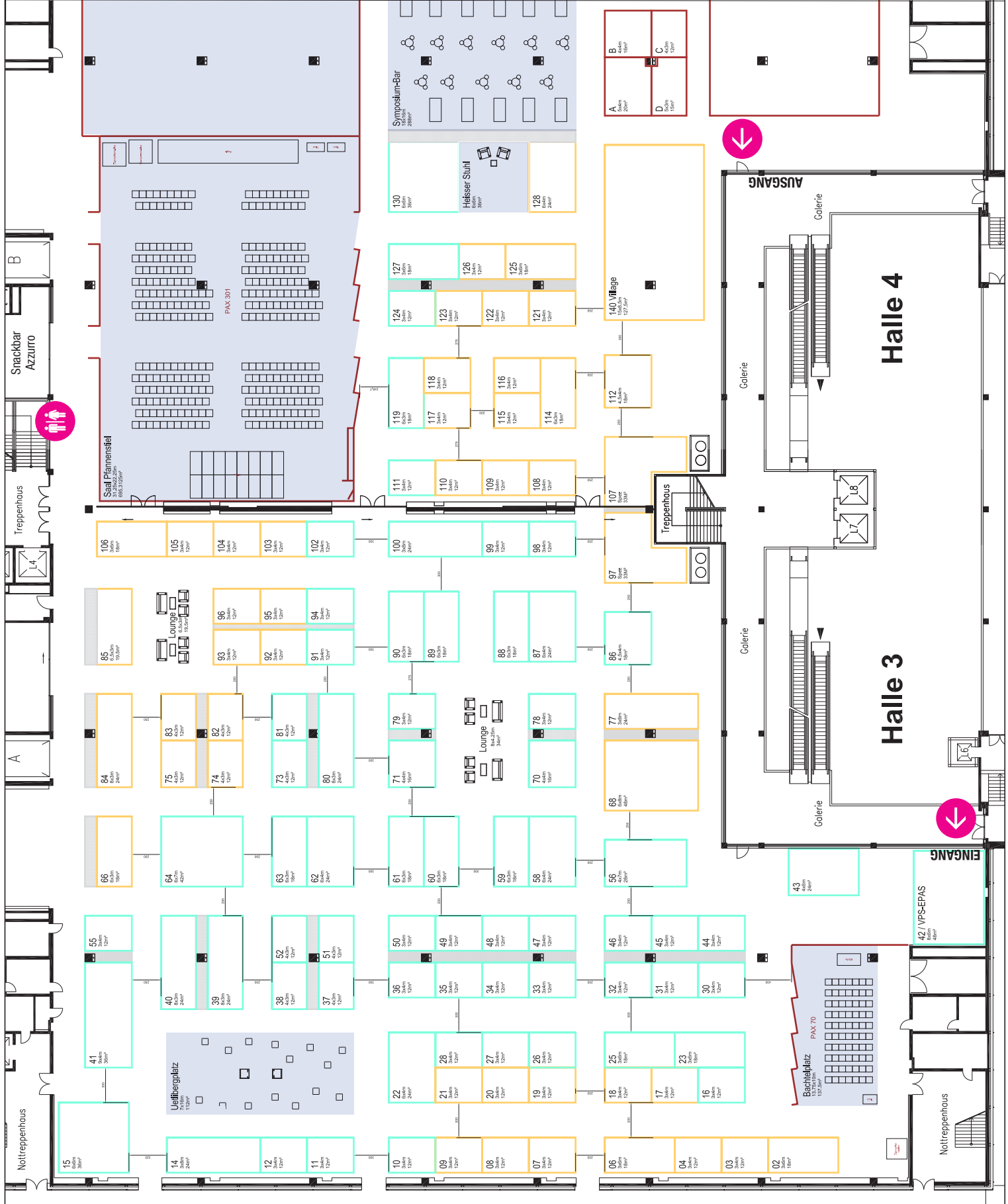


10./11. Juni 2026

Messe Zürich
MCH Messe Schweiz (Zürich) AG

Legende:

- Kategorie 1
- Kategorie 2
- Unbebaubare Fläche
- Eventzonen
- Saal Pflasterstein
- Uetlibergplatz
- Bachteiplatz
- Heisser Stuhl
- Stützendetail (1:50)**
- Beton
- Rohr \varnothing 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:

Phase 1 (from now until 20 June 2025)

- 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

Phase 2 (from 23 June 2025)

First come – first served

Stand order 10–11 June 2026 – Messe Zurich

Exhibitor	
Company	Contact person
Street/No.	P.O. Box
Postcode/Place	Phone
E-mail	Internet
Invoicing address (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 ²	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 will be reserved, it is also in your own interest to act quickly. In order to be able to guarantee the best possible coordination for the assignment of stand places, they won't be 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 ²	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 29 April 2026

The special edition «Pension Market Trade Fair/Pension Symposium» will be published about one month before the trade fair. Only exhibitors from the Pension Market Trade Fair have the possibility of advertising or booking special advertising forms.

Deadline advertisements	Booking deadline	Copy deadline	Publication date
	2 April 2026 Fri	8 April 2026 Tue	29 April 2026 Wed

Advertisements	Final trim (Bleed)	Colours	Prices
<input type="checkbox"/> 1/1 page		4-colours	3850.–
<input type="checkbox"/> 1/1 page		black/white	2750.–
<input type="checkbox"/> 1/1 page on right	210 x 297 + 3 mm cut each	4-colours	4950.–
<input type="checkbox"/> 2 nd or 3 rd cover page		4-colours	4950.–
<input type="checkbox"/> 1/2 page		4-colours	3300.–
<input type="checkbox"/> 1/2 page	210 x 146.5 + 3 mm cut each	black/white	2100.–

All prices in Swiss francs, excl. VAT.

Furthermore, the special newsletter, for the trade fair, is published during trade fair week and exclusively offers banner spaces -> pk-messe.ch/en/upgrade-2026.

Deadline newsletters	Booking deadline	Copy deadline	Publication date
	1 June 2026 Mon	3 June 2026 Wed	8/9/10 June 2026 Mon/Tue/Wed

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.

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

Exhibitor's declaration

With its authorised signature, the 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. Place of jurisdiction is Lucerne, Switzerland.

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

For registrations after 31 October 2025, communication services cannot be guaranteed.

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Sponsoring offer

Prices	Main ponsor	Co-sponsor
Appearance in main programme	✓	X
Investment panel or keynote	X	✓
1/1 page advertisement in the special edition «Pension Market Trade Fair/Pension Symposium»	✓	✓
Logo presence on admission ticket	✓	X
Logo presence on advertisements	✓	✓
Possibility of a give-away at the exit	✓	X
Possibility of a special action in the entrance area (by arrangement)	✓	✓
All prices in Swiss francs, excl. VAT.	29'500.–	16'500.–

The number of sponsoring places is limited. The organiser 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 indepth look at subjects 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).

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 on time to allow them to discuss the possibility of an active participation in the Pension Symposium.

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 2nd 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

Date	Time	Event
Wednesday, 10 June 2026	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, 11 June 2026	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 people	600.– (1 day)
(not corresponding to aforementioned categories)	900.– (2 days)

All prices in Swiss francs, excl. VAT.

1.6 Assembly and dismantling

Delivery and set-up by stand builders	Monday	8 June 2026	7 am to 10 pm
	Tuesday	9 June 2026	7 am to 2 pm
Exhibitors' arrival	Tuesday	9 June 2026	2 pm to 10 pm
Exceptions possible by agreement with vps.epas.			
Carpet removal	Thursday	11 June 2026	4.45 pm to 5 pm
Exhibitors' departure	Thursday	11 June 2026	4.45 pm to 5.30 pm
Dismantling by stand builders	Thursday	11 June 2026	5 pm to 10 pm
	Friday	12 June 2026	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 collection of goods

1.7 Parking spaces

MCH Messe Zurich car park, Hagenholzstrasse 49, 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 2nd 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.–, 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 m²
1 lockable cabinet (w112, h94, d60 cm)
2 bar stools
1 booth with lockable folding door (1 m²)
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» (voucher code) per exhibitor for unlimited multiple use
Ticket for stand personnel incl. lunch (Total 4 lunches per 12 m², 6 per 18 m², 8 per 24 m², 12 per 36 m² 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.–, 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 2026.
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.
All services are invoiced in Swiss francs (CHF) and must be paid exclusively in this currency.

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 11 June 2026, 4.45 pm).
All exhibitors, their staff and representatives may access the halls before the official opening time (7 am). On 11 June 2026 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 exhibitor 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, February 2025