



Exhibitor Terms

It is of utmost importance that event participants contribute to the event's hospitality by staying open during the event's minimum opening hours and by adjusting staffing, offerings, and activations in a way that creates value for participants and visitors and contributes to the development of the event. As an event participant at Vätternrundan, you represent Vätternrundan's core values: community, health, and challenge, and you respect and follow Vätternrundan's guidelines on ethics and the environment.

As an event participant at Vätternrundan, you are offered an opportunity for business benefits, including:

- Strengthened brand preference in an attractive target audience
- Association with one of Sweden's strongest passion brands
- Strong communication channels to a large and affluent target audience

- 1.** Bookings are processed in the order they are received. The organizer reserves the right to make adjustments to the order and distribution of spaces to optimize the rational use of the event area and the need to present a comprehensive offering.
- 2.** The organizer will review incoming booking requests for participation, and if deemed necessary, has the right to refuse to allocate an event space in the event area or to provide specific regulations and conditions for the event participant as deemed necessary.
- 3.** The rented event space may not be transferred, in whole or in part, without the organizer's approval.
- 4.** Payment is made in two steps. A booking fee equivalent to 10% of the event fee is invoiced within 30 days after confirmed registration. The remaining 90% of the event fee and the cost of any additional orders will be invoiced within 30 days after the Cycling Week.
- 5.** The booking fee is non-refundable upon cancellation, regardless of the reason for cancellation. In the case of cancellation after May 30th, the remaining 90% of the event fee will be charged, regardless of the reason for cancellation.
- 6.** The organizer has no legal responsibility or insurance for the event participant's materials. Some surveillance of the event area will be carried out by roaming security guards during the night.
- 7.** Event areas, regardless of their purpose, must be ready by 12:00 on June 7th. After this time, the event's minimum opening hours will apply. Event areas are encouraged to stay open longer as long as there are participants and visitors in motion. Event areas must not be closed and dismantled during the event's official opening hours. If the exhibitor deviates from the opening hours or leaves the space untidy, the organizer will issue a penalty fee.
- 8.** During Cycling Week, the event participant must keep their event area clean and free of litter. Garbage must be disposed of daily to avoid unwelcome guests. The event participant is responsible for tidying up event materials and the event area after Cycling Week. In cases where the organizer deems the area to be unprepared, a penalty fee may be imposed.
- 9.** The event participant is responsible for creating an inviting exterior and interior with clear messages and for marketing their participation and offerings before the event. The organizer is responsible for promoting the event and providing space for information about the event participant's participation in the event app. Information must be provided to the organizer no later than April 15th.



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10. Event participants are responsible for creating an inviting exterior and interior with clear messages and for promoting their participation and offerings before the event. The organizer is responsible for promoting the event and providing space for information about the event participant's involvement in the event app. Information should be provided to the organizer no later than April 15th.

11. The price for event spaces varies and will be quoted before confirmation. Additional costs for setup, equipment rental, and printing expenses will be invoiced separately.

12. The organizer has the right to relocate the event participant when necessary to optimize the flow of the event.

13. There is a prohibition on vehicles in Stadsparken, and the event area is restricted during the ongoing event. Event participants are responsible for arriving on time before the restrictions, bringing materials such as a handcart for unloading and loading, and arranging parking and potential storage outside the event area.

14. Considering official sponsorships, event participation will be evaluated in relation to existing sponsorship agreements. Event participants are directly affected as follows:

- Beverage service in the food area should offer Carlsberg's products. The offerings of smaller local breweries may be acceptable.
- Sports retail is exclusive to Stadium as the main sponsor, allowing only activations for demonstration, exhibition, and relationship building in the part of the event area known as "Cykeltorget." Requests for sales will be resolved in dialogue with Stadium.
- Bike servicing is exclusive to the Shimano service center.
- Energy products are exclusive to Enervit.

Processing of Personal Data

To book a place in the Event Area, event participants are required to provide certain personal information to the organizer. The mandatory information is specified in the form during the booking process. Bookings with incomplete information will not be processed.

The organizer processes the personal data of event participants primarily for the following purposes:

- To be able to carry out and administer the booking and meet the exhibitor's needs.
- To be able to communicate with the exhibitor before, during, and within twelve (12) months after the event.

If you do not want your personal data to be stored, please contact us.

Who has access to the personal data?

As a rule, event participant's personal data is processed by the organizer alone. However, the organizer collaborates with other companies that may access the event participant's personal data if necessary to fulfill the organizer's commitments to the event participant. Please contact the organizer for more information on which parties, if any, have access to the personal data.

By registering for Forum Vätternrundan 2024, you agree to these terms and conditions.