



## Exhibitor Terms

Event participants are expected to contribute to the event experience by remaining open during official hours and by adapting staffing, offerings, and activities to create value for attendees and visitors. As an event participant, you represent the values of Vätternrundan – community, health, and challenge – and comply with its guidelines on ethics and environmental responsibility.

As an event participant at Vätternrundan, you are offered a business opportunity through:

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

1. Bookings are registered in the order they are received. The Organizer reserves the right to make adjustments to the order and allocation of spaces as needed for rational use of the event area and to ensure a rich offering.

2. Submitted bookings are reviewed by the Organizer, who has the right to deny event space on the event grounds or impose specific requirements and conditions for the participant if deemed necessary.

3. The rented event space may not be transferred, either in whole or in part, without the Organizer's permission.

4. The booking becomes binding 14 days after the booking form has been submitted and approved. This also applies to the offered spaces and additional options, where price ranges and any extra costs are clearly stated on the booking page.

5. Invoicing is carried out after the event. A consolidated invoice for the base booking and any additional services will be sent within 30 days after the conclusion of Cykelveckan.

6. To facilitate early planning, we offer different cancellation terms depending on when the cancellation occurs:

- Cancellation before December 1 – The booking can be cancelled free of charge.
- Cancellation between December 1 and January 31 – 75% of the booking value will be refunded.
- Cancellation between February 1 and March 30 – 50% of the booking value will be refunded.
- Cancellation after March 30 – No refund will be given, and the full booking value will be charged.

7. The organizer has no legal responsibility, nor insurance, for the event participant's equipment or materials. The event area is monitored by patrolling security guards at night and partially covered by cameras. There is an option to rent alarms through the organizer's supplier, which is offered separately.

8. Event areas must be set up and ready at least 30 minutes before opening, according to Cykelveckan's official opening hours. They may remain open longer as long as there are participants and visitors present. Event areas must not be closed or dismantled during official hours. Deviations from the opening hours or leaving the area unclean may result in a penalty fee charged by the organizer.

9. During Cycling Week, participants must keep their event area clean and free from litter. Trash must be disposed of daily to avoid attracting unwanted visitors. Participants are responsible for clearing away their materials and cleaning the event area after Cycling Week. If the area is deemed untidy by the Organizer, a penalty fee may be issued.



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10. Participants are responsible for creating an inviting exterior and interior with clear messaging, as well as for promoting their participation and offers before the event. The Organizer is responsible for promoting the event and providing space for information about the participant's involvement in the event app. Information must be submitted to the Organizer by April 15.

11. The price for event areas varies and will be quoted well in advance of the event. Additional bookings, such as storage space, alarms, and branding, are offered separately. Furniture, heating, and lighting can be ordered additionally according to the fixed price list.

12. The Organizer reserves the right to relocate participants if required to optimize the event's flow.

13. There is a vehicle ban in the city park (Stadsparken), and the event area will be cordoned off during the event. Participants are responsible for arriving at the event on time, before the barriers are in place, and should bring necessary equipment (e.g., a sack trolley for unloading and loading) and arrange parking and possible storage outside the event area.

14. Due to official sponsorships, participation in the event will be reviewed in relation to existing sponsor agreements. Event participants are directly affected by the following:

- The beverage service in the food area must offer Carlsberg's range of products. The selection from smaller local breweries may be acceptable.
- When selling products, a product range list must be sent to [massa@vatternrundan.se](mailto:massa@vatternrundan.se), who will review the assortment in relation to the exclusivity agreements of official sponsors. This is to avoid conflicts of interest and ensure the best possible product mix.

15. On the harbor parking/Nordic Bike Expo, brands should create attractive showrooms showcasing this year's products.

- Offers are acceptable as long as they are not loss-leaders or retail clearance sales that create unfair competition conditions.

### Processing of Personal Data

To book a space in the event area, participants must provide certain personal data to the Organizer. Mandatory data is specified in the booking form. Incomplete bookings 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 Expo Vätternrundan, you agree to these terms and conditions.