TERMS AND CONDITIONS FOR PARTICIPATION AND PAYMENT

Expo Event Industry 2027

These Terms and Conditions govern the process for applying, confirming and implementing participation as an exhibitor, partner, advertiser or participant in an additional format at Expo Event Industry 2027.

By submitting the registration form, the participant declares that they have read and accept these Terms and Conditions.

1. Event

1.1. Expo Event Industry 2027 will take place on 27-28 January 2027 at Sofia Event Center, Sofia, Bulgaria.

1.2. The event includes an exhibition area, a professional conference programme, networking formats, pre-scheduled meetings, communication activities and additional opportunities for visibility and partnership.

1.3. Expo Event Industry 2027 is a professional platform for the event industry, created to connect suppliers, venues, hotels, destinations, organisers, corporate clients, associations and other professionals in the sector.

2. Organiser, Brand and Official Operational Partner

2.1. The organiser of Expo Event Industry 2027 is Bulgarian Convention Bureau – BG CVB.

2.2. Bulgarian Convention Bureau – BG CVB is the holder of the concept, identity and brand of the Expo Event Industry event.

2.3. All communication, programme, partnership and strategic decisions related to the event are coordinated and confirmed by the organiser.

2.4. Organiser details: Association Bulgarian Convention Bureau – BG CVB UIC: 177050465, Address: 147 Tsarigradsko Shose Blvd., 1784 Sofia, Bulgaria, Contact email: office@bgcb.eu

2.5. Event Design EOOD, UIC 175152418, is the official operational partner of the event and supports the organiser in the administrative, registration, financial and logistical implementation of Expo Event Industry 2027.

2.6. The role of Event Design EOOD may include, but is not limited to:

2.6.1. Administration of the registration process;

2.6.2. Communication with registered exhibitors, partners and participants on organisational matters;

2.6.3. Coordination of payments, pro forma invoices and/or invoicing, where assigned by the organiser;

2.6.4. Support in collecting data for participants, badges, catalogue information and technical materials;

2.6.5. Logistical coordination related to the preparation and delivery of the event;

2.6.6. Support in communication with suppliers and partners, where this is necessary for the organisation of the event.

2.7. The participant acknowledges that, in the process of registration, payment and organisational coordination, they may receive communication both from Bulgarian Convention Bureau – BG CVB and from Event Design, where this is related to their participation in the event.

3. Participation Formats

3.1. Participation in Expo Event Industry 2027 may include one or more of the following formats:

3.1.1. Exhibition participation through a stand;

3.1.2. Additional visibility in the print publication Shared Views;

3.1.3. Online advertising and interview;

3.1.4. Participation in Industry Talks;

3.1.5. Catering sponsorship;

3.1.6. Product and brand positioning;

3.1.7. Destination or regional partnership;

3.1.8. Individual partnership formats agreed additionally with the organiser.

3.2. The specific participation format, included elements, price and implementation deadlines are confirmed in writing by the organiser or by the official operational partner, where this has been assigned by the organiser.

3.3. Requesting a given format through the registration form does not constitute automatic confirmation of participation until it has been confirmed in writing and payment has been made in accordance with the issued pro forma invoice or invoice.

4. Exhibition Participation and Included Elements

4.1. Exhibition participation is structured to provide a real and effective presence without the need for additional organisation on the part of the participant.

4.2. Exhibition participation includes:

4.2.1. Exhibition stand:

4.2.2. Back wall: 3 m width x 2.50 m height;

4.2.3. Exhibition structure with printing and installation included;

4.2.4. 1 reception desk, bar type, with branding included;

4.2.5. 2 high stools;

4.2.6. Monitor;

4.2.7. Power supply;

4.2.8. Participation of up to 3 representatives;

4.2.9. Full access to the exhibition area;

4.2.10. Full access to the conference programme;

4.2.11. Access to the networking formats;

4.2.12. Opportunity for pre-scheduling and holding meetings;

4.2.13. Inclusion in the official event catalogue.

4.3. Additional participants, technical equipment, advertising formats, programme participation and partnership opportunities are requested separately, unless they are included in a specific written confirmed proposal.

4.4. The organiser reserves the right to specify the technical parameters of exhibition participation, including technical file requirements, deadlines for submitting materials, branding method and installation.

5. Allocation of Exhibition Space

5.1. The exhibition space will not be allocated through selection of specific positions by the participants.

5.2. The final plan of the exhibition area is developed by the organiser after confirmation of the main list of participants and is structured in clusters by types and categories of participants, with the aim of:

5.2.1. Ensuring better visitor flow;

5.2.2. Creating more logical grouping;

5.2.3. Supporting more effective business interactions;

5.2.4. Optimising the use of exhibition space;

5.2.5. Ensuring consistency with the overall concept of the event.

5.3. The participant has no right to choose a specific position, stand number or zone within the exhibition space, unless this has been expressly agreed in writing with the organiser.

5.4. The organiser has the right to make changes to the allocation of the exhibition space where this is necessary for technical implementation, safety, visitor flow, balance between participants or the overall concept of the event.

5.5. Any technical or organisational preferences indicated by the participant are for information purposes only and do not constitute a guarantee of a specific position or placement.

6. Prices

6.1. All prices are in euro and exclude VAT, unless expressly stated otherwise.

6.2. The applicable price is determined according to:

6.2.1. The date of submission and confirmation of the application;

6.2.2. The status of the participant;

6.2.3. The selected participation format;

6.2.4. The selected additional services;

6.2.5. Availability of the respective formats;

6.2.6. Written confirmation by the organiser or by the official operational partner, where this has been assigned by the organiser.

6.3. Prices for the respective registration period are considered valid only if payment is made within the same period or within 10 calendar days from the date of issue of the pro forma invoice, where the pro forma invoice has been issued within the respective period.

6.4. In the event of non-payment within the specified deadline, the organiser has the right to apply the prices valid for the current registration period as at the date of actual payment or the date of reconfirmation of participation.

6.5. If, after the expiry of the payment deadline, a change in the pricing period has occurred, the organiser has the right to issue an updated pro forma invoice or invoice in accordance with the prices applicable at that time.

6.6. The final value of the application is confirmed in writing by the organiser or by the official operational partner, where this has been assigned by the organiser.

7. Invoicing and Payment

7.1. Submission of the registration form constitutes an application for participation, but does not constitute an automatically confirmed registration.

7.2. Registration is considered confirmed after:

7.2.1. Written confirmation by the organiser or by the official operational partner;

7.2.2. Issuance of a pro forma invoice or invoice;

7.2.3. Payment made within the specified deadline.

7.3. Payment is made by bank transfer on the basis of an issued pro forma invoice or invoice.

7.4. The payment deadline is indicated in the pro forma invoice or invoice.

7.5. In the event of non-payment within the specified deadline, the organiser has the right to release the requested participation and offer it to another participant.

7.6. All bank fees and charges related to the payment are borne by the participant, unless otherwise agreed in writing.

7.7. If specific invoicing details are required, the participant must provide them in a timely manner through the registration form or by email to the organiser or the official operational partner.

7.8. The organiser and/or the official operational partner are not responsible for delays in issuing documents where the participant has provided incomplete, inaccurate or contradictory invoicing details.

8. Confirmation of Registration

8.1. Submission of the registration form constitutes an application for participation.

8.2. Registration is not considered automatically confirmed upon submission of the form.

8.3. The organiser reserves the right to refuse an application for participation where:

8.3.1. The respective format is fully booked;

8.3.2. The application does not correspond to the profile or concept of the event;

8.3.3. There are technical or organisational limitations;

8.3.4. Payment has not been made within the specified deadline;

8.3.5. The participant has not provided the necessary information for confirmation of participation.

8.4. Registration confirmation is made in writing by the organiser or by the official operational partner, where this has been assigned by the organiser.

9. Cancellation by the Participant

9.1. Cancellation of participation is accepted only in written form, sent to the organiser or to the official operational partner, where the latter administers the registration.

9.2. In the event of cancellation by 5 November 2026, 30% of the value of the selected stand, participation format or requested additional services will be retained.

9.3. In the event of cancellation after 5 November 2026, the full value of the requested participation is due and any amount paid is non-refundable.

9.4. Communication, advertising, programme, logistical or other formats that have already been implemented are non-refundable, regardless of the cancellation date.

9.5. Already implemented formats include, but are not limited to:

9.5.1. Published online post;

9.5.2. Conducted, recorded or processed online interview;

9.5.3. Prepared, edited or published communication material;

9.5.4. Advertising material submitted for print or finally processed;

9.5.5. Implemented programme or partnership positioning;

9.5.6. Any other service that has already been performed or is in the process of being performed as at the date of cancellation.

9.6. If the participant fails to provide the necessary materials, information or data within the specified deadlines, this shall not constitute grounds for reimbursement of paid amounts.

9.7. Where the cancellation concerns several different formats, the organiser has the right to determine what part of the requested services has already been implemented or is in the process of implementation and is therefore non-refundable.

10. Changes or Cancellation by the Organiser

10.1. The organiser has the right to make changes to the programme, schedule, format, space allocation, networking formats, partnership formats and organisational details where this is necessary for the quality delivery of the event.

10.2. Such changes do not automatically entitle the participant to a refund, unless otherwise agreed in writing.

10.3. In the event of a significant change to the dates, venue or format of the event, the organiser will inform participants in a timely manner and will offer an applicable solution according to the specific situation.

10.4. The organiser is not responsible for changes imposed by the venue, public authorities, technical circumstances, force majeure situations or other factors beyond its reasonable control.

11. Materials and Deadlines

11.1. The participant undertakes to provide the necessary materials within the deadlines and formats specified by the organiser or the official operational partner.

11.2. This may include:

11.2.1. High-resolution logo;

11.2.2. Corporate information;

11.2.3. Description for the catalogue;

11.2.4. Names of participants for badges;

11.2.5. Visual materials for the stand;

11.2.6. Advertising materials for Shared Views;

11.2.7. Materials for online publications;

11.2.8. Information about speakers and topics;

11.2.9. Technical requirements, if any.

11.3. The organiser is not responsible for delays, non-publication, inability to produce or incomplete inclusion of materials where the participant has not provided the necessary information or files within the deadline.

11.4. Materials provided after the deadline may be used only if this is technically and organisationally possible.

11.5. The organiser has the right to refuse the use of materials that do not meet the technical, visual, editorial or professional standards of the event.

12. Official Catalogue

12.1. The participant agrees that the company data provided for the purposes of registration and the catalogue may be used for presentation in the official event catalogue.

12.2. This may include:

12.2.1. Company name;

12.2.2. Website;

12.2.3. Company description;

12.2.4. Main services or products;

12.2.5. Logo;

12.2.6. Keywords;

12.2.7. Other information provided by the participant for the purposes of the catalogue.

12.3. The organiser may edit texts for clarity, style, length and consistency with the general format of the catalogue, without materially changing the content.

12.4. The organiser is not responsible for incomplete or inaccurate information provided by the participant.

13. Shared Views

13.1. Shared Views is a partner print publication integrated into Expo Event Industry 2027 as an additional communication channel for presenting participants, partners, projects, ideas and key topics from the event industry.

13.2. The publication does not constitute the official exhibitor catalogue, but is an additional editorial and communication format that enhances the visibility of participants before, during and after the event.

13.3. Participants may request a format for advertising or content presence in Shared Views, including an advertisement, case study, interview, project presentation or another editorially agreed format.

13.4. Requesting participation in Shared Views does not include the right to choose a specific page, position, order, placement or proximity to a specific topic, section or other participant.

13.5. The final positioning of materials in Shared Views is determined by the editorial and organisational team of the publication, in accordance with the structure, thematic logic, design, available space and deadlines for submission of materials.

13.6. The organiser reserves the right to coordinate with the publication team the inclusion, editing, format and manner of presentation of the requested materials.

13.7. The organiser and/or the editorial team of the publication reserve the right not to include materials that:

13.7.1. Are submitted after the specified deadlines;

13.7.2. Do not meet the technical requirements;

13.7.3. Are not aligned with the editorial concept of the publication;

13.7.4. Contain inaccurate, inappropriate or incompatible information in relation to the nature of the event;

13.7.5. Infringe third-party rights or contain materials for which the participant has no right of use.

13.8. Materials that have already been prepared, edited, processed, included in pre-press or submitted for printing are non-refundable in the event of cancellation.

13.9. The participant is responsible for the accuracy of the information provided and for the right to use all submitted texts, images, logos, trademarks and other materials for the purposes of their publication in Shared Views.

14. Online Advertising and Interview

14.1. Online advertising and interview constitute an additional format for communication visibility through the official channels of Expo Event Industry.

14.2. The format may include a publication, interview, video message or presentation of the company, its services, projects, expertise or key message.

14.3. The online interview or video message has a duration of up to 2 minutes.

14.4. The specific format, content, deadlines, recording method, editing and publication are agreed additionally between the participant and the organiser or the official operational partner.

14.5. The organiser reserves the right to edit, adapt or shorten texts and visual materials where this is necessary for consistency with the communication style, technical requirements or editorial logic of the event.

14.6. After publication, recording, preparation or implementation, the online advertising, interview or video message is non-refundable in the event of cancellation of participation.

14.7. If the participant does not provide in a timely manner the necessary materials, information or person to take part in the interview, the organiser is not responsible for any delay, change or inability to implement the format.

15. Industry Talks

15.1. Industry Talks is a presentation format within the event, suitable for companies wishing to share expertise, a solution, project, case study or current topic with the professional audience.

15.2. Requesting Industry Talks does not guarantee automatic inclusion in the programme.

15.3. The organiser reserves the right to propose adaptation of the topic, format or presentation time in order to align it with the programme logic and professional nature of the event.

15.4. After confirmation and inclusion in the programme, the format may be non-refundable in the event of cancellation, if programme, communication or organisational activities related to its preparation have already been carried out.

15.5. The participant undertakes to provide information about the proposed topic, speaker and presentation materials within the deadlines specified by the organiser.

16. Additional Partnership and Brand Formats

16.1. Additional opportunities such as catering sponsorship, product and brand positioning, destination partnership, regional partnership and individual partnership formats are confirmed after separate coordination with the organiser.

16.2. These formats do not guarantee a specific stand position, page in a publication or placement within the space, unless this has been expressly agreed in writing.

16.3. The specific parameters of each partnership or brand format are agreed additionally, including visibility, deadlines, technical requirements, implementation method and communication elements.

16.4. Already implemented or initiated partnership, advertising or brand formats are non-refundable in the event of cancellation.

17. Conduct and Responsibilities of the Participant

17.1. The participant is responsible for:

17.1.1. The accuracy of the information provided;

17.1.2. Compliance with deadlines for submitting materials;

17.1.3. The conduct of their representatives;

17.1.4. Compliance with the rules of the venue;

17.1.5. Safe use of the equipment provided;

17.1.6. Compliance with applicable legislation;

17.1.7. Not infringing the rights of third parties, including copyright, trademarks and image rights.

17.2. The participant may not provide their stand, advertising position or format to a third party without the prior written consent of the organiser.

17.3. The participant undertakes not to distribute materials, messages or content that are contrary to the professional nature of the event, good morals or applicable legislation.

17.4. The organiser has the right to request the removal or modification of materials that do not correspond to the nature, visual environment or professional standard of the event.

18. Intellectual Property

18.1. The participant confirms that they have the right to use and provide to the organiser all materials submitted in connection with their participation in the event, including logos, images, texts, videos, presentations, trademarks and other advertising or communication materials.

18.2. The participant is responsible if any material provided by them infringes copyright, trademark rights, image rights or other third-party rights.

18.3. By providing these materials, the participant authorises the organiser and the official operational partner to use them solely for the purposes of the organisation, communication, catalogue, advertising formats and coverage of Expo Event Industry 2027.

18.4. Such use does not result in transfer of ownership of the materials. They remain the property of the participant or of the relevant rights holder.

19. Photography and Video

19.1. During the event, photographs and video materials may be taken for the purposes of documentation, publicity, archive and follow-up communication.

19.2. The participant is responsible for informing their representatives that the event will be photographed and filmed.

19.3. Photographs and video from the public areas of the event may be used by the organiser on the website, social media, presentations, press releases, advertising materials and communication for future editions.

19.4. If a participant or their representative has a specific objection to individual-focused photography or filming, they should notify the organiser in advance or on site, insofar as this is practically possible within a public event.

20. Personal Data Protection

20.1. Personal data provided in connection with registration and participation in Expo Event Industry 2027 is processed in accordance with applicable legislation and the event's Privacy Policy / Data Protection Notice.

20.2. The participant completing the registration form confirms that they have the right to provide the data of the listed representatives for the purposes of registration, badge issuance and participation in the event.

20.3. The organiser and the official operational partner may process data necessary for registration, invoicing, communication, logistics, badges, catalogue, networking formats and follow-up organisational communication in connection with the event.

20.4. Detailed information regarding the processing of personal data is contained in the separate document Privacy Policy / Data Protection Notice.

21. Force Majeure

21.1. The organiser is not responsible for inability or delay in performing its obligations where this is due to circumstances beyond its reasonable control, including but not limited to:

21.1.1. Natural disasters;

21.1.2. Emergencies;

21.1.3. Restrictions imposed by public authorities;

21.1.4. Technical failures;

21.1.5. Strikes;

21.1.6. Epidemic situations;

21.1.7. Interruptions of services by third parties;

21.1.8. Other force majeure circumstances.

21.2. In the event of a force majeure circumstance, the organiser will inform participants and offer an applicable solution according to the specific situation.

21.3. Force majeure circumstances do not automatically release the participant from obligations that have already arisen before their occurrence, unless otherwise agreed in writing.

22. Limitation of Liability

22.1. The organiser is not responsible for:

22.1.1. Loss of profit or expected business results;

22.1.2. Meetings not held due to absence or refusal of third parties;

22.1.3. Delay or non-performance caused by the participant;

22.1.4. Lost, damaged or unattended belongings of the participant;

22.1.5. Incomplete or inaccurate materials provided by the participant;

22.1.6. Technical difficulties caused by equipment or services beyond the organiser’s control;

22.1.7. Expected contacts, sales, partnerships or subsequent business opportunities not being realised.

22.2. Participation in the event creates opportunities for visibility, meetings and business contacts, but does not guarantee specific commercial results.

23. Applicable Venue Rules

23.1. The participant and their representatives are obliged to comply with the rules for access, safety, technical conduct and use of the space determined by Sofia Event Center and the organiser.

23.2. In the event of violation of these rules, the organiser has the right to request the cessation of certain actions, the removal of materials or restriction of access for a specific person, where this is necessary for the safety and normal course of the event.

23.3. The participant is responsible for damages caused by them, their representatives, subcontractors or guests, where such damages result from unlawful action, negligence or non-compliance with the rules.

24. Communication

24.1. Official communication in connection with registration, payment, technical materials, participation and organisational instructions is carried out by email using the contacts provided by the participant in the registration form.

24.2. The participant is responsible for providing current and accurate contact details and for monitoring communication received from the organiser or the official operational partner.

24.3. The organiser is not responsible for missed deadlines or information where the participant has provided inaccurate, outdated or incomplete contact details.

25. Applicable Law and Disputes

25.1. These Terms and Conditions shall be interpreted and applied in accordance with the legislation of the Republic of Bulgaria.

25.2. All matters arising that are not regulated by these Terms and Conditions shall be resolved in good faith and through written communication between the parties.

25.3. If a dispute cannot be settled voluntarily, it shall be referred for resolution to the competent court in accordance with the applicable Bulgarian legislation.

26. Acceptance of the Terms and Conditions

26.1. By submitting the registration form, the participant confirms that they have read and accept these Terms and Conditions for Participation and Payment.

26.2. These Terms and Conditions form an integral part of the registration process for participation in Expo Event Industry 2027.

26.3. The organiser reserves the right to update these Terms and Conditions where this is necessary in connection with the organisation of the event, technical requirements, regulatory changes or other objective circumstances.

Version_1_25062026