

HERO FEST

Terms of Participation
02. - 04. Oktober 2026

Version 26.01.2026

BERNEXPO AG
Mingerstrasse 6
Postfach
CH-3000 Bern 22

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<http://www.herofest.ch>
herofest@bernexpo.ch

1. Opening Hours (subject to change)

Official opening hours of the event:

SwitzerLAN:

Thursday, 01 October 2026 Start of the SwitzerLAN (only for participants)

HeroFest:

Friday, 02 October 2026, 2:00 p.m. to 8:00 p.m. (Medieval Market until 10:00 p.m.)
Saturday, 03 October 2026, 10:00 a.m. to 8:00 p.m. (Medieval Market until 10:00 p.m.)
Sunday, 04 October 2026, 10:00 a.m. to 6:00 p.m.

For exhibitors: 1 hour before or 1 hour after the official opening hours of the event.

2. Organizer

BERNEXPO AG
Mingerstrasse 6
Postfach
CH-3000 Bern 22

Phone +41 31 340 11 11
E-Mail herofest@bernexpo.ch
Internet www.herofest.ch

3. Scope of Application

These "Terms and Conditions of Participation" apply to participation in the HeroFest trade fair (hereinafter referred to as the "Event") and supplement the applicable "General Terms and Conditions of Participation" of BERNEXPO AG. The applicable "Operating Regulations" of BERNEXPO AG and the respectively valid "Technical Information on the Halls" are also decisive.

4. Vision des Events

The Hero Fest wants to offer visitors a unique experience in the field of gaming and fantasy. In various areas, everything to do with gaming, e-sports, cosplay, anime, comics, medieval, fantasy, software, hardware and digital media will be exhibited. In addition, concerts, shows and tournaments will take place on two different stages.

5. Authorised exhibitors

All companies and private individuals who have a connection to the topics of software, hardware, gaming, cosplay, anime, e-sports, Japan, comics, the Middle Ages and fantasy are admitted as exhibitors.

For non-endemic exhibitors, the focus of the stand appearance should meet at least one of the following criteria:

- Entertainment
- Experience / Interactivity
- What's New

There is no right to admission. Applications for admission can be rejected without justification.

Conditions for stand packages:

- Artists: Artists and boardgame designers, fan art, crafts, jewelry, self-made (no AI and no resale of purchased goods allowed!)
- Indiegame: Studios, Student Projects
- Small businesses: Associations, start-ups, non-profits or people with a sideline in the field of retro games.

6. Approved exhibits

- Action Toys
- Games
- Books, Comics, Manga, Anime
- Collectible models
- Carnival / Carnival / Halloween
- Large toys
- Wooden toy
- Construction toys
- Dolls and plush
- Cosplay accessories
- Snacks
- Trading Cards / Card Game
- Medieval jewellery / tools
- Art, drawings, sculptures
- Outdoor / Sports Toys
- Educational, Educational Toys
- model making and RC (car, plane, ship, etc.)
- consoles and video games
- media, technology, peripherals, computers
- e-sports
- services tailored to the target group
- accessories for all the aforementioned areas
- handmade goods
- board games
- Airsoft / Paintball

7. Tarifs



7.1. Co-exhibitor fee

Main exhibitors have the option of registering co-exhibitors, the costs incurred will be charged to the main issuer. By paying the co-exhibitor fee, the co-exhibitor acquires the following rights:

- Company address at the main exhibitor's stand
- Sales activity at the main exhibitor's stand
- Light Service Package
- Entitlement to vouchers/guest cards Order

8. Withdrawal from registration

In accordance with the applicable "General Terms and Conditions of Participation". In the event of non-participation by a co-exhibitor, the full co-exhibitor surcharge as well as the incidental costs incurred will remain owed in any case.

After receipt of the stand confirmation, 100% of the cancellation fee must be paid. For the compact stands, the stand package price will be charged.

9. Exhibitor tickets

Each exhibitor receives one exhibitor card per 3 m2 of stand space, min. 2 tickets, max. 15 tickets, valid for unlimited admission to the event. A different regulation applies to the compact stands (see detailed information on the services on the homepage). Additional, fee-based exhibitor passes can be ordered in a limited environment via the Online Service Center. **The cards must be generated in the Online Service Center and printed out or sent by e-mail.**

10. Guest Card Voucher Codes

Depending on the stand package or stand space booked, a certain number of guest card codes are available to all exhibitors to hand over to customers. The voucher codes can be ordered via herofest@bernexpo.ch.

11. Service fee (mandatory)

All main exhibitors will be charged a mandatory service flat rate (contribution to general ancillary costs (general electricity consumption, heating, cooling, water) and waste disposal/recycling) in accordance with the tariff in the trade fair configurator.

12. Additional services

12.1. Communication Packages

The BASIC communication package is the obligatory basic package for all main and co-exhibitors.

Added Value for your	Our services
A detailed presentation of your company in the event guide	Full event guide profile: Company description Company logo Link to social media and websites Uploads of images, videos and PDFs Contact details Displays on the hall map Display on the hall map present any number of products and services: Product descriptions Product images, videos and PDFs Link to online shop or website
Increase the visibility of your activities at the festival	Announce activities at the booth in the event guide.

13. Deliveries of goods

For assembly and dismantling, binding time slots must be reserved for all vehicle types via the Online Service Center several weeks before the event. All further information can be found in the separate logistics concept.

14. Final Provisions

The prices quoted here are exclusive of VAT (unless otherwise stated). Prices are subject to change. The version in German valid at the time of registration is binding.