



OCTOBER 8 – 10, 2027

TERMS AND CONDITIONS OF PARTICIPATION 2027

Organizer

BERN**EXPO**

Partners

MYI Entertainment

1. HOURS OF OPERATION (SUBJECT TO CHANGE)

1.1 OFFICIAL OPENING HOURS FOR THE EVENT

SwitzerLan

Thursday	October 7 th , 2027	Start SwitzerLAN	(For participants only)
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HeroFest

Friday	October 8 th , 2027	2:00 p.m. to 8:00 p.m.	(Medieval Market until 10:00 p.m.)
Saturday	October 9 th , 2027	10:00 a.m. to 8:00 p.m.	(Medieval Market until 10:00 p.m.)
Sunday	October 10 th , 2027	10:00 a.m. to 6:00 p.m.	

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

2. SPONSORING ORGANIZATIONS

MYI Entertainment

Flurstrasse 50	hello@myi.ch
8048 Zurich	www.myi.ch
Switzerland	

3. EVENT ORGANIZER

BERNEXPO AG

Herofest	+41 31 340 11 11
Mingerstrasse 6	herofest@bernexpo.ch
P.O. Box	www.herofest.ch
3000 Bern 22	

4. SCOPE OF APPLICATION

These “Terms and Conditions of Participation” apply to participation in the HeroFest trade show (hereinafter referred to as the “Event”) and supplement the currently valid “General Terms and Conditions of Participation” of BERNEXPO AG. The currently valid “Rules and Regulations” of BERNEXPO AG and the currently valid “Technical Information on the Halls” are also applicable.

5. VISION

HeroFest aims to offer visitors a unique experience in the worlds of gaming and fantasy. Various areas will feature exhibits covering everything related to gaming, e-sports, cosplay, anime, comics, the Middle Ages, fantasy, software, hardware, and digital media. In addition, concerts, shows, and tournaments will take place on two different stages.

6. APPROVED EXHIBITORS

All businesses and individuals with a connection to the fields of software, hardware, gaming, cosplay, anime, esports, Japan, comics, the Middle Ages, and fantasy are eligible to exhibit.

For non-local exhibitors, the focus of their booth presentation must meet at least one of the following criteria:

- Entertainment
- Experience / Interactivity
- New Releases

There is no right to admission. Applications for admission may be denied without explanation.

6.1 TERMS AND CONDITIONS FOR BOOTH PACKAGES

- Artists: Artists and board game designers, fan art, crafts, jewelry, handmade items (no AI and no resale of purchased goods allowed!)
- Indie Games: Studios, student projects
- Small Businesses: Clubs, startups, nonprofits, or individuals with a side business in the retro gaming sector.

7. APPROVED EXHIBITION GOODS

- | | |
|-----------------------------------|--|
| ▪ Action Toys | ▪ Art, Drawings, Sculptures |
| ▪ Games | ▪ Outdoor / Sports Toys |
| ▪ Books, Comics, Manga, Anime | ▪ Educational Toys |
| ▪ Collectible Models | ▪ Model Kits and RC (Cars, Airplanes, Ships, etc.) |
| ▪ Carnival / Fasnacht / Halloween | ▪ Consoles and Video Games |
| ▪ Large Toys | ▪ Media, Technology, Peripherals, Computers |
| ▪ Wooden Toys | ▪ E-Sports |
| ▪ Construction Toys | ▪ Target-Group-Specific Services |
| ▪ Dolls and Plush Toys | ▪ Accessories for all of the above categories |
| ▪ Cosplay accessories | ▪ Handicraft supplies |
| ▪ Snacks | ▪ Board games |
| ▪ Collectible cards / Card games | ▪ Airsoft / Paintball |
| ▪ Medieval jewelry / Tools | |

8. RATE SCHEDULE

8.1. CO-EXHIBITOR FEE

Main exhibitors have the option to register co-exhibitors; the resulting costs will be billed to the main exhibitor. Upon payment of the co-exhibitor fee, the co-exhibitor is granted the following rights:

- Company address at the main exhibitor's booth
- Sales activities at the main exhibitor's booth
- Light Service Package
- Eligibility to order vouchers/guest passes

**YOU CAN FIND ALL OFFERS
AND PRICES HERE:**



www.herofest.ch

9. WITHDRAWAL OF REGISTRATION

In accordance with the “General Terms and Conditions of Participation” in effect at the time. If a co-exhibitor fails to participate, the full co-exhibitor surcharge and any incidental costs incurred remain due in any case.

Upon receipt of the booth confirmation, 100% of the cancellation fee must be paid. For compact booths, the booth package price will be billed.

10. EXHIBITOR PASSES

Each exhibitor receives one exhibitor pass per 3 m² of booth space, with a minimum of 2 passes and a maximum of 15 passes, valid for unlimited admission to the event. Different rules apply to compact booths (see the website for detailed information on services). Additional exhibitor passes, subject to a fee, can be ordered through the Online Service Center under certain conditions.

The tickets must be generated and printed yourself in the Online Service Center or sent via email.

11. GUEST CARDS & COUPON CODES

Depending on the booth package or booth space they have booked, all exhibitors are provided with a set number of guest passes and coupon codes to distribute to their customers. The coupon codes can be ordered via herofest@bernexpo.ch.

12. SERVICE FEE

All main exhibitors will be charged a mandatory service fee (contribution toward general overhead costs [general electricity consumption, heating, cooling, water] and waste disposal/recycling) in accordance with the rates listed in the trade show configurator.

13. COMMUNICATION PACKAGES

The BASIC Communication Package is the mandatory basic package for all main and co-exhibitors.

YOUR ADDED VALUE	OUR SERVICES
Showcase Your Business in the Event Guide in Full Detail	Complete Event Guide Profile: • Company description • Company logo • Links to social media and websites • Uploads of images, videos, and PDFs • Contact information for representatives • Listing on the hall/grounds map Enter any number of products and services: • Product Descriptions • Product Images, Videos, and PDFs • Link to the online store or website Schedule for consultation slots at the booth in the Event Guide
Increase the visibility of your activities at the festival	• Announce activities at the booth in the event guide. • Use the registration form for the activities to collect visitors' contact information.

14. GOODS DELIVERIES

For setup and takedown, binding time slots must be reserved for all vehicle types via the Online Service Center prior to the event. The available delivery times will be communicated in the logistics plan.

15. FINAL PROVISIONS

Unless otherwise stated, the prices listed here do not include value-added tax. Prices are subject to change. The German-language version valid at the time of registration is binding.

BERNEXPO

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