



GENERAL REGULATIONS

(to be considered an integral part of the exhibitor application form)

Payment by bank transfer must be made to the following postal account in the name of:

Japan Matsuri
Postal Account: 65-95702-8
IBAN: **CH34 0900 0000 6509 5702 8**
BIC: **POFICHBEXXX**

The completed and signed application form must be sent to the following address:

Japan Matsuri
Via Dalberti 6
6500 Bellinzona
Switzerland

Or scanned and sent by email to: **officead.japanmatsuri@gmail.com**

PREAMBLE

Whereas the non-profit association Japan Matsuri, based in Bellinzona (Switzerland), whose purpose is to promote and organise cultural events, issues the following regulations for exhibitors, which form an integral part of the application form for participation in Japan Matsuri.

1) BASIC CONCEPT

The exhibitor area will be arranged to promote cultural exchange, in addition to the sale of goods between exhibitors and the attending public.

2) ORGANISATION

The Japan Matsuri event is organised by the Japan Matsuri Association, based in Bellinzona, and is managed by its Organising Committee.

3) APPLICATION FOR PARTICIPATION

Any exhibitor wishing to participate must complete the application form in full, comply with all requirements and specifications herein, and submit a copy of the application to the Organising Committee.

4) ACCEPTANCE AND VALIDITY OF REGISTRATION

4.1 The Organising Committee has sole authority to decide on exhibitor admission and space allocation (including location). Wherever possible, exhibitors' preferences will be taken into consideration.

4.2 Registration becomes valid only upon written confirmation by the Organising Committee.

4.3 The Organising Committee reserves the right to terminate the contract if payment deadlines are not met or if the exhibitor seriously violates these regulations or the exhibitor agreement.

4.4 Admission is, in principle, open to all companies, associations and individuals of good standing, without geographical restrictions. Exclusivity for companies or products cannot be granted. In case of limited space, priority will be given to exhibitors who participated in previous editions.

5) PAYMENT FOR EXHIBITION SPACE

Payment for the stand must be made to the above-mentioned postal account within 20 days of the invoice date. Any postal or banking fees incurred during the transaction shall be borne by the exhibitor. From the second payment reminder, an administrative fee of CHF 5.– will be charged.

6) ACCEPTANCE OF THE GENERAL REGULATION

By signing the application form, the exhibitor undertakes to participate in the event, reserves the space assigned by the organising body, and unconditionally accepts these General Regulations and any supplementary provisions adopted and published by the Japan Matsuri Cultural Association in the interest of the event.

7) CONFIRMATION OF ADMISSION

Admission to the festival will be confirmed by email, with the invoice attached. All applications must be received by **15 August 2026**. Applications received after this deadline do not guarantee availability of the requested space. The organisation will endeavour, within its limits, to accommodate late applications.

8) WITHDRAWAL

Any withdrawal is valid only if communicated by registered letter with return receipt sent by **19 August 2026**. In this case, 50% of the total stand cost will be refunded within 30 days after the end of the event. If the withdrawal is communicated after **19 August 2026**, the amount paid will be retained as a withdrawal penalty and will remain the property of the Association.

If the exhibitor fails to occupy the assigned space at least one hour before the event opens to the public, the organisation reserves the right to reassign the space freely, and no refund shall be due.

9) STAND AND PASS ALLOCATION

Stand locations are assigned based on the chronological order of applications received or according to the exhibitor's choice if the requested location is available. The organiser reserves the right to modify the layout or reassign spaces before or during the event if deemed necessary for organisational reasons. Exhibitor passes are allocated according to stand size, as specified in the application form. Passes must be collected within the times indicated; no additional passes will be issued beyond those provided. Final stand location will be communicated no later than 7 days before the event. Japan Matsuri reserves the right to modify stand locations due to organisational or logistical needs.

10) USE OF STANDS

Exhibition spaces may only be used by authorised exhibitors and their staff holding valid passes. Occupying unpurchased spaces or moving tables in a way that restricts public passage is strictly prohibited. Any modification must be requested from the organisation, which will assess feasibility. The purchased space is limited strictly to the assigned location.

11) SELF-CERTIFICATION OF GOODS

Counterfeit, fake or goods of uncertain origin are strictly prohibited. In the event of inspections by authorities, the Association assumes no responsibility; liability rests entirely with the exhibitor.

12) OPENING HOURS, SET-UP AND DISMANTLING

Exhibitors must ensure their presence throughout the entire duration of the event, as follows:

- **Saturday:** 10:30–22:00 (VIP pass access from 10:00)
- **Sunday:** 10:30–18:00 (VIP pass access from 10:00)

Set-up:

- Friday: 10:00–21:00 (Artist Alley/Self Area: 17:00 – 21:00)
- Saturday: 8:30–10:00

Dismantling:

- Sunday: 18:00–22:00 (Artist Alley/Self Area: 18:00 – 20:00)
- Monday: 9:00–11:00 (Food exhibitors and commercial area only)

Exhibitors present within the exhibition areas by 21:00 may continue setting up their stands beyond this time. For security reasons, access doors will be closed to prevent new entries. Upon completion of set-up, exhibitors may exit the premises by requesting access from security staff.

Early dismantling of stands before the official closing time of the event is strictly prohibited and will result in a **fine of CHF 200**, supported by photographic evidence and witness statements. Exhibitors are also required to ensure the continuous presence of at least one representative at their stand until all goods have been fully removed.

Japan Matsuri declines all responsibility for missing, damaged or stolen goods during set-up, exhibition or dismantling phases. Any damage caused to floors, walls, furnishings or structures during these phases will be charged to the exhibitor. If necessary, an official damage report may be issued at the exhibitor's expense.

Any costs incurred due to interventions by the Organising Committee or third parties as a result of non-compliance with these regulations shall be borne exclusively by the exhibitor.

13) PARTICIPATION LIMITATIONS

Only exhibitors selling goods related to Japanese culture may participate. Vendors selling additional types of merchandise must request approval from the Organising Committee.

14) LIABILITY AND INSURANCE

The Exhibitor expressly assumes **all risks** associated with participation in the event and/or presence at the exhibition, including, without limitation, risks of theft, loss, damage, deterioration, destruction of goods, personal injury or harm to the Exhibitor, its staff, collaborators or third parties (including death), as well as damage to property, loss of business opportunities, loss of profits or consequential damages, whether caused by negligence, intentional acts, accidents, force majeure, acts of third parties or any other cause whatsoever.

The Exhibitor bears sole and exclusive responsibility for all property brought into the exhibition area, including goods, equipment, furnishings and materials stored in exhibition spaces, storage areas or courtesy deposit areas. The Organising Committee assumes no responsibility for goods delivered to, stored by or transported for the Exhibitor, under any circumstances.

The Exhibitor hereby irrevocably releases, indemnifies and holds harmless the Organising Committee, the Japan Matsuri Association, the venue management, their respective members,

employees, collaborators and agents from any and all claims, actions, demands, liabilities, damages, losses, costs or expenses (including legal fees) arising out of or in connection with the Exhibitor's participation in the event, presence at the venue, use of exhibition spaces or conduct during the event.

The Organising Committee and its staff decline all liability for exhibitors' goods during their presence in the exhibition area, as well as during transport, set-up, exhibition and dismantling phases.

All Exhibitors are required to take out and maintain, for the entire duration of the event (including set-up and dismantling), adequate all-risk insurance coverage, including but not limited to civil liability insurance, to cover potential losses, damages or injuries to themselves, their staff or third parties. Proof of insurance may be requested by the Organising Committee at any time.

15) CONDUCT

Exhibitors and their staff must behave respectfully towards the public and other exhibitors and comply with safety regulations. Any disputes must be reported immediately to the organisation.

16) CLEANING AND STAND MAINTENANCE

Each exhibitor is required to keep their stand clean and orderly at all times throughout the duration of the event. All waste must be disposed of in accordance with the instructions provided by the Organising Committee and deposited exclusively in the designated containers. Special waste must be separated as indicated. Paper and cardboard must be neatly stacked near the containers located on the lawn behind the tent structures, ensuring that cardboard boxes are flattened to reduce volume. It is strictly prohibited to dispose of cardboard inside waste containers. General waste must also be taken to the containers located on the lawn behind the tent structures. Exhibitors are expressly requested not to use waste containers located in the food area, in order to maintain cleanliness throughout the entire venue. Any other types of waste must be disposed of in the appropriate containers and must not be left in the exhibition area under any circumstances.

The stand must be returned clean, free of waste and in perfect condition at the end of the event.

A **cleaning deposit** is required and will be refunded within **30 days after the end of the festival**, provided that the stand is returned clean and undamaged.

To obtain the refund, exhibitors must submit their bank details (IBAN and account holder) within 30 days after the conclusion of the event. As the Organising Committee does not retain bank details, exhibitors are solely responsible for providing them. Cash refund requests will not be accepted. If the stand is returned dirty, with waste left behind, or not in proper condition, the deposit will **not** be refunded.

Refund requests and bank details must be sent to: [**officead.japanmatsuri@gmail.com**](mailto:officead.japanmatsuri@gmail.com).

17) INTERNAL ADVERTISING

Distribution or sale of materials competing with the Association Japan Matsuri or its sponsors is prohibited without authorisation. Distribution of materials outside the exhibitor's stand is forbidden.

18) ADVERTISING AND PROMOTION

External advertising is permitted. Within the exhibition area, posters or signs outside the exhibitor's stand are prohibited without authorisation.

19) DIRECT SALES – OUTGOING GOODS – ALCOHOL

During the exhibition, **direct sales and the acceptance of orders are permitted**, provided that all activities fully comply with the applicable laws and regulations in force.

Exhibitors are required to **clearly and visibly display the prices** of all products offered for sale, in accordance with current legal requirements.

Exhibitors offering **take-away food or products** must strictly comply with all applicable **hygiene and food safety regulations**. In the event of non-compliance with these obligations, the Organising Committee reserves the right to intervene and, where necessary, to **terminate the contract without any right to refund** for the exhibitor. The exhibitor expressly agrees to comply with all **municipal and cantonal regulations**, including the obligation to display **allergen information**, as required by applicable law.

The **sale of alcoholic beverages intended for consumption within the event area is strictly prohibited**, with the sole exception of bars already operating on site that have obtained the required authorisations.

It is expressly stated that the **sale of alcoholic beverages without explicit authorisation and official notification by the organisers** is subject to **financial penalties of up to CHF 40,000**, pursuant to **Articles 42–46 of the Act on Hotels and Restaurants (LEAR)**. Exhibitors are required to comply strictly with this provision in order to safeguard the proper conduct of the event and the reputation of all participants.

The **sale of alcoholic beverages and spirits** is permitted **exclusively for consumption outside the event area**, and only **subject to prior written approval** by the Organising Committee. In such cases, the Organising Committee will notify the competent cantonal authorities and will charge an **administrative fee of CHF 50**.

The Organising Committee further reserves the right to **prohibit the sale of specific beverages or brands** if such products are deemed to constitute a **conflict of interest or unfair competition** with the event's partners or with officially authorised bars operating on site.

20) DECORATIONS

Exhibitors must ensure appropriate decoration consistent with the event theme. Materials that may damage panels are prohibited. Any damage will be charged to the exhibitor.

21) PHOTOGRAPHS AND VIDEOS

Japan Matsuri may photograph or film any stand and use such material without compensation.

22) CUSTOMS CLEARANCE

Foreign exhibitors are responsible for customs clearance of their goods. Japan Matsuri assumes no responsibility.

23) ADDITIONAL COSTS

Any costs incurred due to non-compliance with these regulations will be charged to the exhibitor.

24) COMPLAINTS

Any complaint must be submitted in writing by registered letter within 3 days after the event closes to the public, otherwise it will be forfeited.

25) FINAL PROVISIONS AND JURISDICTION

In cases of force majeure or circumstances beyond the Association's control, Japan Matsuri reserves the right to cancel, relocate or reschedule the event. No refunds will be due. Jurisdiction is Bellinzona. Swiss law applies. In case of discrepancies, the Italian version shall prevail.