

51

země živitelka

21-26/8/2025

České Budějovice

ZEMĚ ŽIVITELKA 2025

51st Year, České Budějovice Exhibition Centre
21-26 August, 2025

Opening hours for visitors

Thu – Mon	9:00 am – 6:00 pm
Tue	9:00 am – 5:00 pm

APPLICATION FORM

ZEMĚ ŽIVITELKA 2025, 51st Year (hereinafter the "Event")
Výstaviště České Budějovice, 21–26 August, 2025

IMPORTANT DATES

Date for registration at discounted prices

28 February, 2025

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To ensure the proper function of the order forms, download the latest version of the programme [Adobe Acrobat Reader](#).

CONTACTS

Výstaviště České Budějovice a.s.

Project Manager

Tereza Benešová +420 775 854 695 benesova@vcb.cz

Exhibition's Business Managers

(recruitment of and care for exhibitors)

Hana Jirků +420 606 044 216 jirku@vcb.cz

Martin Průcha +420 778 726 587 prucha@vcb.cz

Key Account Manager

Nikola Rotbauer +420 778 454 064 rotbauer@vcb.cz

EXPOSALÉ - CZ s.r.o.

Technical production and implementation

(System booths + technical services order forms)

Production Team vcb@exposale.cz +420 770 141 090
(receipt of order forms, implementation of exhibition booths)

Send the filled-in application forms to the contact person above or email to prihlasky@zemezivitelka.cz.

1 Crop production

- 1.1 Seeds and seedlings
- 1.2 Soil conservation
- 1.3 Breeding
- 1.4 Plant nutrition
- 1.5 Fruit farming, vegetable farming

2 Animal farming

- 2.1 Animal breeding
- 2.2 Insemination
- 2.3 Breeding – genetics
- 2.4 Veterinary medicine
- 2.5 Breeding tools and equipment
- 2.6 Animal feed

3 Agricultural technology

- 3.1 Tractors
- 3.2 Crop production machinery and equipment
- 3.3 Animal husbandry machinery and equipment
- 3.4 Conservation and storage machinery and equipment
- 3.5 Transport and handling machinery and equipment
- 3.6 Small farm mechanisation

4 Food production

- 4.1 Meat, meat products, smoked meats
- 4.2 Convenience foods, canned foods
- 4.3 Milk, dairy products
- 4.4 Poultry, poultry products
- 4.5 Alcoholic and non-alcoholic beverages, beer
- 4.6 Fats, products of the fat industry
- 4.7 Flour, pasta, milled and bakery products
- 4.8 Seasoning, additives, substitutes
- 4.9 Sugar, chocolate, confectionery
- 4.10 Frozen products
- 4.11 Food technologies

5 Forest and water management

- 5.1 Cultivation, logging and processing machinery and technologies
- 5.2 Forest protection
- 5.3 Maintenance of watercourses and water bodies
- 5.4 Fishing and fishing tackle
- 5.5 Game management and game-keeping equipment
- 5.6 Weapons and ammunitions

6 Horticulture and cultivation

- 6.1 Small garden mechanisation
- 6.2 Tools and equipment
- 6.3 Seeds and seedlings, plants, ornamental trees
- 6.4 Gardening equipment
- 6.5 Landscape and orchard architecture

7 Agricultural services

- 7.1 Agricultural buildings
- 7.2 Chemicals
- 7.3 Craft supplies
- 7.4 Purchase of products
- 7.5 Municipal and cleaning equipment
- 7.6 Personal protective equipment
- 7.7 Other

8 Rural restoration and development

- 8.1 Local action groups
- 8.2 Landscape planning and protection
- 8.3 Alternative forms of rural enterprise
- 8.4 Multifunctional agriculture
- 8.5 Rural building regeneration
- 8.6 Agrotourism

9 Associations, institutions, foundations, unions, schools, universities, regions**10 Environmental creation and protection**

- 10.1 Green technologies
 - waste-water treatment plant
 - waste disposal
 - other
- 10.2 Environmentally friendly products
- 10.3 Green buildings
- 10.4 Alternative energy sources
- 10.5 Green heating, biomass, pellets
- 10.6 Healthcare and healthy lifestyle
- 10.7 Bioproducts and rational nutrition
- 10.8 Literature
- 10.9 National and non-governmental organisations
- 10.10 Other

11 Production and agricultural cooperatives**12 SMART FARMING****13 Other**

4 Binding application for participation in the exhibition - framework agreement

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR

Business name ID No.
 Registered seat* - street TAX ID
 City Postcode Country
 Website Field of activity no. (nomenclature)
 Contact person Function
 Tel./mobile E-mail**
 Correspondence address (if different from the registered office)
 Email for electronic-invoicing
 I represent a foreign company Country
 Company name for the catalogue
 Exhibitor's description

EXHIBITOR'S REPRESENTATIVE (fill in if an exhibitor wants to secure his participation through the representative including all invoicing and correspondence)

Business name ID No.
 Registered seat* - street TAX ID
 City Postcode Country
 Contact person Function
 Tel./mobile E-mail**
 Correspondence address (if different from the registered office)
 Email for electronic-invoicing

* For natural persons Place of business. ** Needs to be filled in for sending location, assembly instructions etc.

I consent to the sending of business messages in accordance with Act No. 480/2004 Coll. Consent can be withdrawn by sending an email with a text "do not send" to info@vcb.cz.

EXHIBITION SPACE		reduced price CZK/m ² (until 29 February 2024)	basic price CZK/m ² (from 1 March 2024)	fill in the dimensions in whole metres		
				length	depth	total m ²
Indoor exhibition space (min. 6 m ²) Cat. I - pavilions T1, T2, Z Cat. II - other pavilions	Cat. I - under 30 m ²	CZK 2,500 per m ²	CZK 2,600 per m ²			
	Cat. I - over 30 m ²	CZK 2,400 per m ²	CZK 2,500 per m ²			
	Cat. II - under 30 m ²	CZK 2,400 per m ²	CZK 2,500 per m ²			
	Cat. II - over 30 m ²	CZK 2,300 per m ²	CZK 2,400 per m ²			
Outdoor exhibition space (min. 6 m ²)	Cat. I - under 100 m ²	CZK 1,350 per m ²	CZK 1,450 per m ²			
	Cat. I - over 100 m ²	CZK 1,300 per m ²	CZK 1,400 per m ²			
	Cat. II - under 100 m ²	CZK 1,250 per m ²	CZK 1,350 per m ²			
	Cat. II - over 100 m ²	CZK 1,200 per m ²	CZK 1,300 per m ²			

Extra charge for advantageous space	corner exposition 10%	3 open sides 20%	island exp. 30%	double-storey exposition 50%
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Application submission date	By 28 February, 2025	From 1 March, 2025
Registration fee	CZK 3,000	CZK 5,000

Fill in the list of co-exhibitors on a separate sheet of the order form. The listed prices apply for the entire time of the exhibition. Prices shall be inclusive of VAT according to valid legislation. An integral part of this order is the "General Terms and Conditions of Participation". By signing this order I also confirm that I agree with its contents in full.

 date, stamp and signature of the exhibitor / exhibitor's representative



Výstaviště České Budějovice a.s.
 Husova 523/30, 370 05 České Budějovice
 ID No.: 60827475, Tax ID No.: CZCZ60827475

The company is registered in the Commercial Register maintained by the Regional Court in České Budějovice in Section B; File 626
 Bank details: ČSOB a.s., Č. Budějovice, account number: 35611960300
 www.zemezivitelka.cz, www.vcb.cz

Send this form to prihlasky@zemezivitelka.cz

5 Co-exhibitors' application

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR (business name):

We declare that the following companies (our co-exhibitors) shall be presented as part of our exposition.
We will pay the registration fee of CZK 3,000 for each of them.

Number of co-exhibiting companies

1st co-exhibitor

Business name		ID No.
Registered seat* - street		TAX ID
City	Postcode	Country
Website		Field of activity no. (nomenclature)
Contact person		Function
Tel./mobile	E-mail**	
Company name for the catalogue		
Exhibitor's description		

2nd co-exhibitor

Business name		ID No.
Registered seat* - street		TAX ID
City	Postcode	Country
Website		Field of activity no. (nomenclature)
Contact person		Function
Tel./mobile	E-mail**	
Company name for the catalogue		
Exhibitor's description		

3rd co-exhibitor

Business name		ID No.
Registered seat* - street		TAX ID
City	Postcode	Country
Website		Field of activity no. (nomenclature)
Contact person		Function
Tel./mobile	E-mail**	
Company name for the catalogue		
Exhibitor's description		

**In case of a higher number of co-exhibitors,
fill in more copies of this page of the form.**

date, stamp and signature of the exhibitor / exhibitor's representative

6 Order for other services

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR (business name):

All unmarked services shall be automatically considered **NOT ORDERED**.

OTHER TECHNICAL SERVICES

Order for internet connection

Internet connection is provided as standard via WIFI b/g/n technology.

It is available in the National Pavilion, in pavilions T1, T2, B1, B4, E5, H, R1, R2, R3 and in outdoor spaces on the main route.

BASIC tariff (speed 0.4/0.4 mbps)

connection of the first device CZK 1,000
number of additional connections CZK 500/pc

INTERNET tariff (speed 2/2 mbps)

connection of the first 3 devices CZK 2,500
number of additional connections CZK 500/pc

Through 1 connection, 1 specific device can be authorised for connection. It is not possible to change or replace the authorised device. That means 1 specific laptop, phone or tablet will be connected.

Requests for connection in other than the above mentioned premises or other type of connection (RJ45 cable, higher required speed, guaranteed channel for video stream, ...) please enter here:

The request will be assessed and a solution will be offered.

FURTHER SERVICES

Order for cleaning service

(the price is the same for an indoor and outdoor space)

m²

General cleaning - CZK 40/m²

one-off cleaning once assembly is complete (st)

Daily cleaning - CZK 150/m²

(Thu - Mon) does not include general cleaning

The expositions shall be cleaned from 6.00 pm to 8.00 pm. The exhibitor shall be obliged to ensure access for the cleaning service to the exposition.

Season tickets, parking permits and partner tickets

The exhibitor is entitled to the issue of the following number of entry passes allowing entry into the grounds according to the ordered metres: up to 6 m²/2 pc, 7 - 20 m²/4 pc., 21 - 50 m²/5 pc, for each further ordered 50 m²/3 pc. An entry pass allows 1 person entry into the grounds for the duration of the exhibition and is provided free of charge in accordance with the above terms and conditions.

In the event of a further request **the exhibitor can order a season pass**

	price/pc	number pc
season pass	CZK 479.34 excl. VAT / CZK 580 incl. VAT	
parking cards	CZK 1,157.03 excl. VAT / CZK 1,400 incl. VAT	
partner tickets*	CZK 85 excl. VAT / CZK 102.85 incl. VAT	

Other services

	Date	Number	Number of people	Comment	Price
Hostesses		days			CZK 3,000/person x day
Security service		h.			CZK 350/person x hour
Photographer**		photo			CZK 200 per photo

** standard booth documentation



*Partner tickets

The exhibitor orders "partner tickets" for his partners in the number according to his needs. Only tickets actually used by visitors for entry into the grounds will be invoiced.



Copying (no more than 20 pages)

possible in the press centre
black-and-white CZK 2 per page
colour CZK 5 per page

The deadline for ordering additional technical services is 20 July, 2025.

All prices are quoted exclusive of VAT.



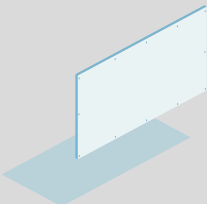
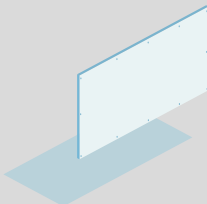


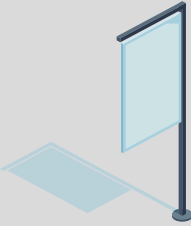
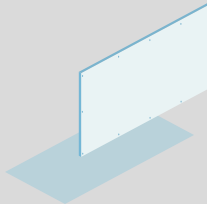
We undertake to pay all pro forma invoices and the final invoice inclusive of VAT by the maturity dates.

date, stamp and signature of the exhibitor / exhibitor's representative

7 Order for advertising services

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR (business name):

<p><i>*if interested, please tick</i></p>  <p>Positioning your own space banner up to 3m² of exhibition space, <i>inflating device, advertising stand, directional sign, panel, ...</i> Deadline: for the duration of the exhibition Number pc: Dimension: Price: CZK 6,500 Comment:</p>	<p><i>*if interested, please tick</i></p>  <p>Positioning your own space banner over 3m² of exhibition space, <i>inflating device, advertising stand, directional sign, panel, ...</i> Deadline: for the duration of the exhibition Number pc: Dimension: Price: priced individually Comment:</p>
<p><i>*if interested, please tick</i></p>  <p>Positioning of advertising banners under 15 m² you can find the possibility of banner production on p. 10 Deadline: for the duration of the exhibition Number pc: Dimension: Price: CZK 6,500 Comment:</p>	<p><i>*if interested, please tick</i></p>  <p>Positioning of advertising banners over 15 m² you can find the possibility of banner production on p. 10 Deadline: for the duration of the exhibition Number pc: Dimension: Price: priced individually Comment:</p>
<p><i>*if interested, please tick</i></p>  <p>Distribution of advertising leaflets the exhibitor shall hire people to distribute the leaflets Deadline: 21 August 24 August 22 August 25 August 23 August 26 August Price: CZK 2,000/person x den Comment: In case the exhibitor hires hostesses, he must apply for an entry pass.</p>	<p><i>*if interested, please tick</i></p>  <p>Distribution of advertising leaflets Výstaviště České Budějovice a.s. shall hire people to distribute the leaflets Deadline: 21 August 24 August 22 August 25 August 23 August 26 August Price: CZK 5,000/person x den Comment:</p>
<p><i>*if interested, please tick</i></p>  <p>Flagpole with base pole height: 200-600 cm recommended flag size: 120x200 cm Deadline: for the duration of the exhibition Number pc: Price: CZK 2,200 Comment:</p>	<p><i>*if interested, please tick</i></p>  <p>Production of advertising banner (canvas) a prerequisite for production is the delivery of high-quality print documents in PDF format by 31 July 2024 at the latest. Number pc: Dimension: Price: CZK 900/ m² Comment:</p>

All documents must be sent in by 10 July 2025.

All advertising offers (except billboards) are without production, i.e. rental only.

In case you are interested in the services, including production, please contact the business manager of Výstaviště České Budějovice a.s. for a price quote.

All prices are quoted exclusive of VAT.

We undertake to pay all pro forma invoices and the final invoice inclusive of VAT by the maturity dates.

date, stamp and signature of the exhibitor / exhibitor's representative

8 Order for seminars

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR (business name):

Total number of seminars

Organisation of seminars (lectures)

Date: from: to:

Name:

Room hire

up to 30 persons	CZK 9,000 + VAT / 1/2 day	CZK 14,000 + VAT / full day
up to 50 persons	CZK 14,400 + VAT / 1/2 day	CZK 22,400 + VAT / full day
up to 80 persons	CZK 21,600 + VAT / 1/2 day	CZK 33,600 + VAT / full day
over 80 people	individually	

Arranging the room:

theatre school

Rental of technical equipment:

screen	CZK 1,000	data projector	CZK 4,000	sound equipment	CZK 8,000
laptop	CZK 2,500	technician (without sound system)	CZK 3,500/event		

Other requirements

If you are interested in refreshments, please state your requirements. We will send you an offer with a price calculation.

In case of a higher number of seminars, fill in more copies of this form.

All prices are quoted exclusive of VAT.

We undertake to pay all pro forma invoices and the final invoice inclusive of VAT by the maturity dates.

date, stamp and signature of the exhibitor / exhibitor's representative

9

Order for the press centre for a press conference, press briefing

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

EXHIBITOR (business name):

The press centre cannot be reserved on the first day of the exhibition, from 9:00 am to 12:00 pm, and on the day of the National Harvest Festival (Saturday), from 9:00 am to 12:00 pm.

The standard equipment of the press centre includes a chairman's table for 3-4 people and chairs for journalists and guests.

Technical equipment such as a data projector, screen or sound system is not included.

Total number of press conferences / briefings

Arrangement of the press conference / briefing

Date: _____ from: _____ to: _____
Name: _____
Contact person: _____
telephone: _____ email: _____

Rental of technical equipment:

screen	CZK 1,000	laptop	CZK 2,500
data projector	CZK 4,000	technician	CZK 3,500/event (without sound system)
sound equipment	CZK 8,000		

The rental of the room is FREE.

Other requirements

If you are interested in refreshments, please state your requirements. We will send you an offer with a price calculation.

The deadline for ordering the press centre is 31 July, 2025.

All prices are quoted exclusive of VAT.

We undertake to pay all pro forma invoices and the final invoice inclusive of VAT by the maturity dates.

date, stamp and signature of the exhibitor / exhibitor's representative

10 Exhibitor Information Sheet

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025



Entry passes

An entry pass authorised 1 person entry into the VCB grounds during the exhibition (21–26 August 2024). It is presented at the VCB gates (turnstiles, readers) at each entrance into and exit from the grounds. Entry pass has no name with an empty space for filling in the exhibitor's name (passes containing the exhibitor's stamp are also acceptable), entry into the grounds shall be refused if the entry pass is not filled in.

Season tickets

If the exhibitor does not have a sufficient number of issued entry passes, he needs to order season passes for further entry into the grounds which are subject to a fee. The price of one season ticket is CZK 480 without VAT.

Parking permits

The exhibitor who has paid the registration fee and the exhibition space, SHALL RECEIVE PRE-ORDERED PARKING PERMITS BY POST BEFORE THE START OF THE EXHIBITION. Such exhibitor does not need to pick them up from the VCB administration building. An exhibitor who has not paid the registration fee and the exhibition area will pick up the ordered parking pass after payment at the VCB administrative building. Additional parking permits can be purchased by cash payment or card payment at the VCB cash desk - administration building's ground floor, door no.102. Parking permits can be sold only if exhibitor passes are presented. The number of parking permits is restricted due to the restricted number of parking spaces in the Výstaviště grounds.

Deposit

It is possible to enter the premises during the exhibition (21–26 August) against a deposit of CZK 2,000, however by observing the following times:

MORNING: 7:00 – 8:00 am > entry and exit possible 8:00 – 8:30 am > only exit, Attention! After 8:30 am the deposit is forfeited and is not re-issued.

EVENING: 6:00 – 8:30 pm > entry and exit possible 8:30 - 9:00 pm > only exit, Attention! After 9:00 pm the deposit is forfeited and is not re-issued.

On the first day of the exhibition, assembly can start at 6:00 am.

Assembly

During the assembly the exhibitor or assembly firm that is building the exhibitor's booth shall be obliged to pick up the assembly passes. Without these passes ENTRY INTO THE VCB GROUNDS SHALL BE REFUSED. Issue of assembly passes:

1) Main gate No. 1 – entry (Husova 523/ 30) 15–17 August / 8:00 am – 8:00 pm, 18–19 August / 7:00 am – 9:00 pm, 20 August / 7:00 am - 10:00 pm

2) Gate No. 3 - two-way (U Výstaviště 486/15) 18–19 August / 7:00 am – 9:00 pm, 20 August / 7:00 am - 10:00 pm

3) Gate No. 4 - two-way, for tall technology 15–17 August / 8:00 am – 8:00 pm, 18–19 August / 7:00 am – 9:00 pm, 20 August / 7:00 am - 10:00 pm

Passes are issued free and are valid throughout the time of the assembly (16–21 August).

The assembly passes are always issued for 1 person that comes to pick them up against a signature at the booth (main gate No. 1, gate No. 3 and gate No. 4) on behalf of the vehicle crew. Each assembly worker moving around the VCB grounds must have an assembly pass during the assembly. The person picking up the passes shall report the precise number of passes he requires at the booth. The entry pass has no name with an empty space for filling in the exhibitor's name and exhibition space. If this data is not filled in the assembly pass it shall be invalid and the person holding a pass that is not filled in may be refused entry into the VCB grounds.

Passes are issued against the declaration of the exhibitor's name, exhibition space, name of the assembly firm (if the exhibitor is not building his own booth), name of the person picking up the assembly passes and this person's telephone number. As well as the assembly passes, an M type pass is also issued authorising the exhibitor or assembly firm that is assembling the exhibitor's booth to park in the VCB grounds at the time of the assembly (15–20 August). The M pass is issued against the declaration of the vehicle's licence plate number, name of the person picking up the assembly passes and this person's telephone number.

Entry into the exhibition grounds for the purpose of assembly on 15–20 August is also possible against a P type pass and E type pass. Holders of a P and E type pass can freely continue enjoying the benefits of these passes after the assembly and park at the designated area within the grounds.

ATTENTION! It is not permitted to spend the night in the grounds as this could result in a fine of CZK 10,000. It is necessary to leave the grounds every assembly and disassembly day as per the time schedule on page 12

The assembly passes and M type passes must be returned at the exit gate after the completion of assembly. In case of non-compliance, a fine of CZK 10,000 will be charged.

Early assembly

It is possible to order early assembly by email a week before the required date. Early assembly outside the designated dates in the pavilions is charged at a flat rate of CZK 3,500 excluding VAT/day between 7:00 am and 5:00 pm. From 5:00 pm in the amount of CZK 500 without VAT/hour. Early assembly in outdoor areas is charged at CZK 300 excluding VAT/hour. Early assembly can be ordered by e-mail at prihlasky@zemezivitelka.cz or by phone. 770 166 185.

OPENING OF THE PAVILIONS – ASSEMBLY:	OPENING OF THE PAVILIONS – EXHIBITION:	OPENING OF THE PAVILIONS – DISASSEMBLY:
15–17 August / 8:00 am - 7:00 pm	21 August / 6:00 am - 7:00 pm	26 August / 5:00 pm - 10:00 pm
18–19 August / 7:00 am - 8:00 pm	22–25 August / 7:00 am - 7:00 pm	27 August / 8:00 am - 6:00 pm
20 August / 7:00 am - 9:00 pm	26 August / 7:00 am - 10:00 pm	28 August / 8:00 am - 6:00 pm
21 August / 6:00 am - 9:00 am		

Ramp operation:

11 August / 8:00 am – 3:00 pm

20–22 August / 7:00 am – 4:00 pm, and outside these hours as agreed over the phone by calling 602 661 847.

Disassembly

We request all exhibitors to draw their haulier's attention to the fact that no vehicles shall be allowed into the grounds for disassembly before 5:00 pm on the last date of the exhibition!

The road must not be blocked by material, exhibits and packaging for security reasons. Emergency exit routes must be kept clear. Costs of any such removal shall be charged to the exhibitor's account. Before leaving the grounds the exhibitor shall be obliged to return all and any items and keys borrowed from Výstaviště České Budějovice a.s. The exhibitor shall be charged in full for unreturned items.

Order for services

The deadline for ordering technical services is 20 July 2025. The deadline for ordering advertising services is 10 July 2025. Services are ordered via the relevant order form, which is sent to the e-mail

prihlasky@zemezivitelka.cz, or by mail.

Ordering after the mentioned dates is possible, but the Organiser can only guarantee the provision of services after verifying their availability.

If the services are available, the Organiser will confirm the services and charge them with the following surcharges on the list price of the services:

Advertising services - surcharge 50%

Handover of the exhibition space

Each of the sector workers will have a list of all the Exhibitors of the sector at their disposal on the day they start working at their assigned section. The space will be handed over to each Exhibitor personally. The Exhibitor has the right to arrive at his rented space and start the construction of a booth or bringing in of equipment and materials before taking over the space from the sector worker, as the space will be properly marked with the name of the company exhibiting at the space before the start of the event. The Exhibitor must not exceed the marked space in any case. The Exhibitors are obliged to follow the instructions of the sector workers. The sector workers shall be responsible for the smooth running of the entrusted sector and flexibly respond to the needs of the Exhibitors of the given sector. The Exhibitor may not cease operation of his booth before the end of the exhibition as specified by the Organiser. The Exhibitors' vehicles will not be allowed to leave the exhibition grounds before the scheduled end of the Exhibition. The exhibitor is obliged to hand over the area to the sector worker upon completion of his dismantling work against signing the handover protocol. In the event of any defects found (e.g. waste or material left in the space), the Exhibitor is obliged to remedy the defects. In the event of a breach of any of the obligations under this paragraph, the Organiser shall be entitled to payment of all damages incurred and, in addition, a contractual fine of CZK 5,000 for each individual breach.

11 Exhibitor Information Sheet

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

INFORMATION OVER THE PHONE
770 166 185

INFORMATION BY EMAIL
prihlasky@zemezivitelka.cz

Overview table of entrances, entries and exits into/out of the Výstaviště České Budějovice grounds

GATE		1 main entry	3 two-way	4 two-way and for high equipment	6 exit	NORTH gate for pedestrians	
ASSEMBLY	15–17 August	entry	8:00 am - 8:00 pm				
		entry	8:00 am - 8:00 pm		8:00 am - 8:00 pm		
		exit	8:00 am - 8:00 pm		8:00 am - 8:00 pm	8:00 am - 8:00 pm / BY PHONE	
	18 August	entry	7:00 am - 9:00 pm				
		entry	7:00 am - 9:00 pm	7:00 am - 9:00 pm	7:00 am - 9:00 pm		
		exit		7:00 am - 9:00 pm	7:00 am - 9:00 pm	7:00 am - 9:00 pm	
	19 August	entry	7:00 am - 9:00 pm				
		entry	7:00 am - 9:00 pm	7:00 am - 9:00 pm	7:00 am - 9:00 pm		
		exit		7:00 am - 9:00 pm	7:00 am - 9:00 pm	7:00 am - 9:00 pm	
	20 August	entry	7:00 am - 10:00 pm				
		entry	7:00 am - 10:00 pm	7:00 am - 10:00 pm	7:00 am - 10:00 pm		
		exit		7:00 am - 10:00 pm	7:00 am - 10:00 pm	7:00 am - 10:00 pm	
EXHIBITION	21 August	entry	6:00 am - 9:00 pm	6:00 am - 9:00 pm			
		entry	6:00 - 9:00 am, 6:00 - 8:30 pm	6:00 - 9:00 am, 6:00 - 8:30 pm	6:00 - 9:00 am, 6:00 - 8:30 pm		6:00 am - 9:00 pm
		exit		6:00 - 9:00 am, 6:00 - 9:00 pm	6:00 - 9:00 am, 6:00 - 9:00 pm	6:00 - 9:00 am, 6:00 - 9:00 pm	
	22–25 August	entry	7:00 am - 9:00 pm	7:00 am - 9:00 pm			8:00 am - 9:00 pm
		entry	7:00 - 9:00 am, 6:00 - 8:30 pm	7:00 - 9:00 am, 6:00 - 8:30 pm	7:00 - 9:00 am, 6:00 - 8:30 pm		
		exit		7:00 - 9:00 am, 6:00 - 9:00 pm	7:00 - 9:00 am, 6:00 - 9:00 pm	7:00 - 9:00 am, 6:00 - 9:00 pm	
	26 August	entry	7:00 am - 5:00 pm	7:00 am - 5:00 pm			7:00 am - 9:00 pm
		entry	7:00 am - 9:00 am	7:00 am - 9:00 am	7:00 am - 9:00 am		
		exit		7:00 am - 9:00 am	7:00 am - 9:00 am	7:00 am - 9:00 am	
DISASSEMBLY	26 August	entry	5:00 pm - 10:00 pm	5:00 pm - 10:00 pm			
		entry	5:00 pm - 10:00 pm	5:00 pm - 10:00 pm	5:00 pm - 10:00 pm		
		exit		5:00 pm - 10:00 pm	5:00 pm - 10:00 pm	5:00 pm - 10:00 pm	
	27 August	entry	8:00 am - 6:00 pm				
		entry	8:00 am - 6:00 pm		8:00 am - 6:00 pm		
	28 August	entry	8:00 am - 6:00 pm				
entry		8:00 am - 6:00 pm					

A more detailed Exhibitor Information Sheet will be sent to exhibitors before the exhibition. It shall also be available on the website www.zemezivitelka.cz

12 General Terms and Conditions of Participation

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

Organiser: Vystaviště České Budějovice a. s. (hereinafter referred to as VČB a. s.)
Husova 523/30, 370 05 České Budějovice, ID No: 60827475
The exhibitor: legal entity or natural person that confirmed to Vystaviště České Budějovice a.s.
its participation at the trade fair or exhibition
Venue: Vystaviště České Budějovice a. s., Husova 523/30, 370 05 České Budějovice

1. REGISTRATION AT THE EXHIBITION AND ALLOCATION OF A SPACE

1.1. Based on an application duly filled by the specified date, the exhibition Organiser shall register the application and allocate an exhibition space to the Exhibitor (retailer). The Organiser shall then send to the Exhibitor (retailer) confirmation of the order of the space and pro forma invoice in the amount of the registration fee and price for the allocated space. If the Exhibitor (retailer) does not file an objection within 5 working days after receiving this invoice, it shall be deemed that he agrees with the allocated space.

2. EXHIBITOR'S OWN PRESENTATION

- 2.1. The Exhibitor (retailer) is entitled to present only the registered range at the exhibition.
- 2.2. The allocated exhibition space and registered range cannot be changed without the exhibition Organiser's consent. An exhibition space that has not been ordered/paid for cannot be filled. The Exhibitor (retailer) may not transfer the allocated space or a part thereof to a third person without the exhibition Organiser's written consent.
- 2.3. The Exhibitor (retailer) is obliged to register all co-exhibitors making presentations in the ordered space and pay the registration fee on their behalf.
- 2.4. The co-exhibitor shall be a legal entity or entrepreneur-natural person exhibiting (selling) in the space ordered and paid for by the Exhibitor (retailer) under his own ID No.
- 2.5. Refreshments can be sold during the exhibition in the buildings and spaces designated for this purpose, it is not permitted to sell hot refreshments, beer and ice cream apart from coffee, mixed drinks, pancakes, waffles and spit cakes.
- 2.6. The Exhibitor (retailer) may not operate any form of unfair conduct and aggressive trade practices at said exhibition.
- 2.7. If the terms and conditions specified in provision 2 are breached, the Exhibitor shall be charged a fine of CZK 10,000, even repeatedly, if within 60 minutes after the demand he does not make amends. An Exhibitor shall be excluded from the exhibition or any further exhibitions if required for repeated breach or not making amends.

3. OWN ALTERATIONS TO THE ALLOCATED EXHIBITION SPACE

- 3.1. Exhibition booths may not extend into the road for safety reasons.
- 3.2. There must not be any foundation and anchoring work without the Organiser's written consent. Otherwise there will be a fine of CZK 10,000 even repeatedly if there are no amends within 60 minutes after the demand for amends.

4. ASSEMBLY AND DISASSEMBLY

- 4.1. The schedule for the start and completion of assembly and disassembly is provided in the Exhibitor Information Sheet
- 4.2. Upon request assembly and disassembly can be permitted outside the time specified in point 4.1., but this service is subject to a charge. The price is listed in the Exhibitor Information Sheet.

5. FURTHER SERVICES

- 5.1. Exhibitors (retailers) order all services through this application form and a separate technical services order form for exhibitors.

6. ENTRY AND PARKING IN THE GROUNDS

- 6.1. The entry of motor vehicles within the grounds is regulated by the visitors' and traffic regulations which are posted on www.vcb.cz. For the duration of the exhibition entry and parking in the grounds is possible only at times and to the extent specified in the Exhibitor Information Sheet which also sets out the system for issuing Parking Permits.
- 6.2. For the time of the exhibition the Parking Permit must be clearly displayed behind the windscreen of a vehicle parked in the grounds. The driver's phone number must be clearly displayed on the Parking Permit.
- 6.3. It shall not be possible to park a vehicle in the grounds without a valid Parking Permit. Likewise it shall not be possible to park outside the car park specified in the Parking Permit.
- 6.4. If point 6.2. and 6.3. is breached, the procedure taken shall be as specified in Article 20. Unauthorised use of services.

7. ELECTRICAL INSTALLATIONS AND SAFETY MEASURES

- 7.1. The Exhibitors (retailers) or their authorised exposition Organisers shall be fully responsible for the condition of internal electrical installation lines of the exhibition booths they install at their own costs and for the inspection of these lines. The Exhibitor (retailer) must have a valid inspection report at his disposal on the day that the booth is connected to the electricity supply and at any other time after this day. All other electrical equipment used by Exhibitors (retailers) must also have a valid inspection report available. The Exhibitor (retailer) is obliged to submit these inspection reports for inspection at the request of a person authorised by the Organiser. Inspection of electrical supply lines and equipment can also be ordered by an Application Form available from the Organiser's authorised person.
- 7.2. In the event that the Exhibitor (retailer) is unable to submit a valid inspection report, the Exhibitor will be disconnected from the electricity supply until the inspection report is submitted.
- 7.3. The Exhibitor (retailer) shall also be liable for any damage that may occur due to a faulty or unprofessionally carried out electrical installation or use of faulty electrical appliances.
- 7.4. The Exhibitor (retailer) is connected to the electrical supply lines in the grounds solely by the

Organiser's authorised person who shall clearly mark this on the connecting cables.

- 7.5. It is not permitted to use combustion engine power generators in the grounds during exhibitions and other events. If this ban is not observed, the procedure taken shall be as specified in Article 20.7. hereof.
- 7.6. During the time when the exhibition booths are not in operation (during the period when the pavilion is locked, the exhibition is closed, etc.), the Exhibitor (authorised organiser of the exhibition) is responsible for switching off all electrical appliances (except refrigerators and freezers). If an exhibit is an electrical device that cannot be switched off during the exhibition (demanding calibration, etc.), the Exhibitor (authorised organiser) must have the written consent of the Organiser.

8. EXHIBITS AND RETAIL GOODS

- 8.1. The exhibitor (retailer) shall be fully responsible for their exhibits, retail goods and personal effects. The exhibition Organiser cannot be held responsible to the exhibitor (retailer) for any losses, theft, damage or destruction of exhibits or retail goods, equipment, personal effects and means of transports. The Exhibitor (retailer) can insure his exhibits or retail goods at his own cost.
- 8.2. Exhibitors exhibiting live exhibits shall be responsible for observing the Veterinary Terms and Conditions issued for each calendar year by the Regional Veterinary Administration for the South Bohemian Region. Vystaviště České Budějovice a.s. shall arrange an inspection, and more information applying to said exhibition is presented in the Exhibitor Information Sheet.

9. FIRE PREVENTION

- 9.1. Participants of all events in the Vystaviště České Budějovice a.s. grounds shall be obliged to observe fire safety instructions, i.e. fire safety rules, fire alarm guideline and fire evacuation plan. All these documents are displayed at accessible points in the grounds and in the exhibition pavilions.
- 9.2. A ban on smoking and making an open fire applies to all buildings. Permission is required to use an open fire, pyrotechnic special effects, artificial smoke and work with welding equipment, angle grinder etc.
- 9.3. The Exhibitor (retailer) is responsible for the fire safety of his stand or exhibition booth, smoking is not allowed in the pavilions.
- 9.4. All participants of events must not allow their activities to block access to escape routes, fire extinguishers and hydrants, including the access spaces for fire-fighting equipment. The exhibitor (assembly company) shall ensure that the aisles between expositions shall be kept clear at all times.
- 9.5. The Event participant shall immediately report every fire even if extinguished by his own equipment to the Organiser's staff. The Event participant shall be obliged to immediately report all damage or use of fire safety equipment to the Organiser's staff.
- 9.6. The Event participant shall be responsible for no pressure cylinders, pressure vessels and other equipment containing flammable or combustible gases being placed in indoor premises. If their use is necessary for presentation or assembly, the Event participant shall not use them without discussion and the written approval of the Organiser's authorised staff. The Event participant shall be obliged to submit to the Organiser's authorised staff as requested a certificate of the pressure test of such equipment including any distribution line and location. The Organiser's authorised staff in the written approval shall define the conditions under which such equipment can be used. If the Event participant uses such equipment without written permission, he shall pay a fine of CZK 10,000.
- 9.7. In the case of multi-storey exhibitions, the Exhibitor is obliged to submit project documentation including a fire report or certificate proving the fire resistance of the structure before the booth is built. The Exhibitor is responsible for the fact that the multi-storey exhibitions meet the fire protection conditions and their fire design complies with the applicable regulations.
- 9.8. If advertising balloons and eye-catchers are used, they must not be filled with flammable or explosive gases, must not obscure fire alarm systems and must not be installed above roads.
- 9.9. If heating appliances are used whose documents do not specify the safe distance from flammable surfaces, the safe distance observed shall be as specified under ČSN 06 1008 and Decree No. 23/2008 Coll. A heating appliance must be under constant supervision. The Event participant shall be responsible for its operation and after the Event such equipment must be demonstrably disconnected from the electrical network and all valves must be closed.
- 9.10. The Organiser may, if required, carry out a fire safety inspection through the appointed fire watches. Each Event participant shall be obliged to allow the fire watch access to all its used premises. If regulations are breached, members of the fire watch shall have the right to demand that immediate amends are made. In the event of a gross violation of the regulations, the members of the fire patrol are authorised to immediately suspend the work of the violator and, in extreme cases, to exclude the Exhibitor (retailer) from the exhibition without compensation.

10. TECHNICAL AND ARCHITECTURAL CONDITIONS FOR THE REALISATION OF AN EXPOSITION

- 10.1. The Exhibitor or his authorised person shall submit to the exhibition Organiser for discussion and approval of such exposition he realises himself or through another person, except people authorised by the Organiser. The application for discussion and approval is submitted on a prescribed form, and the architectural design is also subject to approval! This must not aesthetically disturb the neighbouring exposition. Each Exhibitor must bear in mind the demands of surrounding Exhibitors.

11. SAFETY REGULATIONS

- 11.1. The Exhibitor (retailer) is obliged to comply with generally applicable laws and standards, in particular regarding occupational safety, technical safety, operational, traffic and fire regulations.

13 General Terms and Conditions of Participation

ZEMĚ ŽIVITELKA 2025, 51st Year, České Budějovice Exhibition Centre, 21–26 August, 2025

- 11.2. The Exhibitor (retailer) is also obliged to comply with the operating regulations of Výstaviště České Budějovice a. s., the valid version of which is available at www.vcb.cz.
- 11.3. The Exhibitor (retailer) shall be obliged to report to the Organiser his intention to use or exhibit flammable liquids, compressed gases or other flammable and hazardous substances. Their use is only possible with the prior written consent of the Organiser.
- 11.4. If the Exhibitor's (retailer's) employee has an accident in the Výstaviště (Exhibition) grounds, those responsible are obliged to report the accident to the Organiser's staff. A record shall be drawn up in the accident log of the accident.
- 11.5. All Exhibitors (retailers) shall follow the safety signs located around the grounds.
- 11.6. The exhibits that shall be presented while in operation and farm animals can only be handled by those people authorised to do so.
- 11.7. Exhibits and adverts can be hung up only with the prior written consent of the Organiser. The Organiser's statement must be accompanied by a project with the weight of the entire load, the load on the individual lashings plotted on the grid of the hanging points of the specific pavilion.
- 11.8. Means of transport equipped with a combustion engine may enter pavilions only for the necessary period of time after agreement with the Organiser. These means of transport cannot park in the pavilions. If a means of transport is used as an exhibit, it may contain only so much fuel that allows it entry and exit.

12. HANDLING

- 12.1. Exhibitors (retailers) and their assembly firm may not use their own forklift truck and one they acquire to handle exhibits and other material in the Výstaviště grounds. If they breach this regulation, they shall be charged a fine of CZK 10,000 and repeatedly if they do not make amends.
- 12.2. The Exhibitor (retailer) may order a forklift in the Order Form.

13. WASTE DISPOSAL

- 13.1. It is prohibited to flush remains of substances which would pollute and otherwise pose a hazard to the environment down the sewage drain. The Exhibitor (retailer) must take away such substances and dispose of them at his own costs.
- 13.2. Category no. 200125 of edible oils and fats shall be disposed of upon agreement with the Organiser.
- 13.3. All waste generated by the Exhibitor (retailer or company authorised by the Exhibitor) such as packaging, assembly material, demonstration samples, etc., shall be disposed of by the Exhibitor (retailer or company authorised by the Exhibitor) at his own expense.
- 13.4. Upon completion of dismantling, the Exhibitor (retailer or a company authorised by the Exhibitor) must remove and transport at his own expense all used material including carpets, PVC, chipboard, adhesive tapes and adhesive residues, etc.
- 13.5. In connection with the disposal of waste, the Organiser may give the Exhibitor (retailer) organisational instructions related to the disposal of waste, in particular with regard to recycling and waste sorting.
- 13.6. The Exhibitor is obliged to manage waste in accordance with the relevant legislation.
- 13.7. If the terms and conditions specified in provision 13.1. and 13.3. shall be breached, the Exhibitor shall be charged a fine of CZK 10,000 and repeatedly, if within 60 minutes after the demand for amends he does not make amends. An Exhibitor shall be excluded from the exhibition or any further exhibitions if required for repeated breach or not making amends.

14. ADVERTISING

- 14.1. Any advert (advertising activity) can be installed (operated) in the Výstaviště grounds only on the basis of an Organiser's permit. If an unpermitted advert is found, the procedure shall be as specified in Article 20. Unauthorised use of services. Details for each exhibition are found in Exhibitor Information Sheet.
- 14.2. The advert can be ordered based on the order stated in the Application Form.
- 14.3. It is forbidden to affix information and promotional materials on the walls, windows or other parts of the pavilion structure.

15. PAYMENT TERMS – ATTENTION!

- 15.1. As well as confirmation of the order of the space, the Exhibitor (retailer) shall receive a pro forma invoice drawn up for the amount of the registration fee and 100% of the price for the space and any services ordered. Other services ordered, including the registration fee for the co-exhibitor, will be invoiced with a due date no later than 14 days before the exhibition, unless the nature of the order makes it necessary to set a later due date. The Exhibitor (retailer) shall receive the invoice within the statutory period. On arrival at the exhibition the Exhibitor (retailer) shall produce proof of payment of all invoices, otherwise he shall not be able to participate in the exhibition, the rent paid for the space is forfeited and payment of all issued invoices shall be recovered through legal proceedings. All and any additional work and services required by the Exhibitor (retailer) on site shall be paid for in cash prior to the performed service together with a 50% surcharge. A contractual fine shall be charged of 0.1% for each day in arrears if the invoice maturity date is not observed.

16. COMPLAINTS

- 16.1. Complaints about the delivered service shall be made with the project or business manager of the exhibition by a complaint note during the exhibition signed by both parties. Any complaint made after the exhibition shall be disregarded.

17. CANCELLATION

- 17.1. If the Exhibitor cancels his participation in the exhibition after registering the application and

confirming the space, he shall be charged for the entire registration fee inclusive of VAT. If the Exhibitor cancels his participation in the exhibition more than 5 working days after receiving the order of the space, he shall pay a contractual fine of 50% of the space rent price. When cancelling participation 30 days and less before the exhibition starting date the contractual fine shall be 100% of this price.

- 17.2. If the Exhibitor reduces the number of ordered metres less than 5 working days after receiving the order of the space, he shall pay a contractual fine of 50% of the reduced space rent price. When reducing the order of the space 30 days and less before the start of the exhibition the Exhibitor shall pay a contractual fine of 100% of this price.
- 17.3. If the Exhibitor (retailer) does not arrive at the exhibition by the start of the exhibition, he shall pay the contracted costs for the space and realisation and his space can be rented out by the Organiser to another Exhibitor (retailer).
- 17.4. All the above cancellations must be submitted in writing.
- 17.5. In case of cancellation of an already ordered seminar more than 30 days before its start, a cancellation fee shall be charged of 50% of the seminar price. In case of cancellation less than 30 days before its start, a cancellation fee shall be charged of 100% of the seminar price.

18. CANCELLATION – ADVERT ORDER

- 18.1. If the ordering party cancels the advert order 30 days and less prior to the start of the exhibition, it shall pay a contractual fine of 100% of the order. If the ordering party cancels the advert order more than 30 days prior to the start of the exhibition, it shall pay a contractual fine of 50 % of the cancelled order.

19. PRESENTATION, OPERATION OF LIVE AND RECORDED MUSIC

- 19.1. All forms of presentation in or outside one's own exhibition space (e.g. Machinery and equipment in operation, films, live and recorded music, fashion shows) are subject to the Organiser's approval, who is authorised, despite an earlier granted permit, to restrict or ban a presentation in the event that it causes noise, dust, fumes, vibrations endangering the safety of visitors and Exhibitors or restricting or disrupting the operation of the exhibition.
- 19.2. The Exhibitor shall be obliged to legalise live music production by paying a fee for this production at the Organiser's cash desk by 12.00 noon on the starting day. The amount of the fee is specified at a daily rate of CZK 180 inclusive of VAT.
- 19.3. In the event that this obligation is not fulfilled, the Organiser shall be authorised to charge, apart from the above daily rate, a fine of CZK 5,000.
- 19.4. The Exhibitor shall be obliged to secure, pay and settle with the respective administrator (OSA, INTERGRAM, DILIA...) the copyrights and similar rights for recorded and live music by his own costs.

20. UNAUTHORISED USE OF SERVICES

- 20.1. In case that the Exhibitor (retailer) connects up to the electricity supply himself without a valid order, he shall be disconnected and pay a fine of CZK 5,000.
- 20.2. In case that the Exhibitor (retailer) connects up to the electricity supply himself with a valid order, he shall be disconnected and pay a fine of CZK 2,000. The connection will be made by a person authorised by the Organiser after payment of the fine.
- 20.3. In case of unauthorised entry into the grounds or if a vehicle moves into the grounds outside the set hours, a fine of CZK 10,000 will be charged, even repeatedly.
- 20.4. For unauthorised parking (parking without a valid Parking Permit visibly located in the car or for not keeping to the designated parking space) the vehicle shall be made immobile and a fine of CZK 10,000 shall be charged and repeatedly if amends are not made within 60 minutes. The vehicle can then be towed away and the vehicle operator shall be charged for the towing service.
- 20.5. An unpermitted advert (hanging up posters, tarpaulins, positioning of display stands or distribution of leaflets, etc.) shall be removed and a fine shall be charged of CZK 5,000 including costs of removal.
- 20.6. For unpermitted connection to the water supply and sewage system a fine shall be charged of CZK 5,000.
- 20.7. If the Exhibitor (retailer) shall use combustion engine power plants, he shall be charged a fine of CZK 5,000 and have his participation cancelled without reimbursement.

21. OTHER

- 21.1. The exhibition has not been granted exhibition priority by the Industrial Property Office.
- 21.2. Exhibitors (retailers) and their assembly firm shall be obliged to follow the "Exhibitor Information Sheet" when preparing for the exhibition.
- 21.3. The exhibition Organiser reserves the right to cancel without reimbursement an Exhibitor's (retailer's) at the exhibition in the event of a breach of the "General Terms and Conditions of Participation" and instructions specified in the "Exhibitor Information Sheet".
- 21.4. Security service during the exhibition is provided by the Organiser's contractual partner. That means an order can be placed only with the Organiser to ensure security of exhibits.
- 21.5. The Organiser reserves the right to include increased costs in the price due to increased entry prices.
- 21.6. The Exhibitor (retailer) shall be obliged to operate his activity as part of the exposition in accordance with hygiene standards and in consideration of the surrounding exhibitors (retailers). This above all concerns noise and dust, presentations, sale and food tasting.
- 21.7. If the Exhibitor (retailer) does not observe the exhibition's opening hours or vacates the exposition before the end of the exhibition, the Organiser shall be authorised to charge him a contractual fine of CZK 10,000. The Exhibitors' vehicles will not be allowed to leave before the end of the exhibition opening hours.
- 21.8. Water supplied to the exhibition booths is not intended for direct consumption.