

# AI FUTURE FORUM 2026: Exhibition Rules and Regulations

## General provisions

The following rules and regulations are the official annex to the agreements concluded by Organizer with the participants of the exhibition (hereinafter referred to as the Exhibitor) in connection with AI FUTURE FORUM 2026, which is held on April 14-15, 2026 at the following address: 143401, 18 Mezhdunarodnaya str., Krasnogorsk, Moscow, Crocus Expo (hereinafter referred to as the Forum).

### 1. The Organizer's obligations

1.1. Provide consultation and informational support to the Exhibitor before and during the Forum via email or within a working chat on the messaging platforms Telegram/WhatsApp.

### 2. The Organizer's rights

2.1. Make changes in the Forum agenda (schedule, topics), determine the number and composition of speakers.

2.2. Prevent access to the venue of the Forum or to remove the Exhibitor from the venue if the Exhibitor does not comply with the rules referred to in paragraphs 4-5. In such a case, the Contract is considered terminated, and the cost of paid services is not refundable to the Exhibitor.

2.3. Conduct an inspection of Exhibitor's representatives, in order to ensure safety and prevent the introduction of prohibited items listed in paragraph 4.1.

### 3. The Exhibitor's obligations

3.1. Follow generally accepted norms of behavior and not to cause any inconvenience for other participants during the Forum.

3.2. Scan the e-ticket each time when entering and exiting the venue. If the ticket is not scanned upon exit, the participant will not be allowed to re-enter the venue.

3.3. Obtain a Participant's badge and wristband (for VIP-ticket holders) at the registration desk. The badge and the wristband are issued for both days of the Forum.

VIP badges and wristbands are required to access the VIP area and cannot be restored.

Standard and Business badges may only be restored if available.

3.4. During the Forum, the Exhibitor must wear the Participant's badge on the neck. The badge is individual and must not be transferred to others.

3.5. The Exhibitor must scan their electronic VIP ticket to gain access to the Forum's Official Afterparty.

3.6. Ensure the permanent presence of at least one member of the Exhibitor's representatives at the booth during all exhibition hours.

3.7. Follow:

- general safety rules;
- general fire safety rules;
- sanitary and epidemiological rules established under the laws of the Russian Federation.

3.8. The Exhibitor must obtain written approval from the Organizer for the connection of any electrical equipment no later than March 20, 2026. In case if the sound is negotiated by the Organizer, the sound power of such equipment cannot exceed 40 dB.

3.9. Fill in and submit the special accreditation form providing a full list of representatives from the Exhibitor's company, no later than March 19, 2026. Non-compliance with the indicated deadline will incur the following penalties:

- Changes to the list of participants made between March 20 and April 1, 2026, are subject to a fine of **5000 RUB** for each changed participant.
- Changes to the list of participants made between April 2 and April 10, 2026, are subject to a fine of **10000 RUB** for each changed participant.
- Changes to the list of participants on the days of the Forum, as well as the replacement of badges or issuance of new badges between April 11 and April 14, 2026 and during the days of the Forum are subject to a fine of **20000 RUB** for each added/changed participant or for each new badge issued.

3.10. The Exhibitor must obtain the Organizer's approval for all materials and equipment to be brought to the booth no later than March 15, 2026.

The Organizer reserves the right to refuse approval or impose restrictions on the type and/or quantity of any materials and equipment to be displayed at the booth.

3.11. The Exhibitor undertakes not to bring into the venue or use any technically complex items or any items that have not been approved by the Organizer or have not passed accreditation.

For each instance of violation of this requirement, the Exhibitor undertakes to pay a fine, the amount of which is established by JSC CROCUS INTERNATIONAL and specified in Appendix 2 of the "Basic Requirements for Events at Crocus Expo IEC" [https://www.crocus-expo.ru/upload/all/2026/Основные\\_требования\\_МБЦ\\_Крокус\\_Экспо\\_25.12.2025.pdf](https://www.crocus-expo.ru/upload/all/2026/Основные_требования_МБЦ_Крокус_Экспо_25.12.2025.pdf).

JSC CROCUS INTERNATIONAL reserves the right to impose different fine amounts depending on the violation or the damage caused.

3.12. In case of ordering additional equipment and/or services from the Organizer, the Exhibitor must submit a request to their personal manager no later than **March 12, 2026**.

All requests submitted between **March 13 and March 25, 2026**, are subject to an extra charge of 50% of the price indicated in the catalog.

All requests submitted from **March 26 till April 3, 2026** are subject to a 100% extra charge (all items are subject to availability and possibility of renting).

3.13. If a vehicle or any other wheeled equipment is placed inside the venue, the entire wheel surface must be completely covered to prevent damage to the floor.

3.14. In case of a custom-built booth, the Exhibitor must submit the booth design layout and all branding materials (general appearance and content) to their personal manager no later than March 15, 2026.

3.15. The Exhibitor with a custom-built booth must complete the paid Accreditation procedure no later than March 28, 2026. The accreditation requirements are provided at the following link: <https://buildexpo.ru/>

The accreditation service is provided by the general contractor of JSC CROCUS INTERNATIONAL - BuildExpo LLC. Payment for the accreditation procedure must be made as a separate payment to BuildExpo LLC and is not included in the sponsorship package price.

If the payment deadline is not met and/or the payment amount is not performed, the Exhibitor will not be allowed to proceed with booth construction; the paid amount for services under the Contract will not be refunded to the Exhibitor.

3.16. The Exhibitor with a custom-built booth must request the service of connecting the constructed booth to the power supply network. Payment for the electricity connection must be made as a separate payment and is not included in the sponsorship package price. The connection requirements are provided at the following link: <https://buildexpo.ru/>

The service is provided by the general contractor of JSC CROCUS INTERNATIONAL - BuildExpo LLC.

3.17. The Exhibitor with a custom-built booth undertakes to carry out the booth construction (installation) strictly on the date and at the time established by the personal manager.

If the booth construction is delayed beyond the established time, the Exhibitor undertakes to pay the Organizer a fine of 100,000 RUB for each hour of delay. The fine must be paid no later than two days from the moment the corresponding claim is issued by the Organizer.

3.18. If a forklift is needed, the service must be ordered from the venue.

3.19. In case of damage to the venue property during construction, the invoice issued by the venue will be redirected to the Exhibitor whose contractor caused the damage.

3.20. The Exhibitor with a custom-built booth must fully dismantle the booth, remove all structures, equipment and waste, and restore the exhibition area to its original condition between 10:00 and 22:00 on April 16, 2026.

If the dismantling deadlines are not met, the Exhibitor shall compensate the Organizer for all fines and expenses charged by the Venue, including fees for overtime use of the exhibition space.

3.21. The Exhibitor with a custom-built booth undertakes to:

- ensure timely collection, removal, and disposal of waste generated during booth installation and dismantling;
- prevent the storage of packaging, construction materials, crates and waste in aisles, evacuation routes, outside the allocated area, or in technical zones;
- ensure a full clean-up of the booth area after dismantling.

If the Exhibitor fails to fulfill the obligations for cleaning and waste removal, or if additional cleaning services must be engaged, all related expenses charged by the Venue or the Organizer shall be reimbursed by the Exhibitor in full.

#### **4. The Exhibitor is prohibited**

4.1. Bring to the territory of the Forum:

- Food and drinks (including alcohol);
- Sharp objects (blades, knives, etc.);
- Narcotic, psychotropic, and other substances;
- Firearms, traumatic, gas, and other types of weapons.

The Organizer reserves the right to confiscate from the Exhibitor any prohibited food or items found on the Forum territory.

4.2. Perform any commercial/trading activities at the Forum territory.

4.3. Smoke any tobacco products, vapes, or electronic cigarettes at the Forum territory. Smoking is only allowed in specially designated areas.

4.4. Be in a state of intoxication (alcohol, drugs, or any other form of impairment) at the Forum territory.

4.5. Distribute materials containing defamatory information or harmful to the reputation of third parties and/or companies.

4.6. Perform video recording in the conference hall.

4.7. Bring animals to the Forum territory.

4.8. Move or alter the location of the booth, or dismantle the construction before the exhibition closes (before 19:00, April 15, 2026).

4.9. Bring and use personal multimedia equipment (LED screens, seamless screens, plasma panels, and other similar devices) on the Forum territory without the required accreditation from the venue <https://buildexpo.ru/застройщикам/> .

4.10. Place advertising or technical rigging (including during booth construction) on the ceiling structures (on the Forum territory) without prior approval from the Organizer and the venue.

4.11. Distribute food or beverages at the Forum territory.

4.12. Use routers or any devices that interfere with the proper functioning of the Wi-Fi connection.

## **5. Advertising**

5.1. The Exhibitor is allowed to advertise only within the limits of the leased booth (the area and height specified in the Contract).

5.2. Placement of any advertising structures, materials and advertising activities outside the leased booth is allowed on a commercial basis and upon prior agreement with the Organizer and only for Forum Exhibitors.

Advertising activity includes the movement of Exhibitor's representatives, which can be attributed to advertising actions, provided that these representatives have on their clothes (or otherwise), significant (in the opinion of the Organizer) distinctive characteristics that make it possible to unambiguously refer them to people working for the Exhibitor or invited by the Exhibitor.

5.3. Additional advertising package "Promotional activity" can be purchased only by the Exhibitor of the following categories:

- having a booth at the Forum;
- Car sponsor;
- Containers sponsor.

5.4. Playback of audio materials, audio accompaniment of video materials, and / or sound amplification is prohibited.

5.5. The Exhibitor guarantees that any protected results of intellectual activity and means of individualization (logos, trademarks, etc.) that are used, copyrights, and related rights (hereinafter referred to as – intellectual property) used in accordance with the current legislation of the Russian Federation, all the necessary agreements with rights holders are enclosed appropriately, apply at the time of use of that intellectual property, all fees necessary for the unrestricted use by the Exhibitor of the specified intellectual property paid in full.

In case of disputes and claims from third parties related to intellectual property infringement, the Exhibitor is liable in accordance with the legislation of the Russian Federation.

5.6. The use of superlative degree of comparison in the texts for the booth layouts and other promotional materials is allowed only with the Organizer's written negotiation. This negotiation can be obtained by the Exhibitor providing proof of superiority and citing an independent source. The decision to use superlatives is at the discretion of the Organizer.

5.7. The Exhibitor holds sole responsibility for the content of all promotional and other informational materials they distribute, including, but not limited to: handouts, flyers, brochures, banners, video materials, texts, images, booth design, and other relevant materials, as well as for their compliance with the requirements of the current legislation of the Russian Federation, including the Federal Law "On Advertising" (No. 38-FZ).

If, as a result of the actions or omissions of the Exhibitor, claims, fines, demands, or other sanctions are imposed on the Organizer by the Venue, its contractors, government authorities, or third parties, the Exhibitor shall reimburse the Organizer for the documented amounts of such fines, expenses, and/or damages incurred due to the fault of the Exhibitor.

## **6. Booths Limitations**

6.1. LED screens installation is only permitted for:

- a) Areas with independent building;
- b) Premium area booths of 16 sq. m. or more with turnkey booth construction provided by the Organizer.

6.2. The placement of TV panels is prohibited at the Startup booth.

6.3. The placement of TV panels on a floor stand is prohibited at the Gold booth. At the booths of this type, placement of TV panels is allowed only on the wall (panel) of the booth.

6.4. The placement of advertising and/or technical rigging are allowed only for General, Diamond, and Premium booths only with prior written Organizer's and venue's negotiation received before March 13, 2026. All riggings must be installed by the appointed venue partner.

All technical components of the rigging structures (trusses) must be painted black or covered with black fabric.

6.5. It is not possible to order and place any additional equipment and/or furniture at the Startup booth.

If the Exhibitor is willing to deliver his own equipment, it must be negotiated with the Organizer by March 15, 2026. The Organizer has the right to limit or decline the delivery for the Startup booth.

6.6. In case of independent booth construction and obtaining approval from the Organizer and the Forum venue for the use of the exhibitor's own multimedia equipment (LED screens, seamless screens, TV panels, etc.), the Exhibitor is obliged to pay an accreditation fee of 50,000 RUB, charged by the venue.

## **7. The Exhibitor's liability**

7.1. The Exhibitor is financially responsible for the booth construction and equipment provided for rent, as well as technical devices and inventory. In case of loss or damage to the above-mentioned items, the Exhibitor pays for the damage caused in double the amount of the cost.

7.2. The Exhibitor is responsible for any actions of its representatives at the Forum venue. Representatives of the exhibitor, the list of which is included in the accreditation form (point 3.9) and on which the badges are issued, are obliged to comply with the terms of the Participation Agreement, for violation of which liability is provided.

## **8. The Organizer's liability and exclusion of liability**

8.1. The Organizer is responsible for the timely holding of the Forum and the proper provision of services agreed by the parties in accordance with the Contract.

8.2. The Organizer is not responsible in case of improper provision of the service, if the improper performance was the result of unreliability, insufficiency or untimeliness of the information provided by the Exhibitor.

8.3. The Organizer is not responsible for the safety of exhibition materials and other property of the Exhibitor. The Exhibitor independently ensures the safety of the property.

8.4. The Organizer is not responsible for non-compliance of the provided service with the Exhibitor's expectations and/or for its subjective evaluation. Such non-compliance with expectations and/or negative subjective evaluation are not grounds to consider the services rendered poorly or not in the agreed amount.

8.5. The Organizer is not responsible for violation of the terms of these Rules, if such violation is caused by force majeure circumstances, including: actions of state authorities, fire, flood, earthquake, other natural acts, lack of electricity, strikes, civil unrest, disturbances, any other circumstances, not limited to the above, which may affect the performance by the Organizer.

8.6. The Organizer is not responsible for the content of the Exhibitor's advertising materials, as well as the availability of permits, certificates, licenses, patents, and properly executed copyrights in relation to the exhibited materials.

## **9. Other terms**

9.1. The Exhibitor agrees and acknowledges that changes to these Rules entail the introduction of these changes into the contract concluded between the Customer and the Contractor, and these changes to the contract come into force simultaneously with the entry into force of such changes to these Rules.

9.2. The official freight forwarders for foreign Exhibitors of the Event, as well as for Exhibitors delivering exhibition cargo to the Exhibition Area that is subject to customs clearance, are:

- Multimodal Logistics Operator LLC, Website: [www.adeffa-expo.ru](http://www.adeffa-expo.ru), Address: 143401, Moscow Region, Krasnogorsk District, Krasnogorsk, Mezhdunarodnaya St., 16 (Crocus Expo IEC, Pavilion 1, Office 210), Contact person: Anton Popov, Project Manager, Tel.: +7 903 228 94 76, E-mail: [anton@adeffa-expo.ru](mailto:anton@adeffa-expo.ru);
- Global Event Logistics LLC, Website: [www.gelog.ru](http://www.gelog.ru), E-mail: [office@gelog.ru](mailto:office@gelog.ru), Address: 127434, Moscow, Dmitrovskoe Highway, 29, Building 1, Office 3, Tel.: +7 495 506 13 40, Contact persons: Evgeny A. Mylnikov, General Director, Tel.: +7 926 809 76 16, E-mail: [emylnikov@gelog.ru](mailto:emylnikov@gelog.ru), Olga V. Serzhantova, Commercial Director, Tel.: +7 903 286 56 08, E-mail: [o.serzhantova@gelog.ru](mailto:o.serzhantova@gelog.ru);
- Hansa-Messe-Speed GmbH, Website: [www.hansa-messe-speed.com](http://www.hansa-messe-speed.com), Address: Konsumstr. 45, D-42285 Wuppertal, Germany, Tel.: ++49 202 27158 21, Fax: +49 202 27158 56, Contact persons: Jörg Kessenbrock, General Director, Tel.: +49 202 27158 11, E-mail:

joerg.kessenbrock@hansa-messe-speed.de, Zbigniew Pluta, Head of Russia and CIS Department, Tel.: +49 202 27158 16, Mobile: +49 171 32812 97, E-mail: zbigniew.pluta@hansa-messe-speed.de, Marc Wilhelmi, Project Manager, Tel.: +49 202 27158 38, Mobile: +49 170 44044 02, E-mail: marc.wilhelmi@hansa-messe-speed.de.

Moscow Office (HMS Expo LLC), Website: [www.hms-expo.ru](http://www.hms-expo.ru), Address: 143401, Moscow Region, Krasnogorsk District, Krasnogorsk, Mezhdunarodnaya St., 16 (Crocus Expo IEC, Pavilion 1, Office 109), Tel.: +7 499 322 25 44, Contact persons: Anna Akimova, General Director, Tel.: +7 916 530 48 75, E-mail: [anna.akimova@hms-expo.ru](mailto:anna.akimova@hms-expo.ru), Assiya Magomedova, Commercial Director, Tel.: +7 499 322 25 44, Tel.: +7 916 815 02 30, E-mail: [assiya.magomedova@hms-expo.ru](mailto:assiya.magomedova@hms-expo.ru).

Loading and unloading operations for Exhibitors delivering exhibition cargo to the Exhibition Area that is subject to customs clearance may be ordered only through the Official Freight Forwarders.