


# IMPORTANT INFORMATION FOR EXHIBITORS

concerning the procedure before, during and after the Pension Market Trade Fair



Pension Market Trade Fair and  
Pension Symposium  
29 - 30 September 2021

Messe Zurich halls 3 and 4

# Trade fair checklist

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# Trade fair checklist

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# Trade fair checklist

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## Client invitations

### Guest voucher code

Each exhibitor shall receive their own guest voucher code by email on 6 April 2021, which can be used as often as required. Clients can register at [www.symposium-2.ch](http://www.symposium-2.ch) with this guest voucher code.

### Registration status

From 31 May 2021, you will receive an up to date list of the registrations using your guest voucher code every week.

### Logo and banner downloads

Various logos and banners are available for client invitations and other promotional measures.

The logos and banners can be found at:

➤ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> [Logo and banner downloads](#)

## Profile/ Communication activities

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### Profile of exhibitors for special edition

**Deadline Fri, 25 June 2021**

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Each exhibitor has the opportunity to compile a profile including a logo. The profile will be published in the «Pension Market Trade Fair/Pension Symposium» special edition. As well as the detailed programme and exhibitor profiles, the special edition will contain preparatory articles on the topics addressed by the Pension Symposium.

The information sheet can be found here:

➤ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> [Profile of exhibitors for special edition](#)

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### Communication activities

**Deadline Tue, 10 August 2021**

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As a supporting communication measure, you can publish an advertisement in the «Pension Market Trade Fair/Pension Symposium» special edition. Prices start at CHF 2100.00 excl. VAT.

Only exhibitors of the Pension Market Trade Fair may place advertisements and special advertising forms in this special edition.

The complete offer can be found here:

➤ [www.pk-messe.ch/en/upgrade](http://www.pk-messe.ch/en/upgrade)  
> [Communication activities](#)

# Orders and deadlines

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## Graphics | Rental furniture Deadline Mon, 16 August 2021

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### Graphics

Standard lettering 1 (W97 x H270 cm) is included in the price of the modular stand. Lettering is of course possible for further walls.

The following graphic surfaces are available:

- Wall graphic 2 (W97 x H270 cm)	459.00
- Wall graphic 3 (W97 x H230 cm)	391.00
- Corpus front (W104 x H91 cm)	170.00

The order form can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Graphics

After the Pension Market Trade Fair, the graphics can be stored at cost with Andreas Messerli AG.

### Rental furniture

The standard furnishings of the modular stand include:

- 1 floor lamp, 1 spot (fluter) per 3 m<sup>2</sup>
- 1 lockable cabinet with panelling (W112 x H94 x D60 cm)
- 2 barstools
- 1 booth with lockable folding door (1 m<sup>2</sup>)
- Stand lettering 1 (frontal Plexiglas panel)
- Floor carpet
- 1 230 volt power supply point including bus bar for devices
- Daily floor cleaning in the stands and aisles
- Transport, assembly and dismantling

In addition to the standard furnishings included, furniture can also be rented or exchanged at Andreas Messerli AG.

The order form can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Rental furniture

### Stand builder contact for modular stands

Andreas Messerli AG  
Motorenstrasse 35  
8623 Wetzikon

Roman Rychlik  
T +41 (0)43 931 43 85, M +41 (0)79 203 40 78  
roman.rychlik@messerli.live

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## Electrical connections | Attaching of weights to the hall ceiling | LAN | Flat screen | Stand photos | Parking permits Deadline Mon, 30 August 2021

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### Electrical connections

Each stand is equipped with a simple 10A/230V/2.3 kW power socket including bus bar for three devices, such as:

- a small Nespresso coffee machine
- a laptop charging device
- a printer

The following are available should you require further electrical connections:

- Simple socket	215.00
- Double socket	305.00
- Triple socket	350.00
- Socket for industrial coffee machine	345.00
- Portable socket-outlet CEE 16A	370.00
- Portable socket-outlet CEE 32A	430.00
- Portable socket-outlet CEE 63A	580.00
- Portable socket-outlet CEE 125A	900.00

Installing electrical connections single-handedly is strictly prohibited.

### Attaching of weights to the hall ceiling

The following can be ordered for attaching weights to the hall ceiling:

- First ring bolt	420.00
- Additional for each ring bolt	60.00
- Pre-Rigg	195.00
- Cable	30.00

### Free WiFi

Free Wi-Fi is available for exhibitors and visitors. There is no need to order.

- Free WiFi	0.00
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The login data are as follows:

1. Network Messe Zurich
2. Register with mobile number
3. Activate with code received by text message

### Internet connection fixed network and WLAN

Fixed network and/or WLAN Internet access can also be provided on request:

- Internet access for 1 PC	690.00
- Internet connection for up to 5 PC	1040.00
- WLAN access, in addition to internet connection	200.00

### Flat screens

The following flat screens are available with wall mount or adjustable stand:

- |                           |        |
|---------------------------|--------|
| - 46" Samsung flat screen | 900.00 |
| - 55" Samsung flat screen | 950.00 |

### Stand photos

If you would like stand photos, you can book photographer Siggie Bucher, who has been specially commissioned by vps.epas.

- |            |        |
|------------|--------|
| - 4 photos | 200.00 |
|------------|--------|

### Parking permits, Messe Zurich multi-storey car park

Parking permits for the Messe Zurich multi-storey car park can be ordered on request. The following parking permits are available:

- |   |       |
|---|-------|
| - Day permit network: Tue, Wed, Thu<br>(normal price 29.00/day) for | 54.00 |
| - Day permit network: Wed, Thu<br>(normal price 29.00/day) for      | 44.00 |

The order form can be found at:

[www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Electrical connections | Attaching of weights to the hall ceiling | LAN | Flat screen | Stand photos | Parking permits

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### Stand catering

**Deadline customised: Mon, 30 August 2021**

**Deadline standard: Fri, 17 September 2021**

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You can order catering for your stand from Messecatering Zurich, [www.messecatering-zuerich.ch](http://www.messecatering-zuerich.ch).

There are no catering facilities for visitors in and around Messe Zurich (apart at Bistro Azzurro in hall 3 and the restaurant of the Holiday Inn Hotel opposite Messe Zurich). We therefore recommend ordering stand catering.

You can easily order a standard package via the Web shop or customised catering from Mr Günther Gruber.

Customised catering:

**Günther Gruber, +41 (0)58 206 51 40,  
[guenther.gruber@messecatering-zuerich.ch](mailto:guenther.gruber@messecatering-zuerich.ch).**

The Web shop can be found at:

[www.messecatering-zuerich.ch](http://www.messecatering-zuerich.ch)

### Orders during the trade fair

For beverages, snacks, glasses etc.

T +41 (0)79 236 63 34, T +41 (0)79 236 63 32

### Returns

It is not possible to return excessive goods orders.

### Empties

- from beverage orders from Messecatering Zurich will be disposed of by the cleaning team
- of beverages brought to the trade fair should be disposed of in the bottle bank behind Restaurant Yellow (halls 5 and 6).

You may also commission an external caterer. However, for reasons of hygiene, goods ordered from an external caterer may not be stored in the cold stores of Messecatering Zurich.

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### Rental plants | Floral arrangements | Stand decorations

**Deadline Mon, 27 September 2021**

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For rental plants, floral arrangements and stand decorations, we recommend Blumenland Schweiz AG.

The order form can be found at:

[www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Flowers and plants

All prices in Swiss francs, excl. VAT.

# Admission ticket/ Lunch for exhibitors

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**Registration of stand personnel**  
**Deadline Fri, 10 September 2021**

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**Admission ticket**

Visitors and stand personnel register electronically for the Pension Market Trade Fair/Pension Symposium in order to gain specific sector information from our target audience and to obtain detailed visitor numbers. Your ticket will therefore be scanned upon entry, departure and for the exhibitors' lunch.

Each exhibitor will receive a link for stand personnel registration by email. It is important for stand personnel to be registered with this link and not with the guest voucher code. The stand personnel admission ticket allows exhibitors to eat in Restaurant Verde. The tickets will be dispatched two weeks prior to the trade fair to the person who registered the employees.

Should a ticket be forgotten or lost it can be reprinted at vps.epas helpdesk (entry hall of Messe Zurich).

Should you have already registered your employees and/or internal colleagues using the guest voucher code by mistake, please send the first and last names of the persons to Sabina Gisler at [sg@vps.epas.ch](mailto:sg@vps.epas.ch) and re-register the employees with the link to stand personnel registration.

**Lunch**

A lunch buffet will be provided for the exhibitors in Restaurant Verde in the gallery of halls 1 and 2 from 11.30 a.m. until 2.30 p.m. Each employee registered as stand personnel is entitled to eat in Restaurant Verde.

**Your ticket will be scanned at the entrance to Restaurant Verde.****Credit**

12 m <sup>2</sup> stand	total	4 lunches for 2 days
18 m <sup>2</sup> stand	total	6 lunches for 2 days
24 m <sup>2</sup> stand	total	8 lunches for 2 days
30 m <sup>2</sup> stand	total	10 lunches for 2 days
36 m <sup>2</sup> stand	total	12 lunches for 2 days

Should the exhibitors require more lunches than the credit allows, the additional meals will be invoiced at CHF 35.00 excl. VAT directly by vps.epas after the trade fair.

Restaurant Verde is exclusively accessible to exhibitors. Should you wish to take a client with you, you can obtain a meal coupon for CHF 49.00 excl. VAT at vps.epas helpdesk in the entry hall. The costs will be invoiced directly by vps.epas after the Pension Market Trade Fair. Unused meal coupons cannot be returned.



## Trade fair training

## Hotel

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### Registration for trade fair training Deadline Fri, 17 September 2021

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You and your company are investing time and money in your future success at the Pension Market Trade fair. Your stand personnel will play a decisive role in this success. We have therefore decided to offer a trade fair training event for stand personnel of the Pension Market Trade Fair.

Highly experienced freelance sales trainer Michel Fontana will familiarise you with the concept of a «deal-oriented negotiating method» at the training event.

Michel Fontana has been giving sales seminars for more than 30 years and is known throughout Europe as an expert on closing sales. He promotes a simple, efficient and above all holistic approach. The tips and tricks learned here can also be easily applied to all other sales negotiations.

### Date/Venue

23 September 2021, 1 p.m. until 6 p.m.

KV Business School Zurich  
Bildungszentrum Sihlpost  
Sihlpostgasse 2  
8004 Zurich

### Cost

CHF 200.00 excl. VAT per person. This sum will be invoiced directly by vps.epas with orders such as electricity etc. after the Pension Market Trade Fair.

### Language

Although Michel Fontana speaks German and French, the trade fair training event will be held in German.

Full details can be found at:

➤ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Trade fair training

There is a hotel adjacent to Messe Zurich.

Holiday Inn Zurich Messe  
Wallisellenstrasse 48  
8050 Zurich  
T +41 (0)44 316 11 00  
info@hi-zm.ch

Homepage:

➤ [www.holidayinn.com/zurichmesse](http://www.holidayinn.com/zurichmesse)

## Access/Opening hours/ Stand personnel

### Railway/Tram/Bus

From Zurich main station (Hauptbahnhof) there are trains every 6 minutes on rapid transit (S-Bahn) lines S2, S6, S7, S8, S9, S14, S15, S16, S19 and S24 to Oerlikon station. From Oerlikon station, you can get to Messe Zurich in a few minutes on foot, by tram no. 11 or on buses no. 61, 62 or 94.

➤ [www.sbb.ch](http://www.sbb.ch)

➤ [www.zvv.ch](http://www.zvv.ch)

### Car

Arriving on the motorway from Basel, Berne, Chur, Lucerne or St. Gallen, follow the «Z» signs to the Zurich fair ground. Messe Zurich multi-storey car park is at Hagenholzstrasse.

➤ [www.google.com/maps](http://www.google.com/maps)

➤ [www.pls-zh.ch](http://www.pls-zh.ch)

Detailed location maps can be found on pages 14 and 15.

### Opening hours

#### **Pension Market Trade Fair/Pension Symposium**

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##### **Wednesday, 29 September 2021**

8.45 a.m. – 5.30 p.m.	Pension Symposium
9.45 a.m. – 5.30 p.m.	Pension Market Trade Fair
5.30 p.m. – 9 p.m.	Drinks reception for exhibitors and visitors at the Symposium bar

##### **Thursday, 30 September 2021**

8.45 a.m. – 4.45 p.m.	Pension Symposium
9.45 a.m. – 4.45 p.m.	Pension Market Trade Fair

#### **Pension Market Trade Fair stand personnel**

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##### **Wednesday, 29 September 2021**

9.45 a.m. – 5.30 p.m.	Doors open: 8 a.m.
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##### **Thursday, 30 September 2021**

9.45 a.m. – 4.45 p.m.	Doors open: 8 a.m.
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## Assembly and dismantling halls 3 and 4

### Delivery of own stands (stand builders)

Monday, 27 September 2021 7 a.m. – 10 p.m.  
Tuesday, 28 September 2021 7 a.m. – 2 p.m.

### Furnishing of modular stand (exhibitors)

Tuesday, 28 September 2021 2 p.m. – 10 p.m.

### Doorway for exhibitors

Wednesday, 29 September 2021 8 a.m.  
Thursday, 30 September 2021 8 a.m.

### Stand personnel/Trade fair opening hours

Wednesday, 29 September 2021 9.45 a.m. – 5.30 p.m.  
Thursday, 30 September 2021 9.45 a.m. – 4.45 p.m.

### Carpet removal (Messe Zurich)

Thursday, 30 September 2021 4.45 p.m. – 5 p.m.

### Clearing of stand (exhibitors)

Thursday, 30 September 2021 4.45 p.m. – 5.30 p.m.

### Dismantling of modular and own stand (stand builders)

Thursday, 30 September 2021 5 p.m. – 10 p.m.  
Friday, 1 October 2021 7 p.m. – 10 p.m.

### Official logistics partner of Messe Zurich

The official logistics partner of Messe Zurich AG is:

Sempex AG  
Zurich Office  
Siewerdstrasse 60  
8050 Zurich  
Daniel Bataller  
+41 (0)58 307 77 60  
exhibitions.zuerich@sempex.com  
www.sempex.com

### Construction heights halls 3 and 4

Maximum construction height 5.50 m  
Height of modular stand 2.90 m

## Procedure for delivery and removal of goods

### Stand builders

The stand construction companies can deliver and take away materials for stand construction via the Messe Zurich Checkpoint.

### Ice cream, industrial-sized coffee machine, pinball machines etc.

The carriers can deliver the machines via the Messe Zurich Checkpoint.

The Checkpoint hotline +41 (0)58 206 51 74 will be open on 27 until 30 September 2021.

Full details can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Procedure for delivery and removal of goods

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### Advertising material and giveaways Deadline Mon, 27 September 2021

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Brochures and giveaways can be sent by post to Sempex AG, which is the official logistics partner of Messe Zurich. Sempex AG will bring the materials to your stand on the afternoon of 8 June.

The order form can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Parcel service and label courier service, costs

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### Transport instructions | Forklifts | Auxiliary staff | Empties Instruction leaflet express empties, Instruction leaflet customs Deadline Wed, 22 September 2021

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#### Modular stand

Should you require information about:

- Transport and customs instructions
- Door-to-door transport
- Storage for spare materials and empty packaging
- Forklifts and labours

The order form and instruction leaflets can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Transport instructions | Forklifts | Auxiliary staff | Empties, Instruction leaflet express empties, Instruction leaflet customs

#### Own stand

Should you require information about:

- Forklifts and auxiliary staff as well as customs
- Storage for spare materials and empty packaging

The order form and instruction leaflets can be found at:

➔ [www.pk-messe.ch/en/exhibition-stand](http://www.pk-messe.ch/en/exhibition-stand)  
> Orders > Forklifts | Auxiliary staff | Empties, Instruction leaflet express empties, Instruction leaflet customs

# Miscellaneous

## Stand cleaning

The carpets and surfaces of the stands will be cleaned each morning of the Pension Market Trade Fair. A thorough cleaning will also take place on 28 September 2021 until 8 p.m. Disposal of the rubbish accumulated at the stand will be taken care of by the Messe Zurich cleaning team. Please place rubbish in the aisles in the evening. Bin liners can be obtained free of charge from the Messe Zurich service centre (ground floor).

## Security

Messe Zurich will be monitored by Securitas during the nights from Monday, 27 September until Thursday, 30 September 2021. Messe Zurich and vps.epas accept no liability whatsoever in the event of thefts or any damage caused by third parties.

## Access to Messe Zurich

Messe Zurich is open from 8 a.m. until 10 p.m. The admission ticket for stand personnel must only be carried during the opening hours of the Pension Market Trade fair/Pension Symposium. No special ID is required for the clearing and construction phases.

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## Drinks reception for exhibitors and visitors Wed, 29 September 2021, 5.30 p.m., Symposium bar

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We hope to be able to welcome you and your clients to the drinks reception.

## Visitor entry ticket

As an exhibitor, you can use the guest voucher code to invite your clients and guests personally to the Pension Market Trade Fair. You have already received the guest voucher code by email.

Should a ticket be forgotten or lost, it can be reprinted at vps.epas helpdesk (entry hall of Messe Zurich). Visitors can also contact vps.epas helpdesk with any other questions concerning the entry ticket.

## Bistro/Snackbar Azzurro

Bistro Azzurro will be open at all times in halls 3 and 4 for visitors and exhibitors during the Pension Market Trade Fair with beverages and small snacks.

Restaurant Verde in the gallery of halls 1 and 2 will be open to provide lunch to the exhibitors (for details, see under admission ticket/lunch). We recommend offering visitors catering at the stand.

## First aid

The first aid post will be occupied during the trade fair and can be found on the ground floor (at the end of the aisle between the service centre and Restaurant Hòla).

## vps.epas admission ticket/information helpdesk

Persons who have not registered in advance electronically via [www.symposium-2.ch](http://www.symposium-2.ch) can be registered at the event. However, to save time, we recommend registering prior to the Pension Market Trade Fair.

## Stand personnel

Persons who have not been registered in advance via the link to stand personnel registration cannot be registered at the event.

Should a ticket be forgotten or lost, it can be reprinted. For all other questions concerning your entry ticket, please contact vps.epas helpdesk.

## Paying visitors

Outstanding invoice amounts will be collected on site. Paid but unused tickets will not be reimbursed.

# Contacts

## **Event organiser**

The organiser of the Pension Market Trade Fair and Pension Symposium is vps.epas.

VPS Verlag Personalvorsorge und Sozialversicherung AG  
Taubenhausstrasse 38  
PO Box 4242  
6002 Lucerne  
T +41 (0)41 37 07 07, [www.vps.epas.ch](http://www.vps.epas.ch)

## **Director of the Pension Market Trade Fair**

Markus Jörin, [mj@vps.epas.ch](mailto:mj@vps.epas.ch)  
T +41 (0)41 317 07 43, M +41 (0)79 426 51 26

## **Organisation**

Sabina Gisler, [sg@vps.epas.ch](mailto:sg@vps.epas.ch)  
T +41 (0)41 317 07 21, M +41 (0)79 440 81 18

## **Pension Symposium**

Kaspar Hohler, [ho@vps.epas.ch](mailto:ho@vps.epas.ch)  
T +41 (0)41 317 07 45, M +41 (0)79 230 02 57

## **Standbuilder contact for modular stands**

Andreas Messerli AG  
Motorenstrasse 35  
8623 Wetzikon  
Roman Rychlik  
T +41 (0)43 931 43 85, M +41 (0)79 203 40 78  
[roman.rychlik@messerli.live](mailto:roman.rychlik@messerli.live)

## **Emergency numbers**

Ambulance/paramedics	144
Fire brigade	118
Police	117

## **Service centre**

Should you have any further concerns or requests, please contact the Messe Zurich service centre on the ground floor.

## Access to the Checkpoints

### Checkpoint 1

GPS: Orion-Strasse 6, 8152 Glattpark (Opfikon) opposite «Schutz & Rettung Zurich»

Access to the exhibition halls is generally via Checkpoint 1. At Checkpoint 1, you will be given an access slip in return for a deposit of CHF/Euro 100.00.

### Checkpoint 2

GPS: Siewerdstrasse 60, 8050 Zurich

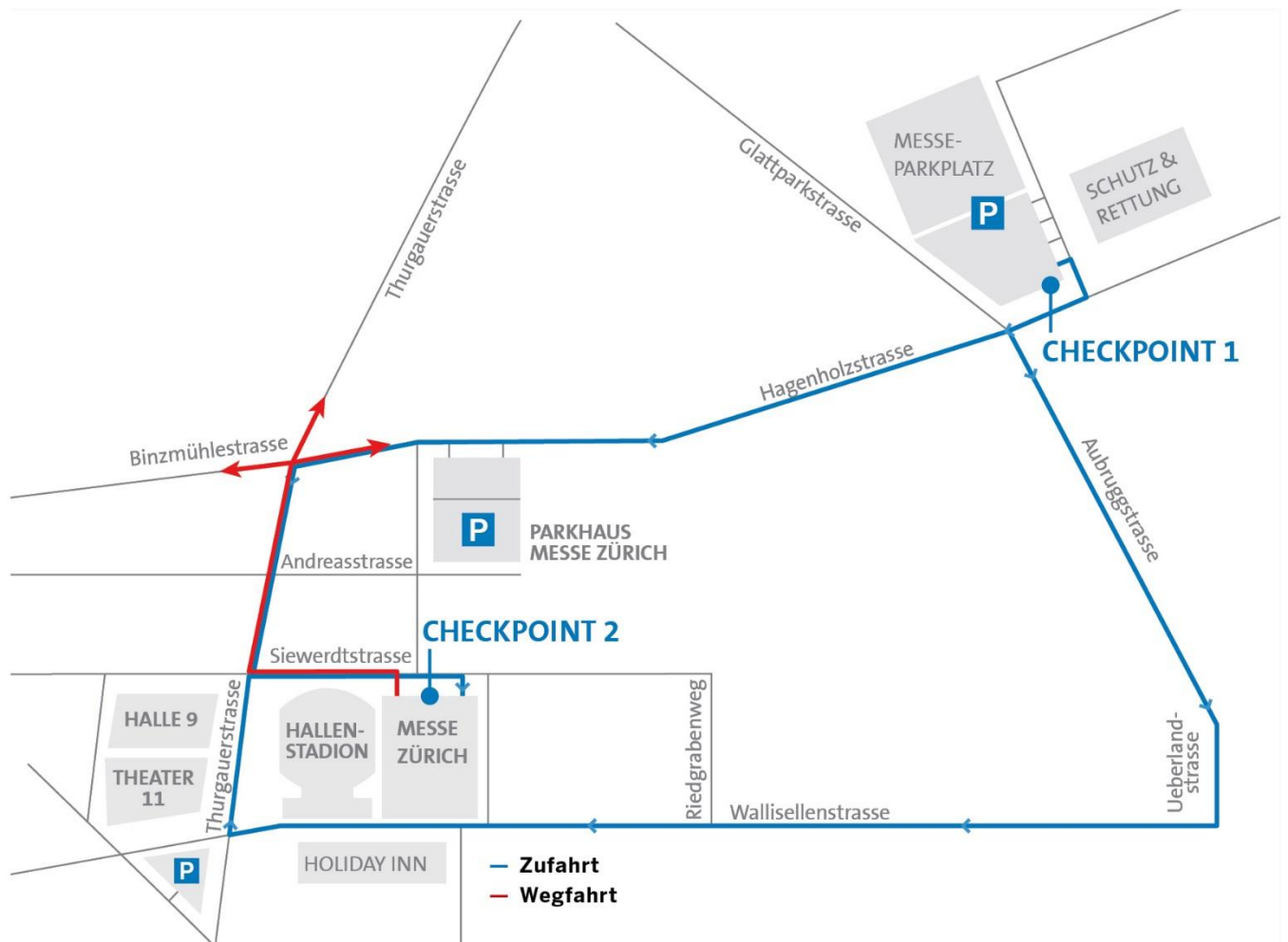
Access to Checkpoint 2 is via Hagenholzstrasse/Thurgauerstrasse to Siewerdstrasse, or via Aubruggstrasse/Wallisellenstrasse/Thurgauerstrasse to Siewerdstrasse.

## Access to the halls

The permitted stay on the different levels is as follows:

Car	30 minutes
Car with trailer	45 minutes
Delivery van	45 minutes
Delivery van with trailer	60 minutes
Heavy goods vehicle	60 minutes
Heavy goods vehicle with trailer	90 minutes
Articulated lorry	90 minutes

After unloading, delivery vans and lorries may be left either at Checkpoint 1 free of charge, or in the paying utility vehicle car park in front of the Messe Zurich multi-storey car park for the duration of the assembly and dismantling of the exhibition. Cars may only be left in the multi-storey car park.



# Access to Messe Zurich

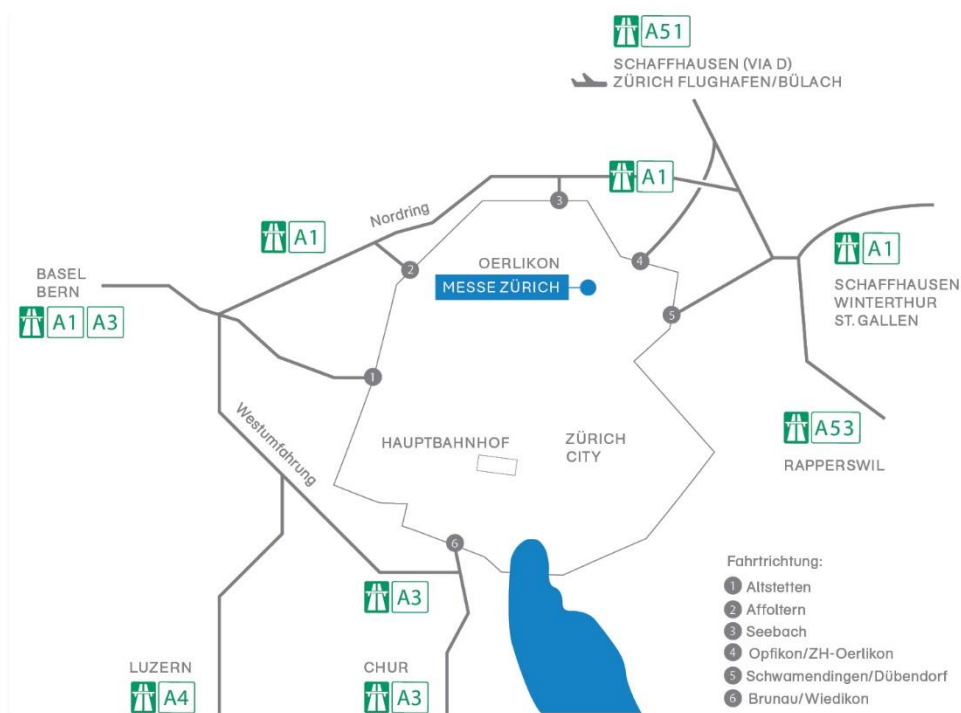
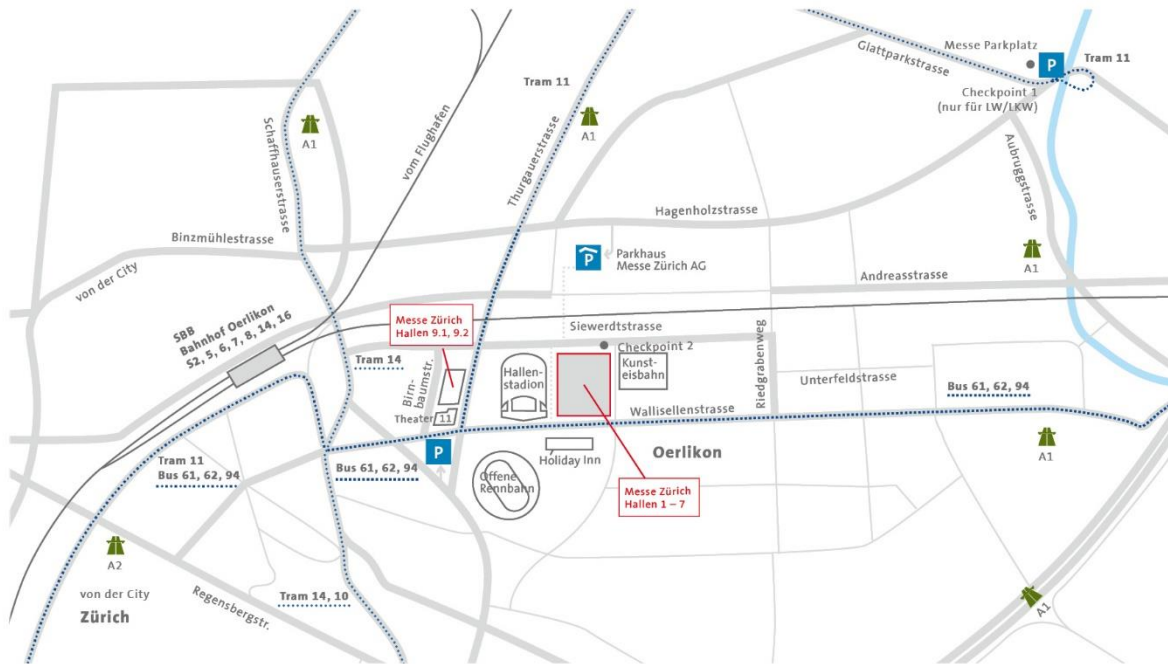
**Basel/Bern** A1 Nordring – ZH-Affoltern oder ZH-Seebach A1 ZH-Altstetten

**Chur** A3 ZH-Brunau/Wiedikon or A3 Westumfahrung – A1 Nordring – ZH-Affoltern or ZH-Seebach

**Rapperswil** A53 then the A1 in the direction of Zurich – A1 ZH-Schwamendingen/Dübendorf

**Schaffhausen/ Zurich Airport** A51 Opfikon/ZH-Oerlikon

**Winterthur/ St. Gallen** A1 ZH-Schwamendingen/Dübendorf





**Main Sponsors**



**Know-how partners**



**Cooperation partner**



**Co-Sponsors**



**Pension Market Trade Fair and Pension Symposium**

Messe Zurich, MCH Messe Schweiz (Zurich) AG  
Halls 3 and 4, Wallisellenstrasse 49, 8050 Zurich

**Organizer**

VPS Verlag Personalvorsorge und Sozialversicherung AG  
Taubenhausstrasse 38, 6005 Lucerne