

RULES FOR ATTENDING EVENTS

These Rules for Attending Events (hereinafter referred to as the Rules) are mandatory for all visitors (participants) of events (hereinafter referred to as the Visitor). The Visitor is fully responsible for the violation of the Rules, as well as for the damage caused by violation of the Rules by the Visitor. In case of violation of the Rules, the Event Organizer has the right to prohibit the Visitor to attend the events and/or remove the Visitor who committed the violation from the event territory without any compensation.

EVENTS:

- International Franchise Exhibition "BUYBRAND Expo 2025"
- Conference programs "BuyBrand Start", "BuyBrand Business", "School of Franchisors"

PLACE AND TIME OF THE EVENTS:

127434, Moscow, Verkhnyaya Alley, 6, building 1, Timiryazev Exhibition Complex, Vavilov Hall.

October 1, 2025, opening hours 10:00-18:00

October 2, 2025, opening hours 10:00-18:00

October 3, 2025, opening hours 10:00-16:00

PERSONS REGISTERED AND SUBMITTED DOCUMENTS ARE ALLOWED TO ATTEND THE EVENTS

The visitor's badge is presented by the visitor on a mobile device or in printed form (the recommended format is A4), which allows electronic identification of the barcode and the visitor's full name contained on it.

To receive a Visitor's Badge by e-mail you have to register and pay for the purchase of the badge and/or apply a promo code. The purchase is made on the Website** of the event. The electronic badge can be exchanged for a printed copy at the reception of the event.

To receive a Visitor's Badge at the reception you have to pay for the purchase of the badge and register.

A visitor's badge with an "Additional set of services*" (additional services are provided as part of the event) is presented by the visitor on a mobile device or in printed form (the recommended format is A4). In order for a visitor to receive a Visitor's Badge with an "Additional set of services*" in electronic form by e-mail it is necessary to register and pay for the purchase of the badge. The purchase is made on the Website** of the event. The digital badge can be exchanged for a printed one at the reception. To receive a Visitor's Badge with an "Additional set of services*" at the reception you have to pay for the purchase of the badge and register.

Visitor badges (all types) are valid for admission to the event on the days and hours of the event.

Visitor badges (all types) must be scanned at the entrance to the Timiryazev VC, and presented for scanning at each entrance to the exhibition hall of the event. Badges of visitors with the "Additional set of services*" must additionally be presented at the entrance to the premises / place of provision of the "Additional set of services*".

In order to prevent multiple accesses of the Visitor to the pavilion the Organizer may suggest to put a control bracelet on his hand. If there is a control bracelet the Visitor's Badge will not be presented or scanning at the entrance to the pavilion. The control bracelets are valid for passage only on the day of issue.

The Visitor's Badge (all types) is personal and gives the right to enter the event only to the visitor directly indicated in it, it is not allowed to transfer it to other persons. The organizer has the right to demand from the visitor to present documents with a photo confirming the identity of the visitor, in their absence to prohibit the visitor to attend the event without any compensation.

By purchasing a Visitor's Badge (all types) the visitor confirms that he is aware of the Rules, Conditions and risks associated with attending the exhibition and/or the "Conference Program", "Forum", "School", etc., posted on the Event's Website** and undertakes to comply with these Rules.

By paying for any form of digital badge/ticket the visitor accepts the Offer posted on the Event's Website**.

Forgery of digital and other types of tickets/badges, manufacture, distribution, sale of counterfeit tickets / badges of all types is prosecuted under the law of the Russian Federation.

FORBIDDEN:

- throughout the event area without the written permission of the Organizer:
 - distribution of any advertising and information products;
 - any form of advertising/ informing about goods or services, including through electronic and loudspeaker devices, by placing on clothing/body or portable /transported items or in any other way;
 - demonstration and/or installation of any information and advertising media;
 - conducting presentations, demonstrations, agitations and any other events;
- attendance of events for persons under the age of 14 (fourteen) years;
- children attending events unaccompanied by their parents or other legal representatives;
- smoking and drinking alcoholic beverages in exhibition halls, toilets, halls, and other areas of the exhibition center;
- the use of any mechanical/electric vehicles, with the exception of those necessary for persons with disabilities.

Employees of the organizing company and the event security service have the right to prevent the following persons from attending events and/or removing them from the event area without compensation:

- violating these Rules;
- violating the rules for attending mass and public events established by federal laws, orders, by-laws and other regulatory legal acts, as well as resolutions and orders of the Moscow Government defining the safety requirements and behavior of participants in public events;
- violating public order, behaving aggressively and posing, according to the Organizer, a potential danger to visitors, exhibitors, guests of events and the safety of property located on the territory of events;

- violating all the "Rules of Participation in Events" related to the Event, posted on the Website and the website of the venue of the Event - texpo.ru/organizatoram/#docs;
- interfering with the movement of event visitors and exhibitors, as well as if the interference is caused by the property of these persons;
- having signs of alcohol or other intoxication;
- antisocial appearance and/or in untidy clothes;

Security personnel have the right to require a visitor to present items or other property for inspection, without violating his rights and legitimate interests.

BENEFITS

Admission is free for media representatives, with a Media Badge. It is issued electronically after pre-registration on the Website ** of the event.

Benefits are not provided to other categories of visitors.

The exhibiting company has the right to refuse a visitor to participate in a tasting or other demonstration/presentation at its discretion without explaining the reasons.

The number of places for participants in the "Conference Program", "School", "Forum" and other additional services is limited. Registration and payment for participation are subject to availability of places to visit. If there are no available places to visit, registration, booking or advance payment of participation from visitors will not be accepted.

PHOTO AND VIDEO SHOOTING

Only photography and video shooting for personal uses is allowed at events, provided that the following rules are followed:

- do not use the captured materials for publication on any media resources and/or professional bloggers;
- do not use professional photo-video, audio, lighting equipment;
- do not interfere with exhibitors, speakers and other event guests;
- do not use flash, any unmanned aerial vehicles (drones);
- do not enter the fenced area of contests, competitions, presentations, do not touch the exhibits.

For professional shooting and/or the use of shooting materials for commercial purposes and/or in case of non-compliance with the above rules the interested person must agree on the terms with the Organizer of the event (be accredited by the Organizer). Pre-accreditation for the media on the Website** of the event, for others by e-mail: pr@expomtg.com . During the events - at the Organizer's stand in the pavilion of the event.

The organizer of the event is EMTG

Legal/Mailing address: 121471, Moscow, Ryabinovaya str., 26, building 10, room 2-22, 2-27

Phone: 8(495)249-11-09, e-mail: info@expomtg.com .

TIN: 7716698660, OGRN: 1117746751737

Executive Director: Mukin M.N. by proxy No. 1 dated March 15, 2025.

** - "Additional package of services" - services, other than visiting the exhibition, provided within the framework of the exhibition, sold at a specific exhibition, in the quantities, volumes and prices indicated on the websites.*

*** - The website of the event on the Internet, located at: buybrandexpo.com*