

# HOW TO BE PART OF IT

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**MUV**FESTIVAL  
SPORTS + HEALTH + OUTDOOR

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# ABOUT THE FESTIVAL

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# THIS IS THE MUV-FESTIVAL

The MUV sports, health and outdoor festival offers an ideal and exclusive opportunity to present products and services to a broad but targeted audience of sports, health and outdoor enthusiasts in Switzerland.



While the world's climbing elite compete in the IFSC Boulder World Cup Bern at the Neue Festhalle, up to 20,000 visitors will be celebrating the joy of exercise over three days at the MUV-Festival on BERNEXPO's expansive outdoor grounds.

## MUV-Festival means:

- Over 120 innovative, local and national companies and partners
- Fascinating talks from experts, workouts and workshops
- The most delicious fit-food market
- International brands as well as the latest wearables and gadgets

The MUV-Festival inspires holistic health consciousness and serves as a guide for exercise, health and digitalisation.

**22 - 24**  
May 2026

**3**  
days

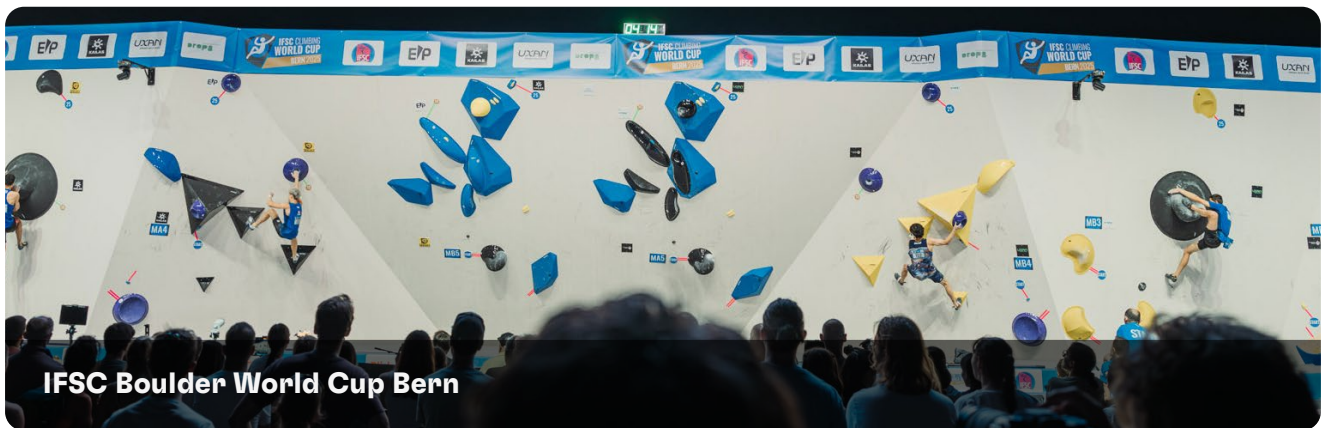
**7**  
themed areas

**120**  
exhibitors

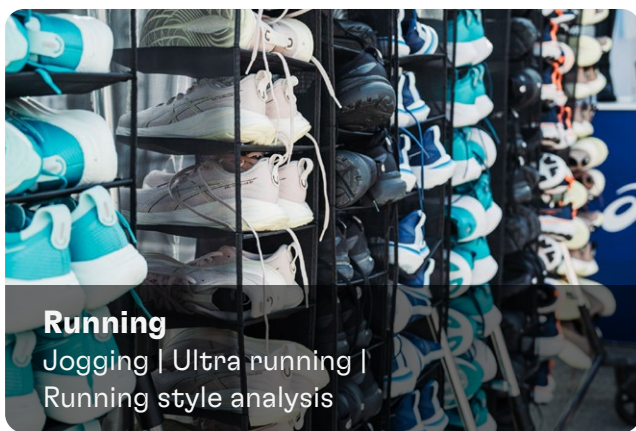
**20,000**  
visitors



# THEMED AREAS

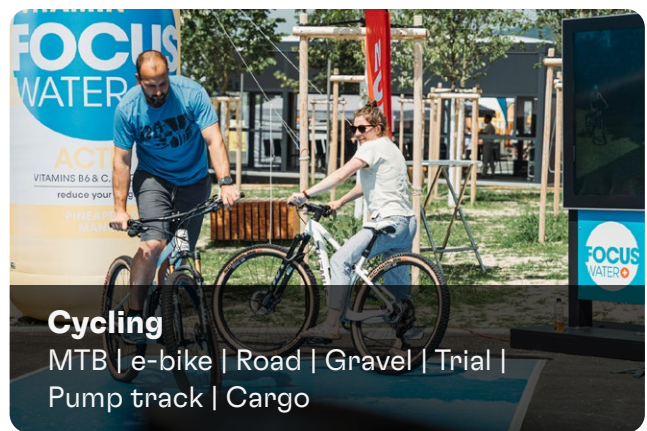


**IFSC Boulder World Cup Bern**



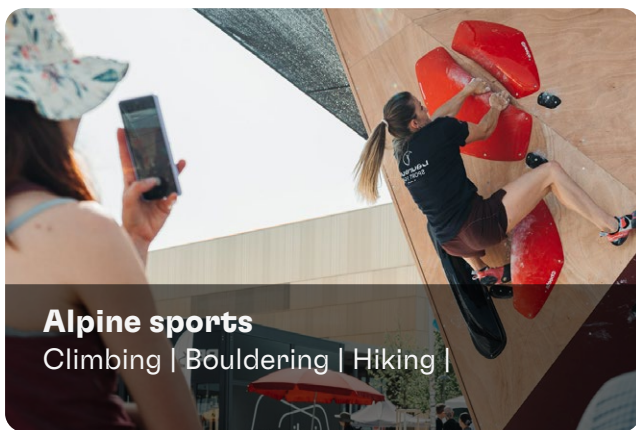
## Running

Jogging | Ultra running |  
Running style analysis



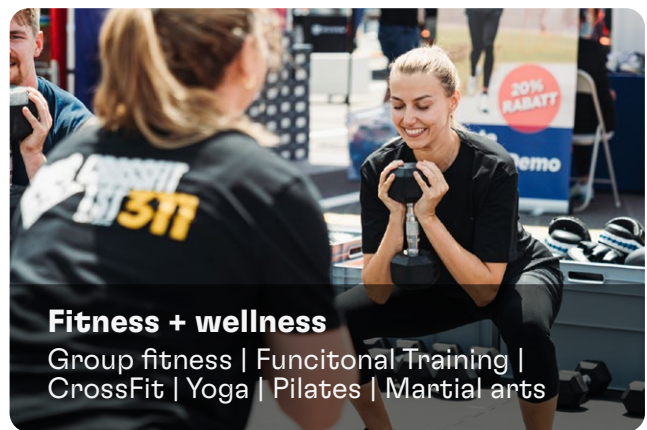
## Cycling

MTB | e-bike | Road | Gravel | Trial |  
Pump track | Cargo



## Alpine sports

Climbing | Bouldering | Hiking |



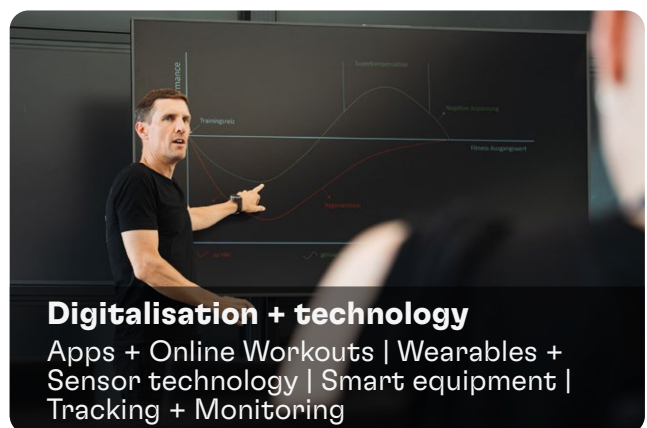
## Fitness + wellness

Group fitness | Functional Training |  
CrossFit | Yoga | Pilates | Martial arts



## Health + nutrition

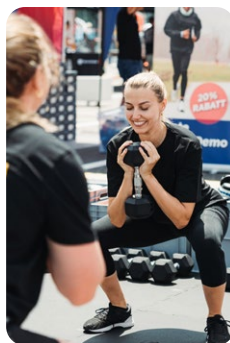
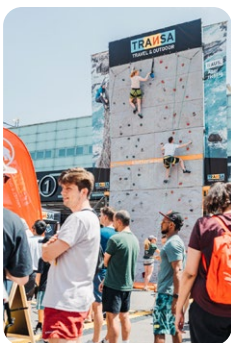
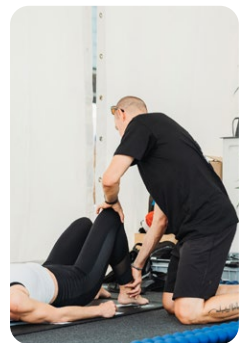
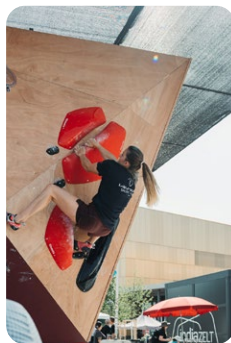
Prevention | Regeneration | Physio |  
Wellness | Fit Food | Check-ups



## Digitalisation + technology

Apps + Online Workouts | Wearables +  
Sensor technology | Smart equipment |  
Tracking + Monitoring

# VENUE



\*Änderungen am Gelände möglich

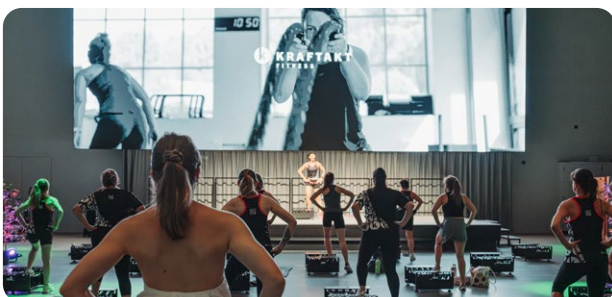
Version 02.09.2025

# VISITORS



## WHY YOU SHOULDN'T MISS IT

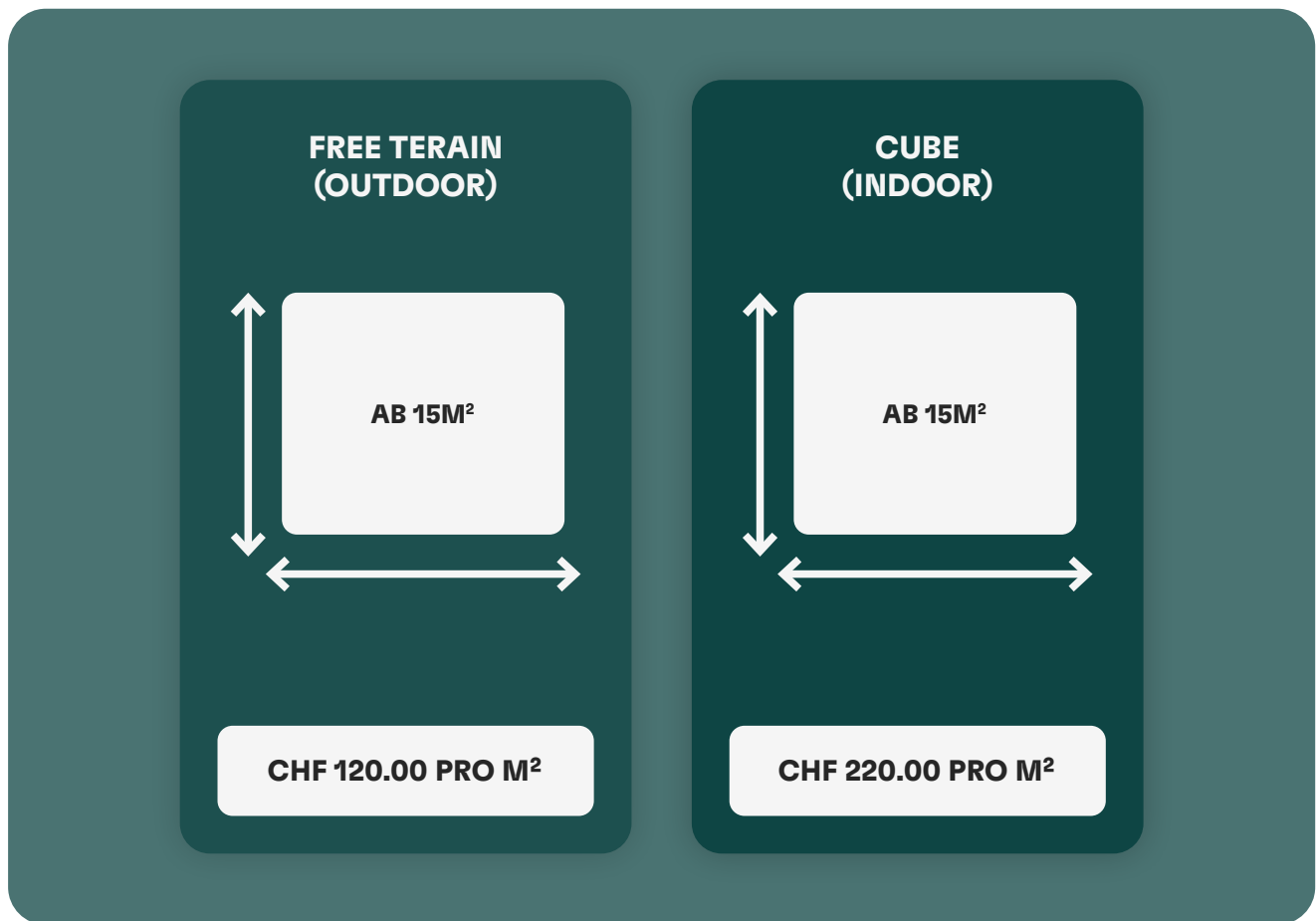
- Switzerland's new leading event for the sports, health and outdoor industry, making it the biggest meeting place in the industry.
- Workshops, special exhibits, experience zones and inspiring talks slickly shine the spotlight on your brand and your products. Be it new products, best sellers or image building – it's your call. We'll provide the stage you need!
- A platform with a festival and experience atmosphere that attracts some 20,000 visitors, it offers the ideal opportunity for talking face to face in order to maintain long-standing customer relationships and spark the interest of new customers.
- You can help shape the programme. An opportunity to present your knowledge to a wide audience by delivering a talk or staging a workshop.
- Bern: Switzerland's geographical and political centre – easily reached from anywhere in the country.



# **OPEN SPACE / INDIVIDUAL STAND CONSTRUCTION**

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# OVERVIEW OPEN SPACE / INDIVIDUAL STAND CONSTRUCTION



## The following services are not included:

- BASIC communication package CHF 350.00
- Service fee from CHF 55.00


Further information under «Rates»

# **STAND PACKAGES FREE TERRAIN (OUTDOOR)**


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# OVERVIEW BOOTH OFFER

COMMUNITY TENT




Example stand in  
Community tent



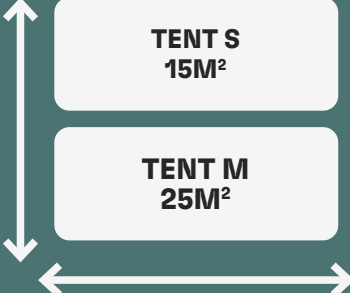
150M<sup>2</sup>

TENT




TENT S  
15M<sup>2</sup>

TENT M  
25M<sup>2</sup>

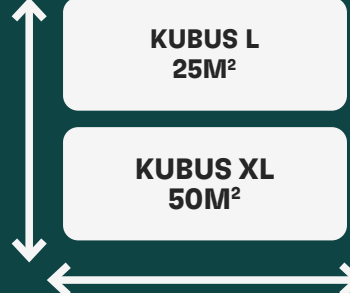


KUBUS



KUBUS L  
25M<sup>2</sup>

KUBUS XL  
50M<sup>2</sup>



Community tent	Price in CHF
Regular price	28'300.00
Association member	26'050.00

Tent	Price in CHF Tent S	Price in CHF Tent M
Regular price	6'700.00	8'800.00
Association member	6'464.00	8'406.00

Kubus	Preis in CHF Kubus L	Preis in CHF Kubus XL
Regular price	15'300.00	23'500.00
Association member	15'906.00	22'712.00

The stated price includes the service charge, a single socket (T13, 230 V) incl. power consumption, the BASIC communication package and the booth signage.

The carpet is included for the Cube booths.

# **STAND PACKAGES CUBE (INDOOR)**

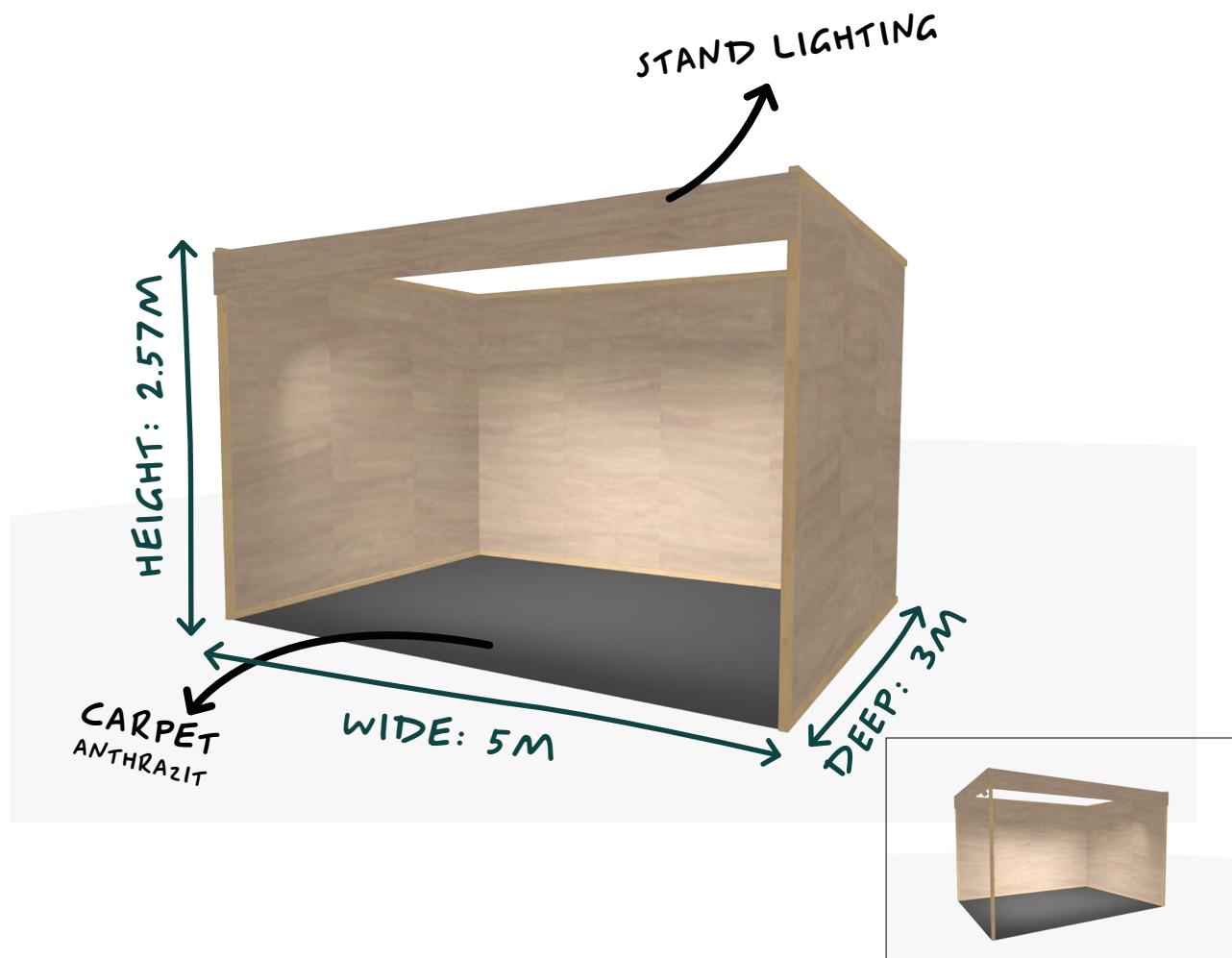
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# STAND PACKAGE EDGE

The perfect package for your indoor trade fair appearance in the CUBE.

## Row stand, 15 m<sup>2</sup> (als Bsp.)

The package includes the stand lighting, the carpet and the back and side walls.



Stand package EDGE	9m <sup>2</sup> (3m x 3m)	15m <sup>2</sup> (5m x 3m)	24m <sup>2</sup> (8m x 3m)
Regular price	CHF 4,900.00	CHF 6,700.00	CHF 8,448.00
Association member	CHF 4,603.00	CHF 6,205.00	CHF 7,656.00

The service flat rate, a single socket T13, 230 V including power consumption and the BASIC communication package are included in the prices quoted.

# RATES

(prices plus VAT)

The following is always payable in addition to the booth rental:

- Communication package
- Service charge

## 1. Booth rental for outdoor areas (road surface, no facilities)

Please be aware that in the outdoor areas, the booth structure and furniture must be sufficiently weighted down or secured against wind and weather impact, e.g. by using weights. Hardware of any kind, especially nails, pegs and other support elements, in the floor covering is strictly prohibited. The exhibitor concerned is liable for any damage incurred from inadequate protection.

Item description	Price per m <sup>2</sup> in CHF
Booth rental for outdoor areas	120.00

## 2. Stand rental hall (without any furnishings)

Article description	Price per m <sup>2</sup> in CHF
Stand rental hall (CUBE / Indoor)	220.00

## 3. Minimal rental fee

A minimum rental of 15 m<sup>2</sup> will be charged for booth and space rental in all cases, even if the rate calculated on the actual square metres would be lower.

Item description	Price per m <sup>2</sup> in CHF
Minimal rental fee (CUBE / Indoor)	3,300.00
Minimal rental fee	1,800.00

## 4. Service charge

Main exhibitors will be charged a service charge (share in general ancillary costs and waste disposal/recycling) according to the following calculation key (the service charge is already included in the booth packages).

Item description	Flat rate in CHF
Booth size up to 25 m <sup>2</sup>	55.00
Booth size 26 – 50 m <sup>2</sup>	65.00
Booth size 51 – 100 m <sup>2</sup>	96.00
Booth size 101 – 300 m <sup>2</sup>	168.00
Booth size from 301 m <sup>2</sup>	252.00

## 5. Co-exhibitor fee

Co-exhibitors in accordance with the definition in the “General Terms and Conditions of Participation”, as amended.

With payment of the co-exhibitor fee, the co-exhibitor acquires the following rights:

- Company address on the main exhibitor’s booth
- Sales activity at the main exhibitor’s booth
- Entry in the list of exhibitors
- Entitlement to guest tickets
- Entitlement to advertising materials for exhibitors

<b>Item description</b>	<b>Price in CHF</b>
Co-exhibitors	1,200

## 6. Catering booths

A 17% sales-based fee will be charged for all catering booths. Pre-payment of minimum rent of at least CHF 2,000 is mandatory. If 17% of generated sales exceed CHF 2,000.00, the difference is charged with the final invoice. The previous day’s sales must be reported to the exhibition office each day before the Festival opens (no later than 10.00 a.m.). Definitive approval is given by the event organiser on the basis of the food and drink menus submitted.

<b>Item description</b>	<b>Price per m<sup>2</sup> in CHF</b>
Catering booth minimum rental fee (flat rate)	2,000.00

## 7. Complimentary tickets

Exhibitors at the MUV-Festival have the opportunity to distribute at least 20 complimentary tickets (for free, each worth CHF 15.00) to their customers in the form of promotion codes. Exhibitors will receive the data of the customers who redeemed the promotion code, provided in an Excel file.

**ALL OFFERS AND PRICES CAN BE FOUND HERE:**



# COMMUNICATION PACKAGE

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## BASIC COMMUNICATION PACKAGE

The BASIC communication package is the obligatory base package for all main exhibitors and co-exhibitors.

ADDED VALUE FOR YOU	OUR SERVICES
<p>A detailed presentation of your company in the event guide</p>	<p><b>Full event guide profile:</b>            Company description            Company logo            Links to social media and websites            Uploads of images, videos and PDFs            Contact details            Display on the hall map</p> <p><b>Display on the hall map Present any number of products and services:</b>            Product descriptions            Product images, videos and PDFs            Link to online shop or website</p> <p>Scheduler for consulting slots at your booth in the Event Guide.</p>
<p>Increase the visibility of your activities at the festival</p>	<p>Announce activities at the booth in the event guide.            Use the activity announcements to receive contact details of visitors</p>
<p>Make customers aware of your presence</p>	<p>Free tickets to invite your customers to the trade fair.            Dashboard for evaluating your invitation campaigns.            Communication kit with customisable advertising materials.</p>

**CHF 350.00**

# **KONTAKT**

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# WIR SIND FÜR DICH DA

T +41 31 340 11 11  
muv@bernexpo.ch



**NORA KÜHNE**

Key Account Manager / Product Owner



**MARCOS LOPEZ**

Key Account & Sales Manager



**MELANIE SCHEIDEGGER**

Key Account & Sales Manager



**INKA BANNHOLZER**

Project Manager



**ESTHER ZÜRCHER**

Project Specialist



**MICHAEL BACHMEIER**

Marketing Manager



**SEVERIN PFANDER**

Technischer Projektmanager

# CONDITIONS OF PARTICIPATION

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# 1. DATES FOR YOUR PLANNING

You can find the dates for your planning at [muv.ch/planning](http://muv.ch/planning).

# 2. OPENING HOURS

(subject to change)

## Official Festival opening hours:

FRI 22 May 2026 16:30 – 21:30

SAT 23 May 2026 10:00 – 18:00

SUN 24 May 2025 10:00 – 17:00

**Access to booths for exhibitors: Friday morning from 08:00, Saturday and Sunday mornings from 09:00. In the evening, access is possible up to one hour after the festival closes.**

# 3. EVENT ORGANISER

BERNEXPO AG	Phone	+41 31 340 11 11
MUV-Festival	Email	<a href="mailto:muv@bernexpo.ch">muv@bernexpo.ch</a>
Mingerstrasse 6	Website	<a href="http://muv.ch">muv.ch</a>
Postfach		
3000 Bern 22		

# 4. SCOPE

The early bird discount will be granted in the form of the BASIC communication package / marketing fee (CHF 350). It will be applied to the down payment invoice and only granted if registration is completed by 30 November 2025.

# 5. ADMITTED EXHIBITOR

All companies and private individuals with ties to the topic area are permitted to exhibit. There is no right to participate. Applications for participation can be rejected without providing reasons.

## 5.1 APPROVED PRODUCTS

The following products and services will be approved for the Festival:

- E-bikes, bicycles and accessories
- Financing, leasing and insurance
- Media/publishing houses
- Clothing, shoes and accessories
- Sporting goods and accessories
- Training, EMS, vibration and home fitness equipment
- Therapy, prevention and rehabilitation
- Consulting services and new business
- Food & beverage and healthy nutrition

- Fitness, physiotherapy and health studios
- Tourism, holiday destinations and providers

## 6. CANCELLATION OF REGISTRATION

Where registration is cancelled prior to receiving the booth/participation confirmation, the following cancellation terms apply.

### 6.1 By the exhibitor

Item description	Price in CHF per m <sup>2</sup>
Cancellation fee <50 m <sup>2</sup>	2,000.00
Cancellation fee 50–100 m <sup>2</sup>	3,000.00
Cancellation fee >100 m <sup>2</sup>	25% of booth rental

If an exhibitor decides not to participate after receiving the booth/participation confirmation and the two-week deadline has passed, it must pay the full participation fee pursuant to the registration and any ancillary costs.

### 6.2 By a co-exhibitor

The full co-exhibitor surcharge and the incurred ancillary costs are owed in any case, including if a registered co-exhibitor cannot participate in the Festival.

## 7. EXHIBITOR TICKETS

### 7.1 Exhibitor tickets for main exhibitors

Each exhibitor receives one exhibitor ticket per 3m<sup>2</sup> of booth area (min. 2, max. 20 tickets), valid for unlimited admission to the event one hour before the start of the Festival in each case. A limited amount of additional exhibitor tickets can be ordered for a fee. The tickets must be generated by the user via our Online Service Center. Exhibitor tickets are required only during the Festival.

### 7.2 Exhibitor tickets for co-exhibitors

In addition to the complimentary tickets, guest tickets can be ordered. Guest tickets are ordered via the Online Service Center and are available in electronic form. They grant visitors free entry to the festival. After the event, the ordered guest tickets will be invoiced to the exhibitor at a price of CHF 9.00 per pass, up to a maximum of CHF 1,350.00 (cost ceiling).

### 7.3 Additional exhibitor tickets for main exhibitors and co-exhibitors

Additional exhibitor tickets can be ordered from the Online Service Center.

<b>Item description</b>	<b>Price per unit in CHF</b>
Additional exhibitor ticket	37.15

## 8. GUEST TICKETS FOR VISITORS

Exhibitors can order guest tickets to give to their customers. The guest tickets are ordered via the Online Service Center and are available as electronic tickets. These tickets grant visitors free admission to the Festival. The guest cards ordered will be charged to the exhibitor at a price of CHF 20.00 per card.

## 9. CO-EXHIBITOR FEE

Co-exhibitors in accordance with the definition in the “General Terms and Conditions of Participation”, as amended.

With payment of the co-exhibitor fee, the co-exhibitor acquires the following rights:

- Company address on the main exhibitor’s booth
- Sales activity at the main exhibitor’s booth
- Entry in the list of exhibitors
- Entitlement to guest tickets
- Entitlement to advertising materials for exhibitors

<b>Item description</b>	<b>Price in CHF</b>
Co-exhibitors	1,200

## **10. DELIVERY OF GOODS**

During the Festival: daily, one hour before the Festival starts. Delivery vehicles must leave the exhibition grounds no later than 15 minutes before the Festival begins.

## **11. CONCLUSION OF THE FESTIVAL**

It is prohibited to remove material from the booths prior to conclusion of the Festival.

## **12. MUSIC**

The playing of music at booths must be agreed with the event organiser. The playing of any kind of music, even for the purely private use of sales personnel, is prohibited unless the exhibitors have obtained legal authorisation in good time from Suisa, Postfach, 8038 Zurich, tel. +41 44 486 66 66, in advance.

## **13. FINAL PROVISIONS**

The prices listed here do not include value-added tax (unless specified otherwise). Prices are subject to change. The German version in effect at the time of registration is binding.

**ALL OFFERS AND PRICES CAN BE FOUND HERE:**





Eine Veranstaltung der  
**BERNEXPO**

**BERNEXPO AG**

MUV-Festival | Mingerstrasse 6 | Postfach | 3000 Bern 22  
T +41 31 340 11 11 | [muv@bernexpo.ch](mailto:muv@bernexpo.ch) | [muv.ch](http://muv.ch)