



BUSINESS DAY
BUDAPEST 2026

General Terms & Conditions

Signing (completing) the Application Form is acknowledgement of acceptance of the current General Terms & Conditions forming an inseparable annex to the Application Form.

1. Establishment of the Contract

1.1. Contracting Parties

In terms of the current General Terms & Conditions, Contracting Parties shall be considered, on the one hand, PR in Hungary Kft. (head office: 1132 Budapest, Victor Hugo utca 11.. company registration No.: Cg.: 01-09- 899039; hereinafter: "Organizer"), and, pertaining to the workshop (hereinafter: "Workshop") organized by the Organizer, that partner (hereinafter: "Contracting Party") completing and signing in due conformity, or in the case of a private person signing in the usual way, the application form (hereinafter: "Application Form"). The Contracting Party shall be that natural or legal person, respectively that unincorporated business association, which completes the Application Form for the Workshop, and signs it in due conformity, or in the case of a private person, signs it in the usual way. The Contracting Party shall be exclusively the addressee and obligor of invoices issued by the Organizer.

1.2. Establishment of the Contract

The Contract between the Parties shall be considered to be established (hereinafter: Establishment of the Contract) with the return to the Organizer of the printed copy of the Application Form properly signed in the usual way, respectively in due conformity by the Contracting Party, by mail or electronically. By so doing, the Contracting Party states that it acknowledges and accepts the current Terms & Conditions, which form an inseparable part of the Contract. The Application Form sent electronically shall be considered signed and despatched in due conformity when the Contracting Party supplies it with an electronic signature or sends the printed Application Form signed in the usual way, respectively in due conformity, to mice@turizmus.com. The Contract can also be established when the Contracting Party submits its application on the electronic platform that can be accessed here:

2. Taking over and changing the exhibiting place

2.1 Taking over

The exhibiting place shall only be taken over after payment in full of the participation fee, 24 hours prior to the Workshop, in agreement with the Organizer.

2.2 Changing

The place designated by the Organizer may not be exchanged arbitrarily by another Contracting Party, may not be increased in size by agreement with another Contracting Party, may not be transferred free of charge or for remuneration, and may be changed in any way only with the prior written consent of the Organizer.

3. Products, product groups, services

During the Workshop, the Contracting Party shall be entitled to present only those products, product groups and services reported in writing and approved by the Organizer and advertise its Represented Company* shown on the Application Form. The Contracting Party shall be required to report the Represented Company to the Organizer in writing, by mail or electronically to mice@turizmus.com, within 15 days of the Establishment of the Contract.

Inasmuch as the Contracting Party does not remove from the exhibiting place those products or services not appropriate for the advertised product group, respectively, advertising tools not presenting the Contracting Party, its Represented Company*, at the first demand thereto, then the Organizer shall be entitled to cancel the exhibiting place to the cost of the Contracting Party, respectively, shall be entitled to impose on the Contracting Party a one-off penalty charge of 50% of the given participation fee.

*Represented Company shall be qualified as any business entity which the Contracting Party notified to the Organizer in writing within 15 days of the Establishment of the Contract and which the Organizer approved. The Represented Company may only be modified with the approval of the

Organizer.

4. Payment conditions

4.1 Payment obligations of the Contracting Party

The Contracting Party shall pay a participation fee (corresponding to the participation option chosen) for participation in the Workshop.

The participation fees also include a meal, which is shown on the invoice as a separately mediated service.

4.2 Payment Terms

The fees under 4.1 shall be payable in accordance with the payment terms set out in the application form. Participation is conditional upon payment of the participation fee in advance. If the application is made after 01st October 2026, the Contracting Party shall pay the participation fee by 10th October 2026 at the latest.

4.3 Discounts

If other discounts are provided in the Workshop's application conditions, by the given deadline, they will be applied on the Application Form and on the advance payment invoice.

If the event takes place on an online platform, the contractual participation fee will not change.

4.4 Charges of financial institutions

The Contracting Party shall be liable to bear all charges of whatever sort imposed by financial institutions in the course of banking transactions, and it may not deduct these from the claims of the Organizer.

4.5 Value added tax (ÁFA)

All services provided by the Organizer qualify as an integrated service provision, and as such are liable for the Value added tax (ÁFA) rate determined in Act CXXVII of 2007 on General Turnover Tax.

5. Data handling

5.1 On 20th October 2026, the Organizer arranges its own event, called MICE Business Day Budapest (hereinafter: "Workshop"). Participants receive an electronic invitation to the Workshop. The Workshop is by invitation only. The Contracting Party appears at the Workshop as a participant.

5.2 The Organizer stores personal data given to the Organizer by participants of the Workshop electronically (received on the basis of confirmation of attendance at the Workshop), respectively, on a business card at the venue of the Workshop. It shall not pass on these personal data to a third party.

Service provider NAIH identification No.: 81800

5.3 Provisions of the GDPR

With the signing of the current contract the Parties expressly declare that in compliance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter: GDPR regulation), effective from 25 May 2018, they have their own data protection strategy and associated data protection regulation and information. Furthermore, with the signing of the current contract the Contracting Parties declare that they are fully aware of their liabilities and obligations defined by the GDPR regulation pertaining to data handlers, data forwarders and data processors and, in this context, both the Organizer and the Contracting Party bear individual liability for accepting responsibility in any potential official checks, in particular the occurrence of data protection incidents within their respective areas of responsibility.

5.4 Natural persons

The Contracting Party bears sole responsibility for handling the data of natural persons, these are not handled by the Organizer nor does the Organizer store them in any way.

6. Cancellation and its legal consequences

6.1 Cancellation of participation and its legal consequences

Following the Establishment of the Contract, the Contracting Party may only legitimately cancel its participation in the Workshop in writing, despatched to the Organizer in a manner that can be verified (hereinafter: "Cancellation"). Cancellation becomes effective from the moment of receipt at the Organizer of the statement of cancellation.

Cancellation is also considered that occurrence when the Contracting Party or the Contracting Party designated by it does not occupy the Workshop table at the Workshop 24 hours prior to the opening of the Workshop, and it does not indicate its late arrival in writing, confirmed by the Organizer (hereinafter: "Non-attendance"). In the case of Cancellation, the Organizer shall be entitled to rent out to any other party the Workshop table designated for the Contracting Party, for which the Organizer shall not be liable for payment of compensation on any grounds whatsoever. In the case of Cancellation, the Contracting Party shall be liable for payment of a

Penalty, as follows.

6.2 Penalty

Participation can be cancelled without penalty by 20th September 2026. A penalty of 50% of the given participation fee is payable for cancellations made by 7th October 2026, and after 7th October 2026, the penalty for cancellations is 100% of the given participation fee.

7. Complaints

The Contracting Party shall be required to submit any complaint pertaining to the organization, execution, operation etc. of the Workshop to the Organizer, in writing, until the closure of the Workshop – in the interest of the provision of proof – and any observations pertaining to invoicing to the Organizer, in writing, within 8 days following payment of the participation fee. The Organizer shall not consider any complaints arriving after the deadlines given above. Inasmuch as the Contracting Party does not dispute the invoice for the participation fee within 8 days following receipt thereof, the invoice shall be considered as accepted.

8. Intellectual property rights

By signing the Application Form, the Contracting Party declares and warrants that it has entitlement to the intellectual property rights of the product presented by it at the Workshop, or it has acquired all licences and authorizations from the holder of such for the presentation of the product. The Contracting Party undertakes to respect the intellectual property rights of third parties.

It is forbidden to present any product at the Workshop that infringes another's intellectual property rights. Inasmuch as the Contracting Party becomes aware/is made aware that it is infringing any intellectual property right, the Contracting Party undertakes to do everything possible to eliminate the infringement as soon as possible and remove the unlawful products.

The Organizer is excluded from any responsibility whatsoever for falsified products appearing at the Workshop, and at the same time it is willing to provide information on the steps necessary to enforce due process. The Contracting Party expressly acknowledges that the Organizer does not examine the legality of the use of the given intellectual property right and shall not bear any responsibility whatsoever for any possible infringement of use.

9. Vis major

The Organizer shall be entitled to change the method, date, opening times and venue of the Workshop if subject to a vis major event. Vis major events shall be considered all unforeseeable, insurmountable events, the occurrence of which cannot be attributed to the Organizer, being beyond the intention and/or process of the Organizer, for example, war, riot, civil uprising, general strike, pandemic, state of emergency, regulatory constraint, natural catastrophe, fire, flood, earthquake or other insurmountable external cause, emergency, that in a significant way obstructs, limits or makes impossible the staging of the Workshop. The Organizer shall be required to inform the Contracting Parties about the occurrence of vis major events.

10. Online Workshop

Inasmuch as it is not possible to hold the event, or only in restricted form, due to prevailing legal regulations, the Organizer shall be entitled to stage the Workshop on a separate online platform – excluding the specificities given by the electronic space – with identical content.

11. Prevailing law – Settlement of disputes

The provisions of Hungarian law shall prevail in all issues regulated in the current Contract. The Parties shall attempt to settle all disputes between themselves through peaceful

compromise. Inasmuch as this proves impossible, the Parties shall submit themselves to the courts with the appropriate jurisdiction and competence.

12. Integrity of the Contract

The terms contained in the Application Form represent an inseparable part of the current General Terms & Conditions.

Budapest, 27 March 2026.