

30th INTERNATIONAL EYE OPTICS, OPTOMETRY AND OPHTHALMOLOGY FAIR



13-15/03/2026

BRNO EXHIBITION CENTRE, HALL V

www.opta.cz

ORGANISATIONAL INSTRUCTIONS

for the assembly and dismantling periods and the course of the trade fair
(important information for exhibitors and stand contractors)

We ask exhibitors who have not ordered the construction of their stand from BVV Trade Fairs Brno to pass these instructions to their stand contractors. Organisational instructions were issued by BVV Trade Fairs Brno.

DEADLINE		CONTACT
by 20. 1. 2026	Order Catalogue/Visitor´s guide entry and advertisement	Ivana Kumrová, tel.: +420 724 261 443 ikumrova@bvvcz
by 6. 2. 2026	Order stand construction, stand equipment, incl. furniture	Lenka Volšová, tel.: +420 724 232 507, lvolsova@bvvcz
by 20. 2. 2026	Order technical connections, services, suspension wires, entry passes, car passes, parking	Zuzana Mrňová, tel.: +420 541 153 336, zmrnova@bvvcz
by 13. 2. 2026	Order accommodation	Jana Buršíková, tel.: +420 601 252 374, jbursikova@bvvcz
by 23. 2. 2026	Send the filled in request and project of the stand for approval (if you are ordering the stand construction from BVV Trade Fairs Brno, we will assure project approval for you)	projekty@bvvcz
by 23. 2. 2026	Send information on novelties, exhibits, company presentations	Denisa Vágnerová, tel.: +420 601 252 492, dvagnerova@bvvcz
by 23. 2. 2026	Order advertisement, distribution services (printed materials to the stands), Trade Fair Radio	Ivan Zahradníček, tel.: +420 724 130 651, izahradnicek@bvvcz
9. 3. 2026, 7.30 am	Assembly begins	
12. 3. 2026, 8.00 pm	Assembly ends	
13. 3. 2026, 9.00 am	OPTA begins	
15. 3. 2026, noon	OPTA ends, dismantling begins	
17. 3. 2026, 4.00 pm	Latest permissible completion of dismantling works and clearance of exhibition area	

The deadlines given for the sending of order forms must be observed!

The price of ordered services for technical supplies (electricity, water, compressed air), internet, furniture and suspension wires:

- will increase by 10% if ordered after the deadline (see schedule)
- will increase by 25% if ordered after the beginning of assembly

Prices of other services (excl. technical supplies) are in case of belated ordering subject to conditions stated in the particular order form in the Block of Order Forms iESO.

BVV



Veletrhy
Brno

PRICES FOR ENTRY PASSES, CAR PASSES, PARKING AND ADMISSION

Car pass valid March 9–17, 2026	1,500 CZK + VAT	Entry pass	350 CZK incl. VAT
One day Car pass	500 CZK + VAT	Assembly and dismantling pass	150 CZK incl. VAT
Parking in EXPOPARKING (opposite Gate 4)	1,000 CZK + VAT	OPTA Club card holders	For free
Daily parking on the premises	200 CZK incl. VAT	Catalogue/Visitor's guide	For free

CONTACTS

ORGANIZER

BVV Trade Fairs Brno, Výstaviště 405/1, 603 00 Brno, Czech Republic, tel.: +420 541 152 926, opta@bv.cz

Director of OPTA

[Michalis Busios](#)

tel.: +420 541 152 927

e-mail: mbusios@bv.cz

Back office manager

[Nella Mazúrek Bonomo](#)

tel.: +420 725 195 109

e-mail: nbonomo@bv.cz

Project manager

[Irena Klugarová](#)

tel.: +420 606 763 596

e-mail: iklugarova@bv.cz

PR and advertising manager

[Denisa Vágnerová](#)

tel.: +420 601 252 492

e-mail: dvagnerova@bv.cz

Manager of stand construction and services

[Lenka Volšová](#)

tel.: +420 724 232 507

e-mail: lvolsova@bv.cz

Manager of stand construction and services (stand packages)

[Martin Mikša](#)

tel.: +420 541 152 912

e-mail: mmiksa@bv.cz

Hall manager

[Josef Zámečník](#)

tel.: +420 602 750 278

e-mail: jzamecnik@bv.cz

Central service for exhibitors during the assembly period, the course of the trade fair and the dismantling period:

Hall V, 1st floor, office 133

[Vladimíra Bodláková](#)

tel.: +420 541 152 365

e-mail: vbodlakova@bv.cz

MAP OF THE EXHIBITION CENTRE



DEAR EXHIBITORS,

We would like to draw your attention to the most important information and rules valid during the assembly period, the course of the trade fair and the stand dismantling period. To ensure you have a smooth and trouble-free operation in all three stages we ask you to study in detail the General conditions for participation given in the Binding application for participation, which you have signed and therefore undertaken to respect.

GENERAL RULES

- **Car entry** to the exhibition centre – **Gate 4 within the opening hours.**

- **Drivers are obliged to respect the instructions of the security service.**

- **All vehicles must observe traffic signs on the exhibition grounds (most importantly the ban on parking on marked areas and in front of entrances to exhibition halls)** and leave the exhibition grounds following the end of the opening hours. **Overnight parking and parking of trailers in the exhibition grounds after the closing time is not permitted.** Any breach of this regulation will be punished by a penalty of 5,000 CZK. The entry of vehicles into exhibition halls is prohibited. The entry of lorries and vans onto the exhibition grounds during the course of the trade fairs is not permitted. The maximum speed limit on the exhibition ground is 30 km/h. **If the rules for parking and the entry of vehicles to the exhibition grounds given above are violated, the company BVV Trade Fairs Brno is entitled to tow away the vehicle in question to the reserved car park, or fit the given vehicle with a wheel clamp. In such cases, the company BVV Trade Fairs Brno is likewise entitled to demand the payment of all costs associated with the application of these measures and a contractual penalty of 5,000 CZK in addition.**

- A copy of **the list of registered items**, confirmed by the security service on entry to the exhibition grounds, must be submitted at the gate when leaving the exhibition grounds. The driver is, in the interests of protecting the property of BVV Trade Fairs Brno and other exhibitors, obliged to allow the contents of the luggage compartment of his vehicle to be inspected at the request of the security service. Any items discovered by the inspection in vehicles leaving the exhibition grounds that are labelled as the property of BVV Trade Fairs Brno that are not included on the list of items taken onto the exhibition grounds and that have not been confirmed by the security service on entry to the exhibition centre, will be confiscated. The same applies to exhibits and other materials taken out through the gates.

- **Escape routes must be kept clear.** For safety reasons assembled and dismantled material, packaging and exhibits must not block service roads between exhibition stands. Assembly work only is permitted in the exhibition halls. The production of items for assembly, surface painting, creating dust or other disturbing of exhibitors is prohibited in exhibition halls and will be subject to a penalty.

- Use color-coded containers located outside exhibition halls for **the disposal of sorted waste.** You can obtain more information on waste disposal at the front desk of the hall. For the disposal of an excessive quantity of sorted waste (glass, paper, plastics and wood), a proper container will be arranged by the hall manager at your request.

- **Social events and company presentations** on exhibition stands may be held only during the course of the trade fair within daily opening hours, i.e. on **March 13 and 14, 2026 (Fri + Sat) to 8.00 pm.**

- **Acoustical and optical means of advertising and musical productions are permitted on your own stand only under the condi-**

tion that they do not disturb neighboring stands, do not block aisles, and are not louder than 85 dB at the edge of the stand.

BVV Trade Fairs Brno may take appropriate action if these conditions are not observed, e.g. disconnect the supply of electricity to the stand following prior written notification. In such case the exhibitor has no right to the payment of any damages thereby incurred. For musical productions on exhibition stands, exhibitors are obliged not only to request the approval of BVV Trade Fairs Brno, but also that of the pertinent collective administrator of copyright (OSA, Intergram) in accordance with Law 121/2000 Coll., The Copyright Law, in its valid wording.

- **Placement of advertisements on the exhibition grounds outside your own exhibition area is not permitted.** The mass distribution of printed advertisements or their dropping over the exhibition grounds from airplanes or balloons is not permitted without the prior agreement of BVV Trade Fairs Brno. Flights with advertising banners over the exhibition grounds are also not permitted. The broadcasting of advertisements on the exhibition grounds using bluetooth or BTS cell transmitters is likewise not permitted without the prior agreement of BVV Trade Fairs Brno. **You are entitled to promote your products and services on your own exhibition stand only.** Any additional tidying and cleaning costs incurred will be charged to the exhibitor in question. The use of means of advertising such as bicycles, skateboards, roller skates, scooters, two-wheeled handcarts and other means of motion (e.g. jumping boots, stilts) on the exhibition grounds is likewise not permitted without the prior agreement of the trade fair administration. Placing company banners, distributing printed materials, advertising or other samples, posting promotional and informational materials outside of your exhibition stand on windows, walls, floors, or pillars of the halls is not permitted. **The trade fair administration is entitled to prohibit any advertising that does not comply with the above rules or to remove it at the exhibitor's expense.**

- **We recommend you to hand over the keys to areas you have locked to the porter of the exhibition hall every day.** If you do not do so, and a fire or a fault to equipment installed in the locked area is suspected, then you will pay any damages resulting from forced entry into the area in question.

- **Cleaning of stands** out of opening hours may be performed only by trade fair administration's contractual cleaning companies.

- **We recommend you to insure exhibits** (including packaging) against any possible damage or loss, or order **individual stand security** (see SERVICES). The trade fair administration will not be held liable for any such damages.

- **No entry to the Exhibition Centre** – the entry of motorcycles, bicycles, scooters, segways or with in-line skates or skateboards in the build-up and dismantling period and the course of the fair is prohibited. **No pets** at the exhibition grounds during the build-up period, the course of the trade fairs and dismantling period. **A set of Visiting rules of BVV Trade Fairs Brno applies in the course of the trade fairs.**

BUILD-UP PERIOD

9.–12. 3. 2026

WORKING HOURS



9.–11. 3. 2026
12. 3. 2026

7.30 am–10.00 pm
7.30 am–8.00 pm

Electricity is provided for assembly purposes during these times. Technical services (electricity, water, compressed air) will be provided after 6.00 pm only if ordered in advance! Technical services ordered and paid for are provided throughout the working hours for assembly on 11. and 12. 3. 2026.

Early assembly is not possible!

Assembly work must be completed by 8.00 pm on 12. 3. 2026, at the latest. At this time the electrical current, including lighting in exhibition halls, will be switched off!

ENTRY



Entry Pass (to be downloaded:

<https://ikancelar.bvv.cz>)

Free pcs depending on the size of the exhibition area, additional for a fee CZK 350/each.

Assembly and Dismantling Pass (to be downloaded:

<https://ikancelar.bvv.cz>)

2 pcs free of charge, additional for a fee CZK 150/each.

The holder of an Assembly pass is obliged to wear it in a visible place at all times when on the exhibition grounds, otherwise the trade fair administration is entitled to order the person not wearing this pass to leave the exhibition hall or the exhibition grounds.

VEHICLE ENTRY



Assembly and Dismantling Pass or a Car Pass through Gate 4 (in detail – see General rules).

PARKING



Parking on the exhibition grounds is possible only on the designated car parks. Parking outside these areas will be subject to a penalty. Overnight parking of vehicles on the exhibition grounds is not permitted.

CONSTRUCTION OF EXHIBITION STANDS



(ends at 8.00 pm on 12. 3. 2026)

The Stand Construction and Services Department of BVV Trade Fairs Brno is the official partner for the stand construction: Lenka Volšová,

tel.: +420 724 232 507, lvolsova@bvv.cz.

Stand Construction and Services Department of BVV Trade Fairs Brno offers complete stand construction services, including:

- projects processing including price calculations
- creative preparation during the planning and design of exhibition stands, including graphic designs and electrical plans
- complete project implementation
- stands made from the systems OCTANORM, MAXIMA, DOPPELFORM and custom-built stands

If the construction of your exhibition stand is not being performed by BVV Trade Fairs Brno, it is necessary:

- to send the filled in **request for stand approval**. A confirmed request for stand approval is essential to the exhibitor or the stand contractor taking over the exhibition area. You can find a form at <https://ikancelar.bvv.cz> (iESO).
- to submit a **technical plan of the stand** (and a static calculation in the case of suspension) **for approval** to BVV Trade Fairs Brno within the stipulated deadline (see SCHEDULE) – projekty@bvv.cz;
- to take over your exhibition area from the hall manager (see CONTACTS) and to return it in its original condition after the end of the dismantling period.
- observe all the provisions of the General conditions for participation for the trade fair and the Technical Safety Regulations (<https://ikancelar.bvv.cz>, iESO).

Following documents are required to take over your exhibition area:

- an approved plan of the stand
- proof of payment of the space rental (on request)
- proof of payment (on request) of services ordered from BVV Trade Fairs Brno – these services will not be provided unless they have been paid for by the time the trade fair begins

Should the General conditions for participation and Technical Safety Regulations including fire regulations be broken, water and electrical connections for stand will be disconnected, respectively the trade fair administration might build a partition to prevent entry to the stand.

In case of construction without permit for build-up there will be charged a fine up to CZK 50,000 according to the level of the breach of approval obligation and the level of threat to the vicinity.

Exhibition stands of more than one storey must also fulfil special fire prevention conditions. Such stands must be submitted for the approval to fire specialist: Josef Polách, jpolach@bvv.cz.

During the approval of exhibition stands exhibitors are obliged to allow the members of the approval committee to inspect their stands.

FORWARDING AND LOGISTIC SERVICES

The companies **Kühne + Nagel** and **IMMIX** are the contractual forwarding agents of BVV Trade Fairs Brno for this trade fair. Exhibitors contact these companies directly (not through BVV Trade Fairs Brno). For contacts see SERVICES.

You may not use your own mechanical equipment for unloading or loading or for assembly and dismantling work! Transport and handling services must be ordered in advance.

Manual handling carts are also available for transporting your stationery, promotional materials and small goods. **These carts are lent out against a deposit of 1,000 CZK/2 hours.** You can find these carts at the signposted places in the exhibition hall. These handling carts may be borrowed one day before the trade fair begins and on the opening day of the trade fair from 7.30 am to 11.00 am. On the final day of the fair they are borrowed only after the official end.

The removal and storage of empty packaging and its subsequent return should be ordered from the forwarding companies given above. Empty packaging, marked in accordance with forwarding company instructions, will be stored in the packaging storage hall. Its return will commence an hour after the official closing of the trade fair. The storage of assembly tools, construction elements, and parts of exhibits in the storage hall can be ordered through the forwarding companies. Unmarked packaging and used material will be taken to a dump for disposal after 8.00 pm on the final day of the assembly period. Unmarked exhibits left outside the leased exhibition area will be taken to the storage hall, and sold or disposed of after a period of 15 days has elapsed. Any costs incurred will be charged to the exhibitor. The storage of packaging and installation material behind exhibition stands is prohibited.

All consignments must be labelled with the name of the exhibitor, its location on the exhibition centre and the name of the trade fair to which they are being sent. **The recipient** of such consignments **is not BVV Trade Fairs Brno**, which will not be held responsible for any consequences resulting from the incorrect addressing of consignments or the violation of regulations relating to the importing of goods.

COURSE OF THE TRADE FAIR 13.–15. 3. 2026

OPENING HOURS



For exhibitors

13. 3. 2026	7.30 am–8.00 pm
14. 3. 2026	8.00 am–8.00 pm
15. 3. 2026	8.00 am–noon

For visitors

13. 3. 2026	9.00 am–7.00 pm
14. 3. 2026	9.00 am–7.00 pm
15. 3. 2026	9.00 am–noon

ENTRY



Using an **Entry Pass** (to be downloaded <https://ikancelar.bvv.cz>). Additional passes may be ordered in advance or purchased from the Service for exhibitors.

MOVING AROUND THE EXHIBITION GROUNDS

The use of bicycles, skateboards, roller skates, scooters, two-wheeled handcarts and other means of motion is not permitted on the exhibition grounds without the prior consent of the trade fair administration.

ENTRY OF VEHICLES



Only cars and vans up to 3.5 t (including load) without a trailer may enter the exhibition grounds **through Gate 4:**

- using a **Car Pass** purchased in advance (1,500 CZK + VAT) or **one day Car pass** (CZK 500 + VAT). For the final day of the trade fair it is not possible to transfer Car passes onto another vehicle.

The licence plate number must be stated for a Car pass to be issued!

- after paying a **deposit of CZK 1,000** for the maximum period of 1 hour:

from 8.00 am (on 13. 3. 2026 from 7.30 am), to 9.00 am, last exit at 10.00 am, from 7.00 pm to 8.00 pm, last exit at 9.00 pm.

The deposit does not apply to Car pass holders. If the time limit is exceeded, the deposit is forfeited.

PARKING



- **on the exhibition grounds** is possible only on the designated car parks.

- **outside the exhibition grounds in EXPOPAR-KING building** (open non-stop) opposite Gate 4.

DISMANTLING PERIOD

15.–17. 3. 2026

WORKING HOURS



15. 3. 2026	noon–10.00 pm
16. 3. 2026	7.30 am–6.00 pm
17. 3. 2026	7.30 am–4.00 pm

Dismantling begins immediately following the closing of the gates of exhibition centre to visitors, i.e. on 15. 3. 2026 at noon. The supply of electricity, water and compressed air to exhibition stands will be disconnected on 15. 3. 2026 at 1.00 pm. Aisles between exhibition stands must remain clear throughout the entire dismantling period.

It is necessary to clear and return the exhibition space to the hall manager by 17. 3. 2026 at 4.00 pm at the latest.

ENTRY



Using an **Entry Pass** or an **Assembly and Dismantling Pass**.

VEHICLE ENTRY



Using an **Assembly and Dismantling Pass** or a **Car Pass through Gate 4** during the working hours.

On the last day of the event 15. 3. 2026 cars and lorries may enter the exhibition grounds **at noon** at the earliest.

Drivers are obliged to respect the orders of the guard service and to stop their vehicle on the car park if requested to do so. (in detail – see General rules).

DISMANTLING WORKS, REMOVAL OF EXHIBITION STANDS AND EXHIBITS

(ends at 4.00 pm on 17. 3. 2026). By the end of the dismantling period exhibitors and companies contracted by them are obliged to:

- complete dismantling work and the removal of exhibition items and exhibits (any costs incurred by BVV Trade Fairs Brno in connection with the storage or handling of exhibits that are not removed will be invoiced to the exhibitor in question; the same applies to borrowed and not returned items such as kitchenettes etc.)
- return the exhibition area to the hall manager (see CONTACTS) following the completion of dismantling.

Earlier dismantling works are not permitted.

Any material left on exhibition areas will be treated as waste and physically disposed of by the trade fair administration following the end of the dismantling period. BVV Trade Fairs Brno will not be held responsible for any damages incurred.

EMERGENCY CALLS during the course of the trade fair

EMERGENCY MEDICAL SERVICE



Ponávka 6, Brno, +420 545 538 538.

DENTAL EMERGENCY

Hospital "U Svaté Anny", entry from Hybešova 41, Brno, + 420 543 181 111.

POLICE STATION



Rybářská 17, tel.: +420 974 626 481 (also handles lost property).

FIRE BRIGADE



Located in the exhibition centre, tel.: +420 541 152 200.

EMERGENCY



In the case of an accident or other emergency in the exhibition area, contact the area security immediately: tel.: +420 541 153 383.

BREAKDOWNS – ACCIDENTS



Maintenance and service of exhibition stands: tel.: +420 541 156 666, +420 702 246 666
trade fair administration emergency service: tel.: +420 541 158 888

SERVICE FOR EXHIBITORS

CENTRAL SERVICE FOR EXHIBITORS

Accepts orders for furniture, equipment, electrical and water connections, compressed air, technical gases, cleaning, individual stand security, additional sale of entry passes, parking and car passes.

Ordered parking passes in Expoparking, that could not be sent by post, await collection in the Central service for exhibitors in the hall V.

Hall managers provide services associated with the operation of exhibition halls and areas. They permit the commencement of assembly work on exhibition areas and take over vacated exhibition areas from exhibitors or assembly companies following the end of the trade fairs. They manage and coordinate the construction of stands, the delivery of exhibition equipment and the installation of connections.

INFORMATION CENTRES

INFO stand in the hall V is open on the last day of the assembly period and throughout the course of the trade fair (information about exhibitors and exhibits, supporting programme, general information).

SERVICES

ACCOMMODATION

Jana Buršíková, Administration bldg./office 901, tel.: +420 601 252 374, jbursikova@bvv.cz

ADVERTISING

Ivan Zahradníček, hall A3/office 223, tel.: +420 724 130 651, izahradnicek@bvv.cz

Provides all advertising services, not only within the exhibition grounds. Arranges the rental of advertising media and spaces and other advertising activities, including the rental of inflatables, individual advertising, distribution of printed materials to exhibitors' stands and permits for the distribution of promotional materials to visitors.

ATMs, PAYMENT TERMINALS

Payment terminals accepting payment cards are open every day, including Sat +Sun, at Central service for exhibitors in the hall V.

Location of ATMs on the exhibition grounds

ČSOB – exterior side of the hall E

EURONET – exterior side of the hall F (opposite the hall Z)

CATALOGUE/VISITOR'S GUIDE

For exhibitors are ready for collection at the information stand in the hall V.

CATERING SERVICES

Catering services, delivery of food, drinks and ready meals to the exhibitors' stands are provided by:

R CATERING s. r. o.

Bedřich Crha, tel.: +420 725 741 082, catering@rcatering.cz
Restaurant in the hall V: is opened 13. and 14. 3. 2026,
10 am – 7 pm.

Exhibitors can buy meal vouchers which can be used in the restaurant in the hall V. Meal vouchers will be in values according to the agreement with the exhibitor or the purchase made. The number of meal vouchers is unlimited. Refreshments can also be paid for in cash, by credit card or with meal vouchers.

FORWARDING AND LOGISTIC SERVICES

KÜHNE + NAGEL spol. s r.o.

terminal by Gate 7
Výstaviště 405/1, CZ – 603 00 Brno
Ludmila Fironová
tel.: + 420 724 304 333
exposervice.brno@kuehne-nagel.com
www.kuehne-nagel.com

IMMIX s. r. o.

terminal by Gate 7
Výstaviště 405/1, CZ – 603 00 Brno
Monika Pekaříková
tel.: + 420 722 122 186
pekarikova@immix.cz, brno@immix.cz
www.immix.cz

They offer a complex service:

handling equipment, forklifts, cranes, palletize cars, lifting platforms, handling operators, consignments storage (before, during and after exhibition), empties storage (incl. pick-up and redelivering to the stand), storage in the warehouse or on the open area, custom clearance, arranging customs formalities, ATA carnets, transportation of exhibits within Czech Republic and abroad: by air, by sea, by land, oversize transportation, other services up to customer specific requests.

INDIVIDUAL STAND SECURITY

Use Order form iESO for ordering the service.

INSURANCE

RENOMIA a. s.

Jiří Jílek, tel.: +420 603 217 463, jiri.jilek@renomia.cz,
Renomia a. s. insures exhibits, liability arising from exhibition stand operation, transportation, insurance of costs should the exhibition be cancelled, insurance of exhibition stands and equipment (goods designed for sale, stock, promotional materials, the personal effects of members of staff), liquidation of insurance claims.

PRESS CENTRE

Hall V, stand within the exhibition hall

- accreditation and services for journalists: tel. +420 541 152 549
- PR and Advertising manager – Denisa Vágnerová, tel.: +420 601 252 492

PROTOCOL DEPT.

next to the Administration building: tel.: +420 541 152 940

RADIO "TRADE FAIR"

Manor House bldg. (Zámeček)

tel.: +420 541 152 061 (only during the course of the trade fair)
tel.: +420 541 152 216 (spots or commercial announcements)
www.bvv.cz/onlineradio

WIFI

A wireless network for mobile internet access is available in the halls. In the basic speed it is possible to connect in the halls for free. This service operates as a standard WiFi – 802.11ac. You can purchase WiFi coupons (for basic speed 10 Mbit) with password and login for a one-day connection (250 CZK incl. VAT) or for the whole course of the trade fair (500 CZK incl. VAT) at information stands in halls.

The connection speed and quality are dependent on the number of users logged-on. For which reason constant data transmission cannot be entirely guaranteed. In view of your request relating to guaranteed connection speed, we recommend you to use our fixed Internet connection service, which you can order using the Order Block iESO.

Contact: Josef Dosoudil, tel.: +420 541 152 810, jdosoudil@bvv.cz.

Exhibitors are not entitled to install their own Wi-Fi networks – this includes networks using their own Wi-Fi router installed on a landline connection set up by the trade fair administration and shared connections from mobile devices. Should the trade fair administration discover any violation of the above prohibition, it will demand that the exhibitor in question halts operation of the Wi-Fi network in question. The exhibitor will be obliged to terminate the use of the given device immediately (within 30 minutes at the latest of receiving the given demand). The trade fair administration is entitled to demand a contractual penalty to the amount of 10,000 CZK following the expiry of this period.