

**PUBLIC RELATIONS EVENT DURING THE MONACO YACHT SHOW (MYS) & USE OF THE MONACO YACHT SHOW BRAND**

**Important guidelines for organizing public relations events during the Monaco Yacht Show (MYS).**

**This document is specifically addressed to companies not exhibiting at the MYS but interested in hosting events in connection with the show.**

Please review the following information carefully to ensure that your event complies with our policies and regulations.

**ORGANISING AN EVENT DURING THE MYS**

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*Event Monitoring: The MYS Organizing Committee will monitor events throughout the duration of the show and reserves the right to refuse participation by non-exhibiting companies.*

**Events within the MYS:**

Any event organized in partnership or association with one of our exhibitors or sponsors is subject to validation by the MYS. Please ask the respective company to contact the sales representative coordinating their participation.

*FYI - Rules for Our Exhibitors or Sponsors:*

*Partner Declaration: Any event organized in partnership or association with a non-exhibiting company requires validation by the MYS. Contact the sales representative coordinating your participation.*

*Partnership with a Non-Exhibiting Company: A participation fee for a non-exhibiting brand is €1,955 excluding VAT (to be paid by the exhibiting company before the event date).*

*Penalties: In case of non-declaration, a penalty of €2,580 excluding VAT will be applied.*

*Fee Increase: If an exhibiting company has not declared its partnership with a non-exhibiting company, an increased participation fee will be applied.*

**Events Outside the MYS:**

Please contact the hosting establishment of your event (hotel, restaurant, etc.) to inquire about their organizational conditions.

**USE OF THE MONACO YACHT SHOW BRAND:**

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Any project aiming to exploit the MYS protected brand must be submitted for prior review by our company. As we currently have no commercial relationship with your company, ensure that there is no mention of or prize dedicated to the Monaco Yacht Show on your website or in any communication and correspondence with your event guests.

**USE OF THE MONACO YACHT SHOW IMAGES:**

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The Monaco Yacht Show images are strictly and exclusively for media professionals and journalists to illustrate their coverage of the event. Commercial use and any modification of images are strictly prohibited.

**USE OF THE MYS LOGO:**

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It is strictly forbidden to associate the Monaco Yacht Show logo with logos of a brand not exhibiting neither partnering with the MYS.

The MYS logo cannot be use in any communication campaigns, across all channels, by a company not exhibiting neither partnering with the MYS

Any commercial use of the Monaco Yacht Show logo, such as integration on products or promotional items, is strictly prohibited.