

## **POLICY OF THE HARLEY-DAVIDSON 120TH ANNIVERSARY FESTIVAL**

**Dear Visitor,**

The present policy of the "Harley-Davidson 120th Anniversary Festival" (hereinafter: Event) organized by Sportmarketing Agency Ltd (hereinafter: Organizers) contains binding rules of entry and conduct rules for the Event. The rights and obligations arising from the legal relationship between the Organizers and the persons entering the Event (hereinafter: Visitor) are contained in the General Terms and Conditions of the Organizers (hereinafter: GTC).

**Venue of the Event:** Puskás Aréna Park, BOK Hall

**Duration of the Event:** June 22-25, 2023. (Thursday-Sunday)

### **Opening hours of the Event:**

22.06.2023, Thursday 10:00 - 24:00

23.06.2023, Friday 10:00 - 24:00

24.06.2023, Saturday 10:00 - 24:00

25.06.2023, Sunday 10:00 - 23:00

### **I. ADMISSION TO THE EVENT**

1) Admission to the Event is only possible with a valid ticket, during the period and under the conditions stated on the ticket.

2) We would like to draw the attention of our Visitors to the fact that the organizers of the Harley-Davidson 120th Anniversary Festival fully comply with the regulations applicable at all times for events.

3) Admission to the Event is carried out in accordance with the legal regulations, so it is the responsibility of each ticket buyer to comply with these laws when entering and participating in the Event.

4) If one of these conditions is not met, the ticket buyer may not enter the Event area.

5) Tickets purchased in advance will be exchanged for a control wristband by the Organizer upon entry. The Visitor must wear this wristband at all times during its validity. This is constantly checked by the Organizers upon exiting and entering the Event area. If the wristband is invalid, the visitor must leave the Event area.

6) A minor/persons incapable of acting/restricted person (hereinafter: children) may enter the Event area only when accompanied by an adult/capable person (hereinafter: accompanying person). Children under 12 years of age do not need an entry ticket to the Event, but they can enter and exit the Event only when accompanied by an adult. For participants under the age of 12, the Organizers provide a special white wristband, which the children must wear during the entire stay inside. The parent's or the accompanying person's phone number must be written on this wristband before entering.

7) The wristband is not transferable. Primarily, the wristband worn on the hand is considered valid, but in justified cases it can also be worn on other limbs where it cannot be removed without damage. Damaged – pasted over, cut, broken, larger than the palm of your hand, manipulated in any other way, etc. – wristband is invalid. Damaged or lost wristbands will not be replaced or exchanged by the Organizers.

8) In addition to what was written above, the Organizers have the right to deny entry to persons who are in a condition that endangers the civilized conduct of the Event, as well as the safety of Visitors and/or their property.

9) The Organizers will initiate proceedings against ticket forgers and those involved in forgery. The Organizers have the right to take away and collect the damaged or tampered wristband. The Organizers will not replace the tampered wristband and are not liable for any compensation in such cases.

10) In order to ensure the safe conduct of the Event, the Organizers reserve the right to limit the objects and devices that can be brought into the Event area. Thus, it is especially forbidden to bring drugs, pyrotechnic objects, glass, objects or devices containing explosive, poisonous or flammable substances, as well as firearms, knives with a cutting edge longer than 8 centimeters, butterfly knives, switchblade

knives, gas spray, lead sticks, vipers, metal chains longer than 50 centimeters, throwing stars, slingshots, and other devices particularly dangerous to public safety in the current legislation - currently in Act no. 175/2003 (X. 28.) - to bring in specified items that are particularly dangerous to public safety. Visitors may not enter the Event area with restricted items. Prohibited items will be taken away by the security service, and they are not obliged to take care of their preservation.

11) The tools necessary to implement the production at the Event are an exception, if the performer has the Organizer's prior written permission.

12) It is forbidden to bring any alcoholic beverages into the Event area.

13) Apart from legally defined assistance dogs, blind guide dogs and police dogs, domestic animals and pets may not be brought into the Event area.

14) The Organizers recommend that, in order to avoid possible inconveniences, assistance dogs - which are referred to in the 27/2009 (XII. 3.) SZMM decree provides - in case of importation, the Visitor must comply with the following conditions. In the case of guide dogs and therapy dogs helping people with disabilities, the use of a muzzle is not mandatory, but is recommended. If the Visitor considers that the assistance dog reacts to excessive audio-visual stimuli differently from training, or is overly sensitive, then during the Event, put a muzzle or possibly a dog head collar on the assistance dog. Bringing the assistance dog to the Event is the responsibility of the Visitor.

15) If the assistance dog behaves differently from the behavior learned during training, it may be banned from the Event area.

16) Visitors can only enter the Event area on foot or by motorbike. The entry of vehicles of participants is possible only with prior permission.

17) Those participating in the Event are aware that this is a loud Event, on the one hand because of the motorbikes, and on the other hand because of the bands.

## **II. TICKET PURCHASE**

1) After exchanging the ticket for a wristband, the wristband embodies the rights and obligations granted by the ticket.

2) The online ticket purchase methods are carried out through the Eventim ticket office's own online sales interface, or with the involvement of a specialized Contractual partner, through a secure online payment interface provided by a financial institution. It is not possible to make a reservation in these systems, however, the Eventim ticket office can make an exception to this within a certain range.

3) After entering the necessary data, accepting these Terms and Conditions and the successful bank transaction, the Eventim ticket office or its Contractual partner will send a link via email to the email address provided by the Ticket Buyer, by clicking which the Ticket Buyer can download the Ticket(s) to which he is entitled.

4) If the Ticket Buyer has not received the Ticket(s) due to technical reasons, the Eventim ticket office will send it/them to the provided email address again and free of charge, in case the Ticket Buyer indicates this. Considering that after the purchase the email is sent by the Eventim ticket office, the ticket purchase is considered completed and the Ticket received, it is the sole responsibility of the Ticket Buyer to notify the Eventim ticket office immediately if the Ticket has not been received.

5) A confirmation (voucher and/or other electronic solution for unique identification [e.g. QR code]) is generated for each ticket purchased, the Ticket Purchaser will therefore find one or more links per purchase on the Ticket Portal to download, depending on the number of purchased Ticket(s). Each link leads to a different certificate (voucher and/or other electronic solution suitable for unique identification), therefore all certificates must be presented in the case of purchasing multiple Tickets. The Eventim ticket office will issue a wristband at the venue of the Event in exchange for a certificate (voucher or other electronic solution suitable for unique identification).

6) Entering the Event the Ticket Buyer is responsible for keeping the certificate (voucher or other electronic solution suitable for unique identification) and presenting it in the appropriate form according to the information received at the time of purchase.

7) At the location of the Event the Organizer or the Ticket office will issue the wristband to the person who first presents the code in the certificate (voucher or other electronic solution suitable for unique identification). The Eventim ticket office will not issue a wristband or a new Ticket in case of possible misuse of the certificate (for example previously unauthorized entry with the code). In view of this, it is the exclusive obligation and responsibility of the ticket buyer or the ticket holder to carefully guard the certificate (the voucher or other electronic solution suitable for unique identification) in such a way that unauthorized persons do not have access to it. The Eventim ticket office and the Organizer assume no responsibility for possible abuses.

8) In relation to the detailed conditions for online ticket purchases, the Eventim ticket office or its collaborators provide detailed information on the online ticket purchase interfaces and contacts, especially regarding the following topics: payment and fulfillment methods, invoicing, data management.

9) The ticket purchase can be canceled at any time before payment without any consequences. After the payment, the customer does not have the right to cancel the use of the ticket sales service in accordance with Article 29 § 1 letter l) of Government Regulation No. 45/2014 (II.26). The Eventim ticket office excludes the exchange, replacement, redemption of Tickets, or reimbursement of their purchase value in any other way, excluding special cases that can be determined individually by the Eventim ticket office, as well as the exchange of Tickets for VIP Tickets or Rally Pack tickets with an appropriate simultaneous payment.

### **III. Rules of conduct**

1) In the area of the Event, the Visitor is obliged to behave in accordance with the relevant legal regulations, the General Terms and Conditions and the rules of procedure.

2) The Visitor is obliged to refrain from any expression, communication or action that may endanger or violate the personal rights, life, health, property or physical integrity of others.

3) Furthermore, it is forbidden to scribble on the walls, outdoor furniture, furnishings, statues and other surfaces, or to damage or pollute them in any way!

4) The Visitor has an increased duty to protect the exhibitors' valuables in the area of the Event and is obliged to refrain from stealing or damaging them. If the Visitor violates the laws in force or the Policy in the area of the Event, the Organizer is obliged to act in accordance with the legal regulations and to initiate proceedings with the authorities.

5) The visitor acknowledges that the law enforcement agencies (police, fire department, civil protection, military) are present at the venue of the event, where they perform policing and control tasks. Hungarian Tax Authority (NAV), the Hungarian Food Safety Authority (NÉBIH) and the Hungarian Health Authority (ÁNTSZ) are also present in the area, and they also check the conduct of the Event in cooperation with the Organizers.

6) The Visitor acknowledges that the Organizers and the Security Service may make audio and video recordings of the Event. A surveillance system is also in operation in the area of the Event, the recordings are stored in accordance with the applicable legislation.

7) The Visitor also acknowledges that the Organizers and Contractual partners, contributors, and press colleagues who receive permission from the Organizers (according to the provisions of the separate contract applicable to them), other Visitors, and other third parties may make audio and video recordings. Accordingly, by participating in the Events, the Visitor expressly consents to the recording and communication of his/her face, appearance, and expressions, with the fact that he/she can only be named with his/her express consent.

8) If the Visitor is a public figure, he/she can be named without his/her consent.

9) The Organizer acquires unlimited, transferable and exclusive right of use for the Visitor in terms of space, time and method of use for the displays according to the above.

10) The Organizers and persons authorised by the Organizers will be entitled to use (in particular for the promotion of the Events), reproduce, publish, adapt, transmit to the public and distribute the visualisation in relation to the Visitor without any limitation and without any obligation to provide any consideration to the Visitor.

11). The Visitor acknowledges and expressly consents to the Organizers recording the Event and the Programs and Performances and reproducing the recordings and reproducing them on visual media or otherwise transmitting them to the public, again and again reproducing them or otherwise transmitting them to the public, including when the Event or the Programs are made available to the public via cable or any other means or media (e.g., Facebook, Instagram, TikTok, YouTube) in such a way that members of the public may individually choose where and when to access them.

12) In connection with the display according to the above, the Visitor is not entitled to make any claims or demands against the Organizers.

13) The Visitor has the right to make sound and image recordings at the Events, provided that this can only be done with an image and sound recorder integrated into a telecommunications device used for personal purposes (e.g. mobile phone, tablet) or with non-professional photography equipment, and he/she may not sell the image and sound recordings made by him/her, and may not use it for consideration, or name the Visitors listed on them without their consent, and may not violate their privacy rights. The Organizer expressly excludes its responsibility in the Event that other Visitors violate the above.

14) The Visitor may not sell or use for commercial purposes, whether for a fee or free of charge, the images and sound recordings made by him/her. He/she may not name the Visitors on the recordings without their consent or violate their personal rights.

15) In the absence of the prior written permission of the Organizers, it is prohibited to carry out any kind of economic, commercial or advertising activity in the area of the Event.

16) In commercial and catering units on the territory of the Event it is prohibited to serve alcoholic beverages to persons under the age of eighteen and intoxicated persons. According to the laws in force, the consumption, carrying and distribution of substances classified as narcotic drugs are prohibited in the Event area and are punishable by law.

17) Smoking is permitted at the Event only in the designated area. The Organizers ask the Visitors to use the trash cans to place their trash, and not to throw cigarette butts or lit cigarettes into them.

18) For the safety of the Visitors, it is forbidden to set fires in the Event area.

19) Since the purpose of the Event is to provide cultured and undisturbed entertainment for the Visitors, any demonstration unrelated to the events organized by the Organizers is prohibited at the Event, regardless of the number of participants. The Organizers are entitled to end the demonstration that is not specifically authorized without giving reasons, and the Organizers also reserve the right to end the demonstration that they have authorized according to the above without giving reasons. In the event that the Organizers declare a specific demonstration finished, the participants are obliged to stop it immediately. The Organizers may ban the participants of any demonstration held illegally at the Event, and at the same time their wristbands entitling them to entry will be taken away and destroyed.

20) In the Event area, the Organizers' employees with appropriate qualifications and licenses (security guards) ensure that the rules of conduct and safety are enforced.

21) By participating in the Event, the Visitor expressly undertakes to cooperate with these contributors within the legal framework and to follow their instructions in case of emergency.

22) If the Visitor wishes to file a complaint against the actions of these persons, he/she may contact the Customer Service - if possible, indicating the identification number of the person in question.

#### **IV. Other provisions**

1) The Organizers are responsible only for intentional breach of contract that harms human life, bodily integrity or health that can be attributed to them in the area of the Event, and in addition to the rights the Visitor is entitled to by law. The Organizers expressly exclude their responsibility in connection with any other damages.

2) The Organizers operate a safe deposit box at the Event. The Organizers are solely responsible for the safekeeping of valuables and luggage, they exclude the safekeeping of securities and cash.

3) The Event opens at 10:00 a.m. and closes at midnight. Tickets purchased for the Event but not used will not be refunded by the Organizers.

4) The Organizers will hold the Event even in bad weather. In the event of a force majeure event defined in the General Terms and Conditions, the Event or a certain part of the Event may be canceled or suspended based on the applicable laws, a decision or action of a competent and authorized authority or by a notice of the Organizers. Due to the open-air nature of the Event, it may happen that, in the event of certain weather conditions, based on the decision of the Organizers, the programs of the period affected by the weather situation will be canceled or the services will not be available at all or only partially accessible. In such a case, the Organizers will reorganize the program as far as possible, but it cannot be guaranteed that all relevant program elements will be retained. Refunds are only possible in the cases specified in the General Terms and Conditions, i.e. if the Event cannot be held or is canceled, or no program or service is available on one or more days of the Event.

5) The Organizers reserve the right to change the program.

6) The Visitor, who stays in the Event area with or without a wristband that does not entitle him/her to stay, acknowledges and accepts that he/she must pay the price of the wristband that entitles him to stay (or the corresponding difference) at the same time as he/she is held liable. Otherwise, due to extraordinary termination by the Organizers, he/she will lose his/her right to stay at the Event, and he/she will not be able to make any claims or demands against the Organizers in this regard, and he/she must leave the Event immediately.

7) Comments, complaints or suggestions regarding the hospitality, the employees, or anything else can be addressed to the staff at the information desk indicated in the registration form.

8) Lost and found objects can also be handed in at the information desk, lost objects can also be inquired here.

9) By entering the area, the Visitor declares that he/she has read this Policy and is obliged to follow it. By entering the area, the accompanying person declares that he/she acknowledges that he/she is also obliged to ensure compliance with the Policy for the accompanying person.

Please take care of yourselves and each other! Have fun!

March 31, 2023

Sportmarketing Agency Ltd.