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## [IP considerations for trade fair organisers](#)

Tackling intellectual property (IP) issues in trade fairs and exhibitions is not only a crucial element for exhibitors. It is also highly important for organisers as the risk of IP infringement in a trade fair/exhibition may affect the credibility of the trade show and might discourage companies from participating in these events. Being aware of this, many organisers are now taking initiatives to ease the fight against IP infringements.

This fact sheet offers some possible measures that can be taken by the trade fair organisers to prevent the infringement of IP rights during trade fairs, and introduces real examples from a number of trade fair organisers and associations.

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