

TRADE FAIR CRITERIA

02. - 04. August 2026

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DIE MESSE FÜR MODE, SCHUHE & ACCESSOIRES

Setup Times

Friday, Juli 31, 2026: 8:00 am – 4:00 pm

Saturday, August 1, 2026: 8:00 am – 6:00 pm

It is advisable to bring goods to your exhibition space only from this time onwards!

Please note that on Saturday, Juli 31, 2026, all stand construction work must be completed without exception by 6:00 pm, as the organizer will then carry out the final preparations of the general areas (laying of aisle carpets, decoration, etc.). Special arrangements regarding setup times are possible in individual cases but must be clarified with the organizer before the fair! Any additional personnel costs and rental fees will be charged according to the effort involved.

All exhibitors must without exception and at the latest begin setting up their stand on Saturday, August 1, 2026, by 4:00 pm and report to the trade fair information desk. If a reserved stand space is not occupied by the exhibitor by this time, the organizer reserves the right to dispose of this space. Any additional costs incurred will be charged to the absent exhibitor.

Dismantling Times

Tuesday, August 4, 2026: 4:00 pm – 8:00 pm

We kindly ask you to remove your exhibits after the event. It is recommended to supervise your stand during dismantling as long as valuable items are still present. An early departure, i.e., before 4:00 pm, will result in a contractual penalty of EUR 1,000. Please refer to our General Terms and Conditions for more information.

Official Fair Opening Hours

Sunday, August 2, 2026: 9:00 am – 6:00 pm

Monday, August 3, 2026: 9:00 am – 6:00 pm

Tuesday, August 4, 2026: 9:00 am – 4:00 pm

During these hours, the stand must be occupied.

Exhibitor Entry Times During the Event

Exhibitors can enter the exhibition halls daily from 8:00 am onwards, during which time they can restock their exhibition products. In general, exhibitors are allowed to stay in the halls for up to one hour after the official closing time.

Parking

Parking spaces are available free of charge on our exhibition grounds behind the halls. IMPORTANT: Access to the premises is only permitted upon presentation of your parking permit! You can obtain this permit at the information desk at the Events & Exhibitions Center or from the porter.

Underground Parking

If desired, you can also park in the on-site underground car park. Fees are to be paid at the ticket machine according to the parking duration. Should you require a reserved parking space, we are pleased to offer this service for a reservation fee of € 10.00 net per space. The location of your reserved parking space will be provided upon arrival at the Events & Exhibitions Center information desk or by the porter.

Postal Deliveries to the Fair

The organizer will only accept postal deliveries for exhibitors during the official setup, event, and dismantling times. The acceptance of shipments is at the sender's own risk, and the organizer assumes no liability! If you expect postal deliveries directly at the fair, please inform the information desk at the Events & Exhibitions Center.

General Guidelines

1. Stand Construction & Equipment

- 1.1 Any modification of the assigned space is not permitted. Changes to the external wall surfaces are also prohibited unless agreed upon with the organizer in advance.
- 1.2 The standard construction height is 2.00 m, extendable to 2.50 m with our in-house system. If this height is exceeded with superstructures, signage, or decoration, prior notification to the organizer is required, and written approval must be obtained.
- 1.3 General Stand Equipment:
Up to 30 m²: 1 table, 4 chairs, clothes rails and/or shelves.
From 31 m²: 2 tables, 8 chairs, clothes rails and/or shelves.
1 power connection, 230 volts.

1.4 The maximum construction height for external stand structures, subject to agreement with the organizer, is:

- boxx b: 3.2 m
- boxx b1: 2.45 m, up to 5 m in the middle area.
- boxx b2/Gallery: 2.45 m
- boxx c: 3.4 m
- boxx d: 3.4 m, 5 m in the middle area (DOM)

Flooring:

Industrial parquet flooring: boxx b1, boxx b2/Gallery

Coated concrete floor: boxx b, boxx c, boxx d

1.5 Fire extinguishing equipment, emergency exits, and aisles must be kept clear! Self-adhesive carpets are strictly prohibited as they may damage the hall floor (especially parquet flooring in boxx b, b1, b2) and leave adhesive residues that are difficult to remove. No objects, signs (except those provided by the organizer), or advertising boards may protrude into the visitor aisles.

Decoration materials and fabrics must comply with fire protection classes B-s1, d0 and C-s1, d0 (flame retardant, low smoke emission, non-dripping). The use of flame-retardant sprays is prohibited. Please refer to our General Terms and Conditions.

1.6 Drilling or screwing into walls, ceilings, and floors is strictly prohibited! If structural reasons require drilling into the ceiling or wall, the exhibitor must inform the organizer in advance and restore the original condition after the event. Any adhesive residues must be fully removed. Non-compliance will result in cleaning or repair costs being charged.

1.7 **Modifications to Stand Equipment:**

Self-modifications to stand equipment, clothes rails, or shelves are not permitted. Damages resulting from unauthorized alterations will be documented and charged accordingly.

1.8 **Fire Safety Regulations:**

All stand constructions and furnishings must comply with applicable fire safety and security regulations. Only non-flammable or flame-resistant materials may be used for stand decoration. Plastics and foam materials (e.g., Styrofoam) are only permitted if a certificate of compliance with fire classification B1, smoke generation class Q1, and dripping behavior class TR1 is provided.

2. Activities at the Stand

Stand promotions must be reported to the organizer. They are only permitted if conducted within the stand area without acoustically or visually disturbing neighboring stands. Noisy product demonstrations and disruptive activities are strictly prohibited and will be immediately stopped by the organizer in case of non-compliance.

Additional Guidelines for External Stand Construction Companies

Cold light is recommended for exhibition stands. Halogen lights are prohibited due to excessive heat generation.

Rear walls exceeding 2 m in height must be neat and visually appealing.

Stands in boxx b1 in the upper hall area must be covered from above to ensure an attractive appearance when viewed from the gallery (boxx b2).

Water connections are only available to a limited extent.

All stand construction plans must be submitted in writing to the organizer at least 2 months before the event!

General Information for All Exhibitors

To ensure smooth preparations, please submit your orders on time!

We look forward to a successful sales season with you!

Best regards, your Brandboxx Team