

Guide for Exhibitors

Sustainable stands, technical coordination and on-site planning

INTRODUCTION

A strong exhibition presence

Your stand reflects your brand and your choices.

Plan your stand for reuse, safe operation and efficient resource use. Follow the event organiser's current technical requirements and confirm services, deadlines and charges before booking.

- **Start early**

  Set clear reuse, material and accessibility expectations with your designers, suppliers and builders.

- **Build smart**

  Choose modular stand elements designed for repeated use across events.

- **Keep it useful**

  Avoid unnecessary single-use giveaways and replace printed brochures with digital information.

- **Design for all**

  Provide accessible routes, reachable counters and easy-to-read information.



STAND DESIGN AND MATERIALS

Plan the stand lifecycle

Design for multiple uses, not just one event.

- **Materials**
  Request a materials inventory and evidence of sourcing, reuse and recyclability.
- **Graphics**
  Prefer fabric graphics, replaceable panels and branding without event dates.
- **Return plan**
  Assign responsibility for returning, storing, reusing and recycling each component.
- **Approvals**
  Check the organiser's technical rules, load restrictions, installation permissions and deadlines.

DESIGN / BUILD / RETURN

Use recyclable aluminium, certified timber and reusable fabric graphics where suitable.

MOBILITY AND FREIGHT

Travel and delivery

Move people and materials as efficiently as possible.

- **Exhibitor travel**
  Compare direct flights and Istanbul connections; coordinate shared transfers where practical.
- **Freight**
  Consolidate deliveries and coordinate with your transport provider well ahead of opening.
- **Stand access**
  Confirm delivery windows, vehicle restrictions and loading-door access with the organiser.
- **Return shipments**
  Prepare a take-back list and label containers before the event.

DELIVERY DETAILS

Confirm delivery windows, vehicle restrictions and loading-door access with your event organiser, and book deliveries in advance.

ENERGY AND EQUIPMENT

Power and energy

Specify only the power you need and reduce idle use.

- **Electricity**
  Calculate connected loads for all displays and appliances; confirm supply requirements in advance.
- **Lighting**
  Specify LED lights and efficient equipment wherever possible.
- **After hours**
  Switch off unnecessary screens, lighting and stand equipment after closing.
- **Cooling**
  Avoid excessive cooling and keep conditioned stand areas appropriately enclosed.

CONTINUOUS OPERATION

Product demonstrations may require continuous operation. Coordinate exceptions with the organiser and technical team.

WASTE AND RESOURCES

Less waste, a better stand

Avoid, separate and return.

- **Reuse**
  Choose rental furniture, modular stands and reusable protective packaging.
- **Digital first**
  Use QR codes, downloadable product information and digital sign-ups to reduce unnecessary printing.
- **Waste sorting**
  Separate materials using the collection categories and instructions issued for your event.
- **Responsibility**
  Agree in advance with your stand contractor who removes unused products, packaging and build materials, and when.

AVOID / REUSE / RECYCLE

Confirm the waste streams, collection points and any service charges with your event organiser before the event.

CATERING AND HOSPITALITY

Food and stand hospitality

Serve well, order carefully.

- **Regional menu**
  Choose seasonal Antalya produce where available; clearly label vegetarian and vegan choices.
- **Ordering**
  Estimate portions from confirmed appointments and realistic visitor demand to limit food waste.
- **Reusable service**
  Prefer reusable glassware, crockery and cutlery where approved.
- **Surplus**
  Check food-safety rules and authorised donation or disposal options with the event caterer.

WATER AND SERVICE

Use refill and bulk-water solutions where venue infrastructure allows. Confirm approved catering providers and catering requirements with your event organiser.

TECHNICAL COORDINATION

Safe build and logistics

Safe installation and removal start with coordination.

- **Schedule**
  Coordinate build, deliveries, installation, testing and removal with the organiser.
- **On-site movement**
  Keep routes clear and avoid obstructing emergency access and adjacent stands.
- **Technical services**
  Confirm electrical supply, rigging permissions, lifting equipment and storage arrangements before ordering.
- **Customs**
  For temporary imports, seek professional customs advice and check applicable ATA Carnet and tax rules.

BUILD AND REMOVAL

Confirm set-up and dismantling times and your technical contact with your event organiser before ordering services.

ACCESSIBILITY AND COMMUNICATION

Accessible and responsible

Make every stand accessible and easy to navigate.

- **Step-free access**
  Avoid raised floors where possible or provide compliant access solutions.
- **Readable content**
  Position screens and signage within sightlines; use high contrast and legible text.
- **Fair work**
  Follow legal working-hour, safety and labour requirements throughout build and operation.
- **Communicate**
  Describe specific actions accurately; avoid vague or unverified green claims.

DESIGN FOR ALL

Leave sufficient circulation space for wheelchairs and mobility aids. Offer alternative digital formats.

MOVE-OUT AND REUSE

A second life for materials

Exhibition materials can continue to be useful.

- **Redeploy**
  Plan use of display components, electronics and furniture at your next event.
- **Return**
  Return rented items; reuse or repair equipment first, then recycle or dispose of it through authorised providers where necessary.
- **Local donation**
  Where suitable, explore local recipients for usable items in coordination with the organiser.
- **Final check**
  Before departure, confirm that the stand and its service connections are safely handed back.

CLOSE THE LOOP

Record waste, reuse and lessons learned. Hand the stand area back to the organiser's technical contact at the agreed time.

EVENT-SPECIFIC DETAILS

Confirm before you build

Use the latest event manual and technical guidelines issued for your event.

The following details differ from event to event. Confirm them with your event organiser before ordering services or sending materials.

Schedule

- Stand set-up date and time
- Event opening hours
- Dismantling date and time

Services and charges

- Stand service packages and fees
- Electrical supply and charges
- Rigging, handling and storage charges

Delivery and access

- Delivery booking and access point
- Vehicle restrictions and permits
- Empty-packaging and storage arrangements

Contacts and approvals

- Exhibitor services contact
- Technical services contact
- Stand approval deadline

EXHIBITOR CHECKLIST

Ready for your next event

Use this checklist from design approval through dismantling.

Design

- Reusable structure
- Reusable graphics
- Accessible layout
- Efficient equipment

Move-in

- Consolidated delivery
- Returnable packaging
- Storage plan
- Waste responsibilities

Event days

- Switch-off routine
- Right-sized catering
- Clear visitor information
- Keep routes unobstructed

Move-out

- Take back materials
- Separate remaining waste
- Arrange approved donations
- Record improvements for next time

NEXT STEP

For stand services, ordering routes and event-specific requirements, contact the exhibitor services team of your event.