

IAAPA Expo Middle East 2026 Exhibitor Bulletin #1

Dear IAAPA Expo Middle East 2026 Exhibitor,

Welcome to the first Exhibitor Bulletin for **IAAPA Expo Middle East 2026**! We are thrilled to have you join us for this milestone event in **ADNEC Centre Abu Dhabi**. These bulletins will be sent periodically in the months leading up to the show and will serve as your key source for important updates, reminders, and helpful tips to ensure a smooth and successful exhibiting experience.

Please note that this email has been sent to the **primary contact** listed for your company. If you are not the appropriate person to receive these updates, feel free to forward this bulletin to your colleagues who will be involved in your booth planning. You should also login to the [Exhibitor Resource Center](#) (ERC) to add additional team members to receive future bulletins directly and access to your company planning tools.

Thank you for being part of the inaugural IAAPA Expo Middle East. We look forward to helping you make the most of this exciting opportunity!

IAAPA Operations Team
Exhibitors@IAAPA.org

IAAPA Expo Middle East Exhibitor Information

Bookmark the [IAAPA Expo Middle East Exhibitor Information page](#)—your one-stop destination for setup guides, promotional tools, event schedules, and important deadlines.

Exhibitor Resource Center – Now Live!

We are introducing a new [Exhibitor Resource Center](#) to streamline your planning experience. This centralized platform includes:

- Access to the Exhibitor Services Guide and order forms
- Complete required forms and your Booth Profile
- Track deadlines and mark tasks off your checklist
- Register on-site staff for badges and purchase special event tickets
- Make payment on any outstanding financials
- View your Exhibitor Guest Code to share with customers and prospects
- Add team member to receive future exhibitor updates
- And much more!

Instructions to login and add additional users is [here](#).

Exhibitor Services Guide - Now Available

The **IAAPA Expo Middle East 2026 Exhibitor Services Guide (ESG)** includes all the essential information and order forms you will need to prepare for your booth setup—covering logistics, utilities, shipping, and on-site operations. Get planning now!

Exhibitor Registration – Now Open

Exhibitor registration for **IAAPA Expo Middle East 2026** is now open! Register your booth staff for name badges, manage your team list, and purchase event tickets—all through the [Exhibitor Resource Center](#). Full badge information is available [here](#). Some events do sell out so register your team now!

Exhibitor Move-in Date

Move-In (27 – 30 March 2026)

| | | |
|--|-----------------------------------|---------------|
| Official Contractor/ Freight Forwarder | Friday – Monday, 27 – 30 March | 09:00 – 18:00 |
| Space Only Exhibitors Larger than 36 sqm Move-in | Friday, 27 March | 13:00 – 20:00 |
| All Space Only Exhibitors Move-in | Saturday, 28 March | 09:00 – 20:00 |
| Shell Scheme Exhibitor Move-in | Sunday, 29 March | 13:00 – 20:00 |
| Exhibitor Move-in Completed | Monday, 30 March | 09:00 – 20:00 |

Note: All exhibit booths MUST be mostly setup by Monday, 30 March by 17:00. Please be sure your team and contractor are aware of this schedule. If you have any questions or concerns, please contact Exhibitors@IAAPA.org.

Exhibitor Sustainability Pledge

In an effort to make IAAPA Expo Middle East sustainable, IAAPA is inviting exhibitors to participate in the IAAPA Expo Exhibitor Sustainability Pledge during IAAPA Expo Middle East 2026. Click [here](#) for more information and click [here](#) to take the pledge now!

Exhibitor Success & ROI Center

Please visit the [Exhibitor Success & ROI Center](#) available to all IAAPA exhibitors. This is your FREE, on-demand, 24/7 exhibiting knowledge resource. Follow the 5-step plan for downloadable tools, strategic planning exercises, recorded webinar information, topical “how-to” articles, and the Ask the Tradeshow Expert email Q&A. You’ll access the latest information and find direct answers to exhibiting challenges.

Extend Your Brand Beyond Your Booth through Advertising and Sponsorship

Connect with key buyers and influencers in the global attractions industry. IAAPA's targeted advertising opportunities in print and digital media provide access to over 8,000 member companies and their staff rosters, spanning 100+ countries. Maximize your impact and drive results in a \$360 billion market. [View the 2026 Media Kit](#) to explore options, and contact our Advertising Sales Team at Advertising@IAAPA.org to reserve your placement today.

Elevate your brand's presence, expand your network, and drive growth through customized sponsorship opportunities. The IAAPA Sponsorship Program offers your company many exciting opportunities to maximize your exposure at Expos, conferences, and events – across the globe. Check out the [Sponsorship Prospectus](#) to see all sponsor benefits and contact our Sponsorship Team at Sponsorship@IAAPA.org for more information.

Be Aware of Fake Mailing Lists and Unauthorized Vendors

Many companies use the internet to gain access to IAAPA's exhibitor list then reach out to you via telephone or email pretending to be an official vendor or housing provider for IAAPA. Before agreeing to do business, check the show's [official contractor list](#) or contact exhibitors@IAAPA.org to be sure they are IAAPA-approved.

Companies offering you access to past IAAPA Expo Middle East attendees are not from IAAPA. IAAPA does not sell, or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies.