



Dear exhibitor, thank you for your email.

To help you prepare smoothly for the IAAPA Expo Europe 2026 in London, we strongly encourage you to consult our [Exhibitor Service Guide \(ESG\)](#) for important information including: schedule, deadlines, logistics, ordering services, official contractors and much more.

Here are the topmost frequently asked exhibitor questions:

**1. Where can I find the build-up and breakdown days?**

*In the [Exhibitor Service Guide](#) under the section “General Information” and then “Exhibitor Schedule”.*

**2. What is included in the “shell scheme” booth?**

- 2.5m high white shell scheme panels (AMP)
- Nameboard with: Full colour IAAPA Expo Europe logo, company name and stand number
- 1 x 3KW power socket
- 1 LED spotlight per 3sqm of stand space
- Grey Carpet

***IMPORTANT: Exhibitors should submit the Nameboard form through the [GES Webshop](#) by 31 August. If no form is submitted by 31 August, the "exhibiting as" name from the stand contract will be used. Any changes after 31 August will be charged a fee to change the nameboard name.***

**3. What are the regulations for “space only” stands?**

*Please see those regulations at <https://iaapa.org/expos-and-events/expo-europe/space-only-stands-regulations>*

**4. What are the height limits?**

*Important: Please be aware that stands of 3m wide or less are only permitted to build to 2.5m high as a courtesy to surrounding exhibitors.*

*The maximum overall height of stand-fitting for single storey stands including cladding of columns is 4m from the floor level. Requests to exceed this height will only be considered if they are submitted to us in writing and accompanied by full technical drawings and structural calculations.*

Any construction over 4m is classified as a complex stand and charges may be made for structural approval. The maximum build height is still 6m from the venue floor. However, there are some stands where the maximum build height will be lower due to building restrictions or IAAPA regulations.

Please be aware that we have a limited build-up and breakdown tenancy, all space-only stands must be dismantled and removed within the published hours.

**5. What is the venue address and how can I get there?**

Excel London

One Western Gateway

Royal Victoria Dock

London

E16 1XL (if you are driving to the car park use the postcode E16 1FR)

[How to get to Excel](#)

**6. Where will the registration be located on-site?**

Inside the hall next to entrances S1/S2 and in the boulevard opposite entrances S10/N10

**7. How can I login to my company profile?**

Please go to the Exhibitor Resource Center: [Exhibitor Resource Center \(ERC\)](#) with the company's primary contact email address. If it's the first time you login, please click "Forgot Password" to receive an email with a password reset link.

**8. Which are the IAAPA official contractors at IAAPA Expo Europe 2026 in London?**

You can find the full list in the [Exhibitor Service Guide \(ESG\)](#) under the section "Official Contractor Order Forms".

**9. What are the deadlines of the necessary form submissions?**

Please refer to the deadlines available in the Exhibitor Services Guide under the section "General Information": [Deadlines/To Do List](#)

**10. Where can I find information about Shipping/Lifting/Handling?**

You can find the details in the [Exhibitor Service Guide \(ESG\)](#) under the section "Shipping and On-site Handling".

**11. Where can I find 'We are exhibiting' banners?**

You can find those in the [Exhibitor Service Guide \(ESG\)](#) under "Marketing Opportunities" [Presence Assets \(Exhibiting Graphics\)](#)

**12. How many exhibitor staff badges do I have?**

Exhibiting companies are allotted five staff badges for the first 9m<sup>2</sup> of exhibit space up to a maximum of 50 badges – please see the chart below. Additional Staff Badges are available at the member rate of €110 and the non-member rate of €185.

Please login to the [ERC \(Exhibitor Resource Center\)](#) to start the registration and get your badge.

<b>Booth Size</b>	<b>Staff Badge Allowance</b>
9m <sup>2</sup> (3m x 3m)	5
18m <sup>2</sup> (3m x 6m)	7
27m <sup>2</sup> (3m x 9m)	9
36m <sup>2</sup> (6m x 6m)	11
54m <sup>2</sup> (6m x 9m or 3m x 18m)	15
72m <sup>2</sup> (6m x 12m)	19
81m <sup>2</sup> (9m x 9m)	21
90m <sup>2</sup> (6m x 15m)	23
108m <sup>2</sup> (6m x 18m or 9m x 12m)	27
135m <sup>2</sup> (9m x 15m)	33

**13. How many free guest passes do I have and how does it work?**

Exhibitors should login to Exhibitor Registration and will be able to view their Exhibitor Guest Code and allotment on the summary page. Each code will provide 10 guests per 9sqm of stand space complimentary registrations to IAAPA Expo Europe. Exhibitors can send as many invitations as they would like, but only 10 guests per 9sqm of stand space may register with the code. Exhibitors wishing to invite more guests than their allotted number, may request additional allotments by contacting [operationsemea@IAAPA.org](mailto:operationsemea@IAAPA.org). Once guests register, the exhibitor will be able to view the list on the Exhibitor Registration dashboard, as well.

**The Exhibitor Guest Program will open when Exhibitor Registration opens towards the end of May 2026.**

**14. Should you have other logistic questions please feel free to contact our colleagues of the Operations Department at [Operationsemea@IAAPA.org](mailto:Operationsemea@IAAPA.org)**