

Introduction

The present stand design guidelines set out the exhibition-specific rules to be observed when planning and constructing stand structures and exhibition stands at ILMAC 2019.

Underlying basis

- General Regulations of MCH Basel Exhibition April 2019
- Exhibition Regulations of MCH Basel Exhibition September 2018
- Stand Construction Guidelines of MCH Basel Exhibition January 2015

Stand structures subject to authorisation

Multi-storey stands, stands with closed roofs > 30 m² and projects with a surface area in excess of 80 m² or higher than 4 m must be submitted to ILMAC for authorisation.

The detailed information may be found in the Stand Construction Guidelines under Para. 3.

The authorisation must be obtained before work is started on the stand.

Number of copies

Everything in duplicate

Submission deadline

Friday, 7th June 2019

Submission address

MCH Swiss Exhibition (Basel) Ltd.
Exhibition Management ILMAC
info@ilmac.ch
CH-4005 Basel

General design guidelines/minimum requirements

An exhibition stand must fulfil the following minimum requirements:

- clean rear and side walls
- floor covering for the entire stand area
- readily visible stand inscription with the company designation
- good lighting

Stand structures that have not been authorised or which do not comply with the stand permit, the conditions, the regulations or the state of the art must be modified or removed within a short period of time. If the modification or removal is not performed promptly, ILMAC shall be entitled to make the modifications at the exhibitor's expense. In addition, the exhibition management will be entitled to impose a fine on the exhibitor for breach of contract. The exhibition management declines all liability for damage caused in conjunction with the improvement of the stand.

Advertising/presentations on the stand

An appealing stand design that is commensurate with the event is required. Objects not related to the exhibition topic are only permitted to a limited extent, and only with the approval of the exhibition management.

Exhibitors may only engage in advertising activities (shows, video presentations, etc.) within the boundaries of their own stand. They must provide evidence of having sufficient space for spectators within their stand area. Advertising measures, and particularly optical and acoustic ones, may not cause obstructions or disruption in the aisles or for neighbouring stands. Acoustic speakers and loudspeakers may not be directed towards the aisles

Floor covering

The floor covering must extend over the full area of the stand. Adhesive carpet tapes must be removed in their entirety when the stand is dismantled. Exhibitors will be charged for the removal of carpet tape that has not been (fully) removed. Self-adhesive carpeting is forbidden.

Stand space

The space allocated on the positioning plans is available to the exhibitor for his/her stand. The stand boundary line denotes the maximum extent of the stand on all sides. No projections (illuminated signs, etc.) are permitted beyond this line. All the fittings and equipment necessary for stand operation must thus be accommodated within the stand boundary (the same applies for the allotted maximum stand height).

Stand boundary walls

Visible partition walls facing neighbouring stands must be clean and white.

Messe Basel does not set up stand boundary walls. Neutral partition walls, 30 mm thick and 2.5 m high, can be ordered from MCH. The partition walls can be covered with textiles or fibreboard but must not be painted or have things stuck on them. The partition walls must not be damaged by the stand cladding or stand fittings. Any damage will be charged to the exhibitor.

Open stand sides

Stands should be as transparent as possible on the aisle side. It would be desirable to have a front that is 70% open. Long, closed stand structures are not permitted along the aisle boundaries. These must be made less monotonous through the incorporation of showcases, niches or displays, etc.

Stand heights

The permitted stand heights at ILMAC 2019 are as follows:

- Halle 1.1** Yellow zone: maximum 4 m
 Grey zone: maximum 7 m
(see diagram at the end of these guidelines)

Important: Hall 1.1

In the yellow and grey zones, it is permitted to suspend stand inscriptions, advertising carriers or stand elements from the hall ceiling. Lighting systems are also permitted. Observe diagram at the end of these guidelines.

Stand inscription/advertising media

The exhibitors are fundamentally free to choose the type of inscription for their stand. Stand and exhibit inscriptions, company names and brand names may not exceed the specified maximum stand height. Advertising media and logos, etc. are to be at least 1 m away from the boundary to the neighbouring stand. The inscription elements may not protrude into the aisles.

Advertising surfaces in the exhibition halls

Advertising surfaces outside the stand area can be rented by agreement with the exhibition team (see the separate factsheet on advertising resources).

Stand numbering

The stands will be marked with stand numbers of a uniform design. In the interests of visitor orientation, we would ask you not to remove these.

Stand construction diagram for Hall 1.1 (cross-section through the hall)

