

Stand Construction Guidelines



September 11 & 12, 2019, Cologne

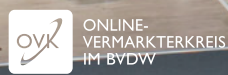
Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation
of the Circle of Online Marketers (OVK)



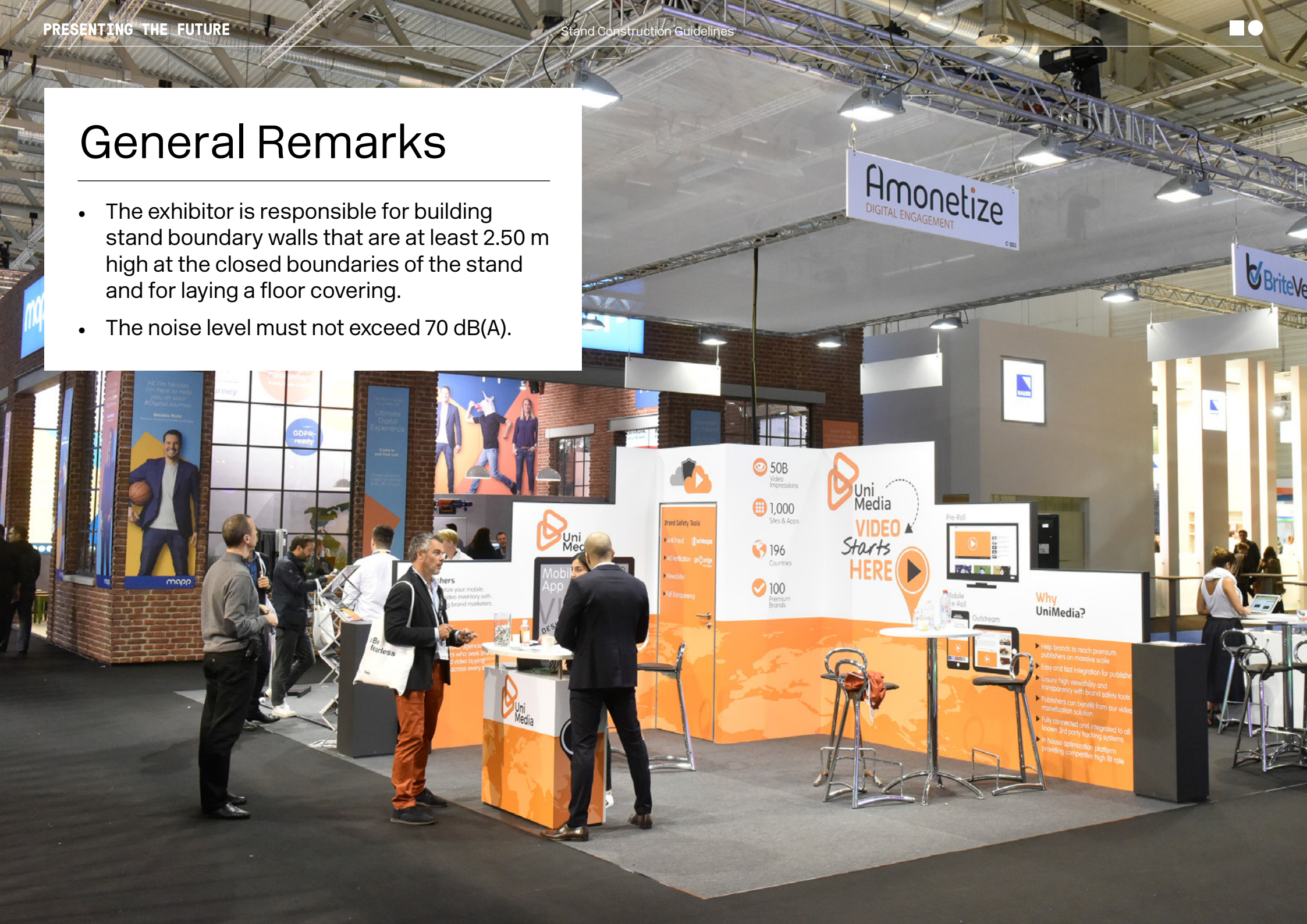
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General Remarks

- The exhibitor is responsible for building stand boundary walls that are at least 2.50 m high at the closed boundaries of the stand and for laying a floor covering.
- The noise level must not exceed 70 dB(A).



Construction Times



Construction period begins:

Sunday, September 8, 2019, 8:00

1

- Upon request, Koelnmesse can permit stand construction to begin earlier.
Early stand construction costs the following amounts per stand area:
 - From Friday, September 6, 2019:
€1,600.00
 - From Saturday, September 7, 2019:
€800.00

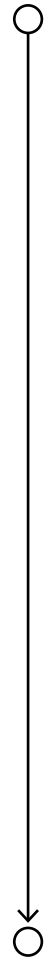
2

- The storage of material is also considered to be construction.
- The halls will be open around the clock during the construction period.
- Work that produces large amounts of dust must cease by 18:00 on Tuesday, September 10, 2019.
- All of the aisles must be completely clear by 18:00 on Tuesday, September 10, 2019.
- In general, vehicles will be granted access to the grounds until 17:00 on the last day of construction.

Construction period ends:

Wednesday, September 11, 2019, 7:00

Dismantling Times



Dismantling period begins:

Thursday, September 12, 2019, 17:30

1

- Upon request, Koelnmesse can permit the dismantling period to be extended until midnight on Saturday, September 14, 2019.
- This extension costs €800.00 per stand area.

2

- The storage of material is also considered to be construction.
- The halls will be open around the clock during the construction period.
- Dismantling may not begin before 17:30 on September 12, 2019.

Dismantling period ends:

Friday, September 13, 2019, midnight

Stand Construction Height

- The minimum stand construction height is 2.50 m.
- An approval is not required, if stand constructions do not exceed the maximum stand construction height of 3.00 m and keep within the technical guidelines.
- All stand constructions from 3.00 m on are subject to approval. The maximum stand construction height is 7.00 m.
- The maximum stand construction height includes all construction elements, advertising media, lighting, truss systems etc.



Closed Wall Elements

- In accordance to the self-understanding of the digital marketing industry, communication and transparency are one of the key success factors. Please bear that in mind while planning your stand construction.
- A maximum of only 30% of each open stand perimeters are allowed to be covered with closed wall elements.
- Any closed wall elements that exceed the permitted limit have to be positioned at least 2.00 m away from the aisle boundaries.



Boundary Zone

- If the height of the stand exceeds 3.00 m on the closed boundaries of the stand, a boundary zone of 2.00 m to the neighboring stand has to be observed or the written consent of the direct adjoining neighboring stands has to be obtained.
- All construction elements incl. suspended advertising are subject to approval.



Two-Storey Stand Construction

- Two-storey stand constructions are permitted. For two-storey exhibition stands, the actually allotted area in the upper storey following the technical inspection is calculated at 100% of the price per sqm of floor area, plus marketing package, AUMA fee and energy costs.





Technical Guidelines

Please take account of the Technical Guidelines as well as the General and Special Conditions of Participation.

Download all necessary information here:

[Technical Guidelines](#)

[General and Special
Conditions of Participation](#)



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See you at DMEXCO 2019

September 11 & 12, 2019, Cologne