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# Specific Stand Design Guidelines

## Swissbau 2022 Hall 2

# MCH Basel Exhibition

(Guidelines do not apply to the Bathroom Trends, for Hall 1, the "Specific Stand Design Guidelines Swissbau 2022 Hall 1" apply)

### 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 Swissbau 2022.

The platform and trade fair are being completely reconfigured with the Swissbau City concept. The cooperation in place with the exhibitors, and also among the exhibitors themselves, is to be lived out much more prominently with the concept for Swissbau 2022.

The Swissbau City concept provides the basis for a well-rounded overall experience:

A new aisle layout provides the setting for the exhibitor stands. The stands are arranged as districts grouped around a small neighbourhood meeting point.

Innovations at Swissbau 2022:

- fascia around the stand boundary
- circulation areas: with the new Swissbau City hall layout, the trade fair organisers will not be laying out any carpeting in the hall aisles (does not apply to Bathroom Trends). For the stands, the "Floor covering" section in these Guidelines applies.

### Underlying basis

- General Regulations of the MCH Group September 2020
- Exhibition Regulations of MCH Basel Exhibition September 2020
- Stand Construction Guidelines of MCH Basel Exhibition June 2015

### Stand structures subject to authorisation

The following stands must be submitted to Swissbau for authorisation:

- Halle 2.1 stands in excess of 50 m<sup>2</sup>
- Halle 2.2 stands in excess of 50 m<sup>2</sup> and all stands in Bathroom Trends

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

Print: everything in duplicate

Digital: PDF simply

### Submission deadline

Friday 1th October 2021

### Submission address

MCH Swiss Exhibition (Basel) Ltd.  
Exhibition Management Swissbau  
CH-4005 Basel  
info@swissbau.ch

### 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
- front fascia
- good lighting
- clear inscription (company name is obligatory)

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, Swissbau 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).

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## 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 on the corresponding form. 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. The stands along the outside walls of the hall have rear walls in some cases (drawn in on the hall plan).

## Open stand sides

The stand must not be built up along the visitor aisles, i.e. long, closed stand structures are not permitted along the aisle boundaries.

In the case of island stands (4 open sides) in particular, the back office and rear rooms, etc. must be built as far inside the stand as possible.

## Stand heights

For technical reasons, the maximum stand heights are set lower than the useful clear height of the halls. The reason for this is that the remaining hall height is required for operation of the following systems:

- smoke removal from the hall and use of the sprinkler system in the event of a fire
- lighting system in normal operation
- ventilation system in normal operation

The permitted stand heights at Swissbau 2022 are as follows. Additional height limitations are marked on the Hall plans.

**Hall 2.1** 4 m

**Hall 2.2** 4 m

**Separate guidelines apply for Bathroom Trends**

## 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 better visitor orientation, we would ask you not to remove these.

## Circulation areas

With the new Swissbau City hall layout, the organisers will not be laying out any carpeting in the hall aisles (does not apply for Bathroom Trends).