Specific Stand Design Guidelines Swissbau 2028 hall 1.0 and 1.1

Messe Basel

(For Hall 1.2, the supplementary sheet “Specific stand design guidelines Swissbau 2028 Hall 1.2 Trend World interior design")

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 2028.

Underlying basis
– General Regulations of MCH Exhibitions & Events LLC, March 2026
– Exhibition Regulations of MCH Exhibitions & Events LLC, September 2025
– Stand Construction Guidelines of MCH Exhibitions & Events LLC (MCH) at the Basel Exhibition Venue, August 2025

Stand structures subject to authorisation
The following stands must be submitted to Swissbau for authorisation:
Halle 1.0, 1.1 stands over 50 m^2

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.

Submission deadline
Friday, September 24, 2027
Digital (PDF) to: info@swissbau.ch

General design guidelines/minimum requirements
An exhibition stand must fulfil the following minimum requirements:
– clean rear and side walls
– good lighting
– clear inscription (company name is essential)
– 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
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 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 (drawn in on the hall plan).

Open stand sides
The stand construction must be as transparent as possible towards all aisle boundaries. Open sides must be 70% open. Long, closed stand constructions are not permitted at aisle boundaries. These are to be broken up by the installation of showcases, niches, displays and the like. Particularly in the case of island stands (4 open sides), back offices, rear rooms etc. must be built inside the stand wherever 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 permissible stand construction heights incl. fascia/lettering at Swissbau 2028 are as follows:
(Additional height restrictions are noted in the hall plans).

Hall 1.0 single-storey stands in the middle zones: maximum 4 m
multi-storey and extra-high stands in the outer zones: 9 m
(see diagram at the end of these guidelines)

Hall 1.1 single-storey stands in the middle zones: maximum 4 m
multi-storey and extra-high stands in the outer zones: 7 m

Hall 1.2 The “Specific Stand Design Guidelines Swissbau 2028 Hall 1.2” apply

Important: Logos/advertising above 4 m upper edge (OK) of the central zone in Halls 1.0 and 1.1
For single-storey stands in the central zones, the maximum permissible upper edge of the lettering elements is 4 m. Logos/advertising higher than 4 m are only permitted to a limited extent, on request and for an additional charge (CHF 500.-/running meter). Requests must be submitted to the Exhibition Management for approval.

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).

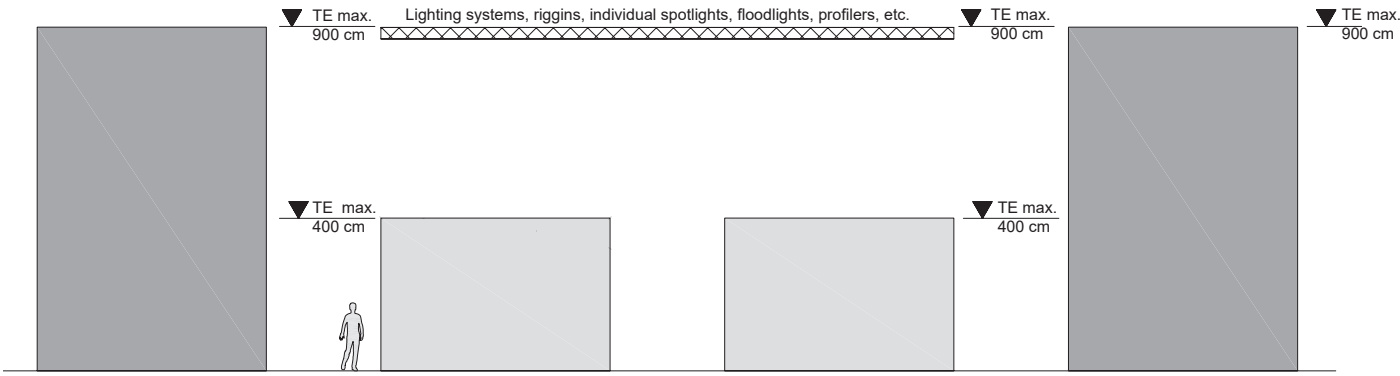
Stand numbering

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 height diagrams for Halls 1.0 and 1.1
Swissbau 2028

Messe Basel

Stand construction diagram for Hall 1.0 (cross-section through the hall)

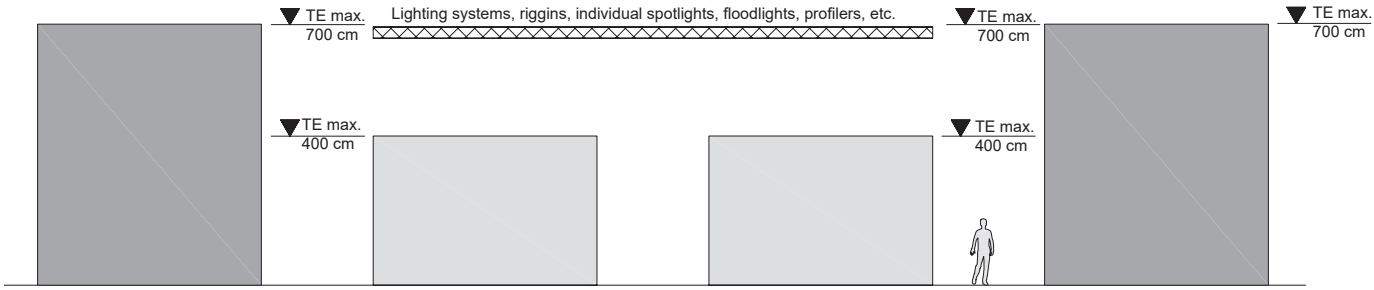


Stands at the main exterior entrances with a height of 900 cm should, if possible, utilize the entire height of the building (increase visibility).

Center zones:
Stand construction height max. 400 cm; also applies to lettering.
Suspensions for lighting systems/rigging between 400 and 900 cm permitted.
Any logos/advertising above TE 400 cm is only permitted to a limited extent upon request and approval by the exhibition management and is subject to additional costs of CHF 500 per running meter.

Outer zone:
Stand height max. 900 cm

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

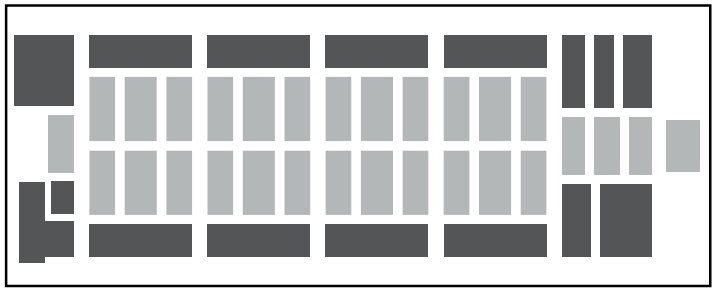


Stands at the main exterior entrances with a height of 700 cm should, if possible, utilize the entire height of the building (increase visibility).

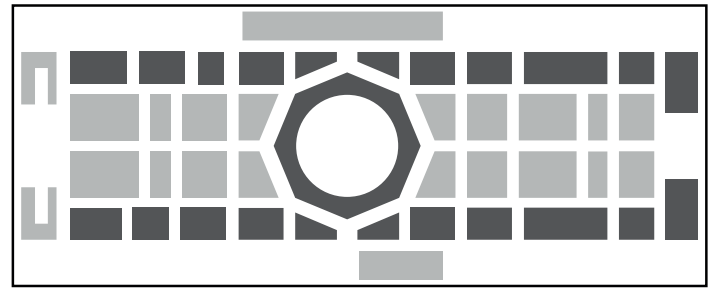
Center zones:
Stand construction height max. 400 cm; also applies to lettering.
Suspensions for lighting systems/rigging between 400 and 700 cm permitted.
Any logos/advertising above TE 400 cm is only permitted to a limited extent upon request and approval by the exhibition management and is subject to additional costs of CHF 500 per running meter.

Outer zone:
Stand height max. 700 cm

Layout Hall 1 North



Layout Hall 1 South



Outer zones: Area for multi-storey and extra-high stands

Central zones: Area for single-storey stands (up to 4 m max.)

Status September 2026