

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

BOOTH GUIDE



Event Name: : WORLDEF DUBAI 2024

Date: December 4-5 2024

Place: Dubai CommerCity

PURPOSE AND VISION OF THE EVENT

WORLDEF DUBAI 2024 is a prestigious event held in Dubai, a central hub of global trade, bringing together companies from various sectors to encourage international business opportunities and network building. The fair offers participants the chance to showcase their innovative products and services, explore new markets, and create collaboration opportunities with global brands.

LAYOUT PLAN

The general layout of the exhibition area and the positioning of companies within this plan will be determined in detail with partners before the fair begins. This plan is strategically organized to ensure easy access for visitors and maximum interaction.

You can access the layout plan [here](#).

SPECIAL BOOTHS

If you require a custom booth design tailored to your company's identity and objectives, you can collaborate with WORLDEF-approved suppliers to create a bespoke solution. You can find a list of approved and quality assured suppliers [here](#).

Design Process: You can develop a custom design with your chosen supplier that meets your company's needs and vision. The design must comply with WORLDEF's established guidelines. You may also manage the booth process with a supplier of your choice outside of WORLDEF's approved list. In cases outside of the standard booth option, the design and installation process will be entirely under your control.

Project Management: When working with your own supplier, you are expected to maintain regular communication with WORLDEF and ensure the process is monitored effectively.

Inspections: Inspections will be conducted to ensure your booth meets fair standards. Booths not including these standards will not be allowed to proceed with installation, and any ongoing installation will be stopped immediately.

DESIGN AND INSTALLATION GUIDELINES

Design Principles: All booths at WORLDEF DUBAI 2024 must be designed in accordance with the fair's overall aesthetics and safety regulations. Designs should align with the fair's theme and facilitate effective interaction with visitors.

Visual Identity: The design of your booth should reflect your company's brand identity and include elements that attract visitor interest.

INSTALLATION PROCESS

The installation must be completed according to the designated timeline. WORLDEF technical teams will provide support during the installation process.

Timeline: Specific dates and times for booth installation and dismantling have been defined. All activities must be completed within these time frames. Work outside the designated date and time range will not be permitted.

Security and Inspection: Security measures and inspections during installation will ensure that your stand is safe and accessible for visitors. Booths not including requirements during inspections will not be allowed to proceed with installation.

BOOTH OPERATION GUIDE

Effective Utilization: Suggestions and strategies for making the most of your booth during the fair. Design presentations, product demo areas, and interactive experiences to attract visitor interest.

Visitor Interaction: Engage directly with visitors to provide information about your products and promote your brand. Ensure that brochures, catalogs, and other support materials are available.

PROCESS AND TIMING

General Timeline:

Installation Start: November 27, 2024 / 10:00 AM

Installation End: December 4, 2024 / 12:00 AM (transitioning from December 3 to December 4)

Fair Opening: December 4, 2024 / 10:00 AM

Fair Closing: December 5, 2024 / 6:00 PM

Stand Dismantling: December 5, 2024 – December 6, 2024

NOTE: Installation and dismantling schedules are based on local time.

RULES AND RESPONSIBILITIES

Fair Rules: All participants must adhere to the rules established for the fair. These rules are necessary to maintain order in the exhibition area and ensure equal service conditions for all participants.

Security: Compliance with all security regulations during booth installation and operation is required.

Security Regulations

Fire Safety

- Do not obstruct access to fire exits and fire extinguishers with any materials.
- Ensure that electrical connections, cables, and equipment are properly insulated and placed to prevent overheating.

Electrical Safety

- Electrical panels, outlets, and connections should only be handled by authorized personnel.
- Avoid using electrical devices in areas that could come into contact with water, and properly ground such devices.

Structural Safety

- Stand structural elements must have adequate load-bearing capacity and be installed securely to prevent collapse or tipping.
- Heavy equipment or decorative materials should be securely fixed.

Visitor Safety

- Keep walkways clear for easy access by visitors and implement measures to prevent slippery surfaces.
- Secure any potentially hazardous display products or equipment and restrict visitor access to these areas.

Material Use

- Materials used in booth construction must be flame-resistant or fireproof. Avoid using flammable materials.
- The use of chemicals or hazardous substances on the booth is prohibited. If such materials are necessary, prior notification to WORLDEF management is required.

Design Constraints Size Constraints

- Booth designs must comply with the dimensions specified by WORLDEF. No booth construction should deviate from the provided measurements.
- Booths exceeding the maximum height of 3 meters will not be accepted.

Material Constraints

- Materials used in booth design must meet fair safety standards. The use of flammable or hazardous materials is prohibited.
- Spider stands, roll-ups, and similar models are prohibited as they do not conform to the fair's aesthetic and safety standards.
- Adhering to these constraints is essential to maintaining order and ensuring that all participants receive equal service. Compliance with WORLDEF's design rules and restrictions will ensure a smooth fair experience.

RESPONSIBILITIES

Damage During Installation and Dismantling

WORLDEF will not be held responsible for any damage occurring during the installation and dismantling of your booth. Therefore, it is important to proceed with caution during the booth setup.

Insurance for Special Design Booths

- In the case of special design booths, it is mandatory for the supplier to arrange insurance coverage for all personnel working on-site.
- If insurance is not in place, the relevant personnel will not be permitted to work on-site.

These responsibilities are crucial for maintaining order and safety during the fair and are obligations that must be met by participants.

INFORMATION NOTE

Throughout the event, WORLDEF reserves the right to make changes as deemed necessary. Any updates or changes to the booth processes will be communicated to all partners before the end of the event. It is important for partners to regularly check for announcements and respond to changes in a timely manner.

CONTACT AND SUPPORT

WORLDEF's technical support team is available to assist with any issues encountered during the fair.

Contact Information:

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