

WORLD'S #1 E-COMMERCE SHOW!

WORLDEF DUBAI

PARTNER GUIDE



In partnership with DUBAI COMMERCITY

 WORLDEF.COM
in      worlddefglobal

Event Name: WORLDEF DUBAI 2026

Date: 12-14 FEB. 2026

Place: DUBAI CommerCity

Website: worfdef.com/events/dubai-2026 ↗

Event Agenda: worfdef.com/events/dubai-2026/event-agenda ↗

Layout Plan: worfdef.com/events/dubai-2026/fair-layout-plan ↗

Event General Summary

WORLDEF DUBAI 2026 brings together key global stakeholders of the e-commerce ecosystem in Dubai. Manufacturers, buyers, industry professionals, and investors gather to explore new business opportunities.

Partner Entrance

Partners will be able to access the event venue starting from 08:00 on February 10-12, 2026. Badges can be collected from the registration desks at the venue. After receiving their badges, partner companies can arrange promotional materials, cleaning, and refreshments at their booths starting from 08:00. Wearing badges is mandatory within the event area.

NOTE: Partner packages containing badges will be available for collection at the registration desks on February 9. To avoid congestion, we kindly ask partner companies to collect their packages on the specified date.

Partner Panel

In order to provide the best experience for our partners, WORLDEF has developed a special partner panel to ensure ease of use and efficiency during our events. This innovative platform is designed specifically for our partners and allows seamless management of every stage of the event process.

The username and password details are provided to the partner company by WORLDEF. Through the panel, partner companies will have the opportunity to enter all participant rights. All participant information must be entered through the panel. WORLDEF will not accept responsibility for any entries that are not made through the panel.

BOOTH PROCESS

As part of WORLDEF DUBAI 2026, booths belonging to partner companies will be constructed by WORLDEF. For booths not built by WORLDEF, all responsibilities regarding design, production, installation, and dismantling lie entirely with the respective partner company. WORLDEF does not assume any responsibility for such processes.

Booths must be installed strictly within the area dimensions specified by WORLDEF. Exceeding the designated boundaries is strictly prohibited.

Installation and dismantling activities are only permitted within the timeframes announced for the event venue. No operations will be allowed outside of these designated hours.

Each booth will be allocated 3 kWh of electricity by WORLDEF. Partner companies planning to use more than this amount must notify WORLDEF in advance. Any usage exceeding 3 kWh will be invoiced at 300 USD per additional kWh.

BOOTH INSTALLATION AND DISMANTLING SCHEDULE

Installation Start: January 27, 2026 / 10:00 AM

Installation End: February 10, 2026 / 12:00 AM (midnight)

Final Preparations Completion: February 10, 2026 / 10:00 AM

Fair Opening: February 12, 2026 / 09:00 PM

Fair Closing: February 14, 2026 / 6:00 PM

Booth Dismantling: February 14, 2026 / 6:00 PM – 12:00 AM

PARTNER BOOTH DIMENSIONS

Level	Area (m ²)
5 STAR	32 m ²
4 STAR	21 m ²
3 STAR	12 m ²
2 STAR	10 m ²
1 STAR	5-6 m ²
Start-Up	3 m ²

IMPORTANT NOTICE

Booth height limits have been set according to partnership levels as follows:

5 Star Partners: Maximum height of 4 meters

All other partnership levels: Maximum height of 3 meters

Booths that exceed the specified height limits will not be permitted for installation, and access to the venue will be denied.

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: Booth 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 WORLDFF management is required.

EVENT AREAS

WORLDEF DUBAI 2026 includes four main stages:

- Future Commerce Stage
- Masterclass Stage
- Case Study Stage
- Investment Stage

These stages host a variety of presentations, workshops, and discussions related to e-commerce and investment trends.

Additionally, there are three lounge areas designed for networking and relaxation.

- VIP Lounge
- Executive Lounge
- Investor Lounge

Detailed access information and authorization for these lounges will be shared during the event.

ACCESS AUTHORIZATIONS FOR STAGES AND LOUNGES

Parking

Covered parking capacity: 200 vehicles

Paid parking service available.

No valet service.

No airport transfer service; must be arranged by guests.

Address: 11 17th St - Umm Ramool - Dubai - United Arab Emirates

Food & Beverage

Food and beverage vendors offering various options are located in the event area.

Only card payments are accepted; cash is not accepted.

Wi-Fi

Wi-Fi will be provided free of charge.

Important Reminders

Always wear your badge inside the event.

Follow the WORLDEF website, social media channels, and WORLDEF Event App regularly for updated program and announcements.

The event program will be conducted entirely in English.

Venue Map

A detailed map of the venue including booth locations, lounges, stages, restrooms, and emergency exits will be available at the registration desk and through the WORLDEF Event App.

Safety and Emergency Procedures

Please familiarize yourself with the location of emergency exits and first aid stations. In case of emergency, follow the instructions of event staff and security personnel.

Transportation & Transfers

No shuttle service is provided between the airport, hotels, and the venue. Please arrange your own transportation. Public transport and taxis are available in the area.

Dress Code & Conduct

Business casual attire is recommended. Please maintain professional behavior at all times during the event.

Networking Tips

Make sure to complete your profile on the WORLDEF Event App, engage actively during sessions, and exchange contact information with potential partners.

Technical Support & Help Desk

For any technical issues with the WORLDEF Event App or registration, please visit the Help Desk located near the main entrance.

Food & Rest Areas

Food and beverage vendors accept card payments only. Rest areas are available throughout the venue for your comfort.

Daily Schedule

Keep track of daily event sessions and activities via the WORLDEF Event App and official website.

Social Media & Sharing

Use official event hashtags and tag WORLDEF social media accounts to share your experience.

Environment & Sustainability

Please help us maintain a clean and sustainable event by using designated recycling bins and minimizing waste.

FAQ

For quick answers to common questions, please refer to the FAQ section on the WORLDEF website or Event App.

Contact

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