

APPLICATION FORM AND CONTRACT

EuroShop Middle East 2026

26 - 28 October, 2026 - Dubai
Dubai World Trade Centre - United Arab Emirates

Organized by:

**MESSE DUESSELDORF CONNEX GULF
EXHIBITION ORGANIZING L.L.C**

806A – 8th Floor, Block A, Dubai Business Village
P.O.Box 31194 - Dubai
Dubai, United Arab Emirates
TRN: 104256382300003

Tel : +971 (0) 4 342 0493
Email : info@md-gulfoffice.com
website : www.md-gulfoffice.com



EuroShop
MIDDLE EAST

26 - 28 October, 2026
Dubai World Trade Centre
United Arab Emirates

Exhibitor Data Conditions of Participation

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EXHIBITOR INFORMATION

Full Company Name:		
Company Address:		P.O. Box:
Country:	City:	Postal Code:
Telephone:	Fax:	Website:
Email:		Tax Registration Number:
Managing Director Full Name		<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs.
Mobile:		Email:

Contact responsible for trade show organization:		<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs.
Job Title:		Email:
Mobile:		Direct Line
Country:		City:

Billing Information		
Full Company Name		
Company Address:		P.O. Box:
Country:	City:	Postal Code:
Telephone:	Fax:	Website:
Email:		Tax Registration Number:
Accounting Full Name		<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs.
Job Title:		Email:
Mobile:		Direct Line
Country:		City:

<input type="checkbox"/>	I hereby confirm that all information provided in this application is true, complete, and accurate to the best of my knowledge
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A Special Conditions Of Participation

1 Organizer

MESSE DUESSELDORF CONNEX GULF EXHIBITION
ORGANIZING L.L.C

806A – 8th Floor, Block A, Dubai Business Village

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Dubai, United Arab Emirates
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2 Title of event

EuroShop Middle East 2026
Dubai World Trade Centre

3 Venue

Dubai World Trade Centre
Dubai - United Arab Emirates

4 Duration, Opening times and dates

Monday, 26 October 2026 to
Wednesday, 28 October 2026
Daily 10.00 am - 06.00 pm

5 Build-up Date

Saturday, 24 October 2026 08.00 am to 08.00 pm and
Sunday, 25 October 2026 08.00 am to 08.00 pm

Subject to adjustment - Please refer to Exhibitor Manual 8 weeks
prior to show dates

6 Dismantling Dates

Wednesday, 28 October 2026 starts at 06.00 pm
Thursday, 29 October 2026 ends at 05.00 pm

7 Product Group

The offer only comprises products and services for EuroShop
Middle East 2026. Please refer to full Product Group and
Categories in Page No.5

- Shop Fitting, Store Design & Visual Merchandising
- Retail Technology
- Retail Materials & Surfaces
- Retail Lighting
- Food Service Equipment
- Refrigeration
- Retail Marketing – Digital, Displays and Advertising
- Expo & Event Marketing
- Retail Refrigeration Systems & Units
- Food Service Equipment
- Energy Management and Technology
- Research & Consulting

8 Space Booking & Participation Fees

The following net participation fees have been set for EuroShop Middle East 2026.
Prices apply as per square metre of floor space.

For booking until 26/12/25 (early bird rates):

Row Stand (One open side)	€	420.00/m ²
Corner Stand (Two open sides)	€	430.00/m ²
Peninsula (Head) Stand (Three open sides)	€	440.00/m ²
Island Stand (Four open sides) Min. 60 sqm	€	450.00/m ²

Booking from 27/12/25 (Standard rates):

Row Stand (One open side)	€	445.00/m ²
Corner Stand (Two open sides)	€	455.00/m ²
Peninsula (Head) Stand (Three open sides)	€	465.00/m ²
Island Stand (Four open sides) Min. 60 sqm	€	475.00/m ²

Registration Fees	€	390.00
Co - Exhibitor Fees / CE	€	390.00 /Exhibitor

Stand Construction

Shell Scheme Turnkey Stand	€	150.00/m ²
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- All Spaces / Stand type are subject to availability
- All prices subject to 5% VAT
- Minimum Space booking **12 m²**
- Minimum Island stand booking **60 m²**
- Minimum Space Only booking **20 m²**

9 Terms of payment

All stand and space booking invoices are due without deduction immediately after the date they were issued. The execution of this contract and its countersigning by **Messe Duesseldorf Connex Gulf Exhibition Organizing L.L.C** is deemed conclusive evidence of the exhibitors agreement to pay the full fees due. The application is non-cancellable by the exhibitor. Invoices for miscellaneous services or for supplies ordered separately are due at the time the services were rendered or the supplies provided, but not later than the date they were issued.

All due dates are to be fully complied with. The full and timely payment of the participation fee by the due date is the pre-requisite for taking possession of the exhibition space by the exhibitor. No factual deviation from this rule shall be deemed to be a waiver or postponement of payment. Any objections to the invoice shall only be considered if made within 14 days of the date of the invoice and in writing.

A down payment of 30% will be levied upon receipt of the application form. Please note that deposits are not refundable. The remaining 70% must be settled four months prior to the opening day of the exhibition. Booking forms received within those 4 months will be invoiced at 100%. The exhibitor will not have access to exhibition grounds without full payment on the organizer's account.

Cancellations within the 4 months period will be charged a 100% cancellation fee. Prior to the 4 months period a 50% cancellation fee will be applied. All payments mentioned above are due within 14 days of receipt of the corresponding invoice. The 30% down payment must be made by the deadline in order to avail the applicable discounts. The form must be stamped and signed by an authorized signatory of the company. Please make sure to keep one copy of the contract for your files.

10 Exhibition programme/ sales regulations

EuroShop Middle East 2026 is a business to business event. Direct selling is prohibited. The sale of exhibits on the last day in particular is forbidden before 5.30 p.m. In the case of infringements, Messe Duesseldorf Connex Gulf Exhibition Organizing L.L.C reserves the right to exclude the relevant exhibitors from the following event.

11 Stand design

Stand walls, floors, the walls of the halls, columns, installations (water, electrical, etc.) and fire protection installations may not have things stuck or nailed to them or be painted or damaged in any other way. Any damages occurring are to be borne by the exhibitor and will be charged to the exhibitor. Any installations (water, electrical, etc.) and fire protection installations and columns located within the allocated stand area are to be left accessible at all times. Floor coverings must be fixed to the floor with the aid of double-sided tape.

12 Exhibitor Entry

The standard catalogue entry, website entry, and exhibition app entry are free of charge. For advertising and sponsorship opportunities, please contact our sales and sponsorship team.

13 Combating product piracy

The exhibitor makes a binding and irrevocable declaration that the products exhibited by him were created by himself or that the products are admissible copies or reproductions of other suppliers or other third parties.

Furthermore, the exhibitor undertakes to respect the preferential industrial property rights of third parties. If the exhibitor is informed of such an infringement of property rights in a proper manner during participation at the event, the exhibitor undertakes in advance to remove products affected by this from his stand.

The exhibitor takes explicit note that, in the event of an infringement of this obligation, Messe Duesseldorf Connex Gulf Exhibition Organizing L.L.C is entitled to exclude the exhibitor from further participation at the ongoing or future events if the relevant conditions in accordance with the special conditions of participation of the event are fulfilled.

14 Exhibitor passes

The exhibitor passes are exclusively for the exhibitor, his/her stand staff and representatives. In the case of misuse the passes will be withdrawn without replacement.

Every exhibitor will receive 3 exhibitor passes, free of charge, for a stand measuring up to 20 m². One extra exhibitor pass will be made available for each additional 20 m², or part thereof, up to a maximum of 60 passes. Additional exhibitor passes for which the exhibitor will be invoiced can be ordered from Messe Duesseldorf Connex Gulf Exhibition Organizing L.L.C in due course.

2 exhibitor passes, free of charge, will be made available to each co-exhibitor on payment of the co-exhibitor fee.

15 Derogations / Additions

For the entire duration of EuroShop Middle East 2026 exhibitors must ensure continuous service, i.e. all stands must contain the relevant exhibits at the set opening hours and must be staffed by a professional workforce.

No permission is given for the removal of exhibits or for the dismantling of stands until the end of the event. If this regulation is breached, the organizer may require the exhibitor to pay a conventional penalty of € 5,000 and is also entitled to claims for damage compensation.

☐

I hereby confirm that I have read, understood, and accepted the **Special Conditions of Participation**, including all related acknowledgments, guidelines, and regulations outlined in this Application Form

PRODUCT GROUP

Shop Fitting , Store Design & Visual Merchandising

- ☐ 1.1 Store Architecture & Design
- ☐ 1.2 Store Planning
- ☐ 1.3 Store Furnishing
- ☐ 1.4 Digital Planning Systems
- ☐ 1.5 Retail Displays & Showcases
- ☐ 1.6 Mannequins & Figures
- ☐ 1.7 Display Heads
- ☐ 1.8 Torsos
- ☐ 1.9 Hangers
- ☐ 1.10 Body Frames
- ☐ 1.11 Decorating & Visual Merchandising
- ☐ 1.12 Visual Merchandising Software
- ☐ 1.13 Wall Systems for Retail
- ☐ 1.14 Shelving Systems
- ☐ 1.15 Heavy-Duty Shelving
- ☐ 1.16 Trolleys & Baskets
- ☐ 1.17 Accessories
- ☐ 1.18 Customer Guidance Systems

Retail Technology

- ☐ 2.1 Connected Retail
- ☐ 2.2 Omnichannel Integration
- ☐ 2.3 Online Shop Systems & Platforms
- ☐ 2.4 Fulfillment & Logistics
- ☐ 2.5 Supply Chain Management
- ☐ 2.6 Online Marketing Solutions
- ☐ 2.7 Digital Marketing, Equipment & Technology

Retail Technology

- ☐ 2.8 POS Software & POS Hardware
- ☐ 2.9 Retail Technologies & Innovations (Self Check-Out, Smart Trolleys, Retail Smart Access Control)
- ☐ 2.10 Retail Vending Systems
- ☐ 2.11 Smart Vending
- ☐ 2.12 Autonomous Stores
- ☐ 2.13 Retail Merchandise Management Solutions
- ☐ 2.14 Retail Price Labelling Systems & Solutions
- ☐ 2.15 Weighing Technology
- ☐ 2.16 Smart Stores & Warehouses, Robotics

Retail Technology

- ☐ 2.17 CRM & Customer Centricity
- ☐ 2.18 Retail Analytics
- ☐ 2.19 Payment Systems & Solutions
- ☐ 2.20 Retail Payment Solutions, Applications & Technologies
- ☐ 2.21 Cash Management

Retail Technology

- ☐ 2.22 Merchandise Surveillance
- ☐ 2.23 Surveillance Installation
- ☐ 2.24 Access Control
- ☐ 2.25 Cybersecurity
- ☐ 2.26 Retail Technology Services
- ☐ 2.27 Retail VR & AR Applications
- ☐ 2.28 Infrastructure & Connectivity
- ☐ 2.29 Communication Technology
- ☐ 2.30 RFID Solutions

Retail Materials & Surfaces

- ☐ 3.1 Flooring
- ☐ 3.2 Retail & In-Store Floor Cleaning Equipment
- ☐ 3.3 Surface Materials
- ☐ 3.4 Wall Coverings & Cladding
- ☐ 3.5 Retail Ceiling Systems
- ☐ 3.6 Building Materials
- ☐ 3.7 Structural Fittings for Retail Displays
- ☐ 3.8 Acoustic Retail Interiors & Partition Solutions
- ☐ 3.9 Partition Systems
- ☐ 3.10 Modular Construction Solutions
- ☐ 3.11 Thermal Insulation Materials
- ☐ 3.12 Waterproofing Technologies
- ☐ 3.13 Structural Support Systems

Retail Lighting

- ☐ 4.1 Lights
- ☐ 4.2 Lamps
- ☐ 4.3 Lighting Design & Concepts
- ☐ 4.4 Lighting Control Systems
- ☐ 4.5 Lighting Simulations & Visualization Tools
- ☐ 4.6 Lighting Planning & Systems
- ☐ 4.7 Outdoor Retail & Landscape Lighting Solutions

Retail Marketing

- ☐ 5.1 Customer Experience (CX)
- ☐ 5.2 Merchandising & Visual Marketing
- ☐ 5.3 Digital & E-Commerce Marketing
- ☐ 5.4 In-Store Retail Promotions & Activations
- ☐ 5.5 Branding & Identity
- ☐ 5.6 Loyalty & CRM (Customer Relationship Management)
- ☐ 5.7 Omnichannel & Integrated Marketing
- ☐ 5.8 Influencer & Community Marketing
- ☐ 5.9 Performance & Data-Driven Marketing
- ☐ 5.10 Content Marketing & Storytelling
- ☐ 5.11 Mobile Marketing & Location-Based Services

Retail Marketing

- ☐ 5.12 Customer Experience (CX)
- ☐ 5.13 Permanent & Temporary Displays
- ☐ 5.14 Printing, Signage & Decoration
- ☐ 5.15 Light Boxes
- ☐ 5.16 Price & Product Labelling
- ☐ 5.17 Outdoor Advertising
- ☐ 5.18 Large Banners & Facade Cladding
- ☐ 5.19 Ceiling Hangers
- ☐ 5.20 Retail Promotional Vehicles
- ☐ 5.21 Mobile POS
- ☐ 5.22 Sales Pavilions & Stands
- ☐ 5.23 Retail Tents
- ☐ 5.24 Advertising Materials
- ☐ 5.25 Retail Promotional Items

Expo & Event Marketing

- ☐ 6.1 Exhibition Stand Construction
- ☐ 6.2 Modular Systems
- ☐ 6.3 Brand & Live Communication
- ☐ 6.4 Digital Solutions
- ☐ 6.5 Event Engineering & Technology
- ☐ 6.6 Exhibition & Stand Furnishing & Displays
- ☐ 6.7 Lighting & Audiovisual Equipment
- ☐ 6.8 Signage & Wayfinding Systems
- ☐ 6.9 Temporary Structures & Pavilions
- ☐ 6.10 Display & Presentation Systems
- ☐ 6.11 Rental Services & Equipment
- ☐ 6.12 Graphic Production & Printing
- ☐ 6.13 Trade Fair Logistics & Services

Retail Refrigeration Systems & Units

- ☐ 7.1 Refrigerated Cabinets
- ☐ 7.2 Freezer Cabinets
- ☐ 7.3 Refrigerated Counters
- ☐ 7.4 Ready-to-Connect Solutions
- ☐ 7.5 Refrigeration Unit Accessories
- ☐ 7.6 Cold Rooms & Deep-Freeze Rooms
- ☐ 7.7 Refrigeration Control Systems
- ☐ 7.8 Refrigeration Plants & Systems
- ☐ 7.9 Refrigeration Systems & Technology
- ☐ 7.10 Heat Recovery Systems
- ☐ 7.11 Cold Store Rooms & Equipment
- ☐ 7.12 In-Store Farming

Food Service Equipment

- ☐ 8.1 In-Store Bakery Points
- ☐ 8.2 Baking & Pizza Ovens
- ☐ 8.3 Deep Fat Fryers
- ☐ 8.4 Combination Steam Cookers
- ☐ 8.5 Rotisserie & Grills
- ☐ 8.6 Dishwashers
- ☐ 8.7 Packaging Machines
- ☐ 8.8 Coffee Machines
- ☐ 8.9 Frozen Dessert Dispensing Equipment
- ☐ 8.10 Food Service Machines
- ☐ 8.11 Food Preparation & Portioning Systems
- ☐ 8.12 Juice Extractors
- ☐ 8.13 Slicing Machines
- ☐ 8.14 Food Preservation & Sealing Equipment
- ☐ 8.15 Food Warming & Holding Equipment
- ☐ 8.16 Beverage Dispensing Systems

Energy Management and Technology

- ☐ 9.1 Energy Management
- ☐ 9.2 Energy Monitoring
- ☐ 9.3 Energy Supply & Services
- ☐ 9.4 Photovoltaics & Geothermal Energy Plants
- ☐ 9.5 Electromobility
- ☐ 9.6 Charging Stations & Infrastructure
- ☐ 9.7 Building & Environmental Technology
- ☐ 9.8 Waste Management & Recycling Technology
- ☐ 9.9 Building Technology
- ☐ 9.10 Environmental Engineering
- ☐ 9.11 Smart Metering & Monitoring Systems
- ☐ 9.12 Energy-Efficient HVAC Systems
- ☐ 9.13 Building Automation & Control Systems
- ☐ 9.14 Indoor Air Quality Monitoring Systems & Solutions
- ☐ 9.15 Renewable Energy Integration Solutions

Industry General Services

- ☐ 10.1 Market Research Companies
- ☐ 10.2 Trade Associations
- ☐ 10.3 Publishers
- ☐ 10.4 Consultancy Firms
- ☐ 10.5 Training & Certification Bodies
- ☐ 10.6 Industry Event Organizers
- ☐ 10.7 Packaging & Design Agencies
- ☐ 10.8 Industry Portals & Online Marketplaces
- ☐ 10.9 Advertising & Media Agencies
- ☐ 10.10 Logistics & Supply Chain Partners
- ☐ 10.11 Financial & Investment Services
- ☐ 10.12 Government & Regulatory Authorities
- ☐ 10.13 Industry Academic Institutions



26 - 28 October, 2026
Dubai World Trade Centre
United Arab Emirates

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website : www.md-gulfoffice.com

SPACE AND STAND BOOKING (Subject to availability)

Please choose the stand type: (early bird rates)			
<input type="checkbox"/> Row Stand (One open side)	420.00 € / sqm	<input type="checkbox"/> Peninsula (Head) Stand (Three open sides)	440.00 € / sqm
<input type="checkbox"/> Corner Stand (Two open sides)	430.00 € / sqm	<input type="checkbox"/> Island Stand (Four open sides) Min. 60 sqm	450.00 € / sqm

Please fill the below space booking requirements:					
Stand Type	<input type="text"/>	X	Total sqm	<input type="text"/>	= <input type="text"/>
Registration Fees / 390.00 €					= <input type="text" value="390.00 €"/>
No. of Co-Exhibitors	<input type="text"/>	X	390.00 €		<input type="text" value="0.00 €"/>
Stand Construction (Please choose one option)					
<input type="checkbox"/> Shell Scheme Package 150.00 € / sqm	X	Total sqm	<input type="text"/>	=	<input type="text"/>
<input type="checkbox"/> Stand build by exhibitor (space-only booking – minimum 20 m²)					
Grand Total					<input type="text"/>

Full Company Name		
Company Address:		P.O. Box:
Country:	City:	Postal Code:
Telephone:	Fax:	Website:
Email:		Tax Registration Number:
Managing Director Full Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs.	
Mobile:	Email:	

By signing this contract, we accept as binding in all parts the
Special Conditions for Participation and General Terms and
Conditions EuroShop Middle East 2026

City, Date : _____ / ____ / _____

Signature, company stamp of the Exhibitor _____

B General Conditions of Participation

1 Definitions and General Provisions

1.1 These General Terms and Conditions govern participation in the exhibition EuroShop Middle East 2026 (hereinafter referred to as the “Event”) organized by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C., a limited liability company duly incorporated and licensed in the United Arab Emirates (hereinafter referred to as the “Organizer”).

1.2 The term “Exhibitor” shall mean any individual, company, or legal entity that submits a signed application form and is accepted by the Organizer to participate in the Event. This includes main exhibitors, co-exhibitors, sub-exhibitors, and any parties represented by them.

1.3 The submission of the signed application form by the Exhibitor shall constitute a binding commitment to participate in the Event and to accept, without limitation, the terms outlined in these General Terms and Conditions, the Special Conditions for Participation, the Technical Guidelines, the stand construction rules, and any directives or regulations issued by the Organizer or the venue authority (Dubai World Trade Centre – DWTC).

1.4 The Organizer reserves the right to amend these General Terms and Conditions, the Technical Guidelines, or other official documents at any time for legal, regulatory, or operational reasons. Such updates shall be communicated to the Exhibitor in writing or electronically and shall be deemed accepted unless the Exhibitor objects within seven (7) days of notification.

1.5 Any conflicting terms or conditions submitted by the Exhibitor shall not be binding on the Organizer unless explicitly accepted in writing.

2 Application and Admission

2.1 Applications to exhibit at EuroShop Middle East 2026 must be made using the official application form issued by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. All sections of the form must be completed truthfully, fully, and legibly, and the form must be signed with legally binding effect by an authorized representative of the Exhibitor.

2.2 By signing and submitting the application, the Exhibitor makes a binding offer to participate in the Event. The Organizer is under no obligation to accept the application. Acceptance is subject to availability of space and alignment with the overall exhibition concept.

2.3 The contract between the Exhibitor and the Organizer shall be deemed concluded upon written confirmation of acceptance (admission) by the Organizer. The admission may be granted in the form of an email, fax, or physical document. The Organizer is entitled to impose conditions or limitations within the admission and to alter stand size, layout, or location if necessary for operational or logistical reasons.

2.4 The Organizer reserves the right to reject any application without providing reasons. Applications may be refused in particular if:

- The products or services intended to be exhibited do not match the Event’s thematic scope.
- The Exhibitor has outstanding financial obligations from previous events organized by Messe Düsseldorf group or its affiliates.
- The application contains incomplete, false, or misleading information.

2.5 The admission is valid only for the Exhibitor named therein and for the products or services listed in the application. Exhibitors may not assign, sublet, or otherwise transfer their allocated stand space, either in full or in part, without prior written approval from the Organizer.

2.6 The Organizer may withdraw admission at any time prior to the Event if the requirements for admission are no longer met, or if legal, safety, or financial concerns arise. In such cases, the Organizer shall not be liable for compensation, except for any participation fees already paid, which shall be refunded after deduction of any administrative or bank charges.

3 Participation Fees and Payment Terms

3.1 Upon confirmation of admission, the Exhibitor shall be obligated to pay the full participation fees, which consist of:

- The stand space rental fee (shell scheme or raw space)
- Any compulsory service fees (e.g. registration fee, insurance package, waste disposal)
- Charges for additional services (furniture, power, digital marketing, stand design, etc.)
- Any applicable taxes or government-mandated charges

3.2 All fees are payable in United Arab Emirates Dirhams (AED), unless expressly agreed otherwise in writing. The Organizer may, at its discretion, accept payment in Euros or U.S. Dollars for foreign participants, based on a fixed exchange rate provided at the time of invoicing.

3.3 The Organizer will issue an invoice upon admission. Unless otherwise stated on the invoice, full payment is due within fourteen (14) days of the invoice date. Participation and access to the venue may be denied if full payment is not received by the deadline.

3.4 Any objections to the invoice must be submitted in writing within five (5) working days of receipt. Thereafter, the invoice shall be deemed accepted.

3.5 In the event of late payment, the Organizer may:

- Charge late payment interest at the standard commercial banking rate in the UAE (currently no less than 1.5% per month)
- Suspend or revoke the Exhibitor’s right to occupy the stand
- Reallocate the stand to another party
- Retain the Exhibitor’s payment as liquidated damages, subject to Clause 5 (Cancellation and Withdrawal)

3.6 The Organizer reserves the right to retain any goods or stand materials on site as a possessory lien until all outstanding payments are settled. Storage, handling, and resale of retained goods will be at the Exhibitor’s cost and risk, and proceeds will be applied toward outstanding debts.

3.7 The Exhibitor shall bear all costs related to bank transfer fees, foreign currency exchange, and taxes related to their payments, ensuring the Organizer receives the full invoiced amount.

4 Cancellation and Withdrawal

4.1 Once the Exhibitor has been admitted and the contract is concluded, the Exhibitor is obligated to pay the full participation fees unless cancellation is made in accordance with the following terms.

4.2 A cancellation by the Exhibitor must be submitted in writing and shall only be effective upon written acknowledgment by the Organizer. Verbal cancellations or withdrawals are not valid under any circumstances.

4.3 In the event of cancellation by the Exhibitor, the following charges shall apply:

- 50% of the total participation fee shall be due if the cancellation is received more than four (4) months prior to the official first day of the Event.
- 100% of the total participation fee shall be due if the cancellation is received less than four (4) months before the Event.
- If the Exhibitor fails to occupy the stand space without prior written cancellation, the Organizer is entitled to charge the full participation fee plus any applicable surcharges for cleaning, dismantling, or security.

4.4 The Organizer shall have the right to cancel the Exhibitor’s participation with immediate effect in the event of:

- Non-payment of invoices within the prescribed deadline.
- Submission of false, misleading, or incomplete information in the application.
- Breach of any provision of these Terms and Conditions or the Technical Guidelines.
- Bankruptcy, insolvency, or liquidation proceedings being initiated against the Exhibitor.

4.5 In such cases, the Organizer may retain any payments already made and reallocate the stand without further notice. The Exhibitor shall not be entitled to any refund, compensation, or damages, and shall remain liable for any unpaid balance.

4.6 The Organizer is entitled to resell or reassign the cancelled stand space at its discretion. This shall not release the original Exhibitor from its financial obligations under these terms.

B General Conditions of Participation

5 Force Majeure and Organizer's Right to Cancel

5.1 The Organizer shall not be liable for any delay, cancellation, rescheduling, reduction in duration, or relocation of the Event caused by force majeure or any circumstances beyond its control, including but not limited to:

- Acts of God, natural disasters, epidemics or pandemics
- War, terrorism, civil unrest, or government-imposed travel bans
- Strikes, labor disputes, or transport disruptions
- Acts or regulations of any public authority or municipality
- Closure, unavailability, or partial shutdown of the Dubai World Trade Centre or surrounding infrastructure

5.2 In the event of force majeure:

- The Organizer may reschedule or relocate the Event within a reasonable timeframe and venue, and the Exhibitor shall remain bound by the participation contract.
- If the Event is cancelled entirely due to force majeure, the Organizer may deduct a cost contribution of up to 25% of the participation fee for incurred costs, and refund the remainder.
- No liability shall arise on the Organizer for damages, lost profit, compensation, or indirect losses.

5.3 If the Organizer is compelled to reduce the duration of the Event after it has already begun, due to the above-mentioned causes, the Exhibitor shall not be entitled to any refund or compensation.

5.4 Should the Organizer voluntarily cancel the Event for reasons not classified as force majeure, the Exhibitor shall be entitled to a full refund of participation fees already paid. Any additional costs (e.g. stand construction, travel, shipping) incurred by the Exhibitor shall not be reimbursed.

5.5 The Organizer reserves the right to make minor adjustments to the exhibition schedule, layout, or operating hours where necessary to ensure safety, improve logistics, or comply with DWTC or government directives. Such changes shall not entitle the Exhibitor to terminate the agreement or seek compensation.

6 Stand Allocation, Use, and Construction Guidelines

6.1 The allocation of stand location, size, and layout is determined exclusively by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. based on the overall concept and space availability. The Organizer reserves the right to relocate stands, adjust dimensions, or make modifications to the exhibition floor plan at any time, provided such changes do not unreasonably disadvantage the Exhibitor.

6.2 The Exhibitor has no legal claim to a specific stand location, even if preferences were stated in the application. Requests for relocation or exchanges of location are subject to Organizer approval and may incur administrative charges.

6.3 The stand must be used solely for the exhibition of the products and services listed in the Exhibitor's approved application. The display or promotion of third-party companies, brands, or products not included in the application is strictly prohibited without prior written consent from the Organizer.

6.4 The Exhibitor shall be responsible for the design, construction, and dismantling of their stand in accordance with:

- The Technical Guidelines issued by the Organizer,
- All DWTC regulations, and
- UAE civil defense, fire, and safety codes.

6.5 Stand structures must not exceed the permitted height limits (typically 2.4m for shell scheme and up to 4m for raw space unless approved). Any use of rigging, platforms, external walls, or covered ceilings must receive prior written approval and be submitted with detailed stand drawings no later than four (4) weeks before the Event.

6.6 Exhibitors booking "space-only" stands must submit full stand design plans and risk assessments by the Organizer's deadline and obtain approval before beginning construction. Failure to do so may result in the stand being refused access to the venue or dismantled at the Exhibitor's expense.

6.7 The Organizer may impose on-site penalties or instruct the removal of any structures or materials that pose a safety risk, violate regulations, or obstruct neighboring stands, aisles, or emergency exits.

6.8 It is the Exhibitor's responsibility to ensure all contractors, suppliers, and sub-contractors engaged by them comply fully with the Organizer's and DWTC's safety, security, and access protocols.

7 Sub-Exhibitors, Shared Stands, and Third-Party Representation

7.1 The inclusion of sub-exhibitors, co-exhibitors, or companies represented on the Exhibitor's stand is subject to the prior written approval of Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. and must be clearly declared in the application form or via separate notification prior to the Event.

7.2 A sub-exhibitor is any legal entity or brand, other than the main contracting Exhibitor, that is visibly represented on the stand by logos, signage, products, personnel, or printed material.

7.3 If a shared stand is approved, the main Exhibitor shall remain fully responsible for compliance with all contractual obligations on behalf of their sub-exhibitors or represented parties. This includes payment, insurance, behavior, and adherence to the Technical Guidelines and DWTC rules.

7.4 Each sub-exhibitor must pay a sub-exhibitor registration fee, as indicated in the price list. This covers administrative handling, inclusion in the exhibitor directory, and name badges.

7.5 Unauthorized inclusion of sub-exhibitors, shared representation, or undeclared third-party promotion will result in the following:

- Immediate removal of the undeclared party from the venue,
- A penalty fee equivalent to the full participation fee per unauthorized brand,
- And, if necessary, the termination of the participation contract with the main Exhibitor.

7.6 Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. reserves the right to publish and disclose the list of all officially admitted Exhibitors and sub-exhibitors in printed, digital, and online formats for promotional or operational purposes.

8 Insurance and Liability

8.1 All Exhibitors are required to obtain and maintain, at their own cost, comprehensive insurance coverage for:

- Damage, theft, or loss of exhibited goods and stand materials;
- Public liability and personal injury occurring on or around the stand;
- Coverage during transit to/from the venue, during build-up, open days, and dismantling.

8.2 Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C., its employees, representatives, agents, and contractors shall not be liable for any:

- Loss or damage to exhibits, materials, or property of the Exhibitor;
- Injury to Exhibitor's personnel, agents, or guests;
- Indirect losses, including loss of business, income, goodwill, or profit.

8.3 The Organizer shall only be liable in the case of gross negligence or intentional misconduct on its part. In all other cases, including but not limited to minor negligence, force majeure, third-party actions, or venue-related failures, no liability shall be incurred.

8.4 The Exhibitor shall be held fully liable for:

- Any damage caused by the Exhibitor, its staff, contractors, or service providers to the venue infrastructure (including halls, floors, equipment, technical installations);
- Accidents or incidents resulting from unsafe construction, unapproved modifications, or violation of fire and safety regulations;
- Fines or penalties imposed by DWTC or UAE authorities as a result of non-compliance.

8.5 The Exhibitor agrees to indemnify and hold harmless Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C., its affiliates, and partners from any third-party claims, including legal fees, arising from acts or omissions of the Exhibitor, its employees, or representatives.

8.6 It is the Exhibitor's duty to ensure that its contractors and suppliers hold valid work permits, public liability insurance, and comply with UAE labor and immigration laws during the full event period.

B General Conditions of Participation

9 Venue Regulations, Safety, and Security Compliance

9.1 All Exhibitors must strictly adhere to the official rules and safety guidelines issued by the venue operator, Dubai World Trade Centre (DWTC), in addition to the regulations provided by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C.

9.2 These include, but are not limited to:

- Fire safety and emergency procedures
- Maximum occupancy limits and access control
- Electrical installation standards and equipment certification
- Waste disposal, prohibited materials, and hazardous goods handling
- Prohibition of open flames, gas cylinders, and unapproved AV/laser equipment
- Proper use of loading docks, parking zones, and freight elevators

9.3 All stand structures, banners, signage, and construction materials must meet UAE Civil Defence requirements for flame retardancy and safety certification. Documentation may be requested at any time by DWTC or civil inspectors.

9.4 Security personnel will be present on-site; however, the Organizer does not assume any responsibility for theft, loss, or unauthorized access. It is the Exhibitor's responsibility to:

- Secure their stand during and after hours
- Supervise valuables and electronic devices
- Hire additional stand security if needed

9.5 Children under the age of 16 are not permitted inside the halls during build-up and dismantling periods. Safety gear (e.g. helmets, vests) is mandatory in restricted zones during construction phases.

9.6 Exhibitors must ensure that all personnel, contractors, and service providers follow DWTC's occupational health and safety rules. Breaches may result in fines, denial of access, or immediate removal from the venue.

9.7 Any violations of these regulations may lead to:

- Temporary or permanent closure of the Exhibitor's stand
- Financial penalties imposed by the Organizer or DWTC
- Termination of the participation contract without compensation

10 Stand Operation, Maintenance, and Dismantling Rules

10.1 The Exhibitor is obligated to maintain an operational and properly staffed stand throughout the entire duration of the Event's official opening hours. Partial occupation, delayed setup, or early dismantling is strictly prohibited.

10.2 Any Exhibitor that begins dismantling, vacates their stand, or ceases operations before the official closing time of the Event shall be subject to:

- A contractual penalty of AED 20,000, and
- Possible exclusion from future events organized by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. or its affiliates.

10.3 Stand setup must be completed by the end of the build-up period specified by the Organizer. Access to the halls may be denied if the Exhibitor fails to comply with this deadline.

10.4 The Exhibitor is responsible for keeping the stand clean and presentable throughout the Event. Waste must be regularly removed and disposed of in designated areas. Additional cleaning services may be ordered via the Organizer's service manual.

10.5 Dismantling must begin only after the official closing of the Event and must be completed within the designated dismantling period. Any materials left behind beyond this deadline may be removed or discarded by the Organizer at the Exhibitor's cost.

10.6 The Exhibitor shall leave the stand area in its original condition. Any damage to venue property (e.g. walls, floors, fixtures, technical installations) will be assessed and invoiced to the Exhibitor accordingly.

10.7 During setup and dismantling, all Exhibitor personnel and contractors must wear high-visibility vests and comply with DWTC's site safety regulations. Unauthorized access, unsafe practices, or failure to follow instructions from security or safety officers may result in removal from the venue.

11 Intellectual Property, Branding, and Media Rights

11.1 The name, logo, trademarks, branding elements, and visual identity of EuroShop Middle East 2026 are the exclusive property of Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C. and may not be used by the Exhibitor for any purpose without prior written approval from the Organizer.

11.2 Exhibitors may only use the official EuroShop Middle East 2026 name and logo in pre-approved marketing materials, invitations, and social media posts that directly reference their participation in the Event. Unauthorized or misleading use is strictly prohibited and may result in legal action.

11.3 Exhibitors must not create or distribute promotional material, signage, or branded collateral that could be construed as official Event communications or that mimics the Organizer's identity.

11.4 The Organizer reserves the exclusive right to organize, approve, and coordinate all forms of sponsorships, advertising placements, and on-site branding opportunities within the venue and in the Event's digital platforms.

11.5 By participating in the Event, the Exhibitor agrees that the Organizer may photograph, record, or film the exhibition environment — including stands, products, and personnel — for purposes of documentation, marketing, social media, public relations, and future promotions.

11.6 The Organizer retains the right to publish, reproduce, or distribute such content in printed, digital, or multimedia formats without further notice or compensation. The Exhibitor waives any rights to oppose the use of such materials unless specific written restrictions have been agreed in advance.

11.7 The Exhibitor affirms that all materials displayed on their stand — including trademarks, logos, products, videos, and brochures — are free of third-party intellectual property violations and assumes full liability for any infringement claims.

11.8 The Organizer may remove or restrict content at the Event that it deems in violation of copyright, trademark, or ethical standards without refund or liability.

12 Legal Framework, Jurisdiction, and Final Provisions

12.1 These General Terms and Conditions, together with the official application form, the Special Conditions for Participation, Technical Guidelines, price lists, and any written instructions issued by Messe Düsseldorf Connex Gulf Exhibition Organizing L.L.C., form the entire contractual agreement between the Organizer and the Exhibitor.

12.2 Any verbal agreements, modifications, or amendments shall not be valid unless confirmed in writing by the Organizer.

12.3 The place of performance for all rights and obligations under this contract shall be Dubai, United Arab Emirates.

12.4 The agreement shall be governed exclusively by the laws of the United Arab Emirates. The application of the United Nations Convention on Contracts for the International Sale of Goods (CISG) is expressly excluded.

12.5 In the event of any disputes, the parties agree to submit to the exclusive jurisdiction of the Courts of Dubai, to the extent legally permissible.

12.6 If any provision of these Terms and Conditions is deemed invalid, unlawful, or unenforceable under applicable law, the remaining provisions shall remain in full force and effect. The invalid provision shall be replaced by a valid one that most closely reflects the original intention.

12.7 These Terms are issued in English. In case of translation into another language, the English version shall prevail in all legal and interpretative matters.



I hereby confirm that I have read, understood, and accepted the **General Conditions of Participation**, including all related acknowledgments, guidelines, and regulations outlined in this Application Form