

THE NEXT LEVEL

8th
EDITION



27–29 June 2026

→ HOW IT WORKS – YOUR TRENDS UP WEST ABC

Important information for a smooth process

A. SET-UP & DISMANTLING

- **Set-up times:** Please adhere to the official set-up times communicated to you in advance. If you require an additional set-up day, this can be booked at an extra cost.
- **Dismantling only after the end of the fair:** Early dismantling is strictly prohibited. Anyone who dismantles before the official end risks exclusion from future events.

B. FIRE PROTECTION & SAFETY

- Open flames must be **registered in advance** and positioned safely to avoid any hazards.
- **Blocking escape routes** is strictly prohibited.
- Fire extinguishers and emergency exits must **not be obstructed or covered**.
- **Please follow the instructions of traffic marshals** when parking and loading or unloading.

C. CLEVER & IMPORTANT

- **Actively invite your customers!** TRENDS UP WEST thrives on the concept of networking – ‘by colleagues for colleagues’. You have a direct line to your customers and can make a big difference with your invitation.
- **You can purchase ticket codes for free admission for your customers** from us at a low price. Show that your customers are important to you – we will support you in this.

D. DESIGN, DIRECT SALES, PRESENTATION & HEIGHT

- Your stand is your calling card – **make sure it looks appealing and professional**.
- **Walls are not permitted**, except along the outer hall walls. Our open concept puts the focus on your products.

THAT'S HOW IT WORKS!



- **Note the height:**
 - Maximum **1,80 m** on your own space
 - Maximum **1,60 m** to the boundary with the **neighbouring** stand
- **No additional floor coverings** such as carpet, laminate, or PVC are allowed. The industrial hall atmosphere should be preserved. Carpets that are part of your collection may of course be used. TRENDS UP WEST is an order event, and **direct sales at the event are strictly prohibited.**

E. COMPLIANCE WITH THE RULES

- By participating, you agree to the **terms and conditions** and exhibition regulations.
- Violations may result in **immediate exclusion** and **denial of participation in future events.**
- We value fairness and mutual consideration.

F. FRIENDLINESS & FAIR PLAY

- **Respectful behavior** towards visitors, fellow exhibitors, and trade fair staff is expected. If you have any questions or problems, the **TRENDS UP WEST team** is always there to help.

G. GUESTS & ID CARDS

- **Visitor passes are non-transferable.**
- You can generate **exhibitor passes yourself** in the Exhibitor Centre.
- **No special passes are required for set-up and dismantling** – access to the site is free.

H. HELP & CONTACT

If you have any questions or in case of emergency, you can reach us at:

Christian Kasch – Project Management

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📍 On-site information point: organizer's Office / Old Smithy Hall

TIP:

The better prepared you are, the smoother and more relaxed your trade fair experience will be.

Thank you for being part of TRENDS UP WEST!