

Fact Sheet:

Registration Procedure 2026

TRENDS UP WEST



We are very happy to welcome new exhibitors at TRENDS UP WEST. However, since a trade fair appearance is always a challenge for every exhibitor, we have put together a small guide for our newcomers with the most important information so that onboarding works as smoothly as possible for everyone...

- Start with the registration, which provides for a minimum area of 20 sqm. A little tip: It's best to include your placement wishes right away, if you have any. We are also happy to receive more information about stand design, e.g. whether a back wall is needed or is being planned or whether you are working with an agency that is planning further areas for TRENDS UP WEST, so that the stands must be best together. The registration is not yet binding until the final status confirmation. In the first step, you signal your interest to us and indicate how you want to present your brand.
- The receipt of the registration will be confirmed to you and your company will be stored in our system with the corresponding contact details. This also applies to the corresponding placement requests, so that no important information is lost, and we can plan accordingly in a goal- and customer-oriented manner.
- As soon as we have created the first draft of the hall plan, we will send you a concrete placement proposal that takes your wishes into account, as well as the hall plan according to the status.

- Now it's time to confirm your registration. This means that the desired stand space is reserved, and nothing stands in the way of participation as an official exhibitor at TRENDS UP WEST!
- In the next step, you will receive access to the Exhibitor Center on our homepage. There you will find a lot of further information that will make it easier for you to participate, but also order forms, e.g. for the catalogue entry or the power connection, which we will need to fill out from you in the further course.

The forms for additional services that are not included in the basic package are also available here. This applies, for example, to the possibility of using rental furniture or storing packaging material. The contact details of our service partners can also be found in the Exhibitor Center. Access to the generation of exhibitor passes is also stored as a link. Everything that must be filled out and applied for is also marked again. We keep an eye on everything and get in touch if necessary, so that nothing is forgotten for a successful trade fair appearance.
- Some people may not be able to imagine what an event looks like without walls and the usual stand constructions and how to plan and decorate their stand under this premise. For this reason, we have uploaded a 360° video on our homepage where you can see how other exhibitors did it at the last event and get inspired.
- In the further course of the planning, we invite all exhibitors to a kick-off online meeting. There we will talk again about the concept of the event and point out important points and possible innovations. The aim of these online meetings is to answer all open questions from the exhibitor side. This is very helpful, because sometimes questions arise that you didn't even think of yourself. Here we rely fully on the swarm intelligence of the TUW community!
- The room prices of the hotels in Düsseldorf have returned to normal. We can mitigate the costs a little further, because both exhibitors and visitors receive a 10 discount at our partner hotels. The booking codes can be found on our homepage under "Partner Hotels".

- It is not yet clear when the stand invoices will go out. However, everything must be paid for in advance, otherwise we unfortunately cannot have you exhibited and of course we don't want that!
- Trade visitors pay for their tickets themselves and are asked to order them in advance in the ticket shop. The price is 20.00 euros and includes the premium catering offered. However, exhibitors can grant their customers free admission by ordering ticket codes at a price of 10.00 euros per ticket under Christian@TrendsUpWest.com. (The form for this can also be found in the Exhibitor Center). Attention: Every code ordered will be charged, regardless of whether it is redeemed or not!
- Then the set-up is getting closer and closer, and, in this point, it is our goal as organizers to make the processes as uncomplicated as possible. There are no construction permits and everyone can move freely around the site for the set-up. The areas have already been marked and the electricity connection is already in place. But the whole thing must be done relatively quickly, because only one set-up day is planned. The vehicles should not block the access to the construction gate, as others also want to enter the hall with their equipment. During the set-up time, we will of course not let you starve but organize a small catering.
- Attention: For all those who must deal with large areas or elaborate decorations, it is advisable to book an additional, early set-up day. Then the stand construction can be a little more relaxed and you are not done on the first day of the fair.
The order form for the early set-up day is also available in the Exhibitor Center. Anyone who enters the halls without the appropriate permit before the official set-up day will receive a corresponding invoice directly, which must be paid before the event, i.e. on the same day.
Our recommendation: This stress doesn't have to be! Alternatively, you can try to arrive a few days earlier, which in our experience has already happened and worked well for some exhibitors.

- When the first day of the fair slowly comes to an end, i.e. around 6:00 p.m., we would like to invite you to a relaxed get-together with a great barbecue on the outdoor area between the two exhibition halls. Of course, you can simply bring your customers with whom you are still in conversation!

I hope to have clarified many questions and concerns for the time being.

For further questions or information, please contact us:

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We are already very much looking forward to seeing you and are grateful that you have decided to participate in TRENDS UP WEST!