

Guidelines for Stand Design

As at 9 January 2026

Exhibitors are required to design their stands with the utmost care and aesthetic standard. Compliance with the stand design guidelines is mandatory. Please ensure that these guidelines are passed on to your stand construction team or appointed stand contractor.

1. RENTED ITEMS

A shell scheme exhibition stand is included in the MILCHWERK stand packages. This stand, including its fittings and furnishings, must not be drilled into or otherwise damaged. All adhesive graphics and vinyls must be completely removed without leaving any residue prior to the return of the rented items. The appearance of the rented stand must not be significantly altered, in particular by custom structures that exceed the maximum permissible stand height. Any additional fixtures or attachments erected by the exhibitor require prior approval. The stand must remain open at the top; the installation of ceilings or ceiling sails is not permitted. Exhibits and own furniture may be brought in and do not require approval with regard to stand construction. Any damage caused during the rental period shall be borne by the exhibitor and invoiced accordingly. The relevant regulations of the MILCHWERK stand construction partners apply.

2. MISCELLANEOUS

Flooring, hall walls, columns, technical installations, fire protection equipment, and all other fixed components of the hall must not be stickered, nailed, painted, affixed to, or damaged in any other way. The exhibitor shall be held liable for any damage incurred, which will be invoiced accordingly.

Any columns, utility infrastructure, and fire safety elements located within the stand area are considered an integral part of the allocated stand space and must remain freely accessible at all times.

All materials used must be flame-retardant and conform as a minimum to classification DIN 4102 B1 in accordance with the German Places of Public Assembly Ordinance (Versammlungsstättenverordnung).

The specified stand boundaries must be strictly observed. Exhibits and furniture must be positioned exclusively within the assigned stand area.

3. APPROVAL REQUIREMENT FOR CUSTOM STAND CONSTRUCTION

If the exhibitor is not using the MILCHWERK shell scheme stand, the stand design plans must be approved in advance. Please submit your complete stand design, including all dimensions (width, length, height), by email to service@messedornbirn.at at least three months prior to the start of the event for approval.

4. MODIFICATION / REMOVAL OF NON-COMPLIANT STAND STRUCTURES

Stand structures that do not comply with the technical guidelines or statutory requirements must be modified or removed as necessary. If the required measures are not implemented within the specified deadline, the organiser reserves the right to carry out the necessary alterations independently at the exhibitor's cost and risk.

5. REQUIREMENTS FOR CUSTOM-BUILT STANDS

If the exhibitor does not use the MILCHWERK shell scheme stand, this is classified as custom stand construction. Custom-built stands are strictly subject to approval (see Section 3) and require a minimum stand space of 24 m². In addition, the outer design of any custom stand must harmonise with the MILCHWERK shell scheme stand design..

- The exhibitor is required to install stand boundary walls on all closed sides of their stand area. If neither custom boundary walls nor a rented shell scheme are used, appropriate stand partition walls must be ordered.
- Visible rear walls of the stand above a height of 2.50 m must be designed or clad in a uniform, neutral white, and well-maintained appearance so as not to impair the interests of neighbouring stands.
- The maximum permitted construction height at all locations is as follows:
 - All locations: Stand partition wall height 2.50 m; maximum build height 3.50 m.
 - Two-storey stand structures are not permitted.
 - Structures above 2.50 m in height must not exceed an enclosed volume of 3 m³.
- Any structures above 2.50 m may only be positioned along the outer edges of the stand, in line with the MILCHWERK shell scheme design. Suspended structures (hangings) are not permitted. Hall signage on columns and hall walls must not be obscured or modified.
- The stand must remain open at the top; the installation of ceilings or ceiling sails is not permitted.
- All stand sides facing aisle boundaries must be open in design. Solid walls along aisles must be broken up with open niches. Long, enclosed stand structures where more than one third of the respective aisle-facing side is closed off are not permitted. Longer enclosed structures are only permitted if placed at a minimum distance of 1 m from all aisle boundaries.
- Stand floors must be fitted with suitable floor covering by the exhibitors.
- The name and address of the stand owner must be clearly displayed on the stand throughout the entire duration of the exhibition.