



November 3 through 5

Exhibitors manual

Trade Fair Aalsmeer 2026

Trade Fairs & Events
July 2026



**Royal
Flora
Holland**



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Dear Exhibitor,

We're delighted that you're participating in the 26th edition of Trade Fair Aalsmeer!

This international trade fair organized by Royal FloraHolland is one of the most important events of the year for exporters, wholesalers, and their customers.

This year, Trade Fair Aalsmeer will take place on **Tuesday, November 3, Wednesday, November 4, and Thursday, November 5, 2026.**

Please read this handbook carefully before filling out the booth construction form. Of course, if you have any questions, you can always contact the Trade Fairs & Events department, either by phone at +31(0)88-7898989 or by email at events@royalfloraholland.com. We're here to assist you.

Good luck with your preparations!

Royal FloraHolland
Team Trade Fairs & Events

Important Changes Compared to Previous Editions

Side Panels for Standard Booth Construction (Thijs Standbouw)

By popular request, all side panels will be closed by default this year.

Would you still like to keep the front meter open? If so, you must coordinate this in advance with your neighbors and let us know. See Chapter 5 for a schematic drawing and explanation.

Thijs Standbouw & R.A.M. Power & Light Catalog

Before you start filling out the booth construction form, we recommend that you take a look at the catalog. Here you'll find all kinds of renderings and prices for furniture, lighting, etc., as well as full-color panels and backdrops. Please consult this first before placing your order on the booth construction form. Click [here](#) to go directly to the catalog.

Upgrading Standard Booth Construction

Thijs Standbouw offers many options to give your booth a nice upgrade, such as using full-color panels or backdrops, or even a complete booth upgrade. Check out the [catalog](#) for the possibilities.

Tight Deadline for Booth Setup

All booths must be fully set up by 5:00 p.m. on Monday, November 2, at the latest! (This means setup is NOT permitted on Tuesday, November 3, not even very early in the morning).

Unfortunately, no exceptions can be made, not even for exhibitors traveling from far away.

Welcome Envelope

A welcome envelope is waiting for each exhibitor at the information desk. Please come pick it up on Sunday, November 1, or Monday, November 2. Inside, you'll find important information you'll need during the trade show, such as Wi-Fi codes, an emergency number, trade show information, and—if applicable—an FSI sign and/or lunch vouchers. This way, we'll know you're there and have received all the necessary information.

Booth Construction Form (required)

With your confirmation, you received a link to the booth construction form. This used to be called the order form.

All exhibitors must complete this form by **September 22, 2026**. This way, we'll know your plans for the booth. Will you be using Thijs Standbouw's standard booth construction? Or will you outsource it to a third party? Do you want to order furniture, lighting, carpet, etc.? Even if you don't plan to order anything else, please fill out the entire booth construction form and click "Submit." As the trade show organizer, it's essential for us to know your plans well in advance.

1. General information

1.1 IMPORTANT DEADLINES!

Deadline	Action
September 15, 2026	Submission of stand design (external stand construction)
September 22, 2026	Send fully completed stand construction form
October 5, 2026	Request suspension points
From October 25 through November 2	Set up by external booth builders (strictly according tot the setup plan)
Friday, October 30, 7.00 a.m. through Sunday, November 1, midnight	Deliver products for the booth
Sunday, November 1 through Monday, November 2	Pick up the welcome envelope
Sunday, November 1 from 7.00 a.m. till 5.00 p.m.	Setting up booth
Monday, November 2 from 7.00 a.m. till 5.00 p.m.	Setting up booth
Tuesday, November 3 through Thursday, November 5	Trade show days
Tuesday, November 3.00 to 4.00 p.m.	Awards ceremony Sustainability Award VIP-Lounge
Thursday, November 5 about 5.30 p.m.	Clear out booth
Thursday, November 5 from 05.30 p.m. through Friday, November 6, at 5.00 p.m.	Dismantling exhibition floor
Until Monday, November 9, at 06.00 p.m.	Pick up returnproducts

1.2 Important telephone numbers and contacts

Who	Email	Telephonenumber	Subject
Customer Contact Center Royal FloraHolland	klantenservice@royalfloraholland.com	+31(0)88-7898989	General enquiries
Department Trade Fairs & Events	events@royalfloraholland.com	+31(0)88-7898989	Exhibition organisation, suspension points, promotional areas, etc
Thijs Standbouw	info@thijsstandbouw.nl	+31(0)172-530604	Standard stand construction, furniture, carpet, etc.
R.A.M. Power & Light	Info@ram-power.nl	+31(0) 172-450 577	Electricity and lighting

1.3 Visitor opening hours Trade Fair Aalsmeer

Tuesday	November 3, 2026	9.00 a.m. to 5.00 p.m.
Wednesday	November 4, 2026	9.00 a.m. to 5.00 p.m.
Thursday	November 5, 2026	9.00 a.m. to 5.00 p.m.

1.4 Exhibition venue

The Trade Fair Aalsmeer takes place in a section of the plant trading hall (10.80) at Royal FloraHolland Aalsmeer. The address for navigation is: Legmeerdijk 313, 1431 GB Aalsmeer. Please follow the signage and parking instructions on site.

1.5 Safety on and around the exhibition floor

The health and safety of all exhibitors, visitors and staff is our top priority. Please follow the instructions of security staff, fire and medical professionals, and the exhibition organisers at all times.

Please wear a **high-visibility vest and safety footwear** during set-up and dismantling. Use only the designated entrances to access the exhibition floor. Security staff will strictly enforce the access rules to and from the logistics area.

The exhibition will only be dismantled once all visitors have left the exhibition hall. We expect this to be by 6.00 pm on Thursday at the latest. Please also remind your visitors of this on the final day of the exhibition.

The [auction rules](#) apply.

1.6 Promotion by Royal FloraHolland

Naturally, we are doing everything we can to raise awareness of the Royal FloraHolland Trade Fair Aalsmeer amongst potential visitors as much as possible. Activities organised by Royal FloraHolland include:

- Coverage in national and international trade journals
- Inviting the press
- Press releases in the Netherlands and abroad
- Announcements at buyet meeting points at Royal FloraHolland site
- Signage on the Royal FloraHolland site
- Comprehensive website www.tradefairaalsmeer.com
- Coverage in Royal FloraHolland's digital newsletter to customers and their business contacts
- Personal invitations to visitors from previous editions
- Making a toolkit (banner, invitation) available in three languages

- Promotional activities abroad
- Digital advertising campaigns
- Information via Royal FloraHolland's "Clock News"
- Social media campaigns in the Netherlands and abroad

1.7 Exhibitor toolkit

Of course, we would also like to ask you, as an exhibitor, to promote your participation in the Trade Fair via your own channels. You can make use of the toolkit for this. It will be available on the [website](#) shortly.

1.8 VIP-Lounge

Royal FloraHolland will once again be setting up a VIP Lounge this year, featuring a number of meeting rooms. As an exhibitor, you will also have the opportunity to book a room here. We will be providing further details on this shortly. Please keep a close eye on our newsletter.

1.9 Event at your own stand

Do you have something to celebrate? Perhaps an anniversary, a launch, an awards ceremony or another special occasion? We would kindly ask you to let the exhibition organisers know in advance so that we can discuss with you whether you might require any additional services (for a fee), such as catering, cleaning, security, etc.

Please send your ideas for your event to: events@royalfloraholland.com.

Please include the following in this email: a description of your event, the number of guests you expect, and whether you would like to have music or entertainment at your stand. We will then get in touch with you to discuss the details.

1.10 Sustainability certification – FSI Compliant

Together, we ensure a fully certified range of products. The vast majority of members and suppliers who offer, trade and settle transactions for flowers and plants via the Royal FloraHolland platform are now certified in accordance with the requirements of the Floriculture Sustainability Initiative (FSI). Certification under the FSI basket comprises three pillars: GAP, Environment and Social. Depending on the country in which the nursery is based, it is determined which pillars your business must comply with and which certificates are required to meet those pillars. During the Trade Fair Aalsmeer, visitors can recognise exhibitors that meet the FSI requirements by a sign bearing the FSI logo. For further information, please see [FSI 2025 – Floriculture Sustainability Initiative](#) of [Duurzaamheidscertificering | Royal FloraHolland](#)

1.11 Sustainability Award

Royal FloraHolland aims to promote sustainability throughout the supply chain and is therefore presenting the 'Sustainability Award' at the Trade Fair Aalsmeer. Members of Royal FloraHolland are invited to submit their product or concept for consideration. The festive presentation of the Sustainability Award will take place at the Trade Fair on Tuesday 3 November in the VIP lounge. For further information, please refer to the [website](#).

1.12 Catering

On the exhibition floor, you will find a large and a small catering area. The large area is located in the flower hall, whilst the smaller one is in the plant hall. The restaurants are open from 9.00 a.m. to 5.00 p.m. on exhibition days. Coffee and tea are provided free of charge via vending machines and by various baristas on the exhibition floor.

Lunch vouchers

Are you entitled to lunch vouchers or not? This year, we have adjusted the rates, meaning we no longer distinguish between different types of exhibitor. Whether you receive lunch vouchers depends on whether you opt for our standard stand construction or external stand construction. All exhibitors who have opted for standard stand construction from Thijs Standbouw are entitled to lunch vouchers. These can be used to collect a packed lunch during the exhibition days. These vouchers are included in the welcome envelope which you can collect from the information desk. We apply the following tiered system:

Up to 10m2*	Up to 16m2	Up to 24m2	Up to 24m2
2 lunchvouchers per dag	3 lunchvouchers per day	4 lunchvouchers per dag	2 lunchvouchers per 12m2 per day

Any exhibitors who have opted for external stand construction are not entitled to lunch vouchers. You can, however, purchase packed lunches for a fee. Please indicate on the booth construction form how many you require per day. These costs will be invoiced retrospectively by Royal FloraHolland.

This year, catering on the exhibition floor will be provided by THOMS Concept Catering. They have the exclusive right to provide all catering at the Trade Fair Aalsmeer. It is therefore not permitted to use any other caterer during the fair. You will shortly receive information from us regarding the options for additional catering at your stand and, if required, payment on account. So do keep a close eye on our newsletter.

1.13 Visitor recognition

This year, we are asking our visitors to specify even more precisely which target group they belong to, so that we can gain a better understanding of the types of visitors attending the Trade Fair. Upon arrival, visitors will receive a badge with a matching lanyard. The welcome envelope explains the meaning of the different coloured lanyards.

1.14 The perfect Trade Fair presentation with the Floriday QR code

Make sure you present yourself in the best possible light at the Aalsmeer Trade Fair and give visitors a helping hand in finding your products on Floriday. We'll explain how it works. Click [here](#).

1.15 Hotel list

For exhibition participants and visitors who wish to stay overnight near Aalsmeer during the exhibition, we have a list of [hotels](#) available. You can contact the hotel of your choice directly. We do not act as an intermediary in this matter.

1.16 Parking

Exhibitors can park free of charge on the Royal FloraHolland Aalsmeer site. During the exhibition days and whilst the stands are being set up and dismantled, traffic marshals will be on hand to ensure a smooth flow of traffic. Please follow the instructions of the traffic marshals and the signage on site. We ask that you keep the main car park free for visitors to the Trade Fair. Parking in the auction halls is not permitted. Penalties will apply for incorrect parking on the Royal FloraHolland site. You will receive your exhibitor parking pass approximately two weeks in advance. If the on-site car park is full, you will be directed to an external (paid) car park. Shuttle buses run from there to the Trade Fair Aalsmeer.

1.17 Shuttle service (free of charge) to IFTF Vijfhuizen

We are in discussions with IFTF Vijfhuizen to resume the (free) shuttle bus service during the exhibition days. We will indicate the shuttle pick-up and drop-off points at the entrances and on the map.

1.18 Press information

If you are launching a new product, a new catalogue or anything else that might be of interest to the press at the Aalsmeer Trade Fair, we would love to hear about it. You can submit this information* via events@royalfloraholland.com marking it "Press information".

** Please submit as a PDF on one A4 page in Dutch or English, including contact details and stand number*

1.19 Promotie spot

We offer our exhibitors the opportunity to hire a promotional space to draw extra attention to their product and/or stand at the trade fair. Take a look at our [flyer](#) to see options available. Interested? Please let us know your preference by sending an email to events@royalfloraholland.com, stating "Promotional Space Enquiry 2026". We will then get in touch with you.

1.20 Waste & Cleaning

Once the stands have been set up (Monday evening, 2 November), they will all be vacuumed. During the exhibition days (3–5 November), you are responsible for keeping your stand tidy. We do not have any brooms or vacuum cleaners available to lend, so please bring your own. Would you like Facilicom to vacuum your stand at the end of days 1 and 2? If so, you can request this service via joris.deridder@facilicom.nl. Please state in your email which days you are attending and your stand number.

1.21 Fire safety instructions

The Royal FloraHolland fire service will be on site during set-up, the exhibition and dismantling. Instructions from the fire service must always be followed. Smoking is prohibited within the Royal FloraHolland buildings, as is the use of open flames and the use or storage of gas cylinders.

Exhibitors may only use non-flammable or fire-safe materials for stand decoration, or impregnated materials that are fire-retardant. The use of flammable decorative materials such as jute, various types of paper, reed mats and fabrics is therefore only permitted if they have been treated with a fire-retardant agent. It is not possible, for example, to use wood shavings or wooden planks as floor covering. In such cases, please opt for carpet.

Certificates for impregnated decorative materials must be available for inspection upon request. If, following an inspection by the fire service, it transpires that the stand does not meet the specified requirements, it will have to be modified or removed at the exhibitor's expense.

Please note: Due to the sprinkler systems in the auction halls, it is not permitted to install a closed roof structure. If in doubt, you can always contact events@royalfloraholland.com in which case we'll have the fire service assess it beforehand.

1.22 Storage during Trade Fair days

Storing materials near fire hose reels or small fire extinguishers is prohibited and any such items found will be removed. It is also not permitted to store materials behind the exhibition partitions during the exhibition days. We will set up a small area near the flower hall where you can leave a spare trolley, step ladder or similar items. This is not a secure area and is at your own risk. Please report to the information desk if you wish to make use of this facility.

2. Supply products

2.1 Delivery note and instructions

Please find enclosed the delivery instructions. Approximately two weeks before the start of the fair, you will receive the delivery note by email and we will send you the instructions again. Deliveries must be made exclusively on auction trolleys or in Danish containers. This can be done using your own transport or a haulier. All trolleys must be sealed and accompanied by the delivery note.

(Please do not use a standard delivery note or EAB).

Our logistics staff will then ensure that the trolleys are delivered to your stand in good time.

Royal FloraHolland does not have the facilities to handle pallets or other types of load carriers.

Please note: if your goods do NOT fit on an auction trolley, our staff will NOT be able to take the trolley to your stand. If you do not have auction trolleys or Danish trolleys at your disposal, you must transport your produce to the stand yourself.



Ensure that stacking trolleys and danish containers are loaded correctly with products and display materials.

Royal FloraHolland is unable to transport large, heavy items, pallet trolleys or Danish containers with protruding loads. Please make an appointment to deliver your items via events.

Please note!

Due to logistical processes at the auction, it is not possible to unload at any other times. The exhibition floor itself is not accessible to vehicles. If you do deliver the trolleys earlier or later than scheduled, they will not reach your stand. Royal FloraHolland accepts no liability for exhibition products delivered incorrectly. To arrange delivery of large items that cannot fit on an auction trolley, please contact events@royalfloraholland.com.

2.2 Supply plants

Deliveries from Friday 30 October until Sunday 1 November at midnight.
Plant delivery area, lock C3, dock 10.80 and location 248.

2.3 Supply flowers

Deliveries from 7.00 p.m. on Saturday 31 October until 11.59 p.m. on Sunday 1 November at the usual flower delivery points. You will find the exact location on your delivery note. The trolleys of flowers will be placed in cold storage. Please state on the delivery note the temperature at which your product should be stored.

2.4 Small-scale supply (including value-added products) / other

Deliveries can be made from 7.00 a.m. on Sunday until Monday afternoon; please ensure your stand is fully set up and ready by 5.00 p.m. on Monday. The delivery location is Royal FloraHolland, Legmeerdijk 313, Aalsmeer, in the Passieflora area. Please follow the instructions on site. The Passieflora area is intended for exhibitors who unload their own products and decorative materials and do not need to, or are unable to, use a loading bay. You may unload and park briefly in the Passieflora area. Once you have brought your items into your stand, you must drive away immediately and park your car on the rooftop car park. You must provide your own hand truck or trolley.

3. Exhibition stand construction / fit-out in general

3.1 Setting up / arranging the stand (either by yourself or through a florist)

You may set up your stand from 7.00 am on Sunday 1 November until 5.00 p.m. on Monday 2 November at the latest. Please note: due to fire service inspections, cleaning of the exhibition floor and the laying of carpet in the aisles, there will be no extension to the set-up time. We will be strictly enforcing this. As an exhibitor, you are responsible for ensuring your stand is ready on time.

3.2 Request suspension points

Royal FloraHolland can install suspension points above your stand. You are not permitted to install suspension points yourself. Where possible, suspension points will be installed at the desired location. However, the building's structure limits precise positioning. The maximum load per suspension point is 50 kg. The use of lifting and hoisting equipment to suspend items above the stand is **NOT** permitted. Royal FloraHolland will install all suspension points in advance, including the cable and a height-adjustable lifting eye. At the end of the Trade Fair, please leave the cable and lifting eye in place. In the event of the cable and/or lifting eye being lost or damaged, the applicant will be charged for the materials.

Applications for suspension points can be submitted until 5 October 2026 at the latest via events@royalfloraholland.com. Please state your stand number and administration number, and enclose a clear drawing. The cost for the installation and use of a suspension point is € 85.00 per suspension point.

Requests received by us after 5 October (but no later than 19 October) can still be accommodated for an additional charge. A suspension point will then cost € 150.00 per point.

Due to the stand construction work and the accessibility of the points above the stands, no further suspension points can be requested after 19 October.

Royal FloraHolland will invoice the exhibitor for the hanging points retrospectively. We do not invoice external stand builders or florists.

3.3 Electricity

As standard, each stand is fitted with one wall socket (1 kW). Would you like to request more? If so, you can do so via the booth construction form at R.A.M. Power & Light. These costs will be invoiced directly to the exhibitor by our supplier. Any additional electricity consumption will be charged by Royal FloraHolland after the exhibition has ended. The cost is € 50 per additional kW requested.

3.4 Ordering carpet and furniture from Thijs Standbouw

Browse the [catalog](#) to see all options. You can then indicate your choice on the booth construction form. Please note:

- ✓ Orders will be accepted until September 22.
- ✓ From Wednesday 23 September: 20% surcharge
- ✓ From Monday 12 October: 40% surcharge*

*Delivery is only possible subject to consultation and subject to availability.

All invoices for hire items must be settled by October 12.

All invoices that include production items, such as full-colour panels and printed banners, must be settled immediately upon placing the order. Thijs Standbouw invoices these costs directly to the exhibitor.

4. External stand construction

If you are not using Thijs Standbouw's standard stand construction, we will only provide you with the bare floor space (in square metres) and a electricity point. We will then assume that you are leaving the walls and the rest of the stand construction entirely to an external stand builder. On the booth construction form, you will therefore have indicated that you are opting for an external stand builder and specified who this will be. This enables us to provide them with the construction schedule, floor plan and further instructions in good time. In any case, please always forward this manual to your stand builder yourself in advance.

Please note:

- ✓ The technical design of the stand must be approved by Royal FloraHolland before 19 September 2026. The design will be assessed in terms of dimensions and fire safety. The (preliminary) design of the stand can be emailed to events@royalfloraholland.com
- ✓ The structure must be entirely self-supporting and must not be attached to the walls of Thijs Standbouw. This will be strictly monitored. Should any such attachment be found, the stand must be modified. Liability for damage and the consequences of any accidents lies with the party at fault and not with Royal FloraHolland.
- ✓ The stand must always have an open ceiling due to the sprinkler systems.
- ✓ Side walls are always 2.5 metres high and solid. You will need your neighbours' permission if the walls are to be higher than 2.5 metres (max. 3.5 metres) and/or if you wish to keep the side walls (partly) open. The exhibition organisation will only give their approval with your neighbours' consent. If you proceed without consulting them, the exhibition organisers reserve the right to have the structure dismantled. You should therefore agree amongst yourselves how any gaps should be finished. You can request your neighbours' contact details via events@royalfloraholland.com
- ✓ During set-up, the fire service will check that your stand has been erected in accordance with fire safety regulations. You must follow the fire service's instructions.
- ✓ Requests for additional power, lighting, carpeting or furniture can be made via the booth construction form. One wall socket (1 kW) is fitted in the stand as standard. Please refer to the [catalog](#) for further information.

5. Standard stand construction by Thijs Standbouw

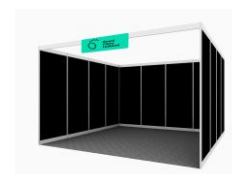
Would you like to use Thijs Standbouw's standard stand construction? If so, please indicate this on the booth construction form. Take a look at the concept drawing at the bottom of this page. Don't forget to consult the [catalog](#) for all the examples and options!

Please note:

- ✓ You will receive walls from Thijs Standbouw; these are black modular panels with a solid side panel. The panels are 1 metre wide and are connected to one another using aluminium frames. The walls are 2.5 metres high. Would you prefer to keep the front metre of your side wall lower? If so, you will need to seek approval from your neighbours. You can then let Thijs Standbouw know whether they would like to adjust this.
info@thijsstandbouw.nl
- ✓ You will be given a nameplate with your stand number. Please enter your preferred name on the booth construction form. The frieze from previous years has been replaced by a nameplate attached to a frieze plinth, centred in the middle.
- ✓ You will receive 1 wall socket (1 kW) and 1 dual spotlight per 4 m², to be fitted at the front. Dual spotlights are 2 x 11 watts. You can order additional items via the booth construction form.
- ✓ As you will have a bare floor, we recommend that you order carpet tiles as well. You can do this via the booth construction form. Thijs Standbouw will then ensure they are ready when you come to fit out your stand.
- ✓ Items may be hung or secured using S-hooks, chains and/or suitable tape. These are available at the information desk. Nothing may be attached directly to the Thijs Standbouw panels.
- ✓ Thijs Standbouw offers a range of options for branding and design using full-colour panels or banners. It is also possible to upgrade the standard stand design. Please see the [catalog](#) for the options, prices and submission instructions. You can place your order using the booth construction form.

Please note: the deadline for submitting the files is **Monday 28 September 2026**. From Wednesday 7 October: a 50% surcharge. From Friday 16 October: a 100% surcharge.

- ✓ The top of the stand is open, so you can also place large plants in your stand. The stand's display must not exceed 2.5 m in height. If your stand's display is taller than 2.5 m (max. 3.5 m), you must arrange this in advance with the exhibitor next to or behind you.
- ✓ During the set-up days, Thijs Standbouw will be available at the information desk to answer any questions. Orders can be placed on site, subject to availability, with immediate payment by debit card.
- ✓ Please clear out the stand straight away on Thursday 5 November at 5.00 p.m. Thijs Standbouw will be starting to dismantle the structure that very evening.



Impression of standard stand construction (note: [excluding](#) carpet tiles)

6. Dismantling

The Trade Fair ends on Thursday 5 November at 5.00 p.m. As soon as the last visitors have left the exhibition floor, empty trolleys will be wheeled in and dismantling can begin. Dismantling before this time is not permitted.

Please ensure that all products and materials are loaded onto empty trolleys and sealed. Attach a fully completed return form to each trolley. Our logistics staff will collect the trolleys. The trolleys will be sorted by group carrier and placed at the docks in the plant delivery area, lock C3, docks 10.80 and location 248. The trolleys will be loaded here.

Exhibitors using the standard stand construction provided by Thijs Standbouw must ensure their stand is completely cleared on Thursday 5 November, as the wall structures will also be dismantled on that day.

External stand builders may dismantle and remove their stands from 5.30 p.m on Thursday 5 November until 5.00 p.m on Friday 6 November. Please ensure you remove any valuables from your stand immediately and place products on a sealed trolley ready for transport. Please use the return form for this as well.

You will receive return letters from us in advance by email, but these can also be collected from the information desk during the exhibition. Trolleys containing return items must be collected (or arranged to be collected) as soon as possible.

Anything still present on the exhibition floor after 5.00 p.m on Friday 6 November will be removed. We will charge the exhibitor for the costs of this, plus € 100 per trolley. You must collect trolleys containing returnable materials (or arrange for them to be collected) as soon as possible. All information regarding dismantling is also included in the welcome envelope.

Trolleys that have not been collected by 6.00 p.m on Monday 9 November will be removed. The cost of disposing of the materials is € 100 per trolley.

The above information can also be found in the welcome envelope.

