



4-5 November 2026

Ulm-Messe GmbH - Böfinger Straße 50, 89073 Ulm, Germany

EXHIBITOR SERVICES MANUAL

EVENT TIMETABLE

Exhibition Build-Up

Monday 2nd November

08:00hrs – 20:00hrs

Stand construction – Access for stand contractors only

Tuesday 3rd November 2026

08:00hrs – 12:00hrs

Stand contractors access only (including contractors building raw site stands)

(Raw space stand construction **MUST** be completed by 12:00hrs on 3rd November).

12:00hrs – 20:00hrs

Halls open for exhibitors to dress stands (No raw site stand construction will be permitted during these hours).

Registration for exhibitors to collect badges will be available from 12:00hrs on Tuesday 3rd November.

Note: All exhibits **MUST** be set up by 20:00hrs on Tuesday 3rd November.

All gangways must be kept clear of all exhibits, packaging and stand fitting materials at all times, to comply with Health & Safety and to assist the cleaners. Penalties for non-compliance may be incurred.

Exhibition Open Period

Wednesday 4th November 2026

09.30-17:00hrs

Thursday 5th November 2026

09.30-16:00hrs

Exhibitor access is permitted from 08.00hrs each morning.

Exhibition Breakdown

Thursday 5th November 2026

16.00-23:30hrs

It is a contractual requirement that your stand must remain fully intact and staffed until the exhibition closes.

Contractors will be admitted only after all visitors have left the Halls.

Exhibitors are advised not to leave their stand unattended at any time during breakdown.

It is the exhibitor's responsibility to remove all stand materials, carpet tape, packaging and waste from the halls. Please note that charges will be levied for the removal of any discarded items.

All exhibits **MUST** be cleared by 23:30hrs on Thursday 5th November 2026.

Car Parking and Access.

Complimentary exhibitor parking is provided in P2 and P3.

Parking for larger vehicles is also provided with access to the exhibition hall.

Ulm-Messe GmbH - Böfinger Str. 50, 89073 Ulm, Germany



Event Contacts

Event Management & Commercial Enquiries

James Meire - Event Director

Email: james.meire@readinessseurope.com

Marketing & Public Relations

Sara Williams – Marketing Director

Email: sara@readinessseurope.com

Stand Build, Operations & Technical Management

Ordering items for your stand can be done via [EVENT ORDERS](#)

For all other stand build enquiries please contact:

Jennifer Walsh - Total Expo Ltd

Email: info@totalexpo.ie

Tel: +353 (0) 1 413 7315 or +353 (0) 1 413 7371

Logistics & Shipping

CEVA LOGISTICS will deliver the goods directly to your stand at an agreed date / time and remove any packing cases, storing them until the show closes. CEVA will collect your shipment after the event and return it to its place of origin. If you require any help / advice about shipping to Readiness Europe, please contact:

Email: Cameron.setaro@cevalogistics.com

Tel: +44 (0) 121 782 8888

Stand builder, Electrics, Furniture, & Graphics

Jennifer Walsh - Total Expo Ltd

Email: info@totalexpo.ie

Tel: +353 (0) 1 413 7315 or +353 (0) 1 413 7371

Exhibitor Badges & Passes

Register all staff needing badges in advance.

Access the exclusive exhibitor registration link [HERE](#)

These badges must be worn on-site at all times during the open period of the exhibition. They may be collected at the Registration Desk from 12:00hrs on 3rd November 2026 and will NOT be emailed prior to the event.

Canvassing

Exhibitors may only conduct business and distribute literature from within the boundaries of their own stands. Under no circumstances may activities spill into gangways; this includes the use of promotional staff or characters. If you are approached on your stand by unwelcome visitors trying to sell their products, please take a business card and inform the Organiser's Office immediately so that appropriate action can be taken.

All exhibitors are advised that unless they have a contractual agreement with the event organisers, all promotional activity is restricted to the limits of their stand. For details of opportunities available in the halls, please contact the Event Director:

james.meire@readinessseurope.com

Deliveries

Please note that neither the Organiser nor the Venue can accept responsibility for items that require a signature. You must ensure that there is someone available on your stand to receive such items. Deliveries can only be made during the official build-up and open period. Please note that many courier companies do not deliver on weekends.

The unloading and placing of exhibits on stands are the exhibitor's own responsibility.

Our official lifting contractor, [CEVA LOGISTICS](#), is experienced in exhibition work and will be pleased to help with any queries regarding handling.

PLEASE NOTE THAT THE VENUE WILL NOT ACCEPT ANY DELIVERIES MADE PRIOR TO THE START OF TENANCY. Please ensure that you advise your couriers to deliver when you are on-site and available to accept and sign for them yourself.

Gangways

There will be no off-loading of exhibits or stand fitting materials into the gangways under any circumstances.

Emergency gangways **MUST** be kept clear at all times and anything left in any gangway will be treated as waste by the cleaners and removed. Gangways must be kept completely clear at all times.

Insurance

It is highly recommended that exhibitors hold public liability insurance.

Any loss or damage that may occur during the show should immediately be notified to the Organisers and Security on-site.

Please note that stand contractors and any subsequent sub-contractors should also hold public liability insurance.

Maintenance & Repair

Maintenance work is allowed before or after show hours only. No maintenance will be permitted during the opening hours.

Security

Security staff patrol overnight; however, exhibitors must take precautions. Report any theft immediately to the Organisers and on-site security.

Please note that most hired cabinets have common locks and should NOT be regarded as secure units.

Please note that neither the Organisers nor the venue can be held responsible for any loss or damage to stands or exhibits.

Children and animals

Under no circumstances are children of 16 years and under or animals (except service animals) allowed inside the venue at any time during the build-up, open period or breakdown.

Venue Emergency & Fire Procedures

In the event of an emergency, please vacate the Halls via the nearest exit, using the staircases and not the lifts, and gather in the car park.

Fraud Alert

Readiness Europe DOES NOT rent or sell their visitor or exhibitor data. Any offer to sell such data is fraudulent! Please DO NOT respond to any solicitations in relation to "list rental" for Readiness Europe 2026.

Hotels in Ulm

The picturesque city of Ulm offers hotels to suit all budgets. Two of the most convenient for business travellers are listed below.

Maritim Hotel Ulm

Basteistraße 40

89073 Ulm

Germany

Tel: +49 731 923-0

Email: info.ulm@maritim.de

Hotel Lago

Friedrichsau 50

89073 Ulm / Donau

Germany

Tel: +49 731 2064000

Email: hotel@lago-ulm.de

More support for Exhibitors can be found in our Exhibitor Resource Centre:

