

Introduction

The present stand design guidelines set out the exhibition-specific rules to be observed when planning and constructing stand structures and exhibition stands.

Underlying basis

- General Regulations of MCH Exhibitions & Events LLC, August 2025
- Exhibition Regulations of MCH Exhibitions & Events LLC September 2025
- Stand Construction Guidelines of MCH Exhibitions & Events LLC (MCH) at the Basel Exhibition Venue, August 2025

Stand structures subject to authorisation

Stand projects that are subject to authorisation (see Stand Construction Guidelines) should be submitted for approval before work is started on the stand.

Number of copies: everything in duplicate

Submission deadline: 3 months prior to the start of the exhibition

Submission address:

MCH Exhibitions & Events LLC
Exhibition Management
Messeplatz 10
4005 Basel | Switzerland

General design guidelines/minimum requirements

An exhibition stand must fulfil the following minimum requirements:

- clean rear and side walls
- floor covering over the entire stand area
- front fascia
- good lighting
- clear inscription (company name is essential)

Stand structures that have not been authorised or which do not comply with the stand permit, the conditions, the regulations or the state of the art must be modified or removed within a short period of time. If the modification or removal is not performed promptly, MCH shall be entitled to make the modifications at the exhibitor's expense. In addition, the exhibition management will be entitled to impose a fine on the exhibitor for breach of contract. The exhibition management declines all liability for damage caused in conjunction with the improvement of the stand.

Advertising/presentations on the stand

An appealing stand design that is commensurate with the event is required. Objects not related to the exhibition topic are only permitted to a limited extent, and only with the approval of the exhibition management.

Exhibitors may only engage in advertising activities (shows, video presentations, etc.) within the boundaries of their own stand. They must provide evidence of having sufficient space for spectators within their stand area. Advertising measures, and particularly optical and acoustic ones, may not cause obstructions or disruption in the aisles or for neighbouring stands. Acoustic speakers and loudspeakers may not be directed towards the aisles.

Floor covering

The floor covering must extend over the full area of the stand. Adhesive carpet tapes must be removed in their entirety when the stand is dismantled. Exhibitors will be charged for the removal of carpet tape that has not been (fully) removed. Self-adhesive carpeting is forbidden.

Stand space

The space allocated on the positioning plans is available to the exhibitor for his/her stand. The stand boundary line denotes the maximum extent of the stand on all sides. No projections (illuminated signs, etc.) are permitted beyond this line. All the fittings and equipment necessary for stand operation must thus be accommodated within the stand boundary (the same applies for the allotted maximum stand height).

Stand boundary walls

Visible partition walls facing neighbouring stands must be clean and white.

Messe Basel does not set up stand boundary walls. Neutral partition walls, 30 mm thick and 2.5 m high, can be ordered from MCH on the corresponding form. The partition walls can be covered with textiles or fibreboard but must not be painted or have things stuck on them. The partition walls must not be damaged by the stand cladding or stand fittings. Any damage will be charged to the exhibitor. The stands along the outside walls of the hall have rear walls (drawn in on the hall plan).

Open stand sides

Stands should be as transparent as possible on the aisle side. It would be desirable to have a front that is 70% open. Long, closed stand structures are not permitted along the aisle boundaries. These must be made less monotonous through the incorporation of showcases, niches or displays, etc.

Stand heights

For technical reasons, the maximum stand heights are set lower than the useful clear height of the halls. The reason for this is that the remaining hall height is required for operation of the following systems:

- smoke removal from the hall and use of the sprinkler system in the event of a fire
- lighting system in normal operation
- ventilation system in normal operation

The permitted stand heights are as follows. Height limitations are marked on the hall plans.

Hall 1.0	9 m
Event Hall	9.5 m
Hall 1.1	7 m, in the edge zones 3 m/6 m
Hall 1.2	7.5 m, in the edge zones 3 m
Halls 2.0, 2.1, 2.2	4 m
Hall 3.0	im Zentrum 10 m, under the gallery 5 m
Hall 3.1	4 m
Hall 4.U	5 m, in the edge zones 4.5 m, under the gallery 2.5 m
Hall 4.0	4.5 m, in the edge zones and near the opening in the ceiling 3.5 m
Hall 4.1	3.5 m, in the edge zones 3 m
Hall 5.0	4.6 m

Stand inscription/advertising media

The exhibitors are fundamentally free to choose the type of inscription for their stand. Stand and exhibition inscriptions, company names and brand names may not exceed the specified maximum stand height. Advertising media and logos, etc. are to be at least 1 m away from the boundary to the neighbouring stand. The inscription elements may not protrude into the aisles. In Halls 1 and 3 the permitted top edge of the inscription elements on single-storey stands is 5 m maximum.

Advertising surfaces in the exhibition halls

Advertising surfaces outside the stand area can be rented by agreement with the exhibition team (see the separate factsheet on advertising resources).

Stand numbering

The stands will be marked with stand numbers of a uniform design. In the interests of visitor orientation, we would ask you not to remove these.