



EXHIBITOR MANUAL

This is the exhibitor manual for our flagship WCA Worldwide annual event, which is also the largest WCA Worldwide event to date. The following is intended to provide additional information to all exhibitors, establish a framework for the overall operations of this event, and outline rules and guidelines to ensure a great event.

I. Conduct and Compliance

- i. Alcohol consumption is not permitted inside the hall at any time during the one-on-one meeting sessions (10:00 – 17:00 hrs.). This is a WCAworld policy to promote better quality 1on1 meetings and a better overall business environment. If you wish to serve alcohol at your booth, then this must be after 17:00 hrs. and only if you have obtained permission from WCAworld and the venue.
- ii. Food and beverages from outside are not permitted by the venue. All food and beverages must be ordered directly from the venue as per their policy.
- iii. No placing business cards, souvenirs, or other promotional materials on 1on1 meeting tables that are not part of your booth or permanently assigned to you (ie. fixed meeting tables). Such materials will be cleared from the tables and thrown into the waste bin.
- iv. The sale of goods inside your booth is prohibited, unless you have received special permission from the event organizer and are in compliance with local laws.
- v. Keep your booth space clean and do not place waste outside your booth. Venue staff can quickly clear away your waste when requested.
- vi. Do not place any dangerous items in your booth.
- vii. Your booth activities must not interfere with neighboring exhibitors or general event operations.
- viii. Exhibitors are responsible for ensuring their operations comply with local laws, venue policies, and event regulations.
- ix. The organizer reserves the right to terminate any activity deemed unsafe, disruptive, or inappropriate.

II. Booth Construction

- i. The maximum permitted height for any booth or built structure is 7.0 meters (measured from the venue floor to the top-most surface of the structure).

- ii. Any structure measuring 4 meters or more from ground level must obtain a Professional Engineer (PE) endorsement before installation. This can be obtained from the designated booth contractor (SANYAU Expo).
- iii. All booth designs and materials must comply with venue safety standards and be pre-approved by (1) designated booth contractor (SANYAU Expo), and (2) the event organizer (WCAworld).

III. Sound & Lighting

- i. The maximum sound level allowed for any audio-visual devices inside your booth is 65 decibels (dB) at any time.
- ii. Exhibitors should avoid excessive lighting or effects that may disturb neighboring booths or nearby meeting tables.
- iii. Organizers reserve the right to request immediate adjustments to sound or lighting setups that cause disturbances.

IV. Space Usage

- All materials, displays, and promotional items must remain within the boundaries of the exhibitor's allocated booth space.



- Booth layouts should not obstruct aisles, exits, or neighboring exhibitors.

V. Live Demonstrations & Special Effects

Written approval from the WCAworld team is required for the following:

- Any live demonstrations or performances intended for your booth.
- The use of special effects such as fog, flashing lights, or pyrotechnics.
- Demonstrations must be conducted safely and should not obstruct aisles or interfere with other exhibitors' operations.

VI. Media & Broadcasting

- Exhibitors may record or broadcast content only within their own booth space unless special permission is obtained from the WCAworld Marketing team.
- All media activities must comply with copyright, privacy, and sound-level regulations.
- Filming or recording other exhibitors without consent is strictly prohibited.
- No mascots, models, or other promotional personnel allowed unless you have obtained permission from WCAworld.

VII. Logistics and Timelines

Production / Payment Deadlines	
(as per your agreement with designated booth contractor)	Finalize design with booth contractor (eg. Big Booths) or WCAworld conference staff (eg. 3m x 2m booths)
(as per your agreement with designated booth contractor)	Final payment to booth contractor due (eg. Big Booths). If you have a regular booth (3m x 2m) then you would have already made payment at the time of reserving the booth
Saturday, 7 March 2026 – Monday, 9 March 2026	Booth buildup by contractor
Tuesday, 10 March 2026	Booths handover to WCAworld

Exhibition Times	
Tuesday, 10 March 2026	
09:00 – 11:00 hrs	Venue open to exhibitors to enter and set up their own booth spaces (you must wear an EXHIBITOR badge to order to enter). Conference materials such as giveaway items and brochures that you sent over to be used at your booth will be kept inside a

	<p><u>storeroom</u> located next to the Registration / Information counter on the same floor that your booth is located on. You will need to move these items from the storeroom to your booth by yourself unless you have made other arrangements beforehand.</p> <p>Note that WCAworld staff are not available to assist you to move your conference materials.</p>
11:00 – 17:00 hrs	Exhibition / 1on1 meetings
Wednesday, 11 March 2026	
10:00 – 17:00 hrs	Exhibition / 1on1 meetings
Thursday, 12 March 2026	
10:00 – 17:00 hrs	Exhibition / 1on1 meetings
Friday, 12 March 2026	
10:00 – 17:00 hrs	Exhibition / 1on1 meetings
17:00 – 18:00 hrs	Exhibitors to clear booth of belongings, all materials need to be cleared out by 18:00 hrs, any materials remaining in booths after this time, will be disposed of in the trash bins
18:00 – 23:59 hrs	Booth teardown by contractor / move-out

VIII. Exhibitors Services (Contractor’s Booth)

The booth contractor (SANYAU Expo) will have a contractor’s booth located onsite at the venue. You can contact them directly for any additional requirements or problems related to your booth while onsite, including things such as additional power sockets, furniture, food and beverage appliances such as coffee machines and refrigerators, etc.

Location	REGISTRATION / INFORMATION counter, Halls DEF Foyer, Level B2
Hours	09:00 – 17:00 hrs. daily (09 – 13 March 2026)

- You should try to pre-order all additional requirements for booth furniture, appliances, etc., at least ONE month before the event starts.
- If ordering additional requirements while onsite, then expect a delay of at least one day to receive most additional requirements. Check with the booth supplier for a list of items they have on hand and the required delivery times if ordered onsite.

- **Booth Contractor (SANYAU Expo)**

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IX. EXHIBITORS BADGE

By default, if your company has a booth at this event, then ALL delegates registered under the same company name will be issued with an EXHIBITOR badge. This will allow them easier access to the hall areas to set up their booths and prepare brochures, etc. In case you have any issues entering the halls during the permitted times, then please contact any WCAworld staff onsite for assistance.



We hope that you find the information provided above useful and we thank you for exhibiting with us and hope that you find the conference fruitful. If you have any questions about anything on this file, then please don't hesitate to contact any of the below:

booth@wcaworld.com

darcher@wcaworld.com

WCAworld Conference and Marketing Teams