

## REGULATIONS FOR THE DESIGN OF STANDS

---

### 1. HEIGHT AND FINISHES OF FAÇADES AND WALLS

Two heights are possible:

- 3 meters
- 5 meters

**measured at the perimeter of the stand.** The greater height is applicable based on the width of the walkways and the size of the pavilion. So as not to penalize smaller stands, a height of 3 meters, also measured at the perimeter, is also allowed. To create an orderly and high quality visual effect, no perimeter heights other than those indicated are permitted.

The above mentioned heights must include **all structures placed on the stand perimeter** dais and platforms included.

Exhibitors who, for reason of design preferences or the use of pre-existing fixturing, wish to reach a **different height – which in no case can exceed 5 meters – must set the stand back** at least **50 centimeters** from the edge of the aisle.

Any truss or iron framework used as equipment or decoration, suspended or not must be covered.

Light fixtures may be installed on the front panels of the stands provided they are installed at a height between 250 cm from the floor and the upper edge of the stand (300 or 500 cm). The fixtures cannot take up more than 15 cm of space into the aisle including the bulb and any mounting brackets or arms, and cannot create an annoyance to nearby stands.

Participants are allowed to install 3 light fixtures on each free side of up to 10 meters; for stands with front panels longer than 10 meters, one fixture can be located for every five linear meters.

Higher stands with walls adjacent to lower stands must have all external surfaces finished in white and properly done. In the same way, the upper side of the stand, visible from the upper mezzanine, must be properly finished.

If there is any wall located on aisles with access to fire hydrants or fire-extinguishing switches, it must be either 3 or 5 meters high, and cover the entire length up to the fire hydrants or fire-extinguishings switches and surface(s) facing such passage aisle must be properly painted in white.

### 2. ACCESS POINTS AND TRANSPARENCIES

In addition to the safety and accessibility provisions already stated in Fiera Milano Technical Regulations, it is required that no less than **20 percent, measured as a percentage of the open perimeter of the stand, excluding security exit, be entrance or transparent sections.**

In case of perimeter walls being completely closed, these are to be set up and connected, architecturally and graphically, in such a way as to **avoid a “walled in” effect** along aisles.

**All visitors must have access to the exhibition area**, in compliance with the provisions of article 14 “Stand design” of the General Regulations of the event.

### 3. SECOND LEVELS

Participants holding stands of surface area equal or greater than 90 square meters may construct second levels for office use and/or client reception.

This possibility too **entails the restrictions to façade heights**; i.e. if the second level side is on the **stand perimeter** facing the **aisle** the maximum height it can reach must be 5 metres.

Participants wishing to reach a **different height** – which in no case can exceed 5 meters or breach safety regulations – must set the stand **back at least 50 cm** from the edge of the aisle.

As far as technical regulations are concerned, please refer to the “Regulations for the Assembly of Intermediate Floors” edited by Fiera Milano, which will be attached to the official stand assignment notification and the 1:100 scale floorplan of the allocated stand.

## 4. SUSPENDED STRUCTURES

Subject to approval by the relative Customer Service department, suspended structures are permitted provided that the rules regarding heights of the perimeter and within the assigned stand are respected.

- **suspended lighting truss and iron framework systems**

Such structures (designed and certified in compliance with current regulations) may exclusively be positioned at the compulsory height of **5 meters** from the floor, and set **at least 50 cm back** from any edge of the stand, regardless of their size and height. Trusses can be covered with black color materials and, if arranged in ring formation, these may be topped by canvas ceiling. Arms or other elements that separate the bulbs from the beams are not allowed. Exhibitors may not affix brand names, logos and graphics of any sort on these surfaces.

Owing to technical limitations, suspensions at a height of 6 meters are not always possible in **pavilions 8, 12, 16 and 20**. Please contact the Customer Service of your pavilion for more information.

- **suspended display structures**

The installation of other suspended structures is also allowed, **provided they do not exceed the height of 5 meters**. In case, however, they happen to be level with the stand perimeter, they must comply with the limits set for façade heights, i.e. 3 and 5 meters. If suspended structures are made with trusses or iron framework, these must be always covered and not visible.

If the structures are suspended directly, or using trusses 6 meter high, the installation must include cables or other elements of the minimum allowable diameter –compatible with safety regulations – and arranged to prevent creation of a visible barrier above the maximum allowed height (5 meters).

**Overhanging banners with top edge higher than 5 meters are not permitted in any way.**

## 5. DEADLINES

Regardless of the size of the stand, the **stand design and documentation on the materials used** in its construction **must be charged on the Exhibitor platform, section “Stand design”** where it **will be checked by the Organizer, as far as it is concerned, and by the pertinent Customer Service office no later than 14 February 2022.**

## 6. USEFUL CONTACTS

For info regarding the design of the booths

Technical Office  
Tel. + 39 02 725941  
progetti@salonemilano.it

**FIERAMILANO:** for info regarding the pavilions technical characteristics, pavilion surveys, booth design regulations and riggings

Customer Service Est  
Pavilions 1,3,2,4 and pavilions 5,7, 6,10  
Tel. +39 02 4997 7348/7266 /7528 /7882  
isaloni@customerservice.fieramilano.it  
Pavilions 8,12,16,20  
Tel. +39 02 4997 6859/6882  
isaloni@customerservice.fieramilano.it

Customer Service Ovest  
Pavilions 9,11,14,18, 13,15, 22,24  
Tel +39 02 4997 7125/7306  
isaloni@customerservice.fieramilano.it

Exhibition Safety Service  
Tel. +39 02 4997 7983/76412/76712/76666  
sicurezza.mostra@fieramilano.it

Rigging Service  
Tel. +39 02 4997 6393/6395/6844/6845  
rigging@fieramilano.it

Field Operation  
Tel +39 02 4997 7951/6347/6296  
gestione.quartiere@fieramilano.it