

THE EXHIBITOR MANUAL

Great stories. Start at your table.



Everything you need to arrive prepared, set up with confidence, and make it a weekend to remember.

06-08 NOVEMBER 2026

The Concourse, Dubai Outlet Mall

Dubai, United Arab Emirates

THREE DATES TO BOOKMARK

01 NOV

Register your crew

Reply to your manual email with your badge details.

03 NOV

Send your stock ahead

International exhibitors: deliver to Al Quoz warehouse.

05 NOV

Build-up begins

18:00-22:00. Collect passes before setting up.

01 / EVENT SCHEDULE

Your weekend, at a glance.

All times are local to Dubai (GST, UTC+4). Collect your passes at the hall entrance before starting setup.

Build-up

DATE	ARTISTS / DESIGNERS / MARKETPLACE / PUBLISHERS	F&B
Thu 05 Nov	18:00-22:00	18:00-22:00
Fri 06 Nov	09:00-14:00	08:00-14:00

Show days

FRIDAY	Exhibitor access	Ready by	General entry
06	09:00-22:00	14:00	16:00-22:00
SATURDAY	Exhibitor access	Ready by	General entry
07	10:00-22:00	11:00	12:00-22:00
SUNDAY	Exhibitor access	Ready by	General entry
08	10:00-22:00	11:00	12:00-22:00

No early pack-down.

Breakdown: Sunday 8 November at 22:30. Remove all goods and clear aisles by Monday 9 November at 01:00, unless pre-arranged with the organizer.

02 / VENUE & ARRIVAL

Find your way to the table.

The Concourse, Dubai Outlet Mall Extension, E611 - Dubai, United Arab Emirates.

YOUR ARRIVAL, SIMPLIFIED

Free parking. Direct loading access.

Park for free.

2,625+ indoor spaces, approximately 50 m from the halls. Another 770 outdoor spaces are within a five-minute walk.

Load in with ease.

Loading access is directly from The Concourse multistorey parking complex.

Connected & convenient.

Free public Wi-Fi through Dubai Outlet Mall. Dedicated exhibitor Wi-Fi is not included in standard packages. ATMs, a pharmacy, food and drinks, and prayer rooms are available in the mall. Shuttles from Downtown Dubai and other hubs are planned; the schedule is to be announced.

A welcome for everyone.

Wheelchair-accessible halls and public areas, reserved accessible parking, accessible restrooms on ground and upper levels, elevators with low-level controls, and doorways suitable for mobility aids.

Open directions in Google Maps

03 / EXHIBITOR PACKAGES

Room for great games.

Publisher booths and Miniatures Zone. Three-day passes included.

PUBLISHER BOOTH

3 PASSES

Tableau

15

SQM / 3 × 5 m

- + 3 rectangular tables (130 × 90 cm), with tablecloths
- + 12 chairs
- + SEG lightbox branding (12.5 SQM)
- + Carpeting

PUBLISHER ZONE

8 PASSES

7 × 7 Space

49

SQM

- + 6 rectangular & 3 square tables, with tablecloths
- + 30 chairs
- + SEG lightbox branding (45 SQM)
- + Carpeting

PUBLISHER ZONE

12 PASSES

8 × 8 Space

64

SQM

- + 9 rectangular & 4 square tables, with tablecloths
- + 44 chairs
- + SEG lightbox branding (45 SQM)
- + Carpeting

MINIATURES

4 PASSES

Miniatures Zone

25

SQM / 5 × 5 m

- + 10 square tables & 28 chairs
- + 1 shelving unit
- + 2 lightboxes
- + Carpeting

03 / EXHIBITOR PACKAGES

Your corner of the show.

Alley and Marketplace spaces. Three-day passes included.

ARTIST & DESIGNER ALLEYS

2 PASSES

Artist Alley

7

SQM

- + 1 trestle table (180 × 75 cm)
- + 2 chairs
- + 1 freestanding mesh grid

Sales allowed

ARTIST & DESIGNER ALLEYS

2 PASSES

Designer Alley

6.25

SQM

- + 1 trestle table (180 × 75 cm)
- + 5 chairs & 1 mesh grid
- + Unpublished prototypes only

No sales, preorders or advertising online purchases.

MARKETPLACE

3 PASSES

Marketplace Small

11

SQM

- + 4 trestle tables & 3 chairs
- + 1 metal shelving unit (90 × 45 × 180 cm)
- + Open on all four sides; perimeter tables, shelving inside

Sales allowed

MARKETPLACE

5 PASSES

Marketplace Large

16.5

SQM

- + 6 trestle tables & 5 chairs
- + 2 metal shelving units (90 × 45 × 180 cm)
- + Open on all four sides; perimeter tables, shelving inside

Sales allowed

04 / PASSES & TICKETING

Make it official.

PASS REGISTRATION DEADLINE

01 November 2026

Reply to the email accompanying this manual.

Send the following by 1 November 2026:

- 01 Your exhibitor or company name
- 02 Your booth number
- 03 Full names of all badge holders, matching your package allocation

Need a few more passes?

Include the quantity in the same email. Additional exhibitor passes have a 20% discount and provide full-show exhibitor access, 6-8 November. The team will share purchase arrangements.

Collect at the hall entrance.

Visit the Registration Desk during the scheduled build-up periods on Thursday 5 November or Friday 6 November before 14:00. Contractor passes are mandatory for all build-up and breakdown crew. Arrange these through the organizer in advance, including access for deliveries.

Your pass stays with you.

Exhibitor passes are valid for all three days, personal and non-transferable. Wear yours at all times inside the venue. Lost passes may incur a replacement fee.

05 / LOGISTICS & OPERATIONS

A smooth move, in and out.

01 Before you arrive

International exhibitors must deliver stock to the Al Quoz warehouse by Tuesday 3 November. Direct deliveries require approval. F&B delivery and installation: Thursday 5 November, 18:00-22:00, or Friday 6 November, 08:00-14:00.

02 During build-up

Contractor badges are mandatory. Keep aisles clear; PPE is recommended in build areas. Bring your own trolley if needed, keep it out of aisles, and clear it before the show opens.

03 While the show is on

No separate storage is available inside the venue. Stock may remain within your allocated booth footprint. Daily restocking is allowed before opening.

04 After the final game

No early dismantling. Breakdown begins Sunday 8 November at 22:30. Remove all merchandise, stock and other goods and clear aisles by Monday 9 November at 01:00, unless pre-arranged with the organizer. Waste removal is your responsibility.

Your final pre-show check

- ☐ Sent badge holder names by 1 November
- ☐ Checked my booth package and pass allocation
- ☐ Arranged stock delivery and contractor access, if needed
- ☐ Shared setup, show and breakdown times with my crew
- ☐ Planned my display within the booth footprint

06 / STAND FITTING & TECHNICAL SERVICES

Build something memorable.

For Artists, Designers and Marketplace exhibitors: make the space your own, while keeping it within the lines.

DO

Good to go.

- + Use Velcro and removable adhesives.
- + Keep displays within your booth footprint.
- + Submit custom builds for approval.

DON'T

Keep these off the list.

- + Don't drill, nail or paint venue structures.
- + Don't rig banners without approval.
- + Don't brand outside your allocated area.

4 m

Maximum stand height. Anything higher needs organizer approval.

A little extra power?

Dedicated internet, electricity, AV and rigging can be ordered separately through the organizer using the Concourse service provider forms in Appendix B. Free public mall Wi-Fi is available.

07 / HEALTH, SAFETY, CLEANING & CATERING

Look after your corner of the show.

Safety first, always.

First aid is onsite and a venue hotline is available. Keep exits clear. No open flames or gas cylinders. Fabrics must have fire-retardant certification. Follow Concourse evacuation procedures and maps. The manual refers to Appendix B for evacuation information.

Keep your valuables close.

Overnight security is provided. Exhibitors remain responsible for their own valuables.

Leave it ready for play.

The venue cleans aisles daily; booth cleaning is your responsibility. Remove construction and packaging waste during build-up. Penalties apply for abandoned waste.

Food for thought.

Outside food is not permitted. Food sampling requires approval from both the organizer and the venue.

08 / MARKETING & PROMOTION

#tabletopme

Share the build-up, the demos and the people who make your table special. Use the event hashtag so the community can follow along.

Want to do more? Ask the organizer about branding opportunities, demo sessions and sponsorships.

Good questions. Useful extras.

Can I sell at my booth?

Yes for Exhibitors, Artists and Marketplace. Designer Alley is for unpublished prototypes only: no sales, preorders or advertising online purchases.

Is storage available?

No separate storage is provided. Keep stock within your allocated booth footprint. Daily restocking is allowed before opening.

Where do I collect badges?

At the Registration Desk at the hall entrance during build-up on Thursday 5 November or Friday 6 November before 14:00. Collect your pass before starting setup.

Can I get additional exhibitor passes?

Yes. Request the quantity in your pass registration email. Additional passes are available at a 20% discount and cover exhibitor access for 6-8 November 2026. The team will share purchase arrangements.

When can we start packing down?

Sunday 8 November at 22:30. No early dismantling. All goods must be removed and aisles cleared by Monday 9 November at 01:00, unless pre-arranged with the organizer.

APPENDIX A

Venue floorplan

APPENDIX B

Service provider order forms

Both appendices open the shared resource folder linked in the supplied manual. Select either resource above to open it.

Both appendices link to the same shared folder in the supplied manual. Evacuation maps are referenced as Appendix B in the safety section; confirm the correct map with the organizer.
