



HOTELIER
THE ULTIMATE HOSPITALITY EXPO

Caféx & Hotelier

Exhibitor Guide

13th Edition
26–28 April 2027

Egypt International Exhibition Center
El-Mosheer Axis — New Cairo, Egypt

CAFÉX & HOTELIER

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Organized by:
Events Middle East

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I. Communication with Exhibition Management

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II. Exhibition Schedule

Item	From	To
Receipt of unfitted spaces	Friday 8/5/2026, 11:00 AM	—
Construction, setup & furnishing (unfitted booths)	Friday 8/5/2026, 12:00 PM	Sunday 10/5/2026, 10:00 PM
Receipt of fitted booths & furnishing	Saturday 9/5/2026, 6:00 PM	Sunday 10/5/2026, 10:00 PM
Opening & Day 1 (Monday)	11/5/2026, 11:00 AM	11/5/2026, 9:00 PM
Day 2 (Tuesday)	12/5/2026, 11:00 AM	12/5/2026, 9:00 PM
Day 3 — last day (Wednesday)	13/5/2026, 11:00 AM	13/5/2026, 9:00 PM
Dismantling & evacuation	13/5/2026, 10:00 PM	14/5/2026, 10:00 AM

III. Rules & Requirements

1. All exhibitors with unfitted booths must submit their booth designs to exhibition management by 1 April 2026 at the latest, to approve all drawings before construction begins (per Form 2). If there are beams, projections, or upper rotations, they must be reinforced with columns and vertical supports per the center's safety requirements. Exhibitors building two-story booths must obtain a certified structural safety certificate from a consulting engineer and send it to exhibition management.

2. Exhibiting companies in unfitted spaces must complete Form 3 to determine required electrical loads by 7 April 2026 at the latest. Companies with high-power equipment must contract for three-phase current and pay the prescribed fees. In

all cases a control/distribution panel is required; all connections and cables for each booth must be gathered separately at the nearest electrical point on the booth floor, with a switch matching the loads. All cables must be thermoplastic — no splicing or stranded wire is permitted — and the need for 24-hour electricity must be specified (if requested, the panel must not be locked if housed in a storage room with a key). The booth's decor contractor must supply an electrical cable at least 20 meters long, matching the booth's load, and connect it from the plug to the booth's panel via a licensed electrician. Cables matching the loads are required — e.g. 220V/16A: 4×3 cable; 220V/32A: 10×3 cable; 380V/16A: 4×4 cable; 380V/32A: 10×4 cable; 380V/63A: 25×4 cable; 380V/125A: 50×3 or 70×3 cable.

3. Exhibiting companies must complete Form 4 if they need water supply and drainage, by 7 April 2026 at the latest, and pay the prescribed fees. This service is limited to Hall 1 (Hall 2 requests will be considered case by case, based on availability from the Egypt International Exhibition Center).

4. Only technical installation work is permitted inside the exhibition halls. NOT permitted: construction using brick/cement/sand; cutting or sawing wood; cutting marble; using a compressor for paint work; using welding or soldering equipment. Areas outside the hall near the loading gate, with power sources, are designated for this work.

5. Maximum permitted booth height is 5.5 meters (hall ceiling maximum is 7.5 meters). Owners of booths adjacent to a neighbor must finish any height difference by painting the visible side facing the neighbor white, or covering it with a white banner.

6. Exhibitors in island-shaped spaces (open on all four sides) must consider exhibitors behind them by not building full walls facing the rear neighbor.

7. All exhibitors are prohibited from using nails/staples in hall floors, walls, and columns, or causing any damage to walls, floors, doors, or glass facades. Adhesive is not permitted for carpet — only tape, removed immediately after the show. Violators are fined per the damage value set by the Egypt International Exhibition Center, and goods may not be taken out until damages are paid.

8. Fitted booth company names will be displayed in a uniform color and size by exhibition management — please submit the company name for each booth sign (Form 1) by 1 April 2026 at the latest. Unfitted booths should display the company name per their own booth design.

9. All companies are prohibited from using the aluminum Octanorm system in their booth fit-out.

10. Contractors building unfitted booths must pay 100 EGP per square meter to the duty representative at the gate.

11. The Egypt International Exhibition Center collects the following vehicle entry fees (decor or exhibits), excluding VAT: quarter-load truck 150 EGP/day; half-load truck 200 EGP/day; load truck 350 EGP/day; 20-foot container truck 450 EGP/day; manual pallet equipment 100 EGP/day; 3–7 ton forklift 1,500 EGP/day. Please confirm these amounts are available with drivers for smooth entry, whether during setup or evacuation.

12. Exhibitors may use their own promotional materials within their booth boundaries only, considering the adjacent neighbor's height. Hanging banners or flags on hall ceilings, entrances, or aisles is not permitted.

13. Using a DJ, associated lighting effects, or loudspeakers/music audible outside the booth is absolutely forbidden.
14. Any fabric or carpet used in display decor must be fire-treated and fire-resistant, with a certificate provided. A fire extinguisher must be available near any live-cooking equipment.
15. Displaying exhibits or promotional materials beyond a booth's area is forbidden — violations will be removed by exhibition management without prior warning.
16. Exhibitors must avoid obstructing other exhibitors' visibility and must not use audio, display, or imaging equipment in a way that disturbs neighboring exhibitors.
17. Exhibition management is NOT responsible for booth contents during the setup period.
18. Exhibition management is responsible for securing exhibits during nightly closing until the hall reopens (except open display); exhibits are each company's responsibility during operating hours.
19. All exhibitors must finish setup and furnishing by the evening of 10 May 2026 at the latest, so the organizer can lay aisle carpet and complete general cleaning.
20. Halls open one hour before visitor arrival (10:00 AM) for cleaning and coordination. Hand-carried food/beverage exhibits are permitted in aisles without trolleys of any kind. Exhibitors must show their badges to security — no entry without a badge — and must use designated entry/exit doors per the exhibition's movement routes.
21. All exhibitors and construction contractors must use designated loading doors during setup, furnishing, and dismantling/evacuation — not public doors.
22. No obstructions are permitted in front of emergency exits, loading doors, air-conditioning openings, or fire cabinets. Storage behind booths is prohibited, as is placing support struts for parallel booths against hall walls outside the rear booth boundary.
23. Bringing exhibits in or out during exhibition hours is prohibited; if necessary, prior arrangement with the organizer's office and an exit permit are required.
24. Displaying used equipment or machinery is not permitted; the organizer may remove violating equipment at any time if proven.
25. Free parking-area entry passes will be distributed to exhibitors before the show, based on each company's exhibit space and what's allocated to the organizer by the center.
26. Smoking is absolutely forbidden during setup and throughout show days; the center enforces this strictly. Please ensure workers, subcontractors, and staff smoke only in designated areas outside the halls to avoid fines.
27. The Egypt International Exhibition Center applies strict health and safety standards: entry without proper footwear is forbidden (no slippers), and child labor is prohibited. The following fines apply directly to booth contractors who violate the center's fine schedule:

Violation type	Level A	Level B	Level C	Level D
Engineering violation	1,000	5,000	10,000	20,000
Security violation	5,000	10,000	15,000	20,000
Occupational health & safety violation	1,000	5,000	10,000	20,000
Electrical work violation	1,000	5,000	10,000	20,000
Construction in non-permitted areas	1,000	5,000	10,000	20,000
Storage behind booths during the show	1,000	5,000	10,000	20,000
Violations affecting safety / structural or organizational violations harming the national company	50,000	100,000	250,000	500,000

All figures in EGP. Fines under the last category are only issued after ratification by the national company's general manager. Please inform decor and service contractors and staff of the above to avoid fines.

28. Exhibitors will receive entry badges and parking cards proportional to booth area, starting Saturday 9 May 2026, from the organizer's office at the exhibition hall entrance.

"With our sincere wishes for a successful participation."