

Stand Construction Guidelines

September 23 & 24, 2026, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand

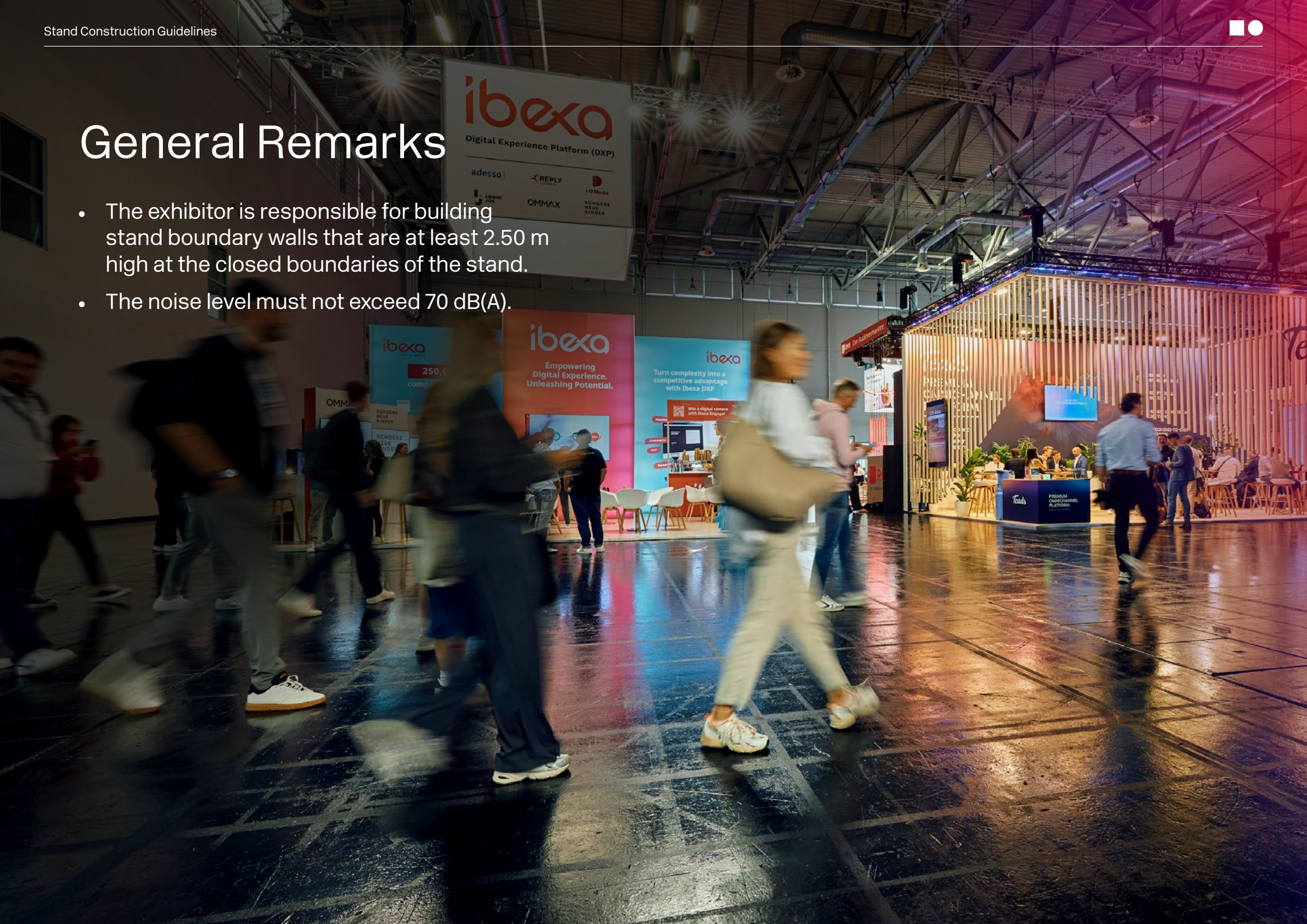


With the special participation of
the Circle of Online Marketers (OVK)



General Remarks

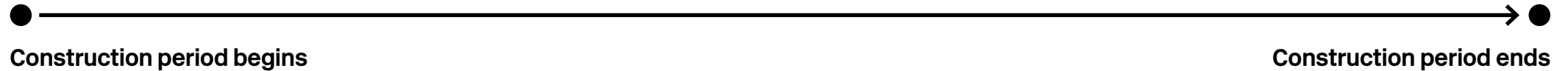
- The exhibitor is responsible for building stand boundary walls that are at least 2.50 m high at the closed boundaries of the stand.
- The noise level must not exceed 70 dB(A).



Construction Times

Sunday, September 20, 2026, 6:00

Tuesday, September 22, 2026, 20:00



1

- Upon request, Koelnmesse can permit stand construction to begin earlier.
- Early stand construction costs the following amount per stand area:
From Friday, September 18, 2026:
 - €1,500.00 per day (6:00 to 22:00)
 - €970.00 per night (22:00 to 6:00)

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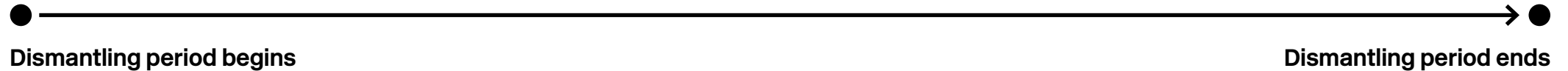
- The storage of material is also regarded as construction.
- The halls are open 24 hours during assembly.
- Work with increased dust exposure is possible until Tuesday, September 22, 2026, 18:00.
- All aisles must be completely cleared by Tuesday, September 22, 2026, 18:00.
- In case of non-observance, Koelnmesse shall be entitled to impose a contractual penalty in the amount of € 5,000.00.
- Entry to the premises is permitted for all assembly vehicles on the last assembly day, September 22, 2026, until 17:00.

Registration for
preponed assembly
via e-mail to the
DMEXCO Team:
exhibitor@dmexco.com
Deadline:
August 28, 2026

Dismantling Times

Thursday, September 24, 2026, 17:30

Friday, September 25, 2026, 22:00



1

- Upon request, Koelnmesse can permit the dismantling period to be extended until Saturday, September 26, 2026, 22:00.
- This extension costs per stand area:
 - €1,500.00 per day (6:00 to 22:00)
 - €970.00 per night (22:00 to 24:00)

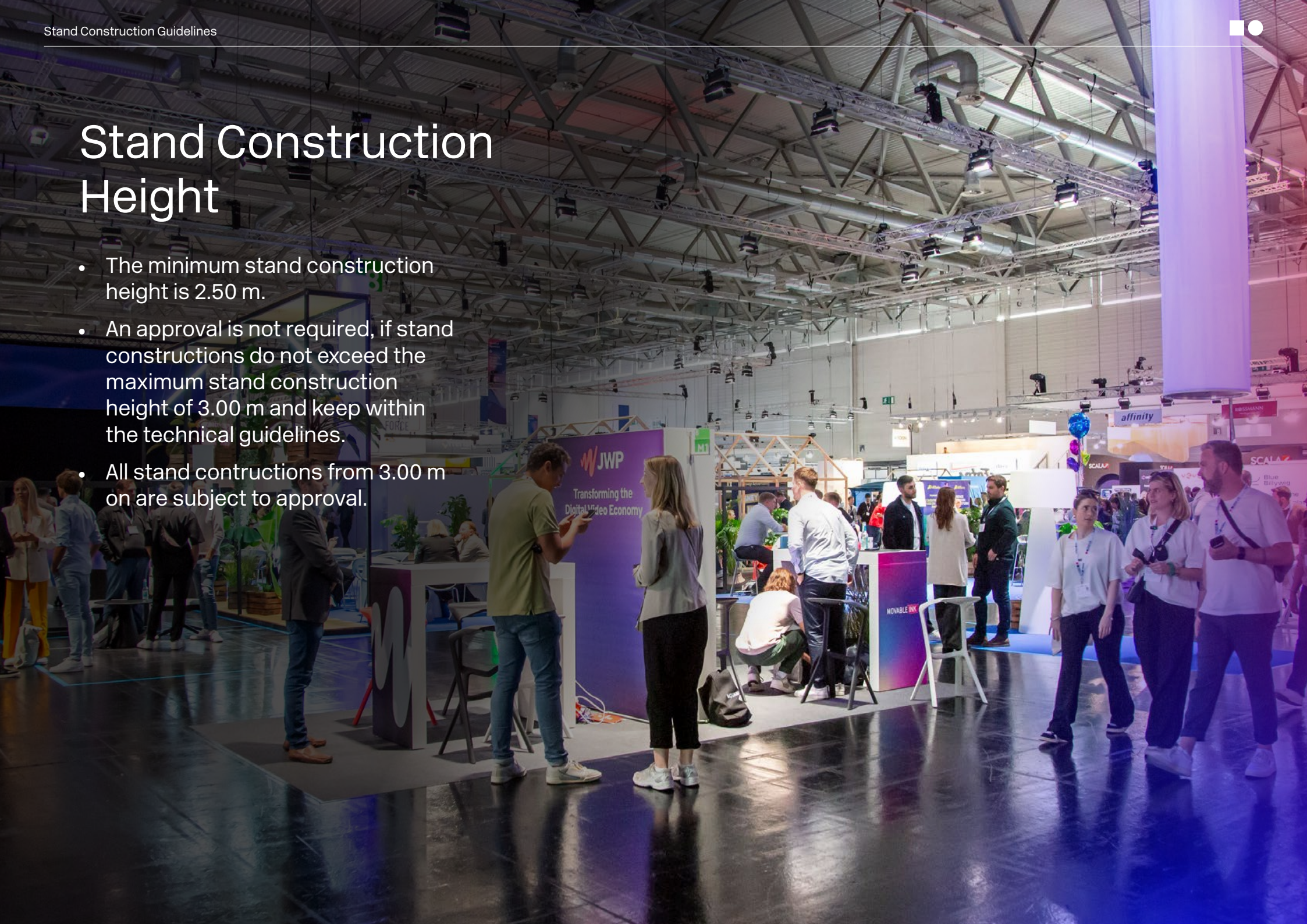
2

- The storage of materials is also considered to be construction.
- The halls will be open around the clock during the dismantling period.
- Dismantling may not begin before 17:30 on September 24, 2026.

Registration for
extended dismantling
via e-mail to the
DMEXCO Team:
exhibitor@dmexco.com
Deadline:
August 28, 2026

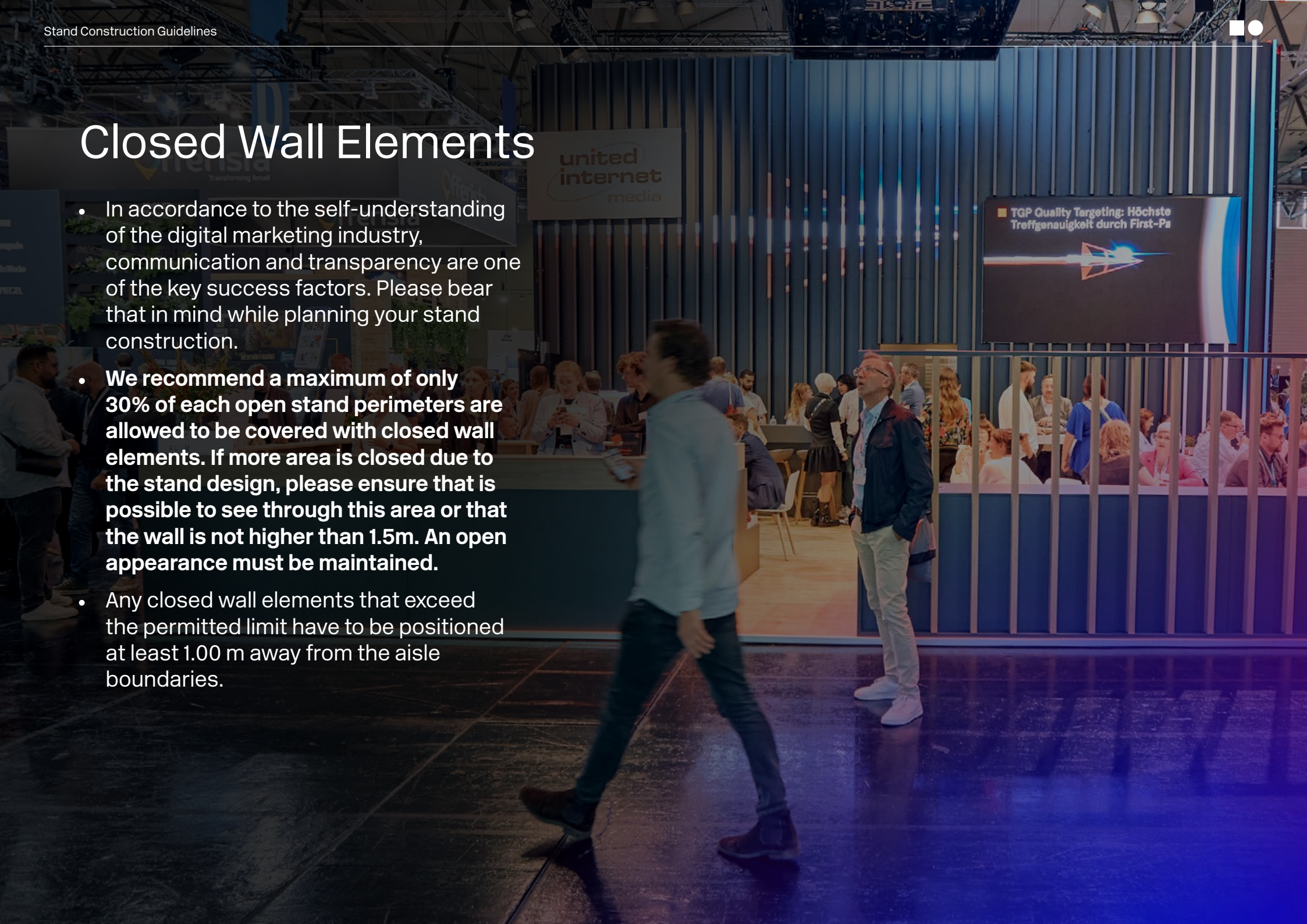
Stand Construction Height

- The minimum stand construction height is 2.50 m.
- An approval is not required, if stand constructions do not exceed the maximum stand construction height of 3.00 m and keep within the technical guidelines.
- All stand constructions from 3.00 m on are subject to approval.



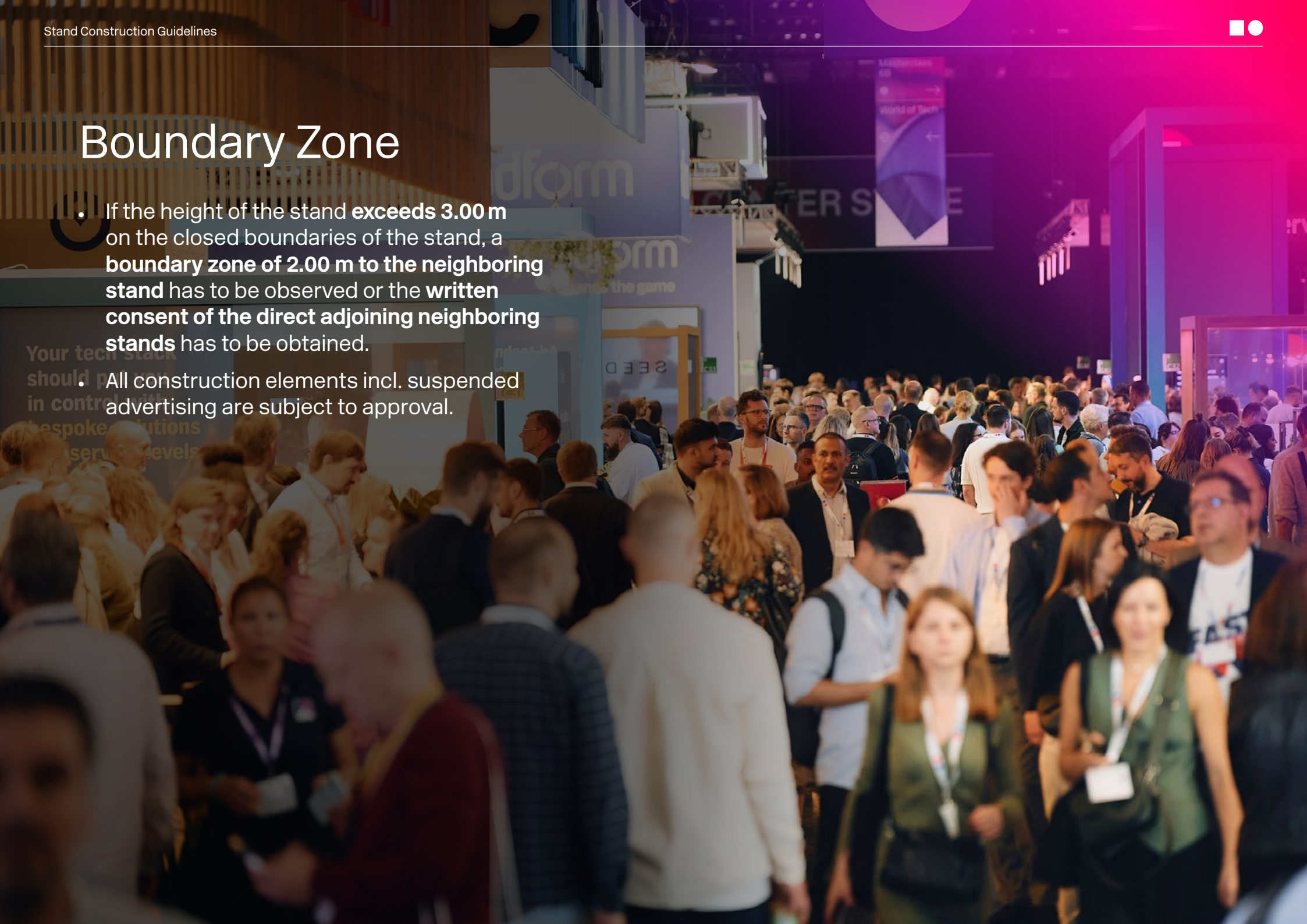
Closed Wall Elements

- In accordance to the self-understanding of the digital marketing industry, communication and transparency are one of the key success factors. Please bear that in mind while planning your stand construction.
- **We recommend a maximum of only 30% of each open stand perimeters are allowed to be covered with closed wall elements. If more area is closed due to the stand design, please ensure that is possible to see through this area or that the wall is not higher than 1.5m. An open appearance must be maintained.**
- Any closed wall elements that exceed the permitted limit have to be positioned at least 1.00 m away from the aisle boundaries.



Boundary Zone

- If the height of the stand **exceeds 3.00 m** on the closed boundaries of the stand, a **boundary zone of 2.00 m to the neighboring stand** has to be observed or the **written consent of the direct adjoining neighboring stands** has to be obtained.
- All construction elements incl. suspended advertising are subject to approval.



Two-Storey Stand Construction

- Two-storey stand constructions are both **subject to approval** and **fee-based**. For two-storey exhibition stands, the actually allotted area in the upper storey following the technical inspection is **calculated at 100% of the price per sqm of floor area, plus marketing package, AUMA fee and energy costs.**



Inspection and acceptance of constructions

Approval is necessary, as soon as **constructions over 3m in height are planned** or **special constructions shall be carried out**.

In this case, floor plans, elevation views and constructive design with all the respective dimensions and on a scale of at least 1:100 have to be sent via e-mail to the DMEXCO Team (exhibitor@dmexco.com). Approval of Koelnmesse does not release the exhibitor from obtaining a **written consent** of the direct adjoining neighbor in case the proximity zone is not observed. Deadline: **August 20, 2026**



Further information

Download all necessary information here:

[Technical Guidelines](#)

[General Conditions of Participation](#)

[Special Conditions of Participation](#)





Contact

DMEXCO Project Team



Michael Brendt
Sales Manager

T. +49 221 821 2917
michael.brendt@dmexco.com
[Expo](#) | [Start-ups](#) | [World of Tech](#)



Ingo Willems
Sales Manager

T. +49 221 821 2795
ingo.willems@dmexco.com
[Expo](#) | [World of Tech](#)



Alexander Kurth
Sales Manager

T.+ 49 221 821 3153
alexander.kurth@dmexco.com
[Expo](#) | [World of Media](#)



Charlotte Busch
Sales Manager

T. +49 176 125 631 50
charlotte.busch@dmexco.com
[Expo](#) | [World of Media](#)



Pascal Palt
Sales Manager

T. +49 221 821 3581
pascal.palt@dmexco.com
[Expo](#) | [World of Commerce](#)



Lena Pletzinger
Sales Manager

T. +49 221 821 2276
lena.pletzinger@dmexco.com
[Expo](#) | [World of Commerce](#)



Niklas Linker
Sales Manager

T. +49 171 1426087
niklas.linker@dmexco.com
[Expo](#) | [World of Agencies](#)

Get in touch
with us!

See you at DMEXCO!
Sept. 23 & 24, 2026