

REGULATIONS FOR THE DESIGN OF STANDS



Salone
del Mobile.
Milano

Milan Fairgrounds, Rho
16/21.04.24

1. HEIGHT AND FINISHES OF FAÇADES AND WALLS

Two heights are possible along the entire perimeter of the booth (internal and external):

- 3 meters
- 5 meters

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, along the internal and external 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 included.

Exhibitors/ participants 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 and respect the mandatory height of 3 or 5 meters on the side bordering other companies.

The external surfaces of walls adjacent to other exhibitors' stands must be properly painted in white. Likewise, the upper side of the stand, visible from the upper mezzanine, must be properly finished.

Any walls facing passage aisles, which give access to fire hydrants or fire-extinguishing switches, are part of the stand perimeter and must be either 3 or 5 meters high, and cover the entire length up to the fire hydrants or fire-extinguishing switches and wall(s) facing such passage aisles must be properly painted. Upon agreement with the neighboring company, it is possible to install, at your own care, a band curtain 10 cm wide of the same height of the stand walls on the perimeter, white or black coloured.

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.

Exhibitors/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 additional fixture can be located for every five linear meters.

We remind you that, also for the purpose of containing light pollution, any ledwall or luminous writings, equipped with a device for regulating the light intensity, must not cause any annoyance in the aisle and in the neighboring stands.

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, distributed in order to have visibility on all the stand, private areas included.**

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. Please remind that is necessary to create an access ramp in case of platforms is needed.

3. SECOND LEVELS

Exhibitors/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.

Exhibitors/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 be used **exclusively for the installation of lighting** and be positioned only at the compulsory height of **6 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 and, if arranged in ring formation, these may be topped by canvas ceiling provided they remain nothing more than lighting supports.

Arms or other elements that separate the bulbs from the beams are not allowed. Exhibitors/ participants 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 Costumer 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, 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 AND REQUESTED PAPERS

Regardless of the size of the stand, the stand design, completed with booth internal description and their use, and documentation on the materials used in its construction must be charged on the Exhibitor portal, 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 **19 February 2024**.

The documents must include plans, sections, elevations and, where appropriate, views and/or renderings that clearly illustrate the characteristics of the stand, the products to be exhibited and the planned graphics.

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

isaloni@fieramilano.it

Customer Service Ovest

Pavilions 9, 11, 14, 18, 13, 15, 22, 24

Tel +39 02 4997 7125/7306

isaloni@fieramilano.it

Pavilions 8, 12, 16, 20

Tel. +39 02 4997 7528/6863

isaloni@fieramilano.it

Exhibition Safety Service

Tel. +39 02 4997 7983/6412/6712/6666/7264

sicurezza.mostra@fieramilano.it

Rigging Service

Tel. +39 02 4997 6393/6395/6844/6312

rigging@fieramilano.it

Field Operation

Tel +39 02 4997 7951/6347/6296/7731

gestione.quartiere@fieramilano.it