

Exhibitor manual Victam International 2026



Jaarbeurs Utrecht | 2 - 4 June 2026

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1 Quick start (Important – read first)

To ensure a smooth participation, please complete the following key actions:

Your priority checklist

- Request your exhibitor badges
- Submit your stand design (free space only)
- Order all required services via the webshop (this includes the basic and upgraded shell schemes)
- Arrange your logistics and transport (open from 28 April)
- Invite your customers using your personal registration link

Key deadlines

- Order electricity, water, internet, rigging, etc): 30 April 2026
- Order standard shell scheme: 30 April 2026
- Order visuals: 30 April 2026
- Stand design submission (free space only): 1 May 2026
- Final webshop deadline (late orders = 25% higher costs): 12 - 25 May 2026
- Webshop closed: 26 May 2026
- Submit exhibitor badge details: preferably 26 May 2026

Useful links

- [Webshop Jaarbeurs](#)
- [Exhibitor registration portal](#)
- [Marketing toolkit](#)

2 Key information

2.1 Event details

VICTAM International 2026

2 – 4 June 2026

Jaarbeurs Utrecht | Hall 3 & 4

2.2 Venue address

Jaarbeurs B.V.
Jaarbeursplein 6
3521 AL Utrecht
The Netherlands

Jaarbeurs is located next to Utrecht Central Station and easily accessible by car and public transport.

2.3 Key contacts

- General Manager: Sebas van den Ende
- Account Manager: Nick Mouthaan
- Event Manager: Yvonne Kaal
- Marketing Manager: Ilse Mocking
- Finance Manager: Juul van Oosten

General contact: expo@victam.com

3 Access, Timeline & Important times

3.1 Build-up period

- 29 May – 1 June 2026
- 07:30 – 22:00 (last day until 15:00)

3.2 Exhibitor access (show days)

- 2 June: 08:00 – 20:00
- 3 June: 09:00 – 18:00
- 4 June: 09:00 – 18:00

3.3 Visitor opening hours

- 2 – 4 June: 10:00 – 18:00

3.4 Breakdown period

- 4 June: 18:30 – 23:00
- 5 June: 07:30 – 18:00
- 6 June: 07:30 – 18:00

4 Before the show (preparation)

4.1 Stand construction

4.1.1 Space-only exhibitors

Action: Submit stand design

Deadline: 1 May 2026

Send to: nickmouthaan@victam.com (cc: expo@victam.com)

Submission must include:

- Stand design (PDF)
- Floor plan with dimensions
- Elevations and visuals
- Type of construction

Stand designs must comply with venue regulations. Late submissions will not be accepted.

👉 Important: Please review all stand construction rules and technical requirements here: <https://victaminternational.com/exhibitor-manual/stand-construction/space-only-participation-custom-design-stands>

Access During Build-up and Breakdown

During the build-up and breakdown periods, access to the exhibition halls is restricted to exhibitors, stand builders, and officially appointed contractors.

No specific badges or identification passes are issued for stand builders during these periods. Therefore, exhibitors are fully responsible for granting access to their contractors and ensuring that only authorized personnel are present at their stand.

All stand builders and contractors must be able to demonstrate their connection to an exhibitor upon request. This can be done, for example, by presenting a business card, company identification, or relevant project information.

Security personnel are present on-site and may carry out checks at any time. Individuals who cannot demonstrate a clear relation to an exhibitor or stand construction project may be denied access or asked to leave the premises.

The Organizer and Jaarbeurs cannot be held responsible for unauthorized access, loss, damage, or incidents caused by third parties during build-up and breakdown. All access is at the exhibitor's own responsibility and risk.

All persons entering the halls during these periods must comply with the applicable safety regulations, including the use of personal protective equipment where required.

Need a stand builder?

If you have not yet appointed a stand builder, we recommend working with one of our preferred partners. They are familiar with the venue, regulations and exhibition requirements, ensuring a smooth process.

4.1.1.1 Preferred stand construction partners:

- [Lasso Events](#)
- [XPO World](#)
- [The Inside](#)

All suppliers offer:

- Stand design and build
- Technical support
- On-site assistance

Exhibitors remain free to appoint their own contractor.

4.1.2 Basic shell scheme



In collaboration with Jaarbeurs, we provide Basic Shell Scheme. The standard booth includes the following components:

- System construction with storage (1x1m)
- Redo table, White
- Fascia board with name mention (color adjustable)
- Abano waste bin, 18 liters, Black
- Bern counter, White
- 2 x Chair without armrests, Sestri White
- Expo Railspot PAR30 11W LED (CP)
- Electrical package 3.5 kW/230V power incl. wall socket
- Power consumption per kW
- Stand cleaning (per m², daily)
- Escolita carpet tiles, Anthracite (052)

Elevate your booth with personalized details. Consider a custom print on the counter or a vibrant full-color canvas (take a look at our Upgraded Personalized Construction Package).

If you require basic shell scheme and additional furniture, explore our comprehensive selection in the web shop and place your order for your preferred options.

4.1.3 Upgraded Personalized Construction Package



In collaboration with the Jaarbeurs, we offer the Upgraded Personalized Construction Package. This package includes the following components:

- System construction with storage
- Redo table, White
- Name signage
- Abano waste bin, 18 liters, Black
- Bern counter, White
- 2 Sestri chair without armrests, White
- Expo Pendant PAR30 11W LED (CP)
- Electrical package 3.5 kW/230V power incl. wall socket
- Power consumption per kW
- Stand cleaning (per m², daily)
- Carpet – Color of choice
- Eye-catcher including full color print (198.5 cm wide x 347.2 cm high)

You can order the upgraded shell scheme in the webshop of the Jaarbeurs.

4.2 Logistics & Transportation

Exhibitors are responsible for arranging transport of their materials.

Important:

- Follow Dutch customs regulations carefully
- Incorrect documentation may cause delays

Official freight forwarder will handle:

- Large machinery delivery (29 May morning)

Details about delivery procedures and routes, freight forwarders:

<https://victaminternational.com/exhibitor-manual/logistics-transportation>

4.2.1.1 Preferred freight forwarders

<https://victaminternational.com/exhibitor-manual/logistics-transportation/freight-forwarder>

4.3 Registration (Stand Crew)

All stand personnel must have a valid exhibitor badge.

Action: Register your team

Where: [Exhibitor portal](#)

Recommendation: Complete at least 1 week before the event

Badges must be worn at all times during the event.

4.4 Webshop Orders

All stand-related services must be ordered via the official webshop:

Examples:

- Furniture
- Electricity upgrades
- Internet
- Catering
- Cleaning
- Parking

👉 Ordering before 15 May 2026 = lower rates

👉 Late orders (after 15 May 2026) = double costs

5 Promote your participation

Increase your visibility and attract more visitors to your stand.

5.1 Free marketing tools (RegResult)

Available in the online exhibitor portal:

- Social media visuals
- Email banners
- Website badges
- Visitor invitations

Use your personal registration link to:

- Invite customers
- Track registrations
- Monitor results
- Sponsorship opportunities

Additional branding options are available via the sponsorship brochure. Interested?
Simply send an email to Nick Mouthaan, nickmouthaan@victam.com

6 ON-SITE INFORMATION

6.1 Build-up

- No build-up pass is needed for standbuilders, only proof of connection to the exhibitor
- For exhibitors the badge is needed at all times
- Follow instructions from venue staff
- Heavy machinery delivery on first build-up day

6.1.1 Safety requirements

During build-up and breakdown:

- Safety shoes required
- PPE mandatory where applicable

6.2 During the Show

- Stand rules:
 - Keep your stand staffed at all times
 - Only display your own products/services
 - Do not distribute materials outside your stand
- Noise levels
 - Keep sound at acceptable levels
 - Organizer may intervene if necessary

- Internet
 - Free WiFi available (limited reliability)
 - Recommended: order dedicated connection via webshop

7 BREAKDOWN & MOVE-OUT

7.1 Breakdown rules

- Dismantling starts after official closing (4 June 18:30)
- Early dismantling is not allowed
- Exhibitors are responsible for removing their waste. Please refer to section 8.5 Waste Disposal.

7.2 Transport

- Follow assigned time slots and traffic instructions
- All materials must be removed within scheduled times

Important: Items left behind may be removed at exhibitor's expense.

8 RULES & REGULATIONS

8.1 Fire safety

No flammable or hazardous materials allowed

Emergency routes must remain clear

8.2 Catering

- Catering must be ordered via Jaarbeurs: hospitality@jaarbeurs.nl.
- Limited exceptions for small refreshments

8.3 Photography & video

- Only allowed with permission from exhibitor
- Commercial use requires written approval

8.4 Security

- General security provided
- Exhibitors responsible for their own belongings

8.5 Waste disposal

Exhibitors are responsible for their own waste and have the following options:

1. Order a waste container via the webshop or on-site service desk (available for paper, PMD and residual waste)
2. Remove and dispose of their waste off-site themselves

Important

- It is not permitted to dispose of exhibitor waste in general venue waste bins
- All waste must be handled via an official waste container or removed by the exhibitor
- Any waste left behind or disposed of incorrectly may be removed at the exhibitor's expense.
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9 Travel & accommodation

Official partner: BTC Group

Hotel booking via: <https://viv-europe-victam-international-2026.vivhotels.com/hotels>

10 Useful links & downloads

- [Webshop](#)
- [Exhibitor portal](#)
- [Marketing toolkit](#)
- [Venue regulations](#)
- [Logistics information](#)
 - [Freight forwarders](#)
 - [Vehicle access & parking \(VRS\)](#)
 - [Hotel services](#)