

Poultry India Expo 2026

Exhibitor Manual & Guidelines

Dear Esteemed Exhibitor,

We are delighted to welcome you to the 18th edition of Poultry India Expo, scheduled to take place at HITEX Exhibition Centre, Hyderabad, from 25–27 November 2026.

This exhibitor manual has been prepared to help you plan, set up, operate, and dismantle your stall smoothly. Please read it carefully and share all relevant sections with your booth contractor, logistics partner, and on-site team.

Please pay special attention to submission deadlines, move-in and move-out schedules, safety requirements, electrical rules, and booth design approvals. For assistance, contact the organisers or your respective hall manager.

We appreciate your participation in Poultry India Expo 2026 and look forward to working closely with you to make this edition a resounding success.

Thank you for your cooperation and support.

Best regards,

Uday Singh Bayas
President,
IPEMA/Poultry India

1. General Information

Quick reference: Key deadlines include 30 September 2026 for Show Directory submissions, 30 September 2026 for attendee lists and branding/payment requirements, 30 October 2026 for booth design and electrical submissions, 24 November 2026 for move-in and construction completion, and **27–28 November 2026** for dismantling and final vacating requirements.

This manual applies to all exhibitors, booth contractors, logistics partners, service providers, and authorised representatives working at or participating in Poultry India Expo 2026. Exhibitors are responsible for ensuring that all appointed agencies understand and comply with these guidelines.

Venue: HITEX Exhibition Centre, Izzathnagar, Hyderabad, Telangana. www.hitex.co.in

Organiser: IPEMA/Poultry India, Westend Mall, 403, Jubilee Hills, Road No. 36, Hyderabad, Telangana 500033.

Phone: 040-29564413/14/15 | Mobile: 7997994331 / 7997994334

URL: www.poultryindia.co.in, Email: info@poultryindia.co.in

1.1 Hall-wise Contact Details

Hall No.	Manager	Phone	Email
Hall 1	Ms. Zaheera	7997994333	office1@poultryindia.co.in
Hall 2	Ms. Anusha	7997994336	office2@poultryindia.co.in
Hall 3	Ms. Hari Priya	7997994332	office3@poultryindia.co.in
Hall 4	Mr. Ravi	7997994339	office4@poultryindia.co.in
Hall 5	Mr. Sai	7997994335	office5@poultryindia.co.in
Hall 6	Mr. Bharat	7997994101	office6@poultryindia.co.in
Hall 7	Ms. Lahari	7997995685	office7@poultryindia.co.in

2. Move-in and Move-out Schedule

Activity	Raw Space	Build-up Space
Heavy machinery move-in	22 November, 8:00 AM onwards	22 November, 8:00 AM onwards
Possession of stand	22 November, 12:00 PM onwards	24 November, 12:00 PM onwards
Booth construction	22 November, 12:00 PM onwards	24 November, 10:00 AM onwards
Deadline for booth construction	24 November, by 6:00 PM	24 November, by 6:00 PM
All stall construction and cargo movement must be completed by 6:00 PM on 24 November 2026. No construction or cargo movement will be allowed thereafter.		

Move-out of exhibits	27 November, after 6:00 PM	27 November, after 6:00 PM
Termination of booth electricity	27 November, after 7:00 PM	27 November, after 7:00 PM

2.1 General Guidelines

Temporary power: After 7:00 PM on the final event day, temporary power will be available only until 12:00 AM for stall dismantling.

All exhibitors must vacate their stalls by **1:00 PM on 28 November 2026**. If this deadline is exceeded, the organisers reserve the right to impose a penalty of **₹10,000 per hour**.

Aisle carpet colour: The aisle carpet colour for the exhibition will be red.

2.2 Hall Buntings Policy

- Buntings are not available inside Hall 2, Hall 5, Hall 6, and Hall 7.
- Buntings are permitted only in Hall 1 and Hall 3, Hall 4.
- The hanging position of buntings in Hall 1 and Hall 3 cannot be guaranteed exactly above the designated stall.

2.3 Safety Instructions for Vehicle Displays

If an exhibitor displays products in a vehicle inside an exhibition hall, the following safety requirements must be followed:

- The vehicle fuel tank must be completely empty.
- The engine must remain switched off at all times.

In case the organisers observe fuel inside the vehicle, the organisers reserve the right to **seize the stall immediately** without any further notice.

We request all exhibitors to strictly follow this safety guideline.

Stand possession: Raw space possession will be given on 22 November 2026. **Outdoor stand space will be issued on 24 November 2026**. All equipment and booth material must reach the designated expo parking space near the venue by 22 November 2026 to avoid delays in move-in procedure.

Important: No construction activity will be permitted after **6:00 PM on 24 November 2026**. A security drill and hall sanitisation process may take place after this time, and no stand construction or cargo movement will be allowed thereafter.

The exhibition will open on 25 November 2026 at 10:00 AM. Exhibitors are requested to cooperate with the organisers and complete their displays by the stated deadline so that all inauguration arrangements can be completed on time.

Note: Delays in stall setup or display caused by exhibitors, fabricators, planning errors, or any other reason will not be accommodated or considered by the organisers.

3. Entry and Removal of Exhibits

Freight vehicles will not be permitted inside the HITEX Exhibition Centre complex during the exhibition period. Vehicles carrying exhibits may enter only until **6:00 PM on 24 November 2026**, provided the exhibitor has taken possession of the stand and completed construction within the approved timeline.

All vehicles transporting exhibits or display material must enter the venue on or before 24 November 2026 by 6:00 PM. No vehicles will be permitted to enter after this deadline due to security and logistical arrangements.

For move-out, exhibitors must obtain a duly stamped exit pass from the respective hall manager after clearance of all dues. Exhibits and materials may be removed only after 6:00 PM on 27 November 2026, following visitor exit. Vehicles for loading and moving out exhibits will be allowed inside HITEX Exhibition Centre after 6:30 PM. Entry and exit of freight vehicles will be permitted only through the specified gate, unless revised by the organisers for administrative reasons.

Important: If any stall vendor or exhibitor violates the entry, exit, removal, or fixing timings, the organisers reserve the right to impose penalties without further notice.

4. Handling Facilities, Badges, and Stand Possession

- Permitted timings: 22–24 November 2026 – 8.00 AM – 8.00 PM
- Guidelines: Vehicles will only be allowed to enter the venue during designated hours.
- Vehicles must use designated loading/unloading areas to minimise congestion and ensure safety.

4.1 Issue of Exhibitor Badges

- Date: 23 & 24 November 2026 along with welcome kit.
- Timing: From 12:00 PM onwards
- Designated area: Organiser's Room, Trade Fair Building

Exhibitor badges will be issued on 23 & 24 November 2026 from 12:00 PM onwards at the Organiser's Office, Trade Fair Building. Exhibitors may collect badges from the organiser's office or from the respective hall manager after submitting the required attendee list.

Exhibitor badges will be issued at the venue from the organiser's office or through the respective hall manager. Exhibitors must submit the attendee list from their company by **30 October 2026**. Only persons wearing valid exhibitor or service badges will be allowed into the exhibition area.

5. Modular Stand and Electrical Guidelines

Indoor display build-up will be provided with octonorm system construction, fascia name board and stall carpeting.

Each 9 sq. m. modular stand includes the following, as per the application form:

- One information counter table
- Two chairs
- Three spotlights
- One 15A power point, with a maximum load of 500 watts
- One dustbin
- Fascia name board

5.1 Electricity

Note: Custom-fabricated stands below 36 sq. m. will not receive complimentary electricity. Raw or bare space stalls are considered free-design spaces and do not include carpeting, furniture, or power fittings supplied by the organiser.

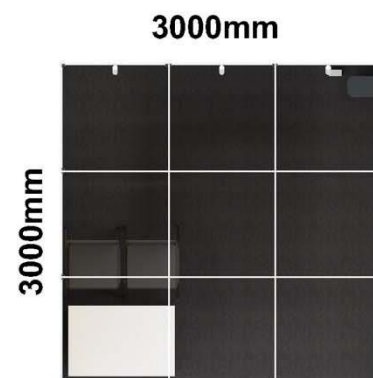
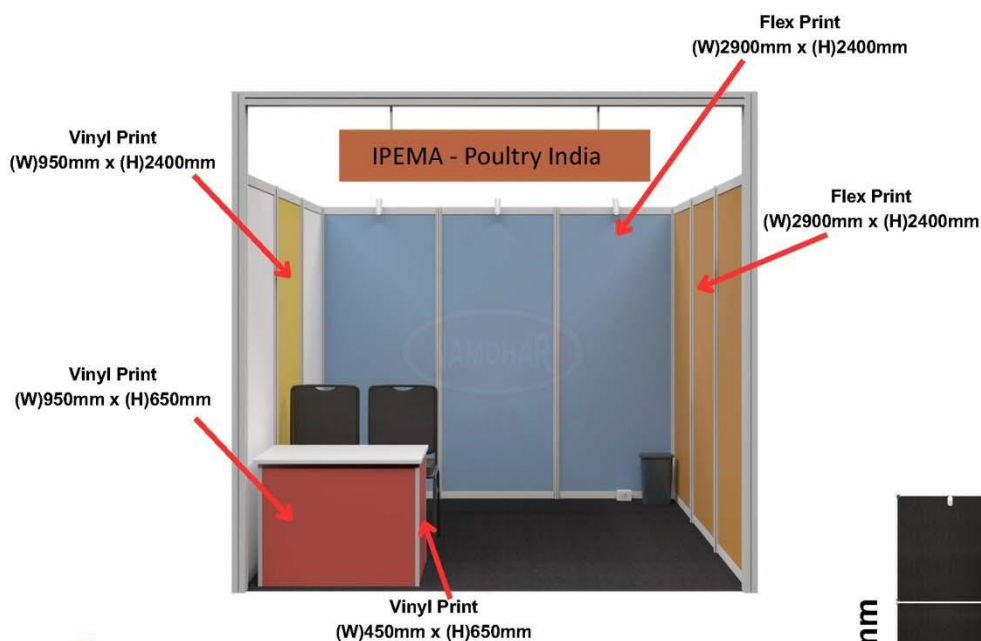
Requests for additional electricity load should be submitted to the organiser's office by 30 October 2026. Any equipment requiring 24-hour electricity must be included in the additional electricity requirement form, along with the equipment details and load. Unauthorised use of electrical loads beyond the permissible limit will be penalised. The organisers reserve the right to disconnect electricity to any stall found drawing power beyond the sanctioned load.

5.2 Modular Stand Rules

- No additional booth fitting, or display may be attached to the booth's structure.
- No tapes, nails or fixtures of any kind are allowed to be affixed to the partitions, floor or ceiling.
- Exhibitors are liable for any damage caused to their booth fixtures and fitting at the fair.
- No freestanding fitment may exceed a height of 4 meters or extend beyond the boundaries of the allocated booth. This includes exhibits, name fascia, advertising material, and company logos.
- Installation of electrical equipment, including lighting fixtures, must comply with the Electrical Regulations. Exhibitors are advised to use branded electrical fittings and graded equipment only.

5.3 Display Aids

Display aids such as shelves, glass showcases, soft boards, display counters, coat racks, podiums, and mesh panels must be arranged by exhibitors independently. Attachments should be compatible with the prefabricated powder-coated Octonorm system.



6. Bare Space Booth Construction and Technical Guidelines

Overview: Bare space exhibitors must follow the design, construction, electrical, safety, and contractor registration requirements below. All booth designs must be approved by the organisers before construction begins.

These guidelines are intended to ensure that all bare space booths are safe, professionally finished, visually consistent with the exhibition environment, and completed within the approved move-in timeline.

Maximum permissible height: The maximum permitted height for stands, including fascia, walls, partitions, platforms, flooring, and display elements, is **4 metres**.

Exhibitors should use prefabricated structures wherever possible to ensure that construction and display are completed by **6:00 PM on 24 November 2026**.

6.1 Booth Design Guidelines

1. The maximum height allowed for walls, partitions, fascia, platforms, flooring, and display elements is 4 metres.
2. For island booths and two-side or three-side open booths, at least 50% of the total length of each open side must remain open. Complete blocking of open sides is not allowed.
3. Internal partitions must not obstruct the view or appearance of adjoining booths. If partitions are found to be obstructive, they must be changed to clear glass or acrylic above a height of 1.2 metres.
4. Partition walls must be neatly finished on the reverse side with plain white flex or MDF with white paint finish. No wooden or metal batten grid should be visible from any side of the booth.
5. Bare space exhibitors must submit booth designs in 3D views, showing all sides with dimensions, major exhibit materials, and the electrical layout for approval by the organisers.
6. Approval of booth designs will be at the sole discretion of the organisers.
7. No part of any structure or exhibit may extend beyond the boundaries of the allocated stall. This includes symbols, logos, lighting, floral decorations, furnishings, and other display elements.
8. Bare space booths may display name boards only in locations facing the aisles and must not display name boards over an adjacent exhibitor's back wall or side wall.
9. Office enclosures may be set up within stands, but their height must not exceed 2.5 metres. Cabins must be located at the rear or along adjoining walls and must not extend into open aisles.
10. Booth structures must remain within the allocated space and must not protrude into adjacent booths or aisle areas.

6.2 Construction and Fabrication Rules

1. Only prefabricated material is permitted for stand construction. Large-scale cutting, welding, sawing, grinding, or booth construction from scratch is not allowed inside the venue.
2. All contractors and service providers must lay carpet beneath all stand structures, panels, branding, installations, speakers, counters, and barricading. Materials must not be placed directly on the floor.
3. All materials used in booth construction, features, and displays must be non-combustible, inherently non-flammable, or durably flame-proofed.
4. No suspension may be made from the trusses of the exhibition hall. No fitting or display may be attached, nailed, screwed, or drilled into the floor, columns, walls, or any other part of the hall.
5. Electrical and utility pits must remain accessible. If an electrical or utility pit falls within a booth, an access door must be provided in the booth flooring or platform.

6. Artificial plants, flowers, dry grass, thermocol, and similar decorative materials are not permitted for booth decoration.
7. Knocking, nailing, sharpening, gluing, taping, or sticking materials on any wall, floor, or venue structure is prohibited.
8. Gangways must not be used for storage of materials, equipment, or debris during installation, construction, or dismantling.
9. Cooking of any kind inside booths or exhibition halls is strictly prohibited.
10. Cloth and synthetic banners are not permitted.
11. Heat-emitting light fittings such as halogen fittings and incandescent bulbs above 100 watts should not be used for booth lighting.
12. During build-up and dismantling, exhibitors are responsible for removing their own booth-building material, dismantling material, scrap, and waste.

6.3 Painting and Material Restrictions

1. Large-scale painting is not permitted inside the Exhibition Centre.
2. Small-scale touch-up painting of exhibits or booths is permitted during move-in only with proper ventilation and all required safety precautions.
3. Only non-toxic, non-aerosol paints may be used.
4. The venue flooring must be covered with used carpet or suitable protective material to prevent paint stains.
5. Painting near the Exhibition Centre's structures or walls is prohibited.
6. No washing of painting materials is allowed within or around the Exhibition Centre.
7. All flammable materials, including thinners, must be safely stored and removed from the hall immediately after use.
8. Spray painting and colours mixed with flammable substances are strictly prohibited, both inside and outside the building.
9. Service partners and contractors will be responsible for any damage caused to the Exhibition Centre because of painting and will be liable for restoration costs.

6.4 Mezzanine Reference

Mezzanine construction is permitted only as per Section 7 given below. Exhibitors must obtain prior approval, submit structural certification, and comply with all mezzanine eligibility, height, safety, and usage requirements stated in that section.

6.5 Electrical Guidelines

1. The main connection to the electricity supply system will be carried out only by the official electrician contracted by the venue authorities.
2. All temporary electrical installations fitted on stands must be installed by trained and licensed electricians appointed by approved contractors and must comply with applicable statutory regulations.
3. Conductive structural elements of stands must be properly earthed to protect against indirect contact.
4. All cables must comply with statutory codes. Bare electric leads and crocodile clips are not allowed. Wiring must be protected against short circuit and overloading.
5. Open joints are not allowed. All joints must terminate in a junction box or electrical panel with individual rated trip switches, RCCB protection, and fuses.
6. Electrical tools must have insulated grips or covers. All electrical equipment and exhibits must be properly grounded.
7. Transformers for low-voltage appliances must remain visible and accessible. Only approved transformers with overload fuses are permitted.

8. All lighting systems and lights must be switched off before leaving the stand at the end of each event day.
9. Any special requirement for overnight electricity use must be informed to the organisers and approved in advance.
10. Bare space exhibitors must apply for power for both construction and exhibition periods.
11. Double-sheathed copper wires and cable lines must be used. Single unsheathed wires, twisted pairs, and aluminium wires are strictly prohibited.
12. Distribution boxes must be installed in cable ducts or within exhibition booths and must not be placed in doorways, fire-control passages, or conspicuous public areas.
13. Exhibitors requiring special arrangements, such as different voltages, frequencies, transformers, converters, or stabilisers, must arrange these independently.

6.6 Safety & General Venue Guidelines

1. All Contractors / Service Providers working in the exhibition center must wear safety helmets. Safety helmets are essential in the case of working at height or being in the vicinity of Contractors / Service Providers working at height. Please make sure that you wear your safety helmet properly, fitting the chinstrap to avoid the helmet falling off.
2. Suitable closed footwear, such as shoes or safety shoes, is mandatory for exhibitors, contractors, and service providers working in the Exhibition Centre during build-up and dismantling. Entry into the venue without closed footwear or shoes is not permitted.
3. All contractors and service providers are required to use any other PPE suitable for their work, such as reflector jackets, gloves, goggles, masks, earplugs, etc., depending on their area of work.
4. Operators who are engaged in working at height (2 meters or above) must carry out necessary safety measures against injuries that might be caused by falling or objects being dropped.
5. When passing tools or objects, throwing is forbidden. Methods such as hand-to-hand passing or conveyance of tools or objects by bags or lifting up and/or down with ropes, shall be adopted.
6. If work is above 2 meters, ladders are not allowed, and a suitable metal scaffold or working platform is necessary. The scaffold/platform should be properly fitted with a guard rail, mid rail, toe board, outriggers, and wheel locks. High stability is required, with a maximum height to least base dimension ratio of 3.5 (indoors) and 3 (outdoors). Workers must wear safety belt / harness and clip on to a secure anchorage point. Scaffolds / platforms may not be moved while in use or occupied.
7. Access to areas in the vicinity must be controlled to prevent persons walking or working directly under high work. Workers in the vicinity must wear suitable head protection e.g. safety helmet.
8. Large-scale painting is not permitted in the exhibition center. All exhibitors carrying out fabrication of their booth space need to neatly finish the backside up to the complete height of their display. No spray painting of any type is permitted in the exhibition halls.
9. However, small scale touch-up painting of the exhibits and booths is permitted during the move-in periods with all necessary safety precautions in place. These precautions include:
 - a. Painting in a properly ventilated area
 - b. Use non-toxic, non-aerosol paints
 - c. Covering the flooring of the venue with used carpet to avoid paint stains on the floor
 - d. No painting near the exhibition centre's structures / walls
 - e. No washing of painting materials within or surrounding the exhibition Centre.
 - f. All flammable materials (such as thinners) are to be safely placed and removed from the hall immediately after use.
 - g. Spray painting and colors mixed with flammable substances are strictly not permitted, both inside and outside the building.

10. Service partners and providers are responsible for any damage caused to the Exhibition Centre during painting and will be liable for the cost of restoration.
11. The floor load-bearing capacity of indoor exhibition space is 5000 kg /sqm. If there is any vertically vibrating exhibit in operation, this floor load-bearing capacity shall be reduced at least by 50%. The above-mentioned floor load-bearing capacity must be taken into consideration during the exhibits transportation, placement, demonstration and operation. If in doubt, contact the Organizers before any exhibits are transported.
12. No hanging object is allowed in the exhibition Centre.
13. The ceiling cannot be used to fix or stabilize any booth structure connected with the floor.
14. If the booth is located close to the walls, no support of the walls should be taken.
15. Digging, grouting or cutting of the floor is strictly not allowed.
16. Exhibitors / contracting company personnel must always wear their uniform and / or display ID card / badge in working area(s) at all times, without which the security reserves the right to deny entry to the venue absolutely.
17. In the event that the exhibition center finds that any exhibitor / contracting company personnel does not follow its rules and regulations which results to any damage of the building, it will disclaim from exhibitor / contracting company and / their personnel the amount of repair costs.
18. Any damage or loss of equipment or personal belongings within the venue is not the responsibility of the organiser or Exhibition Centre.
19. No sleeping is allowed in the working areas.
20. Exhibits containing explosives, radiation or any dangerous materials are strictly prohibited.
21. During exhibition days, the organisers will be responsible for daily cleaning of standard shell scheme booth carpets and aisles. Cleaning of exhibitors' specially designed booths shall be the responsibility of the exhibitors' appointed contractor or service provider, even during show days. During build-up and tear-down periods, exhibitors are responsible for removing their own booth-building material, dismantling material, scrap, and waste.

6.7 Compressed Air

Compressed air connections will not be provided by the venue partner or the organisers. Exhibitors requiring compressed air must arrange it independently through an external vendor. Compressors must be placed outside the hall in an open area, additional electricity must be applied for in advance, and the pipeline from the compressor to the booth must be arranged by the exhibitor.

6.8 Internet

To support your business operations, the venue partner will provide internet connection services during the event. For specific requirements or arrangements, please contact the HITEX team at 040-2311 2121 / 22 / 23 or hitex@hitex.co.in.

Exhibitors are encouraged to contact the HITEX team in advance to ensure a seamless and efficient internet experience.

6.9 Contractor Registration and Responsibility

Exhibitors may engage qualified contractors for booth design and construction. However, the appointed contractor must register with the organisers before commencing work. Exhibitors must provide the organisers with contractor details and the authority granted to them. Exhibitors will be directly responsible for the actions and conduct of their appointed contractors. All booth designs must be approved by the organisers on or before **30 October 2026**.

7. Mezzanine Guidelines

1. **Structural integrity:** Mezzanines must be designed and constructed to ensure structural integrity and safety.
2. **Weight capacity:** The weight capacity of the mezzanine must not be exceeded. A maximum weight capacity of 250–350 kg/m² must be adhered to.
3. **Fire safety:** Mezzanines must comply with local fire safety regulations. Combustible materials are not allowed on the mezzanine.
4. **Accessibility:** Mezzanines must be accessible by stairs, with a minimum width of 120 cm. Elevators or lifts are not allowed.
5. **Railings and guardrails:** Mezzanines must have sturdy railings and guardrails to prevent falls. The height of the railings must be at least 110 cm.
6. **Electrical safety:** All electrical installations on the mezzanine must comply with local electrical safety regulations.
7. **Exhibition rules:** Mezzanines must comply with all exhibition rules and regulations, including those related to noise, lighting, and advertising.
8. **Fire safety:** Mezzanines must comply with local fire safety regulations. No combustible materials are allowed on the mezzanine.

Note: Please ensure that your mezzanine design and construction meet these guidelines. Failure to comply may result in the mezzanine being dismantled or the exhibitor being fined.

7.1 Mezzanine Penalty and Compliance

Exhibitors planning to install mezzanines are required to inform the organisers in advance. It is mandatory to follow the mezzanine installation guidelines provided by the organisers, which outline the specific requirements and regulations for installation. Failure to comply with these guidelines will result in a penalty of 25% of the total exhibition cost. It is the exhibitor's responsibility to ensure that the installation is carried out in accordance with the provided guidelines. Advance notification and adherence to guidelines are essential to avoid penalties and ensure a smooth installation process.

8. Booth Design Approval and Mandatory Formalities

- Submit the duly signed form along with the booth design.
- Submit a copy of the GST certificate of the booth construction company.
- Submit the booth design with elevation plan and electrical layout for approval by 30 October 2026.
- Submit the duly signed exhibitor undertaking on company letterhead.
- Only contractors registered with the organisers by exhibitors will be allowed to undertake booth construction at the venue.

Booth Design and Certification Requirements

- All booth designs, whether constructed inside a Modular Booth or on Raw Space, must be certified by a licensed Structural Engineer before construction.
- The certified design must be submitted to the organisers for approval, either directly by the exhibitor or through their registered contractor, no later than 30 October 2026.
- After construction, the concerned Structural Engineer must certify the booth once again to confirm safety and compliance.

8.2 Certificate to Build

- All contractors must obtain a Certificate to build from the organisers before commencing construction or booth display work at the venue.

- This certificate will be issued from the Organiser's Office only after receiving the following:
Certified booth design by a Structural Engineer.
Organiser's approval on the submitted design.

These guidelines are **mandatory** for all exhibitors and contractors to ensure safety and adherence to exhibition standards.

8.3 Mezzanine Construction Rule

- Exhibitors are permitted to construct a **mezzanine floor up to 25% of the total stall area only**.
- If the mezzanine construction **exceeds this 25% limit**, the organisers reserve the right to impose **penalty charges** on the exhibitor.

This rule is mandatory to maintain uniformity, safety, and fair practice across all stalls.

Approved booth design copy

Additional electricity load requirement form

Exhibitor's Undertaking on Company Letterhead

- All workmen and team members of booth designers and contractors must wear service badges, without which they will not be permitted to work on the premises. Service badges will be issued at the organisers' office upon submission of the badge list.
- While planning and constructing your booth, respect neighbouring booths that share a common wall with yours. Do not create structures or designs that obstruct neighbouring booths. Ensure that the back side of your walls is properly finished and does not spoil the view or design of other booths. Back-to-back finishing and painting of walls is the responsibility of the exhibitor.
- Ensure that during the Onsite construction activity of your booth, Aisles & Common Areas and Neighbouring Booths are not encroached upon and are kept completely free.
- The organisers support environmentally friendly construction activities that minimise air and noise pollution. Therefore, basic carpentry, painting, and polishing work is not allowed on site.
- All components of your booth must be produced in your contractor's workshop. Only prefabricated modular components are allowed to be assembled and finished at the venue to minimise carpentry.
- All booth walls, furniture, lights, exhibits, merchandise, and fittings etc. should be free standing or mounted on the booth walls. No drilling or construction work on the hall floor is permitted. Any such damages, if caused, will be recovered from the exhibitor along with penalties.
- Anchoring on the floor is strictly prohibited
- During booth construction activities, all your material should be kept in the designated area of your own booth. Walking aisles should be left free. Safety should be your foremost concern at all times.

Most Important: All exhibitors constructing their own booths must have the designs/plans duly certified by a Structural Engineer. A copy of the same must be submitted to the organisers by 30 October 2026. Any modifications to the approved booth design must be submitted again for approval. Booth installation that does not comply with the most recent approved plan will not be permitted.

9. Fire, Safety, and Venue Regulations

- Exhibitors and attendees must follow all fire and safety precautions. Exhibitors should familiarise themselves with fire extinguisher locations, avoid overloading electrical outlets, keep flammable materials away from heat sources, identify emergency exits, and report

hazards or incidents to exhibition management or the security team. Open flames, including candles and lighters, are strictly prohibited.

- Exhibitors are permitted to construct their own booth under the supervision & guidance of a Structural Engineer. All exhibitors constructing their own booths must have the designs/plans duly certified by approved Structural Engineer.
- The organisers reserve the right to obtain a copy at any time during the expo for information and record.
- The organisers reserve the right to stop construction if it is found to be unsafe or unstable. It is the sole responsibility of the exhibitor to ensure that construction is safe and that all guidelines are followed.
- Exhibitors are requested to submit the details of their Contractor/Agency.
- The Organizer will not be responsible for any delay on account of non-submission/late submission of the required information by the exhibitor.
- No display, construction, or projection of any construction element shall be permitted in passages.
- Construction of stands must be confined within the allotted area and must not project over neighbouring stands or into gangways.
- Exhibitors are requested to kindly contact their hall manager for exact location of their space within the hall before commencing construction of their stall.
- Exhibitors opting for bare space are advised to bring prefabricated stands to avoid any delay in erection of their booth and damage to the venue property.
- Use of inflammable material like dry grass/straw, bamboo sticks, jute, synthetic fabric, wallpaper or fabric/flex masking, surgical cotton, wood chips & wooden scraps will be strictly prohibited.
- Access to electric meters/main distribution boards, public conveniences and emergency exits shall be left clear during construction and display.
- Empty boxes, cartons and other packaging materials shall not be kept in the halls as the same pose serious fire hazard.
- Electrical works in the stands MUST be entrusted to licensed electrical contractors and use of ISI Certified & Fire Insurance approved material shall be mandatory.
- The authorized electrical engineer shall provide connections from the tapping point of main power line to each constructed and electrical fitted stand.
- Fire precautions: For all construction involving wooden material, raw space contractors must keep one functional fire extinguisher at a visible location within the assigned area during construction, exhibition, and dismantling.
- Exhibitors are advised to monitor work carried out by their contractors and ensure that only fire-insurance-approved branded wires and fittings are used.
- In case of any incident caused by negligence by the exhibitor or their contractor, the exhibitor will be solely responsible for any resulting loss, including loss or damage to venue property or property of exhibition contractors/agencies engaged by the organiser.
- All exhibitors constructing their own booths are required to install fire extinguishers during construction, exhibition, and dismantling periods. If exhibitors fail to do so, the organiser will install them, and the charges shall be billed to the exhibitor.

The organiser reserves the right to close any stall if the exhibitor or contractor fails to comply with these guidelines.

10. Exhibition Conduct and Stand Operations

Distribution of promotional literature: Product catalogues, brochures, and other promotional material may be distributed only within the exhibitor's own booth.

Note: Exhibitors may please note that distribution of promotional literature in passages, common areas, lounges, restaurants, or expo grounds outside their own stand is strictly prohibited. The organisers reserve the right to confiscate such promotional literature.

10.1 Stand Operations and Authority Letter

Exhibitors must ensure that authorised representatives are present at the stand during exhibition hours and that any contractor or representative acting on their behalf carries the required authority letter or service badge.

11. Indoor, Outdoor, and Logistics Guidelines

11.1 Pre-Event Requirements

- All indoor display materials must arrive at the expo venue on 24 November 2026 before 6:00 PM.
- Exhibitors must inform the Organizers' Office at the venue about the arrival of their materials.

11.2 Stand Construction and Setup

- Exhibitors must construct and set up their stands within the allocated time frame.
- Stands must be built according to the approved design and layout.
- Exhibitors are responsible for ensuring that their stand is safely and securely constructed.

11.3 Safety and Security

- Exhibitors must ensure that their stand does not pose any risk to visitors, staff, or other exhibitors.
- All electrical equipment and wiring must be safely installed and certified.

11.4 Logistics and Operations

- Exhibitors are responsible for arranging and managing their own logistics, including delivery, setup, and removal of their stand.
- Exhibitors must comply with all venue rules and regulations, as well as local authorities' requirements.

11.5 Movement of Heavy Equipment

- Cranes, forklifts, and other heavy equipment are only allowed within the venue during the designated time period.
- Any movement of heavy equipment outside of the designated time period will incur additional charges, which must be borne by the exhibitor.

11.6 International Exhibit Arrival Deadlines

Mode	Type	Arrival Deadline
Sea Freight	FCL	Should arrive at Hyderabad ICD/CFS 12 days before the show opens or before the intended on-site work commencement date.

Sea Freight	LCL	Should arrive at Hyderabad Port/CFS two weeks before the show opens or before the intended on-site work commencement date.
Air Freight	—	Should arrive at Hyderabad Airport 10 working days before the show opens or before the intended on-site work commencement date.

11.7 Logistics Contacts

Contact	Mobile	Email	Purpose
Mr. Rajath Naik	+91 99015 97909	rajath@rogersworldwideindia.com	International logistics coordination
Mr. Surendar K.	+91 99450 83076	surender@rogersworldwideindia.com	Domestic logistics queries
Mr. Vikas N.	+91 90663 25321	vikas@rogersworldwideindia.com	Domestic logistics queries
Mr. Abhilash M.N.	+91 99029 50946	abhilash@rogersworldwideindia.com	Domestic logistics queries

11.8 Dismantling and Removal

- Exhibitors must dismantle and remove their stands within the allocated time frame after the event, beginning from 6:00 PM on the last day of the event.
- Exhibitors are responsible for leaving their stand space in the same condition as it was before the event.

11.9 Waste Management and Cleaning

- Exhibitors are responsible for keeping their stand area clean and tidy throughout the event.
- Exhibitors must dispose of all waste and packaging materials in the designated waste disposal areas.

Note: After official Expo business hours, no additional setup, dismantling, or movement of exhibits will be permitted during the event.

11.10 Outdoor Exhibitor Guidelines

- All outdoor display materials must arrive at the expo venue on 24 November 2026.
- Materials must be parked in the designated parking area and the Organizers' Office at the venue must be informed about the arrival.

11.11 Construction and Setup

- Outdoor setup will commence only after all indoor logistics, including crane and forklift operations, are complete.
- Permission to start constructing outdoor displays will be granted by the organizers once indoor logistics are finished.
- Exhibitors must ensure that their outdoor displays are securely anchored and weighted to prevent damage or injury.
- The outdoor display area is open to the sky, and exhibitors must take necessary precautions to secure their materials.
- Exhibitors must ensure their display does not pose any risk to visitors, staff, or other exhibitors.

11.12 Exhibit Display Deadline

All exhibitors are requested to complete display of exhibits at their stands strictly by 6:00 PM on 24th November 2026.

The final cleaning process of the hall will start at 9:00 PM on 24 November 2026.

12. General Exhibitor Rules and Policies

Selling from stands: Retail sale of products is strictly prohibited within exhibition stalls. Stalls are intended for display, promotion, and business discussions only.

12.1 Obstruction of Passages, Outside Stand Areas, and Gangways

Exhibitors must keep all exhibits, displays, promotional material, and stand elements within their allocated stand area. The organisers may remove any items placed outside the allocated area, including items obstructing passages, gangways, common areas, or neighbouring stands.

12.2 Manning the Stand

- Exhibitors are responsible for maintaining a tidy and organised stand throughout the exhibition.
- Empty boxes and standees must be kept in the allocated area, not in the exhibition hall or aisles.
- Exhibits should be displayed in a professional manner compatible with the image of the fair.
- Exhibitors are required to have knowledgeable staff present at their stands at all times during the exhibition period. Additionally, exhibitors must not vacate their stands prior to the official move-out time, which is after 6:00 PM on the last day of the exhibition.

12.3 Insurance

- It is mandatory for all exhibitors to have valid insurance coverage for their exhibition materials, equipment, and personnel against all risks, including but not limited to, damage, loss, theft, fire, and public liability. The insurance policy must be valid for the entire duration of the exhibition, including setup and dismantling periods. Exhibitors must provide proof of insurance to the exhibition organizers prior to the commencement of the exhibition. Failure to provide proof of insurance may result in the exhibitor being denied access to the exhibition hall.

12.4 General Behaviour

- Exhibitors should always behave in a courteous and business-like manner throughout the exhibition. They must show due respect to visitors and other exhibitors.
- Exhibitors should welcome all visitors to their stands. They must not act in a discriminatory way or prevent certain visitors from approaching their stands under any circumstances.
- Exhibitor badges are not transferable and should be worn at all times for security reasons.

12.5 Right to Privacy

Exhibitors must respect the rights of fellow exhibitors by not entering other booths without invitation and refraining from causing any inconvenience to neighbouring exhibitors.

12.6 No Smoking Policy

- To ensure a safe and healthy environment for all attendees, a strict no smoking policy will be enforced throughout the exhibition area, except for designated smoking areas.
- Smoking is strictly prohibited in all exhibition halls, stands, and covered areas. This policy applies to all attendees, including exhibitors, visitors, and staff.

- Designated smoking areas are provided outside the exhibition halls. Smoking is only permitted in these designated areas.

12.7 Warning

No person under any circumstances shall cut into or through any floor covering or wall, nor alter any structure of the exhibition hall. Any such damage to the exhibition hall will be recovered from the exhibitor.

12.8 Cleaning of Stalls

Exhibitors should place waste baskets near their stands so that waste can be cleared from the gangways. Cleaners will not enter individual stands. If garbage is found inside a stand after 6:30 PM, the exhibitor must arrange for it to be cleaned the next morning.

12.9 Hall and Booth Cleaning

The Organizers will provide general cleaning services for the exhibition halls and gangways. Exhibitors are responsible for cleaning their own booths and disposing of their waste in front of their booths by 6.30 PM daily for collection.

12.10 Security

The organisers will provide round-the-clock service for the general surveillance of the exhibition.

- All personnel in the exhibition hall must wear identification badges at all times. Exhibitor badges and contractor service badges are available at the organiser's office one day prior to the event.
- For security and safety reasons, exhibit movement in or out of the halls during show hours is strictly prohibited.
- Our security agency will provide general security for the exhibition site, but their duties do not include specific attention to individual stands.

12.11 Sharing or Subletting of Booths

Exhibition space will be allocated to exhibitors or companies by registered name. Sharing or subletting allocated space is not allowed under any circumstances. If the space is found to be used by any company other than the original allottee, the booth may be sealed immediately and the companies concerned may be debarred from future participation in the expo.

12.12 Food and Beverage Policy

For your convenience, a food court is located within the venue, offering a variety of dining options for visitors and exhibitors.

Please note that only snacks, tea, and coffee are allowed to be served by exhibitors to their visitors within the exhibition halls. No meals or dinner can be served or consumed within the halls.

12.13 Photography and Video Shooting

1. The organisers reserve the exclusive right to take photographs and films of exhibition stands.
2. Exhibitors require prior permission from the organisers to take photographs and films of areas other than their own stands.
3. Unauthorised photography may result in the removal of photographic equipment and/or expulsion from the venue.

12.14 Memento

As a gesture of appreciation for your participation in our expo, we would like to present you with a token of our gratitude.

Upon allocation of your exhibition position, you will receive a welcome kit, which includes essential information and materials to ensure a smooth and successful experience at the expo.

During the event, on either 26th November or 27th November, we will present you with a commemorative memento as a symbol of our appreciation for your support and participation. Prior information about the exact timing will be sent to you via WhatsApp or SMS messages.

We value your presence at our expo and look forward to a successful and enriching experience for all participants.

12.15 Stationery

To ensure a smooth and convenient experience for our exhibitors, we have set up a dedicated stationery stall within the venue premises. This stall will provide basic necessary items such as pens, pencils, notebooks, sticky notes, markers, and highlighters. Exhibitors can visit the stall during operational hours and specify their requirements. Please note that items are available in reasonable quantities, with a limit per exhibitor, to ensure that all participants have access to the materials they need. We have made this arrangement to support your needs and enhance your overall experience at the event.

12.16 Medical Emergency Services

In the event of any medical emergency, our venue is equipped with necessary healthcare services to ensure your safety and well-being. We have made arrangements for:

- On-site medical teams and first aid facilities to provide immediate attention and care to visitors, exhibitors, and staff.
- Availability of ambulances to transport individuals to nearby hospitals or medical facilities, if required.
- Trained medical personnel to respond promptly and provide assistance in case of any medical emergencies.

Our dedicated team is committed to providing a safe and secure environment, and we urge you to report any medical incidents or concerns to the nearest staff member or medical personnel, who will promptly respond and provide assistance.

12.17 Fire Safety and Emergency Services

In the event of any fire-related emergency, our venue is equipped with necessary fire safety services to ensure your safety and well-being. We have made arrangements for:

On-site fire safety teams and equipment to respond promptly and effectively in case of any fire emergencies. In case of emergency please contact 7997994331 / 7997994334

Regular fire drills and training for our staff and security personnel to ensure that they are equipped to handle any fire-related situations.

Availability of fire extinguishers and other fire safety equipment throughout the venue to prevent and respond to fires.

Our dedicated team is committed to providing a safe and secure environment, and we urge you to report any fire-related incidents or concerns to the nearest staff member or security personnel, who

will promptly respond and provide assistance. In case of a fire emergency, please follow the evacuation procedures and instructions provided by our staff and security personnel.

12.18 Service Badges

To facilitate smooth installation of exhibitor stalls, we provide service badges to the designated agencies. Exhibitors are required to provide a list of workers who will be involved in the installation process, and based on this list, service badges will be issued. These service badges can be collected by the exhibitors from the Organizer's Office, which will then be distributed to the respective workers, allowing them to access the venue for stall installation purposes. Please note that entry into the halls will only be permitted to those wearing the authorized service badges, and therefore, it is essential that all installation workers wear their badges at all times while in the venue.

13. Official Partners, Payments, and Administrative Policies

Official freight forwarder: RE Rogers has been appointed as the official freight forwarder for Poultry India Expo 2026.

RE Rogers will provide logistics services including customs clearance, freight transportation, warehousing, and on-site handling. Exhibitors should contact RE Rogers directly for logistics requirements and coordination.

13.1 Official Event Partners

Namdhari Events is our Principal Event Management Partner, responsible for overseeing the overall organization and execution of the event, ensuring a seamless and successful experience for all exhibitors and attendees.

13.2 Branding Deadline and Payment

To ensure timely and effective branding, exhibitors must provide all branding details to the organisers before 30 September 2026. A payment of 50% plus GST of the total exhibition cost must also be made by the same deadline. Failure to meet this deadline may delay branding and exhibition setup, and exhibitors are responsible for ensuring that all required information and payments are submitted on time.

13.3 Loss of Welcome Kit and Mementos

Please note that the organizers will not be held responsible for any loss or damage to the welcome kit and mementos provided to exhibitors during the collection of badges. Once these items are handed over to the exhibitors, they are solely responsible for their safekeeping and any loss or damage incurred thereafter will be at their own risk. Exhibitors are advised to take necessary precautions to ensure the security of these items, as the organizers will not provide replacements or compensation in case of loss or damage.

13.4 Additional Badges

If exhibitors require additional badges beyond what has been initially allocated, it is essential to inform their respective Hall Managers in advance, before 24th November. This will enable the organizers to make necessary arrangements and ensure a smooth process. Please note that last-minute requests may not be accommodated, and it is the exhibitor's responsibility to plan and communicate their badge requirements in a timely manner to avoid any inconvenience.

13.5 Payment Policy

Stall reservations will be confirmed and secured only upon receipt of payment within the specified deadlines. The organizers will allocate stalls on a first-come, first-served basis, with priority given to those who have made timely payments. (Payment terms as per application form)

13.6 Cancellation Policy

Exhibitors who wish to cancel their reservation must do so in writing before 15 July 2026. In such cases, 25% of the total stall charges will be forfeited. Cancellations received before this deadline will be processed, and the refund will be issued accordingly. Cancellations received after 15 July 2026 will not be entitled to any refund. The organisers will not provide refunds or credits for cancellations made after the specified deadline, and the exhibitor will be liable for the full payment of exhibition costs.

13.7 Vehicle Movement Guidelines

To ensure a safe and efficient setup, operation, and dismantling of the exhibition, the following guidelines for vehicle movement must be strictly adhered to:

- Vehicles are allowed to enter the exhibition venue only during designated setup hours.
- All vehicles must enter and exit the venue through the designated gates.
- Vehicles must be parked in the designated parking areas, and drivers must follow the instructions of the parking attendants.
- Only authorized personnel with valid vehicle passes will be allowed to bring vehicles into the exhibition area.
- No vehicles will be allowed to enter the exhibition area during the event hours.
- All vehicles must be parked in the designated parking areas outside the exhibition hall.

13.8 Dismantling After the Event

- Vehicles will only be allowed to enter the exhibition area after the official closing time of the event, from 6:00 PM on 27 November 2026.
- All vehicles must enter and exit the venue through the designated gates.
- Vehicles must be parked in the designated parking areas, and drivers must follow the instructions of the parking attendants.
- Dismantling of the stall and complete clearance of the stall area **must be completed within 24 hours** from the close of the expo, **starting from 6:00 PM on the last day**.
- Failure to adhere to this timeline will result in **penalty charges imposed by the venue**, which will be borne by the exhibitor.
- No vehicles will be allowed to enter the exhibition area before 7:00 PM on 27 November 2026.
- Any vehicle found inside the exhibition area before the designated time will be asked to leave immediately.
- The organizers reserve the right to restrict vehicle movement at any time during the event.

13.9 Vehicle Parking

All vehicles must be parked only in designated parking areas. Parking instructions issued by the venue, organisers, security team, or parking attendants must be followed at all times.

13.10 Violation of General Exhibitor Rules

If any exhibitor violates the general exhibitor rules stated in the Expo Application Form or is non-cooperative, the organisers shall have the right to close the participant's stand immediately.

13.11 Unforeseen Disruptions

In the event of any unforeseen circumstances not covered in these rules and regulations, the decision of the organisers will be final and binding on all exhibitors.

13.12 Do's

- Please keep a fire extinguisher in your booth if you are constructing your own booth.
- Please keep your badges on throughout your expo.
- Please clean your stand in the evening with a soft floor-cleaning brush to avoid dust in the morning.
- Please leave your wastage bin outside your stall while leaving in the evening.
- Please reach the stall area by at least 9:00 AM and wear your exhibitor badge.
- Please cooperate with the security personnel on duty.
- Please open your stalls and be ready by 9:00 AM, as visitors will start arriving by 10:00 AM.

13.13 Don'ts

- Please do not use inflammable material such as dry grass/straw, bamboo sticks, jute, synthetic fabric, wallpaper, surgical cotton, wood chips, or wooden scraps.
- Avoid lighting candles, agarbatti, dhoop, or any other inflammable articles.
- Please do not allow your contractor to use poor-quality electrical wiring and fittings, as this may cause a serious fire hazard.
- Please do not keep any articles in the main bay or gangways.
- Please do not hang articles on the outer portion of your stand.
- Do not alter the name fascia board. If your name is spelt incorrectly, please inform the hall in-charge.
- Please do not occupy another exhibitor's space during stall construction.
- Any damage to booth panels will be borne by the exhibitor.

14. Show Directory Guidelines

Submission deadline: Submit your company profile, logo, and contact details on or before 30 July 2026.

File format: PDF or CorelDRAW format.

Content requirements:

Company profile

Logo

Contact details

Printing specifications:

- Paper size: 148 mm high × 210 mm wide
- Type area: 130 mm high × 190 mm wide
- Printing system: Offset printing
- Cover: Multicolour
- Content: Single colour

Important notes:

- Late submissions will not be entertained.
- The organisers reserve the right to refuse or modify any submission.
- Please adhere to the submission deadline to ensure inclusion in the printed Show Directory.