

MWC Hybrid stands explained

Hybrid stands are a combination of exhibition stands and hospitality suites. All stands located in Hall 3 are automatically classed as Hybrid stands and have to apply the corresponding build rules.

There are also some hybrid stands in the centre of Hall 2 with slightly different rules.

Hall 3 Hybrid Stand build regulations

Sections/Space division

Hall 3 hybrid stands are made up of two sections:

1. Exhibition stand section
2. Hospitality suite section

Hall 3 Hybrid stands have to be divided into these sections by a ratio of 20% / 80% or vice versa and any range in-between that. For example:

- 20% Exhibition space – 80% Hospitality suite space – YES
- 70% Exhibition space – 30% Hospitality suite space – YES
- 15% Exhibition space – 85% Hospitality suite space – NO

Hall 2 Hybrid Stand build regulations

Sections/Space division

Hall 2 hybrid stands are made up of two sections:

3. Exhibition stand section
4. Hospitality suite section

Hall 2 Hybrid stands can only have a max. of 50% exhibition space. For example:

- 20% Exhibition space – 80% Hospitality suite space – YES
- 70% Exhibition space – 30% Hospitality suite space – NO

General Hybrid Stand rules

Gangways

Within Hall 3 and in the central part of Hall 2 we have two types of gangways:

1. Exhibition gangways (marked in green)
2. Hospitality gangways (unmarked)

Hybrid stands have to be designed in a way that the exhibition part of their stand coincides with the exhibition gangways around the stand, whereas the hospitality part of the stand will have to coincide with the hospitality gangway.

50% rule / Hospitality suite policy

The 50% open rule still applies to the exhibition gangways and so does the hospitality suite policy of 100% closed to hospitality aisles.

NOTE: Variations to the above may be allowed but require written consent of the affected neighbour stand/s and the organisers.

Stand Plan Submission

The division between Exhibition and Hospitality sections on Hybrid stands need to be clearly shown when submitting stand plans and needs to be strictly in line with the contracted sqm.

Double Decker Hybrid Stands

You can build an upper deck on your stand which can be enclosed or open. Please contact your account manager for pricing details.

