

**ESTONIAN  
DEFENCE  
WEEK**

# **TALLINN DEFENCE EXPO 2025 EXHIBITOR GUIDELINES 1.0**

**Event Title:** Estonian Defence Week 2025 – Tallinn Defence EXPO 2025  
**Event Dates:** 24-25 September 2025  
**Event Venue:** Tallinn Creative Hub (Kultuurikatel)  
**Website Link:** [onlineexpo.com/estonian-defence-week](https://onlineexpo.com/estonian-defence-week)  
**Version:** 1.0  
**Organized by:** Estonian Defence and Aerospace Industry Association

**Contact:** Expo Manager, **Merlyn Paomets**  
Email: [merlyn@kingent.ee](mailto:merlyn@kingent.ee)  
Phone: **+372 5840 0583**

# WELCOME TO ESTONIAN DEFENCE WEEK 2025 – TALLINN DEFENCE EXPO 2025

This document provides exhibitors with **essential technical guidelines** to ensure smooth and successful participation in **Estonian Defence Week 2025 (EDW)**.

This is the first edition of the guidelines to help onboard you. An updated version will be released on August 11, 2025.

Please note that this document supplements the general event terms that you accepted upon registration.

You can refer to them here **TALLINN DEFENCE EXPO GENERAL TERMS**.

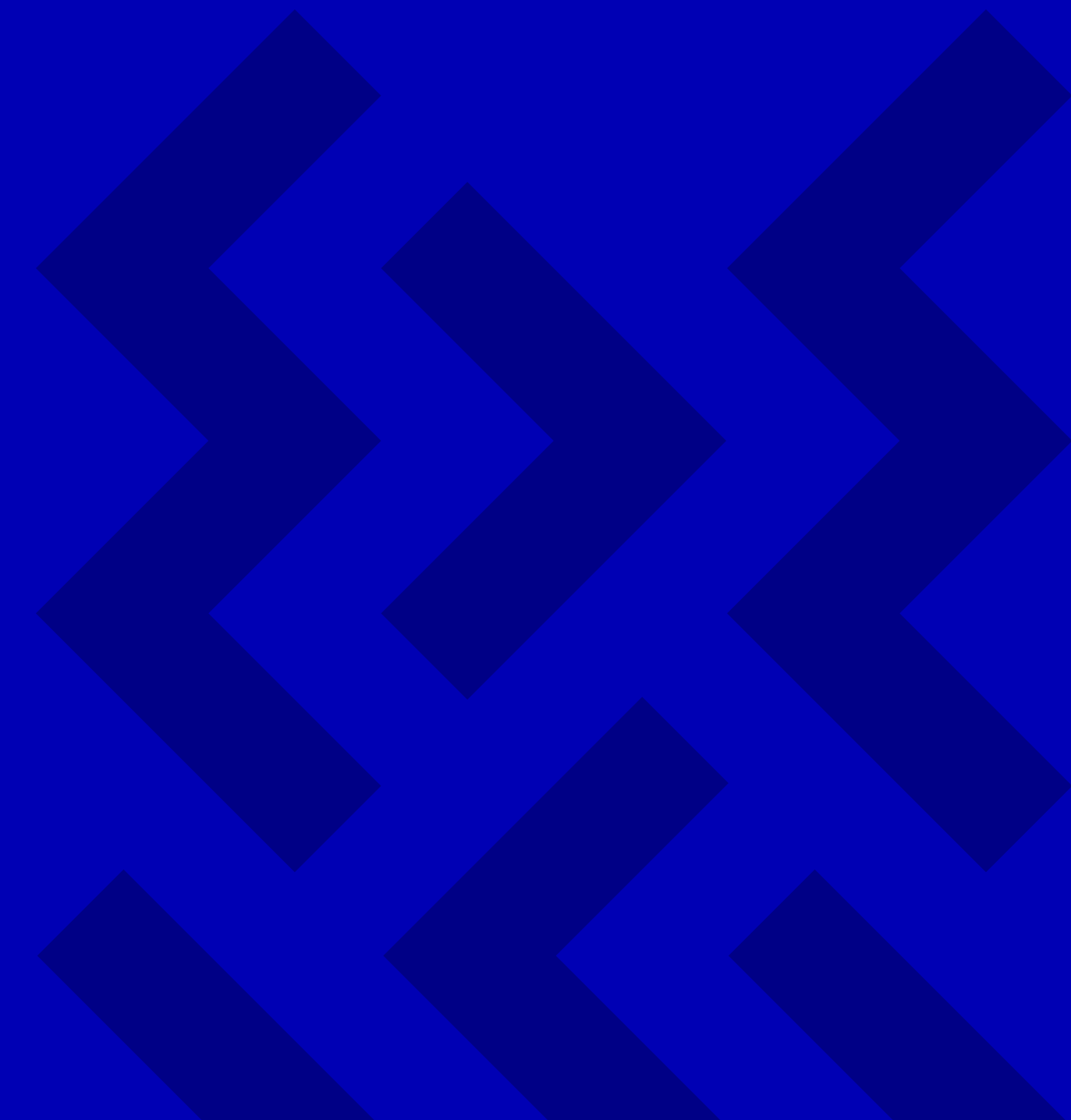
(<https://onlineexpo.com/en/estonian-defence-week/osalemistingimused/>)

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The Tallinn Defence Expo offers a prime opportunity to:

- Showcase cutting-edge defence innovations
- Engage with key stakeholders from the industry
- Foster partnerships and explore new business opportunities

We look forward to your participation and are here to support you in making the most of your expo experience.



# DATES & VENUE

## EXPO DAYS

- 23 September 2025 ▪ Exhibitors load-in
  - ABCD CONFERENCE 1st day
- 24 September 2025 ▪ ABCD CONFERENCE 2nd day & DEFENCE EXPO
- 25 September 2025 ▪ EDW SYMPOSIUM & DEFENCE EXPO
  - Exhibitors load-out

## LOCATION

**The Creative Hub (Kultuurikatel), Kursi tn 3, Tallinn**

**Destination PIN:** [59.44436155707877, 24.751323184951033](#)

**Google Maps Link:** [Event Venue](#) (<https://maps.app.goo.gl/g9WNYLQK6sftyACS6>)

**Parking:** [at Kultuurikatel](#) (<https://kultuurikatel.ee/en/tallinn-creative-hub/how-to-get-here/#parking>)

Parking is available around the venue at designated areas and is subject to local parking fees.

Please check the signs on-site or refer to Tallinn's public parking regulations for details.



## HOW TO GET HERE?

The Creative Hub is centrally located in Tallinn and easily accessible by various means of transport:

## Walking

A short walk from Old Town, Viru Gate and the Port of Tallinn.

## Public Transport

Conveniently connected by bus and tram.

- Buses: 3, 21, 21B, 41, 41B, 66, 73
- Trams: 1, 2, 5

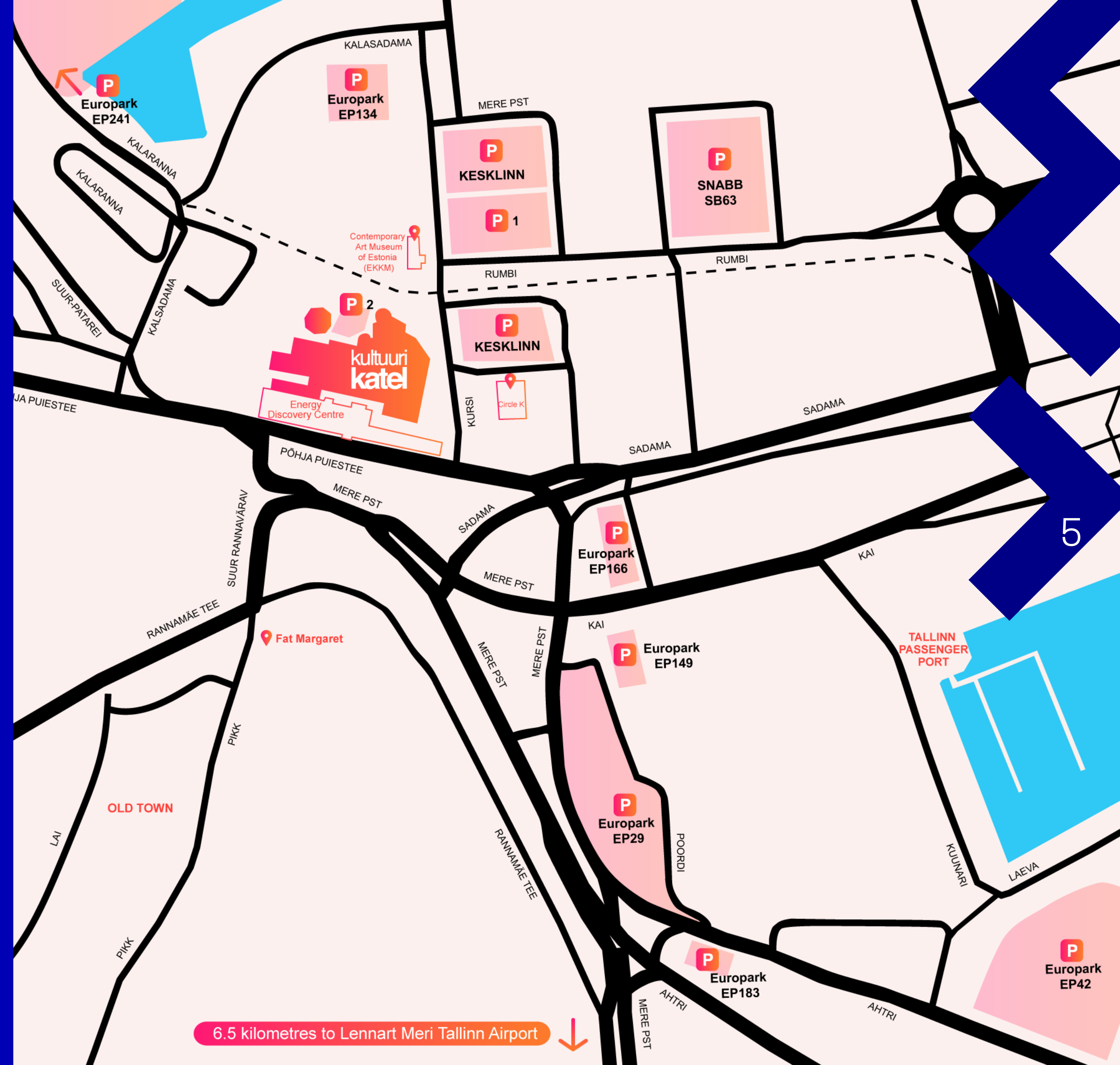
## By Car

Taxis can easily reach the venue.

Paid parking is available at the nearby Tallinn City Hall parking area

## By Air

The Creative Hub is 6.5 kilometers from the airport.





# THE CREATIVE HUB (KULTUURIKATEL)

## OUTDOOR AREA

photo by: Kaupo Kalda





# CAULDRON HALL / EXPO ARENA






# ATRIUM HALL / START-UP VALLEY

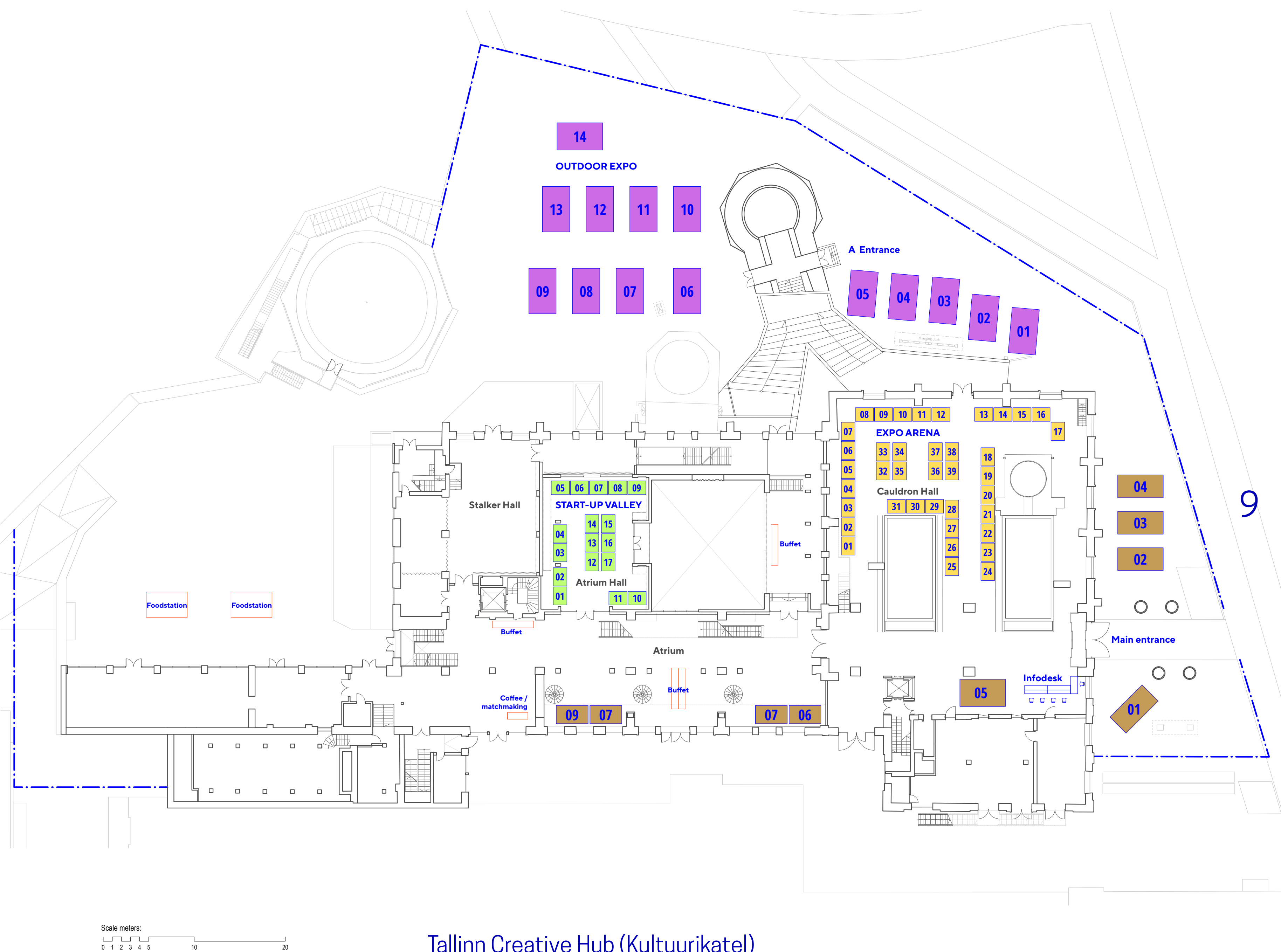




# TALLINN DEFENCE EXPO 2025 LAYOUT PLAN

## LEGEND

-  Sponsors at the Outdoor Area and in the Atrium
-  Outdoor Expo
-  Expo Arena in Cauldron Hall
-  Start-Up Valley in Atrium Hall
-  Outdoor area fence



\* Provisional layout - subject to change.

Tallinn Creative Hub (Kultuurikatel)

# TIME SCHEDULE

All schedule times are in Estonian local time (EEST, UTC+03:00).

Section	Date	Time
Load-in and setup	23 Sept	08:00 - 14:00 <ul style="list-style-type: none"><li>▪ Arrival time will be assigned based on exhibitor booth location.</li><li>▪ Contact the Expo Manager for changes in delivery schedules.</li></ul>
	23 Sept	14:00 - 15:30 / Cleaning, final preparations.
	23 Sept	16:00 - 23:30 / ABCD CONFERENCE (DEFENCE EXPO closed)
Opening hours	24 Sept	09:30 - 17:30 / ABCD CONFERENCE & DEFENCE EXPO
	25 Sept	08:00 - 16:30 / EDW SYMPOSIUM & DEFENCE EXPO
Preparation and closing hours	24-25 Sept	1 hour before and after the opening hours
Load-out	25 Sept	17:00 - 23:00 <ul style="list-style-type: none"><li>▪ Exhibitors must dismantle and remove all materials within this timeframe.</li><li>▪ Waste disposal services available upon request.</li></ul>

## LOAD-IN AND SETUP

Exhibitors will receive assigned gates and time slots for large-item load-in.

## LOAD-OUT

Exhibitors will be provided with information about the dedicated gate and time for large items ´ load-out.

If you need to change the time of arrival or departure, please contact your Expo Manager.

To schedule a delivery time for large items, please notify your Expo Manager in advance with your preferred time slots and details of the item´s packaging, including dimensions, footprint, and weight.

# VIRTUAL EXPO: ENHANCING YOUR PRESENCE AT EDW

All exhibitors receive a dedicated page within the EDW Virtual Expo platform—a secure, invitation-only digital exhibition and matchmaking environment.

## PLATFORM FEATURES

- Targeted networking & lead generation with registered EDW participants
- Extended reach beyond the physical event in an interactive, structured space
- Direct engagement with attendees in an easy-to-navigate format highlighting key information

## KEY BENEFITS

- Increased visibility among all EDW attendees
- Multimedia content showcase (text, photos, videos) in a curated format
- Extended exposure beyond the physical event
- Pre- and post-event engagement opportunities

## VIRTUAL EXPO ADMIN ACCESS

Your login details for the EDW Admin environment were sent in your Reservation Confirmation email. For assistance, contact our team at [info@defence.ee](mailto:info@defence.ee).

## IMPORTANT DATES

- Complete your Virtual Expo page by **August 11, 2025**
- Platform goes live **August 18, 2025**

# VIRTUAL EXPO: SETUP

## HOW TO SET UP YOUR VIRTUAL EXPO PAGE

### 1. Access Your Admin Environment

- Log in using the credentials provided in your Reservation Confirmation email

### 2. Customize Your One-Pager

- Your contact information is pre-populated
- Add company details, product descriptions, images, and videos to create an engaging showcase
- The structured layout ensures professional presentation while allowing for personalization

### 3. Submission & Review

- Finalize your page by August 11, 2025
- Our EDW Expo team will review all pages before they go live
- If you prefer to keep the default setup without customization, please notify us

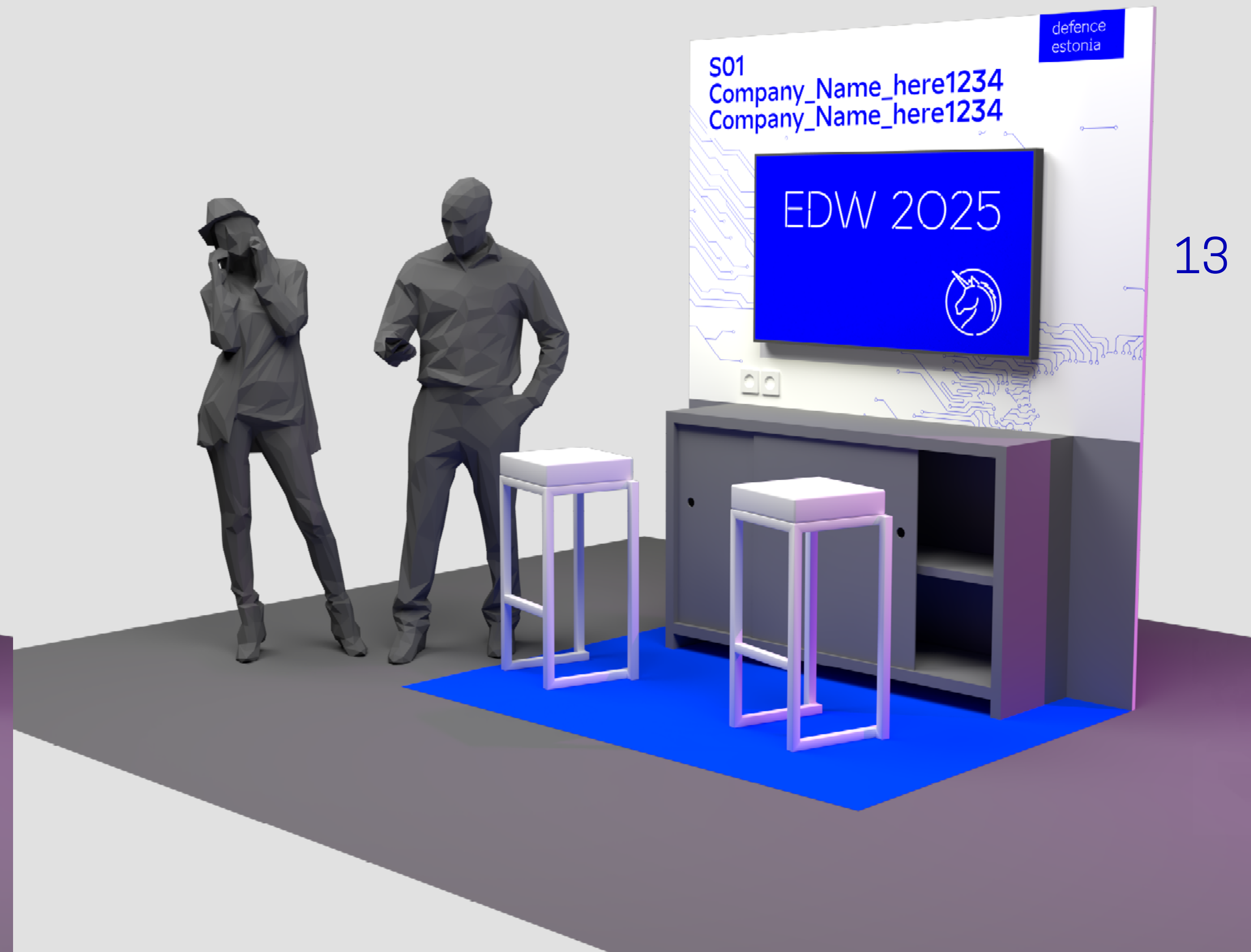
Our support team is available for any questions regarding setup.  
Take advantage of this opportunity to maximize your exhibition success!



# STANDS

## STANDARD STAND

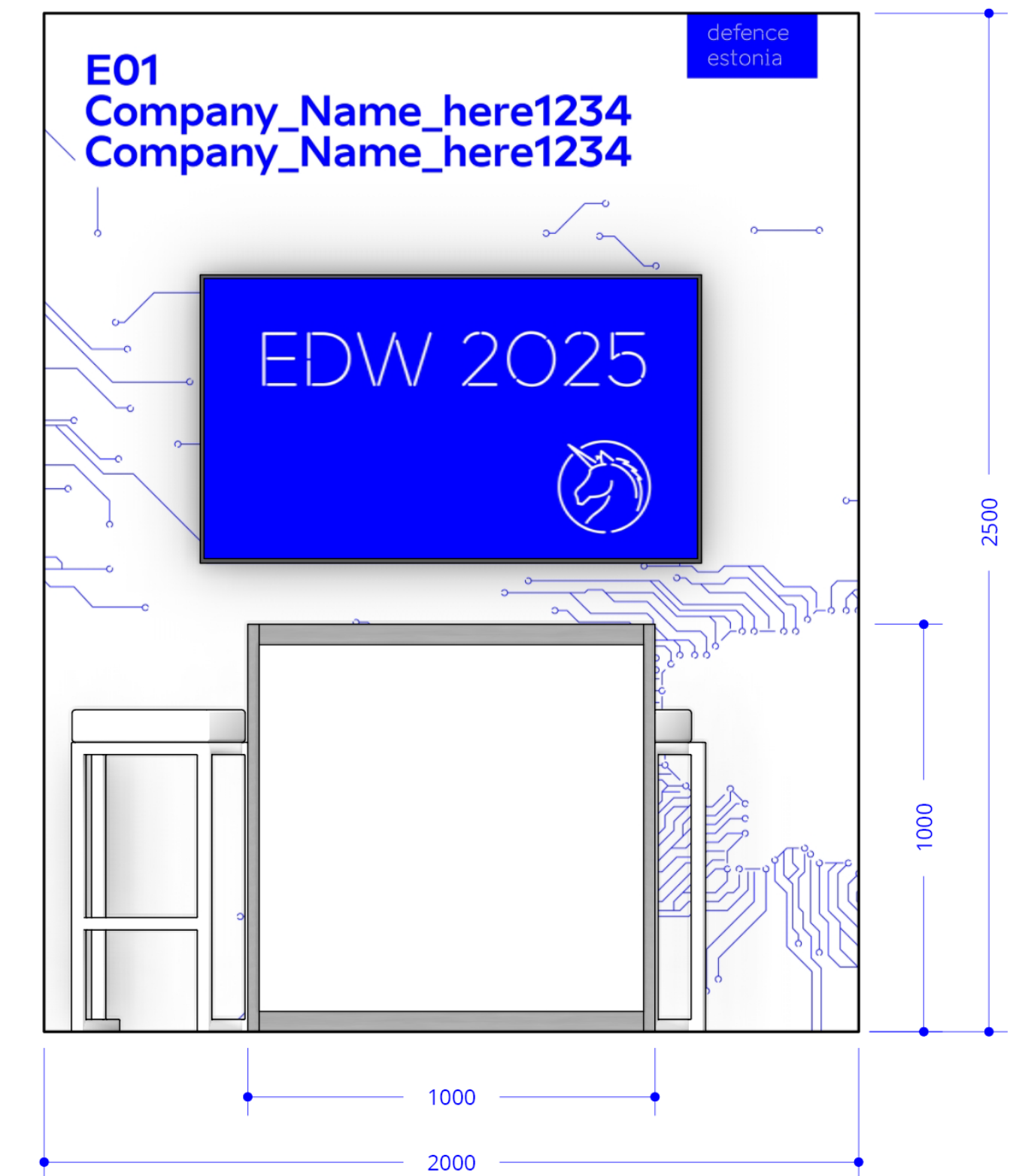
## START-UP STAND



# STANDS

## STANDARD STAND

- 2,0 m x 1,5 m footprint
- 2,5 m height
- Carpet flooring with protective film
- Power: 16 A, 220 V, 1.5 kW power supply per stand, 2 sockets
- Lighting: LED lights from the ceiling, 300 lux, 4000 K
- 1,0 x 0,5 m exhibition counter, 1,0 m height
- 2 high chairs
- 55" LCD screen with HDMI connection

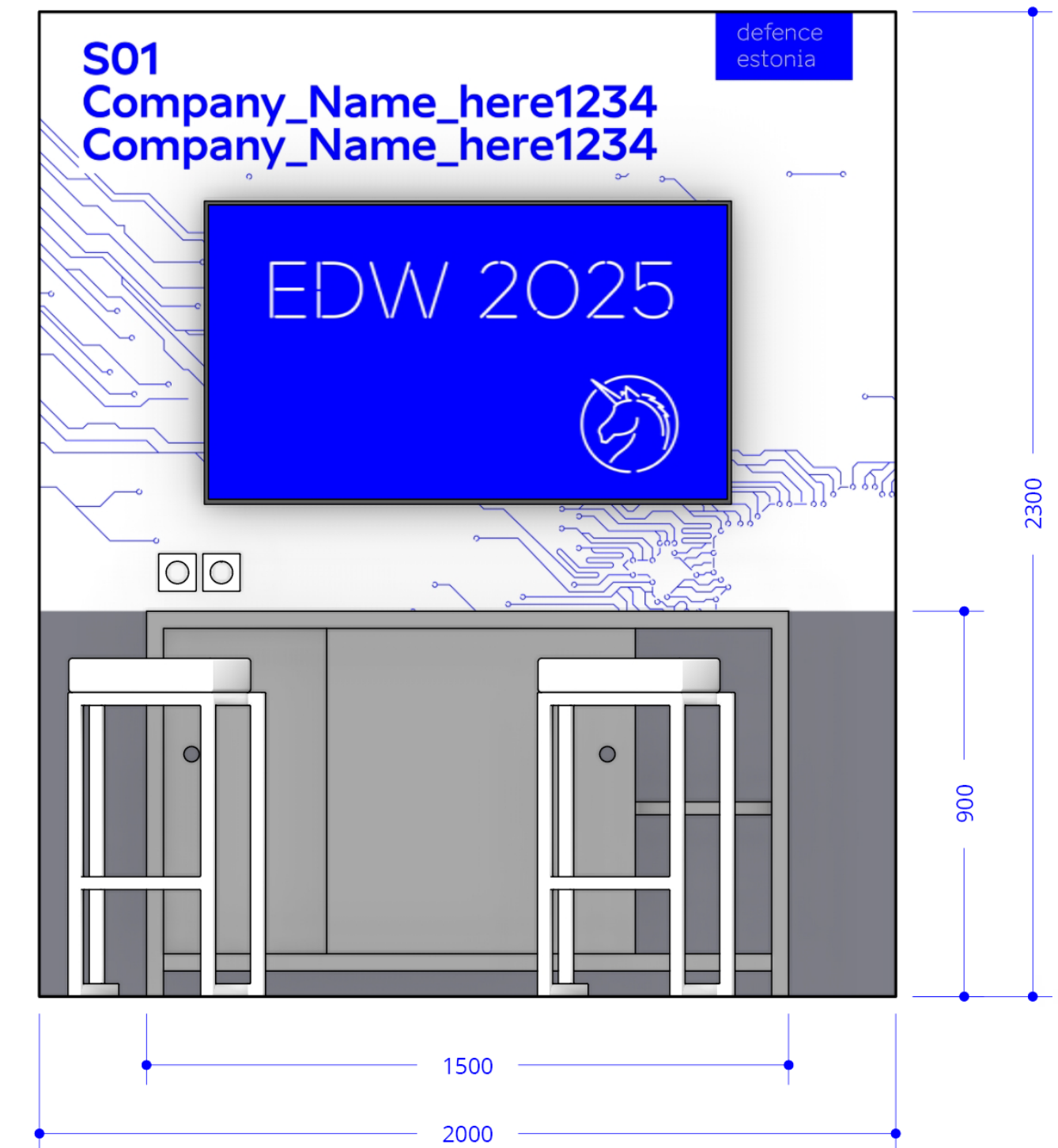
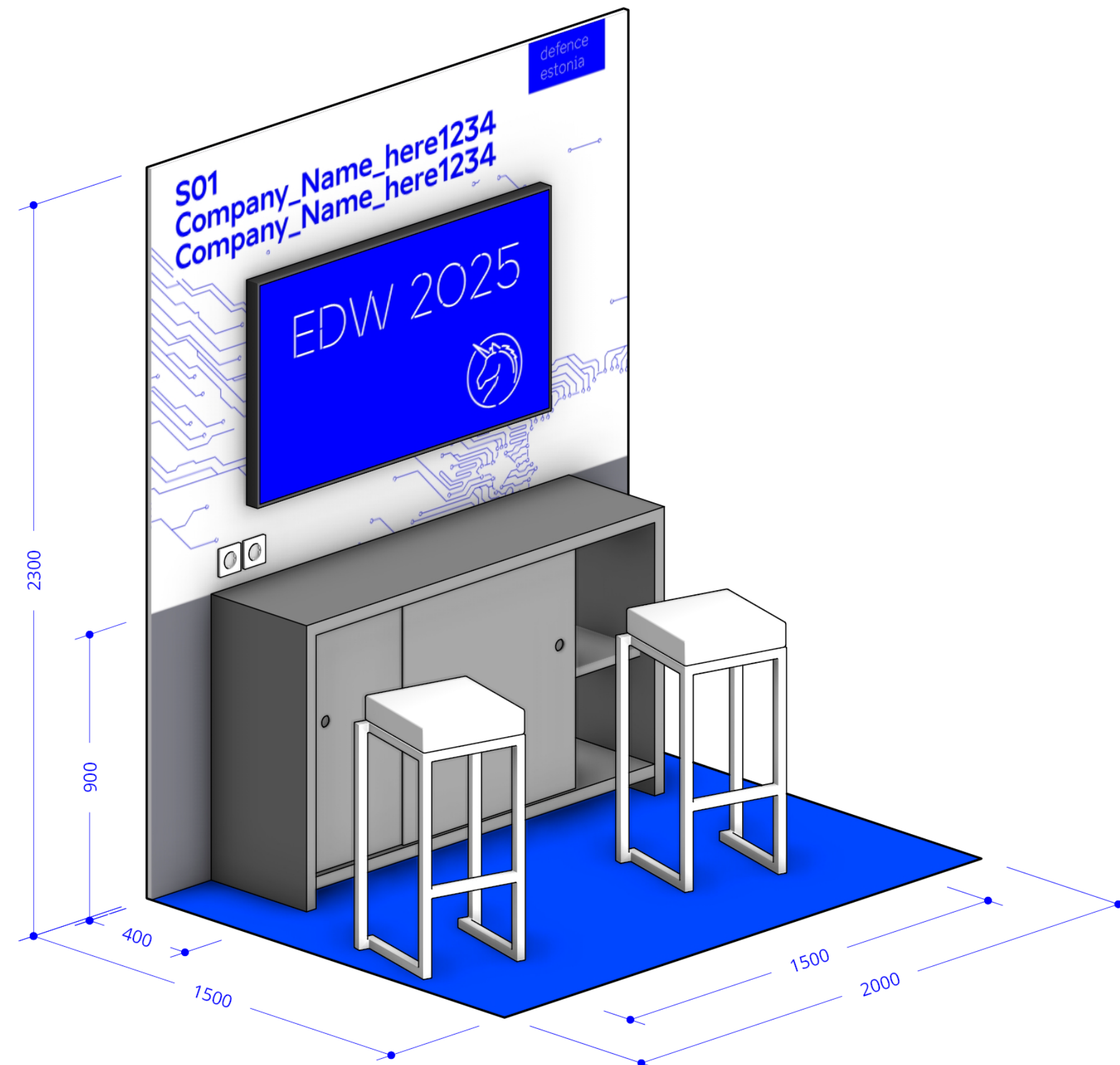




# STANDS

## START-UP STAND

- 2 m x 1,5 m footprint
- 2,3 m height
- Carpet flooring with protective film
- Power: 16 A, 220 V, 1.5 kW power supply per stand, 2 sockets
- Lighting: LED lights from the ceiling, 300 lux, 4000 K
- 1,5 x 0,4 m exhibition counter, 0,9 m height
- 2 high chairs
- 55" LCD screen with HDMI connection



# STANDS

## STANDARD OUTDOOR STAND

- **Footprint:** 3,0 x 5,0 m
- **Surface:** Tarmac
- **Load restrictions apply – verification required**
- Some stand areas are on sloped ground – check with your Expo Manager for details

The outdoor area is **surrounded by a low fence** and is **accessible to the public without accreditation**.

**Overnight security** is provided by the organizers.

# EXHIBITOR STAND OPTIONS

## AT TALLINN DEFENCE EXPO 2025

Feature	Standard Stand	Start-Up Stand	Outdoor Stand (Space Only)
Footprint	2,0 m × 1,5 m	2,0 m × 1,5 m	3,0 m × 5,0 m
Height	2,5 m	2,3 m	No fixed height
Flooring	Carpet (with protective film)	Carpet (with protective film)	Tarmac surface
Power Supply	2 sockets, 220 V, 16 A, 1,5 kW	2 sockets, 220 V, 16 A, 1,5 kW	Available upon request – approval required
Lighting	Overhead LED lights (300 lux, 4000 K)	Overhead LED lights (300 lux, 4000 K)	Natural lighting
Furniture	1,0 m × 0,5 m exhibition counter, 1,0 m height, 2 high chairs	1,5 m × 0,4 m exhibition counter, 0,9 m height, 2 high chairs	Not included (must be arranged separately)
Display Screen	55” LCD screen with HDMI connection	55” LCD screen with HDMI connection	Not included
Load Restrictions	2,5 kN/m² allowed	2,5 kN/m² allowed	Load-bearing capacity varies – verification required for vehicles over 40 t
Security	Expo hall security provided	Expo hall security provided	Overnight security provided
Accessibility	Indoor exhibition area	Indoor exhibition area	Open-air space with public access
Customization	Additional branding and equipment available via the Expo Vendor	Additional branding and equipment available via the Expo Vendor	Additional branding and equipment available via the Expo Vendor

# FIRE PREVENTION & SAFETY REGULATIONS

## MATERIAL COMPLIANCE

- All decorative elements must meet the same fire safety standards as construction materials. They must not contain **flammable materials**, including straw, wood shavings, paper shavings, or dry leaves.
- The EDW EXPO team **reserves the right** to request official **certificates of compliance** for any materials used in stands or decorations.
- Materials must comply with the fire resistance requirements outlined in the **Estonian Building Code** (<https://www.riigiteataja.ee/en/eli/ee/511082015002/consolide/current>)
- Allowed materials:
  - **Walls & Ceilings:** C-s2, d0 fire classification
  - **Textile Decorations:** Class 1 (UNE-EN 13773:2003 standard)

## GENERAL SAFETY RULES

- **Flammable, explosive, or hazardous materials** are strictly prohibited.
- **Open flames & smoke-emitting devices** are not allowed.
- Special equipment must be **pre-approved by the Expo Manager**.

# TECHNICAL SERVICES & CUSTOMIZATION

## ADDITIONAL EQUIPMENT & SERVICES

Any requirements beyond the standard package (e.g., additional AV, furniture, branding) must be ordered from the official Expo Vendor:

**Kingent Management**

Email: [expo@kingent.ee](mailto:expo@kingent.ee)

Phone: +372 5557 5318

Website: [www.kingent.ee](http://www.kingent.ee)

## GRAPHIC DESIGN

- These rules apply to **Standard** and **Start-up** stands.
- Maximum of **21 horizontal characters** per line for the company name on the stand wall.
- Maximum of **2 vertical lines** allowed.
- Additional branding options are available through **Expo Vendor**.

## POWER & CONNECTIVITY

- **Power Supply:** Standard **230V** power supply with **Europlug (Type C)** and **Plug Type F** compatibility.
- **Voltage & Frequency:** **230V / 50 Hz**.
- **Device Safety:** Ensure that all electrical devices meet venue standards before use. Contact the Expo Manager for assistance if needed.
- **Additional Power Needs:** Requests for additional power must be submitted by **1 September 2025**.

## WI-FI NETWORKS

The EDW venue is covered with two networks, all operating on IEEE 802.11ax (WiFi 6):

- **PUBLIC:** Open network for visitors.
- **EXHIBITOR:** Password-protected network.



# TECHNICAL SERVICES & CUSTOMIZATION

## SOUND & LIGHTING

- Audio playback and microphone use are permitted, but volume levels must be kept at **reasonable limits**.
- **Flashing LED/LCD effects** are **not allowed**.
- No **strobe lighting** or **intense pulse lights** are permitted.

## SPECIAL EFFECTS

- **Open flames and smoke-emitting devices** are strictly prohibited.
- Any special effects must be **pre-approved** by the Expo Manager.

## RIGGING

- No ceiling hanging points are allowed.
- All rigging operations must be carried out by qualified professionals.
- All rigging must comply with **Estonian Health & Safety standards** (<https://www.riigiteataja.ee/en/eli/ee/Riigikogu/act/506072023004/consolide>).

## CLEANING & WASTE MANAGEMENT

- Stand floors will be cleaned each evening. Please note that **surfaces and exhibits will not be cleaned**.
- The company responsible for the **construction and/or decoration** of the stand must **remove waste generated** at the end of each day during both the **assembly and disassembly periods**.
- Exhibitors are responsible for **removing** waste at the end of each day.
- The **fire prevention policy** strictly prohibits the accumulation of waste in stands, storage areas, aisles, and shared spaces.
- All work materials must be **kept within the exhibitor's assigned space**. It is strictly forbidden to place **waste or any other items in the aisles**.
- Waste disposal services are available **for an additional fee**.



# TECHNICAL SERVICES & CUSTOMIZATION

## SECURITY

The Creative Hub Expo area is closed and secured 23-24 Sept 16:00 – 08:00 EET and 24-25 Sep, 18:30 – 07:00 EET.

At all other times the Exhibitor takes full responsibility in assuring the security and health and safety of all items and people in the Stand.

After-hours load-in, setup and maintenance or programming has to be agreed on an individual basis with the Expo Manager.

## HOUSE RULES

**Smoking** is strictly prohibited throughout **Tallinn Creative Hub**, including the use of electronic cigarettes, except in designated smoking areas.

## DAMAGE AND LOSS

### **Exhibitors' Property:**

The organizers and venue are not responsible for any loss or damage to exhibitor property, including items handled by agents or contractors.

Exhibitors are especially warned that the exhibits are the sole responsibility of the exhibitor to whom they belong.

Exhibitors should arrange their own insurance against all risks.

### **The Venue and Stands:**

Please do not fix, screw or drill into the venue's existing walls or floors. If attaching to the venue columns or walls, please use white-tac only.

Charges will apply to any associated damages, as well as paint spillage and failure to remove large items of rubbish.

# ACCOMMODATION

Plan your stay with our **partner hotels**, offering special rates in collaboration with **Tallink**.  
Use the **booking code: EDW2025** to access exclusive rates (subject to availability).

## **Tallink City Hotel \*\*\*\***

Address: A. Laikmaa 5, 10145 Tallinn, Estonia

Reservations: <https://hotelbooking.tallink.com>,

Phone: +372 630 0808

Individuals (up to 9 persons): [tallinkhotels@tallink.ee](mailto:tallinkhotels@tallink.ee)

Groups (10+ persons): [hotelgroups@tallink.ee](mailto:hotelgroups@tallink.ee)

## **Tallink Spa & Conference Hotel \*\*\*\*\***

Address: Sadama 11a, 10111 Tallinn, Estonia

Reservations: <https://hotelbooking.tallink.com>

Phone: +372 630 0808

Individuals (up to 9 persons): [tallinkhotels@tallink.ee](mailto:tallinkhotels@tallink.ee)

Groups (10+ persons): [hotelgroups@tallink.ee](mailto:hotelgroups@tallink.ee)

# TRAVEL ARRANGEMENTS – BY EDW PARTNER ESTRAVEL

Plan your trip with **Estravel**, our official travel partner, for the most convenient flight connections to Tallinn and additional travel services.

More information: <https://www.estravel.ee/en/baltcoming/>

Email inquiries: [incoming.team@estravel.ee](mailto:incoming.team@estravel.ee)

# ADDITIONAL SERVICES

EDW EXPO provides additional technical and convenience services for exhibitors. The available services include but are not limited to:

- AV Equipment & Services
- Lighting Solutions
- Furniture, Staging, and Scenic Design
- Event Production
- Live Streaming & Recording
- Photography, Videography & Editing
- Support Personnel & Technical Crew
- Catering Services
- Floral Arrangements
- Courier Services
- Storage & Parking Services

For detailed information and pricing, please contact our technical partner:

**Kingent Management**

Tel. +372 5557 5318

@. [expo@kingent.ee](mailto:expo@kingent.ee)  
[www.kingent.ee](http://www.kingent.ee)

Or reach out to the Expo manager:

**Merlyn Paomets**

Tel. +372 5840 0583

@. [Merlyn@kingent.ee](mailto:Merlyn@kingent.ee)

# UPCOMING INFORMATION

The following updates and additional information will be provided to exhibitors on **11 August 2025**:

- **Exhibitor Guidelines 2.0** – Amendments and additional details
- **Preliminary Load-in and Load-out Schedule** – Including gate access instructions
- **Waste Disposal Services Price List**
- **Storage Services Price List**

Stay tuned for updates to ensure a smooth exhibition experience.