

**ESTONIAN
DEFENCE
WEEK**

**TALLINN DEFENCE EXPO 2026
EXHIBITOR GUIDELINES 1.0**

WELCOME

This document provides exhibitors with essential technical guidelines to ensure smooth and successful participation in **Tallinn Defence EXPO 2026 (TDE)**.

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://edw.ee/en/estonian-defence-week/osalemistingimused/>).

Tallinn Defence Expo 2026 is a B2B and B2G event **open only to registered participants**. It offers a prime opportunity to showcase cutting-edge defence innovations, engage with key industry stakeholders, and foster partnerships while exploring new business opportunities. We look forward to your participation and are here to support you in making the most of your expo experience.

EVENT OVERVIEW & CONTACTS

Event Title: Estonian Defence Week 2026 – Tallinn Defence EXPO 2026
Event Dates: 22-24 September 2026
Event Venue: Tallinn Creative Hub (Kultuurikatel)
Website Link: www.edw.ee
Version: 1.0
Organised by: Estonian Defence and Aerospace Industry Association
www.defence.ee

Official Expo Vendor & Technical Partner:

Kingent Management
www.kingent.ee

Expo Manager & Primary Contact:

Merlyn Paomets
merlyn@kingent.ee
+372 5840 0583

General Inquiries & Backup:

expo@kingent.ee
+372 5557 5318

MASTER DEADLINES & ACTION INDEX

Refer to the indicated pages for detailed instructions

Date	Action	Note
15 May	Exhibitor Questionnaire deadline	Confirm your basic stand requirements. See Page 5.
15 May	Virtual EXPO content filled in and confirmed by	Content must be filled in and confirmed. See Page 14.
25 May	Virtual EXPO goes live	The platform is active for networking. See Page 14.
12 June	Custom stand design files submission	See Page 20 for customisation details.
12 June	Requests for Additional Services	Including bespoke AV and graphics. See Page 20 & 25.
10 August	Exhibitor Guidelines 2.0 release date	See Page 26 for what to expect.

EXPO MATERIALS & QUESTIONNAIRE

To help ensure a smooth and well-prepared event for everyone, please complete the Exhibitor Questionnaire no later than **15 May**.

The Questionnaire is available from here:

<https://app.confenta.com/events/edw2026/en/forms/019ce5e5-e4d6-7003-be3b-9066c70d0fe5>

You can access all expo-related materials here:

<https://edw.ee/en/estonian-defence-week/guides/>

DATES & VENUE

EXPO DAYS

- 21 September 2026
 - Exhibitors load-in
 - DEFENCE INNOVATION DAY 2026
- 22 September 2026
 - DEFENCE EXPO Day 1
 - SYMPOSIUM 2026
 - ABCD CONFERENCE 2026 Day 1
- 23 September 2026
 - DEFENCE EXPO Day 2
 - ABCD CONFERENCE 2026 Day 2
- 24 September 2026
 - DEFENCE EXPO Day 3
 - NATO Open Innovation Challenge (OIC) 2026
 - Exhibitors load-out

LOCATION

The Creative Hub (Kultuurikatel), Kursi tn 3, Tallinn 10415, Estonia

Destination PIN: 59.44436155707877, 24.751323184951033

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

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. Both designated stops are just a short walk to the venue.

- Buses: 3, 21, 21B, 41, 41B, 66 (Alight at the “Linnahall” stop).
- Trams: 1, 2, 5 (Alight at either the “Linnahall” or “Suur Rannavärv” stop)

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 kilometres from the airport.

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.



THE CREATIVE HUB (KULTUURIKATEL)

OUTDOOR AREA

photo by: Kaupo Kalda



CAULDRON HALL / EXPO ARENA A



SMALL HALL / EXPO ARENA B



ATRIUM HALL / EXPO ARENA C



TALLINN DEFENCE EXPO 2026

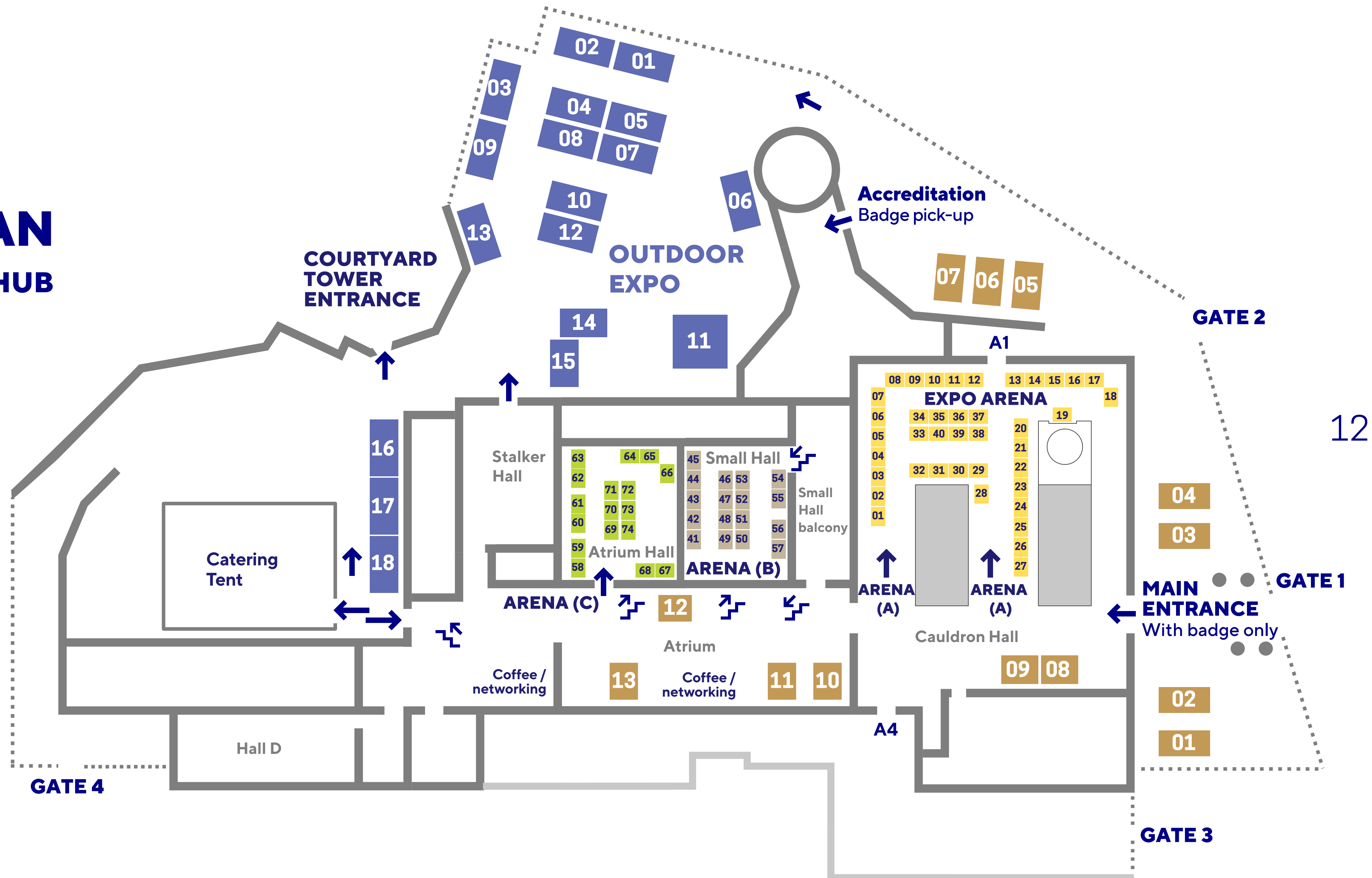
LAYOUT PLAN TALLINN CREATIVE HUB

LEGEND

- Sponsors at the Outdoor Area and in the Atrium (S)
- Outdoor EXPO (F)
- EXPO Arena A in Cauldron Hall (01-40)
- EXPO Arena B in Small Hall (41-57)
- EXPO Arena C in Atrium Hall (58-74)
- Outdoor area fence

ARENA B (Level 0) Access Points:

1. Main path from Accreditation Center.
2. Via Small Hall balcony from the Atrium (Level 1).



* Provisional layout - subject to change.

TIMESCHEDULE

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

Date	Section	Time
21 September	Load-in and setup	10:00–18:00 Outdoor EXPO setup 18:00–23:00 Indoor EXPO setup 09:00–17:00 DEFENCE INNOVATION DAY 2026
22 September	Opening hours	10:30–18:00 DEFENCE EXPO Day 1 09:00–17:00 SYMPOSIUM 2026 18:00–24:00 ABCD CONFERENCE 2026 Day 1
23 September	Opening hours	10:30–18:00 DEFENCE EXPO Day 2 08:00–17:00 ABCD CONFERENCE 2026 Day 2
24 September	Opening hours	10:30–18:00 DEFENCE EXPO Day 3 09:00–17:00 NATO Open Innovation Challenge (OIC) 2026
22–24 September	Preparation and closing hours	1 hour before and after the opening hours
24 September	Load-out	18:00–23:00

VIRTUAL EXPO: ENHANCING YOUR PRESENCE AT EDW

All exhibitors receive a dedicated page within the EDW Virtual Expo platform—a secure, networking-focused digital exhibition environment accessible to registered participants only.

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.

The EDW Admin page is available here: <https://www.confenta.com/admin>

For assistance, contact our team at helpdesk@confenta.com

IMPORTANT DATES

The Virtual Expo platform will be live from 25 May to 23 October 2026.

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 here:
<https://www.confenta.com/admin>

2. Customise 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 personalisation

3. Submission & Review

- Finalise your page by 15 May 2026
- Our EDW Expo team will review all pages before they go live
- If you prefer to keep the default setup without customisation, please notify us

For detailed step-by-step instructions, visit our Virtual Expo Setup Guide:

<https://confenta.com/en/guide/>

Our support team is available for any questions regarding setup.

Take advantage of this opportunity to maximise your exhibition success!

STANDS

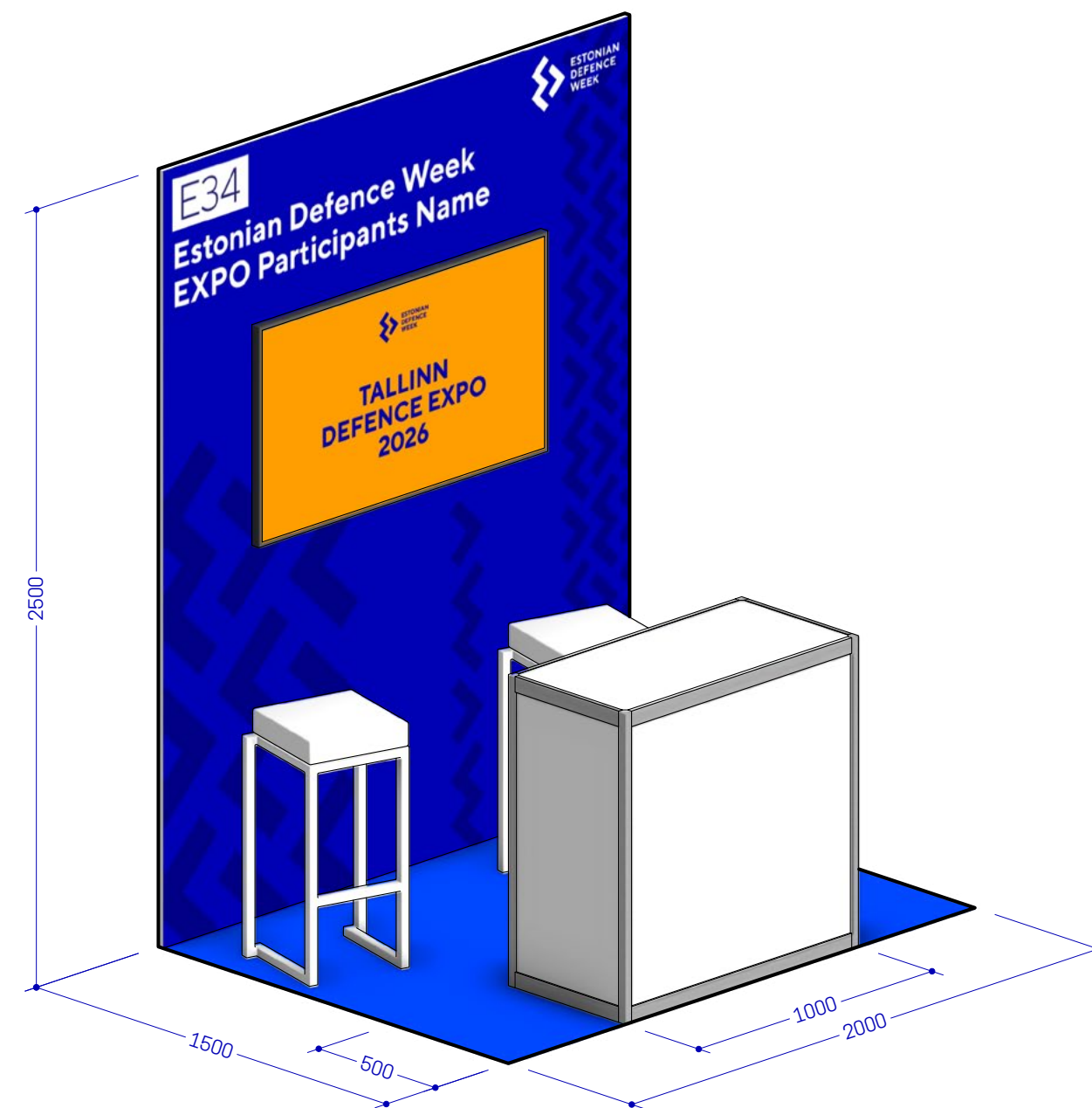
STANDARD 1

- **Footprint:** 2.0 x 1.5 m
- **Height:** 2.5 m
- **Flooring:** Carpet with protective film
- **Power Supply:** 2 x Schuko sockets, 230 V, 16 A, 1.5 kW
- **Lighting:** LED ceiling lights, 300 lux, 4000 K
- **Exhibition counter:** 1.0 x 0.5 m, height 1.0 m
- **Seating:** 2 bar stools
- **Display:** 55" LCD screen with HDMI connection
- All areas marked in orange can be customised with your own graphics.

STANDARD 1

All areas marked in orange can be customised with your own graphics.

Iso view



Front view



www.kingent.ee
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STANDS

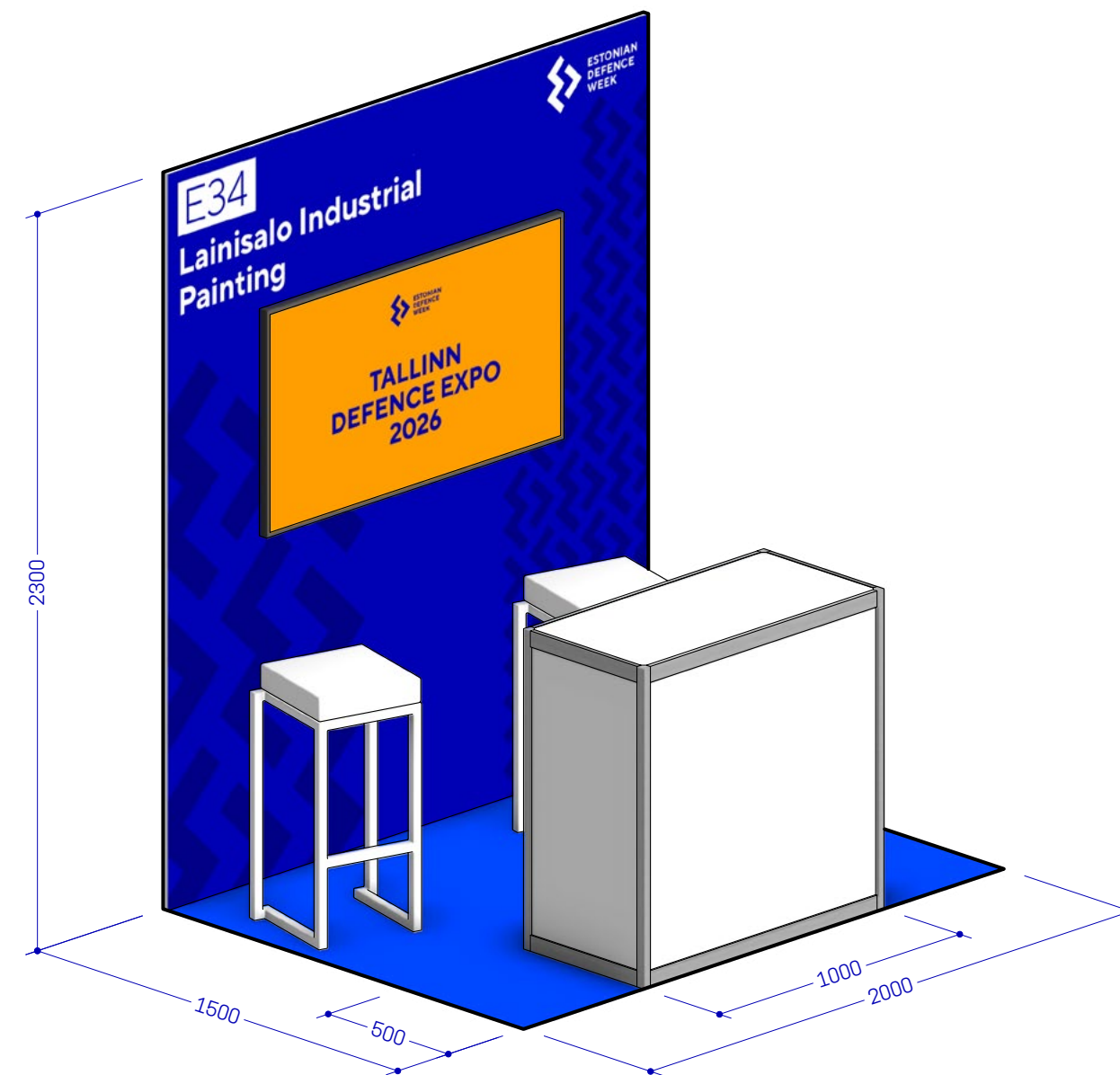
STANDARD 2

- **Footprint:** 2.0 x 1.5 m
- **Height:** 2.3 m
- **Flooring:** Carpet with protective film
- **Power Supply:** 2 x Schuko sockets, 230 V, 16 A, 1.5 kW
- **Lighting:** LED ceiling lights, 300 lux, 4000 K
- **Exhibition counter:** 1.0 x 0.5 m, height 1.0 m
- **Seating:** 2 bar stools
- **Display:** 55" LCD screen with HDMI connection
- All areas marked in orange can be customised with your own graphics.

STANDARD 2

All areas marked in orange can be customised with your own graphics.

Iso view



Front view



www.kingent.ee
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STANDS

STANDARD OUTDOOR STAND

- **Footprint:** 3.0 x 6.0 m
- **Surface:** Tarmac
- **Load restrictions apply – verification required**
- Some stand areas are on sloped ground – check with your Expo Manager for details
- Restrictions may apply when ordering stand equipment for sloped areas
- Tents, levelled flooring, electrical supply, and other stand equipment are available upon request via the Expo Manager (additional cost)

The outdoor area is enclosed by a low fence and is **not accessible to the public**, but remains **visible from a distance**.

Overnight security is provided by the organisers.

EXHIBITOR STAND OPTIONS AT TALLINN DEFENCE EXPO 2026

Feature	Standard 1 stand	Standard 2 stand	Outdoor Stand (Space Only)
Footprint	2.0 m × 1.5 m	2.0 m × 1.5 m	3.0 m × 6.0 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 x Schuko sockets, 230 V, 16 A, 1.5 kW	2 x Schuko sockets, 230 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	Exhibition counter (1.0 m × 0.5 m, 1.0 m height) 2 bar stools	Exhibition counter (1.0 m × 0.5 m, 1.0 m height) 2 bar stools	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/m ² allowed	2.5 kN/m ² 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: EXPO ARENA A & B	Indoor exhibition area: EXPO ARENA C	Open-air space, visible to the public but not accessible
Customisation	Additional branding and equipment: Contact the Expo Manager.	Additional branding and equipment: Contact the Expo Manager.	Additional branding and equipment: Contact the Expo Manager.

EXHIBITOR STAND OPTIONS AT TALLINN DEFENCE EXPO 2026

STAND CUSTOMISATION OPTIONS

Fully customised versions of Standard 1 and 2 stands are available upon request.

You can extensively customise the standard main structures to maximise your brand impact.

Our official Expo Vendor can assist in customising your space with high-impact graphics and additional equipment on the existing structural frames.

- **Reference Document:** Please refer to Stand customisation options here: <https://edw.ee/en/estonian-defence-week/guides/>
- **Deadline:** Custom stand design files must be submitted by **12 June**.
- **Action:** For further stand customisation information contact **Expo Manager**.

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 & CUSTOMISATION

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.

Primary Contact - Expo Manager:

Merlyn Paomets
merlyn@kingent.ee
+372 5840 0583

GRAPHIC DESIGN

- These rules apply to Standard 1 and 2 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 230 V power supply with Europlug (Type C) and Plug Type F compatibility.
- **Voltage & Frequency:** 230 V / 50 Hz.
- **Device Safety:** Ensure that all electrical devices meet venue standards before use. Contact the Expo Manager for assistance if needed.

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 & CUSTOMISATION

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 & CUSTOMISATION

SECURITY

The Creative Hub Expo area is closed and secured during the following periods:

21 September: 23:00–24:00

22 September: 00:00–08:30 and 18:30–24:00

23 September: 00:00–08:30 and 18:30–24:00

24 September: 00:00–08:30

At all other times, exhibitors are fully responsible for the security, health and safety of all items and persons within their Stand. Any after-hours load-in, setup, maintenance, or programming must be agreed in advance with the Expo Manager on an individual basis.

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 organisers 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.

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
- Photography, Videography & Editing
- Graphic Design
- Support Personnel & Technical Crew
- Catering Services
- Courier Services
- Storage

For details, custom pricing, and to order additional services, contact your Expo Manager:

Primary Contact - Expo Manager:

Merlyn Paomets
merlyn@kingent.ee
+372 5840 0583

General Office & Backup:

Kingent Management
expo@kingent.ee
+372 5557 5318
www.kingent.ee

LOOKING AHEAD: EXHIBITOR GUIDELINES 2.0

This 1.0 document focuses on mandatory technical deadlines, stand specifications, and major logistical planning. To support your highly specific on-site experience, Exhibitor Guidelines 2.0 will be released on 10 August.

What to expect in Guidelines 2.0

As the Expo approaches, the 2.0 manual will provide the granular operational details required for your final team briefings on-site, including:

- **On-Site Catering & Lunch Pre-Orders:** Menus, ordering deadlines, and collection instructions for dedicated exhibitor lunches.
- **Weapons & Defence Exhibits Protocol:** Strict operational procedures for declaring, deactivating, securing, and storing firearms and highly sensitive defence technology on the show floor.
- **Accreditation Desk Operations:** Exact ID requirements, temporary pass limits, and badge pickup procedures.
- **Networking Events:** Details for on-site cafes and post-show activities.

If you require immediate assistance regarding any of these upcoming topics, please contact Expo Manager Merlyn Paomets directly.