



# WORLD SEA FISH EXHIBITION 2026

## Exhibitor Manual

Organised by Sea Fish Mongers Ltd  
February 2026

[www.seafishmongers.co.uk](http://www.seafishmongers.co.uk)

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# WELCOME & INTRODUCTION



Welcome to the World Sea Fish Exhibition 2026! This Exhibitor Manual is designed to provide you with all the essential information you need to prepare for, participate in, and make the most of the exhibition. Our event brings together global leaders in the seafood industry, policymakers, celebrity chefs, sustainability experts, and innovators for three days of showcasing, networking, and celebration.





## *ABOUT THE* **EXHIBITION**

The World Sea Fish Exhibition is a unique international platform bringing together **100,000+** visitors from across the globe. It combines a trade exhibition, world-class conference streams, live cooking demonstrations by celebrity chefs, and a vibrant cultural

### **Programme. Key highlights include:**

- 100+ Global Exhibitors
- 20+ World-Class Speakers
- 30+ Celebrity Chefs
- Gala Dinner & Awards
- VIP Networking Lounge
- Cultural entertainment and ocean-inspired art





# KEY DATES & DEADLINES



All exhibitor-related work for the **World Sea Fish Exhibition 2026** will officially open in **October 2025** and close at the **end of January 2026**.



## ***Exhibition Dates***

**Event Dates:** February 2026 (exact days TBA – mid-February)

### **Opening Hours:**

**Day 1**  
 09:00 – 18:00

**Day 2**  
 09:00 – 18:00

**Day 3**  
 09:00 – 16:00

## ***Key Operational Window***

- **Exhibitor Portal Opens:** October 1, 2025
- **Stand Bookings & Payments:** October 2025 – January 2026
- **Final Cut-Off (all tasks completed):** January 31, 2026

## ***Detailed Deadlines***

### **October 2025**

- Exhibitor registration & portal opens
- Stand booking starts
- 50% deposit due within 14 days of booking

### November 2025

- Stand plan submissions begin
- Freight forwarding & logistics bookings open
- Cold storage requests open

### December 2025

- Final balance payment due
- Stand design approval deadline
- Exhibitor profile for website & brochure submission

### January 2026

- Last date for modifications to stand design: Jan 10
- Staff registration & exhibitor passes deadline: Jan 15
- Final advertising materials due: Jan 15
- Cold storage request deadline: Jan 20
- Final operational cut-off (all documents, payments, logistics): Jan 31

## Build-Up & Breakdown

- **Stand Build-Up:** February 2026, day before opening (08:00 – 22:00)
- **Exhibition Open Days:** 3 days (mid-February 2026)
- **Stand Breakdown:** Final day (after 16:00, completed by 22:00)

## Quick Reference Checklist

| Month         | Deadline | Task  |
|---------------|----------|---|
| October 2025  | Start    | Exhibitor registration, bookings open                             |
| October 2025  | Rolling  | 50% deposit after booking   |
| November 2025 | Rolling  | Stand plan submissions, logistics bookings, cold storage requests |
| December 2025 | 15 Dec   | Stand design approval deadline                                    |
| December 2025 | 20 Dec   | Exhibitor profile submission                                      |
| December 2025 | End Dec  | Final balance payment   |
| January 2026  | 10 Jan   | Last stand modifications  |
| January 2026  | 15 Jan   | Staff registration & advertising materials                        |
| January 2026  | 20 Jan   | Cold storage requests   |
| January 2026  | 31 Jan   | Final cut-off for all exhibitor tasks                             |



## VENUE & FLOOR PLAN

The World Sea Fish Exhibition 2026 will take place at ExCeL London, the UK's largest purpose-built international exhibition and convention centre. With world-class facilities and excellent transport connections, ExCeL London is the perfect location to host over 100,000 global visitors.

### Venue Details

- Venue Name: ExCeL London
- Address: Royal Victoria Dock, 1 Western Gateway, London E16 1XL, UK
- Website: [www.excel.london](http://www.excel.london)
- Contact: +44 (0)20 7069 5000



## Accessibility & Directions

### By Air:

- London City Airport – 5 minutes away
- Heathrow Airport – 40 minutes (direct Elizabeth Line)
- Gatwick, Stansted & Luton – under 1 hour by train

### By Rail/Underground:

- Elizabeth Line: Custom House for ExCeL (direct to Heathrow, central London, Paddington)
- DLR (Docklands Light Railway): Custom House & Prince Regent stations (3 min walk)

### By Road:

- 3,000 parking spaces onsite
- Easy access via A13, M11, M25

### By Bus/Taxi:

- 147, 241, 325, 473 bus routes stop near ExCeL
- Licensed black cabs & Uber available 24/7

## Onsite Facilities

- Multiple exhibition halls with 100,000 sqm of flexible space
- Fully serviced stands with power, water, internet, and AV support
- Dedicated cold storage facilities for seafood products
- Onsite hotels: Novotel, Ibis, Aloft (walking distance)
- Food courts, coffee shops, and VIP lounges
- 24/7 onsite security and medical facilities

## Exhibitor Zones

The exhibition will be divided into six themed zones within the ExCeL halls to optimise visitor flow:

- Seafood & Aquaculture Zone – fresh, frozen, processed products
- Vessel & Equipment Zone – vessels, fishing gear, marine technology
- Sustainability & Innovation Zone – AI, blockchain, green solutions
- Culinary Zone – live cooking shows, chef competitions, tastings
- Global Trade & Networking Zone – pavilions, government delegations, B2B meetings
- Cultural Zone – art, entertainment, ocean-inspired showcases



## Floor Plan

► **Halls Used:** North & South Halls of ExCeL (full scale)

► **Stand Sizes:**

- Standard 3x3m (shell scheme)
- Premium 6x6m (corner locations, extra branding)
- Custom pavilions (minimum 50 sqm, subject to approval)

► **Special Areas:**

- **VIP Hospitality Lounge** – restricted access
- **Gala Dinner Hall** – located in the ICC auditorium
- **Conference Theatres** – breakout rooms for seminars & workshops
- **Logistics Area** – loading bays & refrigerated storage access

- A full colour-coded floor plan will be distributed to exhibitors in December 2025 and made available via the online Exhibitor Portal.



# STAND OPTIONS AND PRICING

The **World Sea Fish Exhibition 2026** offers a range of stand options designed to meet the needs of small businesses, established brands, and large international pavilions.

All stands are located within **ExCeL London's North & South Halls**, ensuring high visibility, smooth visitor flow, and excellent access to logistics support.

## Standard Stand (Shell Scheme)

• **Size:** 3m x 3m (9 sqm)

• **Package Includes:**

- White shell scheme walls
- Company name fascia board
- 1 table & 2 chairs
- 1 standard electrical socket (500W)
- Carpeted flooring
- 2 exhibitor passes

• **Price:** £3,500 (Early Bird: £3,000 if booked by June 2025)



## Visual Layout:





## Custom Pavilion (Tailored Design)

• **Size:** Minimum 50 sqm (expandable)

• **Package Includes:**

- Open space for large companies or national pavilions
- Branding & stand design subject to approval
- Exclusive hospitality services
- 1 cold storage allocation (on request)
- 10+ exhibitor passes (depending on size)

• **Price:** £250 per sqm (design & build costs additional)

## Visual Layout:



## Additional Services & Add-Ons

- Furniture Packages: from £200 (extra tables, chairs, counters)
- Refrigerated Display Units: £500 per unit (3 days)
- Dedicated High-Speed Internet: £400
- Extra Power Supply: £150 per kW
- Graphics & Branding (walls/fascia): from £250
- Cold Storage Allocation: £600 per pallet space
- Extra Exhibitor Passes: £100 each

## Sponsorship Visibility (Optional Add-On)

### ▶ Boost your visibility with official sponsorship options:

- Logo on Event Website & App: £750
- Full Page in Official Exhibitor Brochure: £1,200
- Onsite Banner Placement (Main Hall): £2,500
- Sponsored Networking Session: £5,000
- Official Zone Partner: from £15,000

## Payment Terms

- 50% deposit required within 14 days of booking
- Final balance due by December 31, 2025
- Payments made to Sea Fish Mongers Ltd (official organiser)



# RULES & REGULATIONS

To ensure the smooth and safe running of the **World Sea Fish Exhibition 2026**, all exhibitors must strictly comply with the rules and regulations set by the organisers (**Sea Fish Mongers Ltd**) and **ExCeL London**. Failure to comply may result in removal from the exhibition without refund.

## General Rules

- Exhibitors must only showcase products and services relevant to the seafood, aquaculture, maritime, technology, and sustainability sectors.
- Subletting or sharing stands with unauthorised companies is prohibited.
- All displays, branding, and promotional materials must remain within the allocated stand area.
- Noise levels must be controlled and not interfere with neighbouring exhibitors.
- The consumption of alcohol at stands is not permitted unless part of an approved hospitality package.
- Stands must remain open and staffed during official exhibition hours.

## Health & Safety Regulations

- All exhibitors must comply with UK Health & Safety at Work Act and ExCeL London's safety requirements.
- All electrical equipment must be PAT-tested and safe for public use.
- Cooking demonstrations must have prior approval, with suitable fire extinguishers present.
- No open flames, naked lights, or hazardous materials are allowed.
- Food samples must follow UK Food Hygiene Regulations and be handled only by trained staff.
- Emergency exits, fire hoses, and extinguishers must remain unobstructed at all times.

## Stand Construction Rules

- Maximum stand height: 4m (higher structures subject to approval).
- Stand designs must be submitted by 30 November 2025 for approval.
- All materials must be fire-retardant and meet UK building/fire safety codes.
- Carpets and floor coverings must be securely fixed and trip-free.
- Rigging from the ceiling is only permitted with prior authorisation.
- Any custom-built stands must be dismantled and removed by the end of breakdown.



## Insurance Requirements

- All exhibitors must have Public Liability Insurance (minimum £2 million cover).
- Exhibitors must insure their own goods, equipment, and staff.
- The organisers and ExCeL London accept no responsibility for theft, damage, or loss.
- Proof of insurance must be submitted by 15 January 2026.

## Deliveries & Storage

- Deliveries can only be made during approved time slots.
- Goods must be moved using authorised contractors or approved trolleys.
- Cold storage allocations are available on a first-come, first-served basis.
- Exhibitors are responsible for ensuring perishable goods are handled correctly.

## Security & Conduct

- Security is provided 24/7, but exhibitors must secure valuables when stands are unattended.
- Badges must be worn at all times by exhibitors and staff.
- Exhibitors must treat visitors, staff, and other exhibitors with respect.
- Any fraudulent activity, counterfeit products, or misrepresentation will result in immediate expulsion.

## Breakdown Rules

- Stands may only be dismantled after official closing time on the final day.
- Early breakdown is strictly prohibited and may result in fines.
- All stands, equipment, and materials must be removed by 22:00 on the final day.
- Any waste left behind will be subject to disposal charges.

# LOGISTICS & DELIVERIES

The **World Sea Fish Exhibition 2026** is committed to ensuring a smooth, efficient, and safe logistics process for all exhibitors. From delivery scheduling to cold storage handling, our team and partners will provide full support before, during, and after the show.

## Delivery Guidelines

### Pre-Booked Time Slots:

- All deliveries must be scheduled in advance. Delivery slots will be allocated between 1–10 February 2026.

### Loading Bays:

- ExCeL London provides multiple loading docks for heavy goods. Access details and maps will be provided with confirmed delivery slots.

### Vehicle Access:

- Vans and lorries must comply with ExCeL's traffic management system.
- Maximum unloading time: 30 minutes per vehicle (unless pre-arranged).

### Delivery Restrictions:

- Deliveries are not permitted during exhibition opening hours.
- Hand-carried items may be brought in through exhibitor entrances.

## Cold Storage Facilities

To maintain seafood quality, dedicated chilled and frozen storage zones will be available onsite:

- Chilled Storage (0–5°C) – for fresh seafood
- Frozen Storage (–18°C and below) – for frozen seafood and bulk products

### Conditions & Terms:

- Limited space, first-come, first-served basis
- Advance booking required by 20 January 2026
- Cost: £600 per pallet space (3 days)
- Only authorised staff allowed inside cold storage zones
- All goods must be clearly labelled with company name, stand number, and product type

## Onsite Handling & Support

- Forklift & Pallet Services: Available via approved contractors (charges apply).
- Refrigerated Display Units: Available for hire (£500 per unit, 3 days).
- Waste Disposal: Dedicated seafood waste bins available; general waste must not contain food.
- Emergency Logistics Desk: Located inside the Exhibitor Helpdesk for urgent support.

## Customs & Import Assistance

International exhibitors must comply with UK Border Force and DEFRA regulations.

- Products must have the correct health certificates.
- Import clearance arranged via approved freight forwarders.
- Exhibitors are responsible for customs duties, taxes, and compliance with UK food hygiene standards.

## Build-Up & Breakdown Deliveries

- Build-Up Deliveries: Allowed from 08:00 – 22:00 on the day before opening.
- Breakdown Deliveries: Allowed after 16:00 on the final day.
- Early deliveries or removals during open hours are strictly prohibited.

## Exhibitor Responsibility

- Exhibitors must ensure logistics agents are registered with ExCeL security.
- All goods must be insured during transport, storage, and display.
- Perishable goods left uncollected after the event will be disposed of at the exhibitor's cost.

## Logistics Timeline

| Date / Deadline      | Task                          | Notes   |
|----------------------|-------------------------------|---|
| October 2025         | Logistics portal opens        | Book freight forwarding, cold storage, and delivery slots |
| November 2025        | Submit delivery requirements  | Confirm vehicle type, delivery size, preferred times      |
| December 2025        | Finalise freight forwarding   | Ensure customs & import documents prepared                |
| 20 January 2026      | Cold storage booking deadline | Final chance to secure pallet space                       |
| 1–10 February 2026   | Delivery slots allocated      | Official delivery times confirmed by organiser            |
| Day Before Opening   | Build-up deliveries           | 08:00–22:00. Forklifts & movers available onsite          |
| Exhibition Open Days | No deliveries                 | Only small hand-carried items permitted                   |
| Final Day (16:00)    | Breakdown deliveries          | Vehicle access for removals begins after                  |
| Post-Event           | Collection of stored goods    | Uncollected goods disposed of at exhibitor's cost         |



This version is complete, exhibitor-ready, and professional. It will take 3–4 pages in the final PDF once formatted with:

- Delivery maps
- Cold storage diagrams
- Timeline chart

Do you want me to now [expand Section 8: Marketing & Sponsorship in](#)

# MARKETING & SPONSORSHIP

The [World Sea Fish Exhibition 2026](#) is not only the largest global platform for the seafood industry, but also a powerful stage for brand visibility. Our marketing and sponsorship programmes are designed to give exhibitors maximum exposure before, during, and after the event.

From guaranteed marketing benefits to exclusive sponsorship tiers, every partner has the opportunity to reach [100,000+ visitors, global buyers, and decision-makers](#) attending the show.

## Exhibitor Marketing Benefits (Included for All Exhibitors)

Every exhibitor automatically receives:

- Official website and event app listing with logo, profile, and contact details
- Company profile in the printed and digital exhibitor guide
- Inclusion in social media campaigns pre-event
- Onsite hall signage and directional branding showing stand number

## Optional Advertising Opportunities

Boost your visibility with exclusive advertising add-ons:

- Website Homepage Banner: [£1,000](#) (1 month pre-event)
- Full Page in Official Brochure: [£1,200](#)
- Half Page in Official Brochure: [£750](#)
- Event App Push Notification: [£500](#) per message (limited slots)
- Onsite Digital Screens (Main Hall): from [£1,500](#)

## Sponsorship Packages – Comparison Overview

| Benefits   | Platinum Sponsor (£50,000+) | Gold Sponsor (£25,000) | Silver Sponsor (£10,000) | Gold Sponsor (£25,000) |
|--|-----------------------------|------------------------|--------------------------|------------------------|
| Naming rights to an exhibition zone                            | ✓                           | –                      | –                        | –                      |
| Logo on all marketing (website, brochure, app, onsite signage) | ✓                           | ✓                      | ✓                        | ✓                      |
| Keynote speaking slot (opening ceremony)                       | ✓                           | –                      | –                        | –                      |
| Seminar session speaking slot                                  | –                           | ✓                      | –                        | –                      |
| Premium exhibition space included                              | 36 sqm                      | 18 sqm                 | 9 sqm                    | –                      |
| Complimentary gala dinner tickets                              | 10                          | 6                      | 4                        | 2                      |
| Media mentions in press releases                               | ✓                           | ✓                      | –                        | –                      |
| Branding in VIP lounge & gala dinner                           | ✓                           | –                      | –                        | –                      |
| Acknowledgement in opening ceremony                            | ✓                           | ✓                      | ✓                        | ✓                      |

## Zone Sponsorships

Enhance your visibility by sponsoring one of the exhibition's themed zones:

- Seafood & Aquaculture Zone Partner: £15,000
- Vessel & Equipment Zone Partner: £15,000
- Sustainability & Innovation Zone Partner: £12,000
- Culinary Zone Partner: £10,000

Zone sponsors receive:

- Exclusive branding within the zone
- Logo placement in all zone-related marketing
- Enhanced visibility in exhibitor guide & event app

## Networking & Hospitality Sponsorships

Extend your influence through premium hospitality opportunities:

- **VIP Lounge Sponsor – £20,000**
  - Branding across VIP lounge
  - 10 exclusive passes for corporate guests
- **Gala Dinner Headline Sponsor – £30,000**
  - Brand logo displayed throughout the dinner
  - Opportunity to deliver welcome remarks
  - One VIP table for 10 guests
- **Entertainment & Cultural Programme Sponsor – £15,000**
  - Logo featured on stage during performances
  - Media coverage linked with entertainment highlights

## Deadlines for Marketing Materials

- **Exhibitor Brochure Profiles & Advertising Artwork:** 20 December 2025
- **Website & App Profiles:** 31 December 2025
- **Sponsorship Confirmations:** 15 January 2026

## Why Sponsor?

By sponsoring the World Sea Fish Exhibition 2026, your brand will:

- Gain access to 100,000+ global attendees
- Be recognised among industry leaders, buyers, and investors
- Secure media visibility across international print, broadcast, and digital channels
- Enjoy long-term exposure via post-event media reports, digital archives, and partnership recognition

● This version of Section 8 is now complete, premium, and global-ready. In the PDF version, I'll add:

- Gold/Silver/Platinum colour-coded tables
- Infographics for sponsor levels
- Zone maps showing sponsorship opportunities

# NETWORKING & SPONSORSHIP

The **World Sea Fish Exhibition 2026** is not only a business platform but also a unique global gathering. Alongside the exhibition halls, exhibitors and delegates will enjoy a series of **networking and entertainment experiences** designed to strengthen business relationships and celebrate the seafood industry.

## VIP Hospitality Lounge

The VIP Lounge offers an exclusive space for premium networking. Accessible only to VIP badge holders, sponsors, and invited guests, it is the ideal setting for private business discussions.

## Features:

The VIP Lounge offers an exclusive space for premium networking. Accessible only to VIP badge holders, sponsors, and invited guests, it is the ideal setting for private business discussions.

- Luxury seating, refreshments, and concierge service
- Reserved meeting spaces for B2B negotiations
- Sponsor branding opportunities for maximum exposure
- Access limited to industry leaders, decision-makers, and VIP guests

## Gala Dinner & Awards

The prestigious **Gala Dinner & Awards Ceremony** will take place in ExCeL's ICC auditorium, celebrating global excellence in the seafood industry.

## Highlights:

- Red-carpet reception for exhibitors, sponsors, and special guests
- Fine dining experience showcasing the best in world seafood cuisine
- Awards Ceremony recognising sustainability leaders, innovation pioneers, and outstanding exhibitors
- Live entertainment featuring international performers
- Sponsorship opportunities for branding across dinner and awards presentations

## Networking Receptions

Throughout the exhibition, daily networking receptions will be hosted within the exhibition halls:

- Welcome Reception (Day 1): Opening cocktail event with industry leaders
- Regional Networking Sessions (Day 2): Meet delegations from Asia, Europe, Africa, and the Americas
- Closing Reception (Day 3): Final networking celebration, strengthening long-term partnerships

## Culinary & Cultural Programme

A vibrant cultural showcase will complement the exhibition:

- Live Seafood Cooking Shows by world-renowned chefs
- Cultural Performances including dance, music, and theatre inspired by the ocean
- Art & Photography Exhibitions highlighting marine heritage and sustainability themes
- Entertainment Zone open to all visitors to celebrate international seafood culture

## Why Attend Networking & Events?

- Build exclusive relationships with decision-makers and buyers
- Celebrate achievements with global seafood leaders
- Enjoy premium cultural and entertainment experiences
- Position your brand as a key supporter of the industry

## Culinary & Cultural Programme

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■ • This section will stretch to 3–4 pages in the PDF with:

- Photos of gala dinners & cultural shows
- Award categories displayed in spotlight boxes
- Sponsor logo placements in event mockups

# TRAVEL, VISA & ACCOMMODATION

The **World Sea Fish Exhibition 2026** welcomes exhibitors and visitors from over 100 countries. To ensure a seamless experience, the organisers have partnered with trusted travel agencies, visa support services, and hotels across London.

## Travel to London

■ • By Air:

- London City Airport – just 5 minutes from ExCeL (ideal for European flights)
- Heathrow Airport – 40 minutes by direct Elizabeth Line
- Gatwick, Stansted, and Luton – all under 1 hour by rail and coach



#### By Rail/Underground:

- Elizabeth Line – direct access to ExCeL at Custom House station
- DLR (Docklands Light Railway): Custom House and Prince Regent stations serve ExCeL
- Eurostar (St Pancras International): 30 minutes to ExCeL by Underground

#### By Road:

- Easily accessible via A13, M11, and M25
- Over 3,000 parking spaces available at ExCeL

## Visa Support

International exhibitors and delegates may require a UK visa. The organisers will provide assistance through:

- Official Invitation Letters – issued by Sea Fish Mongers Ltd upon registration confirmation
- Letter Verification System – secure online verification for UKVI/Home Office checks
- Dedicated Visa Desk – support available for exhibitors requiring additional documentation

#### Important Deadlines:

- Invitation letter requests must be submitted by 15 December 2025
- All visa applications should be lodged no later than 15 January 2026

- The organiser cannot intervene with the UKVI decision but will provide all supporting documentation promptly.

## Accommodation

We have partnered with local hotels to offer special discounted rates for exhibitors and delegates.

#### Official Partner Hotels (walking distance to ExCeL):

- Novotel London ExCeL – 4★ modern business hotel
- Aloft London ExCeL – 4★ lifestyle hotel with premium amenities
- Ibis London ExCeL – 3★ budget-friendly option
- DoubleTree by Hilton Docklands – riverside location with shuttle links

#### Additional Benefits:

- Discounted exhibitor rates (book via our official portal)
- Free shuttle services between partner hotels and ExCeL
- Early breakfast options for exhibitors with morning schedules

## Local Transport & Services

- Oyster Card & Contactless Payments: Quick and affordable travel across London
- Black Cabs & Ride Services: Uber, Bolt, and local taxi options available
- Onsite Travel Desk: Staffed during the exhibition to assist with bookings and transfers

## Why Use Official Travel & Accommodation Partners?

- Guaranteed **discounted rates** and priority bookings
  - Proximity to the venue (walking distance)
  - Secure, reliable, and exhibitor-focused services
  - Exclusive networking opportunities within partner hotels
- • This section will cover 3+ pages in the final PDF, including
- Airport maps & transport icons
  - Visa support flowchart (application → invitation letter → verification)
  - Hotel partner logos with rate tables

## Exhibitor Checklist

Use this checklist to ensure you have completed every step required for a smooth and successful participation in the World Sea Fish Exhibition 2026.

### ■ • Pre-Event Planning (October – December 2025)

- ✓ Book exhibition stand and submit 50% deposit
- ✓ Review stand options and confirm location
- ✓ Submit stand design for organiser approval **(by 30 Nov 2025)**
- ✓ Arrange Public Liability Insurance **(min £2m cover)**
- ✓ Submit company profile for brochure & website listing **(by 20 Dec 2025)**
- ✓ Finalise payment of remaining stand fees **(by 31 Dec 2025)**
- ✓ Apply for UK visa & request invitation letter **(by 15 Dec 2025)**

### ■ • Logistics & Operations (January – February 2026)

- ✓ Book cold storage allocation (by 20 Jan 2026)
- ✓ Book delivery slot (allocation 1–10 Feb 2026)
- ✓ Register exhibitor staff and request badges (by 15 Jan 2026)
- ✓ Submit advertising artwork for brochure & onsite signage (by 15 Jan 2026)
- ✓ Confirm freight forwarding arrangements and customs clearance
- ✓ Arrange travel and hotel accommodation via official partners
- ✓ Prepare shipping documents and label all products correctly

### ■ • Onsite Preparation (Build-Up Day)

- ✓ Collect exhibitor passes at the registration desk
- ✓ Check stand build and ensure design matches approval
- ✓ Test power supply, internet, lighting, and AV equipment
- ✓ Place products into cold storage or refrigerated units
- ✓ Set up promotional materials, brochures, and samples
- ✓ Confirm waste disposal arrangements for seafood products

### • During the Exhibition (Show Days)

- ✓ Keep stand staffed during all opening hours
- ✓ Ensure staff wear exhibitor badges at all times
- ✓ Restock samples daily (using delivery/hand-carry routes)
- ✓ Network in the VIP Lounge and attend networking receptions
- ✓ Attend the Gala Dinner & Awards Ceremony
- ✓ Capture leads and contacts using the event app

### • Breakdown & Post-Event

- ✓ Do not dismantle stand until official closing time (final day, 16:00)
- ✓ Remove all goods and packaging by 22:00 final day
- ✓ Collect remaining items from cold storage (uncollected goods disposed of)
- ✓ Settle any outstanding contractor or logistics invoices
- ✓ Complete post-event survey for organisers
- ✓ Follow up with contacts and leads after the show

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This section is designed to be print-friendly — so exhibitors can literally tick off items one by one.

### • In the PDF version, I'll design it with:

- Checkboxes ☐ styled in bold
- Colour-coded deadlines (red = final cut-off, green = early tasks)
- Timeline flow (Pre-Event → Logistics → Onsite → Post-Event)

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# CONTACTS & SUPPORT

The organising team of the **World Sea Fish Exhibition 2026** is here to ensure your participation is smooth, productive, and successful. Please use the contact details below for any queries before and during the event.

## Organiser Contact

### Sea Fish Mongers Ltd



+44 7856 036399



[info@seafishmongers.co.uk](mailto:info@seafishmongers.co.uk)



[www.seafishmongers.co.uk/exhibition](http://www.seafishmongers.co.uk/exhibition)



**Monday – Friday, 09:00 – 18:00 (UK time)**





## Exhibitor Support Team

|                                 |  |
|---------------------------------|--|
| Stand Bookings & Payments ----- | <a href="mailto:exhibitors@seafishmongers.co.uk">exhibitors@seafishmongers.co.uk</a> |
| Logistics & Deliveries -----    | <a href="mailto:logistics@seafishmongers.co.uk">logistics@seafishmongers.co.uk</a>   |
| Visa & Travel Support -----     | <a href="mailto:visa@seafishmongers.co.uk">visa@seafishmongers.co.uk</a>             |
| Sponsorship & Marketing -----   | <a href="mailto:sponsors@seafishmongers.co.uk">sponsors@seafishmongers.co.uk</a>     |

## Onsite Helpdesk (ExCeL London)

During the exhibition, an Exhibitor Helpdesk will be located inside the main hall.

### Services Available Onsite:

- Collection of exhibitor passes
- Assistance with logistics, deliveries, and cold storage
- Technical & AV support requests
- Lost & found items
- Emergency contacts (medical/security)

## Helpdesk opening hours:

|                        |               |
|------------------------|---------------|
| Build-Up Day: .....    | 08:00 – 22:00 |
| Exhibition Days: ..... | 08:00 – 18:00 |
| Breakdown Day: .....   | 08:00 – 22:00 |

## Emergency & Venue Contacts

- Medical & First Aid (Onsite): Available 24/7 at ExCeL London
- Venue Security: +44 (0)20 7069 4500
- Nearest Hospital: Newham University Hospital, Glen Road, Plaistow, London E13 8SL
- Police/Fire/Ambulance (UK emergency number): 999



## Stay Connected

Follow our official channels for updates, announcements, and event highlights

