



OFFICIAL EXPO PARTNER



36TH IAOM
ANNUAL
MIDEAST & AFRICA
CONFERENCE & EXPO
23 - 26 NOVEMBER 2026
SOUTH AFRICA - CAPE TOWN

IAOM MEA

EXHIBITOR GUIDELINES

Cape Town International Convention Centre (CTICC) | Halls 3, 4A & 4B

23 – 26 November 2026 • Cape Town, South Africa

www.iaom-mea.com | expo@iaom-mea.com



TABLE OF CONTENTS



01.	Welcome Message <i>Page 2</i>	10.	Booth Dimensions <i>Page 12</i>
02.	About the Event & Venue <i>Page 3</i>	11.	Booth Panel Layout <i>Pages 13-14</i>
03.	About CTICC <i>Page 4</i>	12.	Booth Inclusions <i>Page 15</i>
04.	Exhibition Layout: Floor Plan <i>Page 5</i>	13.	Branding & Technical Services <i>Pages 16-17</i>
05.	Exhibition Hall Specifications (CTICC) <i>Page 6</i>	14.	Artwork Guidelines <i>Page 18</i>
06.	Exhibition Schedule <i>Page 7</i>	15.	Ordering & Contractor Details <i>Pages 19-23</i>
07.	Booth Information <i>Page 8</i>	16.	Rules & Regulations <i>Pages 24-25</i>
08.	Shell Scheme Inclusions <i>Page 9</i>	17.	Health, Safety & Security <i>Page 26</i>
09.	Booth Layout <i>Pages 10-11</i>	18.	Exhibitors Checklist <i>Page 27</i>



Welcome Message



Dear Exhibitor,

Welcome to the IAOM MEA Conference & Expo Cape Town 2026!

We are excited to have you join us at the region's premier gathering for the milling industry. This event brings together leading professionals, experts, and companies from the milling, feed, and grain sectors.

This year, the conference and expo move to the Cape Town International Convention Centre (CTICC) in South Africa. A world-class venue and Africa's leading convention centre, certified to the highest international standards.

This manual contains all the essential information to ensure a smooth setup, a successful exhibition, and an engaging experience for your team and visitors. Please review it carefully for venue rules, technical specifications, and procedures.

We look forward to your participation.

Best regards,
IAOM MEA Regional Team

About the Event & Venue



The 36th Annual IAOM Mideast & Africa Conference & Expo will take place from **23–26 November 2026 at the Cape Town International Convention Centre (CTICC)**. Recognized as one of the region's premier gatherings for the grain milling and feed manufacturing sectors, the event brings together industry leaders, innovators, and decision-makers from across the Mideast, Africa, and beyond.

The exhibition, spanning **Exhibition Halls 3 and 4A**, will showcase leading companies representing the flour milling and feed manufacturing industries, grain millers, and machinery and technology manufacturers, providing a dynamic platform for networking, business development, and the exchange of innovative solutions.

Complementing the exhibition, the conference program will feature an extensive lineup of keynote presentations, executive panel discussions, technical sessions, insights into feed milling technology and emerging industry trends, artificial intelligence applications, and global grain trading developments. Throughout the event, delegates will also have the opportunity to strengthen professional relationships through a series of prestigious networking functions, including the Welcome Reception, the Traders & Industry Dinner, creating an environment that fosters collaboration, knowledge sharing, and long-term business partnerships.



**Cape Town International
Convention Centre (CTICC)**



23 - 26 November 2026

The Cape Town International Convention Centre is Africa's leading convention centre, located in the heart of Cape Town's city centre. The CTICC offers over 21,000 m² of dedicated exhibition space across two interconnected buildings (CTICC 1 and CTICC 2), with ceiling heights up to 18 m, state-of-the-art AV infrastructure, and certified catering.

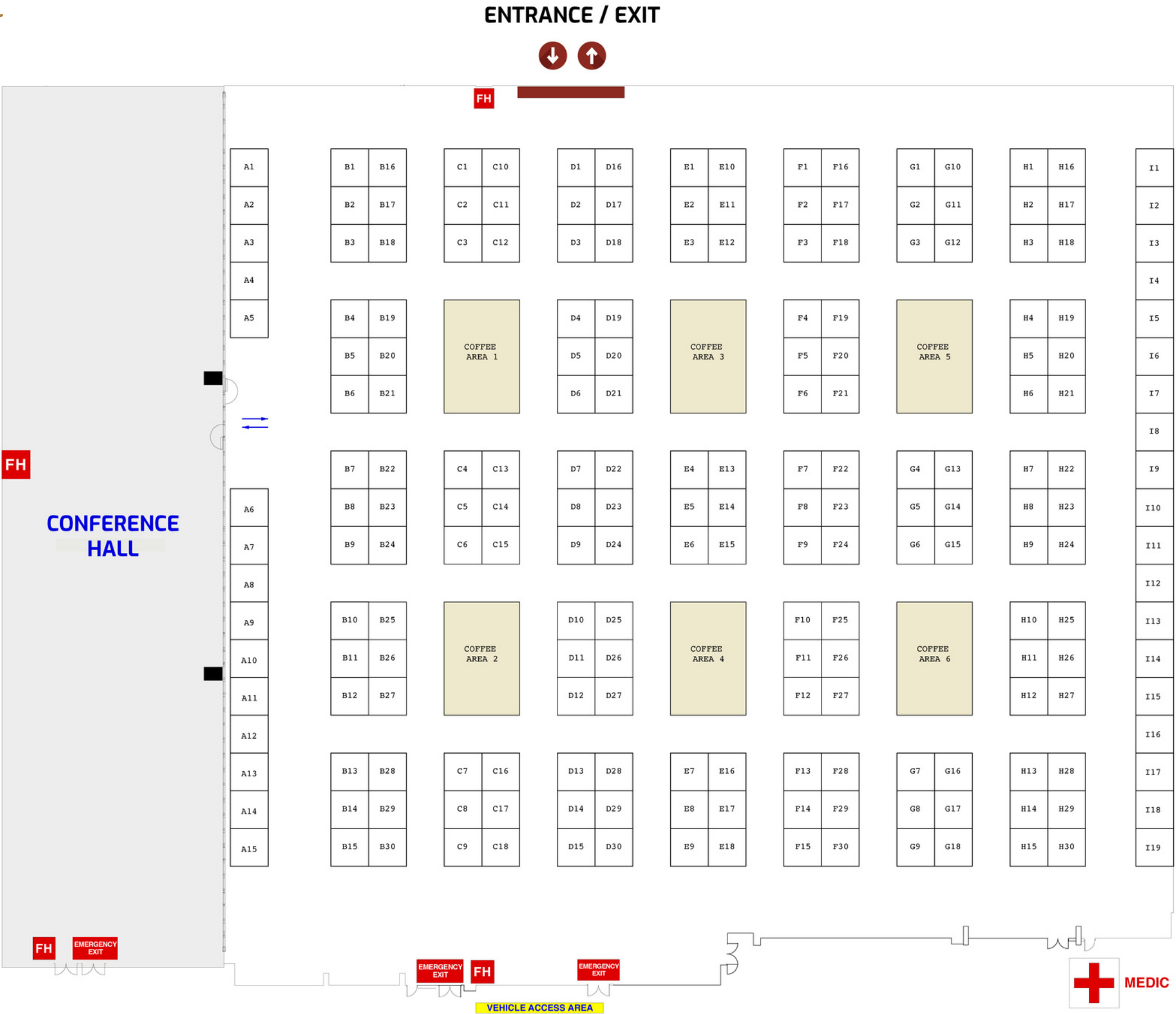
The venue holds multiple ISO certifications (9001, 14001, 22000, 45001), a five-star grading from SA Tourism, and Level 1 Universal Accessibility certification. Its kitchen facilities are Halal-certified by the Islamic Council of South Africa (ICSA).

Location

Convention Square, 1 Lower Long Street, Cape Town, 8001, South Africa

Google Map Link → [View Location](#)

Exhibition Layout Floor Plan



OFFICIAL EXPO PARTNER



LEGEND

- 9m² Exhibitor Stands
- 54m² Coffee Areas
- FH Fire Hose

- SPONSOR LOCATION
- TENTATIVE SPONSOR BOOKING
- CONFIRMED
- TENTATIVE EXHIBITORS BOOKING
- AVAILABLE

Exhibition Hall Specifications (CTICC)



Hall	Area (m²)	Height	Floor Load	Power (Large)	Access
Hall 3	2,258	10–18 m	3,000 kg/m²	400A 3-phase	Marshalling Yard
Hall 4A	2,982	10–18 m	1,500 kg/m²	400A 3-phase	Marshalling Yard
Hall 4B	1,267	9 m	1,500 kg/m²	Conference Location	

Exhibition Schedule



Activity	Date	Time	Notes
Move-in / Booth Setup	November 22-23	06:00 – 23:59	Exhibitors may begin shell scheme booth setup, decoration & preparation.
Final Check	November 23 last day for set up	Evening	Last opportunity to finalize setup. All booths must be complete before opening day.
Exhibition Opening	November 24 Day 1	09:00	Official opening of the IAOM MEA 2026.
Coffee Break	November 24 -26 Days 1–3	Per conference program	Coffee breaks served inside the exhibition area.
Networking Lunch	November 24 -26 Days 1–3	Per conference program	Lunch served in designated area.
Exhibition Closing	November 26 Final Day	16:00	Exhibition officially closes. Booth staff should prepare for dismantling.
Move-out / Booth Dismantle	November 26 Final Day	17:00– 23:59	All booths must be dismantled and cleared by 23:59



This section provides details about shell scheme and space-only booths at the CTICC.

Shell Scheme Booth	Space Only (For Customized Booth)
• Standard size: 3 × 3 m (9 sqm) • Pre-constructed booth with walls, fascia, carpet, furniture, lighting, and power source included • Maximum shell scheme height in breakout areas 2400 mm • A clearance of at least 6 m above the shell scheme is required to accommodate fire sprinklers	• Fully customizable layout to suit exhibitor needs • Exhibitors responsible for constructing their own booth structures • Stands over 3 m high or any custom-built stand require a structural engineer’s appointment letter (BDM11 & 12) submitted to the CTICC at least 45 days before build-up • Stand walls must be clad on the reverse side to maintain aesthetic appeal

Shell Scheme Inclusions

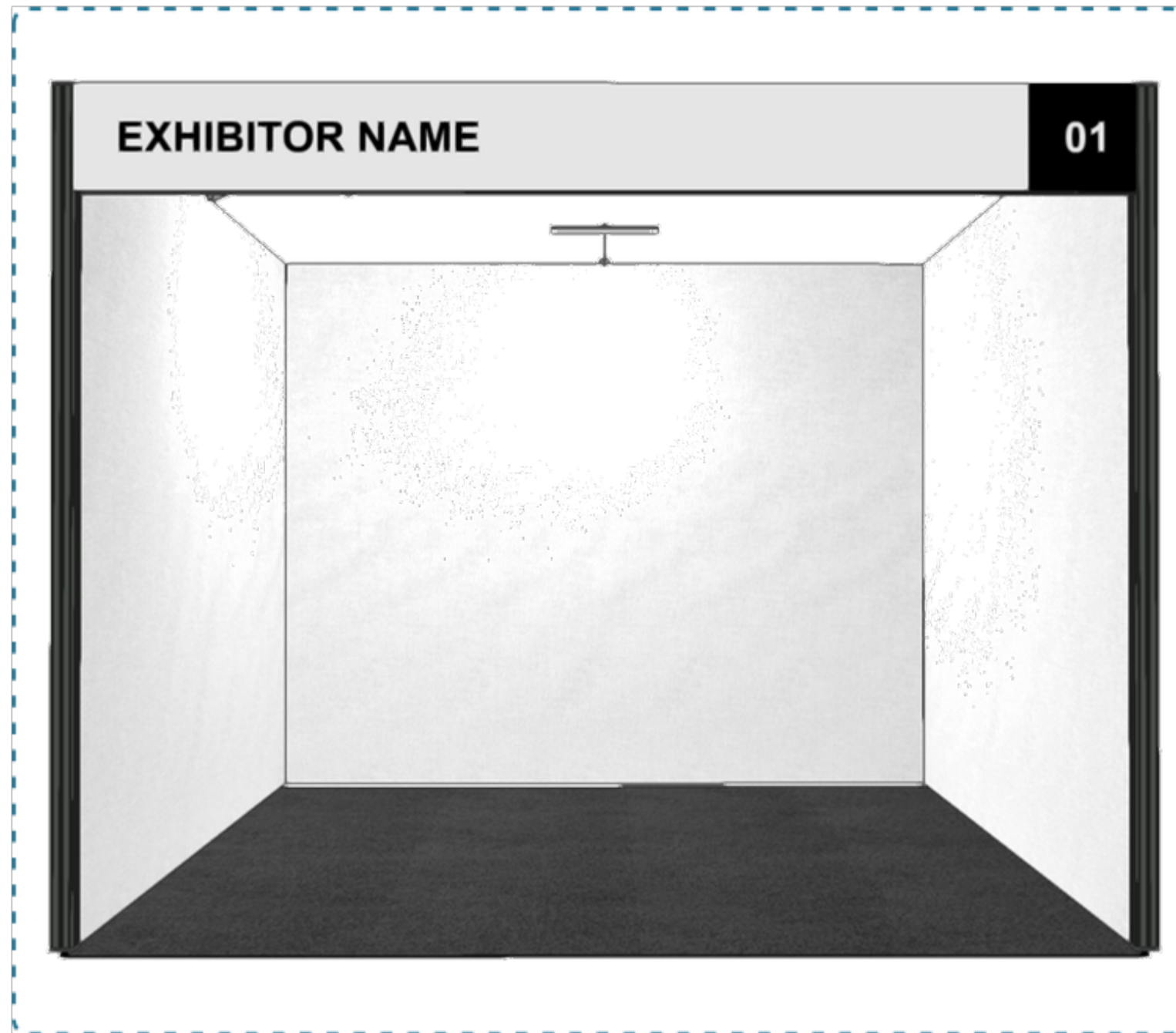


Each standard shell scheme booth (3x3 m / 9 sqm) includes:

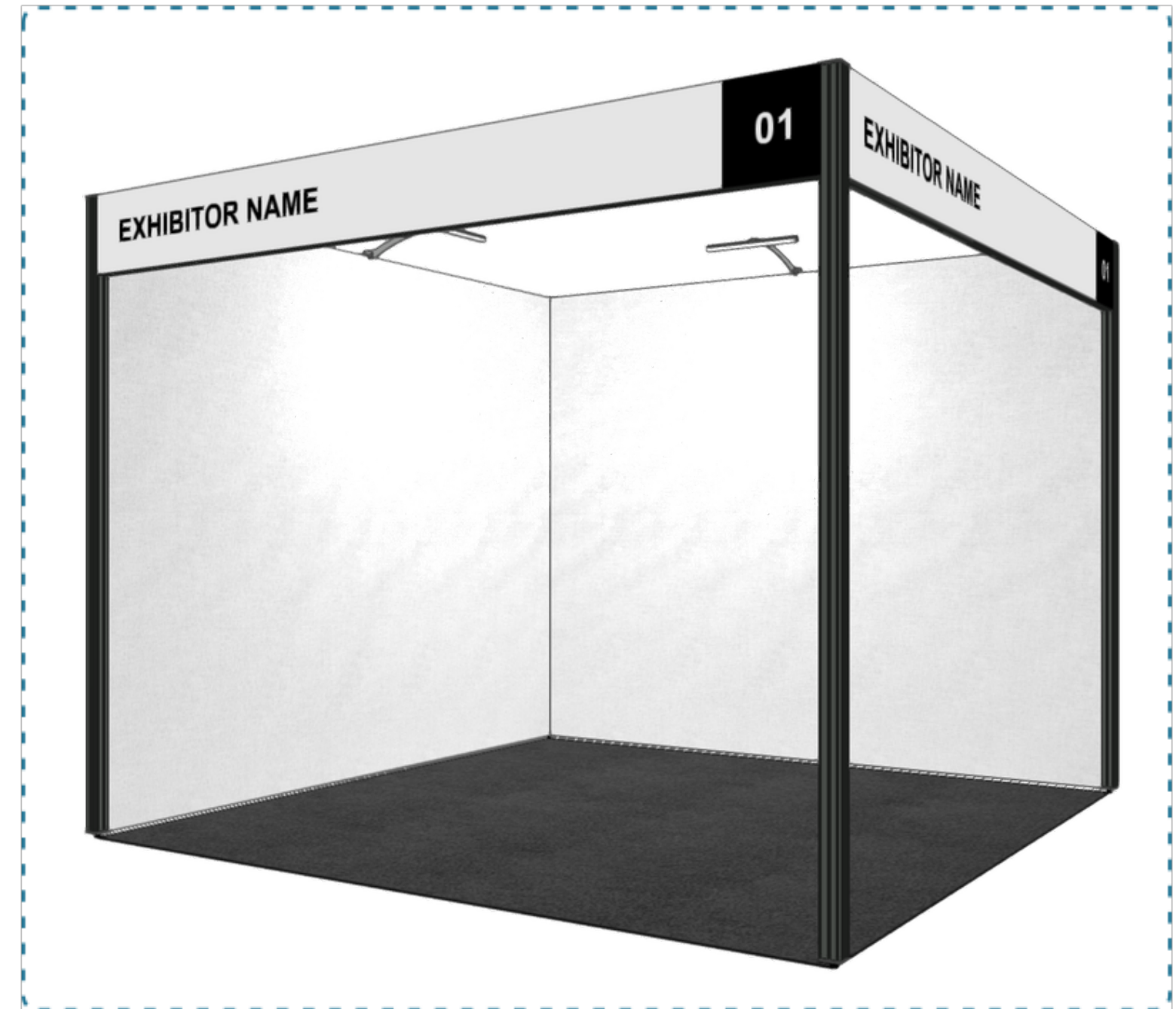
Walls	2400 mm high fabric walls (white finish)
Fascia Board	Company name and booth number (fabric fascia)
Flooring	Standard carpet (all exhibition halls in CTICC 1 will be carpeted)
Lighting & Power	LED lights + 1 electrical socket. CTICC electricity is reticulated at 240V / 380V. Standard allocation: approximately 2 KVA per 9 sqm stand (diversified). Additional power available on request.
Furniture	1 table, 2 chairs, & 1 dustbin

Booth Layout

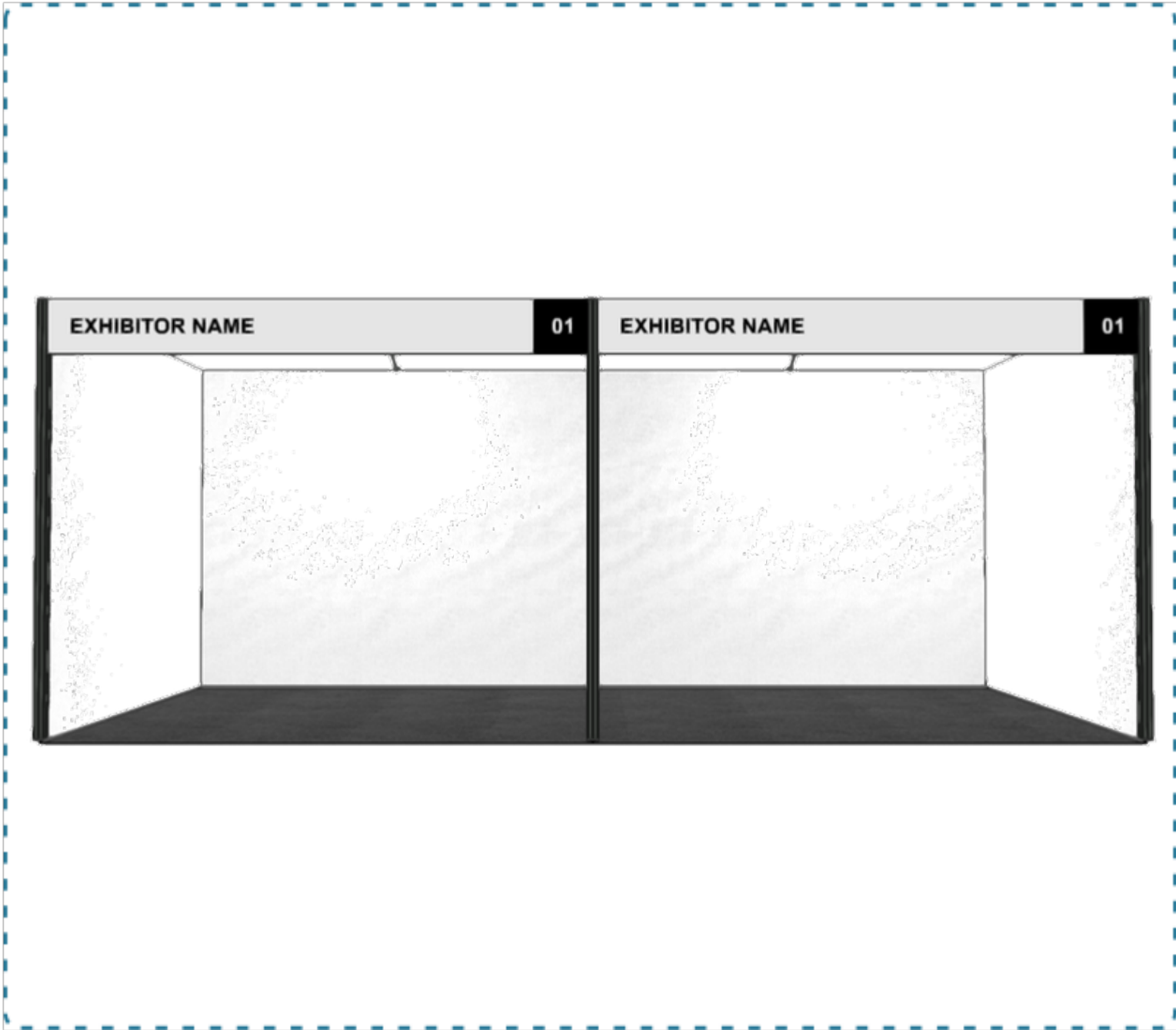
Inline aisle booth - One side open (Open on the front side only)



**Corner / End of aisle booth - Two sides open
(Open on the front and one side; usually at the end of an aisle)**

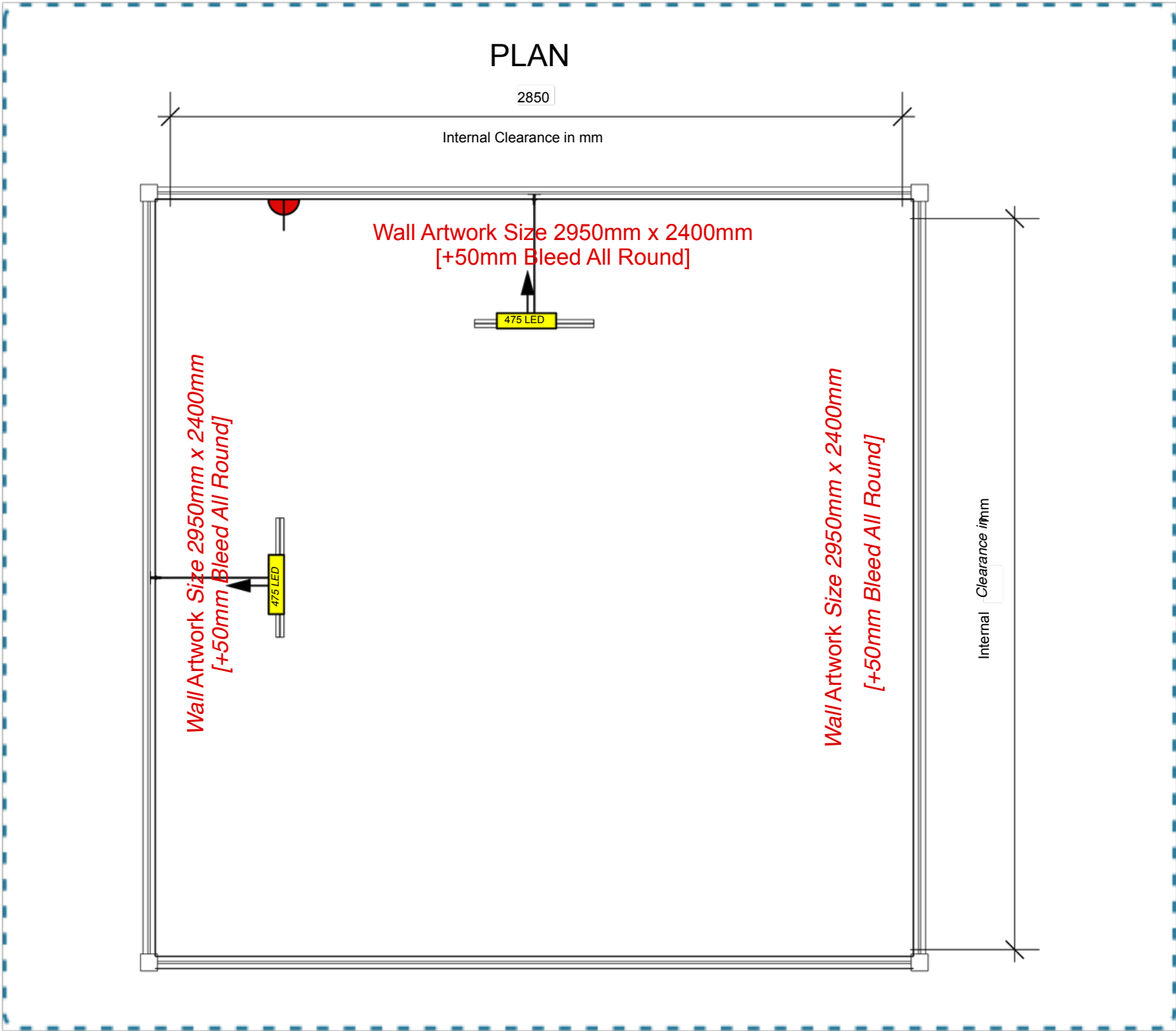
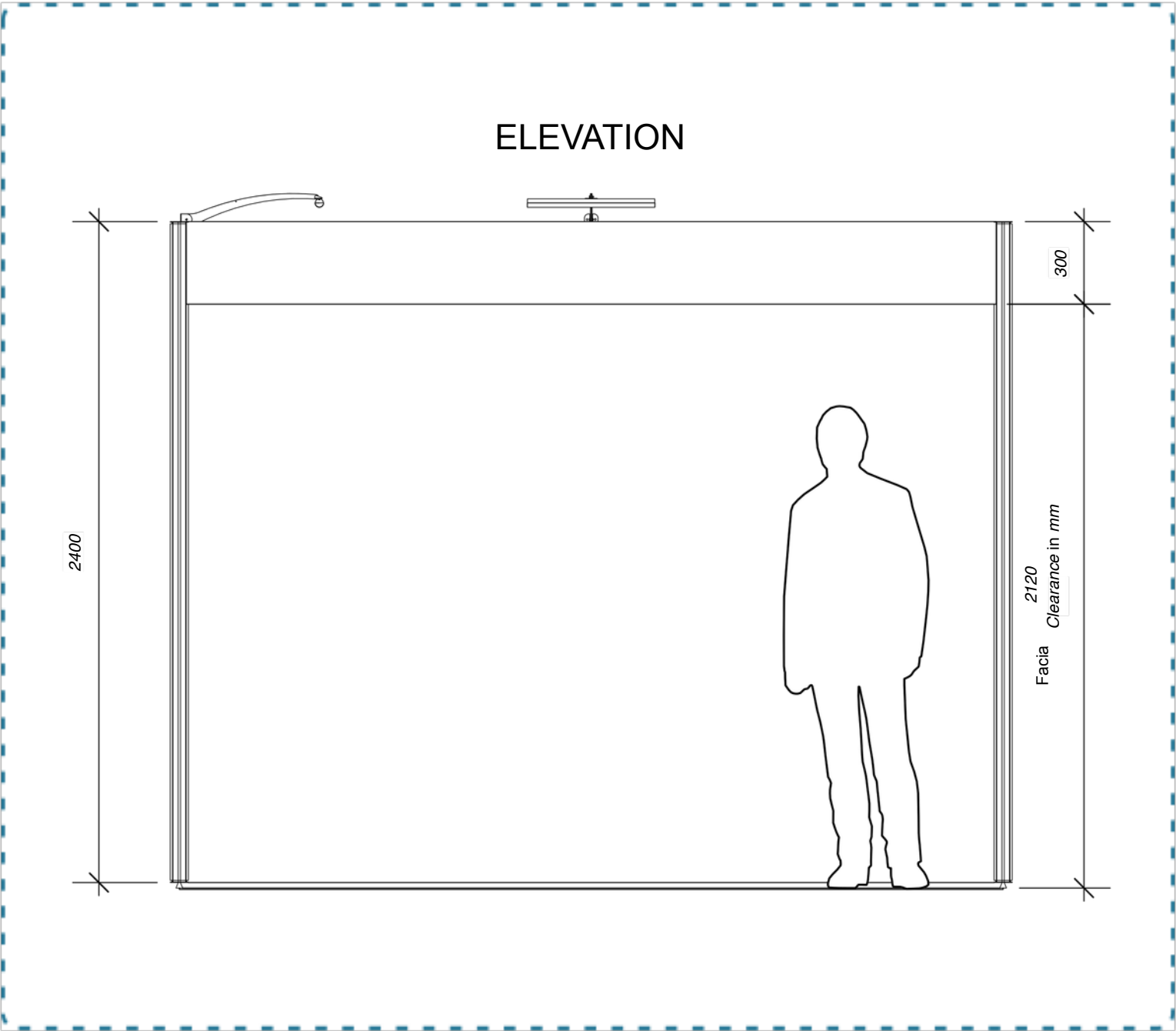


Booth Layout



Shell Scheme Inclusions	Details
Walls	Inside Aisle Connecting booths - Two Sides Open (Open on the front and both ends) 6m x 3m
Fascia	Company name & stand number
Lighting & Power	4 LED lights + 2 plug points. CTICC electricity is reticulated at 240V / 380V. Standard allocation: approximately 2 KVA per 9 sqm stand (diversified). Additional power available on request.
Flooring	Standard carpet (all exhibition halls in CTICC 1 will be carpeted)
Furniture	2 tables, 4 chairs, & 2 dustbins

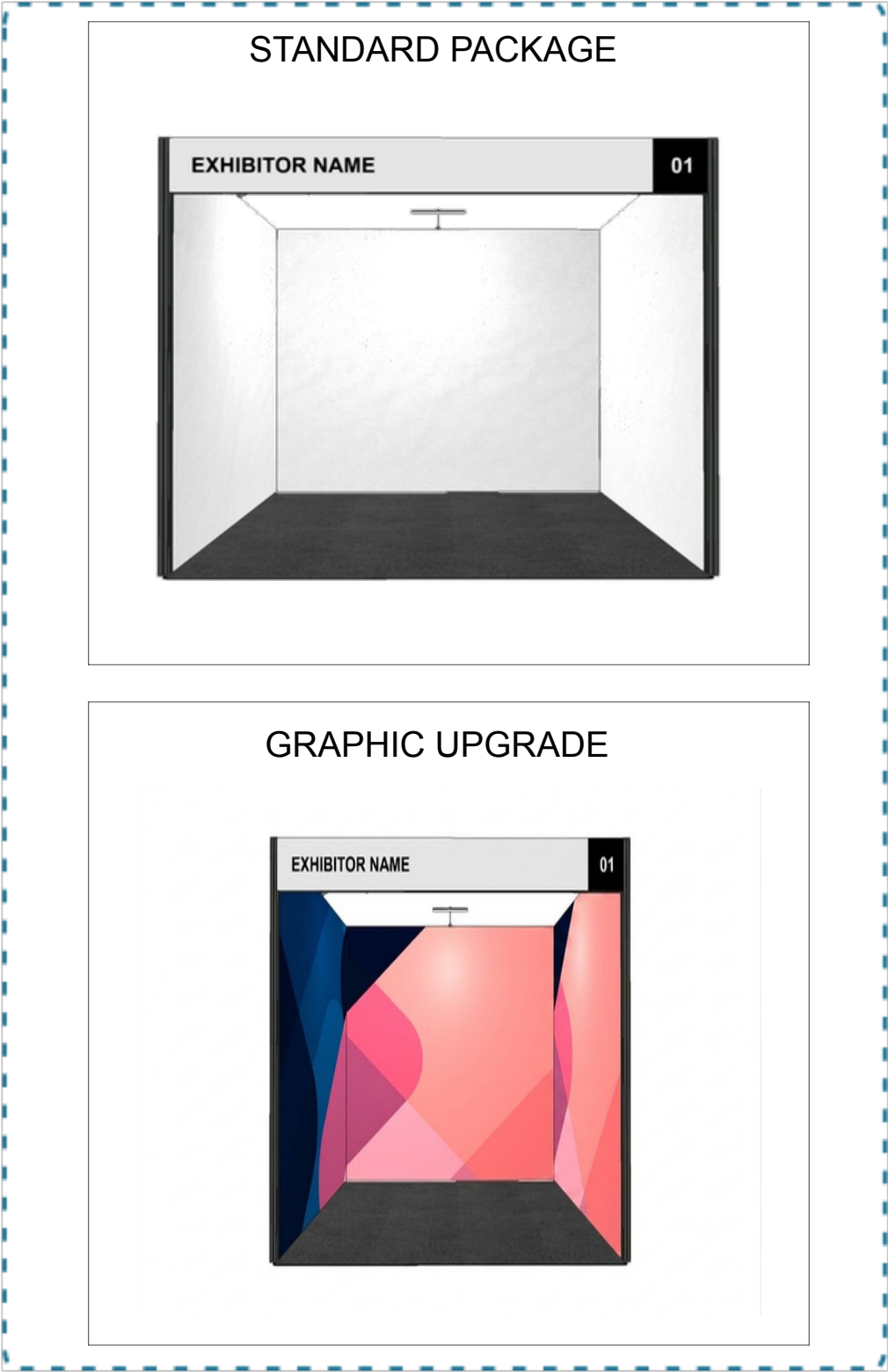
Booth Dimensions



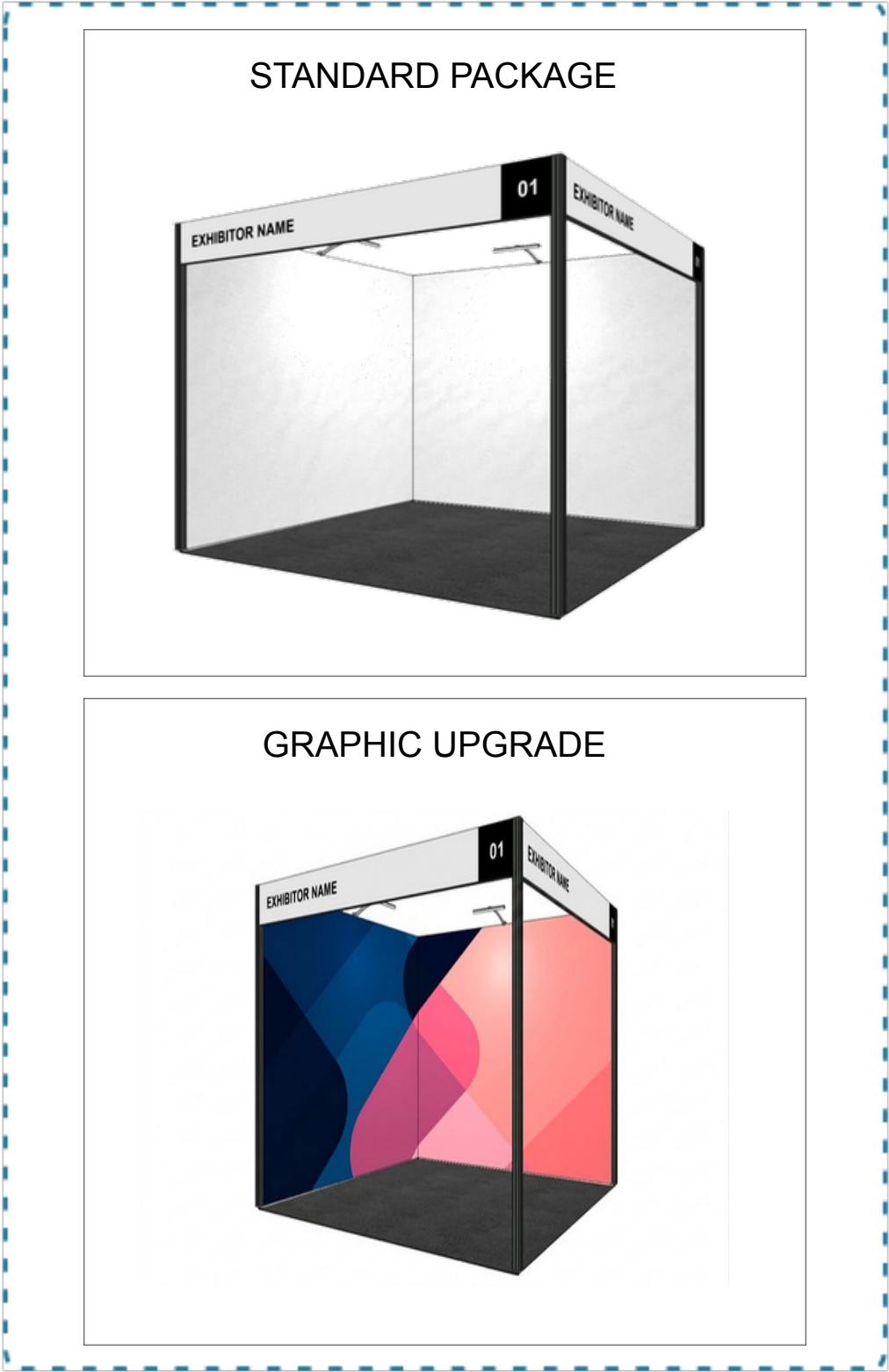
Booth Panel Layout



Fabric Booth 3x3 Inline



Fabric Booth 3x3 Corner

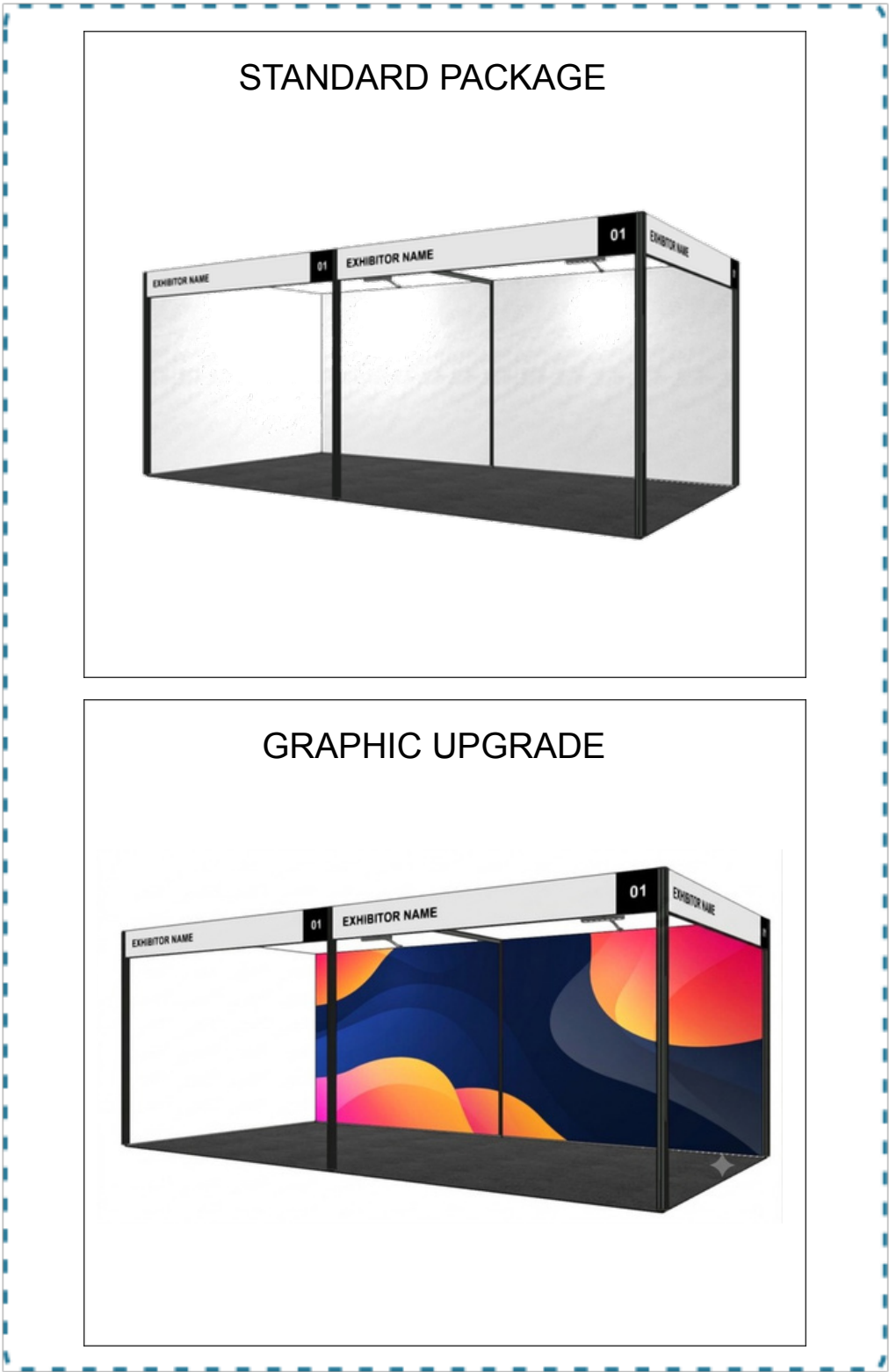
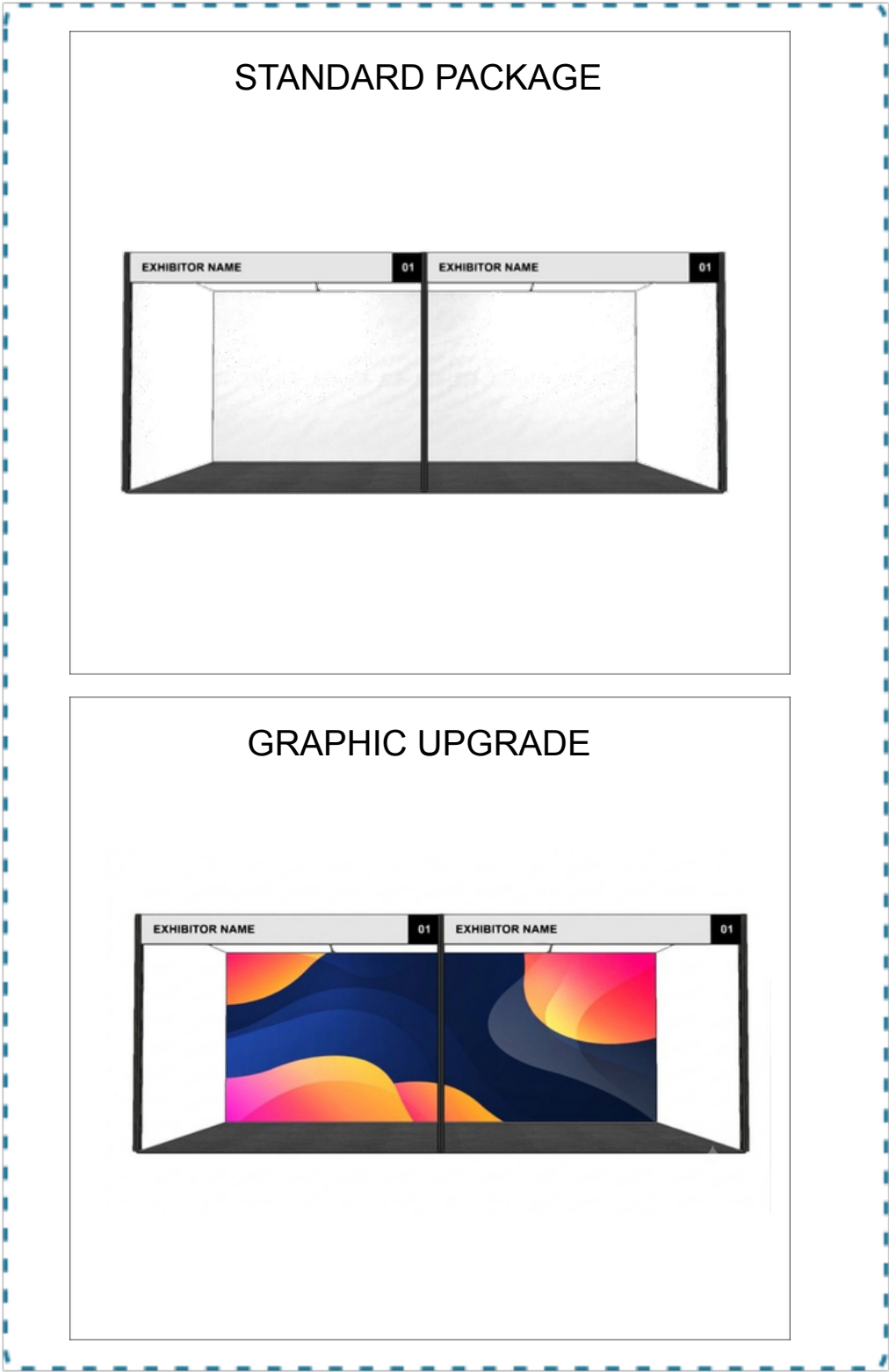


Booth Panel Layout



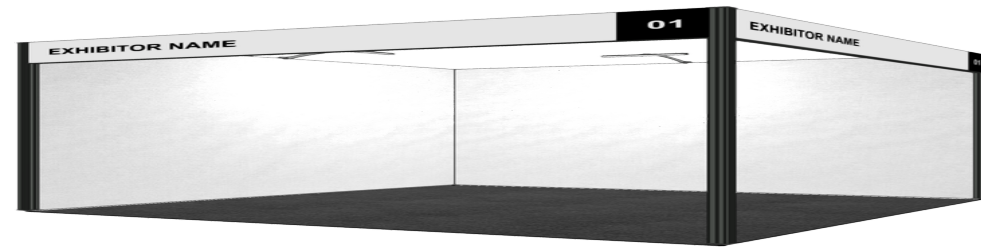
Fabric Booth 6x3 Inline

Fabric Booth 6x3 Corner



Booth Inclusions

Below are sample visuals for Shell Scheme booth inclusions:



Fascia Board

White fascia with company name & stand number printed



Lighting & Power

1 power socket (240V, 15A) &
2 50W LED long arm lights



Furniture

1 standard table with 2 armless chairs and dustbin

Branding & Technical Services

Electricity



Voltage	240V (single-phase) and 380V (3-phase)
Standard allocation	Approx. 2 KVA per 9 sqm stand (diversified). Each stand: 5A allocated.
Sockets in trenches	2 × 16A 3-pin (single-phase, blue caravan-type plug — must be converted to 15A via distribution), plus 1 × 32A or 63A 5-pin 3-phase socket
Extra power	Available on request with additional charge. Requirements of ≥32A 3-phase should be notified to us at least 2 weeks in advance.
Electrical work	All main installations must be carried out by CTICC Maintenance staff or preferred CTICC electrical contractor only. Exhibitor wiring must comply with SANS 10142 and South African Electrical Installation Regulations.

⚠ NOTE: Important: South Africa uses 240V/50Hz. If you are bringing equipment from outside South Africa, ensure it is compatible or bring appropriate transformers/adaptors.

Branding & Technical Services



Wi-Fi & Internet	• A free public Wi-Fi is available in all venues • Private wireless routers, access points, or any IEEE 802.11 broadcasts are NOT permitted within the CTICC.
Furniture Rental	• Standard chairs and tables are available for shell scheme booths. • Custom booths and additional furniture are available via the IAOM MEA’s recommended service providers (additional charge). • Equipment such as refrigerators and coffee machines: book at least 3–4 weeks in advance. • Only CTICC staff are permitted to move furniture in public areas. Prior written consent is required.
Branding Options	• Branding on booth wall panels, banners, and signage is available. • Panel branding: Wall art work size : 2950 mm X 2400mm.

Artwork Guidelines



1. Ready-to-print files in Adobe Illustrator (.ai) format.
2. Single-image artwork: Photoshop EPS file, all colors in CMYK; include Pantone references if required.
3. All images: high resolution (300 DPI), saved as EPS, incorporated into the Illustrator artwork.
4. Files over 10 MB: Large files can be shared via any online sharing platform. WeTransfer, OneDrive, Google Drive etc.
5. Bleed of 5 cm required on all sides.
6. Payment must be completed prior to exhibition build-up.
7. Submit artwork files to the official and recommended contractors and copy us, **expo@iaom-mea.com** in all correspondence.

Ordering & Contractor Details



All additional services and booth requirements must be ordered through the IAOM MEA's partner contractors. This applies to furniture, electricity, AV, graphics, and customized booth designs.

1.ORDERING PROCEDURE	2.CUSTOMIZED BOOTHS	3.PAYMENT TERMS
• Order links for additional services will be provided with this Exhibitor Manual. • Completed linked forms should be submitted directly to our partner contractors, with a copy to expo@iaom-mea.com. • Late orders may be subject to delays and availability constraints. • Onsite orders are not guaranteed and may incur additional charges. • Services will only be confirmed once full payment is received.	• Exhibitors planning a custom (space-only) booth should contact our recommended contractors to request a new design or submit their own. • Custom stands over 3 m high require a structural engineer’s appointment letter (BDM11 & 12) submitted to the CTICC 45 days before build-up. • Floor plans incorporating front, side, and top elevations must be submitted for CTICC approval at least 45 days before build-up. • A structural engineer’s certificate (BDM13) is required on completion of all custom stands.	• All orders must be accompanied by full payment. Payment for the standard shell scheme should be made directly to us, while payment for customized booths and other requested items should be made directly to the appointed contractor. • Services will only be confirmed once payment is received.

Contractor Details

ScanDisplay



(Standard Shell Scheme & Customized Booth)

Company Name	Scandisplay
Contact Person	Danie Roux
Link to Book	Booking Link for Scan Display
Email	danie@scandisplay.co.za
Services Orders Contact Person	Travis De Lillie
Email	travis@scandisplay.co.za
IAOM MEA Expo Email (Please always make sure to copy us in all correspondence)	expo@iaom-mea.com

TERMS & CONDITIONS:

1. All order forms must reach Scan Display on or before 8 November 2026.
1. A surcharge of 20% will be charged on all orders made after this date.
2. Services will not be installed until full payment has been received by Scan Display.
3. All services are on a rental basis only and remain the property of Scan Display.
4. By completing any of the service order forms, the above Terms and Conditions have been understood and agreed to.
5. Stock items are subject to availability.
6. All prints ordered will belong to you after the exhibition. All prints not collected at breakdown will be upcycled if no prior arrangements to collect post show, has been made.

Contractor Details

Booth Exhibits



(Customized Booths)

Company Name	Booth Exhibits
Contact Person	Patrick Wells
Link to book	Booking Link for Booth Exhibits
Email	patrick@boothexhibits.co.za
IAOM MEA Expo Email (Please always make sure to copy us in all correspondence)	expo@iaom-mea.com

TERMS & CONDITIONS:

1. Orders and artwork must be submitted by the deadlines communicated by Booth Exhibits. Late submissions may incur additional costs.
1. Final artwork for custom graphics must be received at least three (3) weeks before the exhibition opening.
2. Quotations are based on the approved stand design. Any design changes may result in revised pricing.
3. All structures, furniture, lighting, and AV equipment are supplied on a rental basis and remain the property of Booth Exhibits.
4. By completing any of the service order forms, the above Terms and Conditions have been understood and agreed to.
5. Orders are subject to material and equipment availability. By placing an order, the exhibitor accepts these Terms & Conditions.



Company Name	Exhibition Freighting GSM
Contact Person	Jacqui Nel
Link to book	Booking Form for Exhibition Freighting GSM
Other Links	Frequently Asked Questions Link
Information Link	https://ef-gsm.co.za/iaom-information/
Email	jacquinel@ef-gsm.co.za & ef-gsm@ef-gsm.co.za
IAOM MEA Expo Email (Please always make sure to copy us in all correspondence)	expo@iaom-mea.com

Disclaimer Freight Service Provider



- Any rate or capacity given &/or quoted on, can only be confirmed at time of booking.
- Rates and booking confirmations are subject to carrier acceptance and space availability, even for cargo that is booked at the Express rate.
- Flight disruptions and delays are to be expected and this includes express shipments. Airlines have either suspended or canceled flights, and at times have even increased their rates.
- Some pre-agreed or contract rates/tariffs have been suspended from most stations by carriers.
- Please recheck rates when a shipment is booked &/or confirmed, as the rate can change at time of loading onto the flight.
- To prevent provisional bookings to secure space, some carriers have introduced penalties for "NO SHOW" bookings.
- General cargo bookings will always be subject to offload against perishable cargo, live animals or Express cargo.
- Should you have a time defined shipment or a deadline at destination, please communicate your requirements upfront to the team so that they can deal with your specific needs.
- We cannot guarantee that a shipment will be loaded onto a flight. This is a decision made by the Captain of the flight & is beyond our control, even for Express
- Most important — you need to be a registered importer to send goods to South Africa & to avoid couriers. Failure to notify EF-GSM SA of a shipment arriving, or if the shipment has not been sent in EF-GSM's name, could result in the goods being rejected or a customs penalty.
- We request your exhibitors to avoid sending any goods addressed to the CTICC before your occupancy days. CTICC is NOT a registered importer & goods will get delayed in Customs. CTICC will also NOT be able to receive & sign for any goods.

Rules & Regulations



Booth Construction	• Maximum booth height: 4 m (custom/space-only). Shell scheme breakout areas: maximum approx. 2400 mm. • Floor loads vary by hall. Do not exceed the rated floor load. Notify your Event Executive of any equipment over 2,000 kg. • Covered/double-tier stands: detailed drawings must be submitted at least 45 days before event for CTICC approval. A temporary building permit and structural engineering certificate may be required from the City of Cape Town. • Carpets must be protected. No nails, screws, pins, paint, or adhesives on carpets or floor surfaces. • Ceiling suspensions and banner hanging require prior approval from CTICC. Maximum weight per rigging node: 600 kg (Halls 1–4A). • No cutting, drilling, or painting without protective drop sheets. Two workshop areas are available in the Marshalling Yard.
Deliveries & Access	• All exhibition goods and equipment must be delivered and collected via the CTICC Marshalling Yard. • Vehicles must not be left unattended. • Use service entrances and service lifts for all equipment and materials. • Floor plans (including fire equipment, emergency exits, and floor space) must be submitted to and approved by both the CTICC Safety Manager and the City of Cape Town at least one month before the event.
Promotion Restrictions	• Exhibitors must keep all activities within their contracted booth space. • Content must be compliant and non-political. • All branding must be approved in writing by the CTICC before print and build-up. Violations may result in removal or future bans.
Operation Restrictions	• Minimum aisle width: 3 m. Any structures encroaching on aisles may be removed. • Music only permitted with proper licensing from SAMRO or SAMPRA (South African Music Rights Organisation / South African Music Performance Rights Association). • No forklifts or motorized equipment in the halls without proper operator licensing (Driven Machinery Regulations 2015). Certified operators required. • No animals permitted without prior written consent from CTICC management and the Animal Welfare Society / SPCA. • Smoking is not permitted inside the venue. A strict ‘no fires in the CBD’ policy applies — open flames, candles, barbecues, and open flame torches are prohibited. • Halogen lights are not permitted. All lighting must be low-wattage or LED. • Ceiling draping is not allowed (fire hazard). Only perimeter draping with flame-retardant certification is permitted.

Rules & Regulations



Conduct & Waste	- Booths must be staffed by personnel wearing their identification badges at all times during build-up, event days, and breakdown. - Booth areas must remain clean at all times. Remove waste, boxes, and packing materials (no on-site storage available at the CTICC; use recommended drayage suppliers for off-site storage). - Aisles, fire exits, and pathways must remain clear at all times. - The CTICC adheres to a strict recycling and waste removal policy. Event organizers are responsible for ordering skips for exhibitions.
Indemnification & Liability	- Exhibitors are responsible for their staff, visitors, and exhibits. - IAOM MEA and the CTICC are not liable for theft, accidents, disasters, or emergencies. - Exhibitors must indemnify IAOM MEA and the CTICC against all claims or damages.
Badges & Access	Exhibitor badges must be worn at all times for access to the exhibition and conference areas. Build-up and breakdown personnel must wear their identification badges throughout.
Emergency & Evacuation	- Keep all aisles, fire exits, and emergency access routes clear at all times. - Evacuation procedures will be communicated via the CTICC’s dedicated fire/evacuation PA system, coordinated by CTICC management. Exhibitors should familiarize themselves with evacuation routes. Evacuation plans must be documented in the Client Safety File. - In an emergency, contact the CTICC Event Services Manager on extension 5252 (internally) or +27 21 410 5252 (externally).
Electrical Safety	Electrical connections must be installed only by CTICC Maintenance staff or CTICC’s preferred electrical contractor. A Certificate of Compliance is required before the event starts.

Health Safety & Security



Fire Safety	• Smoking is strictly prohibited inside the venue. • Fire extinguishers and alarms must not be obstructed. • Flammable materials (fabric, paper, banners, wood pallets, thatch, straw) require a fire-retardant certificate before the event. • Fire retardancy certification is required for all draping. • Fireworks/pyrotechnics require written permission from management and the Fire Department.
Booth Structure Safety	• All installations must be safe, stable, and within the allocated booth space. Use proper lifting techniques and wear PPE during setup and dismantling. Anyone working in the event area during build-up/breakdown must comply with Construction Regulation 2014.
First Aid	• Contact the CTICC Event Services Manager (ext. 5252 / +27 21 410 5252) immediately in case of emergency. Medical assistance services are the event organizer’s responsibility. The CTICC has an appointed event medical service provider available 24/7 during events, including build-up and breakdown.
Security	• General security is provided by CTICC’s contracted preferred supplier. Surveillance cameras monitor the venue 24/7. • Exhibitors are responsible for safeguarding their own property. Valuables should not be left unattended. • The CTICC is not responsible for loss or damage to merchandise, personal effects, or equipment brought onto the premises. • Police: Cape Town Central Police Station — +27 21 467 8077 or 10111 (emergency).

Exhibitors Checklist



Confirm Booth Setup and Service Orders



Place Orders for Additional Services



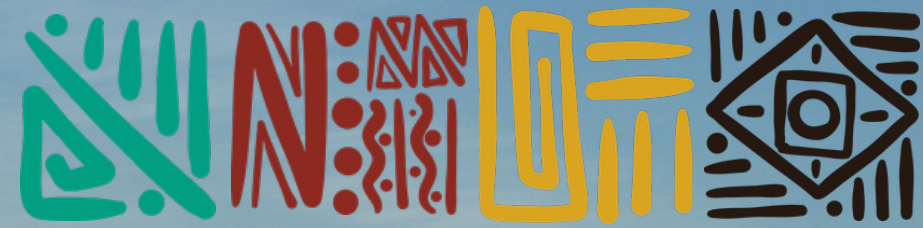
Complete Fascia Forms by Deadlines



Submit Artwork by Deadlines



Familiarize Yourself with Emergency Procedures and Safety Regulations



THANK YOU FOR YOUR PARTICIPATION

Your collaboration is key to the success of IAOM MEA 2026

Looking forward to a successful and impactful event together!



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