

# EXHIBITOR BRIEFING VIV SELECT INDIA 2026

MS Teams, 3 February 2026

**vnu** | EUROPE

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# 1. Operations teams

## **Meroform India**

Mr. Maharshi Rawal

[operations@optimussexhibitions.com](mailto:operations@optimussexhibitions.com)

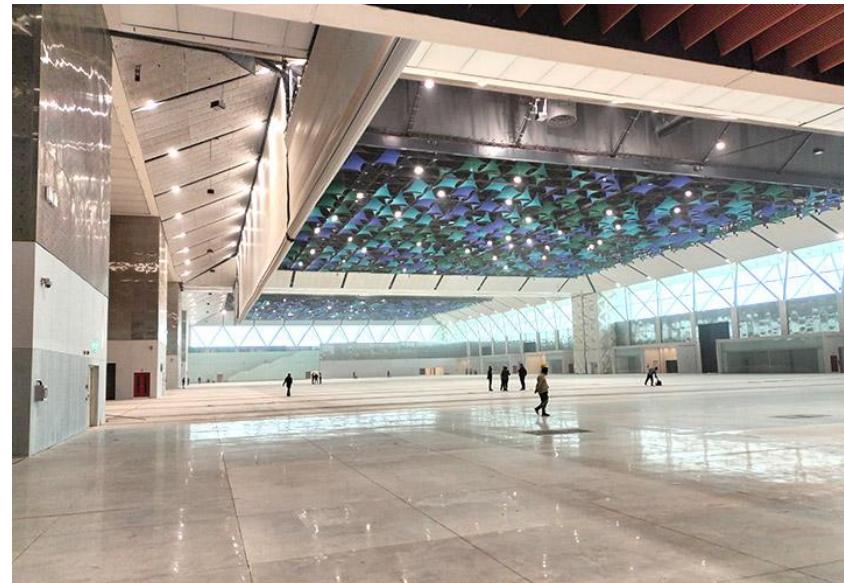
Responsible for all shell scheme packages, as well as any additional orders, such as graphics, furniture, electricity for own stand construction etc.

## **Bluelemon India**

Mr. Varun Gopinatha

[vivselectindia.plans@blue-lemon.net](mailto:vivselectindia.plans@blue-lemon.net)

Responsible for all own stand construction approvals, as well as orders for suspension/hanging truss(es)



# 1. Operations team VNU & disclaimer

**Mirjam Govaerts**

[mirjam@vnueurope.com](mailto:mirjam@vnueurope.com)

&

**Mirthe Brummelman**

[mirthe@vnueurope.com](mailto:mirthe@vnueurope.com)

Overall operations management and your point of contact for all your questions regarding the Exhibitor Portal, sponsor items, stand construction, etc.



## **!DISCLAIMER!**

This briefing does not exempt you from going through the [Exhibitor Portal](#). The information in the Exhibitor Portal is kept up to date, while this presentation is not. The information in the Exhibitor Portal is therefore always leading.

## 2. Our partners

Partners	Service
GKL Showfreight B.V. - The Netherlands	International freight forwarding
PS Bedi & Co Pvt Ltd - India	Onsite freight forwarding
Foodlink F&B Holdings	Catering
(Other) official partners	See task “Important information” in <a href="#">Exhibitor Portal</a>

### 3. Exhibitor Portal and additional orders

#### Exhibitor Portal

All the information you need to prepare for your participation, are divided over different tasks. Tasks are sorted on deadline and whether you started them or not. To display all tasks, select all three buttons at the top of the screen (Not Started, In Progress, Complete).

#### Additional orders

Can be accessed through the Exhibitor Portal in the task: "Exhibitor orders, event schedule & logistical support". Here you can order electricity, graphics, additional furniture, catering, hostesses, internet etc.

Prices increases on **30 March 2026**

For deadlines see slide nr 8

**ORDERS ARE ONLY FINAL AFTER COMPLETING THE PAYMENT!**

The screenshot shows the Exhibitor Portal for VIV Select India 2026. At the top, it displays the event name, dates (22 April 2026 10:00 - 24 April 2026 18:00), and a message 'Only 85 days left'. Below this, there are three buttons: 'Not Started (10)', 'In Progress (0)', and 'Complete (0)'. The main area is titled 'Exhibitor (10)' and contains ten tasks arranged in a grid:

- Own stand construction: what you need to know (Due Date 20/03/2026) - Start button
- Important Information (Due Date 20/03/2026) - Start button
- Standard stand construction (Due Date 27/03/2026) - Start button
- Upgraded stand construction (Due Date 27/03/2026) - Start button
- Premium stand construction (Due Date 27/03/2026) - Start button
- My contract (Due Date 24/04/2026) - Start button
- Get the most out of your participation with Visit Connect! (Due Date 24/04/2026) - Start button
- Purchase additional sponsoring items (Due Date 24/04/2026) - Start button
- Exhibitor orders, Event schedule & Logistical support (Due Date 24/04/2026) - Start button
- Order overview (Due Date 24/04/2026) - Start button

On the right side, there are sections for 'Current Booth Selection' (Pending...), 'Event Links' (Contact: +31 30 295 2999, service@jaarbeurs.nl, Website VIV Select India), and 'Account Tools' (Manage Account, View Orders).

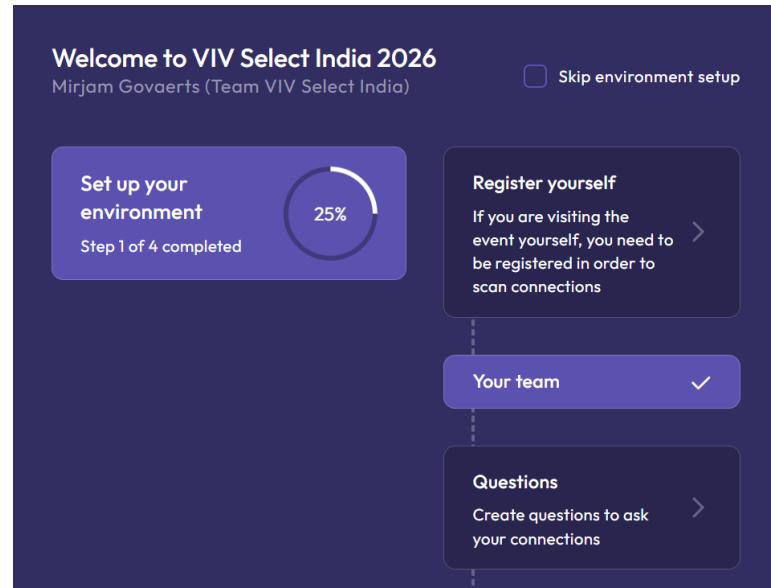
## 4. Invite your network, VISIT CONNECT

“Get the most out of your event”

### The new event app: Visit Connect

With the new event app Visit Connect, you'll get more out of your trade show participation. The app helps you increase your visibility, strengthen your network, and gather valuable leads - before, during, and after the event. Whether it's completing your company profile, inviting contacts, or collecting leads: Visit Connect supports you every step of the way. In this guide, you'll discover all the app features and how to get started right away.

→ Mr Richard Northcott from VISIT will walk us through the app and its key features.



## 5. Important deadlines

Space only	Deadline	Shell scheme	Deadline
Customized Marketing Opportunities items	20 March	Customized Marketing Opportunities items	20 March
Stand Plan submission deadline	20 March	Deliver preferred fascia name	27 March
Prices Meroform deliverables increase by 25%	30 March	Deliver graphics for stand construction to Meroform	27 March
Host/ hospitality staff booking	3 April	Prices Meroform deliverables increase by 25 %	30 March
Final deadline for Meroform orders	6 April	Host/hospitality staff booking	3 April
Sea freight arrival in ICD New Delhi	8 April	Final deadline for Meroform orders	6 April
Air freight arrival New Delhi airport	10 April	Sea freight arrival in ICD New Delhi	8 April
Catering order	11 April	Air freight arrival New Delhi airport	10 April
Construction days	20 - 21 April	Catering order	11 April
Show days	22 - 24 April	Furnishing day	21 April from 15:00 until 21:00
Dismantling days	24 April from 18:00 until 07:00 (morning) on 25 April	Show days	22 - 24 April

## 6. Stand construction & approval

### Stand construction package

Standard, Upgraded, Premium: check what is included in the Exhibitor Portal and deliver graphics (and other additional orders) to Meroform ([operations@optimussexhibitions.com](mailto:operations@optimussexhibitions.com)) and fascia name to Mirjam ([mirjam@vnu-europe.com](mailto:mirjam@vnu-europe.com)) before **27 March 2026**.

### Raw space / own stand construction

Own stand constructions must submit their stand design to Bluelemon ([vivselectindia.plans@blue-lemon.net](mailto:vivselectindia.plans@blue-lemon.net)) before **20 March 2026**. Please review the Stand Construction Rules and Regulations in the Exhibitor Portal task: "Own stand construction: what you need to know".

In the same task you can

- Find the list of Recommended Standbuilders
- Find the compulsory forms (Mandatory stand inspection tab)
- Find the live [floorplan](#)

For questions about stand approval and bespoke hanging structures, contact Bluelemon ([vivselectindia.plans@blue-lemon.net](mailto:vivselectindia.plans@blue-lemon.net)).

# 7. Construction, show and dismantling

## Move-In / Construction:

- Monday, April 20 | 09:00 – 21:00 hrs – *Space only contractors*
- Tuesday, April 21 | 09:00 – 21:00 hrs\* – *Space only contractors*
- Tuesday, April 21 | 15:00 – 21:00 hrs – *Exhibitor access*

\* Note:

- *All stand constructions must be completed by 17:00 hrs on Tuesday, 21<sup>st</sup> April, including removal of all stand material from the hall and loading bay.*
- *Stand dressing and exhibit setup must be completed by 21:00 hrs on Tuesday, 21<sup>st</sup> April*

## Show Opening Hours:

- Wednesday, April 22 | 10:00\* – 18:00 hrs
- Thursday, April 23 | 10:00\* – 18:00 hrs
- Friday, April 24 | 10:00\* – 17:00 hrs

\* Exhibitors are allowed to access from 09:30 AM

## Move Out / Dismantling:

- Friday, April 24 | 17:00 – 18:00 hrs – *Exhibitor access*
- Friday, April 24 | 18:00 – 07:00 hrs (morning of April 25) – *Dismantling*

## 8. Sponsor items (CMO)

### Boost your business by investing in unique marketing opportunities

Mix digital and onsite promotions before, during or after the show. For example:

1. Capture attention with a featured **news article** showcased on the VIV SELECT INDIA website
2. Guide visitors to your booth with attractive **floor stickers** inside the halls
3. Maximize visibility with **banners outside** the venue and striking **cuboids** in the lobby of the venue.

#### Want to know more?

- VIV SELECT INDIA 2026 – CMO Brochure (soon to be published in the Exhibitor portal)
- Contact Patrick ([patrick@vnueurope.com](mailto:patrick@vnueurope.com)) to book promotional items



## 9. Questions

Q1: Where can we eat during the exhibition?

A1: You can order stand catering from Foodlink (order form available in the Exhibitor Portal). Besides that, there will be a couple of take-away and sit-down F&B market stalls at the back of Hall 1.

Q2: What is the process for adding graphics to our Standard/Upgraded/Premium stand construction?

A2: Firstly, check how many graphics you want/how many fit in your stand. You may contact Mr. Maharshi Rawal via [operations@optimusexhibitions.com](mailto:operations@optimusexhibitions.com) or Mirjam ([mirjam@vnueurope.com](mailto:mirjam@vnueurope.com)) for assistance in determining this. After filling in the order form and finalising the order by settling the payment, you may prepare the graphics and send them to Mr Rawal in ready-to-print PDF files, Adobe Illustrator or CorelDraw via WeTransfer or the Google drive. The dimensions for the graphics are mentioned in the order forms. The deadline to submit graphics is the 27<sup>th</sup> March.

## 9. Questions

### Registration form questions:

Q3: My team is bigger than the current exhibitor badge allowance in the system, how can I request more badges?

A3: Kindly note that exhibitor badges are strictly for staff working in your stand. Any other staff or guests must register as visitors. Exhibitor badge allowances are based on stand size. If you still need additional badges, please contact Mirjam via email with the reason and number of additional badges required so she can get an approval and add the badges to your account. Badges are created in VISIT CONNECT by registering yourself and your team as staff. Every exhibitor has a maximum of 3 lead scanners included. If you require additional lead scanners, extra costs will apply.

Q4: What about sponsor items?

A4: A selection of sponsor items is available in the Exhibitor Portal under the task “Purchase additional sponsoring items”. Additional options, including exclusive onsite opportunities, will be listed in the Sponsor Items Brochure, which will be available mid-February. In the meantime, please contact Patrick van Rooij at [patrick@vnueurope.com](mailto:patrick@vnueurope.com) for more information.

Any other questions remaining, please contact [mirjam@vnueurope.com](mailto:mirjam@vnueurope.com)

The logo for VNU Europe, featuring the word "vnu" in a bold, lowercase, sans-serif font, followed by a vertical line and the word "EUROPE" in a smaller, uppercase, sans-serif font.

vnu | EUROPE

Thank you for your attention