



SEJEM ALPE-ADRIA 4.-7.2.2026

INSTRUCTIONS FOR EXHIBITORS

1 ORGANISATION IN GENERAL

- 1.1 Opening times (opening hours of the Show)
- 1.2 Official opening of the Show and catered reception for Exhibitors
- 1.3 Operating hours of the Reception Desk and Technical Support

2 ACCESS TO THE EVENT

- 2.1 Entry fee
- 2.2 Exhibitor accreditations
- 2.3 Business tickets
- 2.4 Service ID cards– assembly / disassembly

ASSEMBLY / DISASSEMBLY AND MAINTENANCE OF EXHIBITION SPACES

- 3.1.1 Assembly
- 3.1.2 Delivery of goods, food and drinks to the fairground (during assembly and during the Show)
- 3.3 Regulations governing the equipment of the exhibition space
 - 3.3.1 Height and equipment of exhibition spaces
 - 3.3.2 Minimum equipment
 - 3.3.3 Height of floor level
 - 3.3.4 Distances from passageways
 - 3.3.5 Access to emergency exits and access to hydrants
 - 3.3.6 Waste collection and cleaning of exhibition space
 - 3.3.7 Space for disposal and delivery
- 3.4 Regulations governing exhibition items
- 3.5 Regulations governing events in the exhibition space
- 3.6 Disassembly and collection of exhibition items

4 ADMINISTRATION AND LEGAL PROVISIONS

- 4.1 Duty formalities
- 4.2 Technical services (utilities, organisation of exhibition space)
- 4.3 Greenery as decoration
- 4.4 Spilling alcoholic beverages
- 4.5 Direct sales
- 4.6 Accommodation for exhibitors

5 PARKING

- 5.1 Access and arrival

6 INFORMATION AND PUBLIC RELATIONS

- 6.1 Digital exhibitor list
- 6.2 Media support for exhibitors
- 6.3 Advertising opportunities
- 6.4 Congress Centre

7 ORGANISER'S CONTACTS

8 HALL LAYOUT

1 ORGANISATION IN GENERAL

The Exhibitor must forward this information to its Contractor for assembly of the exhibition space and the personnel present in the exhibition space for the duration of the Event.

1.1. Opening times (opening hours of the Show)

4 – 6 February 2026	10.00 am – 7.00 pm
7 February 2026	10.00 am – 6.00 pm

Exhibitors are permitted to enter the exhibition space 1,5 hour earlier than the official opening hours of the Show; and are permitted to stay in the exhibition hall for an additional half an hour (30 minutes) following the Show to close their exhibition space. On the first day of the Show, 4 February 2026, the Exhibitors may enter the exhibition hall at 7.00 am.

1.2. Official opening of the Show

The official opening of the Show will be on Wednesday, 4 February 2026 at 13 pm including the presentation of the Jakob prize. The Exhibitors will receive special invitations. You are kindly invited to attend!

1.3 Operating hours of the Reception Desk and Technical Support.

(tel: 01/300 26 14, email: sejem@gr-sejem.si) RECEPTION IS IN HALL E/ JURČEK.

- During assembly	2 – 3 February 2026	7.00 am – 8.00 pm
- During the Show	4 February 2026	7.00 am – 7.30 pm
	5 - 6 February 2026	8.30 am – 7.30 pm
	7 February 2026	8.30 am – 6.30 pm

THE RECEPTION IS LOCATED IN HALL E/JURČEK.

2 ACCESS TO THE EVENT

• Pre-sale regular (adults)	9,00 EUR
• Pre-sale regular (family up to 2 adults and max. 3 children under 15)	18,00 EUR
• Regular (adults)	11,00 EUR
• Concessions (primary and secondary school students, students, pensioners) *	9,00 EUR
• Family ticket (up to 2 adults and max. 3 children under 15)	22,00 EUR
• Tourist guides with licence *	9,00 EUR
• Children up to 6 years of age accompanied by an adult	Free of charge

Cashiers are open daily from 9.45 am to 6.30 pm, on the final day of the Show, 7 February 2026, from 9.45 am to 5.00 pm.

For the duration of the Show, cashiers located at the entrance to E/JURČEK hall and B2 hall will be in operation.

2.2 Exhibitor Accreditations

A new ticketing platform has been introduced, accompanied by an upgraded accreditation process for exhibitors, replacing the former wristband system. You will receive an email with a link to the portal, where you enter the required data for all individuals who need accreditation. The link remains active until 29 January at 23:59; after this deadline, all changes are managed by the reception at the fair. Accreditations can be collected during the build-up period at the reception desk, in accordance with the exhibiting conditions.

The number of complimentary accreditations is determined by the size of your exhibition space. Additional accreditations may be purchased with a written order at the price of EUR 5.00 (9.5% VAT included).

Size of exhibition space	Number of accreditations
up to 6 m ²	3
7 –12 m ²	4
13–20 m ²	5
21–40 m ²	10
over 40 m ²	15

Exhibitors participating within the *Caravanning* section are entitled to 10 accreditations for exhibition spaces larger than 80 m².

2.3 Business Tickets

A new ticketing platform has also been introduced for issuing business tickets. Business tickets are intended for your business partners and clients and replace the previous business coupon system.

How to order?

Business tickets can be ordered in writing at: alpeadria@gr-sejem.si

You may order any number of tickets.

Once your order is confirmed, you will receive a link to the portal, where you can easily manage the issuing and sending of your tickets.

How to issue and send them?

In the portal, you can issue business tickets or send them directly to your business partners or clients. You also have an overview of all ordered, sent and redeemed tickets.

How is a ticket redeemed?

Upon arrival, the recipient validates the business ticket at the reception desk. Once validated, the ticket is considered redeemed.

All redeemed business tickets are invoiced to the exhibitor after the fair at the price of EUR 5.00 (9.5% VAT included).

2.4 Service ID cards – assembly / disassembly

Exhibitors will receive ID cards for staff executing assembly and disassembly of their exhibition space. A name list of Contractors and the name of authorised company for the works at the exhibition space shall be submitted at the Reception Desk upon acceptance of these ID cards. **The ID cards must be worn in a visible place. Access to and work in the area of the fairground is not possible without a permit.**

3 ASSEMBLY / DISASSEMBLY AND MAINTENANCE OF EXHIBITION SPACES

During assembly of the exhibition space, the Exhibitor shall abide by the General conditions of work at the fairground and shall ensure its Contractor is also familiar with these. General conditions will be available from the Reception Desk and are also published at the webpage.

3.1 Assembly

Assembly of exhibition space will take place	2 February 2026	7.00 pm - 6.00 pm
	3 February 2026	7.00 pm - 8.00 pm

All exhibitions' spaces must be set up at the latest by 6.00 pm on 3 February 2026, at which time the competent inspection services and Gospodarsko razstavišče d.o.o. will execute a technical inspection of exhibition spaces. Presence of an authorised representative and Contractor at the exhibition space is mandatory during inspection unless a prior arrangement has been made with the Organiser, or in case you have ordered the exhibition space from us. Following the completed technical inspection, only arrangement works are permitted at the exhibition spaces.

3.2 Delivery of goods, food and drink to the fairground (during assembly and during the Show)

Exhibitors must arrange their own delivery and collection of goods and exhibit items to and from the exhibition space.

a) During assembly

Delivery of goods to the halls of the fairground is possible with a valid permit based on the following logistics arrangement.

HALL	ROAD – ENTRANCE
B / MARMORNA, B2 / FOYER, EXTERNAL SPACE	Dunajska cesta

b) During the Show

Delivery of goods, food and drinks to the fairground is permitted between 8.30 and 9.45 am and on the first day of the Show, i.e. on 4 February 2026, between 7.00 and 9.45 am, with a valid permit for delivery, which you can collect from the Reception Desk.

Delivery of goods to the halls shall be organised based on the following logistics arrangement.

HALL	ROAD - ENTRANCE
B / MARMORNA, B2 / FOYER, EXTERIOR SPACE	Dunajska cesta

Delivery vehicles may remain on delivery surfaces up to 30 minutes. In case of disregard of this provision, the vehicle shall be removed at the expense of the Exhibitor!

3.3 Regulations governing the equipment of the exhibition space

Structures, installations, elements of equipment, decoration and demonstrations taking place at exhibition spaces must not interfere with the general image of the Show and must not disrupt the neighbouring exhibition spaces or visitors.

3.3.1 Height and equipment of exhibition spaces

The Exhibitor shall obtain a written permission from the Organiser for any exhibition space higher than 2.50 m. The drawings of such exhibition spaces must be forwarded to the Organiser 10 days prior to the start of assembly. If the Organiser believes the agreement of the neighbours is also required, it shall provide the Exhibitor with the details of neighbours, whose consent is required. Following submission of all those agreements to the Organiser, the Organiser shall issue a consent. For exhibition spaces in two levels (with a gallery), the documentation shall also include building construction calculation, which shall be submitted at the latest 14 days prior to the beginning of assembly.

Any interference of the Exhibitor with the structure of the buildings (drilling, painting, use of adhesive tapes, which leave marks, gluing onto walls, etc.) is prohibited.

In the halls is only allowed to use fair tape - double-sided tape yellow type SI 704, Baloh international representative. The strap can be purchased at the reception desk GR (Jurček hall E) at a price of 15,00 EUR and VAT / 50 meter reel. In the event that the client uses a different tape, he may be charged for additional cleaning or Hall and polishing by the price list GR.

3.3.2 Minimum equipment

Minimum equipment of the exhibition space is mandatory and includes: floor cover, position of walls and visible sign with the name of Exhibitor.

3.3.3 Height of floor level

The exhibition surface must be on the same level as the walkway. In case it is raised, the edge must be clearly marked (for example, with a yellow line). A ramp for wheelchair users must also be provided.

3.3.4 Distance from passageways

Exhibition items and flowerpots may be positioned along the edge of the exhibition space. Information counters must be positioned to maintain at least 1 m distance from passageways and neighbouring exhibition spaces.

3.3.5 Access to emergency exits and access to hydrants

If the access to an emergency exit and/or hydrant is via the exhibition space of the Exhibitor (see plan of allocated exhibition space!), the path through must remain clearly recognisable and accessible, regardless of the design and arrangement used by the Exhibitor. The suitability of the above shall be established by the GR – Ljubljana Exhibition and Convention Centre security-fire service.

3.3.6 Waste collection and cleaning of exhibition space

Cleaning of exhibition spaces and exhibited items is permitted daily between 8.30 to 9.45 am for the duration of the Show. Following this period, all cleaners must leave the fairground.

The Exhibitor undertakes to separate waste daily according to provided bins, which are located in passages between halls (glass packaging – bottles, packaging – cans, plastic packaging, organic waste and paper). Collection of waste will be organised by GR – Ljubljana Exhibition and Convention Centre. However, the wastebaskets are not intended for waste from assembly / disassembly of exhibition stalls (plastic foil, polystyrene, wooden waste, particleboards, metal waste and other assembly / disassembly waste). The above listed waste must be transported to the GR – Ljubljana Exhibition and Convention

Centre waste depot, which will be located under the covered space along Vilharjeva cesta – particle boards and wood, cardboard and paper, polystyrene, plastic foil and larger waste, which includes carpets and mixed waste (for example, sweepings).

All waste must be separated accordingly. In case the Exhibitor does not separate waste correctly, GR – Ljubljana Exhibition and Convention Centre can issue a penalty (5,000 EUR) and transfer all possible costs of additional separation and inspection measures onto the Exhibitor. Carpets must be rolled prior to their delivery to the depot.

3.3.7 Space for disposal and delivery

It is the Exhibitor's duty to provide a space for the disposal / storage of documentation and promotional material at its exhibition space. This space must be clearly marked in the plan and must carry enough promotional material for at least one day.

Daily refilling is permitted between 8.30 to 9.45 am, with a valid permit for delivery. Delivery vehicles may remain on delivery surfaces up to 30 minutes.

3.4 Regulations governing exhibition items

Only items which are listed in the application and are in accordance with the exhibition programme of the Show may be exhibited. The Organiser may demand removal of items not included in the application. The permitted load of the floor in the halls is 1000 kg/m². Exhibitors must order suitable technical services from authorised department of the fairground, whereas items of extraordinary dimensions or weight must be registered with the Organiser for coordination of their assembly and / or disassembly.

3.5 Regulations governing events in the exhibition space

All events taking place in exhibition spaces must be in accordance with the Act on Criminal Offences Against Public Order and Peace and in accordance with Article 13 of Conditions of exhibiting available at the Show's webpage. The Exhibitor must obtain from the Organiser a sufficient number of tickets for performers at its exhibition space. The permitted volume level in halls during the operation of the Show is 60 dB. The Exhibitor shall be liable for all pertaining fees relating to authorship rights for performances (SAZAS), etc. ***The Exhibitor undertakes to pay all fees imposed as regards the fees for use of copyright and legally protected works, which it must - as the Organiser of an event, in accordance with the valid legislation (Article 159 of Copyright and Related Rights Act) pay to collective organisations, operating within the territory of the Republic of Slovenia, for live music (public performances). The Exhibitor undertakes to inform the competent collective organisation in order to exercise copyright and related rights on the use of copyright protected works at least 8 days prior to the public performance and in accordance with the regulations."***

3.6 Disassembly and collection of exhibited items

Disassembly of exhibition items and exhibition spaces may begin immediately after the end of the event at **6.15 pm on 7 February 2026**. The disassembly of exhibition spaces is permitted only after removal of most of exhibition items; the disassembly is possible earlier if required so by the nature of removal of exhibition items.

Exhibitor or Contractor responsible for the exhibition space undertakes to remove all decorative material and structural remains (particle board, plastic and metal remains, adhesive tape, etc.)

following the event and must dispose of these in the designated containers in accordance with the rules of waste separation. **Prior to the removal of floor coverings of the walkways, no vehicular traffic is permitted through passageways.**

Timetable of disassembly.	7 February 2026	6.15 pm – 9.00 pm
	8 February 2026	8.00 am – 3.00 pm
	9 February 2026	8.00 am – 7.00 pm
	10 February 2026	8.00 am – 1.00 pm

4 ADMINISTRATION AND LEGAL PROVISIONS

4.1 Duty formalities

Information on duty procedures is provided by the Custom Administration of the Republic of Slovenia, telephone. +386 (0) 1/478 38 00, e-mail. gcu.carina@gov.si.

Intereuropa offers complete logistics solutions in the field of land transport, seafreight and airfreight and perform all terminal, customs and other logistics services necessary for the free flow of goods from the producer to the customer. You can contact +386 (4) 2062 804 or air@intereuropa.si.

4.2 Technical services (utilities, organisation of exhibition space)

All necessary information in relation to technical services (water, electricity, telephone) and the layout of the exhibition space is available at the Reception Desk during duty hours.

In case of technical defects of the exhibition space, the Exhibitor shall ensure the reparation of these with its Contractor responsible for the exhibition space.

4.3 Greenery as decoration

Providers of greenery for decoration at the Show are.

- KPL d.d., Ljubljana, telephone: +386 (0) 1/547 45 20,
- ŽALE JAVNO PODJETJE d.o.o., +386 (0) 1/420 17 19

4.4 Spilling alcoholic beverages

"Because of the Act on the Restriction of Alcohol Consumption (ZOPA) adopted in 2017, which sets forth additional restrictions, we hereby inform you that with this article, as the organizer of the event, we are transferring the authorization, so that at the public event the Alpe-Adria Fair you can also serve beverages containing alcohol to visitors at your stands. You are required to pay attention to all the restrictions that the law governs for the serving of alcoholic drinks. "

4.5 Direct sales

Direct sales are permitted at the Show. Exhibitors executing direct sales must be registered for retail sales and must fulfil the minimal conditions for execution of sales at their exhibition space.

5 PARKING

In addition to the above, parking spaces behind the Slovenijales building are also available to the Exhibitors. Parking is guaranteed; however, the precise location is not defined (no numbering). These parking spaces are accessible from Valjahunova cesta or Vilharjeva cesta. **The price of parking spaces (for the entire duration of the Show) is 46,00 EUR** (9.5% VAT not included). The number of these parking spaces is limited.

The reservation of parking spaces must be ordered in writing in advance with an order form published on the webpage of the Show. Duly completed order form may be sent email to alpeadria@gr-sejem.si or may be handed in at the Reception Desk during its operating hours. The service is available until capacities are available.

Other organised and payable public parking is located along Vilharjeva cesta, Železna cesta, Linhartova cesta and Valjahunova cesta, and along Dunajska cesta in front of IPH centre and in Bežigranski dvor parking house (radius of approximately 500 m from the fairground – see webpage of GR – Ljubljana Exhibition and Convention Centre).

5.1 Access and Arrival

Due to extensive construction works in the surrounding area, parking options near the Ljubljana Exhibition and Convention Centre are limited. The use of P+R car parks and LPP city buses is therefore recommended.

→ NEW! Organized Shuttle Service

During the Alpe-Adria fair, a free shuttle service will operate between the *Center Stožice P+R* stop and the *Razstavišče* stop in front of the Ljubljana Exhibition and Convention Centre. The ride takes approximately 15 minutes and runs without intermediate stops. Free use of the shuttle is granted upon presentation of a valid ticket, exhibitor accreditation or business invitation for the Alpe-Adria fair.

The shuttle service will operate on weekdays: **4, 5 and 6 February 2026 - every 20 minutes.**

Timetable

Departures from the Stožice P+R car park ([Center Stožice P+R](#) stop):

09:30 · 09:50 · 10:10 · 10:30 · 10:50 · 11:10 · 11:30 · 11:50 · 12:10 · 12:30 · 12:50 · 13:10 · 13:30 · 13:50 · 14:10 · 14:30 · 14:50 · 15:10 · 15:30 · 15:50 · 16:10 · 16:30 · 16:50 · 17:10 · 17:30 · 17:50 · 18:10 · 18:30 · 18:50 · 19:10

Departures from the Ljubljana Exhibition and Convention Centre ([Razstavišče](#) stop):

09:50 · 10:10 · 10:30 · 10:50 · 11:10 · 11:30 · 11:50 · 12:10 · 12:30 · 12:50 · 13:10 · 13:30 · 13:50 · 14:10 · 14:30 · 14:50 · 15:10 · 15:30 · 15:50 · 16:10 · 16:30 · 16:50 · 17:10 · 17:30 · 17:50 · 18:10 · 18:30 · 18:50 · 19:10 · 19:30

→ P+R Car Parks

In addition to the Stožice P+R car park, several other P+R locations are available, offering affordable parking with onward travel by LPP city bus. P+R car parks provide a cost-effective and environmentally friendly way to reach the fair. The parking fee is **EUR 1.30 for 24 hours**, and LPP bus transport is included in the price.

P+R car parks with direct LPP bus connections to the Ljubljana Exhibition and Convention Centre:

P+R car park	LPP stop	LPP bus line
P+R Stožice (Vhod 1 ali 5)	Nove Stožice	20, 20Z

	Center Stožice	13, 18
P+R Dolgi most (relativno zaseden)	Dolgi most P+R	6, 6B
P+R Ježica	Ježica P+R	11,11B
P+R Studenec	Chengdujska	11
	Fužine P+R	20 in 22

→ By LPP City Bus

The Ljubljana Exhibition and Convention Centre is easily accessible by LPP city buses. The *Razstavišče* stop is located directly in front of the venue entrance, and the *Bežigrad*, *Železna* and *Navje* stops are also nearby.

6 ADDITIONAL INFORMATION FOR EXHIBITORS AND MEDIA SUPPORT

6.1 Digital Exhibitor List

The printed catalogue has been replaced with a user-friendly digital solution. An up-to-date exhibitor list and search tool is available on the fair's website, allowing visitors to quickly find key information about the exhibition offer and accompanying program. All information for each exhibitor is based on the descriptions and data provided in the application form.

6.2 Media Support for Exhibitors

The Ljubljana Exhibition and Convention Centre manages media communication regarding the fair's key highlights. Exhibitors are invited to share details on innovations or special presentations they wish to highlight to the wider public.

Contact: Nina Černuta (PR and Marketing) E: nina.cernuta@gr-sejem.si

Unless specified otherwise, the Ljubljana Exhibition and Convention Centre may include your updates in its official media releases.

6.3 Advertising opportunities

Selected branding opportunities are available to exhibitors during the fair, providing additional exposure for your brand. With banners, flags and other visual solutions, you can strengthen your presence and increase visibility among visitors. Opportunities are allocated on a first-come, first-served basis. The advertising order form is available on the [fair's website](#).

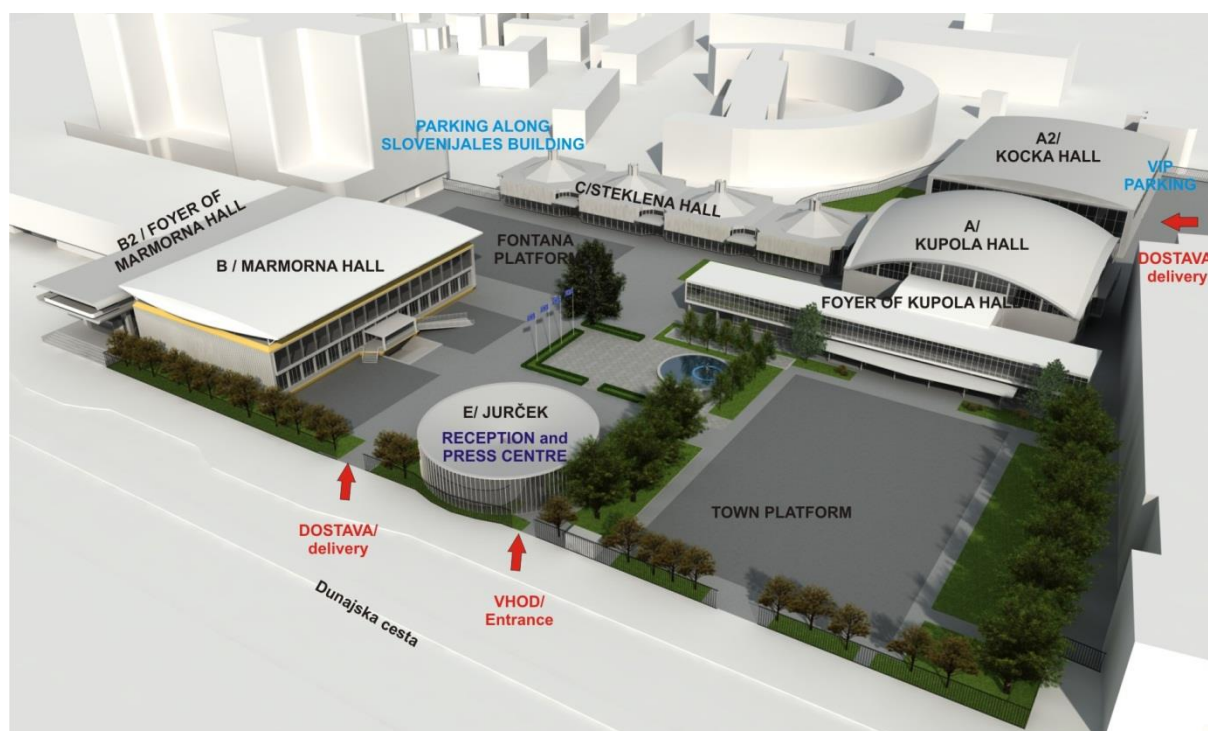
6.4 Congress Centre

Spaces for press conferences, lectures or business meetings organised by Exhibitors need to be reserved with the Organiser in advance. For lease and other information on events in the Congress centre during the Show please contact Mr. Aljaž Škarabot; +386/1 300 26 70e-mail: aljaz.skarabot@gr-sejem.si

7 ORGANISER'S CONTACTS

Name and surname		Telephone	E-mail
Milena Pelipenko	Project Manager	+386 (0) 1/300 26 36	milena.pelipenko@gr-sejem.si
Aljaž Škarabot	Exhibition space arrangements and accompanying program	+386 (0) 1/300 26 70	aljaz.skarabot@gr-sejem.si
Darja Heimbring	Additional orders	+386 (0) 1/300 26 21	alpeadria@gr-sejem.si
Nina Černuta	PR and Marketing	+386 (0) 1/300 26 26	nina.cernuta@gr-sejem.si

8 HALL LAYOUT



We wish you many business successes at the Show!
Best regards,

Alpe-Adria 2026 Team

Ljubljana, January 2026