acdm26 Berlin

15th-17th March

EXHIBITOR GUIDE

ACDM26 Berlin – 15th-17th March 2026

EXHIBITION GUIDE

Thank you very much for exhibiting at the ACDM26 Conference at the JW Marriott Hotel Berlin. This guide contains all the information needed regarding exhibiting at the event. Please pass on to those organising shipments as well as those attending the event.

The current version of the programme is available on the conference website:
https://acdmconference.org/acdm26-programme/

Venue

JW Marriott Hotel Berlin
Stauffenbergstraße 26
10785 Berlin Germany

Website: https://www.marriott.com/en-us/hotels/berjw-jw-marriott-hotel-berlin/overview/

Exhibitor Personnel Registration

If you would like to book Additional Exhibition Personnel, please click on the link below:
https://acdmconference.org/acdm26-delegate-registration/.

To book Included Personnel or assign provisionally booked places, please provide the full name, email, job title, and any dietaries/special requirements to admin@acdmconference.org.

Exhibition Sizes/Space

Stands must be self-supporting (a backdrop only with no side panels). A table, chairs and a display monitor/giveaway stand is permitted in front of the stand providing your display remains within the marked out space for your booth. Packaging material can only be stored at the booth or behind the booth.

- Basic Stands can be no more than 2.5m wide
- Standard & Premium and premium plus can be no more than 3m wide
- Showcase stands can be up to 4m wide

Setup and Breakdown Times

Day	Times	Description
Sunday 15th March	13:30-17:00	Exhibition Build
Monday 16th March	07:00-08:00	Exhibition Build
Tuesday 17th March	13:45	Exhibition Teardown

Live Lounge & Demo Sessions (for companies who have booked)

The Live Lounge, an open-sided theatre in the exhibition hall, offers a unique platform for quick, impactful 20-minute presentations. Bring your laptop to connect and present.

Our Demonstration Sessions take engagement a step further, offering 45-minute slots in dedicated spaces adjacent to the main conference agenda. These extended sessions allow for in-depth exploration and meaningful interaction with organisations. Bring your laptop to connect and present in a dedicated room.

Stand Items provided by ACDM

For items supplied by ACDM please complete the stand items form to confirm your setup requirements e.g., standard table, standard chairs, multi sockets (3 or 6) power extension. If we do not receive these details by 14th February, the items will not be provided.

https://acdmconference.org/acdm26-exhibitor-stand-items/

Additional Items

Internet, presentation and display equipment, e.g. monitors, bar tables/chairs can be ordered directly from JW Marriott Hotel via the order form in the exhibitor centre.

General Exhibition Venue Rules

Shipping of Exhibition Materials

Package deliveries and exhibition goods can only be accepted at the hotel one day prior to the event, due to limited storage facilities. Earlier deliveries are possible, but are subject to cost on and require prior arrangement with the hotel. The fees are €50 per package/day or €250 per pallet/day and will be charged to the exhibitor. Acceptance of goods is possible from 07:00 to 16:00 and is located at the side of the hotel, visibly signposted next to the underground car park.

Please address and label all deliveries to:

Delegant/ACDM – 15-17/3/2026
Exhibitor name, contact person on site, and stand number
JW Marriott Hotel Berlin
Stauffenbergstraße 26, 10785 Berlin
Germany

Please clearly mention the name of the event (ACDM26) on all deliveries and include your Organisation name and Stand Number (see Floor Plan).

NOTE: You must ensure that all materials shipped to the hotel have been cleared through customs with all pertaining documents completed and all transportation, taxes, duties, etc. fully prepaid. The hotel will NOT accept any deliveries if there are still outstanding charges to be paid and your shipment may be returned.

Teardown/Collections

Please note that all exhibits, including any residues, must be removed within the agreed dismantling period. Exhibits that are not removed by this time are the responsibility and cost on of the exhibiting company, as they will be picked up at their risk and cost on.

Should a later pick-up be necessary, this is only possible for a fee and requires the presentation of a goods accompanying bill, which will be handed out on site. The cost on for a late collection is €50.00 per package/day or €250.00 per pallet/day and will be charged to the exhibitor. Please note that all pick-ups are to be organized by the exhibitor.

Fire protection requirements
In accordance with existing regulations, the exhibition stand may only consist of non-combustible or flame-retardant materials in accordance with the classification of building material classes DIN 4102 A and DIN 4102 B1. A certificate to this effect must be carried and shown on request. The exhibitor is responsible for the consequences of non-compliance with this regulation.

Walls and floors
No adhesives or adhesive tapes may be used on the floors, walls, columns or mirrors. Existing floors must be properly protected from damage and soiling. In the case of heavy exhibits, the floor may have to be covered accordingly.

The maximum load bearing power is 500 kg per sqm.
Lift trucks brought in must have plastic or rubber casters. Damage to the carpet caused by the use of pallet trucks will be charged to the person who caused it. Senyar Holding II S.à.r.l. Deutschland c/o JW Marriott Hotel Berlin Stauffenbergstr. 26, 10785 Berlin Tel +49 30 2065 - 0

Liability and nightly exhibition security
Neither the organizer nor the JW Marriott Hotel Berlin are liable for packages, stand, equipment and exhibits of the exhibitor. The necessary insurances must be taken out by the exhibitor himself. The exhibitor himself is liable for any damage caused by him or his agents to buildings or inventory of the day venue.

All equipment must be disconnected from the mains overnight. In the case of equipment that must remain connected to the mains, the exhibitor must ensure that there is no damage. Prior coordination is required. It is strongly recommended that valuable, easily removable items be kept under lock and key. Night security is not mandatory.

Cleaning
Cleaning of booths is the responsibility of the exhibitor and must be done daily at the close of the show. Alternatively, a cost on duty stand cleaning can be ordered in advance through the hotel.

Advertising material
The distribution and attachment of printed matter/advertising material outside the exhibitor's own stand area is not permitted.

Waste disposal
In general, reusable materials with the least possible impact on the environment are to be used for stand construction and operation. Packaging material, cardboard and waste must be taken back by the exhibitor, otherwise the exhibitor/organizer will incur the following costs:

- Waste container per 0.5 m^3 € 125
- Container delivery and collection €150 each
- Waste disposal per 1000 kg €250

The actual billing will take place after weighing.

Food & Beverage
Self-brought food and beverages must be reported to the hotel and will be charged with a corkage fee.

ACDM Event Media

Event media: there will be event photography and filming throughout the conference who will be happy to capture your exhibition stand and your smiley faces at the networking events. All media published will be available on the ACDM Conference website and shared on social media.

Wifi for the conference is free – no password required.
Twitter: @ACDMDataMatters | Linkedin: www.linkedin.com/company/acdm/ | Hashtag: #ACDM26

ACDM does not release attendee lists (blinded or unblinded) prior to the event. ACDM will once again be using the event app, SwapCard. Attendees will be added to this during early 2026 and you will be able to see the attendee list, start to make connections and arrange meetings prior to the event. You will also receive a link in Swapcard to access your exhibitor account and personal profile.

Event App

You will receive access to the Event App that will allow you to edit the exhibitor/sponsor information for ACDM26. The app is self-explanatory and once all the exhibitor and sponsor profiles are created/amended we will load in the attendees. Please ensure that if you are editing the exhibitor profile but NOT personally attending ACDM26 we ask you to set your profile to invisible to others.

All delegates will have a QR code on their badges. Your exhibitor personnel can scan these using the app on a smartphone and this will collect their details into your exhibitor account for follow up after the event.

Full details of using the app can be found here.

Onsite Contact Details

From 14th March contact the ACDM Events Team on +44 7344 101812