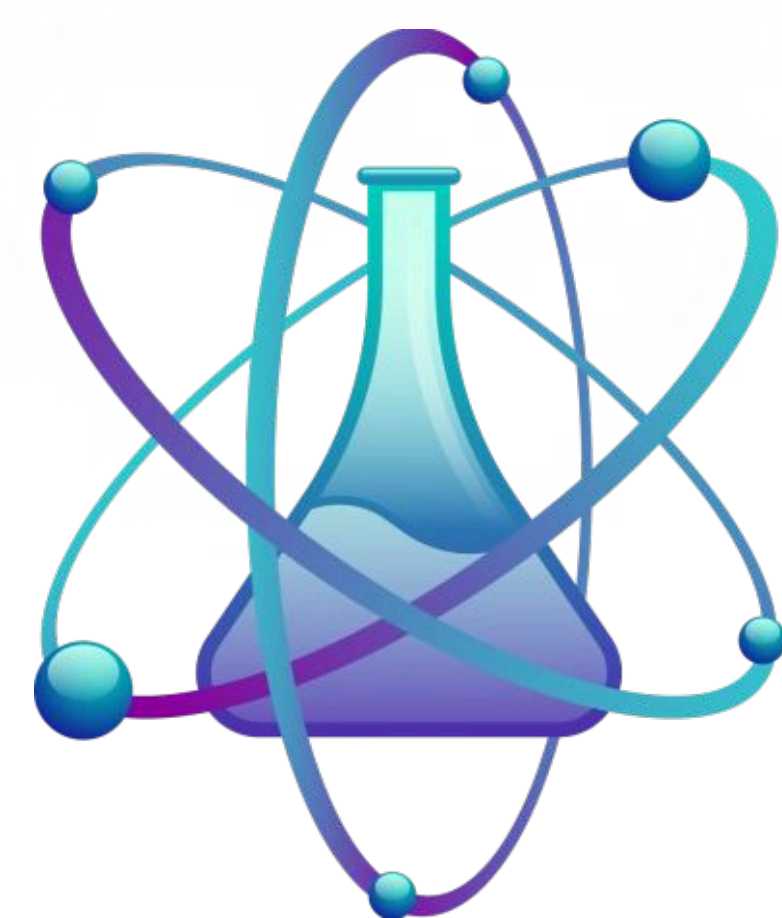




**UNITED
CHEMICAL SHOW**

EXHIBITOR MANUAL

«UNITED CHEMICAL SHOW 2026»

1. GENERAL INFORMATION

Event: Central Asia Coatings Show

Dates: January 28–30, 2026

Venue: International Exhibition Center “EXPO”, Astana

Address: 53/1 Mangilik El Avenue, Astana, Kazakhstan

Organizer: United Expo



Links to maps:

- **2GIS**
- **Google Maps**
- **Яндекс Карты**

Opening hours:

- January 28: 09:00–18:00
- January 29: 09:00–18:00
- January 30: 09:00–16:00

Stand construction (standard booths):

- January 26: 11:00–20:00
- January 27: 08:00–20:00

Exhibitor move-in:

- January 27: from 14:00 (sometimes from 16:00) until 21:00

Organiser may adjust the move-in schedule and will inform exhibitors in advance.

Dismantling:

- January 30: 16:00–20:00 (standard booths – removal of own equipment/products)
- January 31: 09:00–18:00 (custom-built stands)

A few days before the exhibition, your assigned technical manager will contact you with:

- exact move-in time
- gate number for unloading
- final floor plan and your stand location

2. ORGANIZER CONTACTS

Show Director:

Mira

Phone/WhatsApp: +7 747 120 3378

Email: united.expo.project@gmail.com

(For all organizational and administrative questions)

Technical Manager (standard stands, graphics, furniture):

Anna

Phone/WhatsApp: +7 771 826 5999

Email: unitedexpomontage@gmail.com

3. STAND CONSTRUCTION GUIDELINES

3.1 Standard Booth Construction

For all matters related to standard booth equipment, graphics, furniture, electricity, or lighting, please contact the technical manager, Anna.

Graphic panels:

Deadline for artwork submission → December 26, 2025

Artwork requirements:

- Format: TIFF
- Each panel must be a separate file
- Panel size: 964 × 2374 mm
- Number of files = number of panels on your stand
- A full stand visualization must be provided to avoid assembly errors

Send artwork to: unitedexpomontage@gmail.com

3.2 Custom / Non-Standard Stand Construction

If you are building your stand independently or using a third-party contractor:

1. The contractor must complete accreditation and technical approval with EXPO Pavilion.
2. Exhibitors are fully responsible for actions, damages, and compliance of their contractor.
3. The organizer does not communicate with the contractor directly — only with the exhibitor.

Accreditation contact:

Valentin Shishov

Email: valentin.shishov@bmca.kz

Phone: +7 701 767 9622

Document checklist:

<https://drive.google.com/drive/u/0/folders/1gpXELZlrUnjM-v5DEP-Gmesp95lO7fMx>

Recommended stand builders:

1. Pozitiv

Андрей (Director) — +7 708 334 4673

Email: ceo@pztv.kz

2. Expo Solutions

Александр (Director) — +7 777 203 9010

Email: Alex@expro.kz

4. EXHIBITOR LISTING & CATALOGUE

Included in the registration fee:

- Company website
- Logo
- Short company description

Information will be published:

- on the official website
- in the printed/electronic catalogue
- on visual materials inside the pavilion

If the exhibitor does not submit information on time, the organizer will use publicly available data.

5. PROMOTIONAL OPPORTUNITIES

Additional promotional services:

- Advertising in the show guide
- Banners
- Branding zones
- Leaflet distribution
- Branded lanyards
- Sponsorship packages

To book advertising or sponsorship options, contact your sales manager or:
Mira — +7 747 120 3378

6. PAVILION RULES & PENALTIES

The EXPO Pavilion applies penalties in the following cases:

Damage to standard wall panels

- adhesive traces from self-applied vinyl
- damage caused during self-installation/removal
- drilling or cutting the panels

Penalty equals the cost of the damaged panel.

Damage to rented equipment or electrical items

- penalties charged according to replacement cost

7. LOGISTICS & MOVE-IN REQUIREMENTS

Before January 10, exhibitors must submit:

- ✓ list of equipment, samples, and materials to be brought in
- ✓ list of staff members for badge preparation

Based on this, the organizer will prepare:

- access passes
- badges
- in/out documentation for equipment

8. DOCUMENTATION & CONTRACT FORMALITIES

One week before the exhibition, exhibitors will receive a full documentation package:

- contract
- completion certificate
- reconciliation act

Two options for signing:

Option 1 — Sign in advance:

Bring signed originals to the exhibition; the organizer will sign on site.

Option 2 — Sign on site:

If your company representative and seal are present, documents can be signed directly at the venue.

9. FLOOR PLAN ADJUSTMENTS

For technical reasons, the organizer may adjust stand locations. Stand area remains unchanged; participation cost remains proportional to the contracted space.

10. UNOCCUPIED SPACE

Paid but unoccupied stands on move-in day are considered vacant. The organizer may reallocate such space at its discretion. Participation fees are non-refundable.

11. HANDLING, STORAGE & EQUIPMENT

Exhibitors are responsible for:

- transportation of goods and equipment
- loading/unloading
- delivery to their stand
- customs clearance (if applicable)
- storage of packaging materials

Additional support from the organiser:

- Hand pallet trucks (trolleys) available free of charge when not in use
- A common storage area is available for empty boxes and packaging materials

12. SECURITY

General security is provided in the pavilion from the first day of construction.

Security ensures overall order but does not guard individual stands.

Exhibitors are responsible for:

- equipment
- samples
- personal belongings
- valuables kept at the stand

Additional private security can be arranged through EXPO on arrival.

13. PARTNER SERVICES

Official Partner Hotel — Wyndham Garden Astana

Booking code: United EXPO 2026

The code is valid until 20 January 2026, so please make sure to book in advance.

Rates:

- 40,000 KZT — Standard single room (approx. USD 85)
- 50,000 KZT — Standard double room (approx. USD 105)

Contacts:

+7 771 103 2130
+7 7172 79 00 00

Website: <https://wyndhamgardenastana.com>

5–7 minutes from the EXPO Pavilion.

Interpreters & Hostesses

Aisulu — +7 702 180 8070

Discount available if you mention United Expo.

Transfers in Astana

+7 707 772 1707

10% discount — mention United Expo.

Guides & Excursions

+7 707 122 5117

Available in English, Chinese and other languages.

Discount available.

14. IMPORTANT ON-SITE RECOMMENDATIONS

- Arrive at your stand at least 1 hour before opening
 - Do not leave brochures unattended
 - Do not place leaflets on the counter — hand them out personally
 - Minimum 2 managers per stand
 - Prepare scripts, presentations, FAQs
 - Always record visitor contacts immediately
 - Double-check phone numbers and emails
 - Use WhatsApp for instant follow-up
-

15. TIPS FOR A SUCCESSFUL EXHIBITION

1. Prepare your staff

They should:

- know the product well
- understand competitive advantages
- identify customer needs
- handle high visitor flow

2. Enhance your booth visual impact

- clear visuals
- USP
- application areas
- customer references
- visible contact information

3. Invite visitors in advance

Send invitations to:

- partners
- dealers
- existing clients

Include:

- stand number
- new products
- key benefits of visiting

4. Prepare marketing materials

- ✓ catalogues
- ✓ price lists
- ✓ samples
- ✓ comparison tables
- ✓ QR codes
- ✓ giveaways

5. Engage visitors during the show

- demos
- samples
- videos
- presentations
- promoters

6. Avoid common mistakes

- ✗ one manager at the stand
- ✗ not collecting contacts
- ✗ no exhibition special offer
- ✗ no preparation

7. Provide a special offer valid only during the show

Examples:

- discount for the first order
- free delivery
- extended technical support

CONCLUSION

Thank you for participating in the United Chemical Show 2026.
We wish you a productive exhibition, meaningful business connections,
and successful partnerships.
The United Expo team is always here to support you at every stage
of preparation and participation!



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