

Essential information in brief

Please also refer to our enclosed Conditions of Participation.



Kind + Jugend
The Trade Show for
Kids' First Years
15.–17. September 2026

1 Opening times

For exhibitors:

Tuesday, 15.09.2026 -
Thursday, 17.09.2026 from 8:00 a.m. to 7:00 p.m.

For visitors:

Tuesday, 15.09.2026 -
Thursday, 17.09.2026 from 9:00 a.m. to 6:00 p.m.

2 Registration

Registration for Kind + Jugend 2026 is exclusively web-based. By completely filling in the registration forms on the website and clicking on the button "Submit binding application", you declare your intention to participate in the event. You will receive a copy of your registration at your e-mail address used for the application at the same time.
Co-exhibitors can also be registered (see General conditions of participation, Item V).

If you wish to register as a group organizer, please use the corresponding online registration link.

Hall layout planning starts as of: 01.01.2026

3 Participation fee/Early Bird fee and other costs

The minimum stand size is 12 m².

The participation fee is:

	Up to 125 m ²	*More than 125 m ²
Early Bird		
upon registration by 31.10.2025:		
Terrace stand (one side open)	185.00 EUR/m ²	170.00 EUR/m ²
Corner stand (two sides open)	194.00 EUR/m ²	170.00 EUR/m ²
Two-corner stand (three sides open)	197.00 EUR/m ²	170.00 EUR/m ²
Island stand (four sides open)	203.00 EUR/m ²	170.00 EUR/m ²

Regular Price

upon registration after 31.10.2025:

Terrace stand (one side open)	221.00 EUR/m ²	206.00 EUR/m ²
Corner stand (two sides open)	230.00 EUR/m ²	206.00 EUR/m ²
Two-corner stand (three sides open)	233.00 EUR/m ²	206.00 EUR/m ²
Island stand (four sides open)	239.00 EUR/m ²	206.00 EUR/m ²

Last Call

upon registration after 31.07.2026

Terrace stand (one side open)	243.00 EUR/m ²	228.00 EUR/m ²
Corner stand (two sides open)	252.00 EUR/m ²	228.00 EUR/m ²
Two-corner stand (three sides open)	255.00 EUR/m ²	228.00 EUR/m ²
Island stand (four sides open)	261.00 EUR/m ²	228.00 EUR/m ²

***NEW: The reduced price applies from the first square meter!**

The participation fee does not include the cost for any constructions and floor coverings. Please also note that there are no boundaries (rear and side walls) to any neighbouring stands and that you must erect them yourself.

plus proportional energy costs 21.00 EUR/m²
plus AUMA fee 0.60 EUR/m²
plus media services (Marketing Package cf. Item 15)

After the end of the event, a separate final invoice will be issued for the services used for the event (e.g. electrical and water connections, stand cleaning, etc.). Invoice amounts are payable immediately upon receipt.

All prices given are net prices to which VAT must be added.

Additional participation fees (if booked):

Rental for two storey exhibition space: 50% of the normal space rental

The participation costs of the Start up pavilion will be published separately on the Kind + Jugend webpage.

4 Stand construction service

Koelnmesse offers turnkey stands. Why not take advantage of this service? These stands are available in various designs.

Tel. +49 221 821-3998

E-Mail: services@exhibitor.koelnmesse.de

<https://stand.koelnmesse.com>

5 Construction times

Start of construction period: Thursday, 10.09.2026, 8:00 a.m.

End of construction period: Monday, 14.09.2026, 6:00 p.m.

6 Dismantling times

Start of dismantling period: Thursday, 17.09.2026, 6:00 p.m.

End of dismantling period: Saturday, 19.09.2026, 10:00 p.m.

Dismantling must not begin before **Thursday, September 17, 2026, 6:00 p.m.**

Dismantling the trade fair stand and/or the product presentation before the official end of the event represents a serious infringement of the Conditions of Participation. In the event of any violation of this condition, Koelnmesse is entitled to impose a **fine of up to €5,000.00** (depending on the severity of the violation) for each such violation and/or to exclude the exhibitor from subsequent events.

7 Confirmation/conclusion of contract

Once your company has been accepted for participation, you will receive the corresponding confirmation beginning in February 2026. The contract for participation in the trade fair event is concluded upon receipt of the confirmation. Contractual relationships exist exclusively between Koelnmesse GmbH and you as the main exhibitor or group organiser, in accordance with Item V of the General Section of the Conditions of Participation. The same applies to entries in the Marketing Package.

8 Technical guidelines/services

You may download the Technical Guidelines from the trade fair website. You also have the option of requesting the Technical Guidelines in printed form. Our entire range of services can also be ordered online.

9 Maximum stand height/special constructions

The maximum permissible stand height (including signs, banners and any other advertising or construction elements) is standardised at 4.50 m, insofar as this is permitted by the hall ceiling height and any fixed structures that may be present. On request, Koelnmesse can approve a higher stand height, provided technical and construction-related requirements are met. Rear walls must be neutral in design. Plans for the trade fair stand must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, but **at least 6 weeks before the event commences**. These documents, which must be suitable for inspection, consist of a ground plan, views and design cross sections with all measurements.

10 Withdrawal and non-participation

You are bound by your registration after you submit your registration and before you receive the acceptance/confirmation. If you cancel your registration during this period, you will be charged a fee of €1,000.00.

If you submit your registration during the Early Bird period (cf. Item 3), you can cancel it free of charge within this period at any time.

After the exhibitor has received the acceptance/confirmation, it is no longer possible to release the company in question from the contractual relationship free of charge. Koelnmesse may, in exceptional cases, consent to a request for release from the contract if the stand area made available can be rented to someone else. In this case, a flat-rate fee amounting to 25% of the participation fee is charged for the costs incurred. If the space cannot be re-rented, the full participation fee must be paid.

11 Invoicing

You will receive the invoice for the stand area **from** June 2026. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

12 Value added tax registration number

All prices given are net prices. The statutory VAT will be charged additionally where applicable.

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service — a so-called event service — pursuant to Section 3a.4. Par. (2) of the German ordinance on the application of VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number in the registration form in order to be considered proprietors. Exhibitors must immediately notify Koelnmesse in writing of any changes to their VAT identification numbers.

13 Exhibitor passes

Each exhibitor receives codes for exhibitor passes, free of charge and valid for the period from the first day on which build up work begins to the final day of dismantling:

- three passes for a stand of up to 20 m²
- one additional pass for each additional 10 m² or part thereof up to a stand area of 100 m²
- one additional pass for each additional 20 m² or part thereof over a stand of 100 m²

The codes for the passes are provided to the customer in digital form and must be redeemed online via the event's ticket shop. The passes and travel tickets can only be used via the app of the respective event. The registration in the app must use the same data as used at the ticket shop. Any additional exhibitor passes required can be ordered from the Service Shop for a fee.

14 Passes for construction and dismantling periods

Together with the exhibitor passes, you will receive free of charge work passes that allow personnel to access the exhibition centre during the construction and dismantling periods.

15 Media services (Marketing Package)

The media services offered by Koelnmesse are a comprehensive and attention-getting solution for all phases of your trade fair communication.

The provision of the media services specified under Item 7.1 a) Special Conditions of Participation, which are included in the Marketing Package Basic, is obligatory and costs EUR 1,295.00.

The provision of the media services specified under Item 7.1 b) Special Conditions of Participation, which are included in the Marketing Package Light, is obligatory and costs Euro 350.00.

You will receive all of the ordering information and documentation relating to the media services offered from our official contract partners. Please note that participation by your company is only fixed on acceptance by Koelnmesse. The offers and order confirmations are therefore subject to the condition subsequent that the acceptance has been issued.

Please note: **The editorial and advertising deadline is July, 29th 2026.**

Information about unofficial lists of exhibitors

There have been misunderstandings and questions among many exhibitors concerning offers to be entered in what appear to be official lists of exhibitors. The suppliers of these lists of exhibitors mail unsolicited forms that are designed to give the impression that they are proof copies or invoices from the media publisher that has been commissioned to publish the official trade fair media. These entry offers are actually forms for ordering entries in lists of companies or exhibitors that are entirely unrelated to the official trade fair media of Koelnmesse GmbH. These are published exclusively by Koelnmesse GmbH in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official trade fair media can only be ordered from Koelnmesse GmbH or the media publisher commissioned by Koelnmesse GmbH.

16 Koelnmesse representatives abroad

Our sales network is there for you in more than 100 countries. A list of these offices is available on the Internet at www.koelnmesse.de.

17 Group participation

Registration of group participants (companies that will participate at the group stand that you have organised, under their own name and with their own personnel and products) is done by submitting the fully completed group participants registration form during the online registration. This can either be done immediately after submitting the group organiser registration, or later via the "My Stands" menu item in the service shop.

Every participant must meet Kind + Jugend participation requirements – see in particular Item 2 of the Conditions of Participation. Koelnmesse GmbH retains the right to reject registrations by companies that do not meet these conditions of participation.

The information provided in the online registration must contain the correct details of the registered group participant. The company details are mandatory and will be published in the trade fair media. Additional details for entry in the trade fair catalogue, the trade fair app and the online exhibitor search can be entered in the service shop. You as the group organiser bear responsibility for the correct catalogue entry of the group participants. If the exhibitor has not submitted an order with the official contractual partners by the editorial and advertising deadline, they will be included, still subject to the standard fee, in the official trade fair media using the information provided when registering for the event. Registrations and orders received later will only be taken into account in the official trade fair media to the extent that this is still possible. In cases of orders and registrations received by Koelnmesse GmbH after the editorial and advertising deadline, Koelnmesse GmbH is unable to guarantee the provision of all the media services that are normally available. In such cases, all claims, of whatever type, but in particular claims for a reduction in the fee for inclusion in the official trade fair media, or claims for compensation, are excluded.

The distribution of individual areas at the trade fair is your responsibility as the organiser of the joint stand. Koelnmesse GmbH must be notified as to how the individual areas have been distributed by June 2026 at the latest. This

information will be used as the basis for the allocation of the individual stand numbers and thus for the entry of the stand numbers in the trade fair catalogue, the trade fair app and the online exhibitor search. Koelnmesse GmbH will allocate the stand numbers.

As the group organiser, you are responsible for ensuring that all necessary documents are completed in full and returned on time. Should you fail to provide us with the allocation of the stand areas, participants will be entered into the catalogue with a group stand number.

Orders for services by individual group participants (e.g. ordering of rental furniture) via the Service Shop are made in the name and for the account of the group organiser. The prerequisite is the timely notification of the allocation of the individual spaces and the granting of a corresponding authorisation by the group organiser through the group organiser by forwarding the customer number and password (authorisation). Orders can only be placed in the Service Shop up to 3 days before the beginning of the take place. Orders for services without the use of the Service Shop in the own name and for the group participant's own account can only be placed on site in the period the period from the 1st set-up day to the last day of the event.

18 Important contacts

	Tel.: +49 221 821-	email:
Accounts department	-2378	c.riegermann@koelnmesse.de
Additional exhibitor passes	-2994	service-shop@exhibitor.koelnmesse.de
Admission ticket vouchers	-2994	service-shop@exhibitor.koelnmesse.de
Congresses, special events, conference rooms	-2223	p.steinleger@koelnkongress.de
eSlot	-2097	eslot@koelnmesse.de
Event technology and approval	-2714	acceptance@koelnmesse.de
Forwarding agents (customs clearance/storage/transport) – Schenker	+49 221 981310	fairs.koeln@dbschenker.com
Hotel accommodation	-2479	hotel-services@koelnmesse.de
Kind + Jugend Project Team	-2704, -2510	kindundjugend@koelnmesse.de
Advertising space	-2046	o.agert@koelnmesse.de
Marketing package, advertising material	-3998	services@exhibitor.koelnmesse.de
Public and Media Relations	-2486	m.bessert@koelnmesse.de
Protocol	-2142	b.schoeller@koelnmesse.de
Restaurants/stand catering	+49 221 2848584	Vertrieb.koelnmesse@aramark.de
Security	-2344	j.scham@koelnmesse.de
Security office east (Messewache Ost)	-2550	o.messewache@koelnmesse.de
Security office north (Messewache Nord)	-2551, -2552	n.messewache@koelnmesse.de
Stand construction service	-3998	services@exhibitor.koelnmesse.de
Technical services	-3998	service-shop@exhibitor.koelnmesse.de
Traffic controlling (truck parking)	-3508	j.kreutz@koelnmesse.de