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المملكة المغربية
وزارة الشباب
والثقافة والتواصل

Royaume du Maroc
Ministère de la Jeunesse de la Culture et de la Communication



MOROCCO
GAMING
EXPO

2025

EXHIBITOR'S GUIDE

PRESENTATION OF THE EXHIBITOR'S GUIDE

The exhibitor's guide has been designed to accompany you through the various stages of the exhibition. For the smooth running of this exhibition, the organizing committee has established a procedure for the exhibitor, called « rules of the exhibition » that we ask you to respect throughout the entire period of assembling, operation and dismantling.

A careful reading of this document will allow you to anticipate different key steps that are essential for an effective and efficient exhibition.

The organizing committee is at your disposal for any orientation, answer, further information.... The objective of the guide is to facilitate your participation.

RULES OF THE EXHIBITION

Dates and timings

- **Date:** From Wednesday 2 July to Sunday 6 July 2025
- **Venue:** Sports Palace Moulay Abdellah Complex, Rabat
- **Official inauguration:** Wednesday 2 July 2025
- **Opening to the public (Registration required on the website www.moroccogamingexpo.ma) :**
Wednesday 2 July 2025, starting at 12:00 p.m
- **Opening hours for exhibitors:**
from 8:00 a.m. to 8:00 p.m.
- **Opening hours to the public (Registration required on the website www.moroccogamingexpo.ma) :**
Wednesday 2 July 2025: from 12:00 p.m to 8:00 p.m
Thursday 3 to Sunday 6 July 2025: from 9:00 a.m to 8:00 p.m

Article 1 : Expo description

The Morocco Gaming Expo, hereinafter referred to as "the MGE", is the first event of its kind in Morocco. Its goal is to promote the gaming industry in Morocco.

The expo will serve as a showcase for initiatives aimed at advancing the gaming industry in Morocco and across Africa, bringing together local and international professionals from the sector, such as game creators, developers, and designers.

It will also highlight the development of the Morocco Gaming Industry and all the actions undertaken by the Ministry of Youth, Culture, and Communication to position Morocco as a video game producer and a key player in the global gaming trend.

Organizers :

Ministry of Youth, Culture and Communication - Department of Communication.

Exhibition's Commissioner:

Nissrine SOUISSI, Director of Gaming Industry and Information Systems Development

The Expo is made up of the following areas:

- 3 Exhibition structures
- Animation area
- Conference room
- BtoB room
- Catering area

In any communication with the Commissioner's Office of the Exhibition and in order to avoid any confusion, the exhibitor shall have to systematically indicate their name and booth number.

All venues located in and around the exhibition structures cannot be exploited, except with special agreement from the Commissioner.

Article 2: Access and entry fee

Visitors Access

The entry fee for visitors is free, subject to registration on the Expo's website:

<https://moroccogamingexpo.ma/>

Registrations will be open from 2 June 2025.

Exhibitors access

All exhibitors will receive their access badge and a parking pass upon arrival at the Expo. The parking pass must be permanently placed on the windshield of the vehicle.

Article 3: Assembling and dismantling

Commitments of exhibitors

In addition to complying with applicable legislation, exhibitors must adhere to the various safety regulations outlined in this document. From the start of the setup phase, booths may be subject to inspection by the Expo's technical teams.

A/ General conditions

During assembly and dismantling operations, no vehicles (except for lifting and handling equipment) will be allowed inside the exhibition buildings. This measure is intended to facilitate work within the structures and prevent any damage.

The activities during assembly and dismantling periods are akin to those of a construction site. Simple and strict rules regarding safety, health, and working conditions must be adhered to by all individuals on-site.

ATTENTION: The wearing of personal protective equipment (PPE) is mandatory throughout the entire setup and dismantling periods. Helmets, safety vests, and safety shoes are required.

B/ Respect for infrastructures and materials

Exhibitors are responsible, both personally and on behalf of the companies working for them, for any damages caused to the structures during the transportation, installation, or removal of their equipment.

Any damage (including paint stains) will be billed to the exhibitor, along with the removal of any materials left behind during dismantling (equipment, machinery, etc.).

Firefighting equipment must remain constantly visible and unobstructed.

C/ Stand Design and Layout

1. General conditions

The design and decoration works must be carried out in a manner that does not, in any way, degrade the buildings comprising the exhibition structures, impede the operation or movement of the structure's equipment, or pose any direct or indirect risk to people or property whatsoever.

2. Prior formalities

The booth layout and decoration projects **MUST** be submitted to the exhibitors' center. The submitted list must include all the equipment that the exhibitors intend to display throughout the duration of the Expo, along with technical details (weight, electrical power, etc.), and whether on-site assistance is potentially required.

The submitted plans must indicate the overall dimensions in both layout and elevation, as well as the general aesthetics of the project.

The Expo Commission reserves the right to require any modifications to the plans or on-site executions that it deems necessary or useful to ensure compliance with the provisions of this article.

Designers of these spaces are **REQUIRED** to submit their layout plans **before 11 June 2025**, for approval by the technical department (***please refer to the annex for a sample layout plan including heights and dimensions***).

3. General regulations

The layout works of the booths should ensure that the doors of service premises, electrical posts, air conditioning installation grids, and all similar equipment are left free, clear, accessible, and visible.

The materials or fabrics used by exhibitors for their stand must be fireproof.

Stands with large surface areas, exceeding 100m², must be equipped at all times with a properly functioning fire extinguisher.

4. Suspensions and hangings

All booths must be completely self-supported, without any suspension or attachment to the walls or ceilings. This provision cannot be waived. It is also strictly forbidden to use the ceilings, pillars, spot ramps, electrical cables, or heating units as fixed supports for the booths or as attachment points.

5. Booths Surface Area

Exhibitors are required to adhere to the floor markings delineating the allocated area.

Exhibitors are therefore requested to remain on their stand. It is strictly forbidden to question and/or canvass visitors or other exhibitors from the common areas of the exhibition.

6. Stands' Height

For all unequipped stands, the height of the installations is regulated in order to give the whole event a standardized aspect, by guaranteeing good visibility for the visitor.

The validation of the heights of the decorative elements will be subject to the approval of the Commissioner's Office. Generally, the height of the partitions around the stand is limited to 3m, taking into account the technical floor.

The maximum authorized height outside the partitions is 3.5m (some totems can reach 4m but subject to validation by the organization taking into consideration its location).

7. Facades of the stands

Should an exhibitor plan for their stand to have a linear of a blind facade, they are required to decorate this facade with photos, displays, or other attractive elements to maintain visitor interest as they pass by. In all cases, the linear of the blind facade must not exceed 50% of the length of the corresponding stand when it borders an aisle.

All exterior facades of stands must be dressed front and back.

For any floor installation with a height above 2cm, an access ramp for people with reduced mobility is mandatory.

8. Stand sound system

In order to respect the neighboring stands, the sound systems are imperatively limited to a maximum of 65 decibels.

Exhibitors who have planned events requiring a sound system must take the necessary steps to partition their space as much as possible in order to reduce surrounding noise.

All sales, survey, distribution of advertising material and any other publicity activities are only permitted on the exhibitors' own stand and on the official boards rented by the Expo's commissioner.

9. Illuminated signs

Illuminated signs are allowed but must not be intermittent or flashing. The combination of colors consisting of white letters on a green background is reserved for safety signage.

10. Decorative elements

Soft decorative elements, visuals and hangings exceeding one square meter must be fireproof. It is not allowed to have fountains, water coolers, etc., inside the stands.

D/ Assembly

The assembly of unequipped stands can begin from 22 June 2025 from 8:30 a.m. to 10:00 p.m. The assembly must imperatively be completed on Monday 30 June 2025 at 8:00 p.m. Major works will not be authorized on Tuesday 1st July 2025. It will only be dedicated to minor alterations, finishes and installation of furniture.

For equipped stands, assembly can take place from 29 June to 1st July 2025 inclusive, from 8:30 a.m. to 10:00 p.m.

All vehicles must imperatively leave the enclosure of the Expo in order to allow the completion of cleaning operations before opening to the public.

Beyond that, any vehicle may be impounded at the expense of its owner, who may not under any circumstances incur liability for the consequences of the shift.

E/ Dismantling

Dismantling operations can begin from 6 July 2025 at 8:00 p.m. Trucks and commercial vehicles will be able to enter the Expo (excluding exhibition structures) from 8:00 p.m. The exit of the vehicles can only take place the following morning, with exit authorization issued by the Commissioner of the Expo.

Exhibitors are reminded that it is their responsibility to remove from their stand any easily transportable merchandise, material or decorative element in order to protect them from any covetousness (e.g.: TV, coffee machine, etc.). Dismantling operations can continue from 7 to 8 July from 8:00 a.m. to 7:00 p.m.

All stand equipment and installations must be removed no later than 8 July 2025 at 7:00 p.m. After this period, the equipment still on site will be deemed abandoned and the costs of dismantling and removal will be invoiced to the exhibitor.

Dismantling can only begin from the date and time indicated above, out of respect for the exhibitors and to allow the last visitors to discover all the exhibitors of the Expo under the best conditions.

As soon as the Expo closes, service providers will promptly dismantle all structures, including storage areas and exhibition furniture. It is strongly advised to palletize items and leave nothing behind in your storage area.

Article 4: Electrical connection

Each exhibitor has access to a single-phase socket of 16 amperes, providing 2.5 kW. These sockets are identified and protected at 30 milliamperes.

If your booth requires additional electrical power or special installation, please submit your electricity requirements to the exhibitor center before 29 May 2025. However, it will be the exhibitor's responsibility to arrange for a technician if needed.

For unequipped stands, exhibitors must equip their stand with a 30 milliampere protected electrical box, from which they will carry out the electrical distribution of their stand (lighting, TV, etc.). Only multiple plugs with earth conductors are authorized, within the limits of the amperage given to the source.

Article 5: Deliveries during the event

Exhibitors must fill out entry vouchers to present at the time of the first goods entry, indicating the equipment and quantities.

Special passes are issued to facilitate the delivery operations of goods to the booths during the event. These passes grant access to the Expo between 8:00 a.m. and 9:00 a.m., but do not include parking rights.

Vehicles have one hour to complete their delivery and must exit upon completion of this period.

Any abuse of parking will be penalized by a prohibition of vehicle access for the remainder of the event.

Article 6: Guarding of the stands

Day and night surveillance of the Expo is ensured by a security service appointed by the Commissioner of the Expo, although the implementation of this provision does not entail any responsibility on their part. Exhibitors are strongly advised to complete the closing of the stands with padlocks or locks closing the reserves of goods.

Nighttime closing period

This period is reserved for routine maintenance and service. However, the organizers reserve the right to intervene at any time if circumstances require outside of this period.

Section 7: Security

A/ Lists of Prohibited Products on the stands

- Spray gun paints
- Samples or products containing flammable gas
- Balloons inflated with a flammable or toxic or irritating gas
- Propane and butane gas in cylinders
- Redox reaction inhibitor gases
- Celluloid items
- Pyrotechnics and explosives
- The presence of diethyl ether, sulphide, carbon, sulfuric ether and acetone
- Firearms
- Flashing lights or bulbs with blue flashes
- Products based on ammonium nitrate or sodium chlorate
- Acetylene, Oxygen and Hydrogen
- Other derivatives

B/ Smoking Prohibition

Smoking is strictly prohibited in all of the Fair's buildings.

Article 8: Advertising and survey

It is forbidden to place panels or signs outside the stands.

Exterior signs are installed by the organizer according to a common model for all exhibitors.

The distribution of leaflets, brochures, printed catalogs, or items of any kind is strictly prohibited.

All surveys within the Exhibition are prohibited unless this survey is conducted by the exhibitors within their own stand and only to their visitors, and after authorization from the organizer.

Any form of misleading advertising is strictly prohibited and will result in immediate exclusion.

Article 9: Stands and designs

The organizer provides exhibitors with modular equipped booths, consisting of aluminum pillars with partitions, tables, chairs, carpeting, and an electrical outlet, depending on the surface area.

The organizer is the only one authorized to design the plan of the MGE and to assign the booths. They are also the only ones qualified to make changes to stand locations and intervene in stand layouts, ensuring the overall layout and aesthetics are preserved.

Exhibitors who have opted for an unequipped stand do not have the right to use equipment dedicated to modular stands for the layout of their stands (e.g. aluminum partitions, etc.).

Exhibitors are prohibited from sharing, subleasing or transferring their stand. In the event of withdrawal or non-occupancy of the stand for any reason, exhibitors cannot claim a refund of rental costs.

In the event of withdrawal or non-occupation of the stand, for any reason, the organizer reserves the right to close or change the location of the relevant stand, as appropriate, for the smooth running and preservation of the aesthetic requirements of the Expo.

It is strictly prohibited to bring additional equipment without the consent of the organizing committee.

Article 10: Prohibited Practices and Activities

It is strictly forbidden, under penalty of sanctions, to:

- Encroach on the surfaces allocated to others and obstructing traffic on the aisles
- Hang photos or materials on the exterior facades of standard stands
- Use loudspeakers or any other noise-causing device
- Organize musical entertainment on stands or in the aisles
- Store inside the stands or in the aisles any product presenting any safety hazard (paper, cardboard, trash, etc.) or likely to affect the aesthetics of the premises
- Exhibit or sell supplies, office equipment, toys, sweets...
- Distribute leaflets, brochures, or any other printed matter at the entrance, in the aisles of the Expo, or in the stands
- Vacate the stand before the day after the closing date, in the morning, without prior authorization from the organizer.
- Bring roll-ups, flyers, or any other paper-based materials is prohibited. Only the following equipment is allowed: desktop computers, laptops, gaming consoles, phones, virtual reality headsets, etc.

Article 11: Transportation of Equipment

The costs associated with transporting equipment to the Salon and delivering it to the stand are the responsibility of the exhibitor.

KEY INFORMATION

Here is a reminder of all the information to remember for the smooth running of the event.

A/ Stand assembly

Unequipped stands

The designers of these spaces MUST send their layout plan **before 11 June 2025** for validation by the technical department.

We remind you that the height of the partitions must not exceed 3m.

The assembly of the UNEQUIPPED stands can begin on 22 June 2025 and must imperatively end on 30 June 2025 at 8:00 p.m. Assembly times are from 8:30 a.m. to 10:00 p.m.

WARNING Personal Protective Equipment (PPE) is mandatory throughout the period of assembly and dismantling. Safety helmets, vests and shoes are mandatory.

Safety helmets, vests, and shoes are required.

Equipped stands

EQUIPPED stands can be set up from 29 June to 1st July 2025 inclusive, from 8:30 a.m. to 10:00 p.m.

All equipped stands are delivered with the following items:

- Carpet floor covering
- Electrical connection (16 A)
- White modular partitions: **the printable dimensions of the modular partitions of the EQUIPPED STANDS are: 0.93m wide by 2.34m high.**
- Banner with the name of the exhibitor (horizontal). *Please fill in Form 1 with the exact exhibitor's name.*
- Shelves
- Rectangular tables, chairs, spot rails depending on the area.

WARNING *it is forbidden to nail, screw, staple, glue on the modular panels by other means than with double-sided tape or any other means that does not affect the good condition of the panels (vinyl is authorized). Any damage will be the responsibility of the exhibitor and will be invoiced to him for the amount of the repair work.*

Each exhibitor must ensure that they have all the necessary tools (extension cords, tape, etc.) for the installation of their stand.

B/ Dismantling stands

The dismantling of the stands, equipped and unequipped, can be carried out from 6 July 2025 at 8:00 p.m. for the removal of small equipment (eg: TV, coffee machine, etc.). Dismantling operations can continue from 7 to 8 July 2025, from 8:00 a.m. to 7:00 p.m.

It is **STRICTLY FORBIDDEN** to start dismantling before the closing of the Expo.

C/ Badges

1. Assembly / Dismantling

In order to be able to access the Fair during the assembly of your stand, a wristband will be necessary. This bracelet **IS VALID DURING THE TIME OF ASSEMBLY/DISMANTLING ONLY.**

These wristbands must be collected from the "Reception" area after signing a waiver.

Please complete Form 2 corresponding to this request.

2. Exhibitors

The quota is defined as follows: 1 exhibitor badge/
3 s.q.m.

These badges are valid from 2 to 6 July 205 inclusive. Please complete Form 3 corresponding to this request.

REMINDER THAT WEARING A BADGE IS
COMPULSORY FOR THE ENTIRE DURATION OF
THE EVENT.

These badges can be collected at the “Reception” area of the Fair, after signing a waiver.

D/ Insurance and security

1. Insurances

The organization is not liable in the event of theft or damage occurring during the entire period of installation, operation and dismantling.

2. Security

Day and night surveillance of the Expo is ensured by a security service appointed by the Commissioner of the Expo, without however the application of this provision constituting any liability for it.

Exhibitors are strongly advised to complete the closure of the stands with padlocks or locks closing the stockpiles of merchandise.

E/ Respect for other exhibitors

Exceeding the limits of your stand is not permitted. No exhibitor may obstruct the view of another exhibitor, nor operate in a manner that interferes with other exhibitors.

The sound must be audible **ONLY** within your stand.

The exhibitor must not carry out promotional measures attracting visitors to a specific place at a specific time (such as the distribution of flyers in the exhibition, etc.).

E/ Forms

FORM 1: EXHIBITOR PRESENTATION

MANDATORY form to be returned upon receipt of the guide. All the information communicated will be included in the layout plan and the signs.

FORM 2: ASSEMBLY / DISMANTLING BADGES

MANDATORY form to be returned before 14 June
2025

FORM 3: EXHIBITOR BADGES

MANDATORY form to be returned before 14 June
2025

FORM 4: ELECTRICITY

MANDATORY form to be returned before 29 May 2025.

CONTACT

Exhibition's Commissioner

Mrs. Nissrine SOUISSI
+212 6 62 63 96 28

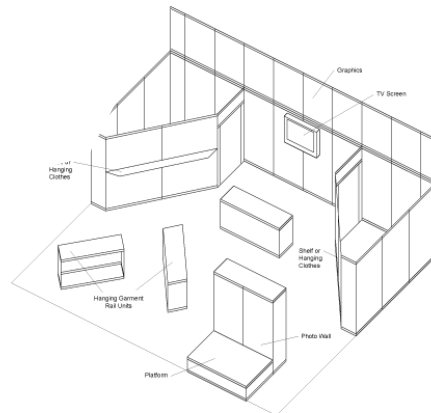
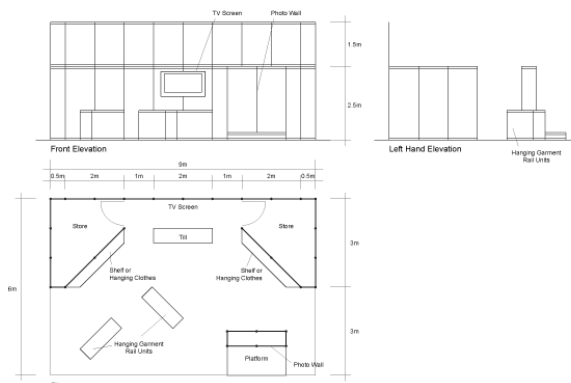
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Exhibitors' Center

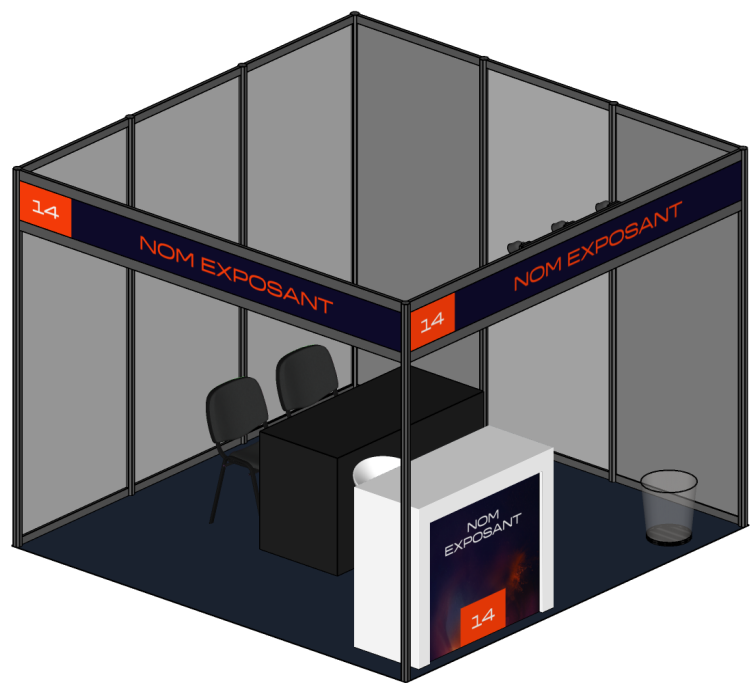
mge.exhibitors@avantscene.ma

APPENDICE

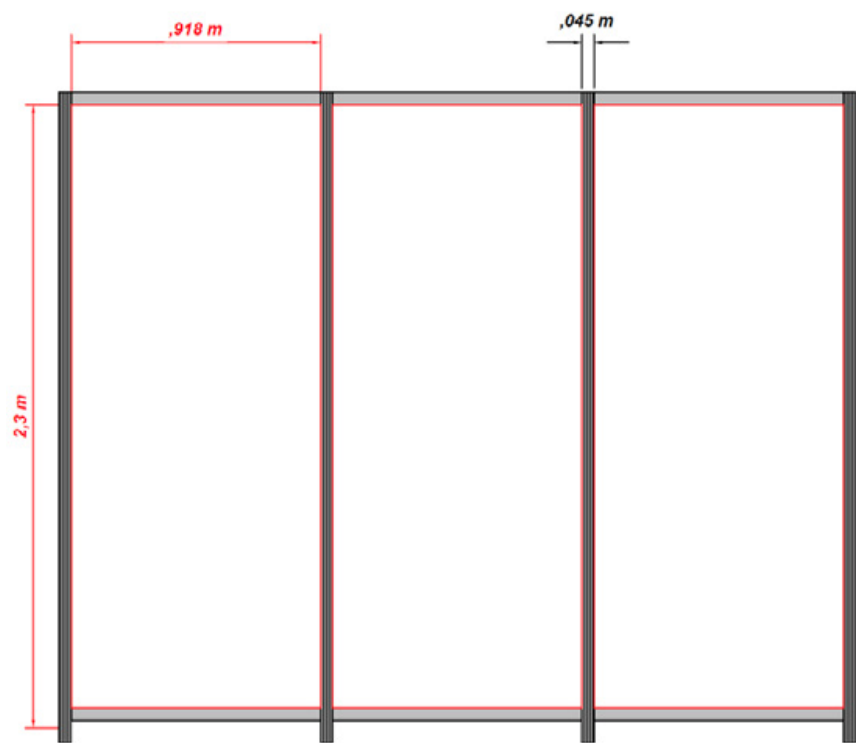
Annex 1: Model of a layout plan with the dimensions in plan and in elevation as well as the general aesthetics of the project



Appendix 1: Example of a stand equipped with 9 m²



Annex 2: Example of modular wall dressing



Printing surface of a partition
Add 1cm bleed information



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