

## Tallinn FoodFair Information Package for Exhibitors 25.06.2025

Please read carefully the following information regarding deadlines and guidelines for Tallinn FoodFair (TFF). To ensure a smooth preparation for the event, please share this information with other members of your team.

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## Marketing

### TFF designs

Event logos and design materials – email templates and social media designs – can be found on the TFF website:

<https://www.profexpo.ee/foodfair/documents-for-download/?lang=en>

Information in Estonian:

<https://www.profexpo.ee/foodfair/dokumendid-allalaadimiseks/>

### TFF social media

We ask each participant to submit visual material and text content for our social media. Please keep in mind that this is B2B content when preparing your submissions. You are also welcome to share your social media handles (@) and hashtags (#) with us.

Official event hashtags: #TallinnaToidumess2025 #TallinnaToidumess #TallinnFoodFair

Official event handle: @TallinnaToidumess

The official name of the event is *Tallinn FoodFair*, or *Tallinna Toidumess* in Estonian.

Website: <https://www.profexpo.ee/foodfair/?lang=en>

Instagram: <https://instagram.com/tallinnatoidumess>

Facebook: <https://www.facebook.com/tallinnatoidumess>

LinkedIn: <https://www.linkedin.com/company/profexpo/>

Facebook event: Please share the event and select “Going” on the [Facebook event page](#)

### Info for press releases and media coverage

We would like to remind you that TFF is aimed at specialist visitors from the food and related sectors.

To attract the interest of our target groups, we will feature the participants, the programme and other exciting events planned for the fair in various media and social media posts. The sooner you provide us with your information, the more likely we can include it in our coverage. We will use all communication channels – web, print, radio and TV.

Please email your news and information for media coverage to: [press@profexpo.ee](mailto:press@profexpo.ee)

### Questions and ideas for exhibitors:

- What new products are you showcasing at the fair or introducing to the Estonian market (product presentations at the fair, etc.)? What are your key messages? Is there something that hasn't been covered in the media yet?
- Which brands will you be representing at the fair?
- What activities do you have planned for the fair (e.g. tastings, product demos, presentations)?
- Will your international partners be participating? Who are they and what makes them significant as guests?

## TFF catalogue

The TFF catalogue will be printed in A4 format with 1,500 copies distributed free to visitors. Please fill in the catalogue form at:

<https://www.profexpo.ee/foodfair/messikataloog/>

Participants can add additional information to both print and online catalogues for a fee:

Logos: one logo for €35 + VAT; two or three logos for €50 + VAT

Products and company descriptions in the online catalogue (up to 600 characters): €35 + VAT

Print catalogue advertisements: €400 + VAT (full page), €290 + VAT (half page)

Please submit logos and text in AI, JPG or PDF format by uploading them via the catalogue form on the website or by emailing them to [info@profexpo.ee](mailto:info@profexpo.ee).

Please note that the organiser does not revise the language in the text.

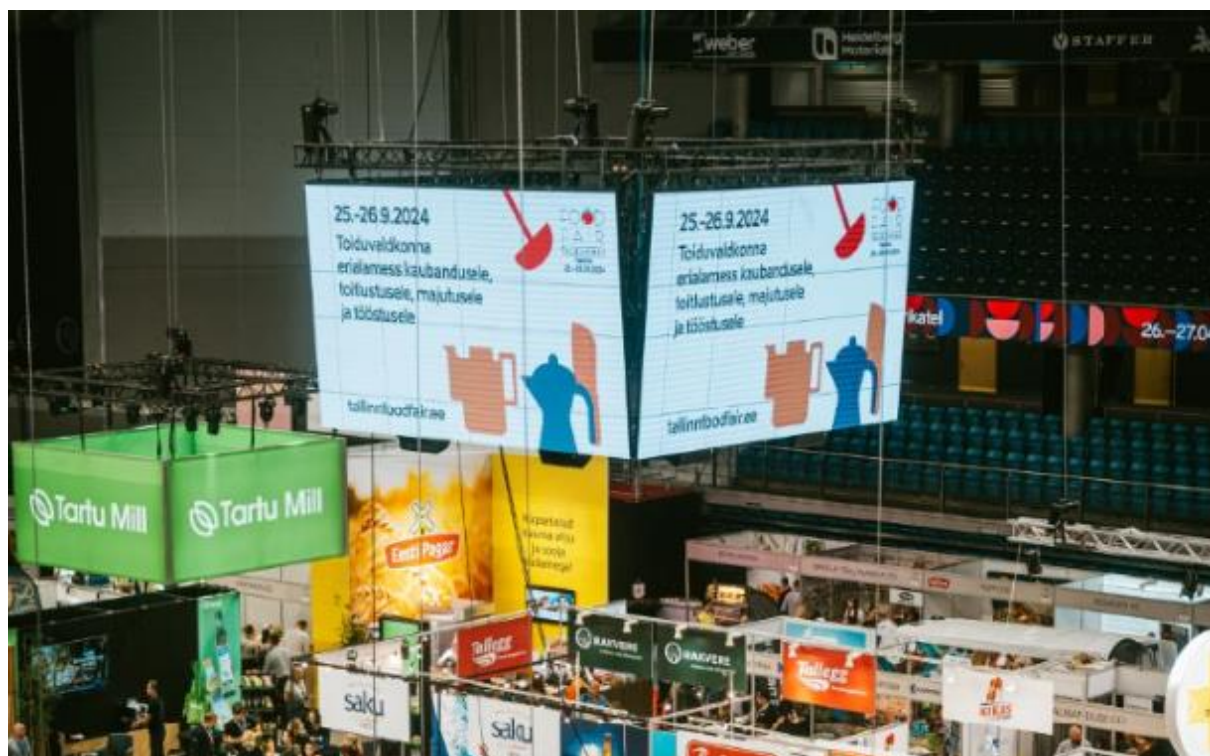
**The deadline for print catalogue submissions is 4 September. Online catalogue updates can be made anytime.**

## Advertising channels at the event

Unibet Arena provides several advertising options for exhibitors to increase their visibility.

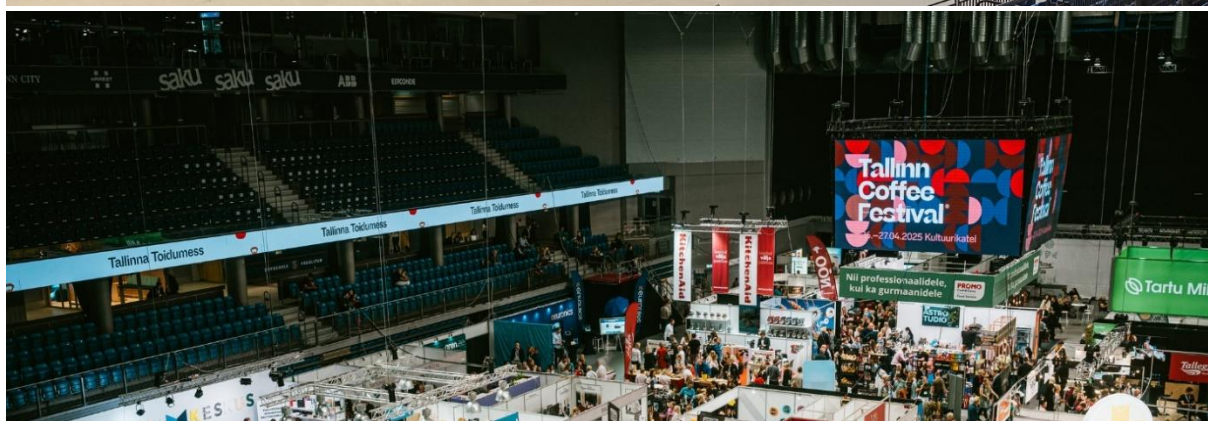
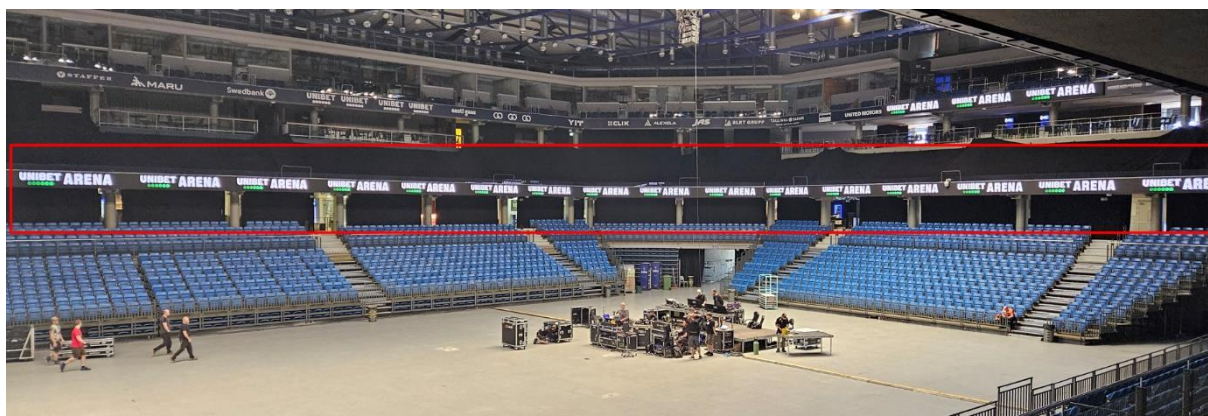
Big “basketball” screen in the ceiling of the arena

€850 + VAT for up to a 20-second clip

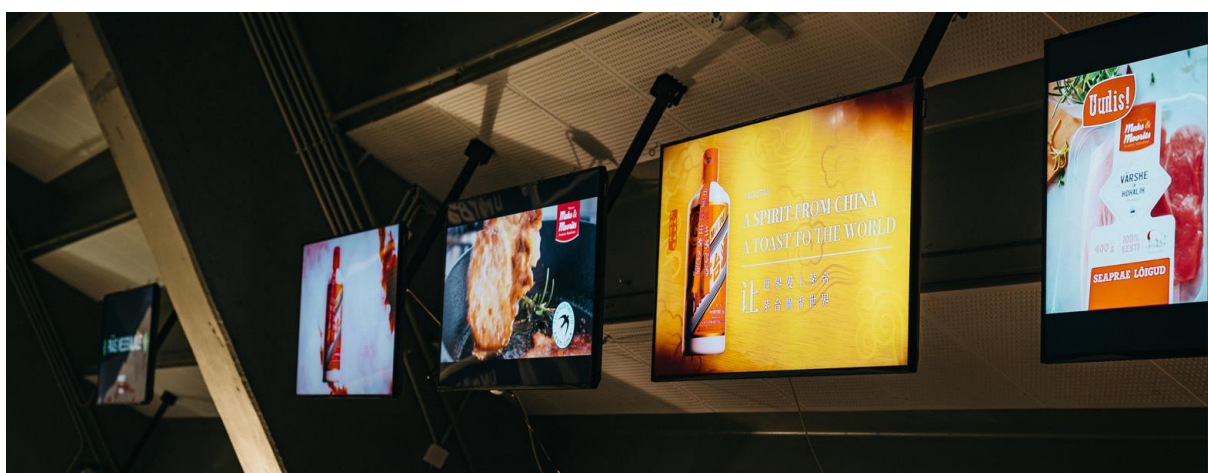




LED strip offering 270-degree visibility around the hall  
€850 + VAT for up to a 20-second clip



10 small screens in the arena  
€350 + VAT for up to a 20-second clip



Exhibitors' branded vehicles can be parked in a visible location near the entrance (the number of ad places is limited). Truck: €590 + VAT; car: €390 + VAT



Floor stickers, with a diameter of up to one square metre, can be branded or used to invite visitors to your exhibition stand. The number of stickers available is limited. Pricing starts from €100 + VAT (plus production costs).





## Advertising outside the exhibition stand

Advertising outside of your stand is allowed only with the organiser's approval. Options include information displays raised or suspended above the stand at a height of over 2.5 meters, as well as leaflet distributors moving around the exhibition venue. Pricing starts from €100 + VAT per square metre.



## Visitor online registration confirmation

A PDF file is sent to each visitor after they confirm their attendance. There are two advertising modules available at a price of €375 + VAT per module.



### Banner in email newsletters

The target audience includes over 14,000 unique email addresses of FoodFair visitors. The newsletter will be sent out three times in September. Pricing starts at €250 + VAT per newsletter.



### Advertising on the invitation

Profexpo will send over 10,000 invitations to target groups in Estonia and neighbouring countries, scheduled for September.

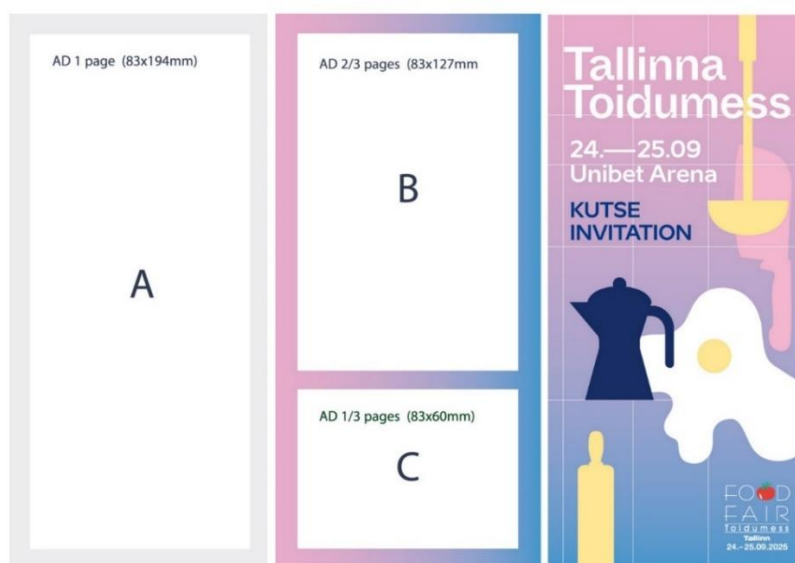
The invitations will include a free pass to the fair, event details and exhibitor advertisements. Exhibitors can place their ads in 3 to 6 modules on the A65 format (99 × 210 mm) invitation, which will be printed in the CMYK colour model.

Module A: €500 + VAT (83 × 194 mm)

Module B: €400 + VAT (83 × 127 mm)

Module C: €300 + VAT (83 × 60 mm)

**We expect finished design files by 15 August, 2025.**



### Other advertising options

You can collaborate with the organiser to create unique advertising solutions that highlight your presence at the fair, stand number/location and brand visibility. Examples include adding a flyer to the event invitation mailings (approximately 5,000 recipients) or placing posters on stair handrails at Unibet Arena. If you have specific ideas or wishes, feel free to share them with us.

## Stand construction and access to exhibition halls

### Construction, dismantling and accreditation schedule

Monday, 22 September 9:00–22:00 \*

Tuesday, 23 September 9:00–20:00

Wednesday, 24 September 8:00–10:00 and 18:00–18:30

Thursday, 25 September 9:00–10:00

### Dismantling

Thursday, 25 September 17:00–22:00

Friday, 26 September 9:00–12:00 – Module hall

Friday, 26 September 9:00–16:00 – Unibet Arena

\* On Monday, 22 September, exhibitors are allowed to construct large stands themselves, but only with prior arrangement with the organiser.

The exhibition stands ordered from the organiser will be ready on September 23 at 9:00. The exhibition center will open at the same time. Accreditation occurs at the information desk, where exhibitor and construction badges will be issued. Please note that only exhibitors with no overdue payments will be accredited.

On 24 September, from 8:00 to 10:00, exhibitor accreditation will continue at the main entrance of Unibet Arena.

Transport gates C and D will be open for the delivery of goods at the specified times. During the event, small volumes of goods may be delivered through gates C and MH4 only. Staff working at the stands will have access to Unibet Arena from the main entrance during working hours.

Exhibitors are required to remain at the event until it officially ends, which means that exhibits and other stand furnishings may not be taken down or removed early, and exhibitors must stay at their stands and not leave the event before its conclusion.

All planned activities must fit within the confines of the rented stand. Distributing materials by walking around the fair is only permitted with the organiser's approval.



### Exhibitor and construction badges

The organiser will provide personal badges for exhibitors based on stand size, valid from 23 to 25 September. Additional badges can be purchased for €10 + VAT. Badge allocation by stand size:

6–9 sq. m: 4 badges

10–15 sq. m: 6 badges

16–20 sq. m: 8 badges

over 20 sq. m: 10 badges

drinks and healthy food area: 3 badges

The organiser will issue construction badges based on the quantity ordered in advance.

These badges will be valid during the following times:

22, 23, and 25 September: 17:00 to 22:00

26 September: 9:00 to 17:00

These times cover the periods allocated for stand construction and dismantling.

**Deadline: submit exhibitor names by 12 September to [info@profexpo.ee](mailto:info@profexpo.ee)**

In case you need to order extra exhibitor badges or invitations, please fill in the form here:

<https://www.profexpo.ee/foodfair/exhibitor-passes/?lang=en>

### Stand sketches and furnishing orders

We ask all exhibitors to finalise and submit a sketch for their stand. Exhibitors in the drinks and health areas are exempt from submitting a stand sketch, except when they have made additional orders (e.g. furniture or fridge).

The sketch is essential for arranging power connections and preparing construction plans, including furnishings.

If you do not submit a sketch, a standard package stand will be provided with default features, including a grey carpet, a fascia, lighting and power connections in the back wall.

Stand sketch and services order form:

[https://www.profexpo.ee/foodfair/wp-content/uploads/2025/02/FF\\_2025\\_Stendi\\_eksiis\\_Stand\\_sketch.pdf](https://www.profexpo.ee/foodfair/wp-content/uploads/2025/02/FF_2025_Stendi_eksiis_Stand_sketch.pdf)

Fair services catalogue, which includes the necessary codes and prices that you should reference when filling out your stand sketch order form:

[https://www.profexpo.ee/foodfair/wp-content/uploads/2025/04/Messiteenused\\_Fair-services-2025-1.pdf](https://www.profexpo.ee/foodfair/wp-content/uploads/2025/04/Messiteenused_Fair-services-2025-1.pdf)

Exhibitors who have ordered a package stand should also fill in a form for the text on the fascia:

[https://www.profexpo.ee/foodfair/wp-content/uploads/2025/05/FF\\_2025\\_Tekst\\_otsalaua\\_Text\\_on\\_Fascia.pdf](https://www.profexpo.ee/foodfair/wp-content/uploads/2025/05/FF_2025_Tekst_otsalaua_Text_on_Fascia.pdf)

Our partner and main contractor for stand construction is Ekspodisaini OÜ. Contacts:

Rano Normatova, [rano@fair.ee](mailto:rano@fair.ee), +372 517 7982

Tarmo Kaarenperk, [tarmo@expodesign.ee](mailto:tarmo@expodesign.ee), +372 507 4347

### The deadline for stand sketches is 3 September.

Please note that stand construction orders and order changes placed between 4 and 19 September will incur an additional cost of 25%; orders and order changes placed between 20 and 25 September will incur an additional cost of 50%.

Please note that the stand builder has a limited stock of furnishings delivered to Unibet Arena, so additional orders placed on-site during the event may take extra time to fulfil. It is advisable to order in advance to ensure timely delivery and setup.

### Covering the walls

To create a beautiful stand, we recommend covering the walls with Decotex fabric. The fabric can be used to cover the wall evenly and hide parts of the structure. In addition, it can be reused at future fairs. For more information, see the fair products and services catalogue on page 6.

### Electrical connections

Don't forget to calculate the current for the devices correctly. Think through all the devices, ovens, coffee machines, etc. that you will bring with you. Orders placed on site may not be able to be fulfilled due to the high current load at the fair.

### Information during the event

A Profexpo information stand will be available at Unibet Arena from 23 to 26 September. During this time, the Profexpo office will be closed and our email responses may be sporadic.

### Storage

We offer storage space for exhibitors to store packaging, pallets, crates and other equipment. Please submit your storage order with your stand sketch by 3 September.

### Transporting goods from abroad

Our logistics partner for foreign exhibitors is Upex LS.

Contact: Urmas Palk, +372 511 9947, [urmas@upex.ee](mailto:urmas@upex.ee), [www.upex.ee](http://www.upex.ee).

### Internet

If you need a stable internet connection to work with databases or cash register programmes, please submit your request with your stand sketch by 3 September.

### Cleaning

Exhibitors are required to dispose of packaging and waste in the containers located at the Unibet Arena D transport gate area. At the end of the event, large waste items must be taken

to the containers in the waste collection area and all furnishings must be removed from the stand. The organiser may charge for the cleanup of furnishings and disposal of any waste left behind. Cleaning of general areas is included in the rental price.

Exhibitors will receive a clean stand on the morning of 23 September. Stand cleanings for 24 and 25 September mornings must be ordered separately (codes 827-1 ja 827-2 in the service catalogue). Ordering cleaning on site, a 50% surcharge applies.

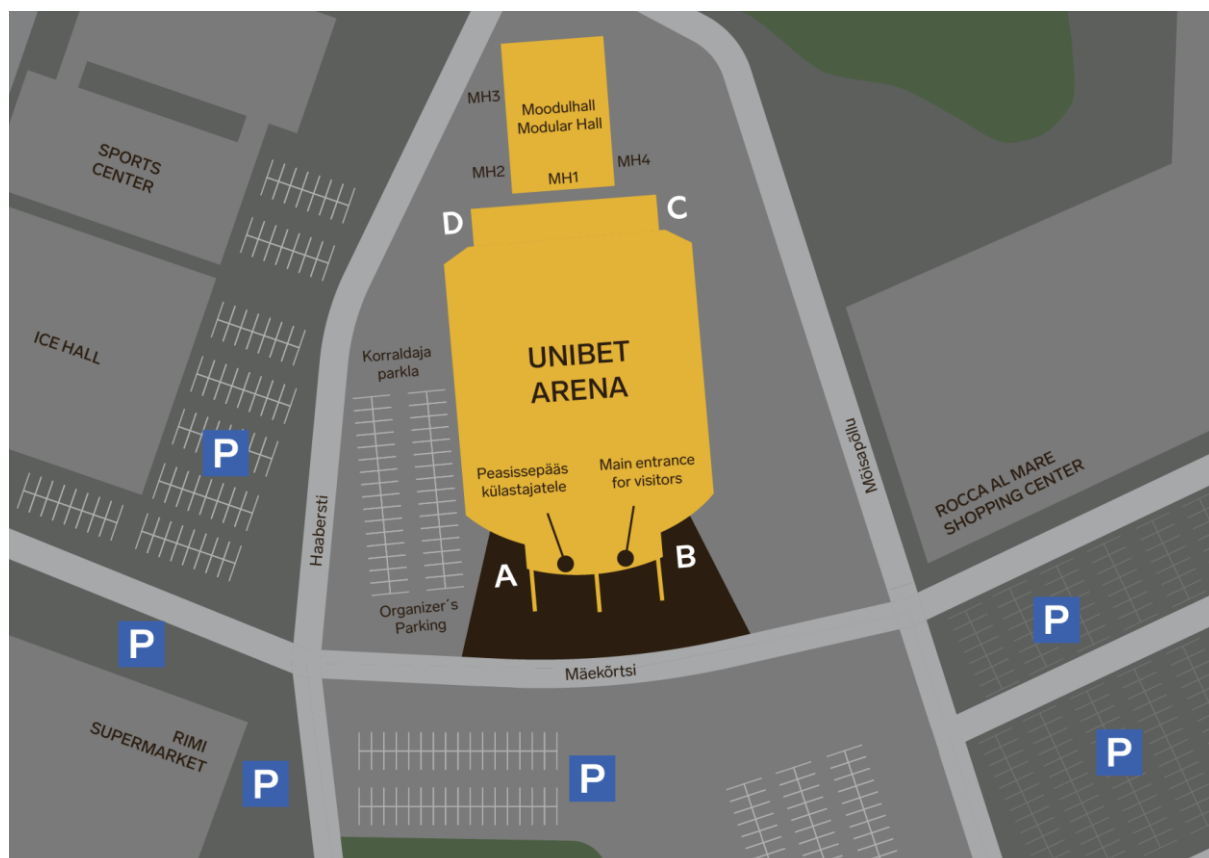
Waste sorting requirements must be strictly followed at the venue. Glass, cardboard, organic waste, etc. are sorted separately. Organic waste must be sorted at your stand and, if necessary, emptied into a Unibet Arena biocontainer.

For example, stand construction teams cannot dispose of excess carpet in the Unibet Arena trash and must take it to a designated waste management station themselves. The waste collection area is monitored by cameras. If waste sorting requirements are not met, the costs of sorting or additional handling will be charged to the exhibitor responsible.

## Parking

Exhibitors can park around Unibet Arena in both free and paid areas. Please check specific rules and charges with the various parking operators in the area.

Free access for loading goods is available on 23 September from 9:00 to midnight and on 24-25 September from 17:00 to midnight onwards.





### Cloakroom

On 24 and 25 September, a guarded cloakroom is available on the ground floor of Unibet Arena, to the right of the main entrance. The cloakroom fee is €2, which can be paid in cash or by card.

### Use of the Unibet Arena premises

Exhibitors are responsible for the careful use of all property, including the premises of Profexpo OÜ, its partners and Unibet Arena. Exhibitors must ensure that any property entrusted to them is returned in the same condition as received. Attaching objects to walls, floors, handrails, glass surfaces or other structures must be coordinated with the organiser and done without causing any damage to the building.

In the event of damage, the building owner must be notified immediately. Exhibitors are liable for compensating any damages incurred, including to floors, walls, doors, gates, load-bearing structures and windows.

It is strictly prohibited to use open flames and pyrotechnics at the event.

## Visitor access to the event

Tallinn FoodFair is open to visitors on:

Wednesday, 24 September 10:00–18:00

Thursday, 25 September 10:00–17:00

### Invitations and distribution

For each square metre of rented space, exhibitors receive four complimentary invitations. These invitations will be issued after all invoices are settled. Additional invitations can be purchased for €10 + VAT (bulk discount available). Printed invitations will be available at the Exhibitor Information Day on 2 September. Starting from 3 September, these invitations can be picked up at the Profexpo office or delivered to a parcel machine upon request. The online invitation codes will be emailed to your designated contact person. The distribution includes 25% printed invitations and 75% online invitations (codes). Foreign exhibitors will receive all invitations as e-invitations.

We ask all visitors to complete online registration to secure access to the event. On-site registration is available, but pre-registration is strongly recommended to save time.

Invitations are valid for individuals aged 18 and older.

**E-invitations will be sent out starting from 21 August.**

Tickets can only be purchased in advance by trade visitors for €25/ticket. There will be no on-site ticket sales during the fair.

To order additional invitations and exhibitor badges, please follow the link below:

<https://www.profexpo.ee/foodfair/exhibitor-passes/?lang=en>

**Deadlines: extra print invitations can be ordered until 21 August, and extra online invitations until 12:00 on 19 September.**

## Other topics

### Invoices for additional services and rental space

Rent for space at the fair must be paid by 1 September.

Invoices for additional services or orders during the event will be issued by 11 October, with payment due by 18 October.

### Retail sales at the event

Retail sales are allowed at the event.

### Programme description

The event programme, including competitions, seminars and presentations, will be published on the TFF website in early September.

### Exhibitor information day

The Exhibitor Information Day will be held on Tuesday, 2 September at 15:00 at the Unibet Arena Rock Lounge.

During this session, we will discuss the preparation schedule for the event. The stand construction team from Ekspodisaini OÜ will be available to assist exhibitors with any design-related questions. Printed exhibition invitations will also be distributed at this time.

### Tastings at the event

As TFF is not a public event, single-use dish restrictions do not apply. For exhibitors who prefer to use reusable dishes, we recommend Round Cup, TFF's rental partner.

### Dish rental – Round Cup

Round Cup operates in the Unibet Arena and offers a variety of plastic, glass and porcelain dishes. Explore the product range here: <https://www.roundcup.ee/et/shop>. Place an order at [info@roundcup.ee](mailto:info@roundcup.ee).

### Morning coffee for exhibitors

The TFF team invites all exhibitors to morning coffee on Thursday, 25 September at 9:00 on the ground floor of Unibet Arena.

### Riga-Tallinn-Riga

Inform your colleagues, partners and invited guests that on 24.09 there will be a bus trip from Riga to the Tallinn FoodFair <https://www.profexpo.ee/foodfair/visitor/riga-tallinn-riga/?lang=en>

### Warning against international scams

Please be aware of scam emails offering “databases” that supposedly contain contact details and information about TFF visitors. We would like to reassure you that Profexpo does not share visitor data with third parties. Any information about participants is only shared within the permitted limits and format. These scam offers are part of a common online fraud scheme. We strongly recommend exercising caution with such offers.

## Contacts

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