

Tallinn FoodFair Information Package for Exhibitors 03.06.2026

Please familiarize yourself with the deadlines and guidelines of the Tallinn FoodFair (TFF). To ensure better preparation, please also share the following information with other team members.

On the TFF website, you can find all the information exhibitors need.

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

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

Table of Contents

Marketing	2	Information during the event	10
TFF designs	2	Storage facilities.....	10
TFF social media	2	Logistics support services	10
Press releases and media coverage.....	2	Internet	10
TFF catalogue.....	2	Cleaning	10
Advertising channels at the event.....	3	Cloakroom.....	10
Big screen in the ceiling of the arena	3	Parking	11
LED strip screen	4	Use of the Unibet Arena premises.....	11
10 small screens in the arena	4	Visitor access to the event.....	12
Promo cars outside the arena	5	Invitations for visitors	12
Floor stickers	5	Other topics	12
Advertising outside the exhibition stand	6	Invoices for services and space rental	12
Visitor online registration confirmation.....	6	Retail sales at the event.....	12
Banner in email newsletters.....	7	TFF Programme.....	13
Advertising on the invitation	7	Exhibitor briefing session.....	13
Other advertising options.....	7	Tastings at the event.....	13
Stand construction and access to venue.....	8	Dish rental – Round Cup	13
Construction and accreditation schedule ...	8	Morning coffee for exhibitors.....	13
Exhibitor and constructor badges	8	Transfer service Riga-Tallinn-Riga.....	13
Stand sketches and furnishing orders	9	Warning against international scams	13
Covering the walls	9	Contacts	14
Power connections	9		

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>

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: #TallinnFoodFair #TallinnaToidumess2026 #TallinnaToidumess

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](#)

Press releases and media coverage

Please note that TFF is a trade event designed for professionals in the food and associated industries.

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. Please email your news and information for media coverage to: 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)?

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 (all prices are exclusive of VAT):

Logos: one logo for €35; two or three logos for €50;
Products and company descriptions in the online catalogue (up to 600 characters): €35;
Print catalogue advertisements: €400 (full page), €290 (half page).

Please submit logos and ads in AI, JPG or PDF format by uploading them via the catalogue form on the website or by emailing them to info@profexpo.ee.
Please note that the organiser does not revise the language in the text.

The deadline for print catalogue submissions is 28 August. Online catalogue updates can be made anytime.

Advertising channels at the event

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

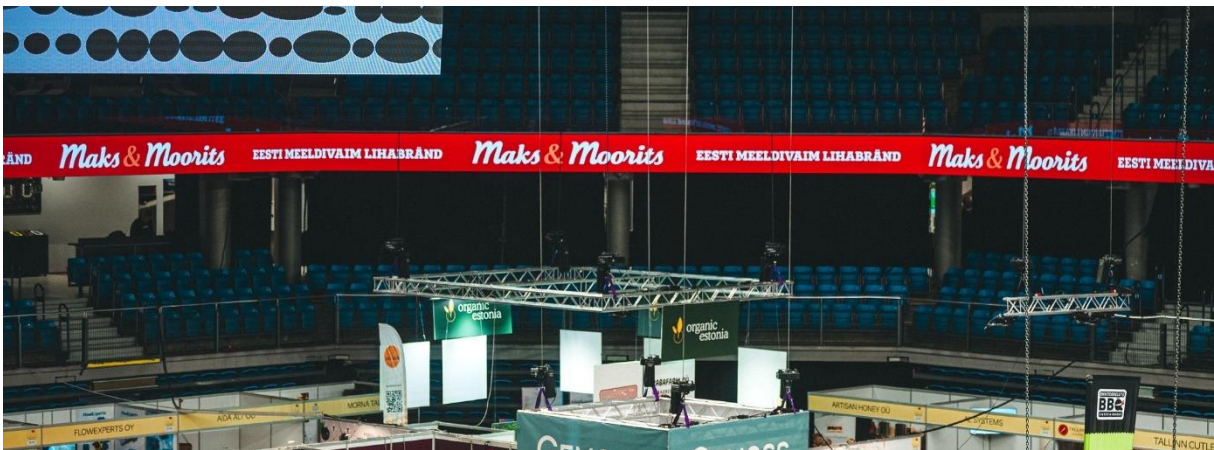
Big screen in the ceiling of the arena

The so-called basketball screen can be viewed from four sides. Showing a clip of up to 20 seconds on the screen costs €850 (here and now, VAT is added to the prices).

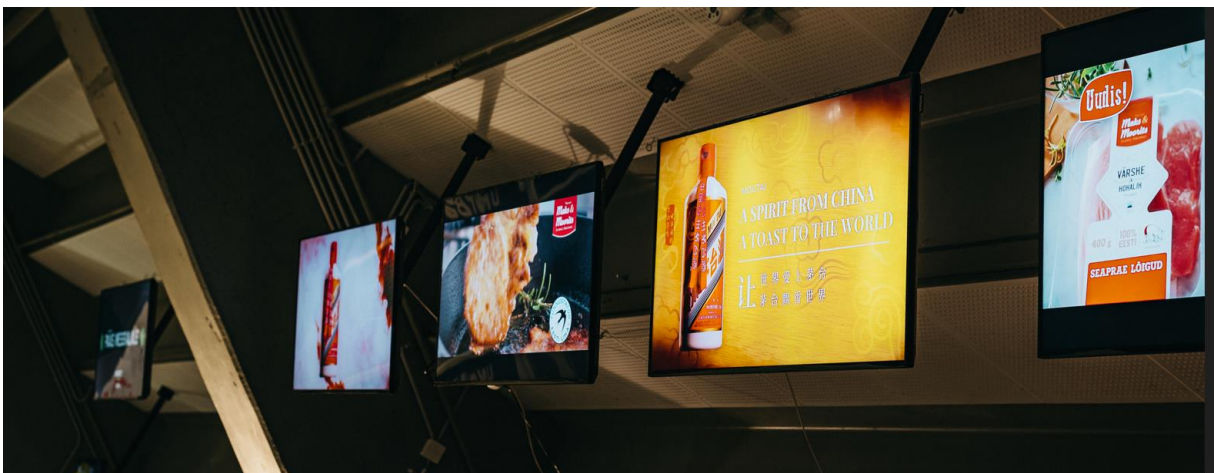


LED strip screen

LED stripe screen gives 270-degree visibility around the hall - €850 for up to a 20-second clip



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



Promo cars outside the arena

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



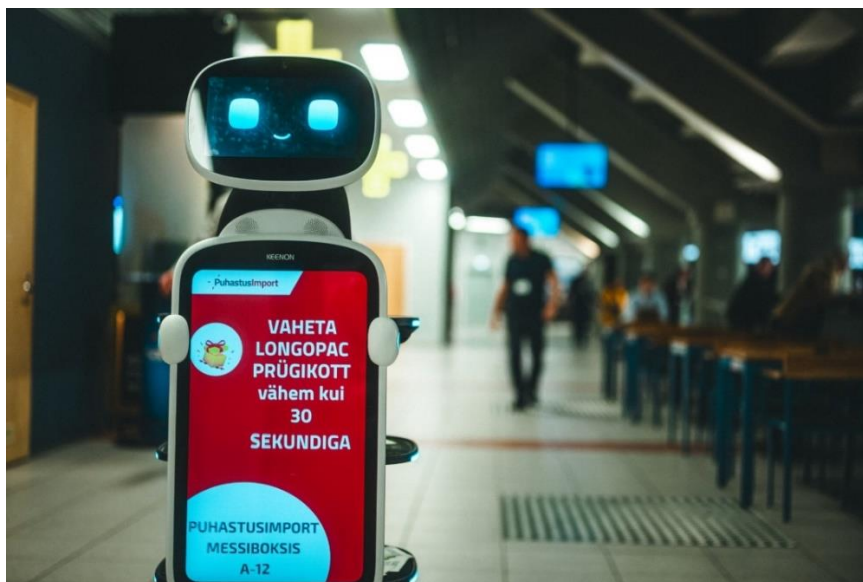
Floor stickers

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 (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 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 €400 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 up to four times in September. Pricing starts at €250 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: 83 × 194 mm €500; Module B: 83 × 127 mm €400; Module C: 83 × 60 mm €300.

We expect finished design files by 12 August.



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 info@profexpo.ee.

Stand construction and access to venue

Construction and accreditation schedule

Monday, 21 September 9:00–22:00 *

Tuesday, 22 September 9:00–20:00

Wednesday, 23 September 8:00–10:00 and 18:00–18:30

Thursday, 24 September 9:00–10:00

Dismantling

Thursday, 24 September 17:00–22:00

Friday, 25 September 9:00–12:00 – Modular Halls

Friday, 25 September 9:00–16:00 – Unibet Arena

* On Monday, 21 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 22 September 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 23 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 deliveries during the designated time periods. During the event, only small quantities of goods may be delivered via gates C and MH4. Stand personnel may enter Unibet Arena through the main entrance during operating 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 constructor badges

The organiser will provide personal badges for exhibitors based on stand size, valid from 22 to 24 September. Additional badges can be purchased for €10. Badge allocation by stand size:

6–9 m²: 4 badges

16–20 m²: 8 badges

10–15 m²: 6 badges

over 20 m²: 10 badges

Drinks and Healthy Food area: 3 badges

Deadline: submit exhibitor names by 11 September to 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>

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

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/2026/05/FF_2026_Stendi_eskiis_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/2026/05/TFF-2026-Messiteenused-Fair-Services-08052026.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/otsalaud-fascia/>

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

Rano Normatova, rano@fair.ee, +372 517 7982

Tarmo Kaarenperk, tarmo@expodesign.ee, +372 507 4347

The deadline for stand sketches is 4 September.

Please note that stand construction orders and order changes placed between 5 and 18 September will incur an additional cost of 25%; orders and order changes placed between 19 and 24 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 enhance the appearance of your stand, we recommend covering the walls with Decotex fabric. This fabric provides a smooth, uniform finish while concealing structural elements. It is also reusable, making it a practical choice for future events. For further details, please refer to page 6 of the Fair Products & Services Catalogue.

Power connections

Make sure the power requirements of your devices are calculated accurately when ordering connections. Please consider all equipment you will bring, including ovens, coffee machines, and other appliances. Please note that orders placed on site may not be fulfilled due to high current load at the fair.

Information during the event

A Profexpo information desk will be available at Unibet Arena from 22–25 September. During this period, the Profexpo office at Ahtri 12-209, Tallinn will be closed, and responses to emails may be delayed.

Storage facilities

We offer exhibitors storage facilities for packaging materials, pallets and other equipment. If you require storage space, please submit your request together with your Stand sketch by 4 September.

Logistics support services

TFF logistics partner for foreign exhibitors is Upex LS.

Contact: Urmas Palk, +372 511 9947, urmas@upex.ee, 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 4 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.

Exhibitors will receive a clean stand on the morning of 22 September. Stand cleanings for 23 and 24 September mornings must be ordered separately (codes 827-1 ja 827-2 in the Fair Products & 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 bio-container.

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.

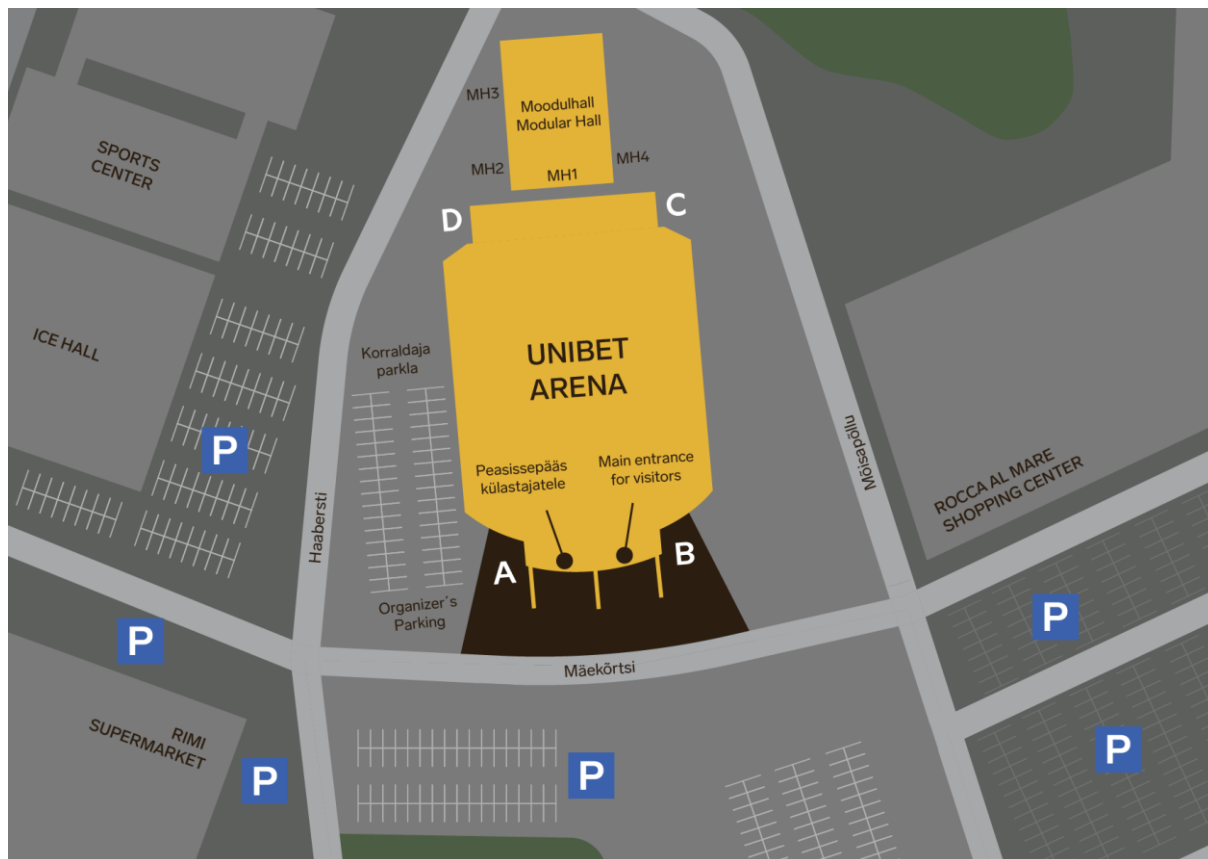
Cloakroom

On 23 and 24 September, a staffed cloakroom will be available on the ground floor of Unibet Arena. The cloakroom fee is €2 and can be paid in cash or by card.

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 22 September from 9:00 to midnight and on 23-24 September from 17:00 to midnight onwards.



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, 23 September 10:00–18:00
Thursday, 24 September 10:00–17:00

Invitations for visitors

Exhibitors receive four complimentary invitations per square metre of rented space. These include 25% printed invitations and 75% electronic invitations (codes). International exhibitors will receive all invitations in electronic format.

Invitations will be issued to the exhibitor after all invoices are settled. Additional invitations can be purchased for €10 (discounted pricing is available for larger quantities).

Printed invitations will be available at the Exhibitor briefing session on 2 September. Starting from 3 September, invitations can be picked up at the Profexpo office or delivered to a parcel machine upon request.

The exhibitor's contact person will receive the electronic invitation codes by email starting 21 August.

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.

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 services and space rental

The stand space rental fee must be paid by 1 September.
Invoices for additional services or orders placed during the event will be issued by 9 October, with payment due by 18 October.

Retail sales at the event

Retail sales are allowed at the event.

TFF Programme

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

Exhibitor briefing session

The Exhibitor briefing session will be held on Wednesday, 2 September at 15:00 at the Unibet Arena Rock Lounge and will be conducted in Estonian.

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.

Morning coffee for exhibitors

The TFF team invites all exhibitors to morning coffee on Thursday, 24 September at 9:00 on the ground floor of Unibet Arena.

Transfer service Riga-Tallinn-Riga

We provide transfer services for visitors from Latvia. Inform your colleagues, partners and invited guests that on Wednesday, 23 September 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.

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