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المملكة المغربية
وزارة الشباب
والثقافة والتواصل

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

MGE™

MOROCCO
GAMING
EXPO

2026

EXHIBITOR'S GUIDE MGE 2026

PRESENTATION OF THE GUIDE

The exhibitor's guide has been designed to guide you through the various stages of the Expo. To ensure that the exhibition runs smoothly, the organising team has drawn up a procedure for exhibitors, referred to as the "Exhibition Regulations", which we would ask you to respect throughout the installation period and also during the event operation period, without forget the dismantling stage.

Careful reading of this document will allow you to anticipate the various key stages required for an impactful and effective exhibition.

The organising team will be happy to provide you with any guidance, answers or additional information you may need, with the aim of making it as easy as possible for you to take part.

EXHIBITION REGULATIONS

Dates and times

- **Date:** from Wednesday 20 to Sunday 24 May 2026
- **Location:** Sofitel - Jardin des Roses, Rabat
- **Official opening:** Wednesday 20 May 2026
- **Opening to the public (subject to prior registration on the Exhibition website www.visit.moroccogamingexpo.ma) :**
Wednesday 20 May 2026 from 12:00 noon
- **Opening hours for exhibitors:** 8:00 AM to 8:00 PM
- **Opening times to the public (subject to prior registration on the Exhibition website www.moroccogamingexpo.ma) :**
Wednesday 20 May 2026 from 12:00 noon to 8:00 PM
Thursday 21 to Sunday 24 May 2026 from 9:00 AM to 8:00 PM

Article 1: Exhibition description

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

The Expo will serve as an Exhibition case for initiatives to promote the gaming industry in Morocco, in Africa and Internationally, bringing together local and international professionals in the sector, such as video game creators, developers and designers, as well as all the stakeholders in the industry ecosystem.

It will also highlight the development of the "Morocco Gaming Industry" and all the actions taken by the Ministry of Youth, Culture and Communication and its partners to position Morocco as a producer of video games and a major player in the global trend.

Organisers:

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

Exhibition Commissioner:

Nissrine SOUISSI, Director of Gaming Industry
Development and Information Systems

The exhibition comprises the following areas :

Hotel parking area

- Competition and entertainment area (Arena)

Hotel Garden area -

3 exhibition marquees

- Free to play
- Exhibitor stands
- Conference rooms and workshops
- B to B meeting rooms
- Catering area
- Exhibition management office and offices

In all communications with the Exhibition Management and to avoid any confusion, exhibitors must systematically state their name and the stand number allocated to them.

All premises and sites located in and around the structures may not be used unless expressly agreed upon with the Exhibition Management.

Article 2: Access and entry rights

Visitor access

Entry for visitors is free, subject to registration on the Exhibition website : visit.moroccogamingexpo.ma

Registrations will open on 1 March 2026.

Exhibitor access

All exhibitors will receive an access badge and a parking permit on arrival at the Expo. The access badge The parking badge must be affixed to the vehicle's windscreen.

Article 3: Assembly and dismantling

Exhibitor obligations

Exhibitors must comply with the various safety rules set out in this document, in addition to all applicable legislation. As soon as the fitting-out work begins, the stands can be inspected by the Exhibition 's technical teams.

A/ General provisions

During set-up and dismantling operations, no vehicles (except handling equipment) will be allowed inside the exhibition buildings.

This is to facilitate work inside the buildings and prevent any damage.

The activity during set-up and dismantling can be likened to a building site. Simple, strict rules on safety, health and working conditions must be observed by everyone on site.

ATTENTION PPE must be worn at all times during set-up and dismantling. Helmets, safety waistcoats and safety shoes are compulsory.

B/ Respect for infrastructure and materials

Exhibitors are responsible, on their own behalf and that of their contractors working on their behalf, for all damage and injury caused to the structures during transport, installation or removal their equipment.

Any damage (including paint stains) will be invoiced to the exhibitor, as will the removal of any materials not removed on dismantling (equipment, machinery, etc.). fire safety equipment must remain visible and unobstructed at all times.

C/ Stand fittings and decoration

1. General

The fitting-out and decoration work must be carried out in such a way that it does not in any way damage any of the Exhibition's property or

structures, hinder the operation or control of the equipment in these structures, or directly or indirectly cause a danger to people or property of any kind.

2. Prior steps

Stand design and decoration projects MUST be submitted to the exhibitors' central office. The list submitted must include all the equipment that the exhibitor intends to display for the duration of the Exhibition, with technical details (weight, electrical power, etc.) and whether on-site technical support is required.

The plans submitted must include plan and elevation dimensions, as well as the general appearance of the project. The Exhibition Management reserves the right to require any changes to be made to the plans and on-site implementation deemed necessary or useful in order to comply with the provisions of this article.

Designers of these spaces MUST send in their layout plans **before 30 April 2026** for validation by the technical department (***please see the appendix for a sample layout plan with heights and dimensions***).

3. General regulations

Stand fitting and decoration work must leave service area doors, electricity poles, air-conditioning grilles and all similar installations free, accessible and visible.

Materials or fabrics used by exhibitors for furnishings or decoration must be fireproof.

4. Hanging elements

All decorative elements must be entirely self-supporting, with no hanging or support from walls or ceilings. No exceptions will be permitted. It is also forbidden to use ceilings, pillars, spotlight railings, electrical wiring or heating equipment as fixed stand supports or as hanging supports.

5. Stand area

Exhibitors are required to respect the floor markings that determine the surface area allocated.

Exhibitors are therefore requested to remain on their stands. It is strictly forbidden to solicit or approach visitors or other exhibitors from the common areas (outside the stands) of the exhibition.

6. Stand height

For bare stands, the height of installations is regulated to ensure the overall harmony of the event and good visibility for visitors.

The height of any decorative element must be approved by the Exhibition Management.

The height of partitions around the stand perimeter is limited to a maximum of 2.70 m, including the technical floor.

The maximum permitted height for other elements (excluding partitions) is also 2.70 m.

7. Stand facades

If an exhibitor plans to have a certain length of closed façade on his stand, he is required to decorate this facade with photos, display cases or other attractive elements so as to maintain visual appeal for visitors. In all cases, the length of the closed façade must not exceed 50% of the length of the corresponding stand when it is facing an aisle.

All stand exteriors must be properly finished on both sides.

For all floor installations with a height of more than 2cm, an access ramp for people with reduced mobility is compulsory.

8. Sound system for stands

In order to respect neighbouring stands, sound systems must not exceed a maximum of 65 decibels.

Exhibitors planning events requiring a sound system must take the necessary steps to isolate their space acoustically as much as possible in order to reduce the surrounding noise.

All sales activities, surveys, distribution of advertising material and any other advertising are only permitted on exhibitors' own stands.

9. Lighting elements

Lighting elements are permitted but must not be intermittent or flashing. The colour combination of white letters on a green background is reserved for safety signage.

10. Decorative elements

Flexible decorative elements, visuals and hangings exceeding one square metre must be fireproof. It is not permitted to have fountains, water features, etc. inside the stands.

D/ Assembly

BARE STANDS

Bare stands may be assembled from **12 May 2026 from 8:30 AM to 10 PM**. Assembly must be completed by Monday **18 May 2026 at 8:00 PM**. Major works will not be permitted on **Tuesday**. The latter will be dedicated solely to light touch-ups, finishing touches and fitting furniture.

EQUIPPED STANDS

For equipped stands, assembly can take place from **17 May to 19 May 2026**, inclusive, from 8:30 AM to 10 PM

All vehicles must leave the Exhibition site to allow cleaning operations to be completed before the Exhibition opens to the public.

Any vehicle exceeding this limit may be impounded at the expense of its owner, the organiser shall not be held liable for the consequences of its removal.

E/ Dismantling

Dismantling operations may begin from **24 May 2026 at 8:00 PM**. Vehicles will be able to enter the exhibition (excluding exhibition structures) from 8:00 pm. Vehicles may only leave the Exhibition the following morning, with an exit permit issued by the Exhibition Management.

Exhibitors are reminded that it is their responsibility to remove from their stand any goods, equipment or decorative elements that are easily transportable in order to protect them from theft (eg: TV, coffee machine, etc). Dismantling operations may continue from **25 to 26 May 2026, from 8:00 AM to 7:00 PM**.

All equipment and stand installations must be removed no later than **26 May 2026 at 7:00 PM**. After this deadline, any equipment still on site will be considered abandoned and the cost of dismantling and removal will be invoiced to the exhibitor.

Dismantling may 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 Exhibition's exhibitors in the best possible conditions.

As soon as the Exhibition closes, the Exhibition service providers immediately dismantle all the structures, including the storerooms and exhibition furniture. We strongly recommend removing all items and leave nothing in your storeroom.

Article 4: Electrical connection

Each exhibitor has access to a single-phase 16 amp socket, i.e. 2.5 KW. These sockets are identified and protected by a 30 mA circuit breaker.

If your stand requires special electrical power, please submit your electrical requirements to the Exhibitor Service Centre before **10 April 2026**. However, it will be the exhibitor's responsibility to arrange for a qualified technician if required. For bare stands, exhibitors must equip their stand with a 30-milliampere protected electrical distribution board from which they will distribute electricity to their stand (lighting, TV, etc.). Only multi-socket outlets with earth conductors are authorised, within the allocated amperage.

Article 5: Deliveries before and during the event

Exhibitors must fill in delivery forms to be presented at the time of the first entry of goods, indicating the material and quantities.

Special passes are issued to allow goods to be delivered to stands during the event. These passes give access to the Exhibition between 8:00 AM and 9:00 AM, but do not grant parking rights. The vehicles have one hour in which to make their delivery, after which they must leave the premises.

Any unauthorized parking will result in a vehicle access ban for the remainder of the event.

Night closure period

This period is reserved for routine maintenance and servicing. However, the organisers reserve the right to intervene at any time if required.

Article 6: Stand Security

Day and night surveillance of the Exhibition is carried out by a security service appointed by the Exhibition Commissariat, without implying any liability on the part of the Exhibition Management. Exhibitors are strongly advised to secure their stands with padlocks or locks for storage areas.

Article 7: Security

A/ List of products prohibited on stands

- Spray painting using compressors
- Samples or products containing a flammable gas
- Balloons inflated with flammable, toxic or irritating gas
- Propane and butane gas cylinders
- Reaction-inhibiting gases
- Celluloid items
- Pyrotechnics and explosives
- The presence of ethylene oxide, sulfur compounds, carbon-based substances
- Firearms
- Rotating blue beacons
- Products containing ammonium nitrate or sodium chlorate
- Acetylene, oxygen and hydrogen
- their derivatives

B/ No smoking

Smoking is strictly forbidden in all Exhibition buildings.

Article 8: Advertising and surveys

It is forbidden to place signage outside the stands. Outdoor signs are installed by the organiser according to a common model for all exhibitors.

Exhibitors are strictly forbidden to distribute flyers, brochures, printed catalogues or objects of any kind.

surveys within the Exhibition are prohibited unless carried out by the exhibitor solely within their stand, with their own visitors, and with the organiser's authorisation. Misleading advertising of any kind is strictly prohibited and will result in immediate exclusion.

Article 9: Stands and designs

The organiser will provide start-up exhibitors with equipped stands comprising aluminium structures with partition panels, tables, chairs, carpeting and an electrical socket, depending on the surface area. The organiser alone is authorised to design the layout of the MGE and allocate stands. The organiser is also solely authorised to make changes to stand locations and make adjustments to stand layouts, with a view to preserving the overall layout and its aesthetics.

Exhibitors who have opted for a bare stand are not entitled to use the equipment dedicated to modular stands for the stand setup (e.g. aluminium partitions, etc.). Exhibitors may not share, sublet or assign their stand. In the event of withdrawal, or if the stand is not occupied for any reason whatsoever, the exhibitor may not claim a refund of the rental fee.

In the event of withdrawal, or if the stand is not occupied for any reason whatsoever, the organiser reserves the right to close or change the location of the stand concerned, as appropriate, to ensure the smooth running and overall aesthetics of the Exhibition. It is strictly forbidden to bring other equipment without the consent of the organising committee.

Article 10: Prohibited Practices and Activities

- It is strictly forbidden, subject to penalties, to:
- Encroach on areas allocated to others and obstruct traffic on driveways
- To hang photos or materials on the outside of ordinary stands
- Use loudspeakers or any other device that causes excessive noise
- Organise musical activities on the stands or in the aisles

- Store within stands or in aisles any product presenting a safety hazard (paper, cardboard, rubbish, etc.) or likely to detract from the aesthetics of the site
- Exhibit or sell goods, office equipment, toys, confectionery, etc.
- Distribute leaflets, brochures or any other printed material at the entrance, in the aisles of the Exhibition or within stands
- Vacate the stand before the morning after the official closing date, unless prior authorisation has been granted by the organiser
- Bring roll-up banners, flyers or any other printed promotional materials. Only the following equipment is permitted: desktop computers, laptops, consoles, telephones, virtual reality headsets, etc.

Article 11: Transporting equipment

The cost of transporting equipment to the Exhibition and delivery to the stand shall be borne by the exhibitor.

KEY INFORMATION

Below is a summary of key information to ensure the event runs smoothly.

A/ Setting up the stands

Bare stands

Designers of these spaces **MUST** send in their layout plans **before 1 April 2026** for validation by the technical department. **Please note that the height of partitions must not exceed 2.70m.**

Assembly of the NUS stands can begin on **12 May 2026 and must be completed by 18 May 2026 at 8:00 PM.**

Set-up times are from from 8:30 AM to 10:00 PM.

ATTENTION PPE must be worn at all times during set-up and dismantling. ***Helmets, safety waistcoats and safety shoes are compulsory.***

Equipped / modular stands

Equipped stands can be set up from **16 May to 18 May 2026 inclusive**, from 8:30 AM to 10:00 PM

- All equipped stands come with the following items:
- Carpeted flooring
- 16 A electrical connection
- Modular white partitions: **printable panel dimensions are 0.93 m (W) × 2.34 m (H)**
- Exhibitor name sign (horizontal). *Please fill in Form1 with the exact name of the exhibitor.*
- Rectangular tables, chairs, spotlights depending on surface area.

Exhibitors with modular stands must submit their visuals by 30 April 2026 at the latest.

ATTENTION it is forbidden to nail, screw, staple or glue modular panels using any means other than double-sided tape or any other means that does not compromise the good condition of the panels (vinyl is permitted). Any damage will be the responsibility of the exhibitor and will be invoiced at the cost of repair work.

Each exhibitor must ensure that they have all necessary equipment (multi-socket outlets, tape....) needed to set up his stand.

B/ Dismantling the stands

Equipped and bare stands may be dismantled from **24 May 2026 at 8:00 PM** for the removal of small items (e.g: TV, coffee machine, etc.). Dismantling operations may continue from **25 to 26 May 2026**, from 8:00 AM to 7:00 PM.

It is **STRICTLY FORBIDDEN** to start dismantling before the Exhibition closes.

C/ Badges

1. Assembly / Dismantling

A wristband is required to gain access to the Exhibition when you set up your stand. This wristband IS VALID DURING THE ASSEMBLY/ DISASSEMBLY PERIOD ONLY.

These wristbands must be collected from the reception area after signing a liability waiver.

Please complete Form 2 corresponding to this request.

2. Exhibitors

The quota is defined as follows: 1 exhibitor badge / 2 m².

These badges are valid from **20 to 24 May 2026** inclusive. Please complete the Form 3 corresponding to this request.

PLEASE NOTE THAT BADGES MUST BE WORN THROUGHOUT THE EVENT.

These badges can be collected from the exhibition reception area, after signing a waiver.

D/ Insurance and safety

1. Insurance

The organisers accept no liability for theft or damage during the entire period of installation, operation and dismantling.

2. Security

Day and night surveillance of the Exhibition is carried out by a security service appointed by the Exhibition 's Commissariat, without however the application of this provision constituting any liability whatsoever for the Commissariat.

Exhibitors are strongly advised to complete the closure of stands with padlocks or locks to secure the stock of goods.

E/ Respect for other exhibitors

Exhibitors must not exceed the boundaries of your stand. No exhibitor may obstruct the view of another exhibitor, nor operate in a manner that is disruptive to other exhibitors.

The sound must be audible only within the stand.

The exhibitor must not carry out promotional activities to attract visitors to a specific location at a given time (such as distributing flyers in the Exhibition).

F/ Forms

FORM 1: PRESENTATION OF THE EXHIBITOR

MANDATORY form to be returned as soon as you receive the guide. All the information provided will be included in the general layout plan and signage.

FORM 2 : ASSEMBLY/DISASSEMBLY BADGES

MANDATORY form to be returned before 30 April 2026.

FORM 3 : EXHIBITOR BADGES

MANDATORY form to be returned before 30 April 2026.

FORM 4: ELECTRICITY

MANDATORY form to be returned before 20 March 2026

CONTACT FORM

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Exhibitor centre

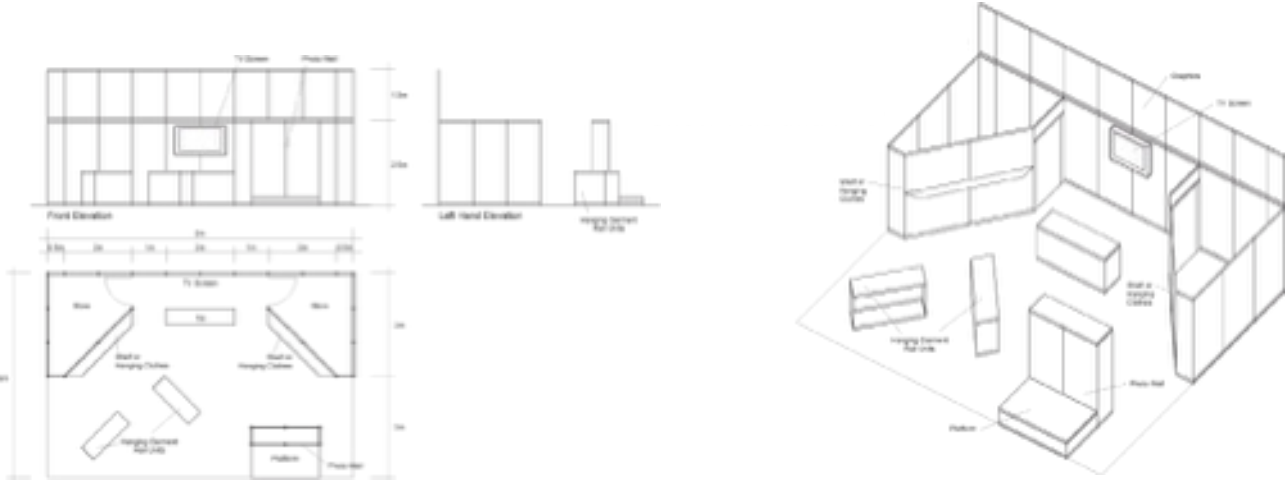
mge.exhibitors@avantscene.ma

APPENDICES

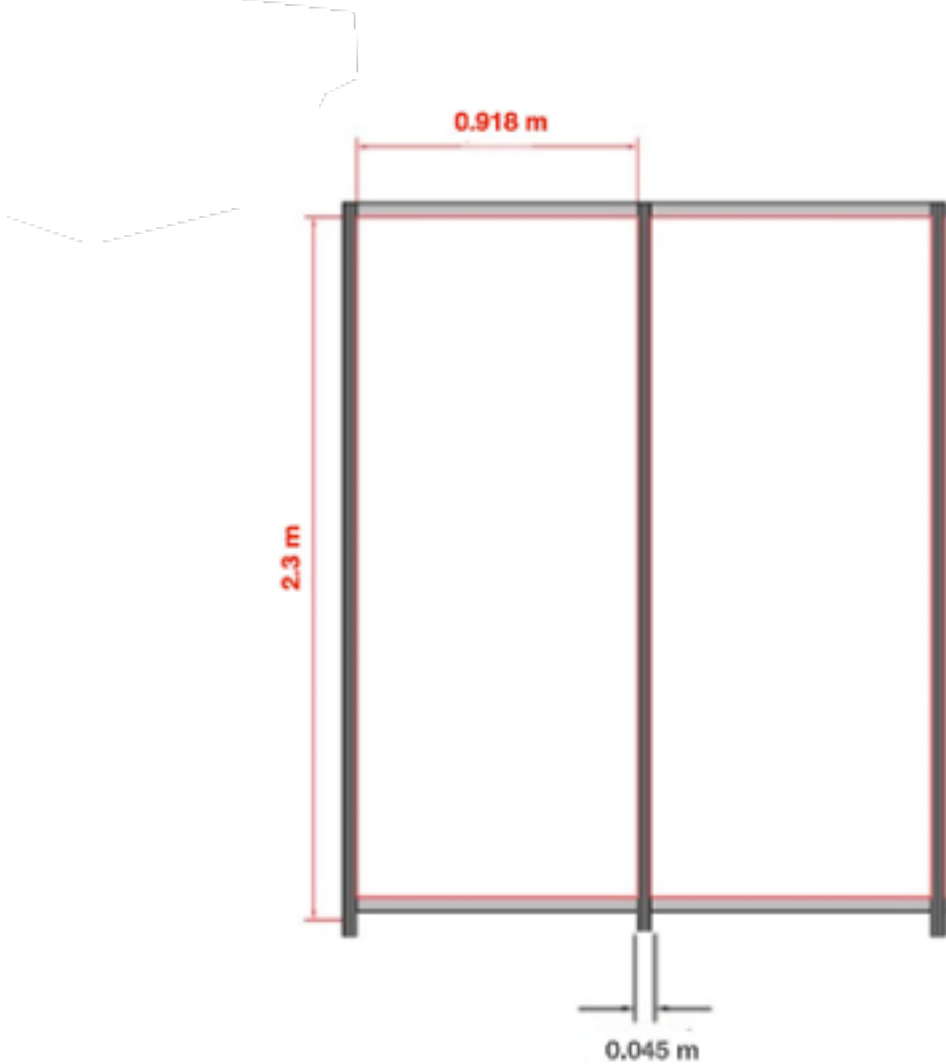
Table 1: Calendar of key dates

Heading	Dates
Specific electricity request (Form 4)	Before 20 March 2026
Send layout plan (bare stands)	Before 1 April 2026
Form 2 - Assembly/disassembly badges	Before 30 April 2026
Form 3 - Exhibitor badges	Before 30 April 2026
Sending of visuals (modular stands)	Before 30 April 2026
Assembly - Bare stands	From 12 to 18 May 2026
Day without major works (bare stands)	19 May 2026
Assembly - Equipped stands	From 16 to 18 May 2026
Valid exhibitor badges	From 20 to 24 May 2026
Dismantling - Removal of small items	24 May 2026
General dismantling	From 25 to 26 May 2026
Dismantling must be completed	26 May 2026

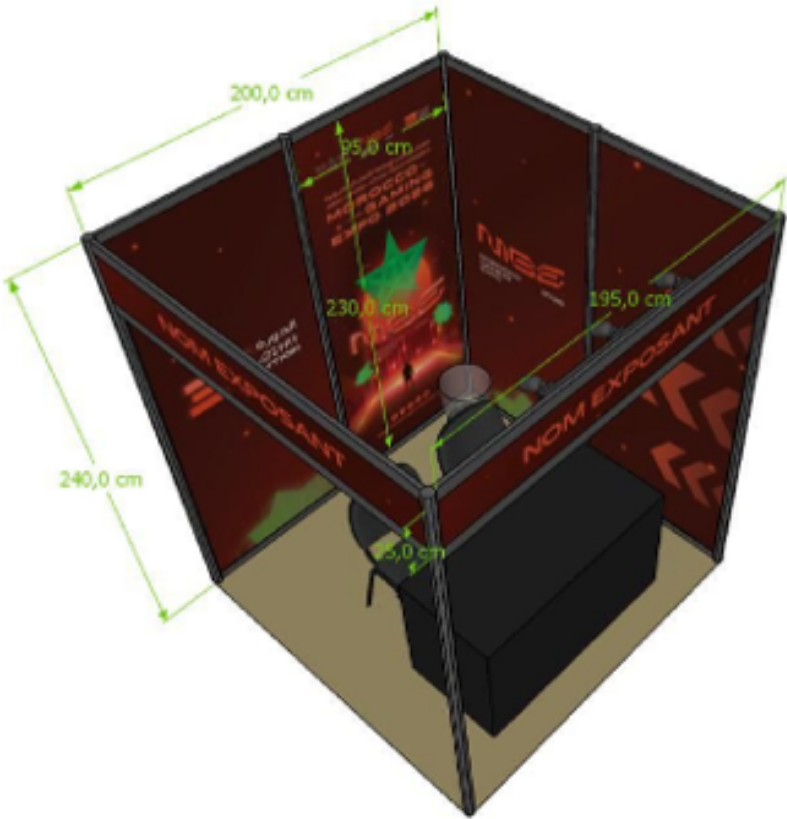
Appendix 1: Model of a layout plan with dimensions in plan and elevation and the general appearance of the project



Appendix 2: Partitioning diagram for modular stand



Appendix 3: Example of a 4 m² stand with two openings



Typology	Dimensions in cm (WxH)	Quantity
Vertical panels	92 x 230	4

Modular wall cladding
Allow 1 cm rotating bleed

Appendix 4: Example of a 4 m² stand with an opening



Typology	Dimensions in cm (WxH)	Quantity
Vertical panels	92 x 230	6

Modular wall cladding
Allow 1 cm rotating bleed

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