

ENFORCETAC

INTERNATIONAL EXHIBITION & CONFERENCE

ALL KEY STEPS FOR YOUR TRADE FAIR
EXHIBIT AT A GLANCE!

WALKTHROUGH GUIDE

24 – 26.2.2025

NÜRNBERG MESSE

LAW ENFORCEMENT AND DEFENCE
NUREMBERG, GERMANY | [ENFORCETAC.COM](https://enforcetac.com)



CO-EXHIBITORS

Please remember to send us your co-exhibitor applications promptly to allow these companies to adapt their company profile for the official exhibitor and product database and invite customers to their stand.

DEADLINE: 7.1.2025



OWN STAND CONSTRUCTION

ARE YOU BRINGING YOUR OWN STAND?

You'll find additional services and options for equipping your stand in our ExhibitorShop.

To ensure a smooth stand inspection process, please comply with the following minimum requirements for your stand structure:

- ✘ All open sides of the stand must be freely accessible, i.e. at least 50% of the open gangway sides must not be obstructed by structures or fittings.
- ✘ Each closed side must have a stand boundary wall with a minimum height of 2.50 m.
- ✘ The backs of stand boundary walls facing a neighbouring stand that are higher than 2.50 m must be white and have a clean and flawless appearance.
- ✘ The stand must have a floor covering that does not extend beyond the stand limits.

You will find useful information and all guidelines on the stand construction requirements on our website.

Please pay particular attention to the information sheet "Suspension points, trusses, lifting equipment" and the advice on "line of sight" in the Technical Regulations.

Please submit your stand construction plans for approval in good time, using the check list "Stand Construction" available from the ExhibitorShop. Approval is required for stand components such as:

- ✘ multi-storey stand structures
- ✘ outdoor buildings (e.g. temporary structures)
- ✘ special constructions (show trucks, promotional vehicles, promotional trailers, climbing walls, carnival rides, moving parts, containers etc.)
- ✘ performance areas/stages/podiums and walkable structures from a height of 0.20 m
- ✘ LED walls/video walls
- ✘ Deviations from fire prevention guidelines:
 - vehicles in general
 - ceilings >30 m²
 - activities/demonstrations involving fire hazards
- ✘ use of flying objects (e.g. drones, helicopters, airships etc.)

RENTED STAND CONSTRUCTION

RENTED STAND
CONSTRUCTION



LOOKING FOR A COMPLETE STAND SOLUTION?

Use our configurable complete rental stand packages to effectively showcase your company and your products.

WOULD YOU PREFER A CUSTOM SOLUTION?

Tailor your stand to your individual requirements. Our service partners will work their magic to create your perfect trade fair exhibit.

NEED SUPPORT OR HAVE QUESTIONS?

Team Service Sales
stand.services@nuernbergmesse.de
T +49 9 11 86 06 - 80 50

ADDITIONAL EQUIPMENT

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DO YOU NEED AN INTERNET CONNECTION?

Our exhibition grounds offer you great connectivity, whether for wired internet or WLAN solutions. You'll find all relevant services in the ExhibitorShop.

DO YOU NEED MORE SUPPORT?

Do you need more equipment for your stand, a stand guard or stand personnel? Do you want to surprise your customers with some delicious catering, or do you need another graphic?

Whether you need personnel or a small accessory, use the ExhibitorShop to order easily and conveniently online what you need for your trade fair appearance.

Please observe the current deadlines for express surcharges in the exhibitor area and ExhibitorShop!

ANY QUESTIONS OR NEED SUPPORT?

Team Exhibitor Services
exhibitor.services@nuernbergmesse.de
T +49 9 11 86 06 - 88 50

ACCOMMODATION

ACCOMMODATION

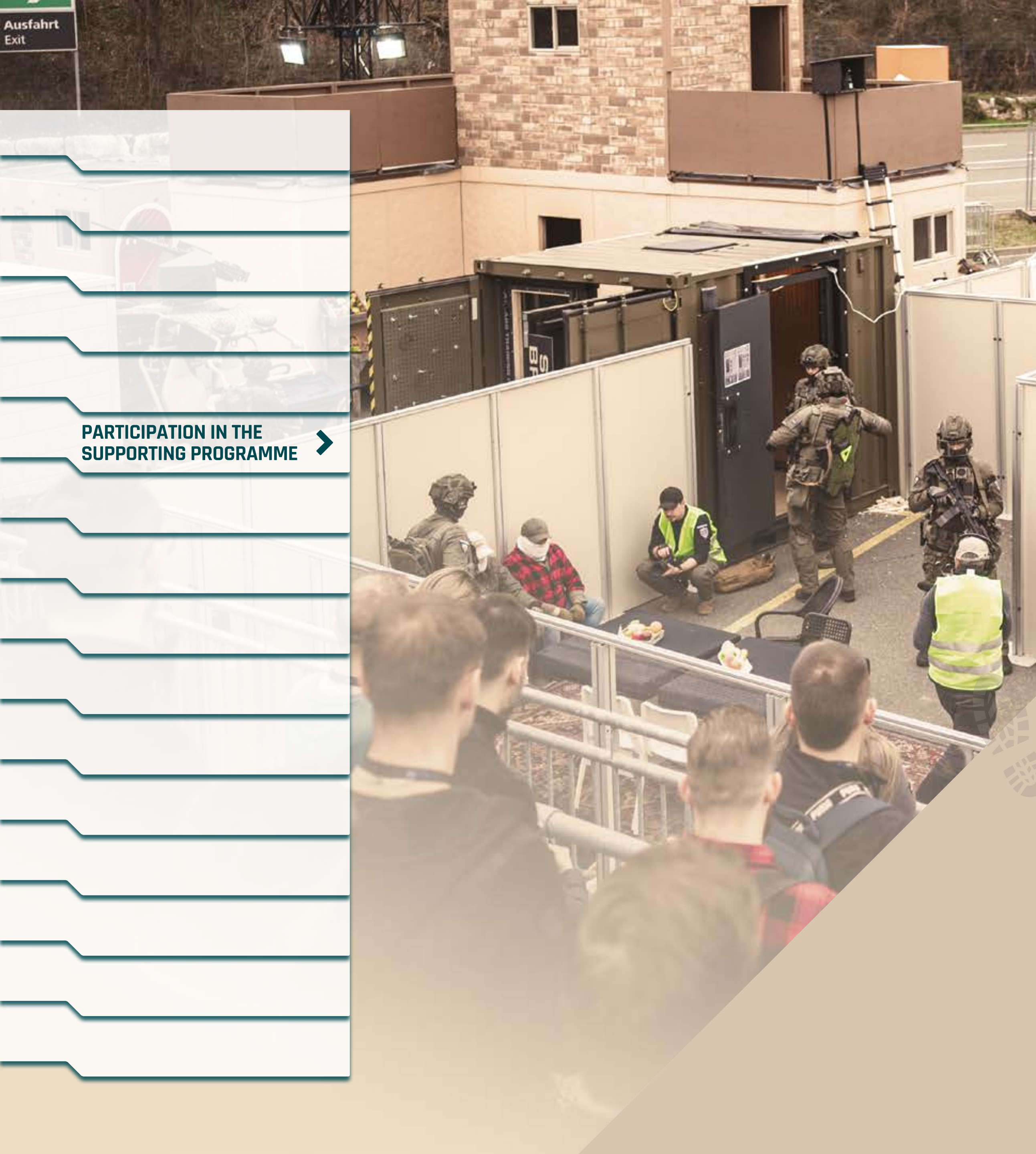


ARE YOU LOOKING FOR ACCOMMODATION?

Make the most of our special rates and stay in one of our partner hotels. Book your accommodation directly here:

ANY QUESTIONS OR NEED SUPPORT?

Team Service Sales
exhibitor.hotels@nuernbergmesse.de
T +49 9 11 86 06 - 80 20



PARTICIPATION IN THE
SUPPORTING PROGRAMME ➤

PARTICIPATION IN THE SUPPORTING PROGRAMME

Do you have an innovative solution or product
for the day-to-day challenges of police and forces?

ENFORCE TAC VILLAGE

Your products will be used and presented under
realistic conditions by a professional team in various
tactical scenarios.

ENFORCE TAC STAGE

The Enforce Tac Stage offers speakers and exhibitors
an exclusive platform for presenting their expertise to
a diverse audience in high-calibre technical and product
presentations. Share your knowledge and present your
brand directly to your relevant target group.

ENFORCE TAC TV

ENFORCE TAC TV: THE PERFECT SHOWCASE FOR YOUR PRODUCTS.

In the contemporary marketing landscape, it is important to use opportunities to set yourself apart from the masses. And this is where Enforce Tac TV comes into its own: Our YouTube format, exclusively tailored to you as an exhibitor, offers you and your product highlights an ideal opportunity.

ENFORCE TAC TV



Imagine the following scenario: Your stand is the main stage that puts the spotlight on your featured products. Our experienced camera team and a selection of hand-picked professional moderators showcase your brand and products expertly. Up to three products can be introduced per slot to allow for a comprehensive presentation. Our team works closely with you to ensure that every detail is presented in an appropriate way. Whether you offer tactical equipment, vehicle innovations or training systems – Enforce Tac TV turns your stand into a studio, enabling you to bridge the gap to online and on demand content!



TRADE FAIR MARKETING

DRAW ATTENTION TO YOUR COMPANY AND ITS TRADE FAIR APPEARANCE

We offer effective marketing options for all media – simply choose your preferred advertising medium and make Enforce Tac your exhibitor success story.

MARKETING PACKAGES AND EXCLUSIVE MARKETING

Make the most of the options from our inexpensive and effective marketing packages and exclusive marketing services:

TRADE FAIR MARKETING



PRINT MEDIA

Address your specific target group with print advertising: Our print media reach a multitude of trade fair visitors.

ADVERTISING ON-SITE

Advertising on and near the exhibition grounds puts your company in the spotlight.

ONLINE MEDIA

Online advertising is direct and topical – and is therefore a must for successful trade fair marketing.

DEADLINE: 7.1.2025

ANY QUESTIONS OR NEED SUPPORT?

Team Service Sales
exhibitor.marketing@nuernbergmesse.de
T +49 9 11 86 06 - 80 30

VISITOR PROMOTION

BE PROACTIVE ABOUT INVITING YOUR VISITORS

We can help by providing digital and printed advertising material. Simply order the required amount of your preferred documents.

ELECTRONIC ADMISSION VOUCHERS (E-CODES)*

Invite your customers directly to your exhibition stand by simply emailing them an e-code. Please note that you can only invite trade visitors and that selling to third parties is prohibited. Admission vouchers are not an entry permit and are valid only in combination with an appropriate credentials specified under: enforcetac.com/en/visit

*Only vouchers redeemed by visitors will be billed to the exhibitor at a rate of EUR 14 (net) each.

VISITOR PROMOTION



You can send your e-codes directly to your visitors quickly and easily via our TicketCenter, or download them for use in your own email campaign.

AVAILABLE FROM 21.10.2024

The digital visitor postcard, social media assets and sample letter are available from our Download Service.

VISITOR POSTCARD

The postcard will be available in two languages from November and can be ordered in the ExhibitorShop. You'll find the digital version for sending with your e-codes in the download area on our website.

SOCIAL MEDIA ASSETS

Promote your trade fair appearance in social media as well and ensure a targeted approach to your customers.

SAMPLE LETTER

Are you struggling to find the right words to invite your customers? We can provide a template of a letter that you are welcome to use for your visitor promotion.

EXHIBITOR AND PRODUCT PROFILES

Thanks to the self-service function, you can edit and update your company and product information in our exhibitor and product database yourself.

The SelfService tool allows you to manage the content of your online profile by yourself at any time.

Benefit from being able to quickly adapt your content at all times. Your online profile will then be published on enforcetac.com within just a few minutes.

EXHIBITOR AND
PRODUCT PROFILES



You'll find many helpful tips in our "How-to" area

ANY QUESTIONS OR NEED SUPPORT?

SelfService Support
selfservice@support.nuernbergmesse.de
T +49 9 11 86 06 - 80 06

DEADLINE: 7.1.2025



TRANSPORT AND PRESENTATION OF FIREARMS

DO YOU INTEND TO DISPLAY FIREARMS AT ENFORCE TAC?

Find the respective application forms and detailed information on securing, transporting and presenting the firearms here:

DEADLINE: 17.1.2025

IMPORTANT:

Please name the stand security manager (and a deputy). Remember to secure the firearms against theft. Licensable products in particular need to be secured against theft day and night.

DEADLINE: 17.1.2025

TRANSPORT AND
PRESENTATION OF FIREARMS ➤

PROHIBITED/LICENSABLE ITEMS?

Remember to submit all necessary applications and fill in the forms.

You will find these from November on our website.

PASSES AND TICKETS

EXHIBITOR PASSES, ASSEMBLY AND DISMANTLING PASSES

In the TicketCenter, you can order, send out and manage your exhibitor and assembly and dismantling passes. Depending on the stand area booked, you will receive a free quota of exhibitor passes reserved for you in the TicketCenter. You can order additional passes for your personnel. Following the event, only exhibitor passes actually used (less your free contingent) will be billed to you.

The passes are valid during the fair and for assembly and dismantling.

Free assembly and dismantling passes for your stand personnel can also be ordered in the TicketCenter. Anyone involved in the assembly and dismantling (stand builders, freight forwarders etc.) needs to have a assembly and dismantling pass. Anyone without a pass will not be allowed to enter and will have to re-register at the venue, which causes queues.

Please note that all passes must be personalised!

AVAILABLE FROM 21.10.2024

TICKETS EXHIBITOR PARTY

It's first come, first served, so get your ticket quickly to enjoy the exhibitor party after the second day of the fair.

PARKING PERMITS

Multi-day parking permits can be ordered in advance in our ExhibitorShop. You will receive your pre-ordered and prepaid multi-day parking permits in good time before the event. Daily parking permits can be purchased at the venue from our service personnel.

PASSES AND TICKETS



PR SUPPORT FOR YOUR EVENTS

Please inform the Enforce Tac media team of any stand events or press briefings you are planning during the fair. We'll be glad to communicate these to our rigorously accredited media representatives so that your event is not just a highlight on site but in the media as well. We're happy to help.

PRESS@ENFORCETAC.COM

PR SUPPORT
FOR YOUR EVENTS



ASSEMBLY AND DISMANTLING & TRADE FAIR LOGISTICS

Access to the halls during assembly and dismantling is only possible with assembly and dismantling passes or exhibitor passes.

Assembly and dismantling passes are not valid for the duration of the event.

AVAILABLE FROM 21.10.2024

ASSEMBLY

Thursday	20.2.2025	07:00 – 19:00
Friday	21.2.2025	07:00 – 19:00
Saturday	22.2.2025	07:00 – 19:00
Sunday	23.2.2025	07:00 – 19:00

DISMANTLING

Wednesday	26.2.2025	16:00 – 22:00
Thursday	27.2.2025	07:00 – 22:00
Friday	28.2.2025	07:00 – 22:00

Please note that premature teardown during the fair is not permitted.

TRADE FAIR LOGISTICS

Book a slot for entry into the loading yard for your assembly and dismantling.

For more information and access to TransITfair please visit our website.

YOUR INFORMATION AT A GLANCE

On our website you will find all
essential information and emails
that we sent to you.

YOUR INFORMATION
AT A GLANCE



OVERVIEW OF ALL DEADLINES

7.1.2025

Apply co-exhibitors
Book marketing services
Set up exhibitor and product profiles

AROUND MID-JANUARY 2025

Additional equipment suspension points

17.1.2025

Acquire authorisation for presentation of firearms
Name stand security manager

AROUND THE BEGINNING OF FEBRUARY 2025

Additional equipment technology/logistics/catering
Additional equipment power/compressed air/water

20.2.2025

Order passes and tickets

WELCOME TO ENFORCE TAC 2025!

EXHIBITOR SURVEY

We value your opinion. At the venue, you will once again have the opportunity to provide feedback on your trade fair participation. We look forward to your responses to allow us to continually improve Enforce Tac.

BOOKING STAND 7-178

At the venue, you will be able to secure your stand location for Enforce Tac 2026!

Our colleagues in the booking area look forward to helping you!

OPENING TIMES

Monday	24.2.2025	09:00 – 18:00
Tuesday	25.2.2025	09:00 – 18:00
Wednesday	26.2.2025	09:00 – 16:00

EXHIBITOR PARTY – 25.2.2024

Join us for a relaxing evening!

GET THE LATEST NEWS!

