

UK TRADE SHOW RESEARCH / 2026

Which deadline catches you out?

When do exhibitors need to book and order, and what does being late cost? Conclusions from 21 UK exhibitor manuals, 29 dated compulsory submissions and published surcharge terms from 15 events.

- 1 Your first exhibitor deadline will usually land four to six weeks before the show opens.**

Across the 21 UK exhibitions we checked, the earliest stand-service deadline fell a median 38 days (5.4 weeks) before opening, and at 20 of 21 it was at least four weeks out. Open the manual at least eight weeks out: that would have beaten the first deadline at 18 of the 21 events.
- 2 Space-only stand plans and health and safety forms are the deadlines most likely to catch you out.**

Space-only stand plans and risk assessments were due a median 44 days before opening (13 events, up to 70 days), on or before the first service-order deadline at 8 of 13 events. Health and safety declarations were due a median 40 days out (12 events). These are compulsory, so a late submission can stop your build, not just cost more.
- 3 Most stand services close about a month before opening; only catering and a few site services can wait until the last fortnight.**

Graphics, furniture and shell extras, electrics and flooring each closed a median 31 to 32 days before opening. AV and internet (23.5 days) and freight and storage (26 days) came later, and stand catering last at 10 days. Power is the one to watch: one event wanted electrics ordered 56 days out.
- 4 Missing the early-order date typically adds 20% to 25%, and ordering onsite up to 50%.**

Where organisers or their contractors publish the penalty (15 events, 6 organiser or contractor families), late orders cost 20% or 25% more and onsite orders 20% to 50% more. On the GES order sites we read, onsite prices end up 44% above the early-bird price, whose deadline fell 29 to 43 days before opening. Late orders are also subject to availability.
- 5 Work to one countdown: plans at nine weeks, orders at eight, final services at five, catering at two.**

Each step below is the latest point that would have met the published deadline at three out of four of the events we checked. Use it as your default plan, then move dates earlier if your manual says so.

Commissioned by Stand Central, which sells exhibition equipment; no organiser or retailer reviewed or endorsed it. Purposive sample of public manuals, not a national survey. Some dates come from past manuals: check your own edition.

UK TRADE SHOW RESEARCH / 2026 / COUNTDOWN

Your exhibitor countdown

Each step is the latest point that would have met the published deadline at three out of four of the events we checked. Move it earlier if your own manual says so.

9 weeks

Space-only stands: stand plans, RAMS and construction phase plan to the organiser

Early enough at 85% of 13 events checked

8 weeks

Place stand service orders before the first price rise (early-bird or first webshop deadline)

Early enough at 83% of 6 events checked

7 weeks

Health and safety declaration and risk assessment

Early enough at 83% of 12 events checked

7 weeks

Graphics, electrics, furniture, shell extras and flooring

Early enough at 89% to 100% of the events checked for each item (9 + 14 + 14 + 7 event deadlines)

5 weeks

Nameboard wording, AV, internet and lead capture

Early enough at 90% to 100% of the events checked for each item (6 + 10 event deadlines)

5 weeks

Freight, lifting and storage, rigging, cleaning, water and waste

Early enough at 100% of the events checked for each item (10 + 2 + 6 event deadlines)

2 weeks

Stand catering

Early enough at 78% of 9 events checked

If you miss a date

Where organisers or their contractors publish the penalty (15 events, 6 organiser or contractor families), late orders cost 20% or 25% more and onsite orders 20% to 50% more. On the GES order sites we read, onsite prices end up 44% above the early-bird price, whose deadline fell 29 to 43 days before opening. Late orders are also subject to availability.

Event-level method: for each event we take the earliest verified deadline of each type, then the whole number of weeks that covers at least 75% of events. Grouped steps take the longest member. The register holds 222 source-linked records from 21 manuals; compulsory submissions and surcharges are separate, source-linked supplements.

CORRECTIONS AND EVIDENCE

A corrected research snapshot.

Source corrections are integrated into this edition. The notes below record what changed.

Correction history and scope

The source findings prompted category recodes, fuller service extraction, fee-context and edition-metadata corrections. Stable existing observation IDs are retained.

CHEMUK remains a conflict, not a verified rate

The named early-bird milestone is separate from disputed surcharge wording. The homepage and checklist disagree: neither rate is adopted as a verified fee. No new price tier or trigger is invented.

Conflicting originals: [D01 · Manual stand-order section](#); [D01a · Deadline checklist](#).

Four categories. Four denominators.

Do not pool these into one “average exhibitor deadline”. Ranges describe the captured 2026 documents, not recommended booking intervals.

One deadline? Not in these manuals.

Summary graphic · selected 2026
Days before exhibition opening

Early-bird ends

28-68 days · row median 31
23 dated rows / 8 events

Standard rate ends

2-42 days · row median 6
13 dated rows / 4 events

Order-by date

2-112 days · row median 26
70 dated rows / 16 events

Strict cutoff

4-32 days · row median 17.5
10 dated rows / 10 events

Stand Central research · snapshot 28 Sep 2026
Data and stable IDs: matching chart CSV

Corrected retention: early-bird 24 retained, 23 exact and 1 held/unknown. Order-by 124 retained, 70 exact and 54 held/unknown. Strict cutoff 13 retained, 10 exact and 3 held/unknown. Travel and ancillary room references are excluded.

Each plotted statistic can be checked against the dated rows in the research data CSV.

02 / WITHIN-EVENT STRUCTURE

Some manuals contribute many rows.

Each bar is the median of that event's retained early-bird rows. A bundled stand order counts as one row; separate services or suppliers may contribute several.

Early-bird dates, event by event

Median days before exhibition opening

Selected 2026 · 23 rows / 8 events

0

70 days

Digital Accountancy Show

68 days

D25 · 1 row

CHEMUK

51 days

D01 · 1 row

CCR

44 days

D02 · 1 row

Advanced Engineering

44 days

D19 · 1 row

Jewellery Show

31.5 days

D22 · 4 rows

London Vet Show

31 days

D17 · 9 rows

Independent Hotel Show

31 days

D29 · 5 rows

Cytokines

30 days

D08 · 1 row

Stand Central research · snapshot 28 Sep 2026

Data and stable IDs: matching chart CSV

All bars: 2026 only. Equal event weighting does not make events independent. Original links and PDF/HTML locators: source appendix; row-level data: research data CSV.

03 / SENSITIVITY

The median depends on the unit.

A row median weights every service record equally. The median of within-event medians first summarises each event, then gives each event one value.

The weighting changes the story

Summary graphic · selected 2026
Calendar days before opening

All selected events

23 rows / 8 events · range 28–68

Row median: 31 days

Median of event medians: 37.75

Excluding Easyfairs

19 rows / 4 events · range 28–52

Row median: 31 days

Median of event medians: 31

Shared contractors still cross template families.

Stand Central research · snapshot 28 Sep 2026
Data and stable IDs: matching chart CSV

The 4 Easyfairs manuals share a template family. Removing them is a sensitivity check, not a corrected national estimate. GES and Full Circle also recur across organiser families; shared wording and service suppliers remain sources of dependence.

Claims: H-early_bird_end and C-no-easyfairs. 37.75 is a descriptive median of medians, not a precision claim about the wider market.

A price phase is not a closure.

Published milestones have different meanings. Paying a late fee does not guarantee stock, capacity or acceptance.

Cytokines 2026 / consecutive price phases

GES early-bird orders end 18 September; regular-price orders end 16 October. The exhibition opens 18 October. Onsite orders from 17 October are 20% above regular price. The separate regular-price “20% surcharge” label has an unstated base. Do not infer an early-bird discount or compound the percentages.

[D08-O01 · PDF page 9](#)

[D08-O02 · PDF page 9](#)

Opening: [D08 · PDF page 4](#)

ESCRS 2026 / price starts versus shop closes

The matrix gives 24 July as the start of late prices and 17 August as webshop closure, before the 11 September exhibition opening. These are respectively 49 and 25 calendar days before opening. A late-price start is not silently shifted back a day.

[D09-O01 · PDF page 10](#)

[D09-O02 · PDF page 10](#)

Opening: [D09 · PDF page 8](#)

These are dated research examples, not current planning instructions. Use the exact edition's current original before acting. Claims: C-ESCRS-phases; F-D08-O02.

05 / FEE CONTEXT

A percentage needs its conditions.

These are selected source statements, not surcharge prevalence, a market average or measured invoices. Unknown fee values remain unknown.

Easyfairs / shared family, separate events

CHEMUK conflicts: its homepage says 20%, but its checklist says 25% with inconsistent trigger wording. Neither is presented as a verified rate. CCR, Advanced Engineering and Digital Accountancy Show state 25%. Shared template family; cash bases and VAT are unknown.

[D01-O01 · Manual section](#) · [D02-O01 · Manual section](#) · [D19-O01 · Manual section](#) · [D25-O01 · Manual section](#) ·

Conflicting page: [D01a · Deadline checklist](#)

JTrade / do not add or compound

Electrical orders after 1 April 2026 increase by 25%, subject to availability. A separate onsite line states 50%, also subject to availability. The onsite base and precise start date are not restated. No compounded percentage is calculated.

[D13-O01 · PDF page 13](#) · JTRADE-onsite, [D13b · PDF page 13](#)

Cytokines / a conditional change charge

The form is due 2 October 2026. A necessary name change after the deadline costs £35 + VAT per board changed onsite. The preceding missing-form sentence may narrow application; neither a universal nor missed-form-only charge is established.

[D08-O06 · PDF page 9](#)

Full conditions, short excerpts and base-price caveats: Appendix C and the research data CSV.

06 / MISSING IS NOT ZERO

The counterexample that matters.

UK Games Expo's 20% power charge is not a late-order percentage.

UK Games Expo / power specification, not lateness

The 20% applies to a 24-hour power supply. The same section says late orders cost more without stating the premium. The displayed cash tariff is labelled as based on 2025 rates, not verified 2026 costs. The deadline itself is recorded separately on physical page 31.

Fee context: [D28 · PDF page 21](#)

Deadline: [D28-O01 · PDF page 31](#)

Claim: F-UKGE-context.

What was and was not recorded

The corrected 222-row register has 5 populated percentage fields and 2 cash fields. 215 rows have no adopted numeric fee, including CHEMUK's conflicting rate. Stored-field counts are not surcharge prevalence.

An undated JTrade onsite condition is held separately, not added to the dated-row denominator. Price lists were not comprehensively collected. There is no defensible average late fee, invoice total or market-wide risk estimate in this dataset.

Claims: C-fee-percentage; C-fee-amount; C-fee-unknown; F-JTRADE-onsite. Fee bases, nulls and exact relevant excerpts remain available in Appendix C and the research data CSV.

07 / METHODS

How the study was built.

A documentary comparison, with a pre-collection protocol, not an externally preregistered study.

Question and unit

How far before public exhibition opening are stand-service dates published, and what late-fee conditions are explicit? Coverage is a distinct event-edition manual, including official multi-page online manuals. Observations are service/price-phase rows.

Selection and reference period

Purposive public-source discovery targeted UK events opening in 2025–2026. Exact 2026 editions replace earlier ones where located. Search results supplied candidate links, never numerical evidence. The pre-collection target was recorded in the protocol; final coverage is 21 manuals.

Edition separation

The 19 selected 2026 editions supply the main comparisons. PATS and Commercial Vehicle Show are explicitly historical 2025 manuals, retained because no accessible 2026 replacement was located. Generic or mixed-edition login pages do not establish a 2026 manual. Historical dates are not current advice.

Extraction and arithmetic

Short excerpts, original URLs, physical PDF pages or HTML table rows, retrieval times and hashes support each row. Lead time = public exhibition opening minus published deadline, in calendar days. Build-up and earlier conference sessions are not opening dates.

Classification

Early-bird end, standard-rate end, late-rate start, order-by, strict cutoff, submission and recommendation are distinct. Strict cutoff describes wording, not observed enforcement. Date-only evidence remains date-only: no midnight or timezone is invented.

Row-level data, original links, locators and short excerpts: the research data CSV on standcentral.com.

What these records cannot tell you.

A reproducible calculation is not independent source validation, organiser confirmation or proof of enforcement.

Uneven, dependent coverage

Public access biases the sample. Source review found omissions against the collection rule; correction work completed in-scope extraction and recorded adjudications. Coverage remains bounded by accessible captured manuals, not all UK events. Multiple services, bundled orders, repeat contractors and template families are clustered. No confidence interval, significance test or national prevalence claim is justified.

Ambiguities remain visible

The full register retains 12 conflicting; 47 date not published; 17 relative only; 146 verified. "Verified" means checked against captured originals, not directly confirmed with organisers. Travel and ancillary room references stay in the register but not stand-service summaries.

Do not repair a source by inference

Held conflicts include ESCRS rigging, Develop visitor-data capture, Jewellery Show services and Independent Hotel Show graphics. No conflicting row enters a lead-time headline. The source may be stale or wrong; absence of a contradiction is not proof of correctness.

Use the current manual, not the study median

The checklist is deliberately undated. Confirm edition, supplier, price basis, clock cutoff and acceptance before ordering. The calendar file holds only dates still in the future on 28 September 2026; check each one against the current manual.

Disclosure and correction

Stand Central commissioned this research and sells exhibition equipment. No organiser endorsement or invented spokesperson quote is implied. On a reported error, isolate the affected IDs, recheck the original, update the dependent figures and record a dated correction.

State-count claim IDs: C-state-verified, C-state-conflicting, C-state-date_not_published and C-state-relative_only.

APPENDIX A / ORIGINAL SOURCES

Source register

Links open original publishers' documents. PDF locators count physical pages from one; HTML locators use captured table rows. Sources captured on 28 September 2026.

D01 / CHEMUK · 2026

Easyfairs · NEC Birmingham

Deadlines: D01 · Manual stand-order section; D01a · HTML task table; exact rows in CSV

Opening: [D01c · Show timetable / event header](#)

D02 / CCR · 2026

Easyfairs · Excel London

Deadlines: D02 · Manual stand-order section; D02a · HTML task table; exact rows in CSV

Opening: [D02c · Show timetable / event header](#)

D03 / Makers Central · 2026

ICHF Events / Makers Central · NEC Birmingham

Deadlines: [D03 · PDF pages 2, 3](#)

Opening: [D03 · PDF page 1](#)

D04 / BOA Annual Congress · 2026

British Orthopaedic Association · Olympia London

Deadlines: D04a · HTML task table; exact rows in CSV; D04c · HTML task table; exact rows in CSV; D04d · Manual [stand-order section](#); [D04e · Manual stand-order section](#)

Opening: [D04b · Show timetable / event header](#)

D06 / Pensions UK Annual Conference · 2026

Pensions UK · LEX Liverpool

Deadlines: [D06 · PDF pages 6, 10, 12, 13, 14](#)

Opening: [D06 · PDF page 5](#)

Row-level data: the research data CSV (stable IDs, original links, exact locators, short excerpts and opening evidence). Full third-party manuals are not redistributed.

APPENDIX A / ORIGINAL SOURCES

Source register / continued

Links open original publishers' documents. PDF locators count physical pages from one; HTML locators use captured table rows. Sources captured on 28 September 2026.

D07 / Pensions UK Investment Conference · 2026

Pensions UK · EICC Edinburgh

Deadlines: [D07 · PDF pages 9, 10, 11, 14, 15](#)

Opening: [D07 · PDF page 5](#)

D08 / Cytokines · 2026

The Cytokine Society / Vienna Medical Academy · SEC Glasgow

Deadlines: [D08 · PDF pages 3, 4, 8, 9](#)

Opening: [D08 · PDF page 4](#)

D09 / ESCRS Congress · 2026

ESCRS / EA Exhibitions · Excel London

Deadlines: [D09 · PDF pages 10, 11, 14, 16, 18, 22, 26, 28, 29, 39](#)

Opening: [D09 · PDF page 8](#)

D10 / UKSG Annual Conference and Exhibition · 2026

UKSG · SEC Glasgow

Deadlines: [D10b · PDF pages 5, 7, 9, 10, 11](#)

Opening: [D10b · PDF page 1](#)

D11 / PATS · 2025

Impact Exhibitions & Events · NEC Birmingham

Deadlines: [D11 · PDF pages 17, 44, 55](#)

Opening: [D11 · PDF page 6](#)

Row-level data: the research data CSV (stable IDs, original links, exact locators, short excerpts and opening evidence). Full third-party manuals are not redistributed.

APPENDIX A / ORIGINAL SOURCES

Source register / continued

Links open original publishers' documents. PDF locators count physical pages from one; HTML locators use captured table rows. Sources captured on 28 September 2026.

D13 / JTrade · 2026

JTrade · Alexandra Palace London

Deadlines: [D13b · PDF pages 7, 9, 11, 13, 16, 33](#)

Opening: [D13b · PDF page 2](#)

D14 / Develop:Brighton Expo · 2026

Tandem Events · DoubleTree by Hilton Brighton Metropole

Deadlines: [D14b · PDF pages 7, 19, 20, 23](#)

Opening: [D14b · PDF page 8](#)

D15 / Commercial Vehicle Show · 2025

Commercial Vehicle Show / Nineteen · NEC Birmingham

Deadlines: [D15 · PDF pages 6, 14, 16, 17, 32, 34](#)

Opening: [D15 · PDF page 4](#)

D16 / Childcare & Education Expo National · 2026

Broadway Events · Coventry Building Society Arena

Deadlines: D16 · HTML task table; exact rows in CSV

Opening: [D16 · Show timetable / event header](#)

D17 / London Vet Show · 2026

CloserStill Media · Excel London

Deadlines: D17 · HTML task table; exact rows in CSV

Opening: [D17 · Show timetable / event header](#)

Row-level data: the research data CSV (stable IDs, original links, exact locators, short excerpts and opening evidence). Full third-party manuals are not redistributed.

APPENDIX A / ORIGINAL SOURCES

Source register / continued

Links open original publishers' documents. PDF locators count physical pages from one; HTML locators use captured table rows. Sources captured on 28 September 2026.

D19 / Advanced Engineering · 2026

Easyfairs · NEC Birmingham

Deadlines: D19 · HTML task table; exact rows in CSV; D19d · HTML task table; exact rows in CSV

Opening: [D19c · Show timetable / event header](#)

D22 / Jewellery Show · 2026

CloserStill Media · Olympia London

Deadlines: D22 · HTML task table; exact rows in CSV

Opening: [D22 · Show timetable / event header](#)

D23 / Isle of Wight Chamber Expo · 2026

Isle of Wight Chamber · Ryde School, Isle of Wight

Deadlines: [D23 · PDF pages 3, 4](#)

Opening: [D23 · PDF page 1](#)

D25 / Digital Accountancy Show · 2026

Easyfairs · Excel London

Deadlines: [D25 · Manual stand-order section](#); [D25d · Manual stand-order section](#)

Opening: [D25b · Show timetable / event header](#)

D28 / UK Games Expo · 2026

UK Games Expo · NEC Birmingham

Deadlines: [D28 · PDF pages 19, 20, 24, 26, 30, 31](#)

Opening: [D28 · PDF page 1](#)

Row-level data: the research data CSV (stable IDs, original links, exact locators, short excerpts and opening evidence). Full third-party manuals are not redistributed.

APPENDIX A / ORIGINAL SOURCES

Source register / continued

Links open original publishers' documents. PDF locators count physical pages from one; HTML locators use captured table rows. Sources captured on 28 September 2026.

D29 / Independent Hotel Show London · 2026

Montgomery Group · Olympia London

Deadlines: D29 · HTML task table; exact rows in CSV

Opening: [D29b · Show timetable / event header](#)

Row-level data: the research data CSV (stable IDs, original links, exact locators, short excerpts and opening evidence). Full third-party manuals are not redistributed.

APPENDIX B / HEADLINE-TO-ROW MAPPING

Early-bird ends

In the captured 2026 sample, early bird end dates span 28–68 days before opening (row median 31; 23 exact rows / 8 events; 1 unresolved rows).

Reproduce this claim

Each row's lead time = opening date minus deadline date. Row median: 31 days. Median of within-event medians: 37.75 days. Exact dated rows: 23; events: 8.

CHEMUK (D01)

[D01-O01](#)

CCR (D02)

[D02-O01](#)

Cytokines (D08)

[D08-O01](#)

London Vet Show (D17)

[D17-O02](#) · [D17-O06](#) · [D17-O08](#) · [D17-O11](#) · [D17-O13](#) · [D17-O15](#) · [D17-O17](#) · [D17-O20](#) · [D17-O23](#)

Advanced Engineering (D19)

[D19-O01](#)

Jewellery Show (D22)

[D22-O04](#) · [D22-O07](#) · [D22-O08](#) · [D22-O10](#)

Digital Accountancy Show (D25)

[D25-O01](#)

Independent Hotel Show London (D29)

[D29-O01](#) · [D29-O02](#) · [D29-O03](#) · [D29-O04](#) · [D29-O08](#)

Excluded unresolved rows: D22-O16

Join IDs to the research data CSV for exact locators and opening evidence. These are 2026-only stand-service figures.

APPENDIX B / HEADLINE-TO-ROW MAPPING

Standard rate ends

In the captured 2026 sample, standard rate end dates span 2–42 days before opening (row median 6; 13 exact rows / 4 events; 0 unresolved rows).

Reproduce this claim

Each row's lead time = opening date minus deadline date. Row median: 6 days. Median of within-event medians: 5.25 days. Exact dated rows: 13; events: 4.

Cytokines (D08)

[D08-O02](#)

JTrade (D13)

[D13-O01](#)

London Vet Show (D17)

[D17-O03](#) · [D17-O05](#) · [D17-O07](#) · [D17-O09](#) · [D17-O14](#) · [D17-O16](#) · [D17-O18](#) · [D17-O24](#)

Jewellery Show (D22)

[D22-O05](#) · [D22-O09](#) · [D22-O11](#)

Join IDs to the research data CSV for exact locators and opening evidence. These are 2026-only stand-service figures.

APPENDIX B / HEADLINE-TO-ROW MAPPING

Order-by date

In the captured 2026 sample, order by dates span 2-112 days before opening (row median 26.0; 70 exact rows / 16 events; 54 unresolved rows).

Reproduce this claim

Each row's lead time = opening date minus deadline date. Row median: 26 days. Median of within-event medians: 28 days. Exact dated rows: 70; events: 16.

CHEMUK (D01)

[D01-O02](#) · [D01-O04](#)

CCR (D02)

[D02-O02](#)

Makers Central (D03)

[D03-O01](#) · [D03-O02](#) · [D03-O03](#)

BOA Annual Congress (D04)

[D04-O01](#) · [D04-O02](#) · [D04-O03](#) · [D04-O04](#) · [D04-O05](#) · [D04-O06](#) · [D04-O07](#) · [D04-O08](#) · [D04-O11](#)

Pensions UK Annual Conference (D06)

[D06-O01](#) · [D06-O02](#) · [D06-O03](#) · [D06-O04](#) · [D06-O05](#) · [D06-O06](#) · [D06-O07](#) · [D06-O08](#)

Pensions UK Investment Conference (D07)

[D07-O01](#) · [D07-O02](#) · [D07-O03](#) · [D07-O05](#) · [D07-O06](#) · [D07-O07](#) · [D07-O08](#) · [D07-O09](#) · [D07-O10](#) · [D07-O11](#)

Cytokines (D08)

[D08-O04](#) · [D08-O05](#)

ESCRS Congress (D09)

[D09-O03](#) · [D09-O04](#) · [D09-O06](#) · [D09-O07](#) · [D09-O08](#)

JTrade (D13)

[D13-O02](#)

Develop:Brighton Expo (D14)

[D14-O01](#) · [D14-O02](#)

APPENDIX B / HEADLINE-TO-ROW MAPPING

Order-by date / continued

Same claim and denominator: H-order_by

Childcare & Education Expo National (D16)

[D16-O01](#) · [D16-O02](#) · [D16-O03](#) · [D16-O04](#) · [D16-O05](#) · [D16-O06](#) · [D16-O07](#) · [D16-O08](#)

London Vet Show (D17)

[D17-O01](#) · [D17-O04](#) · [D17-O10](#) · [D17-O12](#) · [D17-O19](#) · [D17-O21](#) · [D17-O22](#)

Advanced Engineering (D19)

[D19-O02](#) · [D19-O04](#) · [D19-O05](#)

Jewellery Show (D22)

[D22-O01](#) · [D22-O02](#) · [D22-O03](#) · [D22-O06](#) · [D22-O12](#)

UK Games Expo (D28)

[D28-O01](#)

Independent Hotel Show London (D29)

[D29-O05](#) · [D29-O06](#) · [D29-O07](#)

Excluded unresolved rows: D10-O03, D14-O03, D22-O13, D22-O14, D22-O15, D22-O18, D29-O09, D29-O10, D29-O11, D14-O05, D14-O06, D14-O07, D22-O19, D04-O10, D04-O12, D04-O13, D03-O04, D03-O05, D06-O11, D06-O12, D06-O13, D08-O08, D09-O10, D09-O11, D09-O12, D09-O14, D10-O04, D10-O05, D10-O06, D10-O07, D13-O03, D13-O04, D13-O05, D13-O06, D14-O08, D14-O09, D16-O09, D17-O25, D17-O26, D17-O27, D17-O28, D22-O20, D22-O21, D23-O02, D28-O02, D28-O03, D28-O04, D28-O05, D28-O06, D28-O09, D28-O10, D28-O11, D14-O11, D17-O30

Join IDs to the research data CSV for exact locators and opening evidence. These are 2026-only stand-service figures.

APPENDIX B / HEADLINE-TO-ROW MAPPING

Strict cutoff

In the captured 2026 sample, strict cutoff dates span 4–32 days before opening (row median 17.5; 10 exact rows / 10 events; 3 unresolved rows).

Reproduce this claim

Each row's lead time = opening date minus deadline date. Row median: 17.5 days. Median of within-event medians: 17.5 days. Exact dated rows: 10; events: 10.

CHEMUK (D01)

[D01-O03](#)

CCR (D02)

[D02-O03](#)

BOA Annual Congress (D04)

[D04-O09](#)

Pensions UK Annual Conference (D06)

[D06-O09](#)

Pensions UK Investment Conference (D07)

[D07-O04](#)

Cytokines (D08)

[D08-O03](#)

ESCRS Congress (D09)

[D09-O02](#)

UKSG Annual Conference and Exhibition (D10)

[D10-O01](#)

Advanced Engineering (D19)

[D19-O03](#)

Digital Accountancy Show (D25)

[D25-O02](#)

Excluded unresolved rows: D09-O05, D22-O17, D28-O07

Join IDs to the research data CSV for exact locators and opening evidence. These are 2026-only stand-service figures.

APPENDIX C / FEE CONDITIONS

Keep the basis with the fee.

Each entry keeps the fee condition as published. Numeric nulls are unknown, never zero. Historical editions remain historical.

CCR / 2026 · F-D02-O01

Late surcharge after early-bird deadline; actual base item price not collected

Source: The deadline for early bird stand orders is the 18th August 2026. Orders after this date are subject to a 25% late surcharge.

[D02 · Manual section](#)

Advanced Engineering / 2026 · F-D19-O01

Late surcharge after early-bird deadline; actual base item price not collected

Source: The deadline for early bird stand orders is the 21st of September 2026. Orders after this date are subject to a 25% late surcharge.

[D19 · Manual section](#)

Digital Accountancy Show / 2026 · F-D25-O01

Late surcharge after early-bird deadline; actual base item price not collected

Source: The deadline for early bird stand orders is the 31st July 2026. Orders after this date are subject to a 25% late surcharge.

[D25 · Manual section](#)

Cytokines / 2026 · F-D08-O02

Onsite price from 17 October is 20% above regular price

Source: Orders placed onsite from the 17 October 2026 will be subject to a 20% surcharge to the Regular Price (Onsite Price)

[D08 · PDF page 9](#)

Cytokines / 2026 · F-D08-O06

If a name change is necessary after the 2 October deadline, GBP35 + VAT per board changed onsite. The preceding missing-form sentence creates a possible narrower reading; neither universal nor missed-form-only application is established.

Source: Please complete the Shell Scheme Nameboard form online, even if you are not ordering any extras by 2 October 2026. If you do not complete the form, the name provided by the organisers in the exhibitor list will be used. If it is necessary to change this after the deadline there will be a charge of £35 + VAT applied per board changed on site.

[D08 · PDF page 9](#)

APPENDIX C / FEE CONDITIONS

Fee conditions / continued

Source statements, not observed invoices or national prevalence.

JTrade / 2026 · F-D13-001

Orders after 1 April cost 25% more, subject to availability

Source: Orders received after 1st April will increase with 25% (subject to availability)

[D13b · PDF page 13](#)

JTrade / 2026 · F-D13-007

Nameboard alterations within ten working days prior to the exhibition, subject to availability. VAT and per-unit basis not stated. No inferred Gregorian cutoff.

Source: Fascia/name boards altered within ten working days prior to the exhibition will incur an additional charge of £35 if available.

[D13b · PDF page 7](#)

JTrade / 2026 · F-JTRADE-onsite

Source says onsite +50%; base not expressly restated. Not compounded with +25%. No exact onsite start date supplied.

Source: On site orders will increase by 50% (subject to availability)

[D13b · PDF page 13](#)

CHEMUK / 2026 · F-CHEMUK-homepage-20

Competes with checklist 25% after 6 April; neither adopted; no sequential tiers inferred.

Source: The deadline for early bird stand orders is Monday 30th March 2026. Use your MyEasyfairs account to order graphics, furniture, additional stand fittings, floor covering or AV. Orders after this date are subject to a 20% late surcharge.

[D01 · Stand Orders section](#)

CHEMUK / 2026 · F-CHEMUK-checklist-25

Competes with homepage 20% after 30 March; named earlybird is separately Monday 30 March. No numerical fee resolved.

Source: Please ensure to place any stand orders for stand fitting, electrics, graphics, AV, furniture or flooring by Monday 6th April as orders after this date are subject to a 25% late surcharge and graphics / floor coverings may not be accepted.

[D01a · Deadline checklist, 30.03.26 block](#)

APPENDIX C / FEE CONDITIONS

Fee conditions / continued

Source statements, not observed invoices or national prevalence.

Cytokines / 2026 · F-CYTOKINES-regular-label-20

Parenthetical regular-price label has no explicit comparison base. Not a verified late percentage, earlybird discount or compounded onsite total.

Source: Deadline for Regular Price (20% surcharge): 16 October 2026

[D08 · PDF page 9](#)

BOA Annual Congress / 2026 · F-BOA-onsite-electrics-20

Onsite electrical items subject to availability and 20% on prices. No exact onsite start given; not extended to every order after the table deadline.

Source: Orders received after this date will be charged, any items requested on site will be supplied subject to availability and will incur 20% surcharge on prices.

[D04c · A-Z Electrical Services](#)

Commercial Vehicle Show / 2025 · F-CVS-onsite-furniture-up-to-30

Historical 2025; onsite furniture CAN cost UP TO 30% extra, not a fixed late percentage. Date after 28 March is not the stated trigger.

Source: We strongly recommend that you order all furniture in advance as it will save you time and money (furniture ordered on-site can cost up to 30% extra).

[D15 · PDF page 22, Furniture](#)