

HCMC INTERNATIONAL MATERNITY - BABY & KIDS FAIR 2026

TÀI LIỆU HƯỚNG DẪN
EXHIBITION MANUAL



JUNE 04-07, 2026

Saigon Exhibition and Convention Center (SECC)



ORGANIZER

coex

 **SEGE FAIRS**

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Welcome Letter

Dear Exhibitor,

Thank you for participating in Ho Chi Minh City International Baby & Kids Fair 2026.

We are pleased to forward an Exhibitor's Manual which you may find useful to make the necessary preparations for the coming event.

In anticipation of the various facilities and services that may be required for your participation, we would appreciate if you could specify your requests in the Application Forms enclosed in this Manual.

If you have any inquiries, please feel free to contact us.

Thank you for your kind cooperation.

Regards,

VIETBABY HCM 2026

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General Information

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- 1.1 Show Details
 - 1.2 Operation Schedule
 - 1.3 Communication program
 - 1.4 Payment Details
 - 1.5 Contact Information

1.1 Show Details

Title	Ho Chi Minh City Int'l Maternity Baby & Kids Fair 2026	
Venue	Saigon Exhibition and Convention Center (SECC) 799 Nguyen Van Linh, Tan My ward, Ho Chi Minh City	
Date	4th – 7th June, 2026	
Time	Exhibitor: 8:30 - 18:00 on 4th – 7th June, 2026 Visitor: 10:00 - 16:00 on 4th – 7th June,	
Exhibit Items	Items	Food & Nutrition, Baby care supplies, Clothes & Accessories, Furniture, Sanitary, Appliance, Safety Supplies, Toys, Pregnancy related products, Antenatal related goods, Learning program, Publication, Teaching tools, Education & Training, Equipment for kid yard Systems, kinder garden systems...
Organizers	COEX, SEGE Fairs	

1.2 Operation Schedule

Action	Parties Involved	Date & Time	Remarks
Exhibits Carry In	Space Only Booth	June 3rd 12:00 – 22:00	* Cars are not allowed in exhibition hall * Participating units are allowed to bring goods into the exhibition
	Schell Scheme Booth		
Distribution of Exhibitor Badge		June 3rd From 8:30	* Information Desk located at the entrance of exhibition hall.
Booth Construction	Space Only Booth	June 1st (Mon) 12:00 – 17:00	* Construction is processed by company appointed by organizer. * Submit [Application Form 2: Construction for Space only] **Construction badges are mandatory for raw space booth staff: 125,000 VND per name badge for the 3-day construction period. Construction workers and supervisors must wear safety helmets, safety shoes, and reflective vests before entering the exhibition hall.
		June 2nd (Tues) 8:00 AM – 17:00	
		June (Wednes) 8:00 – 22:00	
	Schell Scheme Booth	June 3rd (Wednes) 8:00 – 22:00	
Installation of Utilities	Electricity	June 3rd (Wednes) 8:00 – 22:00	* Electricity will be supplied upon the submission [Application Form 1: Utility Service Application] * Tel / water supply / Compressed air
	Etc	June 3rd (Wednes) 18:00	
Exhibits Carry Out		June 7th (Sunday) 18:00 – 9:00 (noon) June 8th (Monday)	* Submit Exhibit Carry Out form onsite * Exhibitor responsible for respective items
Dismantle Process			

1.3 Communication program

No	Activities	Time	Description	Benefits
1	Advertisement Information	11/04/2026	Submit information to google form: https://forms.gle/h5vxT5tHVWR4mDnr6 <i>*Compulsory for all</i>	- 01 post on fanpage: https://www.facebook.com/vietbabyfair - 01 post on website: https://vietbabyfair.com.vn/
2	Register for the stage program	20/04/2026	If your business registers for a stage program, please send information to the organizer's email (Program name, Program content, time,...) Please register immediately after receiving the notification email to choose the time your business desires quynhnhu@coex.vn	- Organizers provide stage: 2 microphones, sound, lighting (MC not supported) - More than 50 seats for the audience

1.4 Payment Details

Date	Account Information
Payment deadline: April 20th, 2026 Payment deadline: May 15th, 2026	Booth Fees Additional Utilities Fees

Booth Fee *For All Exhibitors	
Account Name	CONG TY TNHH COEX VINA
Bank	SHINHAN BANK – HO CHI MINH CITY BRANCH 11th Floor, 72-74 Centec Tower, Nguyen Thi Minh Khai Street, Xuan Hoa Ward, Ho Chi Minh City
Account Number	700-031-363860 (VND) 700-031-363934 (USD)
Swift Code	SHBKVNXXXX

Utility rental fee *Payment before the exhibition		Utility rental fee *On-site payment
Account Name	CONG TY TNHH COEX VINA	CONG TY TNHH KINGSMEN VIET NAM
Bank	SHINHAN BANK – HO CHI MINH CITY BRANCH	HSBC – HCMC Branch, 235 Dong Khoi, Dist. 1, HCM, Vietnam
Account Number	700-031-363860 (VND) 700-031-363934 (USD)	001.123322.001 (VND) 001.123322.101 (USD)
Swift Code	SHBKVNXXXX	HSBCVNVX

***Please note:**

For utility service registrations made before the exhibition, please make the payment to **Coex Vina**.

For registrations made on-site, please make the payment to **Kingsmen**.

Construction Deposit and Management Fee (Applicable to raw space booth contractors)	
Account Name	Công ty Liên doanh Hội chợ và Triển lãm Sài Gòn
Bank	Vietcombank – Ho Chi Minh City Branch
Account Number	0071002039888 (VND) 0071372039888 (USD)
Swift Code	BFRV VNVX 007

1.5 Contact Information

COEX & SEGEFAIRS

Title	Name	Tel	Email
Korea	Ms.Yumin	82-10-4823-9149	overseas.segefairs@gmail.com
Other countries	Ms. Khue	+84 901 534 565	minhkhue@coex.vn

SECC:

Title	Name	Tel	Email
Coordinator	Mr. Tùng (SECC)	+84 909 913 923	tung.tran@secc.com.vn

Kingsmen – Standard Booth / Premium Booth Construction / Utility Services

Title	Name	Tel	Email
Project Manager	Ms. Nhan Nguyen	84-915 757 741	nhannguyen@kingsmen.com.vn

AEL - Logistic

Thông tin	Name	Số điện thoại	Email
General Director	Mr. Quang Truong	+84-9098-855-45	truongpq@aevn.com

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Exhibition Information

-
- 2.1 Booth Type
 - 2.2 Booth Construction
 - 2.3 Booth Security
 - 2.4 Information Desk



2.1 Booth Type

■ Shell Scheme Booth

The standard booth will be staged by the Organizing Committee, including: 2 fluorescent lights, 1 name board company, 1 information desk, 2 chairs, 1 electrical outlet, 1 trash can and Pytex floorboards. **If there is any damage (due to closing nail or glue, etc.), the customer will be responsible for the cost of the repair.**

For Standard booth, other extra charge to be paid to the exhibition hall owner (SECC) if party B upgrade standard booth or upgrade signboard

+ Management fee for upgrade signboard higher than standard signboard: 30,000VND/sqm upgrade (including VAT)

+ Management fee for upgrade from standard booth to special booth: 60,000VND/sqm (including VAT)

+ Booth wall deposit fee: 500,000 VND/wall if there is decorative construction or poster pasting on the wall (Will be refunded after the exhibition if there is no damage or dirt on the wall)

+ Standard booth that Party B has decorated to change the standard structure (upgrade booth), the booth will be converted to space only, recover the power package of the standard booth and incur additional costs for construction work such as space only.

■ Space Only Booth

The organizers only provide vacant land. Customers can choose a staging unit or self-construct the booth. In this case, the customer must submit [Registration Form No. 2: Construction for Space only] For Space Only booth, other extra charge to be paid to the exhibition hall owner (SECC) such:

to the exhibition hall facilities)

- Booth Construction management fee:

+ Booths using gypsum, wood, or paint materials during construction: 200,000 VND/sqm (including VAT)

+ Booths using other materials during construction: 135,000 VND/sqm (including VAT)

+ Space only used for displaying products/items: 100,000 VND/sqm (including VAT)

- Constructor namebadge: 125,000 VND/namebadge (including VAT)

Late Registration Surcharge

- Registrations and payments made more than 07 days before the move-in date will not incur any surcharge.

- Registrations and payments made within 05 days before the move-in date will incur a 5% surcharge.

- Registrations and payments made within 03 days before the move-in date will incur a 20% surcharge.

- Registrations and payments made on the move-in day will incur a 50% surcharge.

Overtime Construction Fee (if applicable)

- Booth ≤ 36 sqm: 2,750,000 VND/hour

- Booth ≤ 72 sqm: 3,500,000 VND/hour

- Booth ≤ 108 sqm: 4,200,000 VND/hour

- Booth ≤ 144 sqm: 4,800,000 VND/hour

- Booth > 144 sqm: 5,500,000 VND/hour

Contractors requesting overtime construction must arrange additional cleaning and security staff.

2.2 Booth Construction

****Exhibitors and contractors are not allowed to bring in or use batteries, power banks, or generators as power sources inside the exhibition hall without prior approval.**

Exhibitors may prepare display stands, exhibits, booth interiors, catalogues (English/Vietnamese), business cards and etc. For furniture and other equipment hiring, carrier services, and accommodations please refer to the necessary Application Forms found in Section 5.

To place your company logo on the signboard, kindly check with the organizer. Please note that this might incur higher costs.

Electricity will be supplied from **3rd June, 16:00** the last day of construction, as we can only supply electricity until every 'Space Only Booth' Exhibitors have completed booth construction. We urge Space Only Booth Exhibitors to set up as swiftly as possible so that the electricity can be installed as soon as possible.

2.3 Booth Security

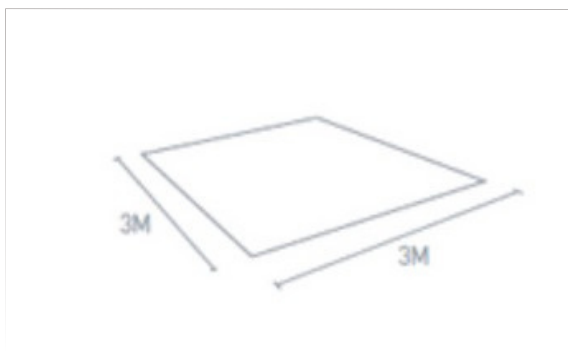
By submitting Exhibit Carry Out Form(Onsite), exhibits can only be taken out with the confirmation of the host, thereby preventing loss or theft of exhibits during the dismantling process.

Security service will be provided at all times. Nonetheless, we advise exhibitors to station at least 1 member at the booth during exhibition hours. Please take special care of valuable items such as laptops, cameras etc. The Organizer is not responsible for loss or theft.

Receive Exhibit carry-out form (info desk) > Fill out the Form > Confirm by the host(info desk) > Exhibits and Forms checked by Security > Carry Out

2.4 Information Desk

The information desk will be located at the main entrance of the exhibition hall from June 1st to June 7th, 2026.



****Space only**



****Standard booth**

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Rules and Regulation

-
- 3.1 Booth Installation
 - 3.2 Safety Guidelines
 - 3.3 Other

3.1 Booth Installation

3.1.1 Area Limits

Exhibit items must be displayed inside the booth and must not block entrance of other participant's booth. Any structure that obstructs the passageway and is of the same color as the pytex is not allowed. All exhibit items and equipments must be non-inflammable.

3.1.2 Appearance

Any decorations, lighting and sound systems should not disturb neighboring booths.

3.1.3 Construction - drawing submission

All Space Only Booths must submit [Application Form 2: Construction for Space only] with a drawing that includes booth height and materials used to the Secretariat **before 20th May, 2026**. Exhibitors may begin installation upon confirmation from the Secretariat.

3.1.4 Structure

The maximum height of each booth is **4.5** meters. Exhibitors must ensure that all displayed products are placed within the designated booth area and do not obstruct entrances, exits, or walkways.

Detailed Regulations on Wall Height for 4-Side Open Booth Clusters

1. Walls Adjacent to the Aisle

- These are walls located at the booth boundary and **directly facing the common aisle** of the exhibition area.
- The maximum height of walls adjacent to the aisle must **not exceed 3.5 meters**, measured from the finished floor level of the booth.
- In cases where the wall occupies **no more than two-thirds (2/3) of the booth side length**, the wall may be constructed up to a maximum height of **4.5 meters**, provided that the remaining area is designed as an open space to maintain clear visibility.

2. Walls Located Within the Booth Area

These are walls constructed within the booth space and not directly adjacent to the common aisle.

The maximum height of such walls must **not exceed 4.5 meters**, measured from the finished floor level of the booth.

***All booth wall structures must ensure structural safety and must not block emergency exits. Design drawings must be submitted to the Organizer for approval prior to construction.**

3.1.5 Exhibit Display

Exhibit items must not obstruct the passageway and they must be placed 30cm inward of the own booth. The Secretariat may ask to move the exhibit item if rules and regulations are not followed. This regulation applies to both participants and visitors.

3.1.6 Sound Limits

Exhibitors are allowed to utilize sound equipment but are reminded to be considerate towards other exhibitors. The maximum noise level permitted is 85 dB. The Secretariat reserves the right to disallow the use of sound equipment if the noise level exceeds 85 dB.

3.1.7 Lighting

Torch and rotating lights are not permitted in the exhibition site and any installed lights must not disturb neighboring booths.

One light will connect with one separated lighting connection, power point is not used for lights. One electric power point is used for one piece of equipment.

For every 3m of LED strip being used for stand illumination, excluding the exhibit, please order 1 Lighting Connection 100W.

The electric supplier will have the right to cut off electric power when there is a contravention of the above regulations.

3.1.8 Passageway

Exhibitors are obliged to keep the passageway clean. All exhibit items are to be placed in position before the start of the exhibition and they must not be placed in the passageway.

3.1.9 Booth Plans and Modification

Any type of booth modification must be confirmed by the Secretariat.

3.1.10 Exhibit Management

Exhibit items are managed by respective exhibitors. Nailing is not permitted on the floor and the walls, nor any painting kind of material are permitted on the floor and in the Shell Scheme Booth. If these regulations are breached, there may be possible penalties to the installation company or the exhibition center.

3.1.11 Exhibit Item Management

Exhibitors hold all responsibilities for their items and equipment. Exhibitors cannot claim any type of loss, or damages from the organizer.

3.1.12 Dangerous Goods

All dangerous goods must be reported before the exhibition by submitting [Application Form 4: Dangerous Goods] to the Secretariat. Exhibitors must also provide safety instructions along with the Application Form.

3.1.13 Lease

The booth is to be used exclusively by the exhibitor alone. Allocating the booth to a third party is strictly forbidden. The Secretariat reserves the right to revoke the exhibitor's rights to the booth if the above clause is violated.

3.1.14 Cleanliness

The Secretariat will do its best to provide a clean exhibition environment. During the exhibition, the Secretariat will ensure that the passage area, public area, and public bins are clean at all times. However, waste generated during the construction process and inside the booth must be cleaned by the associated company or exhibitor themselves.

To minimize the impact of dust on the environment and health. During construction, when sanding wood, plastering, and build-up contractors are not allowed to use sandpaper to rub by hand, the use of sanding machine with a vacuum function is compulsory. Contractors need to equip a vacuum cleaner when using saws, woodcutting tools.

Build-up contractors should minimize the use of plaster because it will become solid waste after dismantling which affects the environment and will be difficult to clean up. Contractors who use plaster have to clean up everything after dismantling, Exhibition center will apply sanctions to contractors who violate this regulation, the penalty fine is equivalent to the violation: chemical drops on the floor (paint, viscous, solvent...).

3.1.15 Internet

Providing internet network services at a reasonable price is very difficult, so please prepare a pocket WIFI(router) individually.

3.2 Safety Guidelines

Exhibitors should be aware of any possible harmful items or equipment and check them carefully before placing them on display. All maintenance responsibilities are on the exhibitor (ex. any dangerous instruments, laser or x-ray generating equipment, flammable or explosive material, equipment with high voltage or radioactive, particle accelerator, mercury, etc.

On move-in/move-out days: All workers and people in the hall need to wear a protective helmet (construction workers, supervisors, Exhibition center staff, cleaning and security team, and Organizer) during working time.

Build-up contractors have to use wheeled scaffolding (lockable) for easy transport and safety, to avoid direct contact between the iron legs and the floor. In addition, it will be more flexible in moving and help to release the congestion in the hall.

The Booth with a private meeting room, storage, and the area that uses the heat-generated machines must be equipped with fire extinguishers. The fire extinguishers need to be placed in a visible and reachable area.

3.2.1 Fire Safety

Naked flame: heater, oven, boiler, electric stove, dryer, cookers, any flammable equipment (excluding sealed equipment).

In case of a cooking performance, all types of equipment must be under warranty and the person performing must carry a valid cooking license. The participant must contact the Secretariat prior to the performance.

Use of dangerous goods is only allowed after submitting [Application Form 4: Dangerous Goods] and confirmed by the Secretariat.

3.2.2 Dangerous Goods

Petrol, lacquer, thinner, alcohol, diesel, machinery, diesel oil, lubricating oil, etc. Raw high-pressure gas: hydrogen, oxygen, nitrogen, cobalt and, etc.

3.2.3 Smoke-Free Zone

Smoking is strictly restricted inside the exhibition center and is only allowed inside the designated smoking room or outside the building.

3.2.4 Secretariat Mandate

The Secretariat reserves the right to remove the booth if any of the above-mentioned rules and regulations are violated (including the preparation/construction period). To ensure safety during the exhibition, please abide by the rules and regulations and contact the Secretariat for any further inquiries.

3.3 Others

1. Disorder

Exhibitors must not be in any form of an act to disorder the public and neighboring booths.

2. Promotional Activities

Any performance or public activity is to be performed within the assigned area only. Demonstrations and all other performances should not cause any disorder. Participants are responsible for keeping the passageway clean at all times. Promoting sales items outside the assigned area is not permitted.

3. Promotional Products

Samples and souvenirs are only to be distributed at an assigned booth. With confirmation from the Secretariat, participants may distribute them in other areas.

4. Special Exhibits

Exhibitors cannot exhibit their items individually without Secretariat approval.

5. Exhibition Hours

The Secretariat will organize schedules for exhibit hours, installation hours, and dismantling hours. Please refer to Section 1.2 'Operation Schedule'

6. Breach of Occupancy

Even if the participant has not fully used the booth/s, fees for the full area must be paid. Exhibitors who do not inform the cancellation of the booth will lose their priority.

7. Sales

Only products confirmed by the Secretariat are allowed to be on display for sale. All exhibitors must abide by safety, tax, public hygiene and all other rules and regulations such promotion certification. The Secretariat restricts any unauthorized forms of sales and marketing.

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Application Forms

Application Forms

	Nội dung	Ghi chú	Submit	Deadline
Form 1	Rent electricity	Space Only Booth	Ms. Quỳnh Như quynhnhu@coex.vn +84.946.991.327	15/05/2026 Surcharge of 30% if registering after 15/05/2026
	Equipment Rental	Optional		
Form Register Utilities: Form 1 - Register Utilities Quotation: UTILITIES PRICE LIST				
Form 2	Register for Only Space Booth Construction	Required for Only Space Booth	Mr. Tùng (SECC) +84 909 913 923 tung.tran@secc.com.vn	20/05/2026
Form Register send to Organizer: Form 2 - Register Construction For Space only Form Register send to SECC: Register Construction For Space only with SECC *Attached with the booth design file				
Form 3	Compressed air supply services for set up	Optional	Mr. Hùng (SECC) 0908793444	20/05/2026
Quotation: Compressed air supply services				
Form 4	Register for Goods Removal	Required for all Exhibitors		Onsite
Form 5	Register to work overtime	Required (if any)	SECC	Onsite