

Tallinn Defence EXPO 2026 Showcase Area – Exhibitor Offer

22-24 September 2026 | Tallinn Creative Hub (Kultuurikatel)

Why Showcase Area?

In response to high exhibitor demand for dedicated presentation space beyond compact exhibition stands, Kingent Management (EDW26 Technical Partner) has developed and operates the **TDE26 Showcase Area in Trafo2 hall** – confirmed for all three Expo days, 22-24 September 2026.

The room provides a dedicated professional setting for product launches, software demonstrations, capability briefings and invited-audience sessions that compact Expo stands cannot accommodate. It is equally well suited to closed briefings with delegations and procurement decision-makers. Fifteen one-hour Showcase Slots are available in total, five on each day.

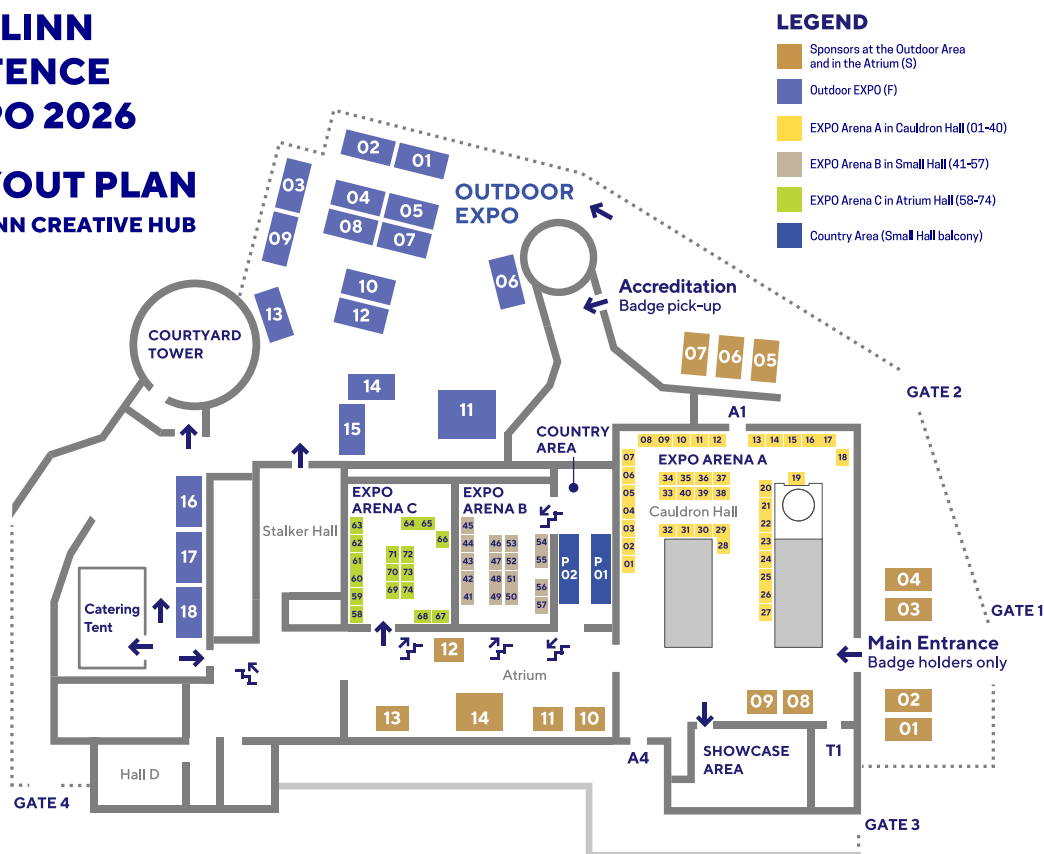
Slots are offered, booked and invoiced directly by **Kingent Management OÜ**. Your TDE26 exhibitor agreement remains unchanged in every respect: the Showcase Area complements your stand by adding private, bookable presentation time during the Expo days, when delegations and buyers are on site. The Estonian Defence and Aerospace Industry Association actively recommends this opportunity and approves all programme, access and security aspects.

EXHIBITOR BOOKING TIMELINE:

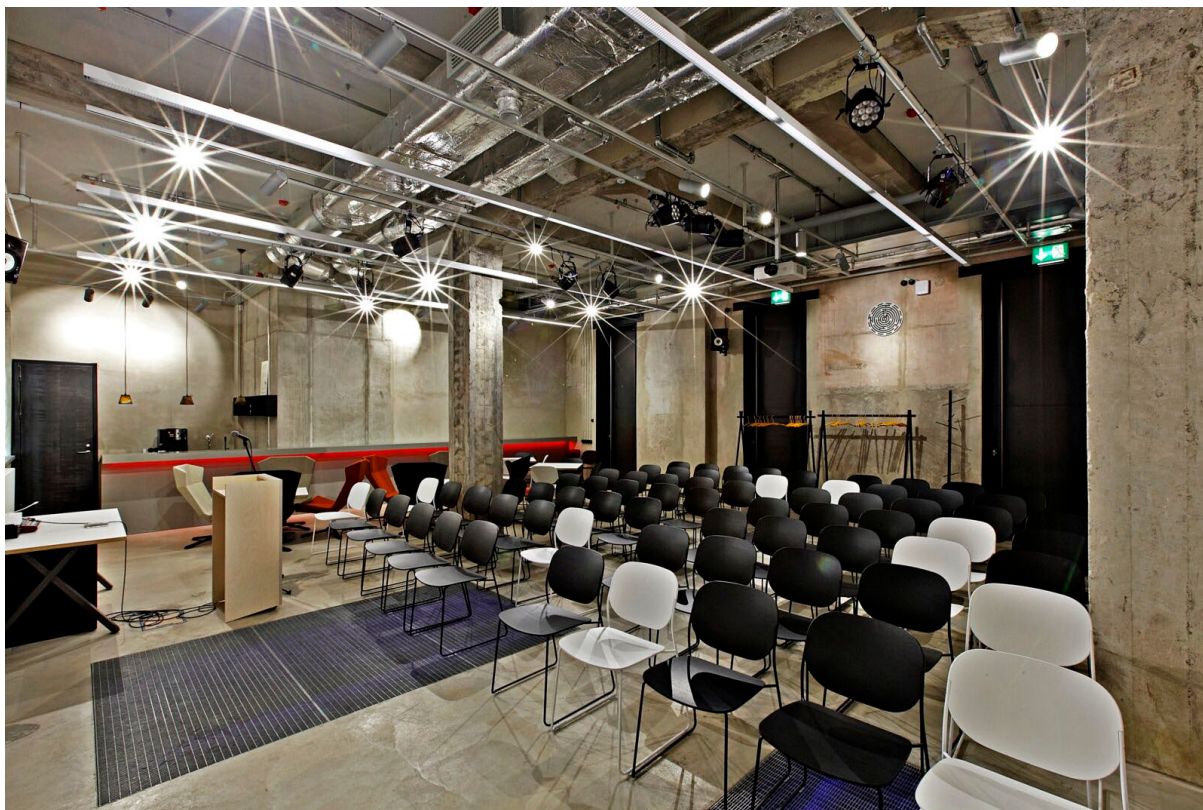
- Booking opens to all exhibitors: Monday, 17 August at 10:00 EEST via tde26.kingent.ee – remaining slots are allocated first come, first served.
- 28 August: Deadline for exhibitor booking requests. Bookings are confirmed on a first-come, first-served basis.

TALLINN DEFENCE EXPO 2026

LAYOUT PLAN TALLINN CREATIVE HUB



Room view and capacity



Capacity: approximately 60 seated guests in auditorium layout plus around 30 standing places, subject to final safety and access-control confirmation.

Showcase slot format

Item	Description
Client activity time	60 minutes
Operational room block	15 min setup + 60 min activity + 15 min dismantling/reset.
Dates	22–24 September 2026 only.
Base fee includes	Room use, auditorium setup, large screen, sound, 2 microphones, HDMI input, Showcase Area Manager, entrance info-display, official programme listing and normal room reset.
Suitable for	Product showcases, software demonstrations, capability briefings, launches, Q&A, partner and customer briefings, mini-networking formats.
Approval	Showcase title, content, speaker, all equipment, technical rider, supplier access and guest lists are subject to Estonian Defence and Aerospace Industry Association, security and technical approval.

Access and audience

The Showcase Area is open to registered EDW/TDE participants. Clients may invite additional named guests through the standard EDW/TDE registration and security review; there is no separate guest fee. Approved guests receive Expo-only access unless they already hold separate EDW conference accreditation. Attendance is not guaranteed, so clients are encouraged to bring their own approved audience. Optional badge scan or guest list at the door can be ordered to capture attendee contacts (opt-in only).

Slot schedule

22 September	Time	Positioning
22-A	09:30–10:30	Morning briefing before the Expo opens; invited audience
22-B	11:15–12:15	Late-morning showcase
22-C	13:00–14:00	Midday showcase; catering add-on available
22-D	14:45–15:45	Afternoon showcase
22-E	16:30–17:30	End-of-day showcase in the Expo networking window

23 September	Time	Positioning
23-A	09:30–10:30	Morning briefing before the Expo opens; invited audience
23-B	11:15–12:15	Late-morning showcase
23-C	13:00–14:00	Midday showcase; catering add-on available
23-D	14:45–15:45	Afternoon showcase
23-E	16:30–17:30	End-of-day showcase in the Expo networking window

24 September	Time	Positioning
24-A	09:30–10:30	Morning briefing before the Expo opens; invited audience
24-B	11:15–12:15	Late-morning showcase
24-C	13:00–14:00	Midday showcase; catering add-on available
24-D	14:45–15:45	Afternoon showcase
24-E	16:30–17:30	End-of-day showcase in the Expo networking window

Pricing, excl. VAT

Package	Price	
1 Showcase Slot	1 800 €	Base package for any available 60-minute activity time; includes the room, audience seating and the house AV kit
2 Showcase Slots	3 600 €	Two base packages.
3–4 Showcase Slots	1 650 € per slot	Volume rate for repeat presentations or multi-day campaigns.
Full Day Package	8 100 €	All five slots on a single Expo day.
Two-Day Package	15 300 €	All ten slots across any two Expo days.
Three-Day Package	21 600 €	All fifteen slots, 22–24 September.

Timeline and booking process

Date	Action
17 August 2026	Remaining slots released to all registered TDE26 exhibitors.
28 August 2026	Deadline for remaining booking requests.
28 August 2026	Showcase title, description, speaker details and technical rider due.
4 September 2026	Additional named Showcase guest lists due for accreditation/security review.
11 September 2026	Final Showcase Area programme lock.

Add-ons by separate order

Special lighting, stage or podium, branding and signage, additional power or connectivity, catering and service staff, recording, livestream, interpretation, photographer or videographer, consent-based guest registration and lead capture, extra furniture, registration or hosting staff, special security or access control, extra crew, special build-ups, additional cleaning, and other production services – arranged to the client brief and technical feasibility, invoiced separately.

Booking steps

1. Review preferred slots with your team.
2. From Monday, 17 August at 10:00 EEST, submit your booking request online at **tde26.kingent.ee** or **expo@kingent.ee**.
3. Include working title, preferred slot(s), speaker info, and any AV/catering add-on requirements. Slots are confirmed upon written confirmation and payment/accepted PO.

Contacts

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General Office & Backup

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