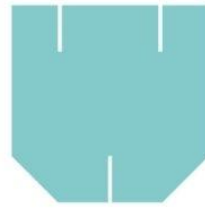




**World
Architecture
Festival**
Miami



**World
Architecture
Festival**
Interiors

PARTNER MANUAL 2025



Miami Beach Convention Center

Thank you for choosing to partner at the [World Architecture Festival 2025](#). This manual contains all the information you need to plan your presence at this year’s event. Please ensure you read all the information carefully to have a successful festival.

All exhibitors must ensure to forward this information to your appointed stand contractor.

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WAF Team & Contacts

Operations – stand plans, attendee list, prize queries, venue	Emily Hockton Event Manager waf.partners@emap.com +44 (0) 2039532652
Production – any queries regarding speaking slots or the programme	Jessica Soe Conference Producer Waf.speakers@emap.com
Production – any queries regarding judging	Jerry Soeroredjo Conference Producer Waf.judges@emap.com
Marketing Team – contracted marketing deliverables, such as emails, social media etc.	Lisa Duranti Marketing Manager lisa.duranti@emap.com +44 (0)203 953 2864

Key Dates

Below is a table of deadlines that are outlined in the Partner portal. For more information on deadline items, please see the relevant section.

Deadline Date	Deadline Item
ASAP	Company profile & logo (high res eps and jpg/png) – if not already provided
	Company social media accounts, handles and URL redirections (twitter, instagram, facebook, linkedin)
	Details of stand contractor/main point of contact
04/08/25	App goes live to partners to produce/update exhibitor booth
10/10/25	Artwork for app advertisement, if applicable
13/10/25	Discount deadline to order electricity and plumbing to stand
15/10/25	Partner booth, representatives (first batch) and advertisements on event app to be uploaded and finalised
22/10/25	Discount deadline for stand build from Heritage. (Please note there are some custom discount deadlines depending on items)
22/10/25	Stand plans, Health and Safety, Risk Assessment Statement and Site Induction forms submitted
22/10/25	App goes live to all attendees - start networking!
24/10/25	Deadline for electric and plumbing to be ordered via Ed Helms and deadline to order any furniture/stand build services from Heritage
31/10/25	Final representatives details received – uploaded into event app by EOD 31/10/25
22/12/25	Artwork for post event online catalogue, if applicable

Festival Timetable

BUILD UP	HALL OPEN	ACCESS FOR
Monday 10 th November	11.00 – 22.00	Contractors/exhibitors with space-only stands over 16m ²
Tuesday 11 th November	08.00 – 22.00	All contractors/exhibitors All displays and exhibits must be completed, and all excess products and packaging materials removed by 19.00. Only stand dressing will be permitted following this time.
SHOW OPEN	HALL OPEN	SHOW OPEN HOURS
Wednesday 12 th November	08.00 – 20.00	09.00 – 20.00
Thursday 13 th November	08.00 – 20.00	09.00 – 20.00
Friday 14 th November	08.00 – 17.40	09.00 – 18.45
BREAKDOWN	HALL OPEN	ACCESS FOR
Friday 14 th November	17.40 – 18.45	Contractors/exhibitors with shell scheme and space-only able to remove items by hand (no loading bay access)
Saturday 15 th November	09.00 – 17.00	Hard breakdown for building and heavy goods/forklifts
<p>All materials, packaging and waste must be removed from the halls and stand dismantling complete by 17.00 on Saturday 15th November 2025. Any waste or materials left for the organiser's disposal will be charged back to the exhibitor/contractor.</p>		

If you feel you may need to work additional hours, please contact email on waf.partners@emap.com with your requirements. Please note that extra hours may carry an additional charge from Miami Beach Convention Center.

Event Venue

Hall A & 1/2 Hall B

Miami Beach Convention Center
1901 Convention Center Drive
Miami Beach
Florida 33139

<https://www.miamibeachconvention.com/floor-plans-campus-map>

Contractors & Services

Accommodation & Travel	<p>To book your accommodation with our preferred rates, please visit the following link:</p> <p>https://www.miceconciergeme.com/waf-2025/</p> <p>Alternatively, contact the MICE Concierge team at: hello@miceconcierge.com</p>
Audio Visual*	<p>TBC – will update when confirmed</p>
Catering & Beverages*	<p>Sodexo Live Jocelyn Fonticoba +1 (305) 975-5672 Jocelyn.fonticoba@sodexo.com</p>
Electrical* Plumbing*	<p>Ed Helms tradeshows@eddhelms.com</p>
Internet*	<p>Smart City Alexandra Zayas AZayas@smartcity.com.</p>
Rigging Logistics*	<p>If you will require rigging as part of your stand, please contact waf.partners@emap.com with your requirements and we can direct your query to the relevant team.</p>
Cleaning & Waste Disposal* Freight, Shipping, Lifting, & Customs* Health and Safety – Stand Approvals* Shell Scheme, Furniture Bespoke Stands/Other Signage	<p>Heritage Exposition Services Exhibitor.Services@heritagesvs.com 1-800-360-4323 https://www.heritagesvs.com/</p>

*Required contractor – no other contractors may be used

FESTIVAL INFORMATION A-Z

ACCOMMODATION

To assist you with your hotel arrangements, **MICE Concierge** has been appointed as the official agent. Early booking is recommended, please visit the following link:

[LINK TO PORTAL](#)

Alternatively, you can email hotel services at: hello@miceconcierge.com.

APP

You will be given a virtual Partner Booth on Swapcard to engage with delegates and showcase your products and services. Attendees can visit your booth to learn more, send messages, request meetings, and bookmark your profile.

Use your booth to highlight your organisation and expertise, complementing your onsite presence. You can upload documents, brochures, portfolios, whitepapers, and add web and social media links.

If you exhibited at WAF 2024 or 2023, we are using the same app so you will be familiar, we will ensure the booth is pre-populated with the information we already have for your company.

View our video tutorial for guidance on setting up your booth [here](#). Access to the event app will be provided on Monday 4th August to create or update your booth.

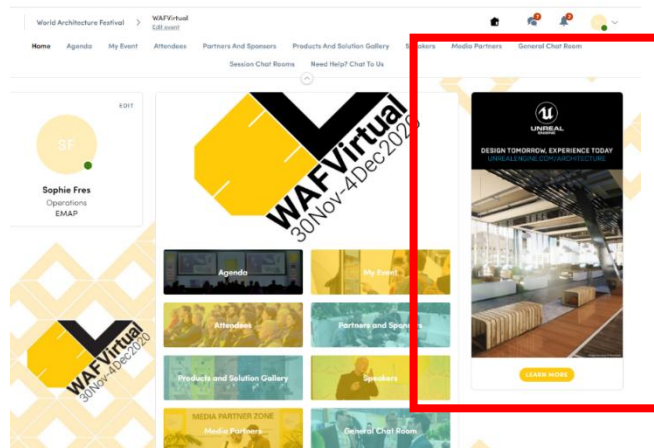
AUDIO VISUAL / IT EQUIPMENT

We are currently confirming this supplier and will send you details in the upcoming month to advise. If you have any questions in the meantime, please contact waf.partners@emap.com.

BANNER ADVERTISEMENT (dependent on package type)

If applicable (dependent on your package type), you are entitled to a **banner advertisement** that will appear on the right side of the Swapcard platform.

Below, in the red box, you can see an example of how this will be displayed.



Artwork requirements: 1080x1920px (9:16 ratio) image, no larger than 1MB.

The deadline to submit this is **Friday 10th October**. Please contact [marketing](#) to discuss further.

BADGES AND COLLECTION

All personnel who will be attending WAF will require a badge to enter the event. This gives them access to the show during the open period. All your attendees will be sent a unique QR/barcode via email in the week leading up to the event which they will need to bring with them either printed or on their mobile phone to be scanned in order to receive their physical badge.

We urge all attendees and Partners to collect their badges during the WAF Welcome Reception (**Dress Code: Smart Casual**), which will take place from 19.00-21.00 on Tuesday 11th November at the Delta Light showroom, 261 NE 1st St #101, Miami, FL 33132, US. This will allow for swift access upon arrival for the beginning of the festival on Wednesday.

Registration opens at 08.00 on Wednesday 12th November, however, please do still expect queues if you intend to collect your badge at that time.

As part of your partnership package, you will have an allocated number of passes. To arrange the passes please complete the [Festival and Gala Dinner Passes Required Form](#) and send this to waf.partners@emap.com.

BUILD UP AND BREAKDOWN ACCESS

All personnel accessing the venue during build-up and breakdown, including your stand contractors will need a wristband provided by EMAP. You will be required to complete the [Setup and Breakdown Access Required - WAF 25](#) with the details of people that will need this additional access, please send the completed setup and Breakdown Access Required - WAF 25 to waf.partners@emap.com. Upon arriving, your contractors/suppliers will be provided with their wristbands which will allow them entry during build periods.

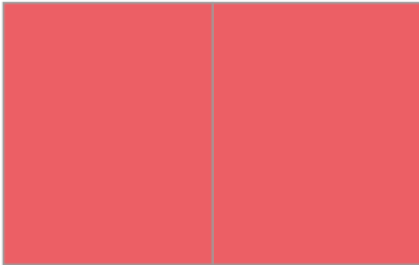
All personnel must be able to show ID on request.

CATALOGUE ADVERTISEMENT (dependent on package type)

If applicable, we will also require your advertisement for the online WAF catalogue which goes live post event.

Please submit your artwork to Georgina.fahey@emap.com and lisa.duranti@emap.com by **Monday 22nd December.**

Specification
Advert or advertorial



Trim
W 460mm x H 280mm
Bleed
W 466mm x H 286mm
(3mm all round)
Type
W 435mm x H 260mm
Gutter allowance
8mm
Must be supplied as one file

Specification
Advert or advertorial



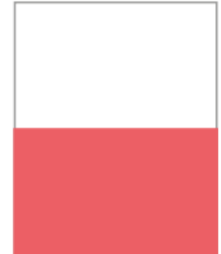
Trim
W 230mm x H 280mm
Bleed
W 236mm x H 286mm
(3mm all round)
Type
W 210mm x H 260mm
Gutter allowance
8mm

Specification
Vertical advert



Type
W 100mm x H 260mm
Gutter allowance
8mm

Specification
Horizontal advert



Type
W 210mm x H 125mm
Gutter allowance
8mm

CATERING

To assist you with your stand catering requirements, please contact Jocelyn Fonticoba (Jocelyn.Fonticoba@sodexo.com). The exhibit catering menu can be found [here](#). If you are ordering catering for your stand, please also inform Emily Hockton at waf.partners@emap.com, confirming items being distributed, and a what day/time.

There will be several catering outlets located within the Town Hall networking area. These services will be available during the show open periods. Please note these services will be offered on a payment basis, there are no free-of-charge catering outlets at the event.

Please note no other external catering companies are permitted onsite.

CLEANING

Please note that exhibitors are responsible for all stand cleaning. If you require a cleaning service to your stand prior to event open or each evening during the event, please let us know and we can advise how to arrange this.

Health and safety marshals will be patrolling the exhibition areas during build-up and breakdown to ensure no materials (including waste) are left in gangways. Please note that exhibitors are also responsible for disposing of all waste items from their stands, and will be charged for any waste left for the event organisers/venue to remove.

COMPANY PROFILE AND LOGO

Please submit your 250-word company profile ASAP. Your company logo must also be sent in both EPS and JPEG/PNG formats for use in the event app and signage.

If you have not done so already, please submit both your profile and logo to waf.partners@emap.com as soon as possible. If it is appearing incorrectly on the website [here](#), please let waf.partners@emap know as soon as possible.

DELIVERIES AND STORAGE

We have partnered with Heritage for all freight services and if needed, this must be ordered via them. For more information on how to arrange this and prices, please visit their storefront or contact them directly using the details [here](#). You will receive an individual login that can be used to order things from the storefront.

ELECTRICAL SERVICES

Space-only exhibitors should read this section in conjunction with the electrical regulations in the terms and conditions.

Please note that ALL electrical services must be ordered through our contractor Ed Helms, as below. Power must not be taken from cleaners' sockets or other hall sockets. Please follow the link [here](#) to the form to order the electric.

The main contact will receive unique login details from Ed Helms in order to use the portal and order electric.

Once the electric has been ordered via Ed Helms, your stand contractor will be responsible for fitting this within your stand.

Power boxes must be included within your stand design. If you have any questions about the design of said power boxes or their position within your stand, please contact waf.partners@emap.com.

All orders must be finalised by **Monday 13th October**, to ensure discounted rates apply.

Electrical Socket Loading Guide – to help estimate how much to order

PC/printer/VDU/TV/Video/Fridge	500W socket (2amps)
Vacuum cleaner/plasma screen	1KW socket (4.2amps)
Coffee Machine	2KW socket (8.4amps)

Power turn-off time!

Please note, power to stands will be switched off 30 minutes after the show closes each night and if you require 24hr power, this will need to be ordered in advance of the event and may be at an additional cost.

As the exhibitor, it is your responsibility to order adequate power supply for your stand. Failure to do this will result in delays/extra charges on-site. On-site checks will be carried out by venue safety manager, as well as the official contractor. In all cases, the decision of EMAP and its appointed health and safety representative is final.

FURNITURE

Our preferred contractor is Heritage, all brochures can be viewed on the storefront or by contacting them directly using the details [here](#). Heritage will provide you with individual login details to the portal and will contact you directly with these.

GALA DINNER

The gala dinner closing WAF will take place in main exhibition hall at Miami Beach Convention Center on Friday 14th November. This will begin with a drink's reception at 19:00, winner announcements at 20.15 and dinner at 20.30, we expect the dinner to then close at 22.00.

Dress Code: Business Dress / Architect Smart

Please submit your attendee details as part of the festival and gala dinner passes form – the template can be downloaded here and return this no later than Friday **31st October**.

Please submit your representatives' details to waf.partners@emap.com using the [Festival and Gala Dinner Passes Required Form](#).

For additional tickets, outside your contract, please contact your account manager, as soon as possible to arrange these as space is limited.

HEALTH & SAFETY

All stand requirements will need to be cleared with our health and safety manager; we will provide details of who this will need to be sent to nearer in the upcoming month. Our general contractor will then need to sign off the build on site.

All stand design mock ups must be sent to waf.partners@emap.com for approval.

INTERNET

There is complimentary Wi-Fi at the venue, however if you require internet with a guaranteed speed, this can be ordered through Smart City. If you wish to place an internet order, please contact, Alexandra Zayas, AZayas@smartcity.com.

LATE WORKING

Subject to security and health & safety consideration, late working may be permitted in the halls but only by prior arrangement with the organisers.

If any exhibitors or contractors require to work outside of the published hours, then please contact waf.partners@emap.com. Please note that there may be additional costs associated with late working.

LEAD RETRIEVAL

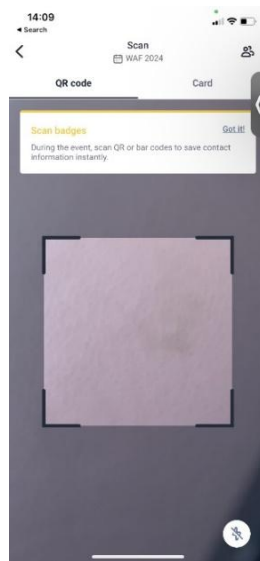
As an event partner with a stand, you are eligible to use our complimentary lead capture facility which gives you the ability to use your own smart phone to scan attendee badges and instantaneously capture potential leads.

We have combined the event app (WAF Events on the swapcard platform) with the lead retrieval. When logging into the app you will be able to scan attendees, badges using the camera function.



To scan a badge, click on the camera icon, enable the app access to your camera and simply scan the badge.

Scan the delegate's badge



When you click on contact option at the top, it will show all of your connections made.

More detailed information on this will be provided nearer the time of the event.

LOADING BAY

If you require access to the loading bay, please contact the operations manager at Miami Beach Convention Center with waf.partners@emap.com on copy and they can confirm the timings you can have access and if any documentation will be required.

MARKETING MATERIAL

You can download, event logos, partner banners, press releases and social media templates [here](#). To use along with your own promotional material.

All other marketing queries including specific partner deadlines can be directed to lisa.duranti@emap.com.

PERSONAL PROTECTIVE EQUIPMENT (PPE)

Please note that when accessing the venue during build-up and breakdown periods, PPE (Personal Protective Equipment) clothing must always be worn and is a requirement of EMAP and Miami Beach Convention Center. The required PPE includes high-vis jackets (only yellow and orange high-vis to be worn) and protective (steel-toe cap) footwear at all times.

PLUMBING

All plumbing must be ordered via our supplier Ed Helms using the form [here](#) or by contacting them using the details [here](#). Like the electric, they will provide you directly with individual login information.

If you know that you will be needing plumbing, please let us know as soon as possible by contacting Emily Hockton, waf.partners@emap.com as it may affect the positioning of your stand due to the layout of the plumbing facilities in the hall.

REPRESENTATIVES

As we receive your **representatives details**, they will be uploaded into the event app, they will then receive an invitation directly from 'Swapcard' our app provider to complete their registration, once completed will also be included on our badge system. The deadline to receive all of these details is **Friday 31st October**.

Please submit your representatives' details to waf.partners@emap.com using the [Festival and Gala Dinner Passes Required Order Form](#).

RIGGING

ALL rigging will be undertaken solely by the official in-house contractor at Miami Beach Convention Center, at a cost to the exhibitor. Any rigging will be subject to sufficient time being available to carry out such operations. Banners, lighting trusses or any other rigging from the hall roof will be treated as part of the exhibitors stand design and must be approved along with stand plans. All rigging must be approved by the organisers in advance – including drop wires, banners and suspended fittings.

If rigging is required, please contact waf.partners@emap.com to arrange.

STANDS BUILD

All exhibition space, sold by WAF, is sold as space-only.

Our appointed general contractor is Heritage, they can assist you with stand build.

You will receive login details to the storefront directly from Heritage or alternatively you can contact them using the details [here](#).

We strongly suggest moving away from traditional shell scheme and trying to be more creative in your stand design where possible.

In addition, we ask that you dress all sides of the stand to keep to the aesthetic of the show. Please ensure that there are no blind walls if your stand is located along the WAF avenue.

All stand design mock ups must be sent to waf.partners@emap.com for approval.

SUSTAINABILITY

Exhibitors/contractors are urged to maximise their efforts to re-use and recycle materials where applicable.

- Try to use modular or reusable construction in preference to a custom build using timber
- We actively discourage single use carpet, try using reusable carpet tiles or heavier duty carpet that can be reused or donated to a housing association or reprocessed as an insulating underlay
- Stand fittings such as furniture, platforms and graphics should be reusable wherever possible
- Try to keep quantities of show literature and accessories to a minimum
- Exhibitors should consider trying to track how much literature/accessories are used from show to show
- Exhibitors can use the badge scanning app to collate visitor data and send information post event, preferably in electronic format
- Ensure literature/accessories are offered to interested visitors only or have sample copies, which visitors can request to be sent on after the show
- Produce literature that can be reused thus preventing the production of waste
- When choosing accessories such as give-aways, try to use high quality, longer-life or more practicable-use products, that will not have to be thrown away at the end of the exhibition and can be reused at another exhibition or company promotion

For more information regarding the venue's sustainability's credentials, please click [here](#) and for our own credentials please click [here](#).

TRANSPORT & TRAVEL

The Miami Beach Convention Center is located on 1901 Convention Center Drive, Miami Beach, FL conveniently 12 miles from Miami International Airport and six miles from Downtown Miami and PortMiami. For more information on the directions and parking please visit the website [here](#).