

# UK Pavilion Pod Package

## BESA Stand at GESS Dubai 2026



BESA will be hosting the UK Pavilion at GESS Dubai 2026, comprising individual branded display pods within the premium-positioned BESA stand. Each pod provides a turnkey exhibiting solution (including AV and furniture) for eligible BESA members, with a capped number of participating companies.

### Eligibility & participation criteria

- Companies must be current BESA members in good standing.
- Company must be new to GESS Dubai or returning after a minimum absence of two (2) years.
- Annual turnover must not exceed USD \$10 million.
- Maximum participation period: two (2) years.
- Companies are not eligible if they are already booked to exhibit at GESS Dubai 2026.

### Pod package pricing

**Early-bird rate:** USD \$5,000 per company (until end of June 2026)

**Standard rate:** USD \$6,000 per company (1–31 July 2026)

### Confirm your booking

Places are limited, act quickly to secure your spot.

Return your completed form to [eventsteam@besa.org.uk](mailto:eventsteam@besa.org.uk).

See the booking form for full T&Cs.

**Complete the Booking Form →**



Stand design subject to change

### What's included

- One pod within the premium-positioned BESA UK Pavilion stand at GESS Dubai 2026.
- Pod furniture and AV: two stools and one screen with HDMI connectivity.
- Secure locker space for print collateral.
- Inclusion in the UK Pavilion printed brochure.
- Organised school visits on the Monday prior to the exhibition.
- BESA networking drinks.
- Pre-event briefing for participating companies.
- 2 people per pod

### What's not included (additional costs)

- Lead scanning app and licence from Informa: USD \$750 + VAT per company (optional; paid directly to Informa).
- Formal inclusion as an exhibitor in the official exhibition programme and website (companies will be included in the UK Pavilion printed brochure).
- International travel and subsistence.