

# IntoWork Convention

## Exhibition manual

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14 July – 15 July  
Benjamin Britten Lounge, QEII Centre



 @InclusionCESI #IntoWork2015

Organised by  
Centre for Economic & Social Inclusion

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## Exhibition Timetable

### Build

	<b>Monday 13 July 2015</b>
Space only stands <b>Access from 09:30</b>	The Benjamin Britten Lounge will be accessible from 09:30 – 17:00 on Monday 13 July. See <b>Form 1</b> . If hiring a private company to build your stand, please email Julia Thanh at <a href="mailto:julia.thanh@cesi.org.uk">julia.thanh@cesi.org.uk</a> so that access can be arranged. See <b>Form 3</b> .
Shell scheme stands <b>Access from 14:00</b>	Dalesgate Exhibitions the shell scheme stand contractors will be at the QEII from Monday 13 July.  The stand shell scheme and fittings ordered will be set up between 07:00 and 14:00.  Exhibitors will have access to the Hall from 14:00 until 17:00 to set up and dress your stands.
	<b>Tuesday 14 July 2015</b>
Final touches <b>between 07:00-08:30</b>	Final touches to your stands can be made between 07:00–08:30 on Tuesday 14 July 2015.

**ALL STANDS MUST BE COMPLETELY SET UP BY 08:30 ON TUESDAY 14 JULY 2015 WITH ALL PACKAGING, BOXING AND ALL ITEMS LAID OUT. FAILURE TO DO THIS WILL CONFLICT WITH THE VENUE'S HEALTH AND SAFETY POLICY AND CAUSE DELAY TO THE EXHIBITION OPENING.**

### Open Period

	<b>Tuesday 14 July</b>	<b>Wednesday 15 July</b>
Exhibition hall open	08:30–18:30	09:00–15:50

### Break down and collections

	<b>Wednesday 15 July</b>
Removal of exhibits and breakdown of stands	15:50–17:30

It is the responsibility of exhibitors to clearly label your items for the return journey. Any items not clearly marked will be assumed as rubbish. These items can then remain at your shell scheme to be collected by 18:00 Wednesday 15 July. Please also see section on collections.

## Action checklist

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Please ensure you complete all relevant actions by the deadlines given.

There is detailed information on respective deadlines in the A-Z section and the forms at the back of the manual.

<b>Action</b>	<b>Organisation</b>	<b>Form No.</b>	<b>Deadline</b>	<b>Completed</b>
Book accommodation <a href="http://bit.ly/1wVVK85">http://bit.ly/1wVVK85</a>	Conference Care	<a href="#">online</a>	On-going	
Read the exhibition briefing notes and tips	Dalesgate	8 & 15	As soon as possible	
Complete your risk assessment (space only stands)	All space only stands	See page 15	1 June	
Order extra lighting and electrical fittings	Dalesgate	13	5 June	
Order shell name boards (shell schemes only)	Dalesgate	12	5 June	
Order extra stand fittings	Dalesgate	11	6 June	
Order stand furniture	Inspire Hire	<a href="#">online</a>	8 June	
Complete exhibitor listing submission	<i>Inclusion</i>	14	11 June	
Complete exhibitor booking form	<i>Inclusion</i>	2	11 June	
Exhibitor listing and book advertisement/artwork deadline	<i>Inclusion</i>	14	15 June	
Contractor notification	<i>Inclusion</i>	3	19 June	
Insert deadline if you have pre-booked	<i>Inclusion</i>		22 June	
Order audio visual equipment, internet and stand catering if required (online)	QEII	<a href="#">online</a>	7 July	
Arrange delivery / collection to arrive on Monday 13 July	QEII	6	9 July	

## A-Z Information for Exhibitors

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### Access

Access to the Benjamin Britten Lounge is via Lift 11. The entrances to both loading bays are on Storeys Gate Lift 11 and Mews Goods Lift on the ground floor. Please be aware that the Mews lift should be prioritized for the shell scheme/space only contractors. See **Form 4/5**.

Porterage is can be booked for the movement of deliveries both pre and post Convention. Porterage is charged at £100.00 per porter, plus VAT (for a minimum of 4 hours). Please contact Julia Thanh at [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk) if you wish to book this service.

### Accommodation

All accommodation requirements will be organised by Conference Care Limited who are providing a live booking portal or various hotels around the QEII.

To book accommodation, please book **online** by following the link at <http://bit.ly/1wVVK85>

You are able to amend or cancel your accommodation booking directly through the hotel you have chosen to book with. Please note that cancelling your accommodation does not mean that you have cancelled your place at the Convention. Failure to relay your cancelation to *Inclusion* will subject you to the cancelation policy.

### Audio visual equipment

The QEII can supply for hire a range of audio visual equipment. Please follow this link for instructions: <http://www.qeiicentre.london/services/information-technology/order-it>

Please note that presentation noise levels must not disturb neighbouring exhibitors.

### Badges and passes

**Build day (Monday 13 July 2015):** upon arrival, security will ask to see your "Off Load Passes" to gain access to the loading bay. See **Form 6A**.

**Show days (Tuesday 14 July until 15 July):** For security reasons all exhibitors should have preregistered and must wear a Convention badge at all times. Those not wearing a badge will not be allowed into the Convention during show days or obtain lunch and refreshments.

### Exhibitor badges (included in package)

As part of the stand fees, each organisation is entitled to two complimentary delegate passes. All exhibitors need to complete the exhibitor registration form (Form 2) and return it to [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk) by 11 June 2015 to ensure that a badge is ready upon arrival. These give access to all areas and sessions with lunch and refreshments on both days.

## Extra places

Purchase additional exhibitor passes that only gives access to the exhibition hall and catering at £100 per person per day (Form 2). Full access badges can be purchased by completing the delegate booking form.

You may collect your badges from the registration desk from 08:30 on Tuesday 14 July. Dinner on Tuesday 14 July is not included and is priced £42 (plus vat). Complete **Form 2** if you wish to attend the dinner (subject to availability).

## Build-up and break-down

See the exhibition timetable on **Page 3** of this manual for the build up and break down schedule.

All stands must be complete and set up by 17:00 on Monday 13 July with any final touches made between 07:00 and 08:30 on Tuesday 14 July. An inspection will be made by the venue health and safety manager at this time and if there is anything blocking any walk way, the opening of the Exhibition Hall will be delayed and delegates already registered will be prevented from entering.

For safety reasons, breakdown must not start until 15:50 on Wednesday 15 July when all delegates have left the Exhibition Hall. All items can be taken out of the main entrances of the QEII or the loading bay.

If you have any items that are to be couriered after the Convention is over, it is your responsibility to book your courier and clearly label all your items. Once your items have been clearly labelled, they can be left on your stand for pick up by your courier.

Please note that anything not collected by 18:00 on Wednesday 15 July will be disposed as waste. Note that if your courier requires a signature when picking up it is the responsibility of the exhibitor to ensure staff are available to do this.

For details on how to courier your items to/from the venue, see section on 'delivery' and 'collection'.

## Business Centre

The Business Centre, located in the main foyer, has a range of business support services including photocopying, faxing, laminating, administrative support, as well as practical advice about London. Contact the Business Centre directly on 0207 798 4077.

## Canvassing

Exhibitors may only conduct business and distribute literature from their own stands. Under no circumstances may activities or materials spill into the gangways or elsewhere in the QEII. If you are approached on your stand by unwelcome visitors trying to sell their products, please take a business card and inform the organiser so that the appropriate action can be taken. Unauthorised materials will be removed and disposed of without notice.

## Car parking

There is no on-site car parking available at the QEII Centre however, there is a Q-Park located within 5 minutes from the venue.

Q-Park Westminster  
Great College Street  
Westminster  
SW1P 3RX

### Car Parking Costs:

Up to 1 hour £6.50

Up to 2 hours £13.00

Up to 3 hours £19.50

Up to 4 hours £26.00

Up to 24 hours £38.00

(Prices valid at time of publication)

**Disabled parking spaces:** This site currently has no disabled facilities

## Carpet

The Benjamin Britten Lounge is fully carpeted. Please take care not to damage the floor. Any irreversible damage cause to the floor will incur a charge set by QEII.

## Catering and lunch

All catering will take place in the Benjamin Britten Lounge. There are various catering points marked on the floor plan (**Form 1**). Only those wearing their badges will be served any catering. If you have any special dietary requirements and have not yet informed the *Inclusion* Events Team, please email [events@cesi.org.uk](mailto:events@cesi.org.uk).

For details on ordering food to your stand see page 13 on 'Food on stands and corkage'

## Cleaning

General cleaning of stands will be carried out prior to the exhibition opening. This service is free of charge to all exhibitors and paper/package rubbish should be placed in the aisle at the end of the day. The cleaning of exhibits, however, remains the responsibility of the exhibitor.

Any exhibitors requiring extra cleaning should request this facility using the ICT Order Form on the attached link: <http://www.qeiicentre.london/services/information-technology/order-it>

## Cloakroom

The Cloakroom is located in the West Foyer on the Ground Floor of the QEII Centre, and is open for both delegates and exhibitors use from registration until departure. This is a complimentary facility.

Please note that conference bags issued to delegates during your event may not be deposited at the Cloakroom.

## Collection

The breakdown of the exhibitions will take place between 15:50 and 17:30 on Wednesday 15 July. All items can be taken out of the main entrances of the QEII (if the items are small) or the loading bay.

If you have any items that are to be couriered after the Convention is over, it is your responsibility to book your courier and clearly label all your items. Once your items have been clearly labelled, they can be left at your stand for collection by 18:00 Wednesday 15 July.

Any items not clearly marked, will be assumed as rubbish. Courier labels have been provided **Form 6B**

## Convention delegate list

There will be a delegate list in the Exhibition Welcome Pack that will be handed out to all exhibitors direct to your stand. Because of the number of last minute convention bookings and name changes, to ensure accuracy and for data protection reasons, we are unable to release this to anyone before the Convention.

## Contractors

*Inclusion* has hired Dalesgate as their stand contractors for this exhibition.

All contact details for Dalesgate are on page 17-18.



Dalesgate will be entering the Exhibition Hall from 07:00 on Monday 13 July to begin the set up of your ordered stand as shown on the floor plan. They will only have the fittings and equipment available that have been requested by the deadline dates so please book these items on time.

If you are using an outside contractor to make your shell scheme or to dress your stand then please inform us by completing **Form 3** and email [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk). The QEII will still need to know the layout of your Shell Scheme so that they can mark the floor out for your contractors.

## Convention receptions

### Welcome reception:

There will be a welcome convention reception being held at the HM Treasury between 18:30 to 20:00 on Monday 13 July. All delegates and exhibitors are able to attend this welcome reception but due to security requirements of the venue you will need to pre-register. Please email [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk) if you wish to attend this reception by 1 June.

### Exhibition reception:

There will be an exhibitions reception between 17:30–18:30 on Tuesday 14 July. Please ensure your stand is fully stuffed during this period.

## Damage and loss

Neither the organisers, Dalesgate Exhibitions nor the QEII, accept responsibility for damage or loss of any properties incurred by the Exhibitors or their agents/contractors. Exhibitors are especially warned that the exhibits are the sole responsibility of the exhibitors to whom they belong. Exhibitors should ensure their own insurance against all risks. The strongest possible precautions against theft should be taken at all times.

## Delegate places

Each shell and space stand booking entitles you to two complimentary exhibitor places. Additional exhibitor places which do not include access to sessions can be purchased at £100+vat per exhibitor per day or £200+vat per exhibitor for a two day pass. If you wish to purchase additional exhibitor tickets please complete Form 2. For booking delegate places, follow this link to do so: [www.cesi.org.uk/intowork2015](http://www.cesi.org.uk/intowork2015)

## Deliveries

If you are couriering items to the QEII before the Convention then please use the courier labels attached **Form 6**

Please ensure all deliveries are clearly addressed as follows:

**Claire Raddenbury** – QEII Event Manager

Into Work 2015

Your contact

Your Company Name & Stand No:

Benjamin Britten Lounge

QEII Loading Bay

Storeys Gate

Westminster

SW1P 3EE

Access to the Third Floor for all exhibits and stand fitting materials is via Goods Lift 11.

Smaller deliveries can be accepted on exhibitors' behalf prior to the event from **Friday 10 July 2015** onwards, however, all items must display a QEII Delivery Note in addition to any courier label. If this is not adhered to deliveries may be refused.

Please be advised that there is limited on-site storage. Smaller items stored on-site for courier collection post event should display a QEII Collection Note and must be collected by **Monday 20 July 2015**. See **Form 6B**

Exhibitors are reminded to ensure they provide sufficient staff and trolleys to transport goods from their vehicles to their stands as the QEII have a very limited number on a first come, first served basis.

### **Electrical services**

Within the purchase of your exhibition stands, you get two 120 watt spot lights and one 500 watt socket complimentary. Any further electrical items need to be ordered by returning Form 13.

For any advice on electrical supply and fittings, please contact Randy or Vivienne Gotting at Dalesgate on 01423 502031.

### **Emergency procedures / Fire safety**

In the event of an emergency evacuation please follow the instructions of QEII Staff and Fire Marshals (identified by high visibility jackets). You will be directed to the assembly point on the Lawn at the front of the QEII Centre.

If it becomes necessary to evacuate the building, an audible alarm will sound and the following message will be broadcast:

"Ladies and Gentlemen, may I have your attention please. We must ask you to leave the building by the nearest exit as quickly as possible. Do not use the lifts and do not stop to collect personal belongings"

### **Fire procedures**

The QEII Centre is committed to the safety of all its staff, clients and visitors.

There is a 24 hour manned emergency number in the building, which is 4444. This can be dialled from the house phones, located throughout the building, or any phone provided to you by the Centre. This number should be used for emergencies ONLY, such as to report a fire, a first aid situation or a security incident. DO NOT dial 999 on a mobile phone, as this will cause confusion to the emergency services that have approved our system, and will therefore also cause a delay.

## **FIRE**

Familiarise yourself with the **FIRE EXITS** and **FIRE ESCAPE ROUTES** from the floors you will be using, and brief any staff/stewards to do so also. There are four fire exit staircases in the building.

### **Fire Alarm**

To raise the alarm, either operate the nearest alarm by breaking the glass, or dial 4444 and report verbally.

Once an alarm is raised, a two-tone general alert will sound briefly, followed by an automated PA announcement stating that the alarm is being investigated. During this time, Floor Wardens who are trained members of Centre staff will make their way to their designated floors to reassure people that the situation is under control. Unless there is obvious evidence of a fire no immediate action is necessary.

Once the cause of the alarm has been established, this may take a while, an announcement will be made stating whether the alarm is false, no action need be taken, or a real emergency, in which case further instructions will be given. All instructions will be repeated, and the designated Floor Wardens will control any evacuation, which may be necessary. The assembly point in an evacuation is normally the Lawn opposite the Centre's main entrance; any alternative will be announced by Security Control.

### **Automatic actions**

When the alarm sounds, the following automatic actions will occur:

1. All electronically locked doors will be freed; this includes any doors, including Fire Exit doors, which may have been secured to restrict access. Doors, which are magnetically retained in the open position, will close automatically and it is for this reason that no door should be wedged open.
2. All lifts will be grounded automatically, and cannot be used once an alarm sounds.
3. The emergency lighting will come on, but other lights may go out. The emergency lighting lights the way to your nearest fire escape route.

### **Disabled personnel**

Please inform Julia Thanh at [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk) of any visitor that may need assistance in an emergency situation. Preferably prior to the actual event day in order that a Personal Evacuation Plan (PEP) can be made.

## Assembly Area



The Assembly Area is the Lawn at the front of the Centre, unless otherwise advised via Security at the time. Please observe the designated emergency assembly point on the left.

## Exhibitor listing and additional advertising

Each exhibitor is entitled to a listing within the convention final programme distributed to all delegates attending the event. Additional advertising within the exhibition listings section may also be purchased. For full details see **Form 14**.

Complete **Form 14** by 15 June 2015.

## First aid

Qualified First Aiders are on site during all events. Should you have a medical emergency notify Security Control on 4444, and a First Aider will be dispatched. There is a First Aid Room on the ground floor to which First Aiders have access. The First Aider will arrange for an ambulance should this become necessary.

## Food on stands and corkage

QEII catering is the sole purveyor of food and beverages at the venue. All food and beverage to be consumed within the venue by clients, delegates, exhibitors, crew or entertainers must be provided by The QEII catering department. It is not permitted to bring outside catering onto site. You can order food and beverages for your stand, please see **Form 7**. Direct any catering enquiries to Kimberley Powell at [kimberley.powell@qeiicentre.london](mailto:kimberley.powell@qeiicentre.london).

See below the corkage policy for the QEII:

The QEII will charge corkage on the total number of items delivered to the venue. The charge includes storage and delivery to the exhibition/service area. However, this does not include staffing to serve any product or equipment such as glassware or cutlery. Deliveries are recommended to be made at least 24 hours to ensure the delivery is as per your order.

### **Corkage Fee:**

Champagne: £15 per bottle

Wine: £12 per bottle

Beer: £1 per 330ml bottle

Juice: £1 per litre

Please note that this list is not exhaustive and that all foods/drinks are subject to a fee if provided by exhibitor.

## **Furniture**

Exhibitors may bring their own furniture if they wish, alternatively please contact our recommended furniture suppliers, Inspire Hire who can offer a wide range of furniture and stand accessories for hire. Please see the online brochure at [www.inspirehire.co.uk](http://www.inspirehire.co.uk), log in "hire11" or contact Sue Duffield on Tel 01455 234919 or email [sales@inspirehire.co.uk](mailto:sales@inspirehire.co.uk).

As part of the services provided by the QEII, exhibitors are able to request a 5ft trestle table and 2 chairs – free of charge. However, the trestle tables will require a cloth and it will cost £6 to cloth an exhibitor table. Trestle tables and cloth must be pre-ordered. For information and to reserve please contact Julia Thanh at [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk)

## **Health and safety**

It is vital that Exhibitors and Contractors take their responsibilities seriously. The build-up, event open and breakdown periods are covered by these and other mandatory requirements:

- ✓ Health & Safety at Work Act 1974
- ✓ The Management of Health & Safety at Work Regulations 1992
- ✓ The Personal Protective Equipment at Work Regulations 1992
- ✓ The Workplace (Health & Safety and WTNT Showfreightare) Regulations 1992
- ✓ The Provision and Use of Work Equipment Regulations 1998
- ✓ The Control of Substances Hazardous to Health Regulations (COSHH) 1999
- ✓ Reporting Injuries, Disease & Dangerous Occurrences (RIDDOR) 1995
- ✓ The Building Regulations 1991 (England & Scotland)
- ✓ Environmental Protection Act 1990

Exhibitors and contractors have responsibilities whilst on site under the Health and Safety at Work Act 1974 (HASWA) and the Workplace (Health, Safety and Welfare) Regulations 1992. HASWA applies to all places of work irrespective of their status.

## Internet order form

You may order internet through the QEII online service. Please follow this link to book:

<http://www.qeiicentre.london/services/information-technology/order-it>

For further information, contact Paul Simmonds at [paul.simmonds@qeiilondon.com](mailto:paul.simmonds@qeiilondon.com) or call on 020 7798 4155. Orders must be made by 7 July.

## Name boards

All shell scheme stands are provided with a fascia board bearing the exhibiting company's name in standard script. Please complete **Form 12** and return to Dalesgate before 5 June 2015. Please complete the form clearly in block capitals. If this form is not returned, the name of the company as it appears on your exhibition booking form will be used.

## Networking dinner

Taking place within the QEII on Tuesday 14 July from 19:00–23:00.

Only attendees from the Convention may attend this at a cost of £42 (plus VAT) per person. If you would like to add this dinner to your exhibitor place then please complete the appropriate section on the exhibitor form (**Form 2**) and return it to the *Inclusion* Events Team. Please note that the Convention dinner sells out every year so purchase your tickets early to avoid disappointment. Only 250 tickets are available and can only be purchased for attendees of the Convention in advance.

## Online equipment ordering

Exhibitors can order equipment online by using the following link:

<http://www.qeiicc.co.uk/services/information-technology/order-it>

## Photography

There will be an official photographer present throughout the two days of the Convention. This photographer will circulate around the Exhibition Hall and take photos of the stand and will potentially ask for your exhibitors to be in the photo.

These photos will be available after the Convention for the exhibitors' publicity purposes.

## **Risk assessment**

In compliance with health and safety regulations introduced by the Exhibition Venues Association, all exhibitors with space only stands are required to produce an event specific risk assessment and method statement with regard to the build up, show open and breakdown of their stand. A plan of the stand must also be provided to the Exhibition Manager by Monday 1 June 2015 together with a completed Health and Safety Declaration.

## **Smoking**

The QEII is a no smoking building; all smoking inside the venue is therefore prohibited. If exhibitors or contractors wish to smoke they may do so outside of the venue in the designated smoking area, off of Storeys Gate.

## **Space only stands**

All space only exhibitors or their contractors are required to submit detailed plans of their stand design to The Exhibition Manager for approval by Monday 1 June 2015. Please be aware of the following:

- ✓ No wall height should exceed 2.5m without written permission of the Exhibition Manager and must not exceed 4m.
- ✓ Plans must prove to be structurally stable. Failure to do so will result in non-approval for construction.
- ✓ A Risk Assessment together with a Method Statement indicating how the stand will be constructed should be supplied with your plans. They must be job specific and not generic.
- ✓ All work must be carried out using non-flammable materials, including timbers and finishes
- ✓ The design of the stand must be such that it can be erected and dismantled within the time available
- ✓ If an exhibitor causes to be erected a stand, which does not conform fully, and in all respects, to the requirement of the Organiser and Local Authorities, the Organiser shall be at liberty to enter onto the stand and alter, demolish and/or reconstruct the stand, to make it conform to the regulations and requirements. The Exhibitor shall, on demand, repay the Organiser all expenses incurred, in respect of such alterations, demolition and reconstruction. Local Authority decisions are final.
- ✓ Where neighbouring exhibitor and visitor flows are affected, Exhibitors will not be permitted to block in entire sides of their stand
- ✓ Exhibitors are responsible for all actions of any contractor they employ to carry out work for them at the exhibition. Any damage caused by a contractor will be charged directly to the employing Exhibitor who will be held responsible for any misconduct at the event.
- ✓ An allowance for wheelchair access must be given when designing your stand.
- ✓ Doors or enclosed storage access must have an unobstructed viewing panel installed for reasons of health and safety and security.

- ✓ Under no circumstances will space only stands be permitted to commence construction until the hall has been fully marked out.
- ✓ It is the responsibility of the Exhibitor to ensure their stand is built to the correct boundaries. If there is any doubt regarding the allotted floor space, please check with the Exhibition Manager before commencing any building work.

## **Storage**

The QEII has no storage facilities within the Exhibition Hall. This means that no storage of packaging or extra promotional items can take place behind your stand. The clearing of all of these items must take place before exhibition opens at 08:30 on Tuesday 14 July.

Please also note that the venue will not accept deliveries for this event any earlier than Monday 13 July 2015. See the "deliveries" section above.

## **Trolleys**

Exhibitors are advised to bring their own trolleys to the venue however; the QEII does have a limited amount available on a first come, first served basis.

## **Waste and recycling**

The QEII Centre has facilities for the recycling of paper only. Exhibitors must ensure that all other waste material is removed, otherwise a charge will be incurred.

## **Wheelchair access**

Please ensure that your stand is accessible to disabled persons and visitors in wheelchairs.



## Official Contractors and Exhibition Contacts

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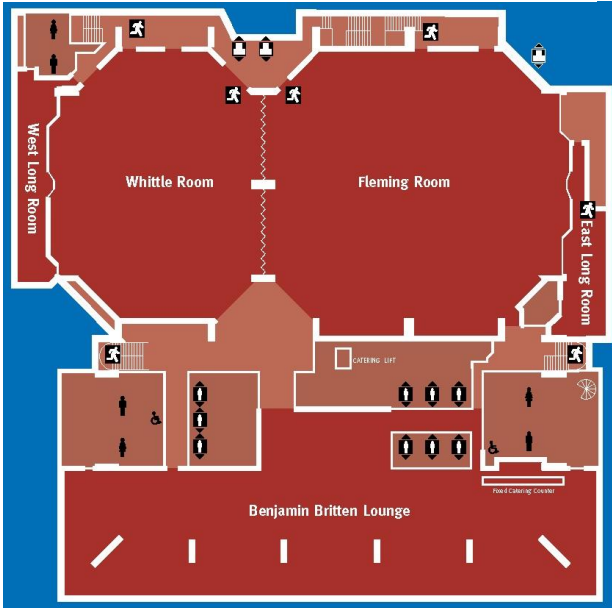
Accommodation	Conference Care Limited Phoenix House 343 Bedworth Road Coventry Warwickshire CV6 6BN	Contact: Nicola Gough Tel: 02476 369 726 Fax: 02476 369 722 E-mail: <a href="mailto:reservations@conferencecare.com">reservations@conferencecare.com</a> Web: <a href="http://bit.ly/1wVVK85">http://bit.ly/1wVVK85</a>
Business reception	QEII Centre Broad Sanctuary Westminster London SW1P 3EE	Tel: 020 779 84077 Web: <a href="http://www.qeiicentre.london/services/event-support/business-centre">www.qeiicentre.london/services/event-support/business-centre</a>
Catering	QEII Centre Broad Sanctuary Westminster London SW1P 3EE	Contact: Kimberley Powell Tel: 020 7798 4183 Email: <a href="mailto:kimberley.powell@qeiicentre.london">kimberley.powell@qeiicentre.london</a> Web: <a href="http://www.qeiicentre.london">www.qeiicentre.london</a>
Electrics	Dalesgate Exhibitions Ltd Millenium Business Park Claro Road Harrogate North Yorkshire HG1 4AU	Contact: Randy and Vivienne Gotting Tel: 01423 502031 Fax: 01423 530877 Email: <a href="mailto:sales@dalesgate.com">sales@dalesgate.com</a> Web: <a href="http://www.dalesgate.com/">http://www.dalesgate.com/</a>
Exhibitor badges	<i>Inclusion</i> 3 <sup>rd</sup> Floor 89 Albert Embankment London SE1 7TP	Contact: <i>Inclusion</i> Events Team Tel: 020 7840 8333 Fax: 020 7582 6391 Email: <a href="mailto:events@cesi.org.uk">events@cesi.org.uk</a>
Furniture	Inspire Hire P.O. Box 14298 Birmingham B46 9AZ	Contact: Sue Duffield Tele. 01455 234919 Fax. 01675 482917 email: <a href="mailto:sales@inspirehire.co.uk">sales@inspirehire.co.uk</a> Web: <a href="http://www.inspirehire.co.uk">www.inspirehire.co.uk</a> (login "hire11")

**Official Contractors and Exhibition Contacts cont...**

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General exhibition enquiries inc. loading/drop off times	<i>Inclusion</i> 3 <sup>rd</sup> Floor 89 Albert Embankment London SE1 7TP	Contact: Julia Thanh Tel: 020 7840 8333 Fax: 020 7582 6391 Email: <a href="mailto:julia.thanh@cesi.org.uk">julia.thanh@cesi.org.uk</a> Web: <a href="http://www.cesi.org.uk">www.cesi.org.uk</a>
Venue (general enquiries)	QEII Centre Broad Sanctuary Westminster London SW1P 3EE	Tel: +44 (0)20 7798 4000 Email: <a href="mailto:info@qeiicentre.london">info@qeiicentre.london</a> Web: <a href="http://www.qeiicentre.london">www.qeiicentre.london</a>
Onsite <i>Inclusion</i> staff		Contact: Julia Thanh and Mintra Sadler Mobile: 07809 615 436/ 07957 363 463
Shell Scheme Extras	Dalesgate Exhibitions Ltd Millenium Business Park Claro Road Harrogate North Yorkshire HG1 4AU	Contact: Randy and Vivienne Gotting Tel: 01423 502031 Fax: 01423 530877 Email: <a href="mailto:sales@dalesgate.com">sales@dalesgate.com</a> Web: <a href="http://www.dalesgate.com/">http://www.dalesgate.com/</a>
Shell Scheme nameboards	Dalesgate Exhibitions Ltd Millenium Business Park Claro Road Harrogate North Yorkshire HG1 4AU	Contact: Randy and Vivienne Gotting Tel: 01423 502031 Fax: 01423 530877 Email: <a href="mailto:sales@dalesgate.com">sales@dalesgate.com</a> Web: <a href="http://www.dalesgate.com/">http://www.dalesgate.com/</a>

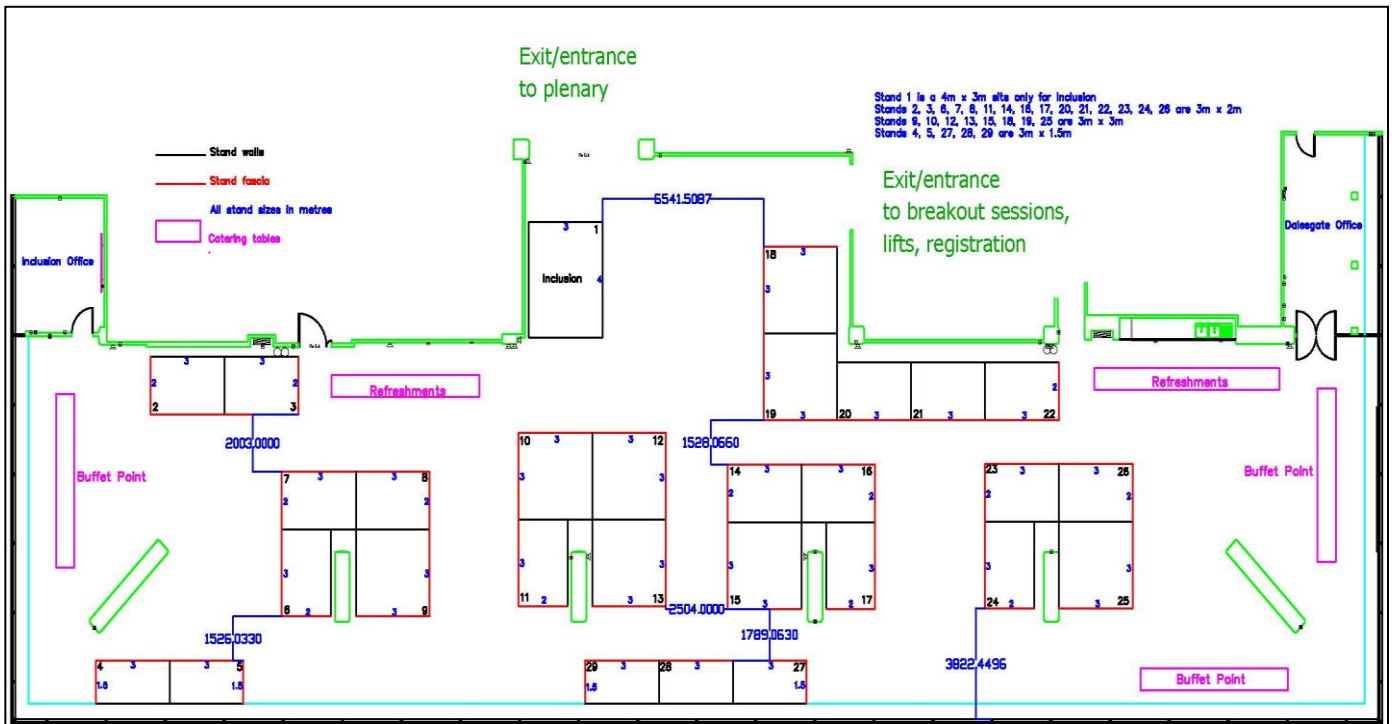
### Third floor (plenary hall and exhibition hall)



### Fourth floor (breakout spaces)



### Exhibition hall Benjamin Britten Lounge



## Exhibitor booking form – part 1

### COMPLETE AND RETURN BY 11 JUNE 2015

The exhibitor package includes two exhibitor passes. Please complete this form to register your exhibitors. You may also order additional exhibitor places on this form. All prices listed include the exhibitor upgrade discounts and/are subject to VAT. Direct all queries to the *Inclusion* Events Team: Tel: +44 (0)20 7582 7221, Fax: +44 (0)20 7582 6391, E-mail: events@cesi.org.uk

Registration	Name and contacts	Fee * (please tick as appropriate)	Dinner **	Total cost
Complimentary Exhibitor 1 Incl. access to all areas and catering (excl. dinner)	Name: Tel: Email: Organisation: Address:	£0	<input type="checkbox"/> £42	£
Complimentary Exhibitor 2 Incl. access to all areas and catering (excl. dinner)	Name: Tel: Email: Organisation: Address:	£0	<input type="checkbox"/> £42	£
Additional exhibitor (Without access to sessions. Incl. catering)	Name: Tel: Email: Organisation: Address:	<input type="checkbox"/> £200 both days <input type="checkbox"/> £100 one day Tues or Wed (delete as appropriate)	<input type="checkbox"/> £42	£
Additional exhibitor (Without access to sessions. Incl. catering)	Name: Tel: Email: Organisation: Address:	<input type="checkbox"/> £200 both days <input type="checkbox"/> £100 one day Tues or Wed (delete as appropriate)	<input type="checkbox"/> £42	£
* Fees quoted above are subject to VAT at 20% ** Discounts are not applicable to the dinner fee			Sub total	£
			VAT @ 20%	£
			Grand total	£

**To register as a delegate with access to all areas, please complete the delegate booking form as normal, online at:**

[www.cesi.org.uk/intowork2015](http://www.cesi.org.uk/intowork2015)



## Contractor notification form

I have booked a shell scheme stand (set up from 14:00)

I have booked a space only stand (set up from 09:30)

Stand name: \_\_\_\_\_

Stand number: \_\_\_\_\_

## Expected time of arrival and contractor names

**PLEASE COMPLETE AND RETURN BY FRIDAY 19 JUNE 2015**

### Arrival and set up times (between 09:30-17:00 on Monday 13 July)

Stand No	Organisation hosting the stand	Contact name	Contact email	Contractors setting up	Arrival time

### Breakdown and collection time (from 15:50 on Wednesday 15 July)

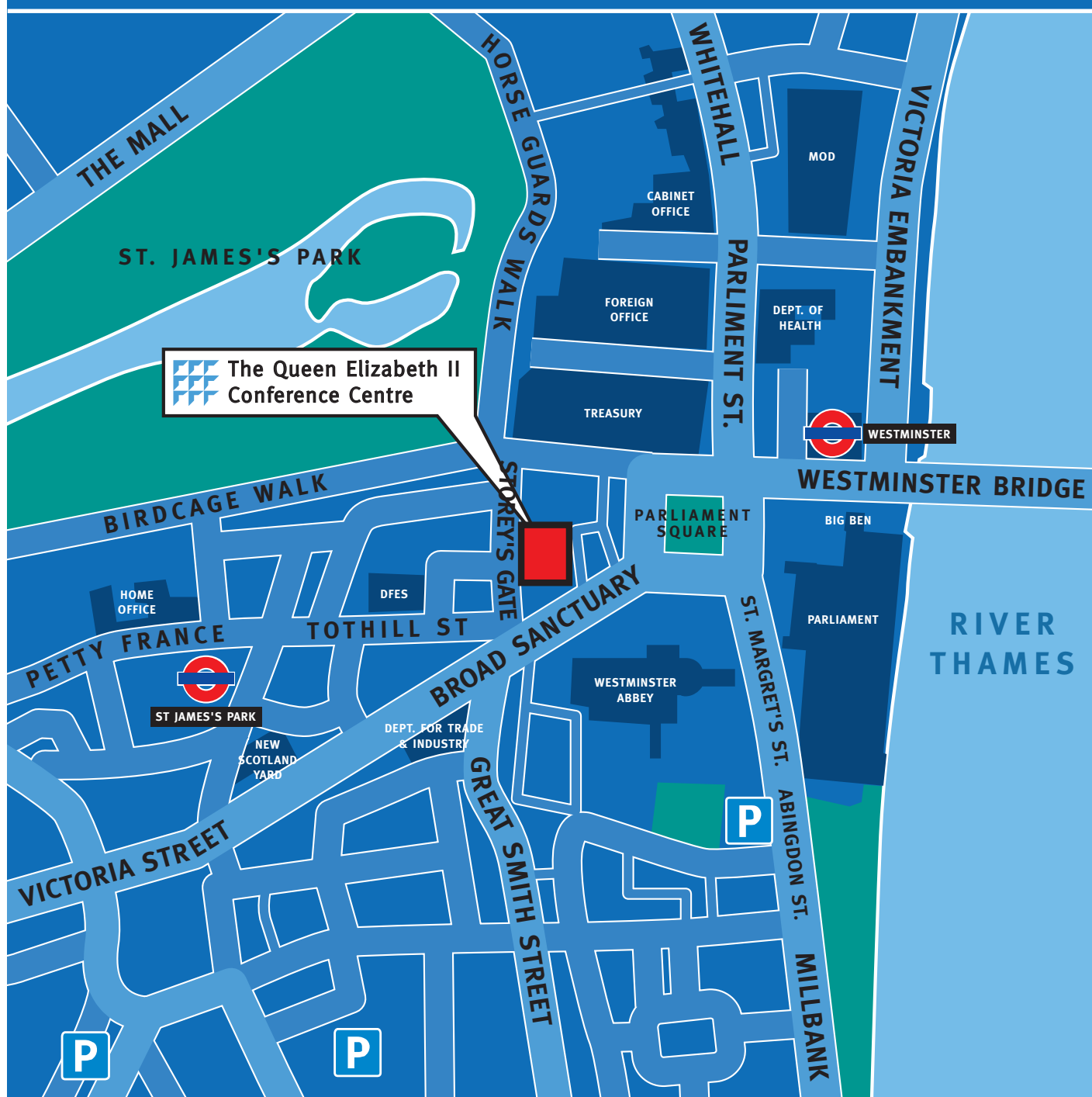
Stand No	Organisation hosting the stand	Contact name	Contact email	Contractors setting up	Arrival time

For details on collection and deliveries see pages 7 and 10. For delivery/collection labels see **Form 6**. Direct all queries to the *Inclusion* Events Team: Tel: +44 (0)20 7582 7221, Fax: +44 (0)20 7582 6391, E-mail: [julia.thanh@cesi.org.uk](mailto:julia.thanh@cesi.org.uk)

 The Queen Elizabeth II  
Conference Centre

DELIVERY AND DROP OFF

# Location map







# IntoWork Convention 14/ 15 July 2015

## Queen Elizabeth II Centre, London

Organised by:

centre for economic & social



#intowork2015

**Venue:** Queen Elizabeth II Centre, London, SW1P 3EE **Tel:** 0207 7984 000



### By Tube

#### Westminster Station

**Lines:** Circle, District, Jubilee

Leave station by exit 6. The QEII is six minutes walk from station.

#### St James Park Station

**Lines:** Circle, District

Leave the station by Broadway exit. 4 minute walk. This is NOT a step-free station.

### By Bus

Buses 11, 24, 53, 77a and 88 all stop at Parliament Square.

### Accommodation

All accommodation services will be organised by Conference Care for this event. You may book your hotel online at: [www.cesi.org.uk/intowork2015](http://www.cesi.org.uk/intowork2015) or contact Conference Care.

**Email:** [nicolag@conferencecare.com](mailto:nicolag@conferencecare.com)

**Tel:** 02476 369 726

### Conference registration and exhibition open times

Tuesday 14 July 08:30-18:30

Wednesday 15 July 08:30-16:00

### Delegates with special needs

If you have any other special requirements, please contact the *Inclusion* Events Team on 020 7582 7221. We are unable to provide care assistance but carers can attend free of charge.

### Internet Access

Wi-Fi internet access is also available throughout the building free of charge. The access code will be given on the day.

### Networking opportunities

#### Welcome reception

HM Treasury, 18:30–20:00, Monday 13 July. All welcome but preregistration will be necessary to guarantee access. More information will be released from week beginning 17 June.

#### Exhibition reception

Convention exhibition hall, QEII Centre, 17:30–18:30, Tuesday 14 July (all welcome)

#### Convention network dinner

QEII Centre, 19:00–23:00, Tuesday 14 July (pre-bookings only)

**For more information on the event, visit:** [www.cesi.org.uk/intowork2015](http://www.cesi.org.uk/intowork2015)

Lead Sponsor:

**APM**





**DELIVERY NOTE**

DELIVERY ADDRESS:

QEII CONFERENCE CENTRE  
**LOADING BAY**  
STOREYS GATE  
WESTMINSTER  
SW1P 3EE

**EVENT TITLE:**

EXHIBITOR/STAND REF:

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EVENT ROOMS:

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EVENT DATE:

QUANTITY OF ITEMS:

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**EVENT MANAGER:**

*Please note that unless QEIIICC or External Porterage has been booked, it is the responsibility of the client/exhibitor themselves to collect and return their boxes from/to the QEIIICC Loading Bay.*

# INTOWORK CONVENTION 14/ 15 JULY 2015



**FORM 6B**

## COLLECTION NOTE

EVENT MANAGER: CLAI RE E RADDENBURY

NAME OF EVENT:

CONTACT NAME:

RETURN DELI VERY ADDRESS:

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CONTACT TELEPHONE NO:

NO OF BOXES / STANDS ETC: \_\_\_\_\_

*Please note that unless QEIICC or External Porterage has been booked, it is the responsibility of the client/exhibitor themselves to collect and return their boxes from/to the QEIICC Loading Bay.*

**ANY ITEMS NOT COLLECTED 1 WEEK AFTER THE EVENT DATE  
WILL BE DISPOSED OF ACCORDINGLY.**

# INTOWORK CONVENTION 14/15 JULY 2015

## Exhibitor Catering 2015

QEII Taste by Leith's offers a delivery only service direct to your exhibition stand at the time of your choosing to help to enhance the visitor and exhibitor experience.

If you would like to place an order or require any further information please contact your QEII Taste Event Manager.

### Lunch Bags

£12.85

Sandwich  
 Bag of Crisps  
 Wrapped Cake or Muffin  
 Piece of Fruit  
 Mineral Water or Fruit Juice

### Premium Lunch Bags

£19.35

Sandwich or Wrap  
 Boxed Salad  
 Wrapped Cake or Muffin  
 Fresh Fruit Salad  
 Mineral Water or Fruit Juice

### Beverage Ideas

House Wine **£21.00**  
 Prosecco Doc Bel Star **£30.95**  
 Pannier Brut Reserve NV **£39.00**  
 Bottled Beers and Lagers from **£4.10**  
 One Water Still & Sparkling Mineral (750ml) **£4.10**  
 One Water Still & Sparkling Mineral (330ml) **£1.85**  
 Orange Juice (1 litre) **£4.10**  
 Assorted Canned Drinks (330ml) **£1.50**  
 Filtered Water (per 100 delegates) **£62.50**

### Savoury Offers

**Canapés** (for 10 people) **£100.50**  
 Selection of 30 Cold Bites  
**Breakfast Canapés** (for 10 people) **£100.50**  
 Selection of 30 Hot Bites (3 Types)  
**Hot Breakfast Baguettes** (10 items) **£36.50**  
**A Selection of Nibbles** (for 10 people) **£45.00**  
 Crisp Flat Bread with Houmous (v)  
 Marinated Antipasto Mix of Olives,  
 Grilled Peppers, Sun Blush Tomatoes,  
 Mini Salted Pretzels (v)  
 Tortilla with Sour and Chive Dip (v)

### Sweet Offers

**Fresh Fruit Basket** (20 items) **£23.00**  
**A Selection of Sliced Fresh Melon and Pineapple** (10 portions) **£23.70**  
**A Selection of Mini Viennoiserie** (for 10 people) **£28.00**  
**Bowls of Fruit Sweets and Mints** (500g) **£4.70**

### Other Items

**Fairtrade Coffee and Tea Flask** (8 cups) **£12.90**  
**Packets of Home Made Retro Biscuits** (20 per pack) **£42.00**  
**Staff Member** (per 4 hour shift) **£62.50**  
**Staff Member** (per 8 hour shift) **£124.00**

*Please note that all of the prices are subject to VAT at the current rate and are from 1<sup>st</sup> April 2015 – 31<sup>st</sup> March 2016. You will be advised of any changes in availability or price should circumstances dictate.*

## Exhibitor Catering 2015

QEII Taste by Leith's offers a delivery only service direct to your exhibition stand at the time of your choosing to help to enhance the visitor and exhibitor experience.

If you would like to place an order or require any further information please contact your QEII Taste Event Manager.

### Equipment Hire (All prices are for a one day hire)

#### Campanini Coffee Machine

This single cup brewing system uses pods to make espressos, lattes, cappuccinos, tea, and hot chocolate **£174.00**

Box Pods (16 pax) **£5.80**

Disposable Pack (includes cups/lids/sleeves/stirrers/sugar for 60 servings) **£35.00**

#### Cappuccino/Espresso Bars

If you would like to offer a bespoke Barista lead coffee service please ask your Event Manager for a quotation

#### Popcorn Machine

**£210.00**

Includes a staff member to make and serve, a variety of flavours including salt and sugar, one tub of kernels and 50 take away boxes.

#### Exhibition Trolley Service

**£124.00**

Includes a trolley and one member of staff selling hot and cold beverages, non-perishable snacks such as breakfast pastries, chocolate bars, premium crisps, sweets and assorted wrapped savoury snacks.

#### Fridge

**£110.00**

**Cold Water Cooler Dispenser** (Inc 1 x 18.9ltr barrel) **£112.00**

**Hot and Cold Water Dispenser** (Inc 1 x 18.9ltr.) (Including tea and coffee supplies for approximately 60 servings) **£147.00**

**Additional Tea and Coffee Supplies** (approximately 60 servings) **£35.00**

**Additional Water Barrel** **£35.00**

**White Exhibitor Table Cloth** (70' x 144') **£6.00**

**White Cabaret Table Cloth** (90' x 90') **£4.00**

*N.B. Additional beverage services are available through approved third party suppliers, who will invoice directly. Please speak to your Leith's Event Manager for further details.*

#### Drinks Service Charge

*N.B. If you wish to provide your own beverages, a drinks service charge will apply. Please contact your Leith's Event Manager for a quote*

### Exhibitor Order Form

Event Name:	
Room:	
Stand Number:	
Date of Event:	

Date	Time	Item	Quantity	Price (£)

Please complete & return this form by email to your QEII Taste Event Manager on *forename.surname@qeiicentre.london*  
 QEII Taste must receive the completed form at least 2 weeks prior to the event.

On behalf of the above named organisation, I request the provision of a food and/or beverage service during the above event. I agree that a QEII Taste invoice shall be proof enough for the charge of the services provided. I also accept that such an invoice will be paid using a valid credit card, prior to the event taking place.

By signing the below I also agree to abide by the QEII Taste Terms and Conditions.

***N.B: FOOD & BEVERAGE CANNOT BE BROUGHT ONTO THE PREMISES WITHOUT PRIOR CONSENT FROM YOUR QEII TASTE EVENT MANAGER AND FAILURE TO INFORM THEM MAY INCUR AN ADDITIONAL CHARGE.***

Print Name	
Company Name	
Company Address	
Email Address	
Contact Telephone	

Cardholder Name	
Card Number	
Expiry Date	-   -   -

**Cardholder Signature**

***NB: ALL CREDIT CARD DETAILS WILL BE DESTROYED UPON COMPLETETION OF PAYMENT.***

*Please note that all of the prices are subject to VAT at the current rate and are from 1<sup>st</sup> April 2015 – 31<sup>st</sup> March 2016. You will be advised of any changes in availability or price should circumstances dictate.*

## Exhibition briefing notes

### Shell Scheme

Shell scheme stands will be constructed to a maximum height of 2.44m of slate grey Velcro compatible walling, which is fully flush fitting with no external protrusions and include a fascia board to each open side. Please refer to the floor plan to check the number of walls provided with your stand. Broken lines on the floor plan indicate open sides. *Items should be affixed to the panels using Velcro only.* Optional extras are available to enhance your stand as detailed on the appropriate form, which should be completed and returned by the due date.

### Nameboards

Supplied to shell scheme stands only and fitted to each open side of the stand to include company name and stand number only. It is essential that you complete the Nameboard Order form included within this manual indicating the wording you wish to appear on the nameboard and return it by the due date. If you do not return the form by the due date, the nameboard will be made up from the details on your contract.

### Electrical Services

Electrical packages are not included with any shell scheme or space only site. All exhibitors should complete and return the attached electrical form by the due date. Orders cannot be accepted without this form and the relevant monies being received. Please note that electrical connections may only be made by the official contractor.

***SITE ONLY EXHIBITORS MUST ORDER A DIRECT MAIN FOR THEIR STAND UTILISING THE ELECTRICAL ORDER FORM CONTAINED WITHIN THIS MANUAL.***

***A plan showing the position of fittings should accompany all order forms. Should this not be attached, fittings will be made at the discretion of the official contractor and any repositioning necessary will be subject to an additional charge.***

All electrical work must be carried out in accordance with the electrical regulations laid down by the local authority, IEE, Exhibition Venues Association, the Health & Safety at Work Act 1974, British Standards Institute BS 7671 1992 and the Electricity at Work Regulations 1989. A summary of these regulations is contained at the rear of this manual.

All appliances should be delivered to exhibitor stands, complete with 13amp square pin plug (BS 13163) all equipment supplied by an exhibitor must conform to the current electrical health & safety standards and be PAT Tested. Failure to do so will

result in disconnection. Responsibility for compliance with the above rests with the exhibitor. The organiser reserves the right of inspection. Electrical orders must be accompanied by full payment. Orders received after the due date will be subject to a 25% surcharge. The use of multi-way adaptors is not permitted.

### **Electrical Regulations (Summary)**

The organisers have appointed Dalesgate Exhibitions as the official electrical contractor for the exhibition and as such, they are responsible for and will carry out all electrical work on space only sites and shell scheme stands within the exhibition.

Exhibitors who wish to pre-fabricate any of their installation must ensure that it complies fully with the electrical regulations of the Exhibition Venues Association and that all site work is carried out by the official electrical contractor. A summary of the regulations follows herewith:

- ✓ The use of flexible cords for stand wiring is generally prohibited
- ✓ Flexible cords shall be of a circular section, fully insulated and sheathed, and the only form of jointing being the use of non-reversible purpose made flex connectors
- ✓ Flexible cords shall not exceed 2 metres in length
- ✓ Coils of flex or flex on reels shall not be permitted
- ✓ Where the clients own equipment is used, this must comply with all Regulations and is subject to testing and spot checks
- ✓ The use of un-insulated cantenary/pole low voltage systems is prohibited
- ✓ Selve transformers must be fixed at a high level
- ✓ Only one flexible cord per 13A plug top
- ✓ Multi-way, plug in type and bayonet adapters shall not be used.
- ✓ The use of Trailing-Block type 4 - way fused sockets is restricted to one 4-way unit per fixed socket outlet, ***subject to a maximum loading of 500 watts total.*** The plug must be fused accordingly and the maximum flex length from plug to Trailing Block Unit is 2m.
- ✓ A fireman's switch shall be fitted to all types of neon signs
- ✓ Any electrical cables, appliances or accessories, which do not comply with the Exhibition Venues Association Regulations for stand electrical installations or are considered unsafe, will be asked to be removed or made safe.

All electrical work must be carried out in accordance with the electrical regulations laid down by the Local Authority, IEE, Exhibition Venues Association, The Health & Safety at Work Act 1974, British Standards Institution BS 7671 1992 and the Electricity at Work Regulations 1989.

Failure to observe any of the regulations outlined herewith may result in delays, restrictions and/or criminal proceedings against the exhibitor.

## optional extras order form

**TO BE RETURNED NO LATER THAN: FRIDAY 6 JUNE 2015**

All prices are exclusive of VAT – late orders will incur a 25% surcharge

Item Description	Cost	Quantity	Total
Colour Change of Shell Scheme	£49.00 per m		
Hat & Coat Hook Set (set of 3-wall fixed only)	£15.00		
Lighting Battens To Ceiling	£11.00 per m		
Literature Dispenser A4/A5 (Wall fixed only)	£20.00		
Literature Rack (4 x A4 slots – wall fixed only)	£35.00		
Single Lockable Door	£48.00		
Platform (100mm high)	£25.00 per m <sup>2</sup>		
Various flooring available – please contact for details	Varied £ per m <sup>2</sup>		
Floor Flats for change of Carpet	£20 per m <sup>2</sup>		
Roll of Hook Velcro	£32.50		
Shelf 1m (wall fixed only)	£25.00		
Shelf Angled 1m (300mm wall fixed only)	£32.00		
Walling To Form A Cubicle/Meeting Area/Storage Space	£38.00 per m		

<b>Stand Name:</b>	<b>Stand Number:</b>
<b>Event: Into Work</b>	<b>Date:</b>
<b>Company Name:</b>	<b>Contact Name:</b>
<b>Contact Address:</b>	<b>Contact Tel/Mob:</b>

Card Number .....

Name on Card .....

Start Date ...../..... Expiry Date ...../.....

Please Tick As Appropriate

CVC (Last 3 digits on the signature strip) .....



House Number & Post Code of Cards  
Registered Address .....

Please Note – We DO NOT accept American Express or Diners. All credit card payments WILL incur a 3% surcharge. Late orders received after the due date will incur a 25% surcharge.



## nameboard order form

**TO BE RETURNED NO LATER THAN: FRIDAY 5 JUNE 2015**

All Nameboard are white foamex of 1100mm long by 125mm high

Lettering is black uppercase Helvetica of 35mm high

Any required deviation from the above can be arranged with prior notification and a quotation will be provided

Addresses, telephone/facsimile numbers and web addresses cannot be included without consent of the organiser

Dalesgate reserves the right to abbreviate as necessary

Company names of extraordinary length may incur an extra charge

Nameboards are supplied to **Shell Scheme stands only** and not to Site Only Spaces

### Nameboard Title

**Stand Name:**

**Stand Number:**

**Event: Into Work**

**Date:**

**Contact Name:**

**Contact Tel/Mob:**

**Contact Address:**

# electrical order form

**TO BE RETURNED NO LATER THAN: FRIDAY 5 JUNE 2015**

All prices are exclusive of VAT – late orders will incur a 25% surcharge

Item Description	Cost Inc. Mains Usage	Quantity	Total
120 Watt Spotlight	£47.50		
6' Fluorescent	£50.00		
5' Fluorescent	£48.00		
500W Socket (2amps)	£75.00		
1000w Socket (5amps)	£91.00		
2000w Socket (10amps)	£140.00		
3000w Socket (13amps)	£160.00		
Mains Connection (includes £20 test & inspection charge in line with new regulation BS7671)	£60.00		60.00

**All Site Only Stands MUST order a direct main for their requirements**

<b>Stand Name</b>	<b>Stand Number</b>
<b>Event: Into Work</b>	<b>Event Date:</b>
<b>Company Name</b>	<b>Contact Name</b>
<b>Contact Address</b>	<b>Contact Tel/Mob</b>

Card Number .....

Name on Card .....

Start Date ...../..... Expiry Date ...../.....

Please Tick As Appropriate

CVC (Last 3 digits on the signature strip) .....



House Number & Post Code of Cards Registered Address .....

Please Note - WE DO NOT accept American Express or Diners. All Credit card payments WILL incur a 3% surcharge. Late orders received after the due date will incur a 25% surcharge.

# Exhibitor listing

# FORM 14

Each exhibitor is entitled to a **FREE** listing within the Convention final programme distributed to all delegates attending the Convention. These details should be as you would like it to appear in the final printed document. **Please complete by Monday 15 June 2015.**

<b>Stand name:</b>			
<b>Stand number:</b>			
<b>Organisation address:</b>			
<b>Tel:</b>		<b>Fax:</b>	
<b>Email:</b>		<b>Web:</b>	
<b>Contact name:</b>			

## BOOK ADVERTISEMENT SPACE (artwork deadline 15 June 2015)

**Convention final programme – within the exhibition listing** (subject to availability)

In addition to your free listing above, you may book advertising space in the exhibition listing section of the Convention final programme. Please note that each exhibitor may only book one ad within the listing section. Tick all that apply.

- Quarter page (87.5mm x 130 mm) colour ad £340+vat
- Eighth page (87.5mm x 62 mm) colour ad £250+vat
- Sixteenth page (41.25mm x 62 mm) colour ad £195+vat
- Ad to appear on the same page as the company listing optional additional fee £50+vat
- Full page (180mm x 267mm without bleed or 216mm x 303mm with bleed) colour £3,500

### Invoice to: Name, contact tel and address

<b>Invoice contact:</b>	
<b>Organisation name:</b>	
<b>Invoice address:</b>	
<b>Tel:</b>	<b>Email:</b>

**Complete and return to:** Tel: +44 (0)20 7582 7221, Fax: +44 (0)20 7582 6391, E-mail: events@cesi.org.uk

1. **Purpose:** Decide what you want to achieve from your exhibition stand. Whether you're enhancing customer relationships, increasing brand awareness or increasing your customers' knowledge of products and services, you should be clear on what you are trying to achieve and ensure all staff are well briefed to this purpose.
2. **Presentation:** Whether you opt for a shell scheme or space-only exhibition stand, ensure you use the best materials and finishes you can afford. Keep the stand clean, uncluttered and clear. Grab attention by considering how to make your stand different from or better than others. Your message should be clear. Competitions, giveaways or 'freebies' can maximise your chances of communicating with large amount of visitors, 'pulling' them to your stand to find out more about what you do and how you can help them.
3. **Preparation:** Come to the exhibition well prepared! Don't forget to read the available information which tells you what you need to know in order to design, organise and operate your exhibition stand. It's useful to keep to your deadlines. Set automated reminders, whatever it takes to ensure you are prepared in good time. Keep lists of useful items to take such as an extension lead; bring fixing materials, tape and anything else you might need.
4. **Promote your attendance:** Consider all the opportunities that the convention offers to promote your attendance. Ensure you are aware of any no-cost opportunities, such as listing your stand in the convention handbook and inserting leaflets into the delegate packs. For greater branding opportunities, you may think sponsorship is beneficial.
5. **Collecting contacts and follow-up:** Decide how you are going to record customer details and how are you going to store all the visiting cards you will be given. **Follow-up:** This brings you back to the purpose of your attendance and how the leads you generate from your exhibition are followed up. Be selective and personalise your follow ups for best results.

We hope you found these tips helpful. If you would like to share your tips, please email [Mintra.Sadler@cesi.org.uk](mailto:Mintra.Sadler@cesi.org.uk).