

Exhibitor Manual



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A Reminder of the 2018 Exhibitor Packages

As one of the key elements of this event, the exhibition opens up a world of networking and information gathering opportunities. We anticipate an audience of 500+ each day from third sector providers, national stakeholder organisations, regional/local provider networks, FE colleges, SFA and EFA funded providers, DWP funded providers, employers, and County Councils/Local Authorities. The conference offers opportunities to:

- Promote your organisation
- Develop long term contacts with key personnel from the employment and skills sector
- Strengthen your market position - differentiating your product/service offer
- Benefit from the on-site brand presence with a captive audience
- Take advantage of the unparalleled networking opportunities
- Benefit from the communication channels and links to all learning providers involved in skills and employability provision

All Exhibitors will be located in the Exhibition & Catering Area held in the Chablis Suite at the venue.

Note: Only specified stand personnel are permitted with each exhibition stand space reserved. If you wish additional personnel to attend, please go to the conference website and book places as delegates.

1x3M Pod - £1,895 + VAT

- Exhibitor Pod for both days - 1m x 3m
- Use of the integrated Conference App badge scanner for capturing leads with real time access to leads list
- One exhibitor stand contact
- Conference bag for the stand contact
- Lunch & Refreshments both days
- Attendance at the Conference for stand contact for two days
- Attendance at the Pre-Dinner Drinks Reception and the AELP Gala Dinner for the stand contacts (only)
- Exhibitor Profile included in the Conference App

3x3M Booth - £2,825 + VAT

- Exhibitor booth for both days - 3m x 3m including access to power
- As 3x2.5M package

4x3M Booth - £2,995 + VAT

- Exhibitor booth for both days - 4m x 3m including access to power
- As 3M package, and also;
- 1 x one sided A4 leaflet inclusion in each delegate bag
- Banner advert on the Conference App

3x2.5M Booth - £2,750 + VAT

- Exhibitor booth for both days - 3m x 2.5m including access to power
- Use of the integrated Conference App badge scanner for capturing leads with real time access to leads list
- Two exhibitor stand contacts
- Provision of a 6ft clothed table and two chairs and access to power
- Conference bags for stand contacts (max 2)
- Lunch & Refreshments both days
- Attendance at the Conference for the two stand personnel for two days
- Workshop attendance for both days for both stand contacts
- Attendance at the Pre-Dinner Drinks Reception and the AELP Gala Dinner for the two stand contacts (only)
- Exhibitor Profile included in the Conference App

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Exhibitor Information

Dear Exhibitors

We want to help you make the most out of your time exhibiting at the AELP National Conference 2018 and the following details should provide you with the information you need.

Venue

For the AELP National Conference, the main conference room, registration area, accommodation check-in desk, exhibition/catering area and the syndicate rooms are all conveniently located in one part of the venue.

Travel Information

With 3 of London's main **underground lines within a 4 minute walk** of the hotel, plus a major bus terminal with excellent connections, Novotel London West is an ideal location.

By Rail - The closest National Rail train station is Kensington Olympia (20 minutes walk).

By Underground - Hammersmith Underground Station is near by with access to the Piccadilly, District and Hammersmith & City Lines.

Driving - The venue is located just off the A4 and **outside the Central London Congestion Zone**. The hotel is just a 20 minute drive from London Heathrow.

Parking - Novotel London West offers over **240 on-site car parking spaces** (charged per hour) all of which are secure and under cover. Costs: £1.50 per hour (residents) and £3.50 per hour (non-residents).

Taxis - The hotel also has a permanent taxi rank located at the hotels main entrance.

Exhibition

All Exhibitors will be located in the Exhibition & Catering Area held in the Chablis Suite which is located on the ground floor. There is also dedicated exhibition **ONLY** time on both mornings of the conference.

Exhibitor Booths (Shell Scheme)

Your chosen booth will either be 4m x 2.5m, 3m x 3m, 3m x 2.5m or 3m x 1m in size. Some booths are located on corners and as such, have open sides. We will be using an Octanorm Shell Scheme System featuring silver aluminium metalwork, white foamex infill panels and built to an overall height of 2.5m. Each booth (excluding 3m x 1m) will have a name-board where your organisation's name will be displayed. We will use the name you provided on your booking journey, unless you advise us otherwise, by no later than 2 weeks prior to the conference. Please note that name-boards are restricted to 40 characters including spaces.

Graphics Panels

Graphics panels are available to exhibitors and can be purchased as part of the booking journey. Please see [this document](#) for details regarding panel sizes and artwork requirements.

NB - The deadline for artwork submission of graphics panels is 12 noon on Friday, 8 June 2018.

Seamless graphics are also available on request - please call the Events Team on 0117 9472097 or email nationalconference@aelp.org.uk.

Stand Personnel

Only one or two stand personnel are permitted with each exhibition booth (dependant on package). If you wish additional personnel to attend, please visit the Event Registration page on the conference website and book places as delegates.

Accommodation

Is available to book at the Novotel London West as part of your exhibitor booking journey. However, if you do not wish to stay at the conference venue, there is a list of other local accommodation which you may view by visiting the '[Accommodation](#)' page on the website. This list is for information purposes only and you will need to book any accommodation which is not at the Novotel London West direct with your chosen hotel. For further information including check-in and check-out times please visit the '[Accommodation](#)' page on the website.

AELP Gala Dinner

The two stand contacts booked with your exhibition booth are automatically given complimentary places at both the Pre-Dinner Drinks Reception and the AELP Gala Dinner on the evening of Monday, 25 June 2018.

Venue Deliveries & Collections

Deliveries to the venue will only be accepted from Friday, 22 June 2018 and collections by courier companies post-conference should be made by no later than Thursday, 28 June 2018.

Exhibitor Labels

Are available to download below or on the conference website on the 'Exhibitors Information' page. All items for delivery and collection with the venue must use these labels. Note: It is advisable to attach one of these labels to each item and specify item 1 of 3, 2 of 3 etc.

[Exhibitor Delivery Labels](#)

[Exhibitor Collection Labels](#)

Access for Set-Up

Access to exhibitors is available from 3.00pm until 9.00pm on Sunday, 24 June 2018 and from 7.00am on the morning of Monday, 25 June 2018.

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AELP On-Site Exhibitor Contact

A dedicated member of AELP staff will be available to assist you during set-up on 24 June. They will also be available throughout the conference. However, they will only be available during the times specified above.

Exhibition Breakdown

Exhibitors may breakdown and leave the conference after the lunch period on day two if you wish. *Note: A charge will be made by the venue to any exhibitor who leaves behind any unwanted materials/rubbish. Please ensure you remove everything from your exhibition booth by close of play on the second day of the conference to avoid this cost.*

Refreshments & Lunch Breaks

Are all held within the exhibition and catering area (Chablis Suite) during both days of the conference. There is no dedicated seating area for lunch at this conference. Lunch and refreshments for exhibitor stand contacts is included in your exhibitor booth fee.

Conference Bags

Will be provided for each stand contact. All conference information can be found on the Conference App.

Conference App

Download the App via the Apple or Android Play Store, login details are as follows:

Username: Registered Email Address

Password: Booking Reference Number

If you are not using an Android or Apple phone, you are able to access the App via the web, please follow this link: <http://bit.ly/2EUHo1S>

Access to Wi-Fi

Complimentary Wi-Fi access will be available to all exhibitors.

Furniture

Each exhibitor booth will be equipped with a clothed table, two chairs which are provided by the venue. AELP will provide you with an extension lead but you may wish to bring along additional leads.

If you require any additional furniture, this can be ordered from Lion Exhibition Services. All furniture hire products may be viewed online www.3rdelement.co.uk. To make your order, please download a booking form from the 'Exhibitor Information Page' on the conference website.

Exhibitor Scanners

This year we will be introducing the scan function on the Conference App. It would be highly beneficial to download the app ahead of the conference via the Apple or Android Play Store.

Subject **only** to obtaining permission from the person you wish to scan, you simply scan the barcode on their delegate badge and their full contact information is yours to keep, you can see this information in real time within the app. AELP will email you with this information at the end of each day. Designated staff will be on-site during both days of the conference to provide support.

We recommend that all exhibitors wishing to utilise the scanners offer a prize draw to conference attendees to encourage them to agree to be scanned. If you wish to provide details of this, please add to your exhibitor profile.

Exhibitor Profiles & Logos

Should be uploaded to the conference website as you place your exhibition booth order. Please only provide hi-res images as your profile will not only be displayed on the website, but will also be included on the Conference App.

Conference App Advertising

The App replaces physical delegate packs and will be the delegate's main source of all key Conference Information.

Details

Full Page Advert

- Portrait 1242 W x 2208px H, no bleed or padding
- Portrait 1536 W x 2048px H, no bleed or padding

Banner Advert

- Landscape 640 W x 100px H, no bleed or padding
- Landscape 500 W x 200px H, no bleed or padding

All supplied artwork must be saved as a Hi-Res (300dpi) PNG file.

Please include the Website URL you'd like the advert to link with.

Important - the Deadline for all advertising is Monday, 11 June 2018.

Advertising Rates

Full Page Advert @ £295.00 + VAT

Banner Advert @ £225.00 + VAT

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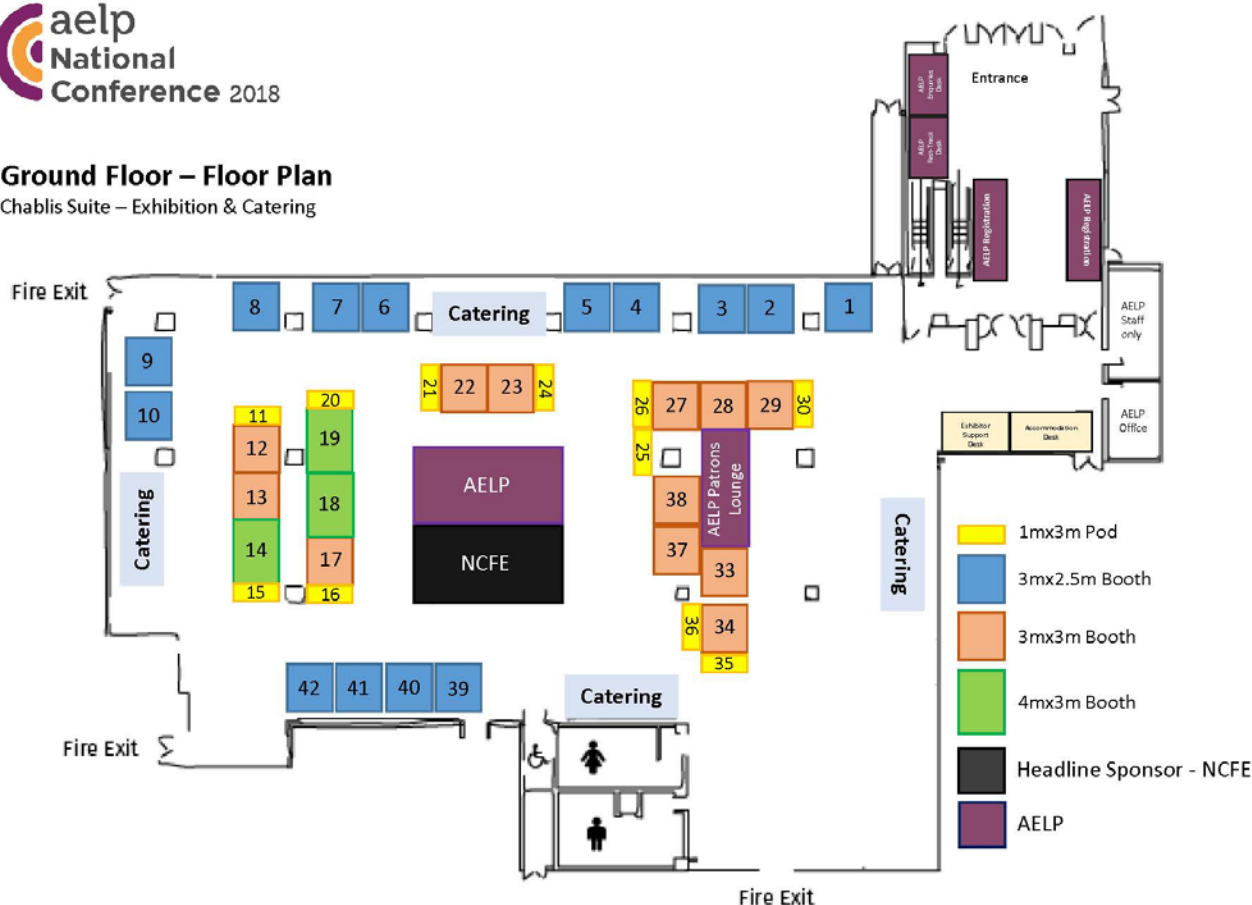


2018 Exhibitor Floor Plan



Ground Floor – Floor Plan

Chablis Suite – Exhibition & Catering



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