



Exhibitor Manual

Headline Sponsor



Second Tier Sponsor



Index

	Page
<u>Reminder of the 2016 Exhibitor Package</u>	3
<u>Exhibitor Information</u>	4
<u>Exhibitor Booths (Shell Schemes)</u>	4
<u>Stand Personnel</u>	5
<u>Accommodation</u>	5
<u>AELP Gala Dinner</u>	5
<u>Venue Deliveries & Collections</u>	5
<u>Exhibitor Labels</u>	5
<u>Access for Set-Up</u>	5
<u>AELP On-Site Exhibitor Contact</u>	5
<u>Exhibition Breakdown</u>	5
<u>Refreshments & Lunch Breaks</u>	6
<u>Delegate Wallets & Conference Programme Guides</u>	6
<u>Access to Wi-Fi</u>	6
<u>Furniture</u>	6
<u>Exhibitor Scanners</u>	6
<u>Exhibitor Profiles & Logos</u>	7
<u>Conference Programme Guides Advertising</u>	7
<u>Deadline for all Advertising</u>	7
<u>Exhibitor Floor Plan</u>	8

A Reminder of the 2016 Exhibitor Package

Package

- ✓ Exhibitor booth (shell scheme) for both days
– choice of 3m x 2.5m or 4m x 2.5m including access to power
- ✓ Use of the Exhibitor Scanner for capturing leads with on-site support
- ✓ Two exhibitor stand contacts
- ✓ Provision of a 6ft clothed table, two chairs and access to power
- ✓ Delegate wallets for stand contacts
- ✓ 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)

Floor Plan

Don't forget, an interactive version of the **Exhibitor Floor Plan** is available to view on the conference website so you can see who your fellow exhibitors are.

Advertising and Promotion

- ✓ Exhibitor Profile included in the Conference Programme Guides
- ✓ ½ page advert in the printed Conference Programme Guides (note this only applies to bookings of the 4m x 2.5m Exhibitor booths)
- ✓ Exhibitor logo to appear on a rolling banner on the Conference website – visible on all pages

Queries

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Exhibitor Information

Dear Exhibitors

We want to help you make the most out of your time exhibiting at the AELP National Conference 2016 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 2.5 or 3m x 2.5m in size. Some booths are located on corners and as such, have open sides. We will be using Octanorm Shell Scheme System featuring silver aluminium metalwork, white foamex infill panels and built to an overall height of 2.5m. Each booth 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.

Stand Personnel

Only two stand personnel are permitted with each exhibition booth. 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, 27 June 2016.

Venue Deliveries & Collections

Deliveries to the venue will only be accepted from Friday, 24 June 2016 and collections by courier companies post-conference should be made by no later than Thursday, 30 June 2016.

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, 26 June 2016 and from 7.00am on the morning of Monday, 27 June 2016.

AELP On-Site Exhibitor Contact

A dedicated member of AELP staff will be available to assist you during set-up on 26 and 27 June 2016 and 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 are no dedicated seating areas for lunch at this year's conference. Lunch and refreshments for exhibitor stand contacts is included in your exhibitor booth fee.

Delegate Wallets & Conference Programme Guides

Will be provided for each stand contact.

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 and one extension lead only which are provided by the venue. However, you may wish to bring along an additional extension lead.

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

Once again this year, we have enlisted the services of an established provider of Exhibitor Data Scanners.

Scanners will be available to collect on the morning of day one (Monday, 27 June 2016) from the desk located in the Chablis Suite (please see the floor plan for details).

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. 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 printed in the Conference Programme Guides.

Conference Programme Guides Advertising

Full Page Advert

148mm W x 210mm H plus 10mm internal margin (safe Zone) 3mm bleed, no tick/trim marks

Half Page Advert (Portrait)

Portrait 74mm W x 210mm H plus 10mm internal margin (safe Zone) 3mm bleed, no tick/trim marks

Half Page Advert (Landscape)

Landscape 148mm W x 105mm H plus 10mm internal margin (safe Zone) 3mm bleed, no tick/trim marks

All supplied artwork must be in CMYK colour and 300 dpi and saved in the following acceptable formats:

- High resolution EPS files (with all fonts embedded, preferably converted to paths)
- High resolution PDF files (with all fonts embedded, preferably converted to paths)
- Hi-res JPG files ready to print

Important - Please note: Print Deadline: Friday, 27 May 2016

2016 Exhibitor Floor Plan

