

AELP National Conference 2014

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Monday 2 & Tuesday 3 June 2014
Novotel London West, Hammersmith, London

Exhibitor Manual

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A Reminder of the 2014 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 LeadManager system 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 2014 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 and with or without access to Wi-Fi depending on whether you have chosen to purchase this. Some booths are located on corners and as such, have open sides. We are using a Sodem Shell Scheme System, utilising aluminium metalwork, white foamex in-fill panels, full ceiling grid 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 but please note that name-boards are restricted to 40 characters including spaces.

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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, 2 June 2014.

Venue Deliveries & Collections

Deliveries to the venue will only be accepted from Thursday, 29 May 2014 and collections by courier companies post-conference should be made by no later than Wednesday, 4 June 2014.

Exhibitor Labels

Are available to download below or on the conference website on the 'Exhibitors' 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.

[AELP National Conference Exhibitor delivery label](#)

[AELP National Conference Exhibitor collection label](#)

Access for Set-up

Access to exhibitors is available from 3.00pm until 9.00pm on Sunday, 1 June 2014 and from 7.00am on the morning of Monday, 2 June 2014.

AELP On-Site Exhibitor Contact

A dedicated member of AELP staff will be available to assist you during set-up on 1 and 2 June 2014 and throughout the conference. However, they will only be available during the times specified.

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

Will only be provided for exhibitors if pre-booked at the time of booking an exhibition booth.

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. Should you require additional furniture or lighting etc., please view the GES brochure for details and costs at <http://furniture.globalexperiencespecialists.co.uk/> or contact enquires@ges.com who will be able to assist you stating you are exhibiting at the AELP National Conference. Melville may also be contacted on 0844 8793226.

GES Data

We have enlisted the services of an established provider of Lead Capture scanners GES Data and all exhibitors will be allocated a complimentary Lead Capture scanner.

Scanners will be available to collect on the morning of day one (Monday, 2 June 2014) 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. Prior to the conference you will be sent a login and password to an account which will enable you to access your leads which can be download into Excel, Word or a CSV file. Designated staff from GES Data 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.

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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 details will be confirmed shortly.

Deadline for all Advertising

This date will be confirm shortly.

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OCR
Oxford Cambridge and RSA

2014 Exhibitor Floor Plan



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Monday, 2 & Tuesday, 3 June 2014
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Ground Floor – Floor Plan

Chablis Suite – Exhibition & Catering



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