

# Exhibitor Manual 2018

**london Summer**   
**event show**  
**banking hall, 23 - 24 jan 2018**

[londonsummereventshow.com](http://londonsummereventshow.com)

E  
Stand

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# Welcome to LSES 2018!

We are very much looking forward to welcoming you to the London Summer Event Show 2018 at Banking Hall.

Like all good stories, let's start at the very beginning!

We've created our very own 'Story' book for you, the new Exhibitor Manual. This manual will guide you through your exhibition experience and act as a helpful overview to our exhibition. It includes a breakdown of all the actions that need to be taken and by when, allowing you to bring your summer story to life!

Please give it a good read and do let us know if you have any queries or need any help or advice with what to do with your stand. We are always happy to help!

Also, don't forget to engage with us via Twitter, Instagram and Facebook, we love to reply, favourite and re-post. The more social the Show, the better!

[@ladysummerskye](#) [#LSES](#) [#foreversummer](#)

Thank you for supporting our event, we very much look forward to welcoming you on-site on Tuesday 23<sup>rd</sup> January.

Now, put on some summer tunes, turn the page and let the planning commence!

With love from  
Lady Skye and the Show team



# Our Show Theme

Each year we choose a different Show theme to engage our visitors before, during and after the event. Feel free to embrace this theme as much or as little as you like when designing your own stand.

This year's Show theme is **'SUMMER WEATHER'** – guests will arrive at a weather station themed registration area. From here they will be able to visit three different themed exhibition rooms all synonymous with British summer weather, a **'Raindrop Room'**, a **'Sunshine Room'** and a **'Blustery Room'**.

## Raindrop Room



## Blustery Room



## Sunshine Room



# Your Show Team

We have a dedicated Show Team who are responsible for certain aspects of the Show and to ensure that it runs smoothly. We want you to know that we are with you every step of the way and if you have any questions at all, we are here for you.



**Ros Shelley**

Show Director

Responsible for overseeing the Show

[rosalind@venuesearchlondon.com](mailto:rosalind@venuesearchlondon.com)



**Ellie Jenkins**

Business Development Manager

Responsible for Sales

[ellie@storyevents.co.uk](mailto:ellie@storyevents.co.uk)



**Gemma Veitch**

Operations Manager

Responsible for Exhibitors and Operations

[gemma@storyevents.co.uk](mailto:gemma@storyevents.co.uk)



**Clare McAndrew**

Marketing & Content Manager

Responsible for the Show's Marketing & Content Strategy

[clare@storyevents.co.uk](mailto:clare@storyevents.co.uk)



**Lady Skye**

Brand Ambassador

Responsible for spreading the word of our wonderful Show!

[@ladysummerskye](https://twitter.com/ladysummerskye)

# Other Contacts

Other than the core Show Team, there are some other contacts that you may find useful. Please find them below:



## Set Construction Group

Please direct all queries regarding your stand to the Story Show Team, however SCG are responsible for graphics orders and building the stands too, so you can contact them using the details below – *extra charges apply*.

**Jenny Redman:** [admin@setconstructiongroup.co.uk](mailto:admin@setconstructiongroup.co.uk)

**01934 833 769**



## LUX Technical

LUX Technical will be providing all the power for the Show. Please direct all queries regarding your stand to the Story Show Team, if however you need to contact Lux directly, you can do so using the details below – *extra charges apply*.

**Katherine Gibbons:** [mailbox@luxtechnical.co.uk](mailto:mailbox@luxtechnical.co.uk)

**020 3696 0692**



## MORE Production

MORE Production will be theming the whole Show. Please direct all queries regarding your stand to the Story Show Team, if however you would like to contact More with regards to theming your own stand you can do so using the details below – *extra charges apply*.

**Jade Hinton:** [info@moreproduction.co.uk](mailto:info@moreproduction.co.uk)

**01455 615 746**



## Hybrid

Hybrid will be providing floral designs for the whole Show, however, if you would like to contact them with regards to them providing floral theming on your stand, you can do so using the details below – *extra charges apply*.

**Alan Simpson:** [info@hybridflowers.co.uk](mailto:info@hybridflowers.co.uk)

**020 7404 9889**

# Let's Start at the Very Beginning...

Before the Show, there are a few things you need to do to ensure that you obtain the maximum output from the Show.

- **Fill out your Exhibitor's Checklist – 13<sup>th</sup> November 2017**

This is an electronic form which will be emailed to you, otherwise you can access the link here <https://goo.gl/forms/9ESmKpbPFZBRRevel>. This gives you the opportunity to order graphics, stand wall painting or a name board from us, as well as selecting furniture and electrical options. Please read this manual to see your options BEFORE completing the form, as you cannot edit answers once you have submitted the form.

- **Upload your online Exhibitor Profile – ASAP**

You will need to upload some descriptive text about your brand, two lovely images, three categories that best describe your services and your logo.

- **Enter all your stand staff names for their badges – 2<sup>nd</sup> January 2018**

See pg. 20 for further instructions.

- **Take advantage of our additional marketing opportunities – 1<sup>st</sup> December 2017**

There are chances to advertise in our Show Guide and offer a contribution towards our Agency Prize Draw. If you wish to take advantage of these, please let Clare McAndrew know at [clare@storyevents.co.uk](mailto:clare@storyevents.co.uk)

## Exhibitor Preview Event!

We would love you to join us for our Exhibitor Preview Event. This will give us a chance to talk through what to expect at the event and answer any questions you may have. We will be holding two sessions (morning/evening) which will be followed by networking, drinks and nibbles, previous exhibitors have found this very valuable, so we hope you can make it.

**Date:** Tuesday 7th November

**Morning Session:** 8.30am – 10.30am

**Evening Session:** 5.00pm – 8.00pm

**Location:** Story Events Offices, 103 Charing Cross Road, WC2H 0DT

**RSVP:** Please let us know which session (morning/evening) you are able to make and the names of those attending from your organisation by following this link [www.smartsurvey.co.uk/s/ID0K1/](http://www.smartsurvey.co.uk/s/ID0K1/)

## What's Involved:

- An update on our progress
- A chance to view the size of your stand
- Top tips on exhibition sales and getting the most from your leads
- A question and answer session
- Drinks and nibbles
- Networking with the other venues and suppliers



## Checklist

Please pay particular attention to the following deadlines. All graphics, name board, painting and electrical options are ordered by filling out the Exhibitor's Checklist (which you should have been sent. If not, the link is to the left).

- Exhibitor's Checklist due 13<sup>th</sup> November '17
- Exhibitor Preview Event 7<sup>th</sup> November '17
- Online Profile due Complete ASAP
- Stand Graphics & Artwork due  
Early Bird due by 24<sup>th</sup> Nov '17  
Standard pricing 25<sup>th</sup> Nov '17 – 15<sup>th</sup> Dec '17
- Stand Electricity Options due 25<sup>th</sup> Nov '17
- Advertising Opportunities due 1<sup>st</sup> Dec '17
- Show Guide Profile due 1<sup>st</sup> Dec '17
- Stand Staff Badge due 2<sup>nd</sup> January '18

# Arriving On Site

**BANKING HALL | 14 CORNHILL | LONDON | EC3V 3ND**

## Accessing the Venue

- Exhibitors have access **from 1pm** on Tuesday 23<sup>rd</sup> of January. Please come straight to Exhibitor Registration to check in and collect your badges.
  - If you have asked for a name board, painted walls or full stand graphics, we will attempt to install these prior to your arrival.*
- External contractors have access **from 11am** on Tuesday 23<sup>rd</sup> January.

***We need RAMS from any external contractors prior to arrival, they will not be allowed on site if we have not received these.***

## Tuesday 23<sup>rd</sup> January

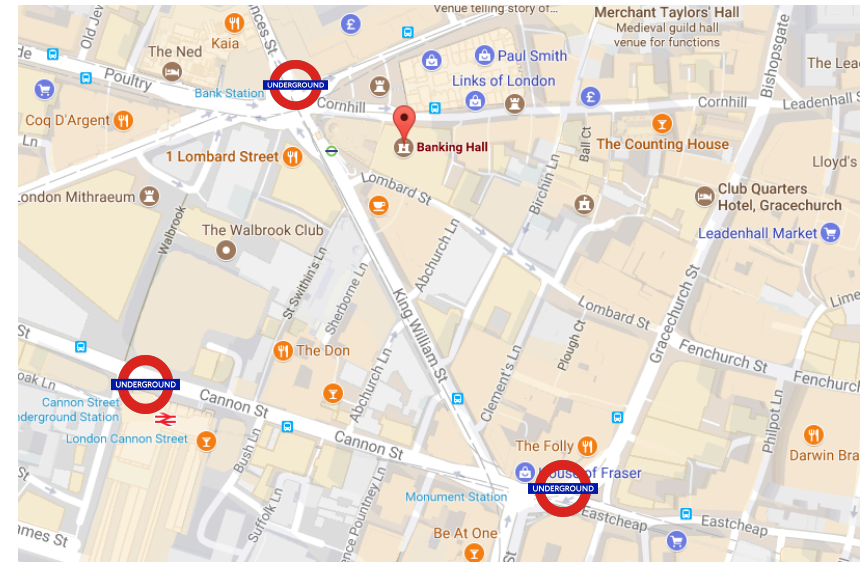
- Your stand will need to be completely ready by 4:30pm to give your stand staff an opportunity to get themselves ready for the opening.
- The Show closes at 9pm and we ask that you please leave site as soon as possible.




## Wednesday 24<sup>th</sup> January

- You will have access to your stand from 8am, the Show opens at 8:30am.
- The Show closes at 6:30pm and we ask that you please clear the site by 8pm.

## Unloading

- There is no loading bay at Banking Hall, however you may unload on Lombard Street. This will be on a first come, first served system, so please make sure you leave plenty of time.
- We have a team of Little Ray's of Sunshine who will be very happy to help you unload. They will be clearly visible in bright yellow shirts!
- If you need to get anything delivered straight to the venue, please make sure that you are there to sign and collect it. Unfortunately, Story cannot take any responsibility for signing or collecting items on your behalf.



-  Bank Station (Central, Northern, Waterloo & City and DLR) - 1 min walk
-  Monument Station (Circle & District) - 6 mins walk
-  Cannon Street Station (Circle, District and National Rail Services) - 4 mins walk

# Leaving the Site

- The event will officially close at **6:30pm** on Wednesday 24<sup>th</sup> January.
- We would kindly ask that you do not start to dismantle your stand until advised by the Operations Team (around 6:30pm) and that you take away all of your materials by 8pm that evening. Please leave all of your genuine rubbish in the aisle before you leave and we will dispose of it for you.
- Please do a final check before leaving to ensure you have everything as lost property will be difficult to obtain once you have departed.



# Day 1: Event Agents' Evening (23<sup>rd</sup> January)

# Day 2: The Corporate Buyers' Day (24<sup>th</sup> January)

This evening is the opportunity to network with event agencies as well as selected press and industry guests in an informal setting.

- 11am Contractors are permitted on site
- 1pm Exhibitor stand staff are permitted on site
- 2pm Recommended arrival time for exhibitors with little to set up
- 4:30pm Your staff must have arrived and your stand must be ready
- 5pm The Show opens to visitors  
*Food and drink are circulated throughout the evening*
- 8pm Agency Prize Draw
- 9pm The Show closes
- 9pm Head over to Revolution, Leadenhall for The After Show Party!

The second day is your chance to meet over 500 corporate buyers who are looking to book or add to their 2018 Summer Party.

- 8am Your staff have access to the venue
- 8:15am Your stand must be ready
- 8:30am The Show opens to corporate buyers  
*Interactive workshops and educational seminars will take place throughout the day*  
*Food and drink will be served periodically throughout the day*  
*There will also be a tea and coffee station available all day*
- 6:30pm The Show closes and de-rig begins  
*Please do not begin de-rigging your stand until the Show officially closes*
- 8pm Please ensure all of your belongings are promptly removed from the building by this time



# Stand Decoration Options

Your stand is a blank canvas so we welcome creativity! To give you a helping hand we offer 4 options which we can arrange for you. These can all be ordered from the Exhibitor's Checklist. For prices please see page 11.

## Option 1 - Name Board

There is an opportunity to have your company name displayed on the back wall of your stand. On the Exhibitor's Checklist, please fill in Option 1 with the name that you wish to appear on your stand. *This is a free of charge service.*

**IF YOU CHOOSE OPTION 3 OR ARE PROVIDING YOUR OWN STAND DÉCOR, YOU DO NOT NEED A NAME BOARD.**

## Option 2 – Stand Wall Painting

Your stand will be magnolia. If you are not having graphics, you can either retain this or we can paint it a colour of your choice. Let us know the Dulux paint reference when you choose Option 2 on the Exhibitor's Checklist. Please note this service will incur a small charge as outlined on the Exhibitor's Checklist or pg. 11.

**IF YOU ORDER OPTION 3 OR 4 YOU CANNOT GET YOUR STAND PAINTED TOO.**

## Option 3 - Full Stand Graphics

If you would prefer to use graphics rather than plain colour on your stand, you have the option to supply predesigned artwork to SCG, our stand contractor, to print and install graphics for you.

If you wish to use this service, you can choose between removable (Foamex) or non-removable (fabric) graphics. *Both will incur a charge, see pg. 12 and 13.*

**IF YOU ORDER OPTION 1, 2 OR 4 YOU CANNOT HAVE GRAPHICS AS WELL.**

## Option 4 – Glitter Background

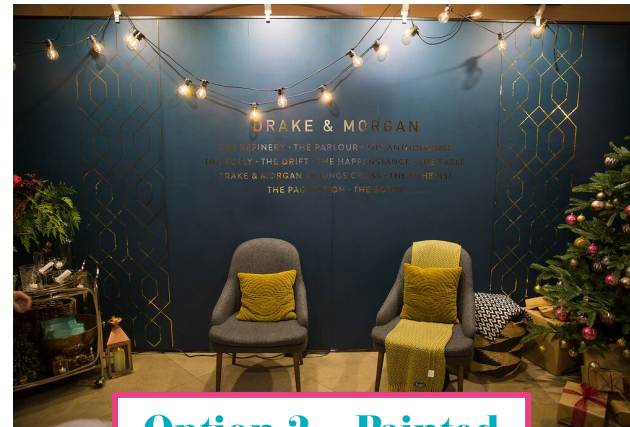
If you are not having graphics, you can either retain your magnolia stand or you can opt for a coloured glitter background, in either coarse or fine glitter. SCG, our stand contractors have a wide selection of colours on offer, specific colours will be subject to availability at time of order. Please note this service will incur a small charge as outlined on the Exhibitor's Checklist or pg. 11.

**IF YOU ORDER OPTION 4 YOU CANNOT GET YOUR STAND PAINTED OR HAVE GRAPHICS.**

## Option 1 - Name board



**Somerset House**



**Option 2 – Painted**



**Option 3 – Fabric graphics**



**Option 4 – Glitter background**

# Stand Decoration Prices

As we have shown you on page. 10, we have a few different stand decoration options which we can install for you. The prices for these are below, but please keep an eye on the deadlines as artwork and payment need to be received by SCG for certain dates.

## Early Bird prices

Stand Type	FOAMEX Graphics	FOAMEX Graphics WITH MATT PROTECTION FINISH	FABRIC Graphics	Stand Painting	Glitter background
Stand A	£1,415 + VAT	£1,515 + VAT	£850 + VAT	£220 + VAT	£960 + VAT
Stand B	£890 + VAT	£960 + VAT	£620 + VAT	£140 + VAT	£645+ VAT
Stand C	£920 + VAT	£990 + VAT	£640 + VAT	£140 + VAT	£645 + VAT
Stand D	£810 + VAT	£880 + VAT	£610 + VAT	£120 + VAT	£645 + VAT
Stand E	£410 + VAT	£440 + VAT	£195 + VAT	£100 + VAT	£195 + VAT
Stand F	£940 + VAT	£1,010 + VAT	£690 + VAT	£140 + VAT	£645 + VAT

### EARLY BIRD DECORATION

Graphics – you must have ordered and artwork must be sent to SCG by 24th November '17 or prices will revert to Standard Pricing below.  
*SCG will invoice you directly*  
*Payment must be with them by 1st December '17*

## Standard prices

Stand Type	FOAMEX Graphics	FOAMEX Graphics WITH MATT PROTECTION FINISH	FABRIC Graphics	Stand Painting	Glitter background
Stand A	£1,840 + VAT	£1,970 + VAT	£1,105 + VAT	£220 + VAT	£960 + VAT
Stand B	£1,157 + VAT	£1,248 + VAT	£806 + VAT	£140 + VAT	£645+ VAT
Stand C	£1,196 + VAT	£1,287 + VAT	£832 + VAT	£140 + VAT	£645 + VAT
Stand D	£1,053 + VAT	£1,144 + VAT	£793 + VAT	£120 + VAT	£645 + VAT
Stand E	£533 + VAT	£572 + VAT	£254 + VAT	£100 + VAT	£195 + VAT
Stand F	£1,222 + VAT	£1,313 + VAT	£897 + VAT	£140 + VAT	£645 + VAT

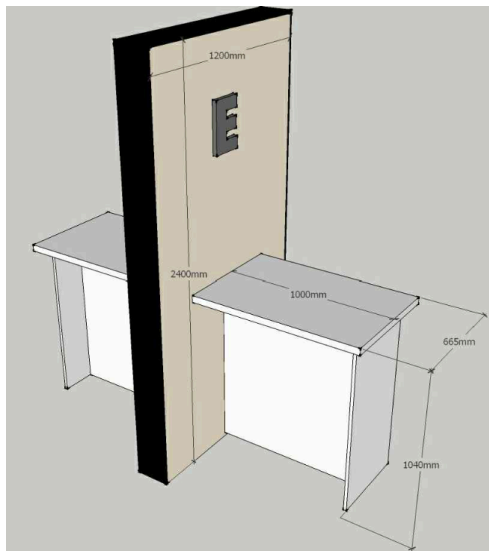
### STANDARD DECORATION

Graphics - if you order and send artwork after 24th November but before the 15th December '17 these prices will apply.  
*SCG will invoice you directly*  
*Payment must be with them by 5th January '18, or prices will be subject to additional charges*

# Your Stand Space

**Stand graphic AND artwork deadline:**  
**Early Bird decoration orders**  
Artwork and order due by 24<sup>th</sup> Nov '17  
**Standard pricing decoration orders**  
Artwork and order 25<sup>th</sup> Nov – 15<sup>th</sup> Dec '17  
(We need to receive your order AND the artwork by these deadlines).  
SCG will invoice you directly.

## Your Stand Measurements

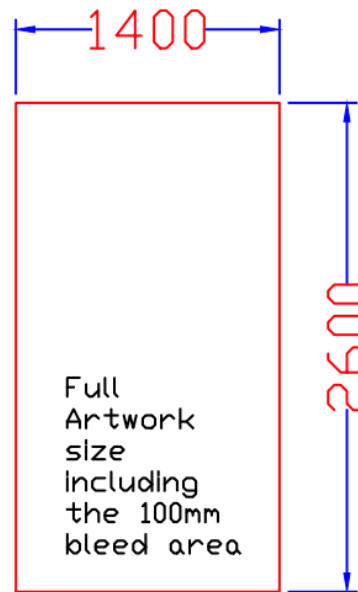


In order to make sure that you know exactly what to do to decorate and make your stand look beautiful, here is a visual of what your stand looks like and the necessary measurements. This size stand has 1.2 metres of frontage with the back wall measuring 1.2m wide and 2.4m high with the table jutting out by 1m.

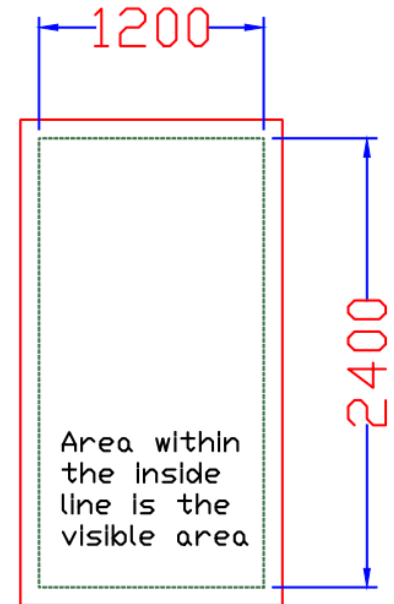
## FABRIC Graphics Print Guidelines

- Fabric graphics are the cheaper of the full graphics options available from SCG:
- You can cover large sections of walls in one piece avoiding the need for joins.
  - It creates a smooth and high quality finish.
  - It is also cheaper than the Foamex option.
  - These are not reusable.
  - If these are ordered through SCG then they will be applied for you prior to your arrival.
  - Fabric graphics are Story's favourite!
- See pg. 14 for artwork guidelines.

Full stand area – inc. bleed area



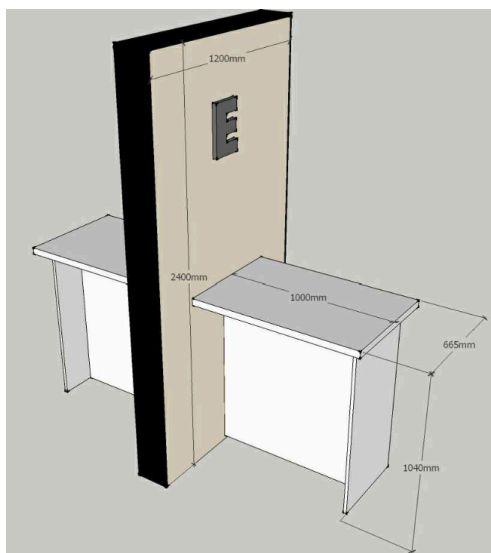
Visible stand area



# Your Stand Space

**Stand graphic AND artwork deadline:**  
**Early Bird decoration orders**  
Artwork and order due by 24<sup>th</sup> Nov '17  
**Standard pricing decoration orders**  
Artwork and order 25<sup>th</sup> Nov – 15<sup>th</sup> Dec '17  
(We need to receive your order AND the artwork by these deadlines).  
SCG will invoice you directly.

## Your Stand Measurements



In order to make sure that you know exactly what to do to decorate and make your stand look beautiful, here is a visual of what your stand looks like and the necessary measurements. This size stand has 1.2 metres of frontage with the back wall measuring 1.2m wide and 2.4m high with the table jutting out by 1m.

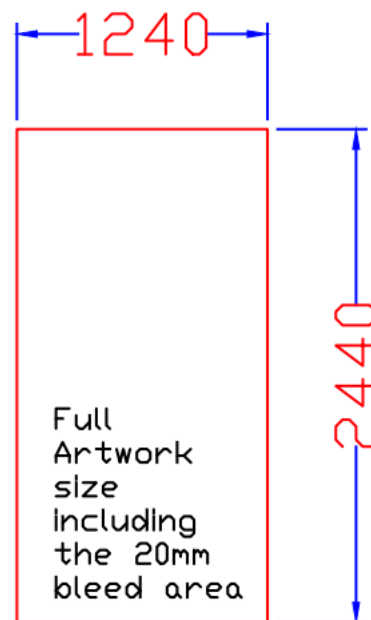
## FOAMEX Graphics Print Guidelines

Foamex Panels are the more expensive option for the full graphics from SCG:

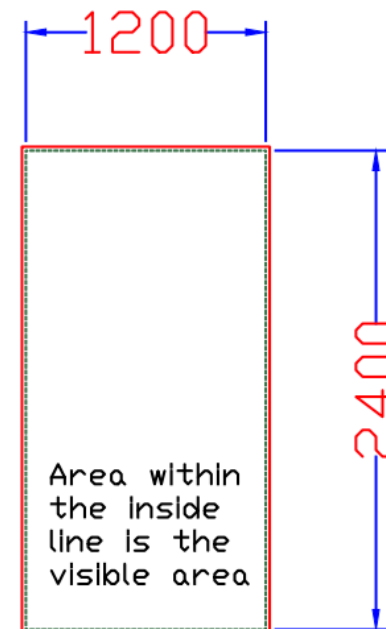
- They are lightweight (3mm thick) and can be fixed to any surface.
- The thinner, larger prints can be fragile but do have the ability to be reused multiple times if handled with care.
- If you wish to keep your Foamex, you have to arrange to have them removed, packaged, transported and stored.
- If you wish to keep your Foamex panels, we would recommend opting for the Matt Protection Finish option which will help keep these smudge and damage free when transporting and reusing them. There is a slightly increased cost for this. See page. 11 for these costs.
- If these are ordered through SCG then they will be applied for you prior to your arrival.

See pg. 14 for artwork guidelines.

### Full stand area – inc. bleed area



### Visible stand area



# Artwork & Graphic Installation Guide

## Artwork Guidelines

Please follow the artwork guidelines below, and send through all artwork to SCG at [admin@setconstructiongroup.co.uk](mailto:admin@setconstructiongroup.co.uk).

If you have any queries regarding artwork, do not hesitate to contact SCG.

### For Vector/Illustrator/InDesign – Accepted files

- AI
- PDF
- EPS
- INDD

Supply all links and fonts (unless outlined)

### For Photoshop – Accepted files

- PDF
- EPS
- JPEG
- TIFF

Files to be 75-100dpi @100%. Not be over 1GB when open.

Files can be supplied at different scales (10%, 25%, 50%, etc). Please ensure that the dimensions/resolution are still in proportion e.g. 180dpi @ 50%.

Please indicate any Pantone references on your order where applicable. Please provide us with printed colour guides at your discretion for colour critical prints.

### Supplying Your Artwork

- Transfer site – e.g. WeTransfer/You Send It
- CD/DVD
- Memory stick

**Please note:** We can modify and assist you with your artwork providing you send us all the raw files. An artwork charge will apply at £40 per hour.

Once you submitted your artwork to SCG, you can have up to 2 proofs free of charge. If further proofs are needed, there will be a fee of £40 per proof.

## Graphic Installation Guides

### Exhibitor supplied - Foamex panels

To apply these to our stands you can either panel pin them on or you can use self-adhesive Velcro or double sided tape to hold the Foamex in place.

### Exhibitor supplied - Fabric prints

These may only be stapled to the face of the stand walls.

### Exhibitor supplied Props

You are welcome to bring along and attach any lightweight props to the stand walls. There are internal horizontal wooden rails at 600mm centres which are the best place to attach anything.

All Foamex graphics ordered through SCG will become your responsibility after the Show. If you wish to keep them, you will need to arrange to have them removed, packaged, transported and stored.

If you do not remove your panels at the end of the Show, we will assume you wish for the graphics to be disposed of, as SCG and Story are unable to remove and return these on your behalf.

You may screw to the walls, use panel pins or staple to the walls only, we would ask you to not drill any holes. Unfortunately any damage will result in additional charges subject to the level of damage.

# Stand Guidelines

We never wish to be prescriptive with your presence at the Show. However, due to the compact nature of the stands, we feel that in the interest of the event and all exhibitors, there are a few guidelines that we would love for you to adhere to:

- ▶ Please **do not** obstruct the low walls of your stand. This includes high cabinets/pop-ups/foliage in front/on top of the 1m high walls.
- ▶ Please **do not** bring any pop-ups or gimmicks as there is simply not enough room on your stand.
- ▶ Please ensure that any décor that you bring does not encroach into the aisles as they are quite narrow.
- ▶ We ask that any marketing material is only given out within the confines of your stand, and not in the aisles.
- ▶ Remember that this is **your opportunity to showcase your product range** to both the agents and corporate buyer attendees, so please ensure that your décor reflects this.
- ▶ We **strongly** recommend that you use our stand contractor SCG for all of your graphics printing and installation. If you do not wish to use SCG, you will have to source your own contractor to print and install these for you as there will be **no additional help on site**.



# Furniture, Electricity & Lighting

## Furniture

- Your stand comes with a package which includes **TWO high bar stools** and your table is built into your stand.
- Please remember that floor space is limited so please do not bring any additional furniture for your stand.
- If you would like to remove any of this furniture or to provide your own, please indicate this on the Exhibitor's Checklist.

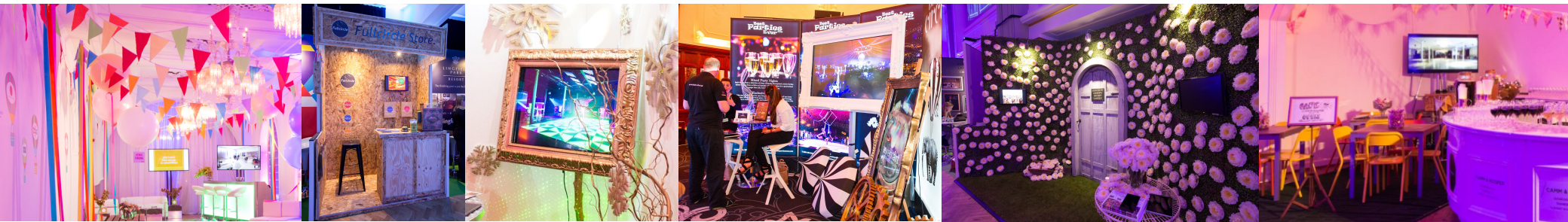
## Electricity and Lighting

- Your stand package includes **ONE power socket** (13amp socket - 300w per socket) and **ONE spotlight**.
- We will also be installing atmospheric lighting for the whole venue.
- Should you wish to order extra sockets or lighting, you will need to indicate this on the Exhibitor's Checklist. *Please note that extra charges are applicable for this service.*

*\*We will only be able to facilitate a limited number of additional requests due to power constraints within the venue.\**

## TV Screens

- You can hire a 40" plasma screen from LUX Technical for £275 +VAT including hire for both days, installation and technical support. LUX Technical will invoice you directly.
- If you **want to bring your own screen** – please contact Gemma directly. You **MUST** let us know by **25<sup>th</sup> November** if you want a TV and where you want to position it, so that your stand can be reinforced. You will also need to arrange your own contractor to install it on your stand, and then arrange pick up and delivery.
- The maximum screen size you can have on your stand is 40".
- Please ensure you account for your screen size and position when designing your graphics/stand décor. It is your responsibility to ensure there is no misalignment with graphics.
- Content formats (All content needs to be in the same folder on a USB):
  - **Videos** - mp4 videos (We would recommend - 1080p 25 or 50fps encoded in h.264 format).
  - **Photos** - jpg images (Although we would recommend creating a slideshow video in advance). All content needs to be in the same folder on a USB.
- There will be a technician on hand throughout the event, should you have any issues with your content, or the screens themselves, please do not hesitate to approach a member of staff to help you.







# Stand Specifics

- If you want to provide edible samples on your stand you will need to fill out a Food Disclaimer form. Please indicate what you would like to bring on the Exhibitor's Checklist and/or contact Gemma.
- Unfortunately, there are no refrigeration/freezer/general storage facilities at Banking Hall, so you will need to keep everything on your stand.
- There will be a number of workshops and seminars that will take place during both the Agent's Evening and the Corporate Buyers' Day.
- Exhibitors will enjoy plenty of food and drink throughout the Event Agents' Evening on Tuesday 23<sup>rd</sup> January and the Corporate Buyers' Day on Wednesday 24<sup>th</sup> January with breakfast, lunch and afternoon tea.
- There will be free Wi-Fi available to all exhibitors at the Show.
- You can have entertainment/performers on your stand, but they will count as one of your staff members and they will not be allowed to roam.



# Exhibitor Portal

As part of the cost of your stand, you are given access to an Exhibitor Portal which contains all information about your staff attending the event, leads you meet, your 'meeting matches' and your online profile.

**Online Profile:** This is displayed on our website based upon information that you give us.

*Please note:* Your profile will not appear on our website until this information has been filled in (instructions on pg. 19).

**Accessing the Portal:** You should have received a 'Welcome' email from Gemma with your username and password details listed in it. Your login email address is typically that of your primary contact. Please contact [gemma@storyevents.co.uk](mailto:gemma@storyevents.co.uk) if you have any problems accessing or would like this amended.

## Portal content:

- Online Profile
- Badges
- Meetings
- Press Releases
- Leads
- Marketing

## Meeting Matches

As part of the cost of exhibiting you are matched with a list of visitors whose requirements match your event offering (see 'Categories' on pg. 19).

We advise these visitors to come and meet you at the event. However, if for any reason you do not meet your matched visitors at the show you will receive their full contact details after the event.

# Show Guide Portal

Upon entry to the event each visitor receives a Show Guide with the floorplan and exhibitor listings.

You will have a profile in our Show Guide which includes the name of your brand, a short biography (32 words), a high-resolution EPS logo, your contact telephone number and website.

Please input your Show Guide description in your Exhibitor Portal under the section 'Show Guide Profile'. See next page for further instructions.

## Show Guide Entry Deadline:

Friday 1<sup>st</sup> December 2017

## Please note:

We cannot accept any responsibility for error as we will use the exact wording you have entered in your Exhibitor Portal.



# Using the Exhibitor Portal

## BADGES

Here you can upload the names of your team members who will need badges for the Show.

## MEETINGS

Here you will be able to view the information of people you met at the Show.

## PRESS RELEASES

The more we can promote you in the run-up to the Show the better. Please upload any press releases about your product here, which we will then use on our website and in email communications to visitors.

The screenshot shows the 'Profile' page for 'Lady Skye' in the 'london summer event show' portal. The left sidebar contains navigation options: Profile, Badges, Meetings, Contacts, Export, and Press Releases. The main content area is titled 'Story' and contains a 'Profile' section with the following fields:

Name	Lady Skye
Company name	Story
Website	
Email	ladysummerskye@storyevents.co.uk
Phone	0987678789
Industry type	
Address Line 1	103 Charing Cross rOAD
Address Line 2	
Address Line 3	
City	London
County	
Postcode	WC4 5BL
Sales phone	0987678789
Sales email	ladysummerskye@storyevents.co.uk
Marketing email	
Website	
Facebook	
Twitter	
Instagram	
YouTube	
Marketing URL	<a href="https://goo.gl/JbsOSd">https://goo.gl/JbsOSd</a>
Logo	
Images	
Categories	<ul style="list-style-type: none"> <li>• Out of town venues</li> <li>• Team building/away days</li> <li>• Exclusive London venues (150-300 guests)</li> </ul>
Profile	
Show Guide Profile	
Interesting Fact	

Other elements on the page include an 'Edit profile' button in the top right, a 'Home' button, and a user status indicator 'Hi, Lady Skye Online'.

## PROFILE

Your online profile is **VERY IMPORTANT**, the information you input here shows on our website. Please fill it in with as much detail as possible, i.e. adding any photos/videos, social media handles etc.

## MARKETING URL

This is a URL unique to yourself, which directs to [www.londonsummereventshow.com](http://www.londonsummereventshow.com) Use this in any communications you send out about the Show as this is how we measure the winner of our Exhibitor Marketing Award.

## CATEGORIES

You must select three categories that best represent your services. By selecting the categories, we can recommend visitors that will be suitable for you as part of your 'meetings matching' free data.

## SHOW GUIDE PROFILE

You must fill in both profiles as one will show on the website and one will feature in our Show Guide. The Show Guide profile can be no more than 32 words.

# Stand Staffing & Badges

## Stand Staff

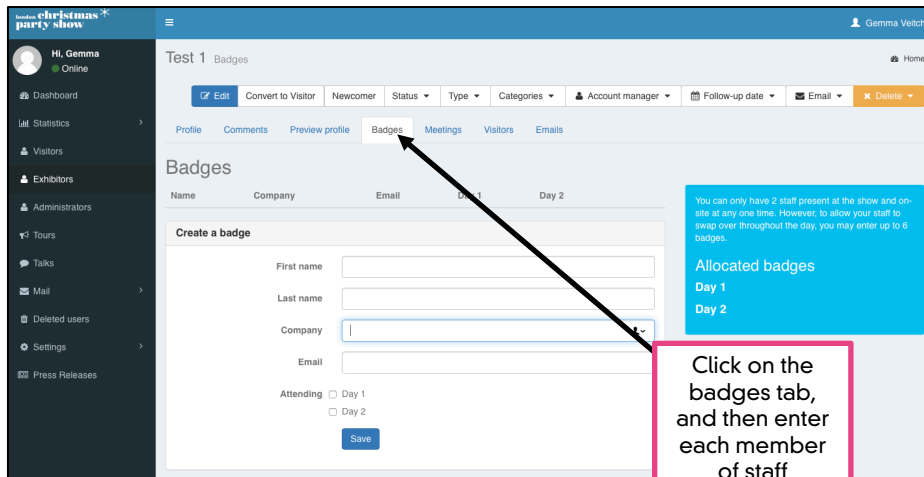
As a **Stand E exhibitor**, you are permitted to have **TWO members** of staff in the building at any one time. You will not be permitted to have any more. If you wish for your Marketing Director or any senior member of staff to attend to visit the Show, please do let us know and we will do our best to accommodate them.

You are permitted to swap your staff throughout the day, as long as there are no more than your allocated staff on your stand at any one time. Please generate a badge for each individual. Once you have reached your stand capacity, additional staff will be escorted into the venue in the place of existing staff on site by our Little Rays of Sunshine.

## The Process

Every stand staff member must have a badge. You are responsible for entering these online before you make your way to the Show. These need to be entered onto the Exhibitor Portal by **Tuesday 2<sup>th</sup> January 2018**. *This must be entered on the portal by the deadline so we can print your badges in time.* We will require their email address and mobile telephone number in case of any issues. You will also be expected to notify us of when they will be at the Show so that we know when to expect them. Your staff will then be checked in and out at the Show via the Exhibitor Registration desk.

If you miss the deadline, you will have to go to the Exhibitor Registration desk to get your badges printed on the day.



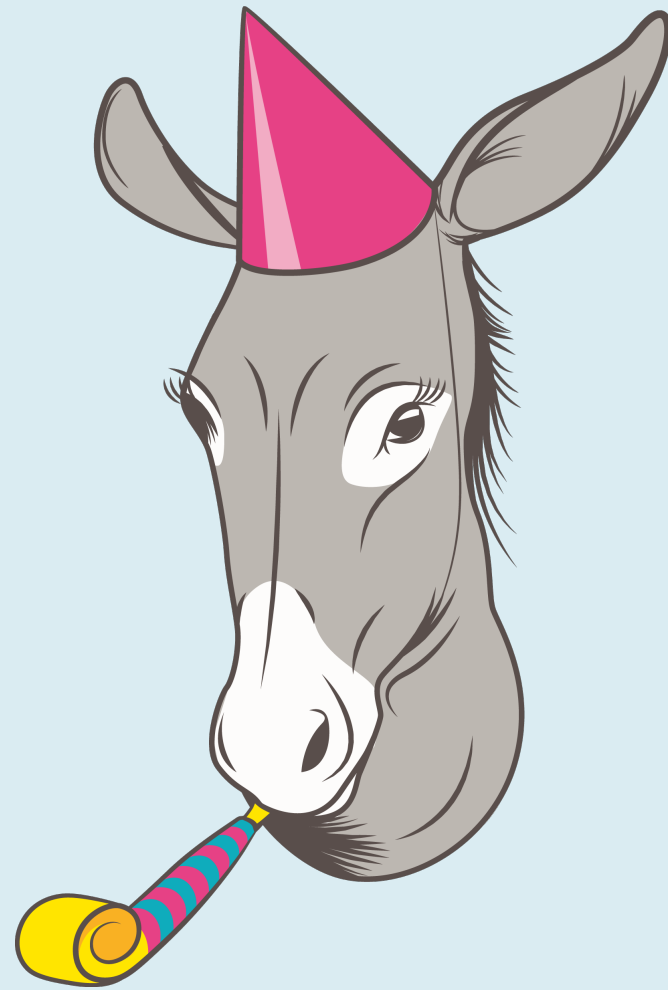
**Contractors**  
Any external contractor that you use to build your stand will also need to be registered for a badge. Please ensure their details are entered on the Exhibitor Portal before the Show. If they are not entered, we will not allow them entry until we have verified their identity with your primary contact.

**PLEASE NOTE:** If you are arranging your own contractor, they will need to supply us with their Risk Assessment, Method Statement (RAMS) and their Personal Liability Insurance BEFORE they will be allowed on site. Please send to Gemma at [gemma@storyevents.co.uk](mailto:gemma@storyevents.co.uk)

# STORY

...

At last, but by no means least, we  
wanted to say a big...



T h a n k

y o u !