

Exhibitor Manual 2018

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

londonsummereventshow.com

Space
Only

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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 23rd 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 space only.

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



Ellie Jenkins

Business Development Manager

Responsible for Sales

ellie@storyevents.co.uk



Gemma Veitch

Operations Manager

Responsible for Exhibitors and Operations

gemma@storyevents.co.uk



Clare McAndrew

Marketing & Content Manager

Responsible for the Show's Marketing & Content Strategy

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

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

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

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

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.

- **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.

- **Electrical Order Form – 25th November '17**

If you will be requiring power to your Space Only, please fill out the Electrical Order Form found at the back of this pack and send it back to Gemma gemma@storyevents.co.uk.

- **Health & Safety documents – 11th December '17**

If you are providing an interactive experience at the Show, we require your Risk Assessment, Method Statement (RAMS) and your Personal Liability Insurance. Please send to Gemma at gemma@storyevents.co.uk.

- **Enter all your space only staff names for their badges – 2nd January 2018**

See pg. 20 for further instructions.

- **Take advantage of our additional marketing opportunities – 1st 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

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/

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.

- Exhibitor Preview Event 7th November '17
- Online Profile due Complete ASAP
- Health and safety documents due 11th December '17
- Electrical Order Form due 25th Nov '17
- Advertising Opportunities due 1st Dec '17
- Show Guide Profile due 1st Dec '17
- Staff Badge due 2nd January '18

Arriving On Site

BANKING HALL | 14 CORNHILL | LONDON | EC3V 3ND

Accessing the Venue

- Exhibitors have access **from 1pm** on Tuesday 23rd 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 23rd 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 23rd January

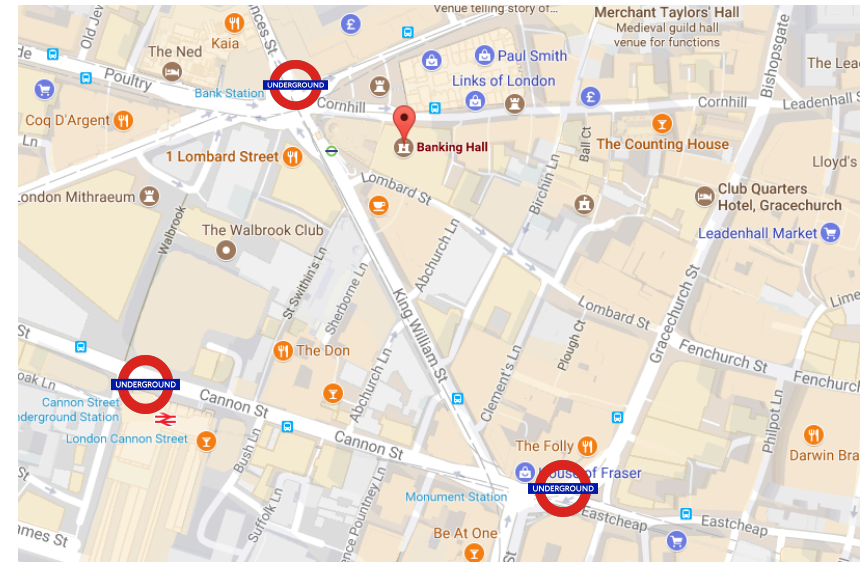
- Your stand will need to be completely ready by 4:30pm to give your stand staff an opportunity to get themselves ready for the opening.
- The Show closes at 9pm and we ask that you please leave site as soon as possible.




Wednesday 24th 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 24th 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 (23rd January)

Day 2: The Corporate Buyers' Day (24th 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 space 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



Space Only 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 make sure that your company name is displayed somewhere in your space so that visitors can see who you are.
- ▶ Please **do not** bring any pop-ups or gimmicks as there is simply not enough room in your space.
- ▶ 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 space, 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 if you need to print any graphics. 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**.



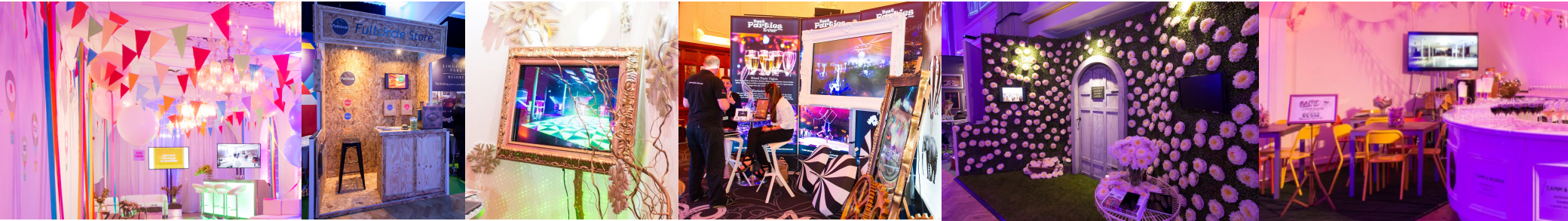
Electricity & Lighting

Electricity and Lighting

- We will be installing atmospheric lighting for the whole venue.
- Should you wish to order power for your Space Only or lighting, you will need to fill out the Electrical Order Form on the next page. If you are intending to bring anything electrical, please provide the details on this form of what you will be bringing and the power needed. *Please note that extra charges might apply for this service. ***We will only be able to facilitate a limited number of additional requests due to power constraints within the venue.**** There may be additional charges, depending on your requirements.

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. Please fill out the Electrical Order Form on the next page.
- If you **want to bring your own screen** – please contact Gemma directly. You **MUST** let us know by **25th November** if you want a TV and where you want to position it. You **MUST** also fill out the Electrical Order Form on the next page so that we can provide you with power.
- The maximum screen size you can have in your space is 40".
- 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.





Electrical Order Form

If you intend to use anything electrical at the Show which you require power for, please print and complete this form and we can see if we can provide power for it. Please indicate what you are going to use and the power needed (if you are aware), details about the appliance are also helpful i.e. size, make, sockets needed. Please note that there is a very limited supply at Banking Hall so your application may be rejected. There may be additional charges, depending on your requirements.

Please complete this form and send it back to gemma@storyevents.co.uk by **25th November** .

Stand number

Company name

Contact name

Invoice address

Postcode

Telephone

Email

Signature

Please specify your additional requirements in the box below to receive a full quote from our electrical supplier:



Space Only Specifics

- If you want to provide edible samples in your Space Only you will need to fill out a Food Disclaimer form. Please let Gemma know what you would like to bring.
- Unfortunately, there are no refrigeration/freezer/general storage facilities at Banking Hall, so you will need to keep everything in your space.
- There will be a number of workshops and seminars that will take place during both the Event Agents' Evening and the Corporate Buyers' Day.
- Exhibitors will enjoy plenty of food and drink throughout the Event Agents' Evening on Tuesday 23rd January and the Corporate Buyers' Day on Wednesday 24th 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, 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 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 1st 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.

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.

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	https://goo.gl/JbsOSd
Logo	
Images	
Categories	<ul style="list-style-type: none"> • Out of town venues • Team building/away days • Exclusive London venues (150-300 guests)
Profile	
Show Guide Profile	
Interesting Fact	

Callouts in the image include: 'Badges' (red circle), 'Meetings' (green circle), 'Press Releases' (purple circle), 'Edit profile' (pink circle), 'Marketing URL' (orange circle), 'Categories' (purple circle), and 'Show Guide Profile' (green circle).

MARKETING URL

This is a URL unique to yourself, which directs to 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.

Legalities, Staffing & Badges

Legalities

As you are creating your own space at the Show, we will require your Risk Assessment, Method Statement (RAMS) and your Personal Liability Insurance. Please send to Gemma at gemma@storyevents.co.uk by **11th December 2017**.

Contractors

Any external contractor that you use to build anything on site 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

Staff

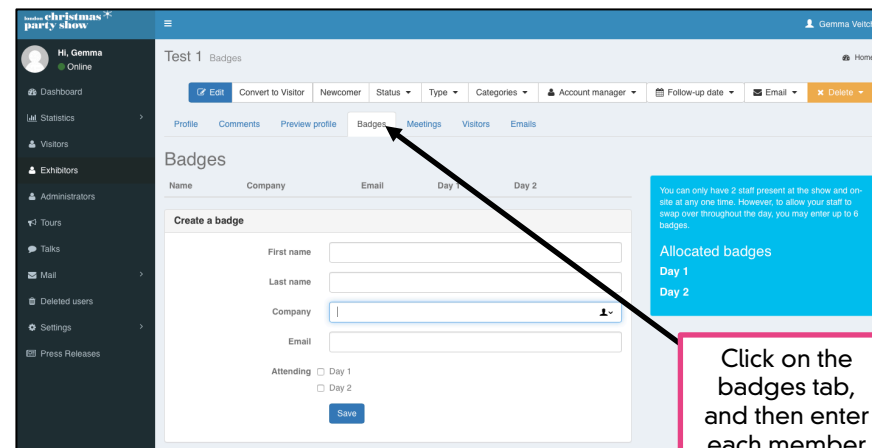
As a **Space Only** exhibitor, you are permitted to have up to **TWO** sales staff in the building at any one time. You will not be permitted to have any more. If you wish for your Marketing Director or any senior member of staff to attend to visit the Show, please do let us know and we will do our best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

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

The Badge 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 2nd 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.

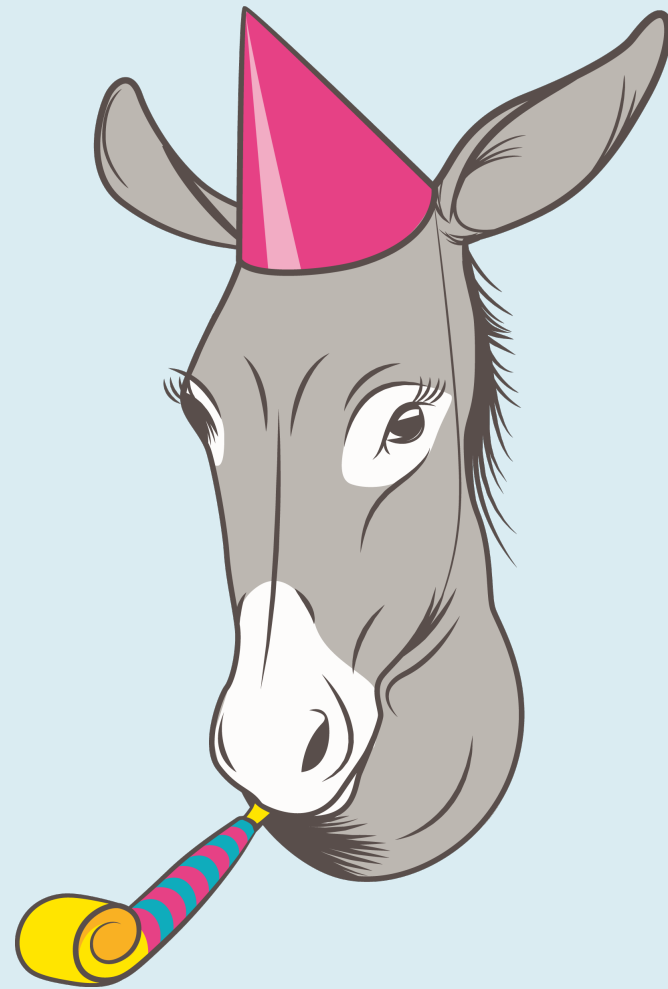


Click on the badges tab, and then enter each member of staff separately

STORY

...

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



T h a n k

y o u !