WEST SUSSEX BUSINESS EXPO 2019

Exhibitor Handbook

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INTRODUCTION

Thank you for booking a stand at the West Sussex Business Expo, West Sussex's biggest business to business show! The expo is taking place on Thursday 2 May 2019 at Fontwell Park Racecourse. Details on this year's venue have also been included in this handbook.

To help you make the most of your exhibiting experience with us, we have provided you with this handy pack which contains useful information on the event.

The information included in this manual have been put together in order for you to have a successful visit to our business exhibition. Please take the time to read through this manual carefully as it contains some basic policies and procedures which you must adhere to. We recommend that you also share this handbook with all the people and staff that will be exhibiting with you.

If you require any further assistance or if wish to discuss any aspects of the expo you're exhibiting at, please do not hesitate to contact your local expo organiser.

We wish you every success at the business show and we look forward to seeing you soon!

Matthew Larcome
Founder & Managing Director
B2B Expos & Memo Events Limited

GENERAL ENQUIRIES

For all general enquiries prior to the event or if you have any questions in relation to your stand, booking or sponsorship package, please contact your local expo organiser directly.

Event Organiser
Mike Monk, Monk Marketing

Tel: 01273 286133
Email: mike@monkmarketing.com

If you would like to contact head office regarding the event that you've booked to exhibit at, please feel free to get in touch with our national events team below.

Head Office – Please note: you should contact your specific event organiser first, before reaching out to our events team at head office.

Tel: 01256 838386
Email: info@memoevents.co.uk

B2B Expos UK is a trading name of Memo Events Limited. Registered address: Devonshire Business Centre, Aviary Court, Basingstoke, Hampshire, RG24 8PE

EXHIBITION INFORMATION

Venue Information and Parking Arrangements

The West Sussex Business Expo is taking place at Fontwell Park Racecourse. The venue is easy to locate and facilitates plenty of onsite and seafront pay and display car parking for both exhibitors and visitors. If you require further details on parking arrangements, please contact your event organiser.

Venue Address

Fontwell Park Racecourse
Fontwell
West Sussex
England
BN18 0SX

Exhibition Set-up Times

You will have access to set up your stand from 7.00am – 9.30am on the day of the event. On some occasions it may be possible for you to set up your exhibition stand the day prior to the event, but your event organiser will contact you nearer the time if this is an option, so please assume that it is not until you are contacted by us.

Please note that all exhibitors must be ready to receive visitors from 10.00am onwards. All stands must be ready at least 30 minutes prior to the opening of the event each day, as the event organiser will need to conduct a quick health and safety inspection before the event can be opened.

Event Opening Times

The event will be open to visitors from 10.00am – 3.00pm.

Exhibition Breakdown

You must not begin to pack up your exhibition stand until the event has been closed or if you have been given permission from the event organiser. All stands must be cleared on the closing day of the event. You are responsible for removing any property used at the event and you should not leave any boxes for the event organisers to clear. As an exhibitor, you are liable for all storage and handling charges resulting from your failure to remove all equipment/surplus literature from the venue.

Exhibitors that decide to pack up whilst the event is still open, without permission from the event organiser, may be liable for a £250+VAT penalty fine. It's very important that once the event is opened, that the event space remains safe for those that are exhibiting or attending as a visitor. It is also unfair on those that attend the event near the end, to walk around an exhibition with exhibitors packing up.

Refreshments

Exhibitors will have access to limited free tea and coffee – vouchers will be provided in your event pack, which you can pick up from your stand when you arrive at the expo. You will also receive two lunch pack vouchers. Each stand comes with a maximum of two lunch vouchers. Additional food and drink can be purchased from the cash bar and networking cafes. It may be possible to order additional lunches for exhibitors prior to the event, so please check with your event organiser.

IMPORTANT DATES & DEADLINES

To help you get organised and to ensure that you never miss a deadline, we've provided you with all the dates and deadlines that are applicable to this particular business expo. Please make a note of these dates in your diary, as it is your responsibility to act upon them.

Artwork/Editorial Submission
Deadline: Thursday 18 April 2019
This deadline will only apply to you if you have ordered and paid for an advert in the show guide. If you have booked an advert, please ensure we receive your print-ready artwork by this date.

Flyer Inserts
Deadline: Thursday 25 April
If you have booked to have your flyers, literature or printed merchandise inserted and distributed in the visitor bags handed out at the business expo, this deadline is for you.

Stand/Sponsorship Payments
Please ensure your invoice is paid before the invoice due date
In order to secure your stand at the business expo, please make sure that you've paid for all of your associated event invoices by this date.

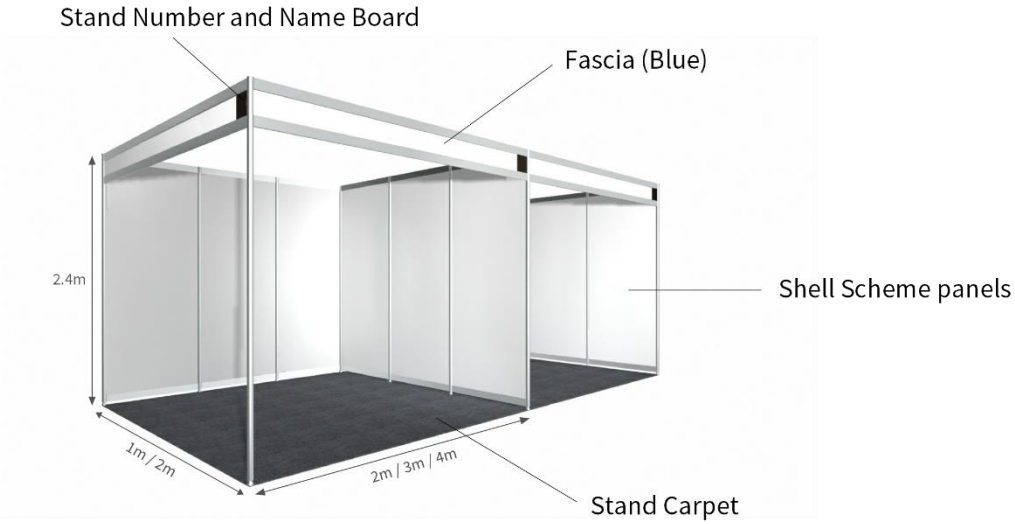
Exhibitor Name Badge Submission
Deadline: Thursday 25 April
Please make sure that you submit the names of the people manning your stand on the online 'exhibitor area' by this date. Your badges will then be printed by our events team and will be available for you to collect from your stand on the morning of the event.

Furniture Orders
Deadline: Thursday 25 April
This is your last chance to order furniture or to upgrade to a premium furniture package. You will not be able to make any changes to your furniture order or request more furniture after this deadline.

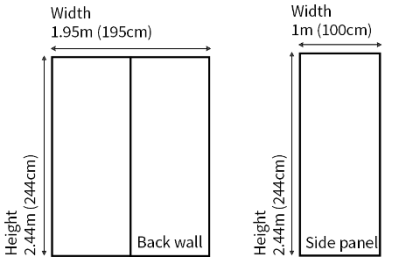
Stand Electrics/Spotlight Orders
Deadline: Thursday 25 April
If you require electricity or spotlights on your exhibition stand, please make sure you contact your event organiser to add this to your order before this deadline (additional charges will apply).

SHELL SCHEME INFORMATION

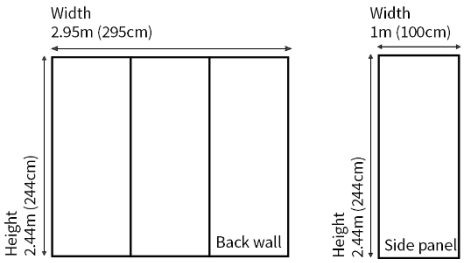
Shell scheme stand panels are 2.44m high and 1m wide as standard. They are made from grey polyweave which is a Velcro compatible material. All stands come with blue fascia which is 300mm deep and can be removed at your request prior to the event.



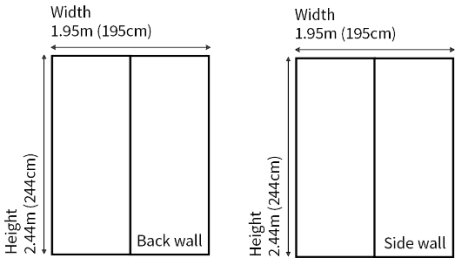
1m x 2m Shell Scheme Stand
If you've ordered a 1m x 2m shell scheme stand you will typically have two panels at the back of the stand and one on either side. If you have booked a corner shell scheme stand, you will only have one side with one panel.



1m x 3m Shell Scheme Stand
If you've ordered a 1m x 3m shell scheme stand you will typically have three panels at the back of the stand and one on either side. If you have booked a corner shell scheme stand, you will only have one side with one panel.



2m x 2m Shell Scheme Stand
If you've ordered a 2m x 2m shell scheme stand you will typically have two panels at the back of the stand and two on either side. If you have booked a corner shell scheme stand, you will only have one side with two panels.



2m x 3m Shell Scheme Stand
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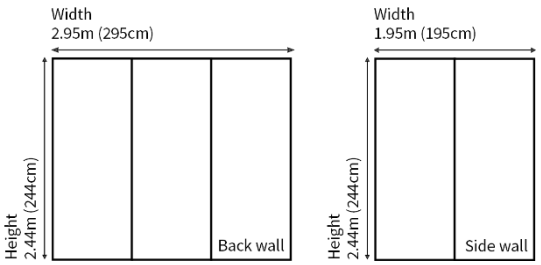

ADDITIONAL STAND INFORMATION

Stand Name Boards
All of the stands at the exhibition will come with a blue fascia, a stand number and a company name board. Your company name will appear on the fascia graphic name board as stated on your exhibitor booking form.

If you require a different company name or description on your name board, please contact your event organiser who will be able to arrange that for you. Each stand comes with a minimum of one name board. If you have booked a corner stand and would like to add an additional name board, please contact us today.

Graphics for Shell Scheme Stands
If you are planning on using graphics on your shell scheme stand you are only permitted to use Velcro. No other form of adhesives are allowed to be used including Blu Tack, staples, pins or sticky tape on the panels or aluminium frames.

If you are unsure what you can and cannot use on the shell scheme stands, please contact your event organiser or head office today. If you use one of the banned items you may be charged for any damage to the shell scheme panels, please see our exhibitor terms and conditions.

Lighting and Spotlights
Enhance your stand by adding spotlights to brighten up your stand space and help bring your display and products to life. Spotlights are available in sets of two from as little as £65.00. You can add spotlights to your current order by contacting your event organiser.

Power Supply
All stands can have access to a 500 watt single or double socket power source, which is capable of running a computer, laptop, TV monitor, DVD player, small domestic fridge, mobile phone chargers or any other small electrical item that you may require for your stand. Please ensure any electrical items that you do bring with you are PAT tested.

Power packs are available from £65.00 and must be pre-ordered before the event. You can add electrics to your order by contacting your event organiser. Exhibitors who request power on the morning of the event will be invoiced after the event. Please ensure that you check before the event that you have ordered electricity if you require it. Adding electrics on the day of the event will delay your set-up time.

STAND FURNITURE

All stands come with our Basic Stand Furniture Package, which includes a square wooden trestle table and a comfortable fabric chair.

Table Size Charter

Height	720mm (72cm)
Surface Width	600mm (60cm)
Surface Depth	600mm (60cm)

Please note that the chair in this image is used for illustrational purposes only and that the chair provided will vary depending on the venue. Additional trestle display tables can be hired from your event organiser.

Tablecloths are also not provided so please make sure that you bring one to the event with you. Remember, stands with tablecloths look more professional.

STAND FURNITURE UPGRADES

You can now upgrade your furniture to improve the quality of your stand and to make your exhibition space look and feel more professional.

Chrome Stand Furniture Package (Most popular)
Upgrade today for just £45.00+VAT

This stand package comes with a tall chrome round bar table and two high back bar stools.

White Stand Furniture Package
Upgrade today for just £55.00+VAT

This stand package comes with a tall round bar table with a white surface and two high back bar stools.

You can order additional furniture or upgrade your stand furniture by contacting your local event organiser. Prices may vary depending on the event you are exhibiting at, so please remember to ask.

Remember that all stand furniture orders for this business expo must be received by Thursday 25 April 2019 – so don't delay, order today!

SHOW GUIDE ARTWORK SIZES & SUBMISSION

If you have ordered an advert in the official show guide, which is distributed for free at the event and handed to every exhibitor and visitor when they arrive, please make sure you are aware of the artwork sizes and when you need to send us the artwork.

Advert Sizes

A5 Quarter Page Advert	width: 6cm (60mm) x height: 8.5cm (85mm)	No bleed required
A5 Half Page Advert	width: 13cm (130mm) x height: 8.5cm (85mm)	No bleed required
A5 Full Page Advert	width: 13cm (130mm) x height: 17.8cm (178mm)	No bleed required

Remember that you must send us your print-ready artwork by Thursday 18 April 2019.
Artwork submitted after the deadline may not be included and you will not be refunded.

Artwork should be provided print-ready, saved and supplied in a PDF document or as a PNG or JPEG. We cannot accept uncompleted artwork and we retain the right to refuse artwork if we feel like the standard of the artwork is poor, as this will have an impact on the quality of the show guide produced. Images and logos within your artwork should be saved as high res or at 300dpi as standard. If you have any questions regarding your artwork for the show guide, please contact your event organiser.

Please send your completed artwork to your event organiser. Before you send us your artwork please make sure you have checked for spelling mistakes and errors.

LEAFLET INSERTS IN THE VISITOR BAGS

If you have ordered to have your company literature included in our visitor goodie bags please ensure that you deliver a minimum of 300 items to:

Mike Monk
Glen Livet
Silverdale
Hassocks
West Sussex
BN6 8RD

We must receive your inserts by Thursday 25 April 2019 to ensure they are included in the bags.
Inserts delivered after the deadline may not be included and you will still be charged.

We encourage exhibitors who have ordered leaflets in the bags to be creative. Please remember that you can include the following: leaflets, flyers, vouchers, and business cards, postcards, branded gifts, pens, pencils, desk equipment, USB sticks, key rings and even notepads. Please ensure your item is no larger than A4 in size. If you have any questions regarding your inserts, the size or weight restriction, please contact your event organiser.

ADDITIONAL EVENT INFORMATION

Fire Extinguishers, Fire Precautions, Fire Alarms and Fire Exits
The venue will provide the statutory number of fire extinguishers, which will be strategically placed throughout the venue. Fire exits within the venue must be kept clear at all times and no exhibition equipment can be positioned in front of them. If equipment is positioned in front or near a fire exit, you will be asked by the organisers to move or remove equipment to ensure the venue and event comply with health and safety regulations. Please make sure you familiarise yourself with your nearest fire exit on the day of the expo. There are no fire alarm tests scheduled on the day of the expo, so if you hear the fire alarm, please safely make your way to the nearest fire exit.

No Smoking Policy
The organisers and the venue operates a strict No Smoking Policy throughout the venue, which must be obeyed to at all times. Smoking is only permitted in certain designated areas outside the venue. We also ask exhibitors to not smoke directly outside the venue or near the visitor entrance.

First Aid
First aid cover will be available throughout the event. If at any point during the day you require assistance, please contact a member of the events team at the Registration Desk or a member of staff at the hosting venue.

Floorplan and Stand Layout
Shell scheme stands will be built to reflect the original event floorplan. However, the organisers of the business expo reserves the right to alter the floorplan and exhibition stand layout to reflect any new changes to the venue. Each exhibitor has been allocated a shell scheme or space to their requested size and stand number on the floorplan. Exhibitors are permitted to change stands, after booking, however this may be subject to a small admin fee, and it will be subject to current availability.

Paying your Invoice
All invoices associated with this event must be paid for in advance of the event. All bookings will remain provisional until payment has been received in full. You can pay by BACS transfer or cheque. Some event organisers may also be able to accept debit/credit cards. Failure to complete full payment before the expo date, will result in you not being able to exhibit. Remember to contact your event organiser if you have any problems paying for your invoice – we're always happy to help.

Exhibitor/Stallholders Insurance and Public/Employees Liability
Exhibitors are encouraged to arrange independent Public and Employees Liability or Exhibitor/Stallholders Insurance for the expo. You can arrange exhibitor or stallholders insurance with our partner Event Insurance Services. This is optional and will cost anything between £30-£60 depending on your requirements, however B2B Expos/Memo Events Limited accept no responsibility to any damage or injuries that occur on an exhibitor's exhibition stand or within their exhibition space, especially if injury or damage is caused by an item or exhibit associated with their exhibition stand/space. For more information on exhibitor/stallholders insurance please contact head office today.

EXHIBITOR TERMS & CONDITIONS

1. Mike Monk t/a Brighton Business Expo ("Event Organiser") is a franchisee of B2B Expos/Memo Events Limited. For the avoidance of doubt, by entering into a contract as an exhibitor/sponsor at the West Sussex Business Expo ("Event") you do so with the Event Organiser and not with B2B Expos/Memo Events Limited.

2. A completed booking form is required for all businesses wishing to exhibit at the Event. By completing a booking form you agree to these Exhibitor Terms and Conditions.

3. All bookings will remain provisional until full payment is made. Failure to complete payments by the due date will be treated as a cancellation and the Event Organiser will reserve the right to resell the exhibition space/stand.

4. All charges will be invoiced upon receipt of a completed booking form issued by the Event Organiser.

5. Payment for sponsorship, exhibition space or advertisements related to the Event must be paid before or on the due date as specified on the invoice, unless otherwise stated. Payment plans agreed with the Event Organiser must be adhered to. Again, failure to complete pre-planned payments by the due dates will be treated as a cancellation and the Event Organiser will reserve the right to resell the exhibition space/stand.

6. Exhibitor cancellation less than 6 weeks prior to the Event will be liable for the full amount of charges and cancellations between 9 weeks and 6 weeks prior to the Event will be subject to a 50% cancellation fee. Cancellations must be made in writing and cancellation is deemed to take effect on receipt of the cancellation letter or email sent to the Event Organiser.

7. In the event that an exhibitor or sponsor becomes bankrupt, goes into liquidation or in the event that a receiver is appointed, the Event Organiser reserves the right to cancel any stand, exhibition space or sponsorship without being under liability to refund or rebate any charges paid or due herein.

8. The Event Organiser and/or B2B Expos/Memo Events Limited reserve the right at any time to change, update or alter the floorplan if deemed necessary. Compensation will not be given.

9. The Event Organiser, nor B2B Expos/Memo Events Limited, accept accountability if an exhibitor stand is located next to or near another stand/exhibit that the exhibitor deems as a competitor. It is the exhibitor's responsibility to review the current exhibitor list on the website to ensure a stand's suitability in respect of location.

10. The Event Organiser and/or B2B Expos/Memo Events Limited reserve the right at any time to change the type of shell scheme or stand furniture as advertised if deemed necessary. Compensation will not be given.

11. The Event Organiser reserve the right at any time to change the date and/or the venue of the Event, or to cancel it altogether, if deemed necessary by reason of fire, flood, extreme weather conditions, acts of war or violence, malicious damage, explosion, earthquake, strike, civil disturbances, political unrest, riot, labour dispute, power cuts or any other cause beyond the Event Organiser's control; or if B2B Expos/Memo Events Limited for any other reason deem it necessary or advisable. In such cases, the exhibitor/sponsors waives any and all claims they might have against the Event Organiser for refunds, damages or expenses. In the event that the Event is cancelled, the Event Organiser will make every attempt to postpone or reschedule the Event. If an exhibitor decides to withdraw from the rescheduled Event, due to the changes to the original event venue/date/location, the exhibitor will only be entitled to a 50% refund at the discretion of B2B Expos/Memo Events Limited and/or the Event Organiser.

12. In the event that the Event is cancelled by the Event Organiser for commercial reasons, such as lack of support/interest, then all sums paid by the exhibitor/sponsors for the stand/sponsorship will be refunded in full. The exhibitor/sponsors agree that under these circumstances that they will have no further claims against the Event Organiser or B2B Expos/Memo Events Limited.

13. Exhibitors that fail to show up to the Event and that have paid in full, will not be entitled to a refund and will be liable for the full amount of charges.

14. The exhibitor must comply with the risk control measures that form the part of the risk assessment for the venue, under the Health and Safety at Work Regulations 1999.

15. Unless caused by our own negligence, the Event Organiser or B2B Expos/Memo Events Limited accepts no liability for damage to, or loss of, any property or articles or things whatsoever, placed or left at the venue or any part thereof, by an exhibitor/sponsor, or by any individual attending the Event.

16. The Event will be open to visitors during the advertised times and exhibitors must ensure that their stand is ready at least 30 minutes prior to the opening of the Event each day. Stands must be fully staffed and occupied for the visitor opening hours.

17. Exhibitors may place promotional material and merchandise on the stand walls, but are only permitted to use removable adhesive fittings, as detailed in the Exhibitor Handbook and Manual provided the Event Organiser.

18. The exhibitor must not alter or tamper with the structure of the stand, including carpet, shell scheme, fascia, electrical fittings or lighting. Failure to conform to this provision will render the exhibitor liable for any damage incurred. The Event Organiser or B2B Expos/Memo Events Limited reserve the right to remove any materials or literature considered to be of an obscene or objectionable nature and remove any exhibit it considers to be unsafe. Compensation will not be given.

19. The exhibitor shall make good and indemnify B2B Expos/Memo Events Limited, and the Event Organiser, for any damage to the venue/shell scheme by the exhibitor, their agents or employees.

20. At the end of the Event, exhibitors are responsible for removing any property used by them in connection with their participation with the Event. The exhibitor is liable for all storage and handling charges resulting from failure to remove all equipment from the venue.

21. The Event Organiser agrees to promote/advertise the Event to the best of their abilities to ensure a satisfactory amount of visitors pre-register to attend the Event, however The Event Organiser or B2B Expos/Memo Events Limited accept no responsibility for the footfall or volume of visitors on the day of the Event, without being under liability to refund or rebate any charges paid or due herein.

22. Exhibitors/sponsors agree to support the Event in respect of promotion to help raise the awareness of the Event, and agree to reasonably use all of the resources provided in the Exhibitor Handbook, Manuals and Media Packs to promote their attendance/stand/involvement with the Event.

23. B2B Expos/Memo Events Limited, nor the Event Organiser will accept delivery of any exhibitor products/equipment unless this has been pre-arranged with the Event Organiser. Exhibitors wanting to have items delivered to the event, prior to the event, must arrange this with the venue directly. The venue accepts no responsibility for the loss or damage to items shipped or couriered directly to the hosting venue.

24. Exhibitors are encouraged to arrange independent Public and Employees Liability for the Event. You can arrange exhibitor insurance with Event Insurance Online. This is optional, however the Event Organiser or B2B Expos/Memo Events Limited accept no responsibility to any damage or injuries that occur on an exhibitor's exhibition stand or within their exhibition space, especially if injury or damage is caused by an item or exhibit associated with their exhibition stand/space.

25. Canvassing for orders and the distribution or display of printed materials, except by the exhibitor on their own stand, is strictly prohibited. If the exhibitor is in breach of this provision they may be asked to surrender the display/printed materials and the right of removal may be exercised.

26. If an exhibitor would like to raise a complaint regarding the Event Organiser or the Event, they should forward their comments to B2B Expos/Memo Events Limited. Contact details for B2B Expos/Memo Events Limited can be found on the Contact Us page on the B2B Expos website.

27. B2B Expos/Memo Events Limited reserve the right to change or update these Terms & Conditions at any time, and you agree to abide by the most recent version of these Terms and Conditions. To access the most recent Terms & Conditions please visit our website.

28. These terms and conditions must be complied by all exhibitors, including staff and agents, and any dispute or enforcement shall be settled under English Law and referred to the Courts of England and Wales.