



9-10 September 2017 at Westpoint

Exhibitor Manual

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This manual contains important information to help you prepare for the show and ensure that you get the maximum benefit from your investment.

Please take time to read the manual thoroughly, ideally as soon as you receive it, so that you can anticipate what needs to be done and return the appropriate forms promptly.

Please note that many of the forms, such as your risk assessment and company profile will need completed online by **11th August**.

If you have any queries after reading the Exhibitor Manual, please contact Rachael Grignon on 01283 742972 or email rachael.grignon@wwonline.co.uk.

1. Essential contacts

Organisers

SelfBuild & Design Magazine
151 Station Street
Burton-on-Trent
Staffordshire
DE14 1BG
www.selfbuildanddesignshow.com

Sam Sadnicki – Exhibition Sales Manager
01283 742964/ 07739 719 803 / s.sadnicki@wvonline.co.uk

Rachael Grignon – Events Marketing Manager
01283 742972 / rachael.grignon@wvonline.co.uk

Sophie Tagg – Events marketing Assistant
01283 742972 / s.tagg@wvonline.co.uk

Show mobile phone – 07741 651668 (available from Friday 8th until Sunday 10th September)

Exhibition Hall

Westpoint Exhibition Centre
Clyst St Mary
Exeter
EX5 1DJ
Tel: 01392 446 000 / Web: www.westpointarena.com

Standfitting / Floor Covering / Furniture

Dimension 8 Ltd
Dimension House, 28 Clearwater Road, Queensway Meadow Estate, Newport, NP19 4ST
Tel: 01633 270808 / Fax: 01633 274141 / Email: simon@dimension8.com /
Web: www.dimension8.com

Electrics

Havills Exhibitions Ltd.
Unit 1 Woodland Road, Woodland Trading Est, Torquay, TQ2 7AT
Tel: 01803 314000/ Fax: 01803 327412/ Email: info@havillsexhibitions.co.uk

2. Essential information for exhibitors

Set-up and replenishing times	
Friday 8 September	1300 – 2000 hrs
Saturday 9 September	0700 – 0930 hrs
Sunday 10 September	0900 – 0930 hrs
Show opening times	
Saturday 9 September	1000 – 1700 hrs
Sunday 10 September	1000 – 1600 hrs
Breakdown times	
Sunday 10 September	1600 - 2000 hrs

Important

- **If you need to set-up prior to 1pm on Friday 8 September, you must contact Sam Sadnicki on 01283 742964 before Friday 11 August.**
- It is preferable that you set-up on the Friday only and use the Saturday and Sunday mornings for replenishing your stands.
- Strictly no breakdown of stands before 16.00 on Sunday.
- **You must complete your risk assessment form**, available here <http://www.selfbuildanddesignshow.com/east/exhibitorarea.php> **by Friday 11 August.**
- You are responsible for your own health & safety during build up and breakdown, there will be many other exhibitors and contractors moving around so we recommend that all exhibitors and contractors wear hi-vis vests during the event build up and breakdown. **Strictly no children on site during set-up and breakdown.**
- No stand material of any description is to be left in the hall following breakdown.
- When first arriving for set-up you **must** check-in at the Organiser's Office in the front foyer before setting up your stand to sign in and collect your passes. Someone will show you to your stand space from the Organiser's Office.
- The Lime Tree Café will be open on Friday 8th September between 11am-4pm and offering hot and cold drinks, cake, crisps, chocolate and sandwiches (bacon baps, chips and pasties will be available between 11am-3pm

Exhibitor passes will be available for collection from the Organiser's office on arrival – please request them in advance by visiting <http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>

Setting up your stand

- Exhibits can be unloaded into the hall through the side double doors (2.44m x 2.44m) or through the roller shutter doors (6m x 6m).
- If you are bringing a large or heavy exhibit into the show, please contact Sam Sadnicki on 01283 742 964 **at least 2 weeks prior to the show** so that access can be provided for you. Please ensure you bring a trolley if you need to move heavy equipment. **A fork-lift/ telehandler and driver are available but must be booked in advance.** The cost will be based on the length of time used but should not be more than £60. To book this service please contact Rachael Grignon on 01283 742 972
- Please do not block access to loading doors and make sure your vehicle is moved to the exhibitors' car park once everything is unloaded.

- You are only permitted to park in the exhibitors' car park. **If you leave your vehicle in any unauthorised area you will be clamped. This includes the hatch lines on the perimeter of the hall.**
- Vehicles will not be allowed in the main exhibition hall.

During the show

- Stands must be manned for the duration of the show.
- **Exhibitor passes must be worn at all times.** You cannot get in and out of the show without your pass. (Remember to collect your exhibitor pass from the Organiser's Office on arrival)
- Please confine your activities to your stand and do not impinge on another exhibitor's space.
- Handing out leaflets from anywhere other than your stand will not be allowed and any leaflets left around the hall will be cleared away. If you wish to have your flyers, brochures or giveaways inserted in the free show carrier, please contact Sam Sadnicki on 01283 742964 to discuss.
- Audio visual presentations must be contained within the stand area and noise kept to a level which does not disturb neighbouring exhibitors.
- The organisers reserve the right to move attendees from blocking the gangways and turn down the volume of presentations if necessary.

Breakdown Procedure

IMPORTANT - Exhibitors must **NOT** remove or dismantle any exhibits or displays until the exhibition closes at 16.00 on Sunday 10 September. Not only does this create a bad impression to visitors still in the hall, but also contravenes health and safety regulations.

- The hall will remain open for breakdown until 20.00 on Sunday.
- Remember to remove any valuable items, computer equipment, TV and videos as soon as breakdown commences and do not leave any desirable items unattended.
- **Do not leave any equipment or literature on your stand to be collected on Monday. If you need to store any literature or equipment until Monday arrangements must be made with the organisers prior to the event.**
- Any item not removed by the end of breakdown will be regarded as waste and disposed of accordingly.

Postal Deliveries

All postal deliveries should be sent to The Westpoint Exhibition Centre to arrive on Friday 8 September. If you need to deliver a parcel before this date please call Rachael Grignon on 01283 742972. Parcels should be clearly marked '*SelfBuild & Design Show*' and include your company name, stand number, contact name, address and mobile number.

Security & Insurance

- Although reasonable precautions are taken during the build-up, show times and breakdown, the show organisers cannot be held responsible for any loss, damage or accident which may occur to exhibitors' (or contractors') property or personnel.
- We strongly recommend that any small or attractive items be kept under constant supervision.
- Your stand should never be left unmanned at any time.
- Overnight security will be arranged to cover Friday and Saturday nights.
- All exhibitors are responsible for insuring their stand and property.

- All exhibitors are responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties.
- If you require insurance cover, please contact your insurance advisor.

Your stand

Shell Scheme Stands

Shell scheme panels are white foamex infill panels with the following dimensions:

Visible panel size: 950mm x 2340mm

Actual panel size: 970mm x 2352mm

Stands with open fronts in excess of 6m will require an aluminium pole fitted in the middle.

Nails, screws, glue, paint, or anything which may damage or stick permanently should **NOT** be used on the shell panels. Any damage caused by an exhibitor will be charged at the current repair or replacement cost. You can attach graphics, signs and posters using doubles sided tape, carpet tape and hook and loop self-adhesive Velcro.

Space Only Stands

The space only stands can include carpet if you order it for an additional fee. **To order carpet** please contact Sam Sadnicki on 01283 742964.

Shell Scheme extras, furniture and AV/IT equipment

Dimension8, our approved contractor, provide a full range of extras including raised carpet platform, furniture, muslin ceilings, A4 leaflet holders, shelving, lighting battens and velcro fixing tabs. They can also provide AV and IT equipment.

Please order with them by going to

<http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php> and entering the password **EXETER2017** (case sensitive).

Electrics

All electrics are supplied by Havills. You can download an order form at

<http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>. Please note that electric must be ordered and paid for by **FRIDAY 18th AUGUST 2017**. **Failure to comply with this may result in a 20% surcharge.**

Cleaning

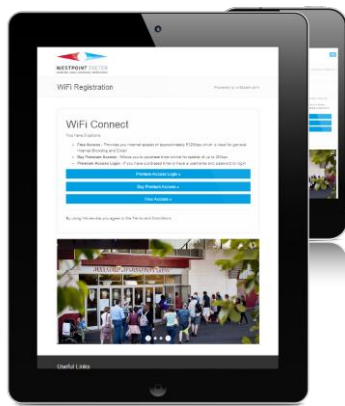
There will be bins available in the hall during set-up and breakdown for the disposal of rubbish. **Do not leave rubbish in the aisles.** The hall and stands will be vacuumed before the show opens on each day. Cleaners are not contracted to clean exhibits. No stand material of any description is to left in the hall following breakdown.

Wifi

The WiFi service at Westpoint is offered at 2 levels:

- Free service at approx internet speeds of 512Kbps. It is simply a case of entering some details about yourself online. The free service is primarily for Internet browsing, Email and Social Media.
- Premium service at approx internet speeds of 2Mbps. This is chargeable at £10 per account per day. An account will work on one device at a time. Time is purchased through the User Experience Portal using a credit or debit card.

When a user connects to the WiFi network through their WiFi settings, they are presented with a User Experience Portal where they can choose their sign in method. Once this stage is complete the user is able to access the Internet.



How to Connect

To connect to the WiFi network:

1. Go to your WiFi settings
2. Select the WiFi SPARK Network
3. If you are not automatically redirected, open up your Web Browser. You should see the User Experience Portal. If you are not redirected automatically, try going to www.bbc.co.uk which will trigger the redirect.
4. Choose your sign in method and follow the simple steps online.
5. You are now connected!

To Get Help

The WiFi service is managed by WiFi SPARK. If you have any queries or require technical assistance, you can open a ticket by going to www.support.wifispark.com or alternatively, please call 0344 848 9555.

3. Location

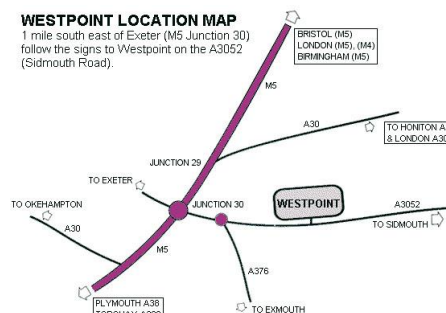
Westpoint Exhibition Centre, Clyst St Mary, Exeter, EX5 1DJ

By Road

Westpoint is just one mile from junction 30 of the M5, at Exeter, providing direct access from London (M5, M4), Birmingham (M5), Bristol (M5) and Plymouth (M5, A38). For Westpoint exit the M5 at junction 30 and follow the A3052 Sidmouth Road for one mile. Westpoint is on your left-hand side.

Approximate Drive Times:

London	3 hours 30 mins
Birmingham	2 hours 45 mins
Bristol	1 hour 35 mins
Plymouth	1 hour



By Rail

Exeter St. David's railway station provides direct links with all major cities in the UK

By Air

Exeter International Airport, Exeter, EX5 2BD

Tel: 01392 367433

Fax: 01392 364593

Web: www.exeter-airport.co.uk

Parking

- When you arrive at the exhibition hall you may park in the car parks on either side of the hall in order to unload and set-up.
- **Parking in the yellow hatched area around the hall or any unauthorised area is not allowed and you are likely to be clamped or towed away.**
- You must move your vehicle to the exhibitors' car park on the right hand side of the building or in the HSBC Arena after unloading.
- **Please note: the marked area under the bank on the left hand side of the building is reserved for use by the health club. Cars parked here will be clamped (see attached map).**

For further directions and alternative forms of transport please see www.westpointarena.com

4. Safety information

Notice to All Exhibitors

Fire Safety

IN CASE OF FIRE:

Should you discover a fire in the building, you must notify management **immediately**.

The fire alarm sounds immediately when any glass call point is broken anywhere in the hall. The system will broadcast a message ordering evacuation. In the event of evacuation, stewards will direct you to the nearest and safest assembly points. There is one at the front and one at the rear of the arena and are shown on the plan on the following page. Do not panic, run or stop to collect personal belongings.

Please adhere to the following guidelines on fire safety:

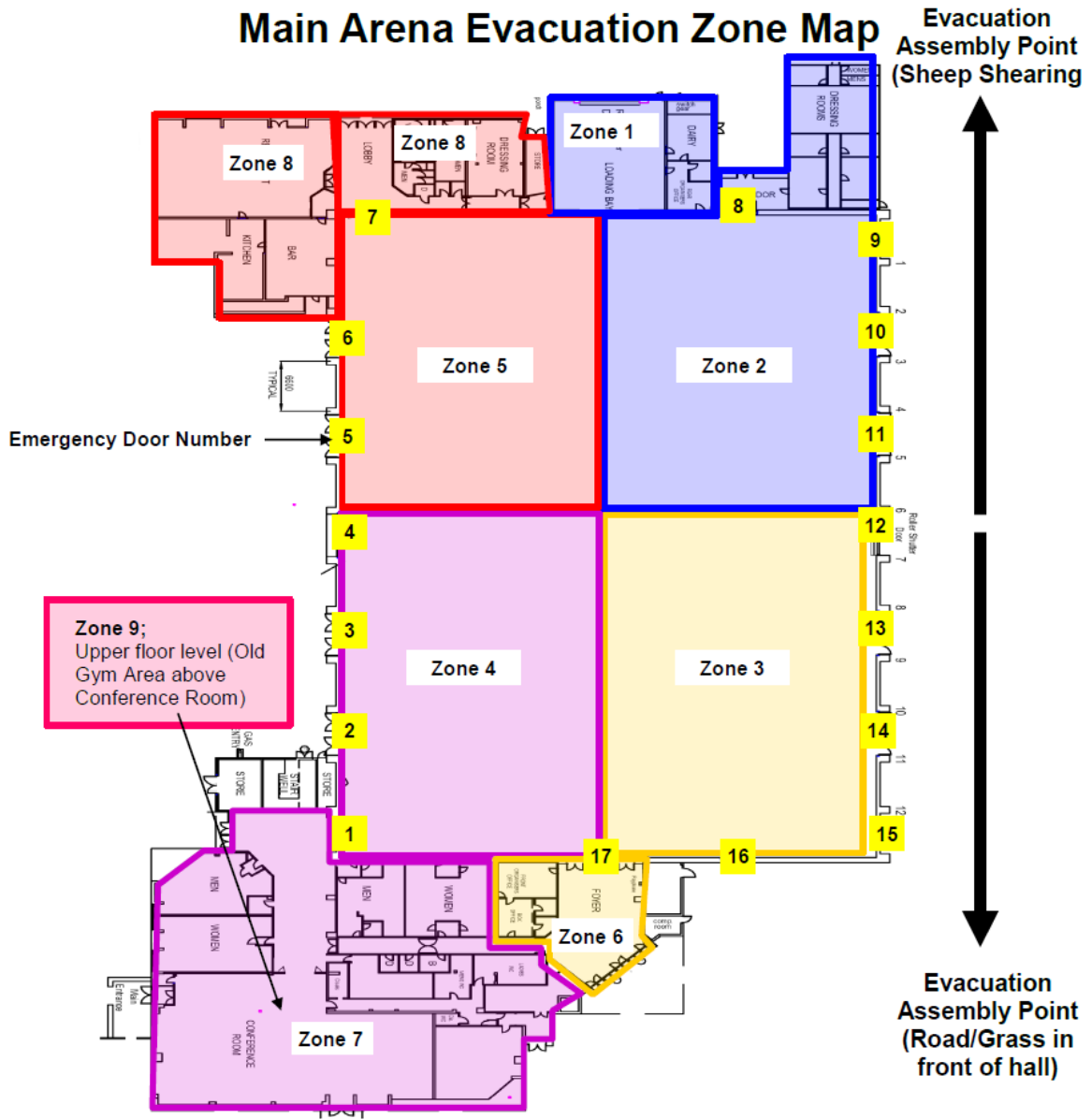
- There is **NO SMOKING** in the hall (including e-cigarettes). If you wish to smoke you may do so outside but please be considerate to others, keeping well away from the doors and away from main public walkways.
- Fire Exit Doors are to be kept clear at all times. They will be kept closed during the show, unless there is an emergency, and only opened during set-up and breakdown after the show has officially closed.
- Boxes, rubbish and packaging must not be stacked up behind stands: it is a fire hazard. Similarly rubbish should not be thrown randomly outside the Arena. It should either be placed in one of the bins around the hall or in one of the skips surrounding the Arena, clear of all fire exits.
- Park your vehicle in the exhibitor's car park **only**. An area directly around the Arena needs to be kept clear of vehicles, as well as a clear roadway around the Arena for emergency access. The areas that need to be kept clear are marked. Any vehicles infringing on the marked space **will be towed away**.
- There are to be **NO GAS** cylinders inside the Arena except where the organisation team give expressed permission in liaison with Devon & Somerset Fire & Rescue. If you believe that gas is essential to your stand then please request via Sam Sadnicki on 01283 742964.

Drapes:

Any fabric drapes that are used to decorate or cover your stands must be fire retardant. There is a spray available called 'Flamecheck' which will fireproof fabric. It is available from Stage Electrics in Exeter on 01392 255868.

Please be vigilant and report any suspicious packages or bags to a steward or member of the events team straight away.

Main Arena Evacuation Zone Map



5. Local hotel accommodation

For anyone staying over the weekend, the following hotels and guest houses are within easy reach of Westpoint. Waterways World Ltd and Westpoint Exhibition Centre accept no liability for omissions from this listing which is for guidance only and does not imply any recommendations.

Hampton by Hilton,
Exeter Airport:
4 miles

Exeter Airport, Clyst Honiton, Exeter EX5 2LJ
Tel: 01392 348348
Web: www.hamptoninn3.hilton.com

Hotel Barcelona:
5.5 miles

Magdalen Street, Exeter, EX2 4HY
Tel: 01392 281000, Fax: 01392 281001
Email: info@hotelbarcelona-uk.com
Web: www.hotelbarcelona-uk.com

Lord Haldon Hotel:
12.2 miles

Dunchideock, Exeter, EX6 7YF
Tel: 01392 832483, Fax: 01392 833765
Email: enquiries@lordhaldonhotel.co.uk
Web: www.lordhaldonhotel.co.uk

Southgate Hotel:
5.5 miles

Southernhay East, Exeter, EX1 1QF
Tel: 01392 412812, Fax: 01392 413549
Web: www.heritage-hotels.com

Thistle Hotel:
5.5 miles

Queen Street, Exeter, EX4 3SP
Tel: 01392 254982, Fax: 01392 420928 / 495526
Email: Exeter@thistle.co.uk

Woodbury Park Hotel,
Golf and Country Club:
3.5 miles

Woodbury Castle, Woodbury, Exeter, EX5 1JJ
Tel: 01392 233382, Fax: 01392 234701
Email: reservations@woodburypark.co.uk
Web: www.woodburypark.co.uk

For details of further hotels and accommodations please contact Exeter Tourist Board on 01392 265700.

6. Maximise your presence at the show

It is vital that you tell your customers (and potential customers) that you will be at The SelfBuild & Design Show. We've included some tips in this manual to help you get the best out of this year's show.

1. Free show tickets

As an exhibitor, you are entitled to as many complimentary visitor tickets as you require. These tickets entitle visitors to free entry to come and see you at the show (usual ticket price: £6 in advance, £12 on the door). You can request these online at <http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>

We suggest you use these tickets as a way of publicising your presence at the show, and actively encourage you to send them in your mailings and with brochures.

Here are some ways you could distribute your free tickets and flyers:

In store

- Give out a FREE ticket when someone purchases a product.
- Use branded posters to advertise your FREE tickets you are giving away with purchases.

Mailings

- Send out a FREE ticket to everyone on your mailing lists.
- Send out a FREE ticket to your online orders, with your order confirmations and invoices.
- Send out a FREE ticket with your newsletters, brochures or catalogues.

Emails

- We can provide a promotional code (specific to your company) for you to give to your customers so that they can order free tickets online. To request your code email rachael.grignon@wwonline.co.uk.
- Use the show logo or web banner to promote the show when signing off your emails & online order confirmations (see below).

2. Show web banner and logo

You can download the show web banner and logo at <http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>.

Upload the banner onto your website and link it to www.selfbuildanddesignshow.com/southwest. Use the logo on pre-show advertising, posters, brochures and leaflets, and highlight your attendance by adding your stand number i.e. "see us on stand X".

3. Show guide listing- deadline 11th August 2017

The show guide is designed both as a guide to the exhibition and also as a reference directory that can be used not only during, but also after the event. Each exhibitor will have an entry in this guide. Complete your entry at <http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>

4. Speak to us!

Tell us your news. If you have new product information, innovative designs, on stand entertainment, photo opportunities, or have an interactive stand that really deserves exposure 'pre-show', let us know and we will put your information out to our national and local press contacts, as well as sharing it on our social media channels. Also, if you let us know the availability of key personnel for comment/interview, we can direct journalists to your stand.

Social Media

Like, share and post your show news to our **Facebook** page at:
<https://www.facebook.com/sbdmagazine/>

Follow **@SelfBuildDesign** and **Tweet/post** about the show.

For all marketing and PR opportunities, please contact Rachael Grignon on 01283 742972 or email rachael.grignon@wwonline.co.uk.

5. Advertising Opportunities

Show Guide

Maximise your presence at the show by taking out an advert in the official show guide – handed out to all visitors on their arrival.

Show Carrier Bag Inserts

Enhance your presence further at the show by having your flyers/ brochures or giveaways inserted into the official free show carrier bag which is handed out to all visitors.

For all advertising opportunities contact Sam Sadnicki on 01283 742964 or email s.sadnicki@wwonline.co.uk to discuss.

Exhibitor Checklist

Make sure you don't miss out on the Show deadlines by using the checklist below

	Deadline	Cost	Actioned (✓)
Risk Assessment	Friday 11 th August	N/A	
Exhibitor Profile	Friday 11 th August	FREE	
Web Banner Request	ASAP	FREE	
Exhibitor Passes	Friday 11 th August	FREE	
Complimentary Ticket & Additional Flyers Request	Friday 11 th August	FREE	

All forms can be filled in at:

<http://www.selfbuildanddesignshow.com/southwest/exhibitorarea.php>