



9 – 10 March 2019
at Peterborough Arena

Exhibitor Manual

Contents

1. Essential contacts	3
2. Essential information for exhibitors	4, 5 & 6
3. Safety information	7
4. Location	8
5. Maximise your presence at the show	9 & 10

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, so that you can anticipate what needs to be done and return the appropriate forms promptly and by the deadlines.

Forms, such as your risk assessment and company profile will need to be completed online by **Friday 8 February**. For maximum benefit from your listing on the exhibitor page of the Show website **we recommend that you complete your Company Profile as soon as possible.**

To do this you will need to **log in to the Exhibitors' Area** of the Show website:

<https://selfbuildanddesignshow.com/exhibitorsarea/login/east/>

You will receive an email in early January that contains an activation link, or can request access by emailing exhibitors@sbdonline.co.uk

If you have any questions about the Exhibitors' Area of the website, or any queries after reading the Exhibitor Manual, please contact Linda Machin 01283 742 968 or email exhibitors@sbdonline.co.uk

Checklist

	Deadline	Cost	Actioned (✓)
Exhibitor Profile	ASAP (for website)	FREE	
Web Banner Request	ASAP	FREE	
Risk Assessment	Friday 8 February	N/A	
Stand Electric Order	Friday 22 February		
Complimentary Ticket & Additional Flyers Request	Friday 15 February	FREE	
Exhibitor Passes	Friday 22 February	FREE	

All forms can be completed in the SelfBuild & Design Show website Exhibitors Area
<https://selfbuildanddesignshow.com/exhibitorsarea/login/east/>

1. Essential contacts

Organisers

SelfBuild & Design Magazine

151 Station Street
Burton-on-Trent
Staffordshire
DE14 1BG

www.selfbuildanddesignshow.com

David Olver - Exhibition Sales Manager
01283 742 952 / 07891 017056 / d.olver@sbdonline.co.uk

Rachael Grignon – Exhibition Sales Manager
01283 742 964 / r.grignon@sbdonline.co.uk

Isabelle Clarke – Events Coordinator
01283 742 959 / exhibitors@sbdonline.co.uk

Abi Dutton – Marketing Manager
01283 742 973 / abi.dutton@wvonline.co.uk

Show mobile phone – 07741 651 668 (available from Friday 8 until Sunday 10 March only)

Exhibition Hall

Peterborough Arena

The East of England Showground, Peterborough PE2 6XE (use PE2 6HE for sat nav)
Tel: 01733 363500 Web: <http://www.youreventspace.co.uk/>

Standfitting / 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

BE Furniture Ltd

BE Furniture Ltd, Welby Road, Ashfordby Hill, Melton Mowbray, Leicestershire, LE14 3RD
Tel: 01664 812627 / Email: info@beeventhire.co.uk
Web: www.beeventhire.co.uk/

Electrics

Havills Exhibitions Ltd.

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

2. Essential information for exhibitors

Set-up and replenishing times	
Thursday 7 March	By prior arrangements
Friday 8 March	Space from 08:00 – 20:00 Shell scheme 12:00 – 20:00
Saturday 9 March	07:00 – 09:30
Sunday 10 March	09:00 – 09:30
Show opening times	
Saturday 9 March	10:00 – 17:00
Sunday 10 March	10:00 – 16:00
Breakdown times	
Sunday 10 March	16:00 – 20:00

Important

- **If you need to set-up prior to 10am on Friday 8 March, you must contact David Olver on 07891 017056 or Rachael Grignon on 01283 742 964 before Friday 8 February.**
- 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**, at <https://selfbuildanddesignshow.com/exhibitorsarea/login/east/> by **Friday 8 February**.
- 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 request 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** before setting up your stand, sign in and collect your passes. Someone will show you to your stand space.

Exhibitor passes will be available for collection on arrival please request them in advance by visiting:

<https://selfbuildanddesignshow.com/exhibitorsarea/login/east/>

Setting up your stand

- When you arrive at the exhibition hall you must park in the car park marked on the plan enclosed at the end of this manual. The exhibition hall is opposite the exhibitor car park.
- Exhibits can be unloaded into the hall through 2 sets of cargo doors – west doors are 6m high and the south doors are 5m high. The exhibitor car park is directly opposite the south doors.
- If you are bringing a large or heavy exhibit into the show, please contact **David Olver on 07891 017 056 or Rachael Grignon on 01283 742 964 before Friday 22 February** so that access can be provided for you. Please ensure you bring a trolley if you need to move heavy equipment.
- **A fork lift (up to 2 tonnes), driver and banksman are available but must be booked in advance.** The hourly rate is £75 Friday 8am – 5pm and £110 5pm – 8am Friday and over the weekend. To book this service please contact exhibitor admin on 01283 742 959
- Please do not block access to loading or fire 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.
- Vehicles will not be allowed in the main exhibition hall.

During the show

- When you arrive at the exhibition hall you may park in the car park marked on the plan enclosed with this manual
- Stands must be staffed 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. (Collect your exhibitor pass 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 permitted 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 **David Olver on 07891 017 056 or email d.olver@sbdonline.co.uk** to discuss.
- Audio visual presentations must be contained within the stand area and noise kept to a level that does not disturb neighbouring exhibitors.
- The organisers reserve the right to move any obstruction of 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 March. Not only would 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.
- Please ensure you remove all waste from your stand.
- Any item not removed by the end of breakdown will be regarded as waste and disposed of accordingly and you may incur a charge for this.

Postal Deliveries

Any postal deliveries should be sent to Peterborough Arena to arrive on Friday 8 March. If you need to deliver before this date, please call Isabelle Clarke on 01283 742 959. All deliveries should be clearly marked '**SelfBuild & Design East**' and include your company name, stand number, contact name, address and **your 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 covers Friday and Saturday nights.
- Exhibitors are responsible for insuring their stand and property.
- 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 have 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 double 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 your account manager.

Shell Scheme extras, furniture and AV/IT equipment

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

Please order with them by going to <https://selfbuildanddesignshow.com//exhibitorsarea/forms/east> and entering the password **east2019** (case sensitive)

Furniture can also be ordered with BE Event hire via their website www.beeventhire.co.uk/

Electrics

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

<https://selfbuildanddesignshow.com//exhibitorsarea/forms/east> Please note that electric must be ordered and paid for by **Friday 22 February 2019**. 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 each day. Cleaners are not contracted to clean exhibits. No stand material of any description is to left in the hall following breakdown.

WI-FI

Peterborough Arena has a basic public service which is free to end users and provides 0.5Mb/s download with 0.25Mb/s upload speeds. Access is limited to one hour at a time. The service is directed through a data capture gateway which requires users to enter their email address and mobile number in return for a voucher to access the internet.

Should you require increased bandwidth and time allowances please contact exhibitors@sbdonline.co.uk or 01283 742 959

3. Safety information

Fire Safety - Notice to All Exhibitors

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.

Normal fire alarm test day: Friday morning

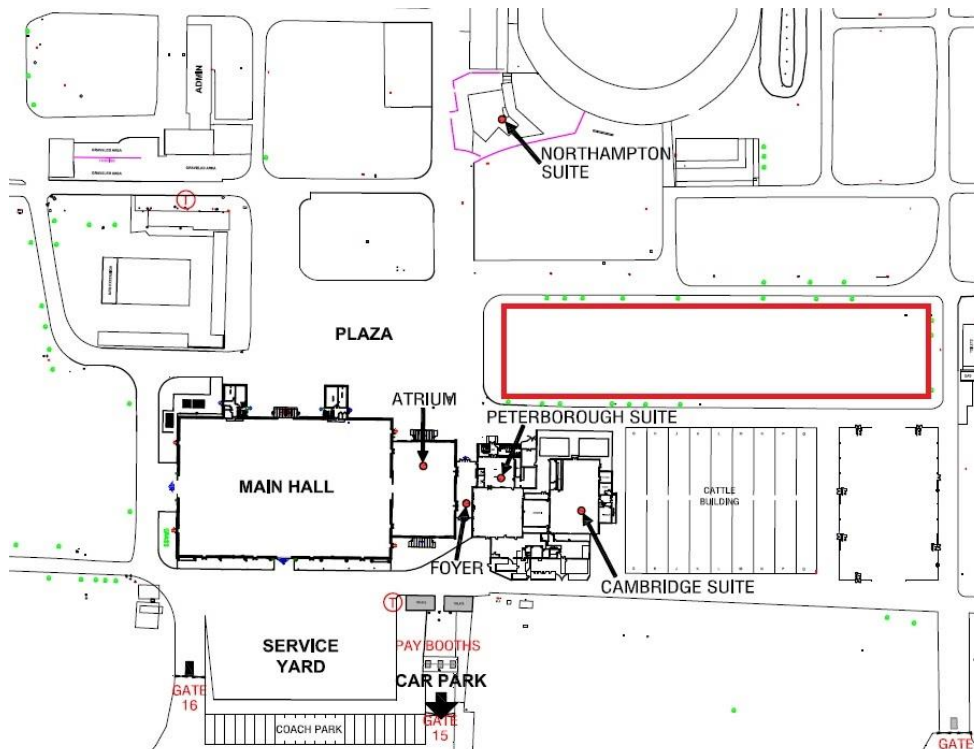
- If you hear the alarm on any other day please evacuate using the nearest route
- Do not go back into the building to collect clothing or other items
- Please wait at the assembly point for instructions

Assembly Area: Green verge adjacent to the Cambridge Suite (marked by a red square on the map)

Please adhere to the following guidelines on fire safety:

- There is **NO SMOKING** in the hall. 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, packaging and rubbish must not be piled up behind stands. Place your rubbish in one of the bins around the hall.
- 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.

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



4. Location, directions & local accommodation

Peterborough Arena

The East of England Showground, Peterborough PE2 6XE (use **PE2 6HE** for sat nav)

Tel: 01733 363 500 Web: <http://www.youreventspace.co.uk/>

By Road

Travelling from the A1(M) South – continue along the A1(M), passing the Peterborough Services (Extra MSA); continue forward onto the A1 and then take the next turn left, signposted East of England Showground. At the junction with the A605, turn left and travel half a mile. At the roundabout, turn right, and you have arrived at Peterborough Arena.

Travelling from the A1(M) North – ignore the very first signpost for Peterborough and continue travelling along the A1 picking up the brown highways signposts indicating East of England Showground. Follow these signs and leave the A1 at Alwalton, taking you through the village and onto the A605 Oundle Road junction. Turn left at this junction and at the very next roundabout, turn right and you've arrived at Peterborough Arena.

Travelling from Peterborough City Centre – take the Nene Parkway/A1260, follow directions to Oundle Road/A605 and turn right onto this road, which will lead you directly to the venue. The brown highway signs indicating East of England Showground will help to guide you. The journey is approximately 16 minutes from the centre of Peterborough.

By Rail

Peterborough is on the East Coast main line, making London accessible in 45 minutes. The station has its own taxi rank, from the station to Peterborough arena is approximately 15 minutes.

Local accommodation and amenities

There is a wide range of bed and breakfast accommodation spread throughout the city. For more information on nearby hotels go to https://selfbuildanddesignshow.com/east/information/where_to_stay

Services and Ortongate Shopping Centre (<http://www.ortongate.co.uk/shopping.html>) are within 5-minutes drive of the Arena and includes a Greggs, Co-operative Food and pharmacies.

5. 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 <https://selfbuildanddesignshow.com//exhibitorsarea/forms/east>

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. Posters are available on request. Email Grace Ridge at g.ridge@wwonline.co.uk

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 exhibitors@sbdonline.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

Add a show web banner or logo to your own website. There are web banners in various sizes available from <https://selfbuildanddesignshow.com//exhibitorsarea/forms/east>

Link the banners or logo to <https://selfbuildanddesignshow.com/east>

Or use the FREE Tickets banners to link to <https://selfbuildanddesignshow.com/east/freeticket>

If you want to track free ticket requests from your own sources, we can provide you with your own free ticket code (see Emails, above) and customised web banners.

Upload the banner onto your website and link it to www.selfbuildanddesignshow.com.

Use the logo on your pre-show advertising.

3. Your own page on the Show website

Be included in the exhibitor listing on the Show website by submitting your company profile in the Exhibitor's Area <https://selfbuildanddesignshow.com//exhibitorsarea/forms/east> as soon as possible. The exhibitor listing webpage features in most of our pre-Show email promotions and is one of the most visited pages on the website. <https://selfbuildanddesignshow.com/east/readmore/3206/10000546/>

4. Show guide listing - deadline 15 February 2019.

The show guide is designed both as a guide to the exhibition and 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 <https://selfbuildanddesignshow.com//exhibitorsarea/forms/east>

5. 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

Facebook

Like, share and post your show news to our Facebook event page at:
<https://www.facebook.com/events/2214037588912840/>

Twitter

Follow **@SelfBuildDesign** and **Tweet/post** about the show using **#sbdshoweast**

PR and Marketing

For all marketing and PR opportunities, please contact Abi Dutton on 01283 742 973 or abi.dutton@wvonline.co.uk

6. 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 **David Olver on 07891 017 056 or email d.olver@sbdonline.co.uk** to discuss.

APPROACH FROM A605 OUNDLE ROAD

