

2017 Exhibition Manual



londonchristmaspartyshow.com

**london christmas
party show** ❄️
spitalfields venue, 10 - 11 may 2017



What's Inside?

- ▶ Welcome Pg. 3
- ▶ Your Show Team Pg. 4
- ▶ Other Contacts Pg. 5
- ▶ Let's Start at the Very Beginning... Pg. 6
- ▶ Arriving/Leaving Site Pg. 7
- ▶ Timings for Day 1 & Day 2 Pg. 8
- ▶ Stand Decoration Options Pg. 9
- ▶ Your Stand Space – Fabric Pg. 10
- ▶ Your Stand Space – Foamex Pg. 11
- ▶ Artwork & Graphic Installation Guidelines Pg. 12
- ▶ Stand Guidelines Pg. 13
- ▶ Furniture, Electricity & Lighting Pg. 14
- ▶ Stand Specifics Pg. 15
- ▶ Exhibitor Portal Pg. 16
- ▶ Show Guide Profile Pg. 16
- ▶ Using the Exhibitor Portal Pg. 17
- ▶ Stand Staffing & Badges Pg. 18



Welcome to LCPS 2017!

We are very much looking forward to welcoming you to the London Christmas Party Show 2017 at Spitalfields Venue.

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 festive 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 festive 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!

[@lordcpsnow](#) [#LCPS](#) [#foreverchristmas](#)

Thank you for supporting our event, we very much look forward to welcoming you on-site on Wednesday 10th May.

Now, put on some festive carols, turn the page and let the planning commence!

*With love from
Lord Crispin and the Show team*



Happy to help!
If you have any questions at any point, please let Gemma know!
gemma@storyevents.co.uk
0207 870 9303

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.



Dominique Gill

Show Director

Responsible for overseeing the Show

dominique@storyevents.co.uk



Steph Eayrs

Operations Director

Responsible for overseeing the delivery of the Show

steph@storyevents.co.uk



Gemma Veitch

Operations Executive

Responsible for exhibitor queries and operations

gemma@storyevents.co.uk



Clare McAndrew

Marketing & Content Manager

Responsible for the Show's marketing & content strategy

clare@storyevents.co.uk



Joanne Bates

Sales Director

Responsible for sales

joanne@storyevents.co.uk



Lord Crispin Prancer Snow

The face of the London Christmas Party Show

I am the face of the London Christmas Party Show, you'll be seeing a lot more of me so I just wanted to introduce myself. I am fun, friendly and frankly hilarious so Tweet or Instagram me on:

@lordcpsnow #LCPS #foreverchristmas

Other Contacts

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



SCG

Please direct all queries regarding your stand to the Story Show Team, however if you need to contact the stand builder as SCG are responsible for graphics orders, you can do so using the details below.

Lee Unwin: lee.unwin@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*.

Katy Thompson: 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 Hybrid providing floral theming on your stand, you can do so using the details below – *extra charges apply*.

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. They should not take a lot of time but the tasks are essential to ensure that you obtain the maximum output from the Show.

- **Fill out your Exhibitor's Checklist – 20th March 2017**

This is an electronic form which you will be emailed a link to. Otherwise you can access the link here <https://goo.gl/forms/TNuuA6vPFF5t39D73>. This will give 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.

- **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 – 28th April 2017**

See pg. 15 for further instructions.

- **Take advantage of our additional marketing opportunities – 14th April 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@storievents.co.uk

Drop in Morning

If you would like to come to see Spitalfields Venue and speak to one of the Show Team, then our drop in morning is just for you! Please come along anytime in the morning and we will be there to show you around the venue, answer any of your questions and show you your stand space.

Date: Monday 27th March 2017

Time: 10am – 1pm

Location: Christ Church Spitalfields | Commercial St London | E1 6LY

RSVP: Please let us know if and when you are coming, so we can make sure that we are free to show you around. Please email Gemma at gemma@storievents.co.uk.



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. Please contact gemma@storievents.co.uk if you have not received this):

- Exhibitor's Checklist due 20th March '17
- Drop In Morning on 27th March '17
- Online Profile due Complete immediately
- Stand Graphics & Artwork due 31st March '17
(graphics orders or artwork received after this date will incur a 30% charge)
- Stand Electricity Options due 7th April '17
- Advertising Opportunities due 14th April '17
- Show Guide Profile due 14th April '17
- Stand Staff Badge due 28th April '17

Arriving on Site

CHRIST CHURCH SPITALFIELDS | COMMERCIAL ST | LONDON | E1 6LY

Accessing the venue

- Exhibitors have access **from 1pm** on Wednesday 10th May. 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 Wednesday 10th May

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

Wednesday 10th May

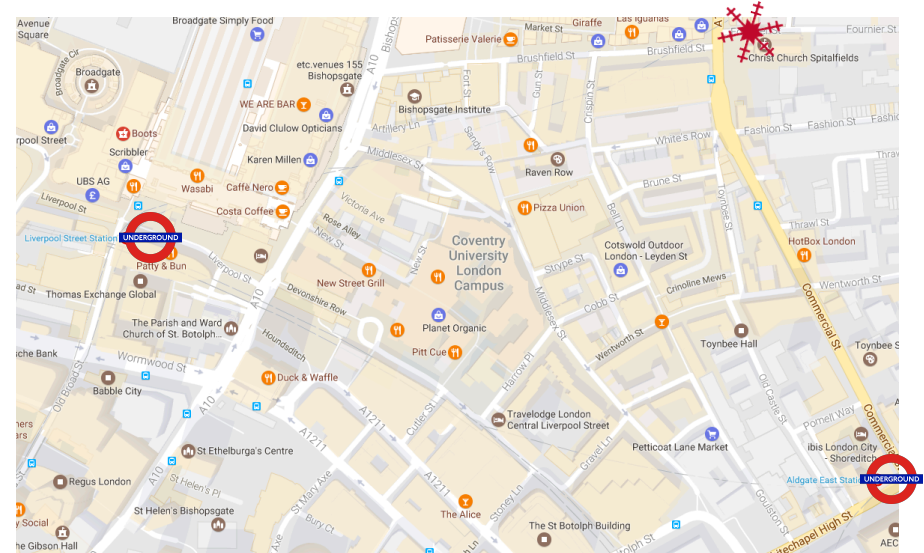
- Your stand will need to be completely ready by 4:30pm to give your stand staff an opportunity to get themselves ready for the opening.
- The Show closes at 9pm and we ask that you to please leave site as soon as possible.

Thursday 11th May

- 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 a loading bay area at the front of the church, however this will be on a first come, first served system, so please make sure you leave plenty of time.
- We have a team of Santa's Little Helpers who will be very happy to help unload and transport materials and boxes with you.
- If you need to get anything delivered straight to the venue, please make sure that you are there to sign and collect it.



 Liverpool Street Station (Central, Circle, Hammersmith & City, Metropolitan, London Overground and TFL Rail lines) - 9 minutes walk

 Aldgate East Station (Hammersmith & City & District) - 7 minutes walk

Leaving the Site

- The event will officially close at **6:30pm** on Thursday 11th May.
- 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 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: The Agent's Evening (10th May)

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

Day 2: The Corporate Buyers' Day (11th May)

The second day is your chance to meet over 500 corporate buyers who are looking to book or add to their 2017 Christmas 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 and you can decide how you wish to use the walls that are available to you. Your stand will include Show carpet flooring, and you may choose to add your own flooring if you wish. There are three options below, which we can arrange for you:

OPTION 1 - Exhibitor Stand Name

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 Colour

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 that this service will incur a small charge as outlined on the checklist.

IF YOU ORDER OPTION 3 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 pre-designed 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.

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

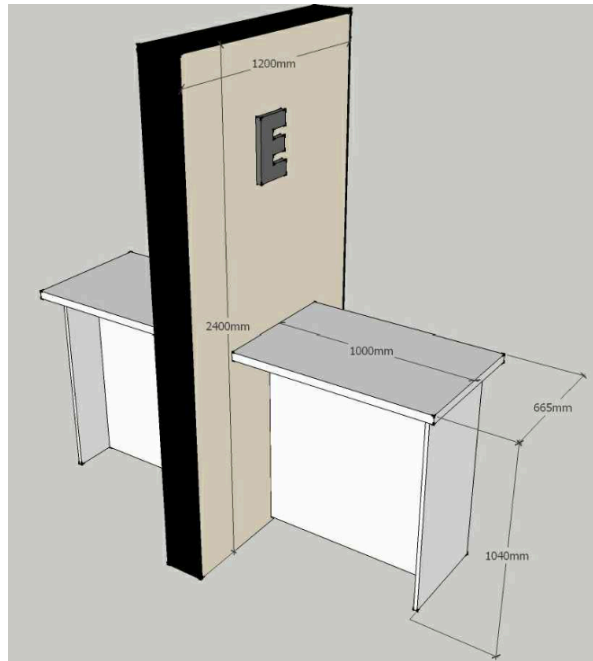
Bubblegum Balloons



Your Stand Space

Stand graphic AND artwork deadline 31st March 2017
(We need to receive your order AND the artwork by this deadline. Graphics orders or artwork received AFTER this date will incur a 30% charge). SCG will invoice you directly.

Your stand measurements

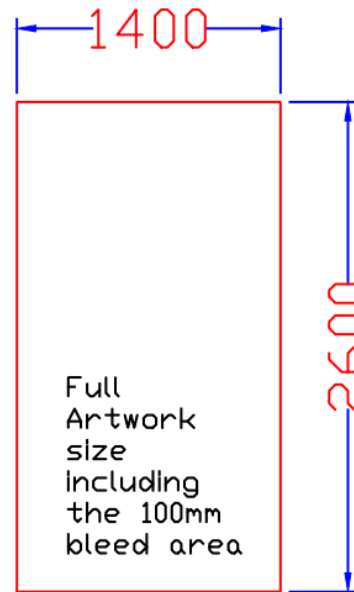


PLEASE NOTE WE HAVE CHANGED STAND BUILDERS FROM THE LAST LCPS, THEREFORE STAND SIZES DIFFER SLIGHTLY FROM PREVIOUS SHOWS. In order to make sure that you know exactly what to do to decorate and make your stand look summery, here is a visual of what your stand looks like and the necessary measurements. 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.

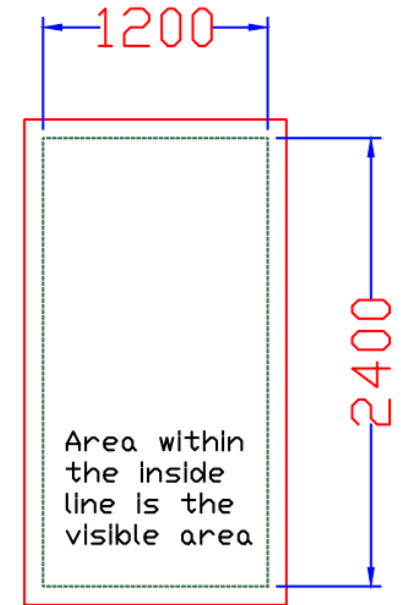
FABRIC graphics print guidelines

- 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.
 - This option would be our recommendation for your graphics.
- See pg. 11 for artwork guidelines.

Full stand area – inc. bleed area



Visible stand area

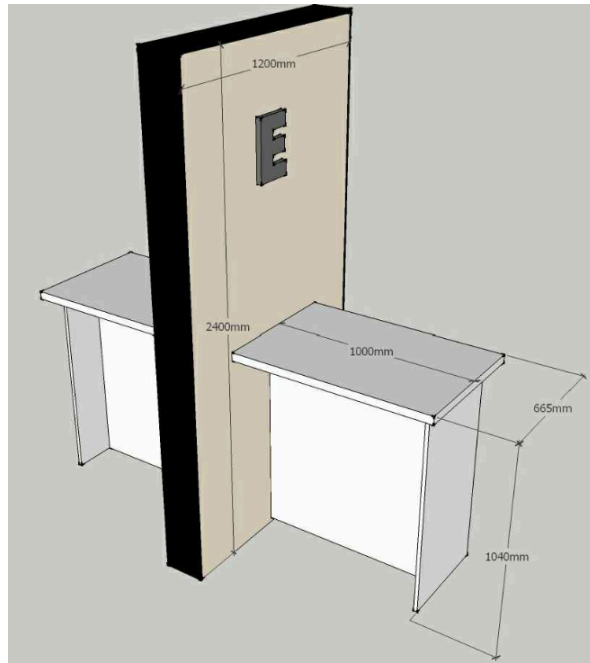


Your Stand Space

Stand graphic AND artwork deadline 31st March 2017

(We need to receive your order AND the artwork by this deadline. Graphics orders or artwork received AFTER this date will incur a 30% charge). SCG will invoice you directly.

Your stand measurements



PLEASE NOTE WE HAVE CHANGED STAND BUILDERS FROM THE LAST LCPS, THEREFORE STAND SIZES DIFFER SLIGHTLY FROM PREVIOUS SHOWS. In order to make sure that you know exactly what to do to decorate and make your stand look summery, 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.

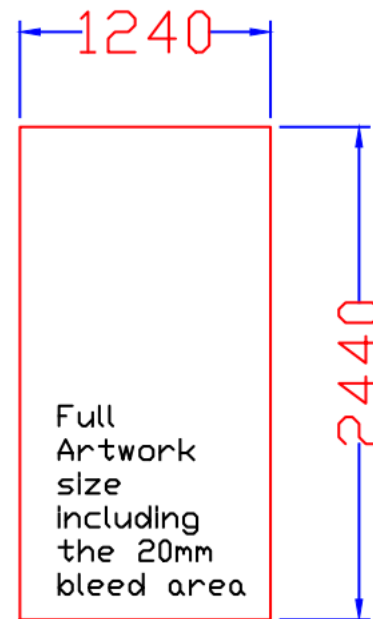
FOAMEX graphics print guidelines

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

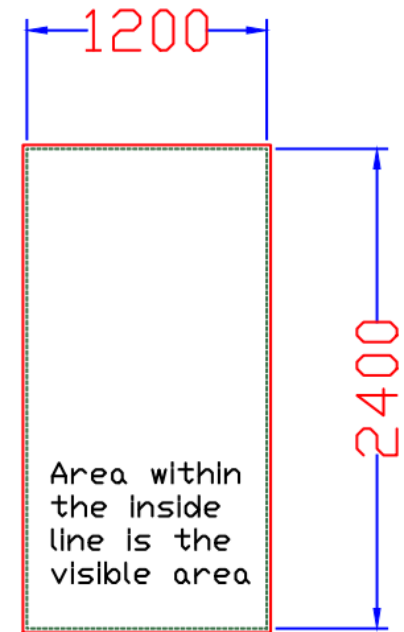
- They are lightweight (3mm thick) and can be fixed to any surface.
- The thinner larger prints can be fragile but do have the ability to be reused multiple times if handled with care.
- If you wish to keep your foamex, you have to arrange your own collection and storage.
- If these are ordered through SCG then they will be applied for you prior to your arrival.

See pg. 11 for artwork guidelines.

Full stand area – inc. bleed area



Visible stand area



Artwork & Graphic Installation Guidelines

Artwork Guidelines

Please follow the artwork guidelines below, and send through all artwork to SCG at admin@setconstructiongroup.co.uk.

If you have any queries regarding artwork, please 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.

Graphic Installation Guidelines

Exhibitor supplied Foamex Panels

To apply these to our stands you can either panel pin them on or you could stick self-adhesive Velcro to the rear of the Foamex panel and then staple non-adhesive Velcro to the stand wall.

Exhibitor supplied Fabric prints

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

ALL FOAMEX GRAPHICS ORDERED THROUGH SCG WILL BECOME YOUR RESPONSIBILITY AFTER THE SHOW TO BE REMOVED, TRANSPORTED AND STORED.

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 be the best place to attach anything.

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

Graphics and Painting Prices

Stand Type	FOAMEX Graphics	FABRIC Graphics	Stand Painting
Stand A Sq	£1,415 + VAT	£850 + VAT	£200 + VAT
Stand A Tri	£1,415 + VAT	£850 + VAT	£200 + VAT
Stand B	£890 + VAT	£610 + VAT	£100 + VAT
Stand C	£920 + VAT	£620 + VAT	£100 + VAT
Stand D	£810 + VAT	£540 + VAT	£80 + VAT
Stand E	£410 + VAT	£190 + VAT	£80 + VAT
Stand F	£940 + VAT	£680 + VAT	£100 + VAT

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/foilage 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 Christmas 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 **17th April** 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 so that 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 Spitalfields Venue, 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 evening reception for agencies on Wednesday 10th May and the Corporate Buyer event on Thursday 11th May 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. 17).

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@storievents.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. 17).

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 Profile

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 details here: <http://bit.ly/2kPHz0U>

Show Guide Entry Deadline: Friday 14th April 2017

Please note: If you need to change any of your details once you have submitted them, you will need to contact us. We cannot accept any responsibility for error as we will use exactly what you have entered online.



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 'Story' profile page for 'Lady Skye'. The left sidebar contains navigation options: Profile, Badges, Meetings, Contacts, Export, and Press Releases. The main content area is titled 'Profile' and contains a form with the following fields:

Name	Lady Skye
Company name	Story
Website	
Email	ladysummerskye@storyevents.co.uk
Phone	0987878789
Industry type	
Address Line 1	103 Charing Cross ROAD
Address Line 2	
Address Line 3	
City	London
County	
Postcode	WC4 5BL
Sales phone	0987878789
Sales email	ladysummerskye@storyevents.co.uk
Website	
Facebook	
Twitter	
Instagram	
Marketing URL	https://goo.gl/JbsOSd
Logo	
Images	
Categories	<ul style="list-style-type: none">• Exclusive London venues (Over 300 guests)• Exclusive London venues (150-300 guests)• London Restaurants, clubs and bars• Live entertainment• Bespoke event catering• Event production and decoration• Out of town venues• Team building/away days• River boats/cruises• Specialist event suppliers• Corporate hospitality• Meetings/Conferences• Incentives/Travel
Profile	
Stand number	

An 'Edit profile' button is located in the top right corner of the profile form.

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.londonchristmaspartyshow.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.

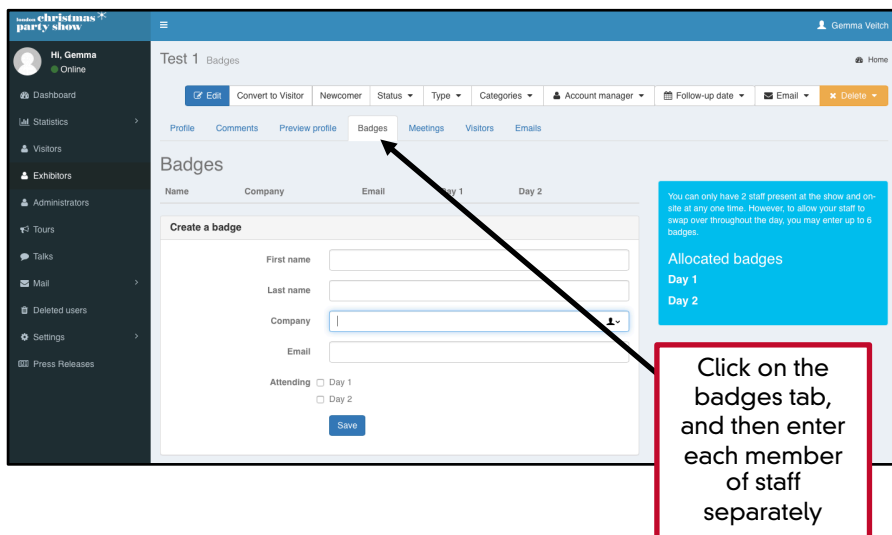
Stand Staffing & Badges



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 you are allocated 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 Santa's Little Helpers.



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 **Friday 28th April 2017**. *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

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



We really look
forward to
seeing you in
May!

@lordcpsnow
#LCPS
#foreverchristmas

STORY
...