

2018 Exhibition Manual

londonchristmaspartyshow.com

london **christmas** 
party show

plaisterers' hall, 15 - 16 may 2018



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Welcome to LCPS 2018!

We are very much looking forward to welcoming you to the London Christmas Party Show 2018 at Plaisterers' Hall.

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! Email us on info@londonchristmaspartyshow.com or give us a call on 0207 870 9303.

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](https://twitter.com/lordcpsnow) [#LCPS](https://twitter.com/LCPS)

Thank you for supporting our event, we very much look forward to welcoming you on-site on Tuesday 15th May.

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

*With love from
Lord Crispin and the Show Team*



Your Show Team

We have a dedicated Show Team who are responsible for certain aspects of the Show 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 happy to help you.



Clare McAndrew

Show Director/Marketing Manager

Responsible for overseeing the Show and the marketing

clare@storyevents.co.uk



Ellie Jenkins

Business Development Manager

Responsible for Sales

ellie@storyevents.co.uk



Gemma Veitch

Operations Manager

Responsible for Exhibitors and Operations

gemma@storyevents.co.uk



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

Other Contacts

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



Set Construction Group

Please direct all queries regarding your stand to the Story Show Team, however SCG are responsible for graphics orders and building the stands too, so you can contact them using the details below – *extra charges apply*.

Jenny Redman: admin@setconstructiongroup.co.uk

01934 833 769



LUX Technical

LUX Technical will be providing all the power for the Show. Please direct all queries regarding your stand to the Story Show Team, if however you need to contact Lux directly, you can do so using the details below – *extra charges apply*.

Katherine Gibbons: mailbox@luxtechnical.co.uk

020 3696 0692



MORE Production

MORE Production will be theming the whole Show. Please direct all queries regarding your stand to the Story Show Team, if however you would like to contact More with regards to theming your own stand you can do so using the details below – *extra charges apply*.

Jade Hinton: info@moreproduction.co.uk

01455 615 746



Hybrid

Hybrid will be providing floral designs for the whole Show, however, if you would like to contact them with regards to them providing floral theming on your stand, you can do so using the details below – *extra charges apply*.

Alan Simpson: info@hybridflowers.co.uk

020 7404 9889

Let's Start at the Very Beginning...

Before the Show, there are a few things you need to do to ensure that you obtain the maximum output from the Show.

- **Fill out your Space Only Checklist – 30th March 2018**

This is an electronic form which will be emailed to you, otherwise you can use this link

<https://goo.gl/forms/9PFwBNad7DkNKSDJ2>

This gives you the opportunity to order furniture and electrical options. Please read this manual to see your options BEFORE completing the form, as you cannot edit answers once you have submitted 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. This will be shown on our website for our visitors to view.

- **Enter all your stand staff names for their badges – 4th May 2018**

See pg. 17 for further instructions.

- **Take advantage of our additional marketing opportunities – 1st April 2018**

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 info@londonchristmaspartyshow.com.

Exhibitor Preview Event!

We would love you to join us for our Exhibitor Preview Event. This will give us a chance to talk through what to expect at the event and answer any questions you may have. We will be holding two sessions (morning/evening) which will be followed by networking, drinks and nibbles, previous exhibitors have found this very valuable, so we hope you can make it.

Date: Tuesday 10th April

Morning Session: 8.30am – 10.00am

Evening Session: 5.00pm – 6:30pm

Location: Story Events Offices, 103 Charing Cross Road, WC2H 0DT

RSVP: Please let us know which session (am/pm) you are able to make and the names of those attending from your organisation by following this link: <http://www.smartsurvey.co.uk/s/VVLYZ/>

What's Involved:

- An update on our progress
- A chance to view the size of your stand
- Top tips on exhibition sales and getting the most from your leads
- A question and answer session
- Drinks and nibbles
- Networking with the other venues and suppliers



Checklist

Please pay particular attention to the following deadlines. All graphics, name board, painting and electrical options are ordered by filling out the Exhibitor's Checklist (which you should have been sent. If not, the link is to the left).

- Space Only Checklist due 30th March 2018
- Exhibitor Preview Event 10th April 2018
- Online Profile due Complete ASAP
- Stand Electricity Options due
Early Bird due by 30th March '18
Standard pricing 2nd April - 7th May '18
- Advertising Opportunities due 1st April '18
- Show Guide Profile due 1st April '18
- Stand Staff Badge due 4th May '18

Arriving on Site

Accessing the venue

- Exhibitors have access **from 1pm** on Tuesday 15th May. Please come straight to Exhibitor Registration to check in and collect your badges.
- External contractors have access **from 11am** on Tuesday 15th May

We need RAMS (Risk Assessment & Method Statement) from any external contractors prior to arrival, they will not be allowed on site if we have not received these.

Tuesday 15th 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 please leave site as soon as possible.

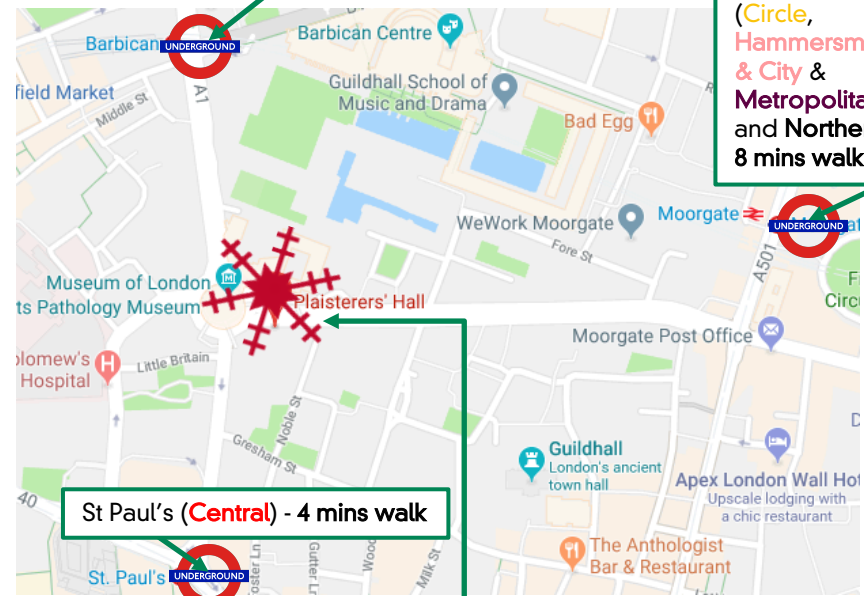
Wednesday 16th May

- You will have access to your space from **8am**, the Show opens at **8:30am**.
- The Show closes at **5:30pm** and we ask that you please clear the site by **7pm**.

Unloading and deliveries

- There is a loading bay at the venue, however you will need to contact the team info@londonchristmaspartyshow.com to **book in your loading slot** as you **will not** be allowed a vehicle on site without a booking.
- When you book your loading slot you will then receive a loading info sheet with everything you need to know.
- 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 as Story cannot be held responsible for anything signed on your behalf.

Barbican (Circle, Hammersmith & City & Metropolitan) - 5 mins walk



Moorgate (Circle, Hammersmith & City & Metropolitan and Northern) - 8 mins walk

St Paul's (Central) - 4 mins walk

PLAISTERERS' HALL | ONE LONDON WALL | LONDON | EC2Y 5JU

Leaving the Site

- The event will officially close at **5:30pm** on Wednesday 16th May.
- We would kindly ask that you **do not** start to dismantle your area until advised by the Operations Team (around **5:30pm**) and that you take away all of your materials by **7pm** 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.

The Agent's Evening

Tuesday 15th May

This evening is the opportunity to network with event agencies as well as selected press and industry guests in an informal setting.

- 11:00** Contractors are permitted on site
- 13:00** Exhibitors are permitted on site
- 14:00** Recommended arrival time for exhibitors who have little to set up
- 16:30** Your staff must have arrived and your space must be ready
- 17:00** The Show opens to visitors
Food and drink are circulated throughout the evening
- 20:00** Agency Prize Draw
- 21:00** The Show closes
- 21:15** Exhibitors to have left site

The Corporate Buyers' Day

Wednesday 16th May

The second day is your chance to meet over 500 corporate buyers who are looking to book or add to their 2018 Christmas Party.

- 08:00** Your staff have access to the venue
- 08:15** Your space must be ready
- 08:30** The Show opens!
 - Interactive workshops and educational seminars take place throughout the day
 - Food and drink will be served periodically throughout
- 12:00/30** Lunch will be delivered directly to your stand by one of our Santa's Little Helper's
There will also be a tea and coffee station available all day
- 17:30** The Show closes and de-rig begins
Please do not begin de-rigging your stand until the Show officially closes
- 19:00** Please ensure all of your belongings are promptly removed from the building by this time



Show Theming

Each year we choose a different Show theme to engage our visitors before, during and after the event. Feel free to embrace this theme as much or as little as you like when designing your own space.

This year's Show theme is 'LAPLAND' – guests will arrive to a snowy pine forest themed registration area. From here they will be able to visit four different themed exhibition rooms all synonymous with Lapland and Christmas, an 'Aurora Room', 'Letters to Santa Lodge', 'Santa's Workshop Room' and 'Reindeer Room'.

Aurora Room
Room 1



'Letters to Santa' Lodge
Room 2



Santa's Workshop Room
Room 3



Reindeer Room
Room 4



Space Only Examples

Your space is a blank canvas so we welcome creativity! These are some past examples of how to transform your space.



Space Only Guidelines

We never wish to be prescriptive with your presence at the Show. However, due to the compact nature of the stands, we feel that in the interest of the event and all exhibitors, there are a few guidelines that we would love for you to adhere to:

- ▶ Please make sure that your company name is displayed somewhere in your space so that visitors can see who you are.
- ▶ Please do not bring any pop-ups or gimmicks as there is simply not enough room in your space.
- ▶ Please ensure that any décor that you bring does not encroach into the aisles as they are quite narrow.
- ▶ We ask that any marketing material is only given out within the confines of your space, and not in the aisles.
- ▶ Remember that this is your opportunity to showcase your product range to both the agents and corporate buyer attendees, so please ensure that your décor reflects this.
- ▶ We strongly recommend that you use our stand contractor SCG if you need to print any graphics. If you do not wish to use SCG, you will have to source your own contractor to print and install these for you as there will be no additional help on site.



Furniture, Lighting & AV

Space
Only

Furniture

- ▶ Your space comes with a package which includes **TWO high bar stools** and **ONE high bar table**.
- ▶ Please remember that floor space is limited, so please do not bring any additional furniture for your space.
- ▶ If you would like to remove any of this furniture or to provide your own, this is no problem but please make sure to indicate this on the Exhibitor's Checklist.

Lighting

- ▶ We will also be installing atmospheric lighting for the whole venue.
- ▶ If you require the lights above your stand switched off or dimmed, please email production@luxtechnical.co.uk to ensure that the venue are informed of this prior to the show opening.
- ▶ LUX Technical are able to supply various lighting equipment to your stand including uplighters, spotlights and GOBO lighting. Other production equipment can also be supplied, just indicate what items you would like to hire on your Exhibitor's Checklist and they will contact you directly with a quote. Or if you would like some advice please email them directly production@luxtechnical.co.uk

TV Screens

- ▶ LUX Technical are the exclusive supplier of AV at the show, if you wish to hire a screen, laptop or computer please fill this out in the Electrical section of the Exhibitor's Checklist. *Please note: LUX Technical will invoice you directly.*
- ▶ The screen sizes available are 40", 46", 55", 65" are available to hire on parabola stands, but please bear in mind the the size of your stand as they take up a lot of room.
- ▶ Please ensure you account for your screen size and position when designing your graphics/stand décor.
- ▶ Content should be provided to LUX Technical in the following format in **advance** of the Show.
- ▶ Content can be emailed to production@luxtechnical.co.uk
 - ▶ **Videos** - .mp4 videos
(1080p 25 or 50fps encoded in h.264 format).
 - ▶ **Photos** - .jpg images
(We recommend creating a slideshow video in advance).



Electricity

- ▶ Your stand package includes **ONE power socket** (13amp socket limited to 150w per socket) this is **ONLY** for powering of low wattage items such as laptops, phones and fairy lights.
- ▶ Should you wish to **order extra sockets or lighting**, you can request this by filling out this out on the Space Only Exhibitor's Checklist <https://goo.gl/forms/uWI4iwQ2VoDHPNUy2> . LUX Technical will then be in touch with you directly. Please provide as much information about your request as possible, so that we are able to help you as best we can.

Please note:

- ▶ *Extra charges are applicable for this service as this provides LUX with resources to recalculate the total power draw and phase balancing, it also allows us to provide an additional power cable where required.*
- ▶ *We do our utmost to fulfil these requests, but due to venue restrictions we may not be able to accommodate all of these.*
- ▶ *LUX Technical will supply 150 Watts of power to each stand for the use of small electrical items - Additional power supply is tiered not cumulative, therefore the purchase of a 1,000 Watt supply does not give the exhibitor 1,150 Watts.*
- ▶ *Supplies will be switched off at source 30 minutes after the show closes each evening.*
- ▶ *Extension leads on reels or drums are not permitted.*
- ▶ *Only one 4 gang extension can be connected to a 13a socket provided.*

Electrical power draw examples



85 Watts



5 Watts



5 Watts



230 Watts



2000 Watts



50 Watts



1300 Watts



2200 Watts



1260 Watts



Space Only Specifics

- ▶ If you want to provide edible samples within your space 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 the team.
- ▶ Unfortunately there are no refrigeration/freezer/general storage facilities at Plaisterer's Hall, so you will need to keep everything within your space.
- ▶ There will be a number of 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 Tuesday 15th May and the Corporate Buyer event on Wednesday 16th 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 within your space, 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 space, you are given access to an Exhibitor Portal which contains all information about your staff attending the event, leads you to meet and your online profile.

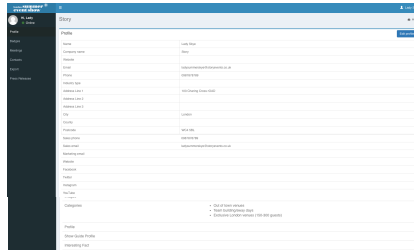
Online Profile: This is displayed on our website based upon information that you give us.

Please note: Your profile will not appear on our website until this information has been filled in (instructions on pg. 21).

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 info@londonchristmaspartyshow.com if you have any problems accessing or would like this amended.

Portal content:

- Online Profile
- Badges
- Press Releases
- Leads
- Marketing



Show Guide Portal

Upon entry to the event each visitor receives a Show Guide with the floorplan and exhibitor listings.

You will have a profile in our Show Guide which includes the name of your brand, a short biography (32 words), a high-resolution EPS logo, your contact telephone number and website.

Please input your Show Guide description in your Exhibitor Portal under the section 'Show Guide Profile'. See next page for further instructions.

Show Guide Entry Deadline:

1st April 2018

Please note:

We cannot accept any responsibility for error as we will use the exact wording you have entered in your Exhibitor Portal.



Using the Exhibitor Portal

BADGES

Here you can upload the names of your team members who will need badges for the Show.

MEETINGS

Here you will be able to view the information of people you met at the Show.

PRESS RELEASES

The more we can promote you in the run-up to the Show the better. Please upload any press releases about your product here, which we will then use on our website and in email communications to visitors.

PROFILE

Your online profile is **VERY IMPORTANT**, the information you input here shows on our website. Please fill it in with as much detail as possible, i.e. adding any photos/videos, social media handles etc.

The screenshot shows the 'Story' profile page for 'Lady Skye'. The left sidebar contains navigation options: Profile, Badges, Meetings, Contacts, Export, and Press Releases. The main profile form includes fields for Name, Company name, Website, Email, Phone, Industry type, Address Line 1-3, City, County, Postcode, Sales phone, Sales email, Marketing email, Website, Facebook, Twitter, Instagram, YouTube, Marketing URL, Logo, Images, Categories, Profile, Show Guide Profile, and Interesting Fact. The 'Marketing URL' field contains the value 'https://goo.gl/JbsOSd'. The 'Categories' field has three options: 'Out of town venues', 'Team building/away days', and 'Exclusive London venues (150-300 guests)'. The 'Show Guide Profile' field is highlighted with a green circle.

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.

SHOW GUIDE PROFILE

You must fill in both profiles as one will show on the website and one will feature in our Show Guide. The Show Guide profile can be no more than 32 words.

Legalities, Staffing & Badges

Legalities

As you are creating your own space at the Show, we will require your Risk Assessment, Method Statement (RAMS) and your Personal Liability Insurance. Please send to Gemma at gemma@storyevents.co.uk by **30th April 2018**.

Contractors

Any external contractor that you use to build anything on site will also need to be registered for a badge. Please ensure their details are entered on the Exhibitor Portal before the Show. If they are not entered, we will not allow them entry until we have verified their identity with your primary contact.

PLEASE NOTE: If you are arranging your own contractor, they will need to supply us with their Risk Assessment, Method Statement (RAMS) and their Personal Liability insurance BEFORE they will be allowed on site. Please send to Gemma at gemma@storyevents.co.uk

Staff

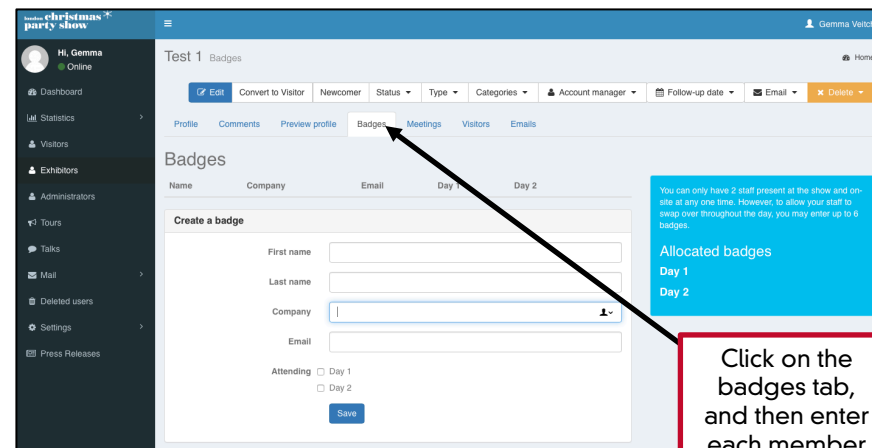
As a **Space Only** exhibitor, you are permitted to have up to **TWO** sales staff in the building at any one time. You will not be permitted to have any more. If you wish for your Marketing Director or any senior member of staff to attend to visit the Show, please do let us know and we will do our best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

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

The Badge Process

Every exhibitor 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 **4th May 2018**. *This must be entered on the portal by the deadline so we can print your badges in time.* We will require their email address and mobile telephone number in case of any issues. You will also be expected to notify us of when they will be at the Show so that we know when to expect them. Your staff will then be checked in and out at the Show via the Exhibitor Registration desk.

If you miss the deadline, you will have to go to the Exhibitor Registration desk to get your badges printed on the day.



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

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



We really look forward to seeing you in May!

@lordcpsnow
#LCPS

STORY
...