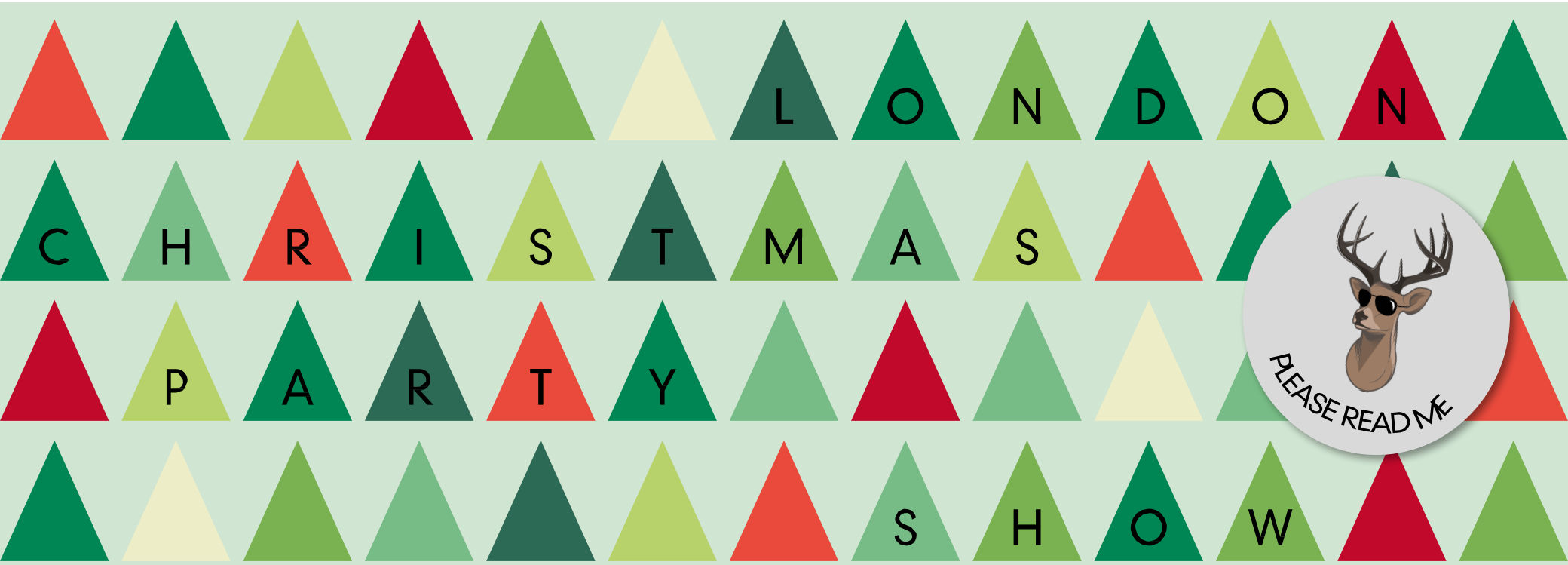


# 2018 Exhibition Manual

[londonchristmaspartyshow.com](http://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](mailto: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 15<sup>th</sup> 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](mailto: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 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](mailto:clare@storyevents.co.uk)



**Ellie Jenkins**

Business Development Manager

Responsible for Sales

[ellie@storyevents.co.uk](mailto:ellie@storyevents.co.uk)



**Gemma Veitch**

Operations Manager

Responsible for Exhibitors and Operations

[gemma@storyevents.co.uk](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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 Exhibitor's Checklist – 23<sup>rd</sup> March 2018**

This is an electronic form which will be emailed to you, otherwise you can use this link <https://goo.gl/forms/lj6hPXVYQ5LzVMii2>.

This gives 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, 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 – 4<sup>th</sup> May 2018**

See pg. 21 for further instructions.

- **Take advantage of our additional marketing opportunities – 1<sup>st</sup> 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](mailto: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).

- Exhibitor's Checklist due 23<sup>rd</sup> March 2018
- Exhibitor Preview Event 10<sup>th</sup> April 2018
- Online Profile due Complete ASAP
- Stand Graphics & Artwork due
  - Early Bird due by 22<sup>nd</sup> March '18
  - Standard pricing 23<sup>rd</sup> March – 25<sup>th</sup> April '18
- Stand Electricity Options due
  - Early Bird due by 30<sup>th</sup> March '18
  - Standard pricing 2<sup>nd</sup> April - 7<sup>th</sup> May '18
- Advertising Opportunities due 1<sup>st</sup> April '18
- Show Guide Profile due 1<sup>st</sup> April '18
- Stand Staff Badge due 4<sup>th</sup> May '18

# Arriving on Site

## Accessing the venue

- Exhibitors have access **from 1pm** on Tuesday 15<sup>th</sup> 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 Tuesday 15<sup>th</sup> 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 15<sup>th</sup> 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 16<sup>th</sup> May

- You will have access to your stand 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 either Gemma or Ellie C at [info@londonchristmaspartyshow.com](mailto: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 16<sup>th</sup> May.
- We would kindly ask that you **do not** start to dismantle your stand 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 15<sup>th</sup> 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** Exhibitor stand staff 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 stand 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 16<sup>th</sup> 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 stand 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 stand.

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



# Stand Decoration Examples

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



# Stand Decoration Options

To give you a helping hand with transforming your stand, we offer 4 options which we can arrange for you. These can all be ordered from the Exhibitor's Checklist. For prices please see page 12.

## OPTION 1 – NAME BOARD

A printed vinyl in our black Show font with your company name displayed on the top right hand corner of your stand. To order this, please fill in Option 1 on the Exhibitor's Checklist with the name that you wish to appear on your stand.

*This is a free of charge service.*

**PLEASE NOTE: IF YOU CHOOSE OPTION 3 OR ARE PROVIDING YOUR OWN STAND DÉCOR, YOU DO NOT NEED A NAME BOARD.**

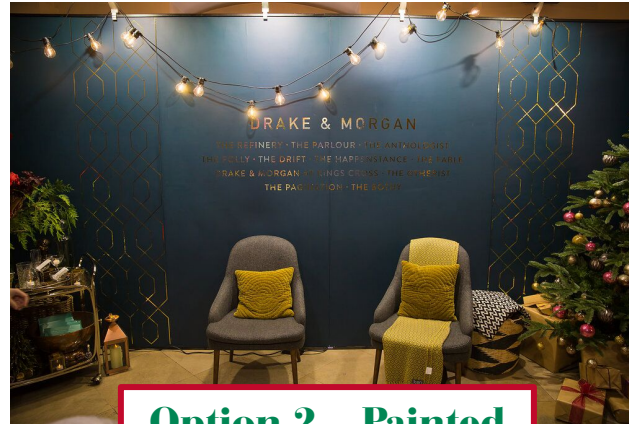
## Option 1 - Name board



## 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.

**PLEASE NOTE: IF YOU ORDER OPTION 3 YOU CANNOT GET YOUR STAND PAINTED TOO.**



## Option 2 – Painted

## 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 predesigned artwork to SCG, our stand contractor, to print and install graphics for you.

If you wish to use this service, you can choose between Foamex or non-removable (fabric) graphics.

*Both will incur a charge, see pg.13 and 14.*

**PLEASE NOTE: IF YOU ORDER OPTION 1 OR 2 YOU CANNOT HAVE GRAPHICS AS WELL.**



## Option 3 – Fabric graphics

## OPTION 4 – GLITTER BACKGROUND

If you are not having graphics, you can either retain your magnolia stand or you can opt for a coloured glitter background, in either coarse or fine glitter. SCG, our stand contractors have a wide selection of colours on offer, specific colours will be subject to availability at time of order. It is advised to book this alternative finish early to ensure stock availability. Please note this service will incur a small charge as outlined on the Exhibitor's Checklist or pg. 12.

**PLEASE NOTE: IF YOU ORDER OPTION 4 YOU CANNOT GET YOUR STAND PAINTED OR HAVE GRAPHICS.**



## Option 4 – Glitter background

# Stand Decoration Prices

As we have shown you on pages. 10 and 11, we have a few different stand decoration options which we can install for you. The prices for these are below, but please keep an eye on the deadlines as artwork and payment need to be received by SCG for certain dates.

## Early Bird prices

Stand Type	FOAMEX Graphics	FABRIC Graphics	Stand Painting	Glitter background
Stand A	£1,415 + VAT	£850 + VAT	£220 + VAT	£960 + VAT
Stand B	£890 + VAT	£620 + VAT	£140 + VAT	£645+ VAT
Stand C	£920 + VAT	£640 + VAT	£140 + VAT	£645 + VAT
Stand D	£810 + VAT	£610 + VAT	£120 + VAT	£645 + VAT
Stand E	£410 + VAT	£195 + VAT	£100 + VAT	£195 + VAT
Stand F	£940 + VAT	£690 + VAT	£140 + VAT	£645 + VAT

### EARLY BIRD DECORATION

Graphics must be ordered and artwork sent to SCG by 22<sup>nd</sup> March 2018 or prices will revert to Standard Pricing below. *SCG will invoice you directly where immediate payment will be required.*

## Standard prices

Stand Type	FOAMEX Graphics	FABRIC Graphics	Stand Painting	Glitter background
Stand A	£1,840 + VAT	£1,105 + VAT	£220 + VAT	£960 + VAT
Stand B	£1,157 + VAT	£806 + VAT	£140 + VAT	£645+ VAT
Stand C	£1,196 + VAT	£832 + VAT	£140 + VAT	£645 + VAT
Stand D	£1,053 + VAT	£793 + VAT	£120 + VAT	£645 + VAT
Stand E	£533 + VAT	£254 + VAT	£100 + VAT	£195 + VAT
Stand F	£1,222 + VAT	£897 + VAT	£140 + VAT	£645 + VAT

### STANDARD DECORATION

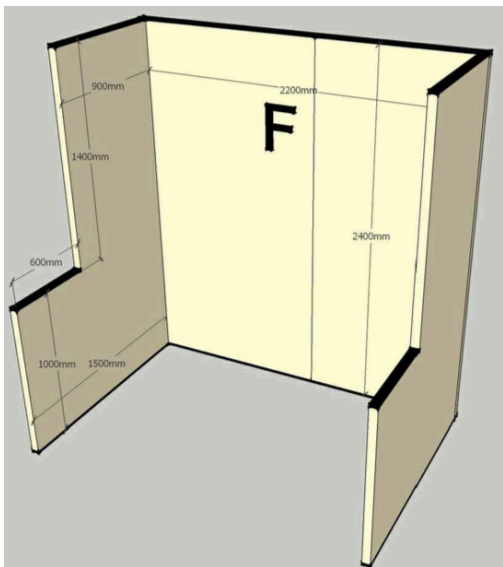
Graphics - if you order and send artwork after 22<sup>nd</sup> March 2018 but before the 25<sup>th</sup> April 2018 these prices will apply. *SCG will invoice you directly where immediate payment will be required.*

# Your Stand Space

**Stand graphic AND artwork deadline:**  
**Early Bird decoration orders**  
 Print ready artwork and order by 22<sup>nd</sup> March '18

**Standard pricing decoration orders**  
 Print ready artwork and order between 23<sup>rd</sup> March – 25<sup>th</sup> April '18  
 (We need to receive your order AND the artwork by these deadlines).  
 SCG will invoice you directly, where immediate payment will be required

## Your stand measurements



In order to make sure that you know exactly what to do to decorate and make your stand look beautiful, here is a visual of what your stand looks like and the necessary measurements. This size stand is 5.52sqm, has 4.8m of open frontage with the back wall measuring 2.4m high and side walls measuring 1.15m as outlined above. Each stand is made from modular panels constructed of an open timber frame with one face covered in 4mm plywood.

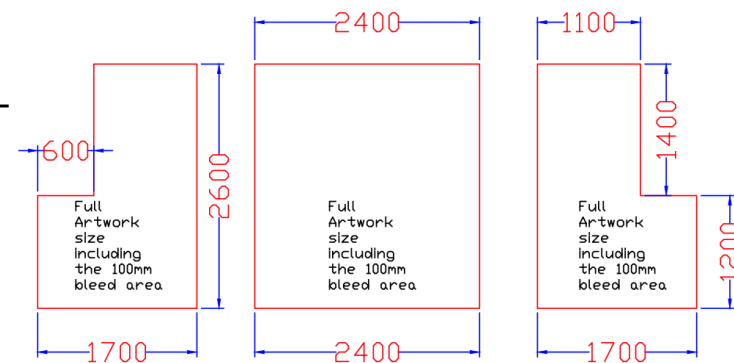
## FABRIC graphics print guidelines

Fabric graphics are the cheaper of the full graphics options available from SCG:

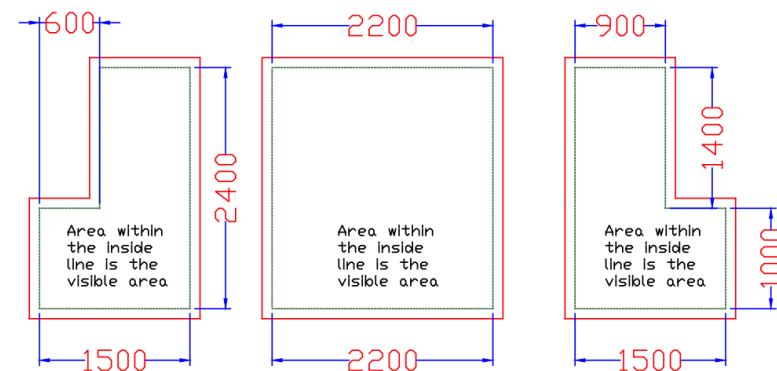
- You can cover large sections of walls in one piece avoiding the need for joins.
- It creates a smooth and high quality finish.
- It is also cheaper than the Foamex option.
- These are not reusable.
- If these are ordered through SCG then they will be applied for you prior to your arrival.
- Fabric graphics are Story's favourite!

See pg. 15 for artwork guidelines.

Full stand area –  
inc. bleed area



Visible stand  
area

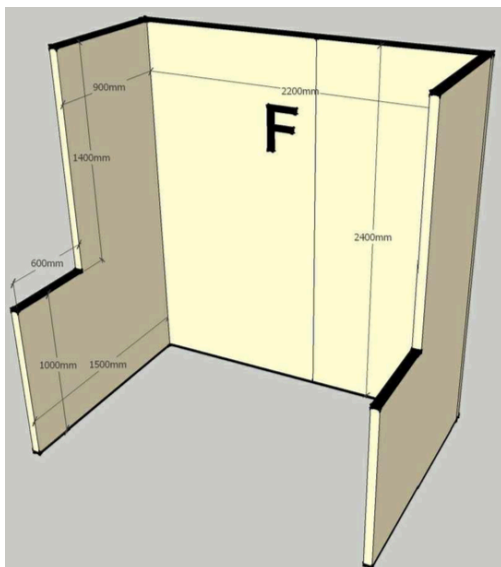


# Your Stand Space

**Stand graphic AND artwork deadline:**  
Early Bird decoration orders  
 Print ready artwork and order by 22<sup>nd</sup> March '18

Standard pricing decoration orders  
 Print ready artwork and order between 23<sup>rd</sup> March – 25<sup>th</sup> April '18  
 (We need to receive your order AND the artwork by these deadlines).  
 SCG will invoice you directly, where immediate payment will be required

## Your stand measurements

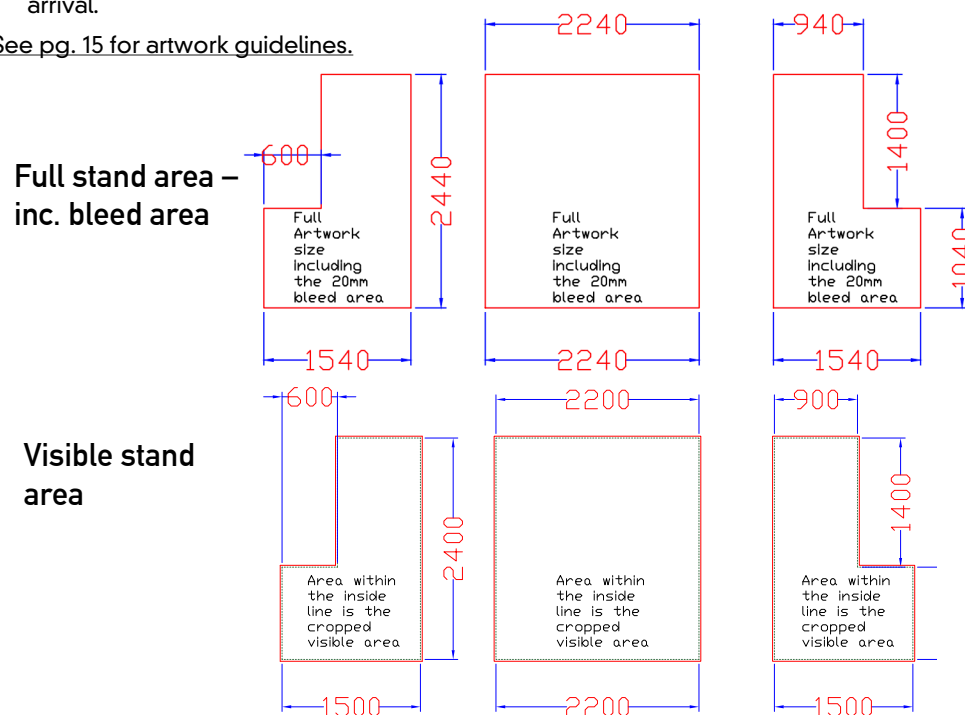


In order to make sure that you know exactly what to do to decorate and make your stand look beautiful, here is a visual of what your stand looks like and the necessary measurements. This size stand is 5.52sqm, has 4.8m of open frontage with the back wall measuring 2.4m high and side walls measuring 1.15m as outlined above. Each stand is made from modular panels constructed of an open timber frame with one face covered in 4mm plywood.

## 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 if handled with care.
  - If you wish to keep your Foamex, you have to arrange to have them removed, packaged, transported and stored yourselves. If not removed at the end of the Show and taken away, **we will assume you wish for the graphics to be disposed of by SCG at a cost of £80 + VAT.**
  - If you wish to keep your Foamex panels, we would recommend opting for the Matt Protection Finish option which will help keep these smudge and damage free when transporting and reusing them. There is a slightly increased cost for this. See page. 11 for these costs.
  - If these are ordered through SCG then they will be applied for you prior to your arrival.

See pg. 15 for artwork guidelines.



# Artwork & Graphic Installation Guide

## Artwork Guidelines

Please follow the artwork guidelines below, and send through all artwork to SCG at [admin@setconstructiongroup.co.uk](mailto:admin@setconstructiongroup.co.uk).

If you have any queries regarding artwork, do not hesitate to contact SCG.

**For Vector/Illustrator/InDesign – Accepted files are:** AI, PDF, EPS and INDD.  
Supply all links and fonts (unless outlined)

**For Photoshop – Accepted files are:** PDF, EPS, JPEG and 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. Where no colour reference has been provided images are printed at the clients responsibility.

### Supplying Your Artwork

- Transfer site – e.g. WeTransfer/Drop Box/You Send It

## Creating Artwork

SCG can assist you with the creation of print ready artwork. Artwork charges will apply at £50 + VAT per hour. An estimated quotation will be sent to you on receipt of raw files (i.e. hi res pictures, logo etc). Work will not commence until estimate is accepted.

Once you submitted your artwork to SCG, you can have up to 2 proofs free of charge. If further proofs are needed, there will be a fee of £40 +VAT per proof.

## Graphic Installation Guides

### Exhibitor supplied - Foamex panels

To apply these to our stands you can either panel pin them on or you can use self-adhesive Velcro or double sided tape to hold the Foamex in place.

### Exhibitor supplied - Fabric prints

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

### 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 are the best place to attach anything.

**All Foamex graphics ordered through SCG will become your responsibility after the Show. If you wish to keep them, you will need to arrange to have them removed, packaged, transported and stored.**

**If you do not remove your panels at the end of the Show, we will assume you wish for the graphics to be disposed of, as SCG and Story are unable to remove and return these on your behalf. An additional invoice will be raised of £80 + VAT for the disposal.**

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

# 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-up banners 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 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, Lighting & AV

## Furniture

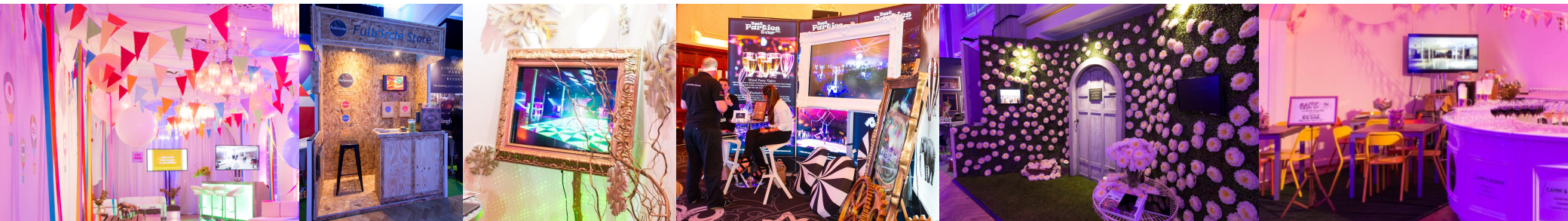
- ▶ Your stand comes with a package which includes **TWO high bar stools** and **ONE high bar table**.
- ▶ Please remember that floor space is limited, so please do not bring any additional furniture for your stand.
- ▶ If you would like to remove any of this furniture or to provide your own, this is 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](mailto: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](mailto: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 maximum screen size you can have mounted on your stand is 40". Other screen sizes 46", 55", 65" are available to hire on parabella 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. It is your responsibility to ensure there is no misalignment with graphics.
- ▶ 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](mailto: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 Exhibitor's Checklist. LUX Technical will then be in touch with you directly. Please provide as much information about 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





# 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 Plaisterer's Hall, 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 Tuesday 15<sup>th</sup> May and the Corporate Buyer event on Wednesday 16<sup>th</sup> 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 to meet and your online profile.

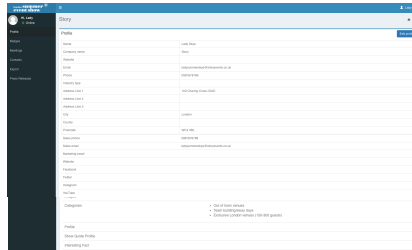
**Online Profile:** This is displayed on our website based upon information that you give us.

*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](mailto: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.

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. A blue 'Edit profile' button is located at the top right 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](http://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.

# Stand Staffing & Badges

## Stand Staff

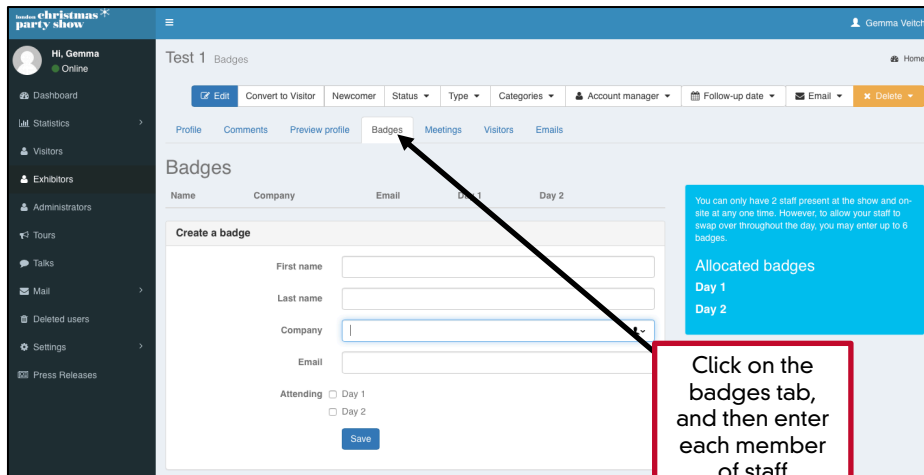
As a **Stand F exhibitor**, you are permitted to have **TWO members** of staff in the building at any one time. You will not be permitted to have any more. If you wish for your Marketing Director or any senior member of staff to visit the Show, please do let us know and we will do our best to accommodate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

You are permitted to swap your staff throughout the day, as long as there are no more than your allocated staff 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 **May 4<sup>th</sup> 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.



## 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 [info@londonchristmaspartyshow.com](mailto:info@londonchristmaspartyshow.com)

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  
...