



All-Energy '09 sales/administration office:
 11a Princes Square, Harrogate HG1 1ND, UK
 Tel: +44 (0) 1423 524545 Fax: +44 (0) 1423 524544
 Email: info@mediageneration.co.uk

All-Energy '09 conference/marketing office:
 34 Ellerker Gardens, Richmond, Surrey TW10 6AA, UK
 Tel: +44 (0) 20 8241 1912 Fax: +44 (0) 20 8940 6211
 Email: info@all-energy.co.uk

THE RENEWABLES SHOW IN THE ENERGY CITY

ABERDEEN 20/21 MAY 2009

www.all-energy.co.uk

Exhibitor manual

Introduction

All-Energy '09 will be, as far as possible, a sustainable event and this manual is reproduced in mono and kept short and simple to avoid the need for hundreds of exhibitors to print out hundreds of pages. Please read it carefully, as well as the substantial additional information and 'frequently asked questions' found at the **Exhibitor area** of the show website, where the various forms are also located.

The manual has three Sections – Section A is a handy one page checklist to allow you to see at a glance what you must do to set up your stand, and also what you may wish to do. Section B contains more detailed information about exhibiting at the show, and Section C covers PR and publicity; please don't neglect the latter section as the more information we can get from you about what you are showing, and also who you want to see at the show, the more we can help you get the most from your participation!

If you have any questions at all that can't be answered from this document or the website please don't hesitate to contact any of the team:

	Operations	Finance	Conference & marketing	
Janet Loudoun janet@mediageneration.co.uk	✓	✓		Harrogate office: Tel: +44 (0) 1423 524545 Fax: +44 (0) 1423 524544
Andy Ballagh andy@mediageneration.co.uk	✓			
Paula Yates paula@mediageneration.co.uk	✓	✓		
Paul Stott (Managing Director) paul@mediageneration.co.uk	✓	✓		
Judith Patten (Project Director) info@all-energy.co.uk			✓	Richmond office: Tel: +44 (0) 20 8241 1912 Fax: +44 (0) 20 8940 6211

The show management office will be clearly signposted. It will be open from 08.00 until 20.00 on Tuesday 19 May, then from 08.00 on Wednesday 20 May until the close of the event.

Timetable (other than by prior arrangement)

Sun 17 May	08.00 – 20.00	Stand build-up – contractors only	Important note: all stand presentations <u>must</u> remain intact until the exhibition has closed – this is a health and safety and insurance requirement, not just a plea from show management!
Mon 18 May	08.00 – 20.00	Stand build-up – contractors only	
Tue 19 May	08.00 – 20.00	Stand build up – contractors and exhibitors	
Wed 20 May	08.30 – 18.00 18.00 – 21.00	Show open Giant Networking Evening	
Thur 21 May	08.30 – 17.00	Show open. Breakdown from 17.00	
Fri 22 May	08.00 – 17.00	Breakdown	

SECTION A – CHECKLIST

ALL FORMS LOCATED ON SHOW WEBSITE – EXHIBITOR AREA

THINGS YOU MUST DO...	Deadline:	See:
<input type="checkbox"/> Advise your name board wording (only applies to shell scheme stands)	16 April	Section B4a & FORM A
<input type="checkbox"/> Advise your exhibitor badge requirements – deadline 12 May for badges to be mailed. Orders after 12 May to be collected on site	12 May	Section B12 & FORM C
<input type="checkbox"/> Provide us with your free show guide entry	16 April	Section C1 & FORM B
<input type="checkbox"/> Advise us about any stand sharers (if applicable)	ASAP	Section C2
<input type="checkbox"/> Check health & safety and complete a risk assessment if required. Copies are only required by show management for space only stands or for unusual or risky displays	12 May	Section B3 & website
<input type="checkbox"/> Ensure you have read and understood the show terms and conditions – copy available in the Exhibitor area of the show website. This forms part of the exhibition contract which your organisation must have signed before setting up		Website
<input type="checkbox"/> Check that you have adequate insurance in place. If in any doubt please see additional info on website		Section B11
<input type="checkbox"/> Pay any outstanding balances – required before stand set-up can commence		

THINGS YOU MAY WISH TO DO...	Deadline:	See:
<input type="checkbox"/> Check freight and delivery instructions (if applicable)		Section B5
<input type="checkbox"/> Book any additional items for your stand including electrical supply and fittings, stand fitting and furniture items	16 April	Section B6 & website
<input type="checkbox"/> Book fixed-line internet access (wireless internet access is available in the hall – each exhibitor will receive one free access code)	16 April	Section B8
<input type="checkbox"/> Book a meeting room at AECC for use during the show		Section B13
<input type="checkbox"/> Book your accommodation (early booking strongly recommended)	ASAP	Website
<input type="checkbox"/> Book show guide advertising or include your logo		Section C3
<input type="checkbox"/> Order visitor invitations with your logo and stand number to send your clients, or tell us who you would like us to invite for you	31 March if with logo	Section C4
<input type="checkbox"/> Provide us with preview information for the show website , newsletter and PR campaign	ASAP	Section C6 & FORM D

SECTION B – MANAGING YOUR STAND AT THE SHOW

B1. Venue

The exhibition is held at Aberdeen Exhibition and Conference Centre (AECC), Bridge of Don, Aberdeen, Scotland AB23 8BL. For contact details see below. AECC is positioned adjacent to the A90 trunk road and Aberdeen International Airport is only a 15-minute drive away. There is ample free parking at AECC – exhibitors are advised to use Car Park 5 and contractors Car Park 4. Overnight parking is at the exhibitor or contractor's own risk. For detailed travel information please visit www.aecc.co.uk

B2. Official contractors

- **Official contractors – shell scheme, furniture, electrical and AV:**
AECC (Aberdeen Exhibition and Conference Centre)
Bridge of Don, Aberdeen, AB23 8BL, UK. Tel: +44 (0) 1224 824824 Fax: + 44 (0) 1224 825276
Email: events@aecc.co.uk or [Alex MacLeod \(amacleod@aecc.co.uk\)](mailto:Alex MacLeod (amacleod@aecc.co.uk))
Web: www.aecc.co.uk
- **Official freight contractors:**
EFI Logistics
Freephone (UK) 0800 389 7510 Main switchboard: + 44 1342 317777
Email: ashley.preston@efilogistics.com Web: www.efilogistics.com/all-energy.htm

B3. Health and safety and exhibitor risk assessments

Show management will carry out a risk assessment in respect of the overall event and also request risk assessments from contractors they have employed. A health and safety file will be kept in the show management office during the event.

All exhibitors are reminded of their health and safety obligations (section 27 of the terms and conditions) and of the need to carry out a risk assessment to analyse any risk posed by their stand display and their overall participation at the event to any person whether members of the public, other exhibitors, staff or contractors. A suitable form can be downloaded from the **Exhibitor area** of the show website for this purpose, or use your own standard form. Space only exhibitors must send a copy to show management by 12 May. Pop-up and shell scheme exhibitors are not required to submit their risk assessment unless their display is unusual or risky (e.g. combustion, moving parts, dangerous liquids etc).

B4. Setting up and managing your stand

(a) Shell scheme

- **What you get:** a black carpeted area with 2.5m high shell scheme of grey Velcro-compatible infill panels with aluminium components, fascia board and one name board per stand divide detailing stand number and name; and (per 9m²) two 120w spotlights, one 500w socket, one table and two chairs. An image showing the general layout can be found on the **Exhibitor area** of the show website
- **Name board wording:** AECC will produce the name boards in a standard type which cannot include logos, slogans etc. Please use the online FORM A to advise the correct wording for your company. Deadline 16 April
- **Fixings etc:** shell scheme panels should be carefully treated to avoid damage, and care should be taken when mounting display panels etc. Light material may be attached by the use of Velcro pads. Advice should be sought from AECC for mounting heavy materials, as special battens may be needed
- **Height limitations:** no stand fitting or display feature on shell scheme stands may exceed 2.5m in height. If in any doubt please contact AECC

(b) Pop-up stands

- **What you get:** a black carpeted area with shell scheme back panel stretching the full width of the stand and 1m wide full height 'return' side panels suitable for displaying a standard 3m wide pop-up stand. No fascia panel or name board. One 500w socket, two 120w spotlights, one low table and two chairs are also provided. Please note that displays on pop-up stands must not encroach into the gangway. If you have a significant amount of display material please ensure you have reserved a stand of suitable dimensions

(c) Space only stands

- **What you get:** floor space marked out to the dimensions booked. Black carpet will also be provided. Electrical power must be arranged separately with AECC – see B6 below
- **Stand dimensions:** stands must fit entirely within the space allocated and be constructed in a manner that poses no danger to public health and safety. Stand constructions will be liable to inspection by show management and local authorities. To avoid doubt, exhibitors are advised to submit drawings of the proposed stand to show management for prior approval
- **Height restrictions:** any exhibitor planning to build a stand in excess of 4m high must send detailed plans to show management to obtain prior approval
- **Neighbouring stands:** approval must be given by show management when building high walls against neighbouring stands

B5. Freight, deliveries & storage

- **Official freight contractors:** please contact the following appointed company for freight services – EFI Logistics, freephone (UK only) 0800 389 7510, main switchboard +44 (0) 1342 317777 or fax 317600. E-mail: ashley.preston@efilogistics.com. Note that EFI have a dedicated web page for All-Energy '09. This includes a summary of the services offered and is a direct link for exhibitors: <http://www.efilogistics.com/all-energy.htm>
- **Full shipping service:** EFI will be able to help you with all door-to-stand movements and onsite handling. Their full shipping instructions, tariff, and service order form are downloadable from the **Exhibitor area** of the show website or on request from EFI
- **Using your own shipping company/courier:** if you are using your own shipper you are strongly advised to dispatch goods c/o EFI to the address shown below as they will be the only operators capable of tracking and tracing shipments onsite. Shipments delivered this way will be stored in a central area on site and you will be responsible for collecting them from that area and then returning them once the show is over. EFI can also offer the service of bringing the shipment to your stand and then collecting from your stand after the show for a fee of £15 each way
- **Pre-Show:** deliveries up to and including Friday 15th May should be addressed to EFI's advance warehouse facility (for detailed instructions see website). Direct to site deliveries can only be accepted from Saturday 16th May and should be addressed to All-Energy '09, EFI c/o Aberdeen Exhibition and Conference Centre, Ellon Road, Bridge of Don, Aberdeen, AB23 8BL. It is vital that all packages are clearly marked with the exhibiting company's name and stand number. Deliveries can be made between 0800 – 1700
- **During the show:** there will be a facility outside of the main exhibition arena for the storage of packing cases etc (note that under normal circumstances no goods may be delivered to or removed from stands during the open hours of the exhibition)
- **Post-show:** collections should be made from the same address as above and **must** be made by 17.00 latest on 22nd May. After this time any goods remaining will be either destroyed or removed to EFI's cargo facility
- **Heavy lift:** EFI is the only company permitted to operate mechanical handling equipment at the venue and inside the halls. All lifting and mechanical handling will be operated by EFI in strict accordance with their health & safety policy

B6. Hire of electrical supply, stand & electrical fittings, furniture, & AV

The official contractors, AECC, and their partners Stanco, have a catalogue of additional items available for rental, including provision of electrical supply for space only stands. The full list can be viewed and ordered online – please follow the link from the **Exhibitor area** of the show website. Call Alex MacLeod at AECC, +44 (0) 1224 330482, or e-mail eventorders@aecc.co.uk for more information.

B7. Electrical installations

AECC is the official electrical contractor for All-Energy '09. The installation or alteration of any electrical fitting by any person other than a member of the contractor's staff is strictly prohibited. In accordance with current health and safety legislation all electrical equipment and fittings should comply with applicable test regulations. Any exhibitor in need of additional electrical requirements, such as a socket, should contact Alex MacLeod at AECC, +44 (0) 1224 330482, e-mail: eventorders@aecc.co.uk

B8. Internet access and photocopying

An Internet café will be established in the exhibition hall for the ad hoc use of exhibitors and exhibition visitors, opening on Tuesday 19th May. More frequent users are recommended to make use of the wireless network at AECC. Computers equipped with wireless cards should automatically recognize the local network, which can be accessed on a pay-as-you-go basis by credit card. The Organisers will hold a stock of pre-paid scratch cards for the free use of exhibitors, and these may be collected from the show management office – one card per stand. Wired connections, if required, must be booked in advance AECC. Photocopying and other office facilities will be available in the hall, chargeable on a usage basis.

B9. Cleaning

The exhibition hall and stands will be cleaned prior to opening each day. Exhibitors are requested to place refuse for collection in the bags provided and leave them in the aisles at close of business. If any special cleaning services are required exhibitors should contact Alex MacLeod at AECC, +44 (0) 1224 330482, e-mail: eventorders@aecc.co.uk

B10. Security

Exhibition security commences at 08.00 on Tuesday 19 May and continues through to 22.00 on Thursday 21 May. At the close of each day the hall will be locked and the alarm activated; however show management cannot accept responsibility for any damage to and/or loss of any property introduced by exhibitors or contractors.

B11. Insurance etc

Exhibitors must be aware of the clauses concerning insurance and exhibitor liabilities set out in the terms and conditions (copy on the website) and ensure that their own insurance policy covers all risks. Exhibitors wishing to discuss insurance matters should check with their own insurance company. Due to sweeping changes in UK financial services legislation show management can no longer recommend insurance brokers offering such policies.

B12. Exhibitor badges and scanners

In the interest of security, exhibitors are required to wear exhibition badges for the duration of All-Energy, including build-up. Registration for All-Energy is being handled by Blaxx (www.blaxx.co.uk), a highly experienced contractor using advanced systems.

Exhibitor badges may be ordered online at the **Exhibitor area** using FORM C. No password is required to access the system. Badges ordered by 12 May will be mailed; for orders after 12 May badges will be available for collection at the show registration desks. Exhibitor registration will be open from 14:00 – 18:00 on Tuesday 19th May and from 08:00 on Wednesday 20th May.

Blaxx can also provide additional services so that exhibitors can –

- Hire hand held scanners which you can use to scan and store sales leads
- Order a daily email shot to be sent to potential customers who you have scanned on your stand
- View & download a database of customers that have been scanned on your stand

These services are provided directly by Blaxx and show management cannot answer any queries relating to them. Please order a scanner using the scanner order form which can be downloaded from the **Exhibitor area** of the show website, or call Rachel Conroy, +44 (0) 844 906 0238 or email - alle09@blaxx.net

B13. Meeting rooms

The exhibition provides an ideal opportunity for you to hold an internal or external sales meeting, or a social event for your customers. There are a limited number of rooms available for rental at AECC. Please contact Janet Loudoun or anyone at the Harrogate office to make a booking. First come first served.

B14. General catering

A small snack bar will be in operation on Tuesday 19 May. During show open hours there will be cafés and snack bars available for the use of both exhibitors and contractors.

B15. Stand catering

AECC requires that all food and drink for consumption during All-Energy be purchased from them; however companies who already have existing contracts with caterers other than AECC (or are planning to bring in their own bulk supplies) may be given access to the site on payment of a permit fee. The permit will only be issued providing all requirements under Health and Safety and Food Hygiene Regulations are in place. Exhibitors may offer giveaways of sample size food or liquor without acquiring a permit. Please speak to AECC catering manager David McDonald on +44 (0)1224 330425 to obtain prices or for clarification, or see the explanatory document in the **Exhibitor area**.

B16. First aid

Any person requiring first aid treatment should contact the show management office.

B17. Fire precautions

The use of naked flame, volatile or any other items that could be considered a fire hazard is prohibited unless special written permission has been obtained from show management. Any person discovering an outbreak of fire should immediately notify the show management office, a member of the security team, or an official of the exhibition centre.

B18. Accommodation

All-Energy's accommodation agent, Nautilus Events, has reserved rooms in several hotels in Aberdeen. A complimentary coach service is available to bring exhibitors to the show from these hotels away from the exhibition site; and will return them to their hotels after the All-Energy networking evening on 20 May. The list of hotels changes frequently and is regularly updated in the accommodation section of the show website. Why not make your booking today, to ensure that you have a room where you want it! Book direct with Nautilus Events. Tel: +44 (0)13398 83219. Fax +44 (0) 13398 83814. Email: events@nautilus-associates.co.uk

B19. Public address system

The public address system is for official announcements only – no advertising is allowed.

SECTION C – PR & PUBLICITY

C1. Free show guide entry

Please complete FORM B on the **Exhibitor area** of the show website for each exhibiting company, including stand sharers. Deadline is 16 April. For those exhibitors who insist on receiving a printed form for this purpose please send a request by email to janet@mediageneration.co.uk. Please note that logos will be included at extra cost – see below.

C2. Stand sharers

Stand sharers are also entitled to a free show guide entry and to the press and PR coverage mentioned below. Please advise us as soon as possible about any sharers on your stand by sending an email with all relevant info (company name, address, email, telephone number, web URL and contact name) to janet@mediageneration.co.uk.

C3. Show guide advertising & logos

In addition to your basic entry, you may wish to take advantage of the opportunity to advertise in the show guide or to place your logo next to your show guide entry. Publishing Events Ltd, publishers of the guide, will be contacting all exhibitors in due course with advertising rates and data. If you would like to contact them in the meantime please call Jay Pawas on + 44 (0) 20 7841 5962 or j.pawas@publishingevents.com.

C4. Customer invitations

Postcard invitations can be made available to you free of charge to send to clients to encourage them to visit you at the show. These can include your company logo and stand number if ordered in time. Please contact Janet Loudoun – janet@mediageneration.co.uk – to order these. Deadline 31 March for postcards with your artwork included, or at any time prior to the show for a stock of generic postcards (the latter will be available from early April).

C5. Making sure we reach your audience

Who, as an exhibitor, do **you** want to see at the show? We are eager to work with all exhibitors to ensure that our database and promotional plans reflect your own objectives. We're happy to discuss these requirements face-to-face or by email or phone. If you want to ensure that we hit particular market segments in our marketing campaign, tell us; equally if you want us to ensure that certain individuals are on our database so they are invited to the show, simply let us have their contact details.

C6. Press and PR

In order for information on your exhibits to be used on the All-Energy website, in printed promotional newsletters, and the regular News@All-Energy emailed newsletter and to be sent to interested journalists, please provide relevant information of the following type (or complete FORM D): what you will be showing at All-Energy; what new products you will be launching at All-Energy; what your most newsworthy exhibit is and why. We also welcome hi-res images to use in our printed newsletters - please send jpeg files of at least 300 dpi.

This service is free of charge and open to stand sharers as well as the main stand-holding company, so please ensure that the form reaches companies sharing your space. Please send the information as soon as possible – we thrive on maximum information from you! You can send it by email to judithpatten@wwmail.co.uk, or by fax to +44 (0) 20 8940 6211 (using FORM D from the **Exhibitor area** if helpful).

C7. Official photographer

An official photographer will be appointed and available to take standard shots of exhibitors' stands and/or news shots. More information to follow