

Exhibitor Manual

We are exhibiting at:



At last a great exhibition for Devon!

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Introduction

Business Gives Back has been set up to help build our business community, share good practice and grow together.

This exhibitor manual is designed to provide you with everything you need for a successful exhibition, including relevant contacts needed for assistance, general event information.

Business Gives Back is organised by **thebestof Exeter**. We are dedicated to supporting you in planning for the Expo and making the event a successful and profitable one for your business.

The official sponsors are Exeter Racecourse and Peninsular OneSource.

The official supporters are Basepoint Business Centre, Exeter Chamber of Commerce and Industry, Business Network SW, 4Networking and BNI.

The exhibition website is www.bgbexpo.co.uk

Key contacts

Should you have any queries please do not hesitate to contact us:

Exhibition organiser

thebestof Exeter

Basepoint Business Centre

Yeoford Way

Marsh Barton

Exeter

Devon EX2 8LB

T: 01392 248 263

E: exeter@thebestof.co.uk

thebestof Exeter team:

Linda Bennett

M: 07940 566 360

E: exeter@thebestof.co.uk

Dave Barr

M: 07545 623 564

E: exeter.csd@thebestof.co.uk

Deb MacLeod

M: 07747 755 659

E: deb@dmm-consulting.co.uk

PR and Marketing

Glen King

M: 07921 586 911

E: glen@glenkingmarketing.co.uk

Logistics

Venue details

Exeter Racecourse

Kenn, Devon EX6 7XS

T: 01392 832599

Car Parking

Free parking is available in the Exhibitor Car Park **beyond the Expo building**. Please access this from the main gate located just off the A38 at Telegraph Hill, and follow the signs.

Access and Delivery

If you have very **bulky or heavy goods** to deliver, unloading should be carried out in the designated reserved area. Once you have unloaded you will then be required to park in the Exhibitor Car Park.

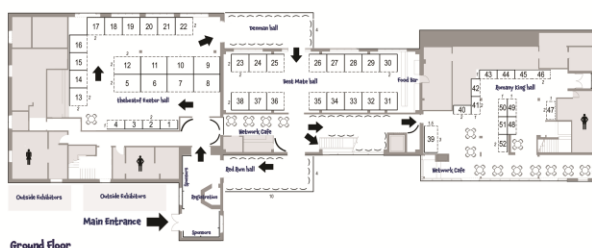
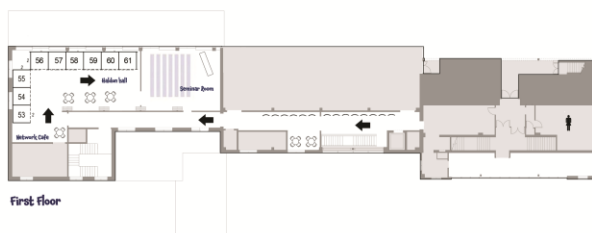
IMPORTANT! If you require this special access, please let us know by 24th September. It is advisable that contractors, drivers and exhibitors bring their own trolleys to transport goods to and from their stands. This will reduce the amount of time it takes to load and unload. No provision has been made for unloading heavy loads or pallets. **Exhibitors must make their own arrangements to unload heavy items.**

Please note, the above is only for dropping off heavy items. All exhibitors must park in the Exhibitor Car Park and unload through the front doors from 6.00am by hand.

Storage

There is no provision for the storage of supplies and packaging materials within the Exhibition Halls.

Floor plan



Build up and breakdown

You will have **access to the Expo from 6.00am** on Thursday 27th September. The Expo will be open to visitors from 9.30am to 4.30pm. Exhibits must **NOT** be removed from stands before the close of the exhibition at 4.30pm. All stands and stand material must be **completely removed from the halls by 6.00pm**.

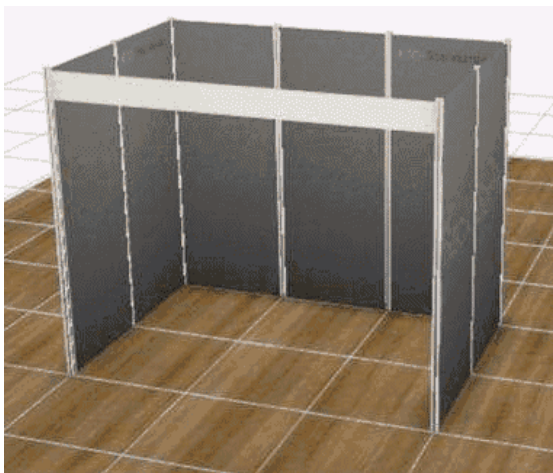
Any exhibits or materials not removed by this 6.00pm will be disposed of by the organisers. Any charges incurred will be passed on to the exhibitor or contractor concerned. Please note that for safety reasons children under the age of 16 should not be admitted into the halls during the build up or breakdown of the exhibition.

Your stand

Stands are 2m wide by 1m deep, 2m wide by 2m deep or 3m wide by 2m deep. Items included are:

- Velcro friendly walls
- Panel with your company name on
- Electricity

For illustration purposes only



Care must be taken to avoid damage to any part of the venue and the shell scheme. Please note that the fixing of exhibits to the panels will **only be permitted by the use of male Velcro or drawing pins**. UNDER NO CIRCUMSTANCES ARE NAILS, SCREWS, ETC., TO BE USED. If you have any questions regarding these or have any requirements for panel graphics, roller banners, flyers etc. please call us on 01392 248 263 or email exeter@thebestof.co.uk.

Exhibitors promotional material

You can dress your stand as you wish – the more creative you are, the better! If you need advice on how to make your stand eye-catching and effective, please contact **thebestof Exeter** on 01392 248 263.

Exhibitors can only dispense literature and promotional material to visitors from their own stands. Exhibitors' staff will not be permitted to hand out leaflets etc. at the entrance to the exhibition. Please note, attaching posters or signs to the venue's walls or pillars is strictly prohibited. Any damage caused will be charged to the exhibitor.

Stand Furniture

Standard exhibition stands are 2m or 3m wide, and we would advise you to avoid cluttering your stand. You will be provided with one table. **You may want to bring your own tablecloth.**

Name Badges

We will provide name badges for you and your team and deliver them to your stand on the day.

Electricity

All stands will have access to power. Exhibitors' equipment must conform to all current electrical safety standards, otherwise it will not be connected. For large electrical items the venue requires sight of the PAT testing certificates. Responsibility for compliance with the above rests with the exhibitor, but the organizer and the venue reserve the right of inspection.

WIFI

WIFI is available to all exhibitors free of charge. The log in details are:

Password: ext994058

Catering / Bar Services

Café areas and also the Desert Orchid Restaurant will open throughout the day serving food and drink. We would advise you to bring bottles of water for your use while on the stand. Please note **it is not permitted to sell or provide drink or food to attendees, unless previously agreed.** The venue must provide all food catering and drinks at the exhibition.

N.B. You can come to the Big Breakfast from 7.00am – 9.00am (£10):

<http://bgbexpobigbreakfast.eventbrite.co.uk>

You can order a bacon roll for breakfast (£3.50) or pre-order a lunch bag by contacting exeter.csd@thebestof.co.uk.

Promotion

PR Support

We have had good coverage (paid for and for free) on Heart FM, Radio Exe, Exeter Living and The Express and Echo, as well as on billboards and banners, ably assisted by Glen King of Glen King PR & Marketing.

Event promotion

An extensive media and local promotion campaign has been under way to promote Business Gives Back Expo 2012. Our goal is to attract well over 450 attendees. BUT to maximise attendance we would appreciate *your* help. Each exhibitor invites only one contact to attend, that alone will increase attendance by over 100!

We would like to continue with good news stories after the Business Gives Back Expo, so please feel free to share Expo stories with us. For instance, any new business, useful contacts made at the Expo and/or relationships built or renewed would make good stories.

Social Media

Please use the following Social Media to help promote the fact that you're exhibiting:

LinkedIn

Tell people that you are exhibiting and add comments here:

<http://www.linkedin.com/groups/Business-Gives-Back-Expo-4515333>

Twitter

Follow us at [@bgbexpo](https://twitter.com/bgbexpo) and be sure to Tweet about your participation! Use #bgbexpo.

Email signature

Please download our official exhibitors graphic to your email signature – and be sure to link the image to the website www.bgbexpo.co.uk

We are exhibiting at:



Health & Safety information

Fire evacuation procedures

In the event of a fire or any other reason requiring you to evacuate the building, you will hear a continuous ringing of an alarm bell.

PLEASE NOTE THERE ARE NO DRILLS PLANNED UNLESS YOU ARE INFORMED OTHERWISE

Leave immediately via the nearest exit in an orderly fashion. DO NOT USE THE LIFTS.

Assemble at the assembly points in far end of the Racecourse car park by the Green Fire Assembly sign.

It is important that all exhibitors sign in when attending the Expo, as it is the responsibility of the event organiser to ensure that everyone has evacuated the building safely.

Racecourse staff will advise when it is safe to re-enter the buildings.

Raising the Alarm

If you see a fire, please raise the alarm.

Disabled Evacuation

Security is responsible for ensuring the safe evacuation of any disabled guest.

Security

Please note that all exhibitors should be responsible for the safety of personal belongings. Under no circumstances should items be left unattended.

Financial & legal information

Insurance

Whilst we take every precaution to protect your property during the event we are not responsible for any loss or damage. If you require event insurance cover you can contact these brokers:

Northcott Beaton

70 Fore Street
Heavitree
Exeter EX1 2RR
T: 01392 308 279

Pavey Group

Burrator House
Peninsula Park
Exeter EX2 7NT
T: 01392 308 263

Exhibitors are reminded of the insurance requirements for Public Liability and Insurance of Exhibits. Exhibitors are liable for accidents that occur on their stand area and for loss of any goods and equipment. **Please contact one of the above insurance brokers if you are uncertain about your insurance cover or if you would like to take out cover for the exhibition.**

Payment

The Organisers reserve the right to refuse admission to the Expo for any exhibitor who has failed to pay their exhibitor fee in full.

Business Gives Back Expo Terms of Business

PURPOSE OF EXHIBIT

The Business Gives Back Expo ('Exhibition') is a business development and networking event that has been created and delivered by thebestof Exeter. The Exhibition is staged in conjunction with networking and is designed to promote business in Exeter and wider Devon area. Exhibitors may approach visitors to create awareness, stimulate enquiries or sell their products and services.

ASSIGNMENT OF EXHIBIT SPACE

Exhibition space will be assigned in the order reservations are received. thebestof Exeter shall use its best efforts to locate the stand in one of the locations designated by the Exhibitor elsewhere in this agreement. Notwithstanding the above, thebestof Exeter reserves the right to change location assignments when such action is deemed to be in the best interest of the Exhibition. Instances involving relocation of a stand due to unforeseen circumstances, force majeure, or acts of God or war shall be governed by the provision "Cancellation, Postponement, or Relocation of Exhibition" below. The Exhibitor agrees that its exhibit shall be admitted into the Exhibition and shall remain for the day solely on strict compliance with all the rules herein described. thebestof Exeter reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if the exhibit is unsuitable to or not consistent with the character of the Exhibition: thebestof Exeter's liability for rejection with cause shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

RENTAL OF SPACE AND ITS USE

Rental includes the following exhibit equipment: 2m 40cm -high back and side wall, plus a sign featuring the Exhibitor's company name. Standard Exhibits: Regular and specially built back walls including signs may not exceed an overall height of 2m 40cm. No displays or obstructions may be placed in normal aisle area. Special designs may be submitted to thebestof Exeter for approval.

SUBLETTING OF SPACE

The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the Exhibit Space without written consent of thebestof Exeter. Only one company shall be considered as the Exhibitor; any other company or entity in the Exhibit Space shall be considered a subsidiary or affiliate.

INSTALLATION AND DISMANTLING

The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, thebestof Exeter shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibits until the Exhibition Floor is finally closed to visitors.

FIRE AND SAFETY REGULATIONS

Exhibitors shall not pack merchandise in paper, straw, excelsior, or any other readily inflammable material. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitors shall use no inflammable decoration or covering for display fixtures, and all fabrics or other material used for

decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display materials have been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

UNION LABOUR

If required by local ordinances, Exhibitors must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits.

EXHIBITOR CONDUCT

The prior written consent of thebestof Exeter is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. thebestof Exeter in its sole and absolute discretion, may withdraw its consent at any time, in which event the Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to thebestof Exeter for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitors are prohibited from bringing alcoholic beverages into Exeter Racecourse. Exhibitors shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitors shall not lead attendees from one Exhibit Space to another. Exhibitors or any of their representatives shall not conduct themselves in a manner offensive to standards of decency or good taste.

FILM, SOUND DEVICES, AND LIGHTING

If images, loudspeakers, or sound devices are used, the Exhibitor agrees to comply with thebestof Exeter requirements for the operation of the equipment. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighbouring Exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. Thebestof Exeter reserves the right to restrict the use of glaring lights or objectionable lighting effects.

CONTRACTOR SERVICES AND INFORMATION

Where an Official Contractor has been designated to perform services for an Exhibitor—such as the setup of exhibits, electrical work, plumbing, labour, or any other service—no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from thebestof Exeter. thebestof Exeter assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

STORAGE

Exhibitors will not be permitted to store packing crates and boxes in the Exhibition Halls during the Exhibition. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit Space during Exhibit Hours.

PHOTOGRAPHS

No photographs shall be taken without the prior consent of thebestof Exeter and/or the Exhibitors involved.

FOOD & DRINK

Exeter Racecourse has specified the following rules regarding provision of food and drink by exhibitors:

- It is not permitted to sell or provide drink or food to attendees.
- If you want to provide food tasters on your stand, you will need permission from the organisers first.

LIABILITY AND INSURANCE

All property of the Exhibitor remains under its care, custody and control in transit to and from Exeter Racecourse, during installation and removal, and while it is within the confines of the Exeter Racecourse. Neither thebestof Exeter or the management of the Exeter Racecourse nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of thebestof Exeter, the management of the Exeter Racecourse, or their agents or employees, arising out of thebestof Exeter's, the managers of the Exeter Racecourse's duties and responsibilities under this agreement. Exhibitors understand that neither thebestof Exeter or Exeter Racecourse carry business interruption and/or property damage insurance coverage for loss or damage of Exhibitor's property. The Exhibitor agrees to obtain the following insurance during the dates of the Exhibition, including move-in and move-out periods and shall be prepared to furnish a certificate of insurance to thebestof Exeter if requested: (a) Commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage; (b) Employers liability insurance.

HOLD HARMLESS AND INDEMNIFICATION

This agreement shall not constitute nor be considered a partnership, joint venture, or agency relationship between thebestof Exeter or Exeter Racecourse. Exhibitors hereby agree to indemnify, hold harmless and defend thebestof Exeter, Exeter Racecourse, and their respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs, interest and legal fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitors or any of its employees or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of its agents, employees, or independent contractors whether acting within or without the scope of their authority. thebestof Exeter hereby agrees to indemnify, hold harmless and defend the Exhibitor and its respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by thebestof Exeter or any of their

employees, or agents. thebestof Exeter assumes full responsibility and liability for the actions of its agents and employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of their agents, employees, or independent contractors whether acting within or without the scope of their authority.

CANCELLATION, POSTPONEMENT, OR RELOCATION OF EXHIBITION

In the event that any unforeseen occurrence, force majeure, or acts of God or war, shall render the fulfillment of this agreement impossible by thebestof Exeter, the parties shall mutually amend or terminate the agreement at thebestof Exeter's option. In such circumstances, thebestof Exeter's sole responsibility to Exhibitors shall be a full refund of all rental fees paid by Exhibitors. No monies will be returned should the dates or location of the Exhibition be changed by thebestof Exeter, but Exhibitors will be assigned space that the Exhibitors agree to use under these same rules and regulations. thebestof Exeter shall not be financially liable in the event the Exhibition is interrupted, cancelled, moved, or dates changed except as provided herein.

EXHIBITOR CANCELLATION

Cancellation of any portion of the Application/Contract by the Exhibitor will be accepted only at the discretion of thebestof Exeter and then only based upon the following refunds: Prior to or on 20 June 2012: 80% refund of fees paid on cancelled space; after 20 June 2012, but before or on 19 July 2012: 20% refund of fees paid on cancelled space; after 20 July 2012: no refund. Deposits are non-refundable. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor including the failure of an Exhibit to arrive for any reason.

AGREEMENT OF TERMS, CONDITIONS, AND RULES

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions, and Rules made by thebestof Exeter from time to time for the efficient or safe operation of the Exhibition, including, but not limited to, those contained in this Contract. In addition to thebestof Exeter's right to close an Exhibit and withdraw its acceptance of this application/Contract, thebestof Exeter in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and thebestof Exeter except as set forth in this document. The rights of thebestof Exeter and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

Please complete, with signature and date and then return this last page to:

thebestof Exeter
Basepoint Business Centre
Yeoford Way
Marsh Barton
Exeter
Devon EX2 8LB
exeter@thebestof.co.uk

Name (please print) _____

Business name (to be used on stand signage)

Names of stand participants _____

Vehicle registration number(s) _____

Please book online for Big Breakfast <http://bgbexpobigbreakfast.eventbrite.co.uk>

Bacon Roll (£3.50). How many? _____

Lunch bag (£6.50 for sandwich, crisps, cake/fruit and water) How many? _____

Chamber lunch (for Chamber members only) 12.30pm – 1.15pm (£7.50) _____

Signed _____ Date _____

Thank you for taking the time to read this Exhibitor Manual. If you have any questions, please ring thebestof Exeter Business Gives Back Expo 2012 team.

thebestofexeter Basepoint Business Centre, Yeoford Way, Marsh Barton Exeter EX2 8LB
twitter: @thebestofexeter | 01392 248 263 | exeter@thebestof.co.uk | www.thebestof.co.uk/exeter

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