



# iShow Exhibitor Guide Roadshow 2018

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## Introduction

For 2018 Independents Day and the National Eyecare Group's (NEG) combined exhibition known as the iShow, will run across 3 venues during October.

The content of this guide is designed to provide you with the key information needed to have a successful and smooth running exhibit.

## Venues & Dates

This year our combined event with NEG is taking a roadshow format. The 3 events will take place during an 8-day period towards the end of October covering the north, midlands and south of England. The venues are:

- **Monday 22<sup>nd</sup> October:** [Holiday Inn, Wembley](#)
- **Monday 29<sup>th</sup> October:** [Ricoh Arena, Coventry](#)
- **Tuesday 30<sup>th</sup> October:** [Holiday Inn, Bolton](#)

Directions and a map for all 3 venues can be found at:

<http://www.independentsday.co.uk/event/location>

## Exhibition Stand Allocation

As this year has 3 smaller exhibitions stand space, for all exhibitors, will be pre-allocated by the organiser. Floor plans will be available prior to each event.

## Exhibition Requirements

A spreadsheet will be supplied enabling exhibitors to confirm the following details:

- ❖ No. and names of its stand representatives
- ❖ No. of tables required (Tabletop exhibitors get a 1.5m trestle-table)
- ❖ Any table-cloths required (Supplied by default unless changed)
- ❖ No. of chairs required

Please complete and return the Exhibitor Requirements spreadsheet **NO LATER than Friday 5<sup>th</sup> October.**

## Setting Up

Exhibitors can access the Exhibition area from 10:00 each day. The exhibition will open at 13:00. Each company should collect its information pack from the exhibitor reception desk upon arrival.

## Exhibition Timetable

Exhibition stands need to be manned at the following times at all venues:

12:30 – 13:30

15.15 – 16.00

17.30 – 19.00 CLOSE

## Breaking down

Exhibits MUST NOT be broken down before 19.00 under any circumstances

NEG & PTR believe early breakdown is disrespectful to fellow exhibitors, as well as to our delegates. All exhibitors know how frustrating it is when one or two companies decide to break ranks and depart early and so we respectfully ask all companies to proactively discourage this from happening. NEG & PTR reserve the right to refuse non-compliant companies the opportunity of exhibiting in future years.

## Couriering exhibition materials to venues

Companies wishing to send parcels and pop-up stands need to send them to the FAO the individuals at the addresses below:

<u>London</u>	<u>Coventry</u>	<u>Bolton</u>
FAO Katie Dartnell iDay Event 22 <sup>nd</sup> October 2018 Holiday Inn Empire Way Wembley Middlesex HA9 8DS	Event Manager – Aimee Lucas Ricoh Arena Judds Lane Longford Coventry CV6 6AQ	FAO: Libby Horrocks, iDay Event 30 <sup>th</sup> October 2018 Holiday Inn 1 Higher Bridge Street Bolton BL1 2EW

## Catering

The number of representatives catered for in each exhibition package is shown in the Sponsorship Packages section below. Companies are discouraged from bringing additional representatives. Consequently those companies wishing to add additional named representatives will have to pay **£50.00 + VAT** for full catering.

Tea and coffee will be available to exhibitors all day and the buffet will be served 30-minutes before the official final break in order for exhibitors to be finished when the delegates arrive back.

*Please Note: All additional representatives MUST be named and WILL be catered for at the above rate. Exhibitor badges will be issued and catering WILL NOT be provided without a badge.*

## Car Parking

There is plenty of free parking at the Ricoh Arena and Holiday Inn Bolton. Parking at the Holiday Inn Wembley will cost a reduced rate of £5 for the day.

## Sponsorship Packages

As a reminder following exhibition entitlements are available on standard packages:

### Title Sponsor – Company logo prioritised on all marketing

- Complimentary exhibition space (4m x 2m)
- 1 hour Company Workshop (ideally CET accredited)
- Delegate database pre and post event
- 3 fully catered company representatives
- 2 pieces of marketing material in the conference bag
- Company editorial in the conference magazine

- 2 pages of advertising in the conference magazine
- 2 small (or 1 x large) adverts on NEG/iDay Optical Year Planner

#### Headline Sponsor – Company logo in 2<sup>nd</sup> tier position on all marketing

- Complimentary exhibition space (approx. 3m x 2m)
- 1 hour Company Workshop (ideally CET accredited)
- Delegate database pre and post event
- 3 fully catered company representatives
- 1 piece of marketing material in the conference bag
- 1 page of advertising in the conference magazine
- Company editorial in the conference magazine
- 1 small advert on NEG/iDay Optical Year Planner

#### Foundation Sponsor – Company name in 3<sup>rd</sup> tier position on all marketing

- Complimentary exhibition space (approx. 3m x 2m)
- Delegate database post event
- 3 fully catered company representatives
- 1 piece of marketing material in the conference bag
- 1 page of advertising in the conference magazine
- Company editorial in the conference magazine
- 1 small advert on NEG/iDay Optical Year Planner

#### Premium Exhibitor

- Exhibition space (approx. 3m x 2m)
- Delegate database post event
- 2 fully catered company representatives
- 1 piece of marketing material in the conference bag
- 1 small advert on NEG/iDay Optical Year Planner
- Company contact details in the conference magazine

#### Basic Exhibitor Package

- 'Table-top' exhibition space (approx. 2m x 2m)
- Delegate database post event
- 2 fully catered company representative
- Company contact details in the conference magazine

### **Conference Bag Marketing Material**

The packages that entitle a company to have marketing fliers A4 2-4 page maximum due to bag size and weight) in the conference bag are shown above, along with the quantity.

Please send 200 copies to: 27 Stirling Road, St. Leonards-on-Sea, East Sussex TN38 9NP **NO LATER than Friday 5<sup>th</sup> October.**

*Please Note: This material must be no larger than A4 and follow a typical 2-4 page (A3 folded A4 and creating 4 sides) brochure format. PTR will not include heavy items such as company brochures. Company's wishing to supply other kinds of items for the bag MUST first get approval from PTR or those items may not be included. Finally PTR cannot guarantee any material arriving after the cut-off date will be inserted into the bag.*

### **Conference Magazine Advert/Editorial**

Conference sponsors are entitled to a portrait advert and a page of editorial in the conference app. PTR recommends 200 to 250 words. The editorial will automatically include company logo, contact details and timings for any workshop activity.

The dimensions for the full-page portrait advert are A4. Please supply as print ready PDF with 5mm bleed.

### **2019 Year planner advert**

Companies with the appropriate packages are entitled to place an advert. The dimensions are as follows:

#### Single Space

114mm (w) x 60mm (h)

Double Space can either be landscape or portrait (landscape adverts at top or bottom of planner, portrait on side of planner.

114mm (w) x 125mm (h)

233mm (w) x 60mm (h)

Preferred file types: PDF, PSD, TIFF, EPS or JPG/JPEG

Image size (mm) width x height

CMYK, 300dpi, No bleed

Please send your artwork to Karl Beaney at [karl@beaney.co.uk](mailto:karl@beaney.co.uk) **NO LATER than Friday 21<sup>st</sup> September.**

### **Timetable**

<b>ACTIVITY</b>	<b>WHO</b>	<b>Deadline</b>
Conference Magazine Advertising	Sponsors	Friday 21 <sup>st</sup> Sept
Conference Magazine company editorial and articles etc.	Sponsors	Friday 21 <sup>st</sup> Sept
iDay Year Planner advert	Sponsors Premium Exhibitors	Friday 21 <sup>st</sup> Sept
Conference bag marketing material	Sponsors Premium Exhibitors	Friday 5 <sup>th</sup> Oct
Exhibition Requirements	All companies	Friday 5 <sup>th</sup> Oct

### **Finally...**

Proven Track Record and National Eyecare Group thank you for your professionalism and wish you all the best with your exhibit, which we are very confident will contribute to another highly successful event for us all again this year.

# Contact Details

## **Proven Track Record**

Nick Atkins – Managing Director  
Mobile: 07719 602303  
Email: [nick@independentsday.co.uk](mailto:nick@independentsday.co.uk)

## **Beaney's Design**

Karl Beaney  
Tel: 01424 403030  
Email: [karl@beaney.co.uk](mailto:karl@beaney.co.uk)

## **Seven Events**

Jodie Foster  
Tel: 020 7659 4430  
Email: [jodie@sevenevents.co.uk](mailto:jodie@sevenevents.co.uk)

## **Holiday Inn London - Wembley**

Empire Way  
Wembley  
HA9 8DS  
Tel: 020 8902 8839  
Email: [reception@hiwembley.co.uk](mailto:reception@hiwembley.co.uk)

## **Ricoh Arena**

Judds Lane  
Longford  
Coventry  
CV6 6AQ  
Tel: 024 7693 3444  
Email: [info@ricoharena.com](mailto:info@ricoharena.com)

## **Holiday Inn Bolton Centre**

1 Higher Bridge Street  
Bolton  
BL1 2EW  
Tel: 0871 942 9090  
Email: [info@hibolton.co.uk](mailto:info@hibolton.co.uk)