

AI EXPO EUROPE 2018

Exhibitors Manual

1. Contact details

Pre-event

Encore Media Group Ltd

69- 71 Oakfield Road
Clifton
Bristol BS8 2BB

Main telephone no: +44 (0)117 908 9023

Contact email: francesca@sixdegs.com

Event website: <https://www.ai-expo.net/europe>

During event

Postal:

AI Expo
RAI Amsterdam, Hall 5
Europaplein 24
1078 GZ Amsterdam
The Netherlands
<https://www.rai.nl/en/>

Main point of contact:

Francesca Hannay

For any urgent enquires **on site** please contact Francesca Hannay +44(0) 7711 899688.

2. Exhibition set-up

2.1 Exhibition contractor details

Contractor

Easy Exhibitions

Tel: +44 (0) 1529 200101

Email: anna@easye.co.uk

Portal: <http://iot.easyexhibitions.co.uk/>

2.2 Shell scheme packages

If you have selected a shell scheme package you will be provided with all items details below

2.2.1 Walling 2480mm high wall panels. No fixings may be made to the panels; however, a range of additional fittings are available from Easy Exhibitions including shelves, printed panels & integrated TV's.

Please note, any additional fitments will be charged directly to the exhibitor.

2.2.2 Nameboard The title of exhibitors' company name and stand number will be displayed.

2.2.3 Height Floor to top of panels is 2480mm

2.2.5 Display materials Graphics/posters may be attached to walls using double-sided Velcro. Graphics can be ordered from Easy Exhibitions.

2.2.6 Electrics Each shell scheme stand will be fitted with one standard 500w power point plus two 120w spot lights per space booked. Additional electrics can be ordered directly with Easy Exhibitions.

2.3 Space only packages

If you have selected a space only package for the event you **MUST** provide a full method statement & risk assessment for your stand as well as a detailed floor plan with full dimensions.

Due to the new CDM regulations we also require a full construction phase plan.

All space only stands **MUST** be approved by the event manager prior to the show, failing to submit any of the required documents may result in you being unable to build your stand.

2.4 Exhibition timetable

Shell scheme exhibitors will only be able to access the exhibition hall once the shell scheme has been completed.

Space only area will have access to the exhibition area earlier.

2.5.1 Build-up period

Shell scheme	Tuesday 26 th June	16:00 – 19:00
--------------	-------------------------------	---------------

Space only	Tuesday 26 th June	08:00 – 19:00
------------	-------------------------------	---------------

2.5.2 Open period

DATE	OPEN TO EXHIBITORS	OPEN TO VISITORS
Wednesday 27 th June	07:00 – 18:00	08:00 – 18:00
Thursday 28 th June	07:00 – 17:00	08:30 – 17:00

**these times are subject to change*

2.5.3 Breakdown period

Shell scheme Thursday 28th June 17:00 – 19:00

Space only Thursday 28th June 17:00 – 21:00

All shell scheme exhibitors' stands must be clear from the exhibitor hall by 19.00hrs on Thursday 28th June. After this time, the exhibition contractor will be clearing away the exhibition hall so a charge will be made to exhibitors who obstruct this work.

Please note: Exhibitors items CANNOT be removed from the exhibition hall until all delegates have cleared the area due to health & safety. To ensure the process runs smoothly please encourage delegates to vacate the building at the end of the event.

2.5 Access

2.5.1 Traffic management

All drivers looking to access the event need to know the stand number and its rough location in order to assist the marshalling staff. It is recommended that contractors 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 and will assist with the free flow of traffic.

2.5.2 Build-up access

All exhibitors and contractors who are bringing stand materials to RAI Amsterdam can load and unload cargo from the work deck next to the hall. Once this is done, you can park your vehicle in garage P4 if it is up to 2.70 m. Vehicles taller than 2.70 m can be placed in the daytime car park for lorries. The parking attendant will gladly point the way. See associated parking costs below.

During build-up and breakdown periods RAI Amsterdam is only accessible with a valid build-up and breakdown badge. Everyone who wishes to be granted access to the halls during these periods must pre-register online via the [portal](#).

2.5.3 Open period

Vehicles up to 1.90 m can park in the garages. (€24.00 per 24 hours)

Vehicles up to 2.70 m can park in garage P4. (€65 per 24 hours)

Vehicles above 2.70 m and/or longer than 6 m can park on the daytime car park for lorries. Report to the security gate on the P5 work deck and the parking attendant will show you your parking spot.

Further parking costs and details can be found on the [RAI Amsterdam portal](#) or via parking@rai.nl.

You can pay at the security gate on the P5 work deck, where you will also receive proof of payment.

2.5.4 Pull-out

Vehicles arriving at RAI Amsterdam to collect exhibits can load and unload cargo from the work deck next to the hall or park in the nearby car park (more information can be found above).

3. Exhibitor Information

3.1 Alcohol

Any stands wanting to serve alcohol must supply an application letter no later than 14 days prior to the event, to ensure that all legal requirements can be met.

Please note the following restrictions apply:

- The consumption of alcohol is not permitted on the exhibition floor during the build-up and breakdown periods of the event.
- Alcohol provided for the purposes of hospitality must be provided by RAI Amsterdam
- Alcohol may not be served at the venue before 10am.
- Exhibitors are not permitted to retail alcohol for on-site consumption.

If you wish to supply alcohol, please contact francesca@sixdegs.com

3.2 AV equipment

RAI Amsterdam are able to provide additional stand AV such as monitors and LED screens, these can be ordered via the [RAI Amsterdam portal](#).

For wall mounted screens please order these via [Easy Exhibitions](#).

AV presentations/demonstrations must not exceed a 'reasonable volume' or cause gangways to be obstructed. If any presentation/demonstration causes an obstruction within the gangway and/or nuisance to any other exhibitor, the organisers reserve the right to restrict the frequency and/or cancel the presentation/demonstration.

3.3 Catering

RAI Amsterdam operate a stand catering delivery service for exhibitors. Stand orders can be made via the online portal or the following contacts;

Tel: +31 20 549 19 28

Email: exhibitorservices@rai.nl

3.4.1 Carpets/floor covering

The venue is carpeted however exhibitors have the option of ordering specific carpet colour or platforms from our event contractors.

If you require alternative flooring, please contact francesca@sixdegs.com.

3.4.2 Contractor access

During build-up and breakdown periods RAI Amsterdam is only accessible with a valid build-up and breakdown badge. Everyone who wishes to be granted access to the halls during these periods must [pre-register online](#). Everyone including stand builders and suppliers have to register for a badge. This can be done online by clicking the register button. Registration can be done on site as well, but this may take some time.

3.5 Cleaning

It is your responsibility to maintain your stand in a clean condition at all times.

All stands within the exhibition hall will be cleaned overnight during the open period of the event at no additional charge to exhibitors. Please note that this does not include the cleaning of exhibits or other stand surfaces.

If you require enhanced cleaning services please visit the [RAI Amsterdam portal](#) for further information.

3.6 Children

Children under the age of 16 will not be granted permission to enter the exhibition hall from build-up to breakdown, inclusive of the open period. Security officers have instructions not to allow children under the age of 16 onsite.

3.7 Code of practice

Please ensure that your stand is staffed at all times during the open period of the exhibition and that all exhibits remain displayed during the open hours. In order that no discourtesy is shown to last minute visitors to the show or to any other exhibitors around you, the organisers ask that no dismantling of the displays or exhibits commence before 1700hrs or until visitors are clear of the exhibition hall on Thursday 28th June 2018.

3.8 Customs clearance

Customs clearance of goods takes place at the port of entry. For further information please visit http://www.zoll.de/EN/Home/home_node.html or contact:

Tel: +49 351 44834-530

Email: enquiries.english@zoll.de

Fax: +49 351 44834-590

You are advised to appoint a freight forwarding contractor who can arrange clearance on your behalf, as well as transport to and from RAI Amsterdam and on-site lifting.

3.9 Deliveries

All deliveries must be made during tenancy hours 8am – 6pm on Tuesday 26th – Thursday 28th June and addressed to the following:

We recommend for ease and security that you use a logistics/freight company.

Deliveries sent directly can be address to:

IoT Tech Expo/Blockchain Expo/AI Expo
Company name/stand number
Rai Amsterdam
Europaplein
1078 GZ Amsterdam
Loading bay 5.27 / 5.35

The venue cannot take responsibility for any deliveries.

Deliveries should be kept to a minimum during the event open hours. If any deliveries needed to be made during the event arrangements should be made in advance with the event manager.

We have appointed OnSITE Exhibitions as our preferential freight company. If you have any freight requirements, please contact:

Alan Hazelhurst
OnSITE Exhibitions

Tel: +44 161 335 8662
Mob: +44 7768 562770
Email: alan.hazelhurst@btconnect.com

Form: [Access Delivery Label](#)

No goods will be accepted into the venue before the event build-up period.

3.10 Dilapidations

Please remember that exhibitors are responsible for making good any damage caused to the fabric of the exhibition hall, by you, your agents or contractors. In your own interests, you should satisfy yourselves as to the condition of your stand site before build-up and during breakdown.

3.11 Electrical installations

The officially appointed exhibition contractor must carry out all electrical work within the exhibition hall. Requests for any additional electrical installations must be ordered through the main contractors ordering process.

The electrical supply will be switched off 30 minutes after the exhibition closes each evening.

Electrical installation regulations

1. All clients' own fittings including displays and light boxes must be complete with all connectors fully enclosed and having an earth connection at every fitting.
2. Flexible cord is not permitted for stand wiring unless part of a purpose manufactured system and being fully in accordance with the appropriate B.S Standard.
3. Flexible leads for static appliances must not exceed 2m.
4. Extension leads are not permitted.
5. Socket adapters are not permitted.
6. 4 way multiplugs are permitted to a maximum of 1 per fixed socket outlet and rated at 500w maximum. The lead must not exceed 2m.
7. Stand switch-fuses must be accessible at all times.
8. Low voltage system transformers must have external fuses correctly rated for each fitting on the secondary site. Internal fuses and thermal type cut-outs are not acceptable.
9. Bare conductor catenary low voltage systems are not allowed.
10. Appliances must have been tested by competent persons before energising. The person bringing the equipment into the Exhibition Hall is responsible for the test being carried out.
11. Electrical Installations that do not comply with these Regulations will not be energised.

3.12 Exhibitor passes

All your staff will need to wear individual name badges during the show. You can register your exhibitor passes here <https://gateway.ai-expo.net/europe/exhibitors/register/>.

3.14 Exhibition stand layout (Space only)

If you are having a space only stand, you are required to submit a stand layout along with a completed risk assessment form by **8th June 2018** to the organisers along with a full Construction Phase plan. The organisers will deal with any issues that may arise promptly so that your attendance at AI Expo Europe is not adversely affected.

Deadline: **8th June 2018**

3.15 Filming

If you are planning any filming or recording for television, radio, etc, at your event, please inform the event manager, who will supply you with the appropriate form.

Please note the following guidelines:

- During event open periods, only hand-held, battery-operated equipment may be used in the hall. Gangways must be clear of dollies, tripods, cables and any other accessories.
- Companies may use any filmed material of the interior, exterior and contents of the venue and may edit, record, televise, repeat filmed/recorded material, provided that the filmed/recorded material is not used in any way that might be to the detriment of the venue, its owner or the event, or that might bring them into disrepute.

If you would like to apply for filming at the event please contact francesca@sixdegs.com

3.16 First Aid

Calls for emergency services should be directed to the venue emergency line +31 (0)20 549 12 34, this can save vital time in ensuring that the emergency vehicle is directed to the correct location once on site.

3.17 Furniture

RAI Amsterdam can supply additional furniture to that already agreed in your package. You can find out more and how to order via the [RAI Amsterdam portal](#).

All furniture will be delivered to your stand during build-up and will be left on your stand for when you arrive.

3.18 Health & Safety

It is the responsibility of the exhibitor to ensure the health, safety and welfare of all employees, contractors and visitors as far as is reasonably practicable throughout your event.

It is recommended that the exhibitor appoint a supervisor for the stand, with the specific responsibility for ensuring the Health & Safety of their staff and any contractors appointed by the Exhibitor.

You are asked for the appointed person to read and sign the event health & safety declaration form and return it by the below deadline.

Below are the principal areas we would like to bring to your attention but will not be restricted to the following:

- The understanding of fire and emergency procedures and location of the first aid centre.
- The need to maintain emergency exits and keep gangways clear.
- Ensuring that good housekeeping is maintained in your work areas, thereby minimising risks and allowing any remaining hazards to be identified easily.
- Working at height must be carried out in a safe manner, using suitable equipment in the approved way, in accordance with current legislation.
- All powered access equipment shall only be operated by fully trained and certified personnel. Copies of training certificates must be available for inspection and anyone who cannot prove their competency may be asked to leave the venue.
- Only acceptable substances are allowed on site and full compliance with the COSHH regulations is required.
- All portable power equipment must be used only for the purpose for which it was designed and the correct safety guards and devices must be fitted and used. Trailing power leads must be kept to a minimum and not cross gangways. Petrol powered equipment must not be used.

- Personal protective equipment (PPE) must only be used where other protective measures have been considered unrealistic i.e. PPE is the last line of defence. PPE must be suitable and sufficient for the job and employees trained in its use and limitations. Please note that Olympia London recommends the use of hard hats and appropriate footwear on construction and dismantling of all structures.
- All contractors must be aware of the need to identify suitable and sufficient tools and equipment required for the job before coming on site. Borrowing of tools and equipment from Olympia London is not permitted.
- The consumption of alcohol is not permitted on the exhibition floor during the build-up and breakdown periods of the event.

This is not an exhaustive list, but identifies common issues.

Form: [Health & Safety Declaration](#)

Deadline: **8th June 2018**

3.19 Insurance

Please ensure you have suitable insurance cover for the duration of the show. Insurance for fire, public liability and theft must be taken out by each exhibitor at its own expense. The insurance is to cover the full period of occupancy of the premises by the exhibitor, its agents and employees

3.20 Literature

The distribution of leaflets and other promotional materials is confined to the stand area and is not permitted in the gangways or elsewhere in the exhibition venue, unless agreed with the organisers in writing prior to the opening of the show.

The organisers reserve the right to prohibit the display or distribution of advertising matter that could give rise to offence and to confiscate the supplies thereof for the duration of the event.

For further information regarding Marketing opportunities, please contact Anna Fry on 01179 809023

3.21 Patent & Copyright

The exhibitor must make sure of Protection of Patent Rights for equipment or products displayed, following the legal regulations in force. These formalities must be made before exhibiting these products or equipment, as the organisers cannot be held responsible in this particular field. For further information, please contact:

Deutsches Patent- und Markenamt
Dienststelle Jena
07738 Jena

Tel: +49 89 2195-1000

Fax: +49 3641 40-5690

Website: <https://www.dpma.de/english/index.html>

3.22 Photography/Video recording

AI Expo Europe will have an official photographer who will be present at the venue for the duration of the event. Exhibitors wishing to utilise the services of the official photographer should contact the press office. The exhibitor will be liable for all fees connected with any specific work carried out on their behalf.

AI Expo Europe will have photographs/video recordings taken throughout the event and you are reminded that when signing your exhibitor contract you gave permission to be photographed, recorded and/or videotaped. These photographs, recording and/or video tapes will be used for public display and/or sale after the show.

3.23 Press & public relations

All PR activity must be approved by the marketing department. The contact for the event is Anna Fry anna@ai-expo.net

Tel: +44 (0) 117 980 9027

Please contact the marketing department with information regarding new products/services, VIP guests attending the show, or any other interesting information, which can be used to publicise the event.

You can access the event logo and bio at <https://www.ai-expo.net/europe/collateral/> for use in your own marketing efforts. Don't forget to follow us on twitter [@AITechWorld](https://twitter.com/AITechWorld), using the event hashtag #AITechWorld if you post about the event.

3.24 Printing

Our preferred supplier for printing solutions is Insight Print Media. Insight Print Media provides innovative print solutions managing projects from the initial concept stage through to design, production and fulfillment. They boast an impressive range of clients including design agencies, event organizers, marketing agencies, brand owners and corporate businesses. Backed by a comprehensive portfolio we have print solutions to cover everything including: literature re-branding, events, interior branding and nationwide product launches.

If you have any print requirements for the event please contact Tom for a quotation

Get Some Insight

Email: tom@getsomeinsight.com

Tel: +44 1173 600 222

3.26 Rubbish

RAI Amsterdam cleaning contractor will remove general waste from the event during build-up, open period and breakdown. **The following are excluded from this service and must be removed from site by the contractor or exhibitor, otherwise charges will be incurred by the exhibitor for removal:**

- Excessive waste including pallets, packaging and rubbish produced by exhibition stands (whether through working demonstrations, unpacking of exhibited items or otherwise)
- Abandoned stand fitting materials and equipment
- Hazardous waste. Hazardous waste is defined as follows:
 - light bulbs and fluorescent tubes
 - electrical equipment and fittings
 - gloss and emulsion paint and their containers
 - cooking oils and their containers
 - aerosols; full or empty
 - oils and lubricants
 - oily rags (this includes rags for cleaning shell scheme)

If you require additional information please head to the [RAI Amsterdam portal](#).

3.27 Risk assessment & method statement (space only stands)

All exhibitors must ensure that a competent person carries out a suitable and sufficient Risk Assessment of the significant risks to Health & Safety relating to their employees and/or any individuals involved in the undertakings during the event.

The organisers must receive a completed copy of this risk assessment, method statement & construction phase plan by the **8th June 2018**.

3.28 Security

There will be onsite security who will be responsible for securing the exhibition area as well as undertaking random bag searches. Encore Media Group and RAI Amsterdam assume no responsibility for loss, damage or theft incurred to any exhibit or property of the exhibitor.

If you require static guards on your stand you can order these via the [RAI Amsterdam Portal](#).

Please do not leave valuables unattended on your stand at any time, especially during breakdown.

3.29 Storage facilities

There will be no permanent storage facilities provided in the exhibition hall and all items required by exhibitors will need to be stored on the exhibitors' stand.

Please do not store anything behind your stand. Fire regulations require that any items found outside your stand will be removed, as they will be deemed a fire hazard. Packing case must be removed from the exhibition hall. You should therefore make prior arrangements for the safekeeping of such items.

Please note that Encore Media Group or RAI Amsterdam will not accept responsibility for items left behind at the end of the show. If items are left without the organiser's approval, you may be charged for the disposal of the item(s).

3.30 Telephone lines/fax/internet

If you require any IT services for your stand (including cable internet connection), please do so via the [RAI Amsterdam portal](#).