

UKISUG

# CONNECT

2016

THE ICC, BIRMINGHAM  
20-22 NOVEMBER



## GOLD EXHIBITOR MANUAL

UK & IRELAND  
SAP USER GROUP  
CONFERENCE

# Welcome to the UKISUG Connect Exhibitor Manual 2016

Firstly, we would like to take this opportunity to thank you for exhibiting at UKISUG Connect 2016. On behalf of everyone at UKISUG, we want to do everything we can to make your experience a rewarding and profitable investment.

We have created this manual to provide you with the most important information you require as a company exhibiting at the conference. The information highlights the main points you need to know at this stage. With this in mind we ask you to take the time to read the document carefully so that your participation in the conference is as smooth, straightforward and as enjoyable as possible.

The following information is provided within your manual:

<b>Page(s)</b>	<b>Contents</b>
<b>3</b>	Exhibitor Agenda / Build Times
<b>4</b>	Deliverables Checklist
<b>5-6</b>	Stand Package & Information
<b>7-11</b>	Other Useful Information <ul style="list-style-type: none"><li>- Delivery and collection of materials</li><li>- Catering requirements</li><li>- Exhibitor access</li><li>- Internet access</li><li>- Lead retrieval</li><li>- Online ordering</li><li>- Power</li><li>- Press</li><li>- Social media</li><li>- Health and Safety</li><li>- Risk Assessment</li></ul>
<b>12</b>	Exhibitor – Customer Promotion
<b>13-14</b>	Exhibitor Code of Conduct

Further information can be found in the Exhibitor Zone on the conference website.

<https://www.sapusers.org/connect/exhibitor-zone>

## Contact us:

For any queries not addressed by the manual/website or to speak to Katy our Exhibition Manager, please phone or email:

**T: +44 1789 404077**

**E: [Exhibition@sapusers.org](mailto:Exhibition@sapusers.org)**

## Sunday 20th November 2016

Exhibitor registration	11:30 – 18:00	
Exhibitors permitted access to dress stands	11:30 – 14:30	Please allow enough time to dress your stands before the briefing
Exhibitor briefing	14:30 – 14:50	Please ensure at least one of your stand staff is available for the briefing
Exhibition opens	15:30	All aisles must be clear and a stand sign-off form must be completed and returned to the Exhibition Manager
Exhibitor Networking Reception	18:00 – 20:00	All Exhibitors must be onsite

## Monday 21st November 2016

Exhibition open	08:00 – 17:15	NOTE - no stands can be dressed on Monday morning; all stands must be dressed on Sunday
Mid-Morning refreshment break	10:50 – 11:30	High traffic
Lunch	12:15 – 13:30	High traffic
Refreshment break	15:10 – 15:40	High traffic
SUGFest	19:45 – 12:45	Excellent networking

## Tuesday 22nd November 2016

Exhibition open	08:30 – 16:15	
Mid-Morning refreshment break	10:30 – 11:00	High traffic
Lunch	12:40 – 14:10	High traffic
Prize Draw & Official Conference Close	15:50 – 16:15	High traffic
Exhibition breakdown	16:15 – 17:00	Exhibitors must remove all items by 17:00. Should you require more time it is essential you notify the organisers in advance.  NOTE - Under the T's & C's of your contract with UKISUG no exhibits may be removed before this time.

\*Please note that times may be subject to change; full correspondence of any time changes will be confirmed to all exhibitors however we advise that you refer to the most up to date manual within the exhibitor zone for additional updates. Any updates can be found here:

<https://www.sapusers.org/connect/exhibitor-zone>

## Compulsory Forms and Items

Item to Action	Form	Contact	Deadline	Done?
Company Profile & Stand Staff	Click Here for Form	exhibition@sapusers.org	ACT NOW (PRIORITY)	
Company logos & Jpeg file	N/A	exhibition@sapusers.org	ACT NOW (PRIORITY)	
Health and Safety Declaration	Click Here for Form	exhibition@sapusers.org	7th October	
Risk Assessment	Click Here for Form	exhibition@sapusers.org	7th October	
Pre-Tenancy of Risk Form	Click Here for Form	exhibition@sapusers.org	7th October	
Public Liability Insurance	N/A	exhibition@sapusers.org	7th October	
Stand Graphics	N/A	sales@exhibitionequipmentuk.com Graphics Upload Link	BEFORE 14th October	

## Optional Extras

Item to Action	Supplier	Contact	Deadline	Done?
Electrics	Pickard Events	www.pickardonline.co.uk 01423 290 300	7th November	
IT & AV	ITN	Click Here for Form	7th November	
Stand Furniture or Fittings	Exhibition Equipment UK	www.exhibitionequipmentuk.com 01789 766 733 sales@exhibitionequipmentuk.com	7th November	
Transportation Services/ Logistics	OnSite Exhibitions	Click Here for Form	7th November	
Graphics Removal	Exhibition Equipment UK	www.exhibitionequipmentuk.com 01789 766 733 sales@exhibitionequipmentuk.com	7th November	
Hardwire Internet	ICC	http://onlineordering.theicc.co.uk/icc/login.aspx?oc=20&cc=EX Access Code: 54950	7th November	

Please note that the specified deadlines are set in place and extensions will not be granted without written approval and confirmation from the Exhibition Manager.



## Stand Graphics

The production and installation of graphics is included in your package (design work not included). Artwork dimensions per panel are as follows:

- Height:** 2270mm
- Width:** 955mm
- Logo Board:** 900mm x 400mm

Please upload 5 x panel files and your logo board panel within 1 ZIP file [here](#). The deadline to send your artwork is strictly set at Friday 14th October. Any delay in sending across your files may result in your graphics not being printed.

## Package includes:

Stand Space	4m x 3m
Printable graphics	5 and 1 logo board
Furniture included	4 x High stools 2 x Poseur tables 1 x Lockable cupboard 1 x Waste bin 1 x Corner shelf
AV	1 x 40" plasma and cable package (power, sound)
Electrical equipment	4 x 500w sockets:
Inclusive stand passes with SUGFest tickets	4
Passes available to purchase	2
Additional cost per pass (including SUGFest tickets)	£375 (+VAT)
Internet	Wi-Fi
Lead Retrieval	2 x devices

## Stand Rotation

Please be aware of the rotation of your stand when submitting your graphics i.e. you may have 2 panels to the left OR right of the plasma screen. Please contact us for your stand demographics if you are not already aware.

## Seamless Graphics

If you require seamless graphics as part of your graphics design, we recommend you contact Exhibition Equipment UK on +44 (0)1789 766733 who will be happy to provide you with tailored advice and costs for this additional service. The artwork sizes will be different.

## Artwork Submission

Please supply all artwork in the following format:

- High resolution pdf format
- Flattened
- No transparencies
- All fonts turned to outlines
- Tick mark
- Bleed

### Artwork can be submitted via the following method:

- Upload the artwork document to our secure server following this link: <http://exhibitionuk.staging.wpengine.com/upload-artwork/>. This link requires one ZIP file to be uploaded. Please ensure when submitting your artwork the following is completed:
  - Your artwork meets the artwork specifications criteria; document found online here <https://www.sapusers.org/connect/exhibitor-zone> which indicates how the artwork should be created
  - The graphics are in the correct order by which they should be printed and installed - please make this clear within the PDF
  - Company name and stand number is included within file name

## IMPORTANT: The deadline to submit all artwork is **Friday 14th October**.

Any delay in sending across your files may result in your graphics not being printed. This time allows us to carry out artwork checks for tick marks, bleed and outlines before files can be sent to print. The graphics team will contact you in advance of print with any problems which may need sorting. Please send files in the correct format as listed above so as not cause delays.

## Stand Electricity

The electrical points will be laid out as follows:

- 2 sockets on the floor of the central (unbranded) panel
- 2 sockets on the floor of the longest side of the stand

2 way and 4 way extension cables are permitted (not provided) onsite however daisy chaining (joining one extension plug to another) is prohibited.

If you require any other electrical or lighting extras, then please contact Pickard Online directly on: **+44 (0)1423 290 300** who will be happy to provide you with tailored advice and costs.



## Delivery of Materials

**Deliveries to The ICC can be made from Friday, 18th November** – please follow the instructions below:

- The ICC will accept deliveries from Friday, 18th November – these must be addressed to Goods Inwards via Bay B. [Click Here for label](#)

## Deliveries received Saturday 19th, Sunday 20th, Monday 21st & Tuesday 22nd November

- The ICC will accept deliveries during the conference (19th, 20th, 21st, and 22nd) – these must be addressed to Hall 3 via Bay A. [Click Here for label](#)

Please note that at no point will the organisers accept deliveries on exhibitors' behalf and we ask that drivers delivering exhibits are supplied with full information about where to drop items off. Please be advised that there are no on-site storage facilities during the conference and packing materials **MUST NOT** be stored within the exhibition areas or behind stands as this poses a fire risk.

## OnSite Exhibition Service Ltd – Logistical Services

As with the 2015 event, we are offering exhibitors the opportunity to utilise the conference's logistical partner OnSite Exhibition Services. For a competitive price, OnSite will collect all materials from you and safely deliver these to your stand prior to you arriving onsite. They can (if required) store your packaging materials and once the exhibition has closed, they will collect and deliver all stand equipment and remaining materials back to the designated location.

Please note that there will be no onsite storage therefore please ensure that any storage provision you may require during the open period of the Exhibition is pre-booked, especially if you require any accessible storage for replenishing stands throughout the day.

For more information and to receive a competitive quotation, please complete logistics order form found here – link to be added and return to [enquiries@onsitex.co.uk](mailto:enquiries@onsitex.co.uk) for a prompt response.

## Collection of Materials

Please ensure all items are collected by 17:00 hours on Tuesday 22nd November. If you require additional time, please contact [Exhibition@sapusers.org](mailto:Exhibition@sapusers.org). Please note your stand staff will be responsible for all items departing the venue.

Items left at the venue will be disposed of at the close of the event and a fee will be charged for disposal of these items.

### Food & Drink Sale / Sampling

All Exhibitors retailing food and beverages (Excluding ALCOHOL) within the exhibition will incur a charge by the International Convention Centre (ICC). This charge is to cover the administration costs and costs associated with monitoring compliance with food safety and health and safety regulations and NEC standards. This will be carried out by the in house Food & Safety Support department

There are no charges for sampling food and beverage items with maximum 2 bite or 100ml samples or retailing for offsite consumption. However, a compliance form must be completed. **Click Here** for the compliance form.

To apply for authorisation please complete the details within the form and return the form to the Event Catering Account Manager no later than 2 weeks prior to the show opening with the applicable charge as detailed within the form.

Permission to retail will not be considered if full details are not provided in advance to ICC Catering.

### Exhibitor Access

Exclusive access to Hall 3 is via Bay A, the entrance to which being on Cambridge Street.

There will be a bay officer assigned to Bay A to manage cars in and out throughout the build

- if you will require Bay A access, it is essential that you notify us at **Exhibition@sapusers.org** by Friday 14th October.

### Internet Acces

Wi-Fi will be available throughout the venue free of charge. Log in information will be provided onsite.

If you require a hardwire connection for your stand you will be able to order it in advance of the event using the ICC ordering system.

### ICC Online Ordering System

To order please visit <http://onlineordering.theicc.co.uk/icc/login.aspx?oc=20&cc=EX> and follow the instructions below:

- Select "Order Exhibition Services"
- Enter Passcode: 54950
- Login
- Order Exhibition Services (network requirements, floral arrangements, catering etc)



### Lead Retrieval

Each gold stand will receive two devices to collect leads as part of the exhibition package. Details of these devices will be sent via email closer to the time. Additional devices are available to purchase.

### Power

Power requirements should be confirmed to the Exhibition Organiser prior to the event. To order additional power (above what is currently included within your package) please contact Pickard Online:

Tel: **01423 290 300**

Email: **info@pickardonline.co.uk**

Website: **www.pickardonline.co.uk**

Additional power will not be available once the Exhibition has been built.

### Press

UKISUG Connect will include a press office. We anticipate 10+ journalists to attend supported by our PR agency Spark. All exhibitors are welcome to provide press packs which Spark will distribute from their on-site press office.

Please ensure you supply press packs to the Press Office located on the balcony in Hall 3 by 09:00 on Monday, 21st November. A maximum of 8 packs are permitted at any time.

We'd recommend press packs include the following:

- Company background
- Latest press releases (customer & product)
- Related imagery

### Social Media

Get your message out via the UKISUG social media outlets. Whether you want to post your booth location, promote your raffle, or if you just want to be a part of the online UKISUG community, join our dedicated social networking pages:

**Twitter:** Follow us on **@UKISUGConnect**.  
Don't forget to tag your tweets with our official hash tag **#UKISUGConnect**  
**<https://twitter.com/ukisugconnect>**

**LinkedIn:** Join us on LinkedIn by clicking **here**

### Health and Safety

#### Health and Safety Declaration / Risk Assessment

Each and every UK exhibitor with five or more employees must complete a Health and Safety declaration to state that there is a health & safety policy within the organisation. Exhibitors are reminded that among the statutory duties which they have under health and safety law, the following are most important, although this list is by no means exhaustive;

- Your duties under the Health & Safety at Work etc, Act 1974 are in no sense reduced when an employer is exhibiting at an exhibition and must be complied.
- A written company Health & Safety Policy should exist if the company employs 5 or more employees, see section 2(3) of the Health & Safety at Work etc, Act 1974.
- A risk assessment must be carried out for your stand. This must include build up, open days and breakdown and you should consult and include information from your appointed contractors.
- One or more competent safety advisors must be appointed by an employer (exhibitor) to assist them to discharge their health and safety responsibilities. Exhibitors must also ensure that any appointed contractor(s) and sub-contractors abide by all regulations in the exhibitor manual together with all legal regulations under the Health & Safety at Work etc, Act 1974 and any other relevant legislation.
- A copy of your public Liability Insurance must be issued to the organisers

Health and Safety Declaration form - [Click Here](#)

**Deadline:** 7th October

### **Risk Assessment**

As an exhibitor you have a legal requirement to assess risk appertaining to your participation in any exhibition. Each and every exhibitor must undertake a risk assessment prior to the exhibition, identifying the hazards present on-site and ways in which you will then minimise and control those hazards. You do not need to use our form if you have your own template.

When doing a risk assessment think about and consider what you will be displaying on your stand and decide if there is anything that could cause anyone any harm e.g. trailing wires, hot water, heavy boxes, trip hazards, etc. And then think about how you will prevent these things from harming anyone. Do this for the build, exhibition and breakdown of your stand. Weigh up whether you have taken enough precautions or should do more to prevent harm. The important aspect is whether a hazard is significant, and whether you have covered it by satisfactory precautions so the risk is small.

The following five steps should be followed when doing your risk assessment:

1. Look for the hazards
2. Decide who might be harmed and how
3. Evaluate the risks and decide whether the existing precautions are adequate or if more needs doing
4. Record your findings; please complete the form
5. Review your assessment and review it if necessary

Risk Assessment Form - **[Click Here](#)**

**Deadline:** 7th October



The graphic features the UKISUG logo at the top left, with the word 'CONNECT' in large blue letters. To the right is a button that says 'FIND OUT MORE'. Below this, 'CONNECT16' is written in large black letters, followed by the dates '20-22 NOVEMBER | THE ICC, BIRMINGHAM'. The bottom section has a dark grey background with white text: 'As an exhibitor, offer your customers £100 OFF their delegate pass. Contact us for your discount code'. The '£100 OFF' is in large orange letters.

UKISUG  
**CONNECT**

FIND OUT MORE

**CONNECT16**

20-22 NOVEMBER | THE ICC, BIRMINGHAM

As an exhibitor,  
offer your customers  
**£100 OFF**  
their delegate pass.  
Contact us for your discount code

UKISUG Connect is the perfect opportunity for exhibitors and their customers to come together to:

- Discover the latest innovations
- Understand the future of SAP
- Have the opportunity to network with all demographic divisions ranging from End Users to Senior Executives

UKISUG understands the importance of customer loyalty and with this in mind we will be offering all Exhibitors the opportunity to save their customers £100 off a full 3 day conference pass. The more customers that sign up, the more you will benefit too. You could save up to 25% off your 2017 exhibition stand. We'll be in touch with more information but in the meantime if you need further details please contact [matthew.dale@sapusers.org](mailto:matthew.dale@sapusers.org).

By exhibiting at this event, you are entering into a contract, the terms of the contract you hold with UKISUG include a Code of Conduct.

## Pre-event

1. All exhibitors must hold and provide by the stated deadline, proof of adequate insurance to carry out their trade in a public place.
2. All exhibitors must hold and provide by the stated deadline, proof of relevant licences and permissions connected to their trade.
3. All exhibitors must comply with Health & Safety guidelines and complete the risk assessment forms or they will not be permitted to attend the event.
4. All information required for this event, the Conference Website and Conference Handbook will be submitted to the Organisers by the deadlines stated in the Exhibitor Manual and/or as agreed independently.
5. All marketing materials will be supplied to the Organisers by the deadline advised in the Exhibitor Manual and on the Conference Website or will not be included in the delegate packs.
6. Exhibitors are not permitted to obtain passes for suppliers that overtly market their services.
7. All additional conference purchases must be paid for pre-event in full; failure to do so will result in UKISUG cancelling all additional purchases.

## During the event

8. All exhibitors will comply with national and local laws and regulations, including the no smoking law.
9. No fire exits are to be blocked and health and safety considerations are to be adhered to.
10. Exhibitors must not use any potentially dangerous materials in any exhibits, i.e. no potentially explosive, flammable, toxic materials, helium, or materials which could cause staining or water damage and no lighting which could overheat. Naked flames are strictly prohibited.
11. Exhibitors are required to wear their name badge and lanyards at all times which must be visible.
12. Exhibitors must obtain prior approval from the ICC if they wish to serve food/drinks from their stand. Failure to do so may result in a fine or exclusion from the UKISUG Connect exhibition.
13. Exhibitors must take coffee and lunch breaks at the designated times (confirmed onsite).
14. Exhibitors and sponsors are able to attend breakout sessions, unless it is a restricted session where permission to exhibitors/sponsors/press has been specifically denied by the speaker.
15. Exhibitors attempting to admit guests to SUGFest over and above their allocation will be removed from the function and risk being denied a stand, or permitted attendance in 2017.
16. Exhibitors must not leave their stand unattended during the stated exhibition hours.
17. Exhibitors must ensure all attending staff maintain professional conduct at all times throughout the event including, but not limited to: during the conference, exhibition and at SUGFest. Complaints made to UKISUG regarding staff behaviour will be taken seriously and will be pursued. Unacceptable behaviour may result in staff members being removed from the event and banned from future events
18. Exhibitors will not be permitted to break down their stand before the stated exhibition close time on Tuesday 22nd November 2016. If this rule is ignored, exhibitors will be infringing upon the rules as set out in the PEPPs Scheme.
19. Exhibitors must ensure all exhibits are adequately covered by their own insurance.

20. Exhibitors must ensure laptops, mobile phones, PDAs, handbags, etc. are securely stored whilst manning the exhibition stand. No responsibility will be taken by the Organisers for lost or stolen property.
21. If a laptop or similar is to be used for demonstration purposes on the stand, then it must be secured with a proper security cable.
22. Exhibitors must not distribute marketing materials around the Exhibition Hall without prior consent from the Organisers.
23. Exhibitors may not deface or remove items from other exhibition stands.
24. Exhibitors are not permitted to move exhibition furniture onto an exhibition stand.
25. All materials must be disposed of correctly at the end of the event; any materials left over at the end of the show will be disposed of and a fee may be charged.
26. All exhibitors must keep to their exhibition stand; exhibitors are not permitted to obstruct the aisles.
27. Exhibitors must not cause damage to the shell scheme, furniture or electrical fittings.
28. Neither the Organisers, nor the ICC, accept any responsibility for damage or loss of any properties introduced by the Exhibitors or their agents/contractors.
29. Exhibitors are advised that the exhibits are the sole responsibility of the exhibitors to whom they belong.
30. Exhibitors should effect their own insurance against all risks. The strongest possible precautions against pilferage should be taken at all times.
31. Exhibitors are reminded that any damage to the hall or stand area will be charged for. Please ensure no stand constructions/graphics/displays are attached to the fabric of the building.
32. The use of microphones, videos or music is permitted, but the volume must not be such as to cause any annoyance to other exhibitors. The Organisers reserve the right to prohibit the use if, in the Organisers' opinion, any annoyance is being caused and remove the offending equipment and/or exhibitor from the Hall.
33. Exhibitors wishing to play any recorded material (including CD/Record/Cassette/Video) must obtain a licence from the Phonographic Performance Limited (PPL) and Performing Rights Society (PRS).
34. Exhibitors are solely responsible for obtaining any licence required to play music on their stand and a copy of this licence must be shown to the organisers prior to the conference start.
35. It is a requirement that all electrical equipment brought into the venue is proposed fit for use by exhibitors and that any electrical items over 12 months old have a valid PAT label affixed.

## Violations

Failure to adhere to the UKISUG rules and regulations will result in a loss of points or exhibiting privileges.

UKISUG strictly enforces the rules and regulations and will make all parties responsible for upholding them.

Violations of UKISUG's rules and regulations will result in the following penalties:

1st Violation: Loss of current-year priority points

2nd Violation: Loss of one-half of all accrued priority points

3rd Violation: Loss of the remainder of all accrued priority points

4th Violation: One-year suspension of exhibiting privilege



