



2017 Exhibitor Manual

Welcome to the 2017 International Technology Enabled Care Conference Exhibitor Manual and thank you for choosing to exhibit with us.

This exhibitor manual is designed to assist you with your preparations for the event.

This manual will provide exhibitors with some all-important information regarding the 2017 Conference, including key information on:

- The venue, including directions and delivery information
- Exhibitor Arrival, set up and de-rig
- Health and safety information and risk assessments
- Additional stand services
- Broadband requirements and scanner hire
- Venue regulations

We would like to thank our sponsors and exhibitors for supporting the conference in Birmingham this year. As we are working to ensure that this is a safe and enjoyable event for everyone involved, we would ask you to read the Exhibition Manual, return all the required paperwork to us in good time and keep a copy of this document on your stand during the conference.

The full TSA staff team will be present throughout the show to assist you and we look forward to seeing you then.

In the meantime, if you have any queries then please do not hesitate to contact us.

TSA



The International Technology Enabled Care Conference 2017

16th - 17th Oct 2017

The ICC, Birmingham

Venue Information

The ICC,
Broad Street,
Birmingham,
B1 2EA

Website: <http://www.theicc.co.uk/venue>

Getting there

By Car:

The ICC is located centrally in Birmingham city centre and is easily accessible by road from all over the UK. Visitors from any direction can travel in to Birmingham using many different routes connected to the following motorways: M1, M5, M6, M6 Toll, M40 and M42.

There is abundant, secure multi-storey parking available located within the Barclaycard Arena, which is just a short walk away from the ICC. Both the ICC and Barclaycard Arena are signposted on motorways and major roads and are marked on most road maps.

Car Parking:

The nearest car parks to the ICC are located at sister venue the Barclaycard Arena. The North car park is closest or alternatively follow the road around on to St Vincent Street for the West car park (open on event days and one hour before door opening times) or carry on further around to Sheepcote Street for the South car park.

Current charges are from £2.50 for up to 2 hours to £15.00 for 24 hours. Payment can be made via coin at the onsite payment machines, or you can pre-pay before arrival.

Car park charge details can be found [here](#). Alternative parking is located at Brindley place or Paradise Circus.

By Rail:

The ICC is served by the UK's largest interchange rail station, Birmingham New Street and the smaller Five Ways Station. Both stations are a short walk from the ICC and taxi ranks are situated close by. Birmingham New Street has direct and regular services to Birmingham International railway station which directly links to Birmingham International Airport and The NEC. It also has many direct services to London Euston, including a service that takes just 80 minutes and runs every 20 minutes.

Birmingham's two other city centre train stations, Moor St and Snow Hill, are also within quick and easy access of the ICC and directly connected to London Marylebone or London Paddington via an hourly service. Download our maps for walking directions from the 3 main city centre train stations.

By Air:

Birmingham International Airport is one of the best connected airports in Europe. Over 50 airlines operate scheduled and charter services to more than 100 destinations including Europe, North America, the Middle East and the Indian Sub-Continent. The airport is just 8 miles from the city centre and is directly linked to Birmingham International Railway Station via an Airlink Shuttle.

The smaller East Midlands airport is 42 miles away. The closest London airport is London Luton, which is 92 miles away, and London Heathrow is 107 miles.



The International **Technology**
Enabled Care Conference 2017

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The ICC, Birmingham

By Foot:

The ICC is located in the well-known, accessible Broad Street area of Birmingham city centre, adjacent to Brindley place and Centenary Square. Download this city map and follow the below the directions.

-Walking to the ICC from any part of Birmingham city centre is easy, well signposted and takes 10-15 minutes:

-From New Street, head up to Victoria Square (the opposite direction to the Bull Ring shopping centre)

-At Victoria Square, the Town Hall is on your left and Birmingham Museum & Art Gallery is on the right next to the Council House

-Walk straight ahead and directly through Paradise Forum

-Exit the Forum and walk past the circular Hall of Memory building

-You will see the ICC straight ahead, past the new Library of Birmingham and the Rep Theatre on your right.

For full details on how to get to the ICC please visit: <http://www.theicc.co.uk/find-us>



Important information regarding exhibiting at the ICC

Exhibitor Arrival and Stand Set Up

Set up day is **Sunday 15th October**, the shell scheme contractor will be onsite from **08:00** and will build the shell scheme throughout the day.

Space only stand builders will have access to hall 3 from 10:00, depending on your stand size, please note during this time hall 3 will be classified as a build zone and all those entering the hall will be required to have high visibility vests and steel toe capped footwear (this applies to any persons entering hall 3) Please note that high visibility vests and steel toe capped footwear are not available to borrow or purchase onsite. It is the responsibility of the stand contractor / exhibitor to ensure High visibility vest and steel toe capped footwear is worn and failure to do so may result in restricted access from the exhibition hall.

Exhibiting companies that have booked a shell scheme will have access to **hall 3 from 14:00 and must be set up by 22:00**, during this time certain areas of hall 3 will still be classified as a build zone and will be marked accordingly.

Included with the supporting documents is a stand set up schedule. Exhibitors are required to pre-book an arrival slot which will enable you to have easier access to the unloading area of the Exhibition Zone.

Slots will be allocated on a first come first served basis, and we will confirm back to you that your slot has been agreed upon receipt of the completed set up schedule.

Stand set up is also available on Monday 16th October from 06:30 – 08:30.

Please note that the Exhibition Zone is open to delegates from 09:00 on the 16th October so stands MUST be set up by 8.30am.

There are four exhibition stand sizes:

- Platinum Stand – 5m x 4m
- Gold Stand – 4m x 3m
- Silver Stand – 3m x 2m
- Start up Innovation Stands 2m x 1m

Each stand will be provided with a **single** 500 watt socket point and shell scheme stands will be provided with lighting as standard. **(All exhibitors are reminded to provide their own extension leads).**

Shell Scheme Stands - A fascia board with your organisation name and stand number will be provided to each open side. Six-foot trestle tables with white linen and two chairs are available, please advise if you require them on the stand set up schedule form.

De-rig Information - for Tuesday 17th October

Please note that you must not pack your stand away when the exhibition hall is still in operation. The exhibition is open for sessions until 16:30 on Tuesday 17th October.

De-rig can commence from 17:00 on Tuesday 17th October and the hall must be cleared by all exhibitors by 21:00.



SPACE ONLY STANDS

The following height limits apply:

A height limit of 4 metres must not be exceeded at the ICC. This limit includes the overall height of the stand-fitting, any branding and all raised platforms as measured from the hall floor. Stands wishing to exceed this height or to erect a double decker stand must supply the ICC with full drawings and structural calculations by a minimum of one month prior to the event, for approval by Birmingham City Council. Stands over 4m coming onto site without approval will not be permitted to be built. The minimum height for dividing walls is 2.5m. The height from floor to ceiling under the gallery of Hall 3 is 3.4m

Structural Engineers Sign Off

The ICC require all space only built stands to be signed off by a structural engineer prior to the exhibition hall being deemed fit to open. A structural Engineer will be onsite for a limited period of time during the afternoon on Sunday 15th October, please ensure that you advise us of the time your stand contractor estimates that they will be ready for inspection. Please advise us of this on the form: **TSA 03 - Stand Setup Schedule**

Deliveries and Collections

Deliveries to the ICC may only be made during the event days, 15th October (setup day) and the 16th & 17th October (event days) and collections must be arranged for the final day of conference (**17th October by 19:00**).

Access to Hall 3 for all exhibits and stand fitting materials is via the rear of the Hall 3, loading Bay A.

The entrances to the loading bay is on Cambridge Street. Please note that traffic wardens operate along Cambridge Street.

TSA cannot accept deliveries on exhibitors' behalf. Arrangements must be made for your representative to be available on the stand and drivers delivering exhibits must be supplied with full information about which stand and to which hall the delivery is to be made.

Please ensure that all materials are appropriately labelled with your company name, the event name, date of the event, hall and stand number. If this is not arranged, deliveries may be turned away.

Exhibitors are reminded to ensure they provide sufficient staff and trolleys, etc., to transport goods from their vehicles to their stands as the ICC have a very limited number on a first come, first served basis. Unfortunately there will be no storage facilities available on-site and packing materials must not be stored within the exhibition areas.

Power Usage

Please ensure that you have enough power on your stand for the equipment you are bringing. If the 500 watts included with your stand is not enough for the equipment you are planning to bring to conference, please order additional power sockets from Europa international, using the electrics booking form: **TSA 05 - Electrics - 16-17 TSA – ICC**.

Power requirements should be confirmed to Europa International prior to the event. Additional power will not be available once the exhibition has been built.

If you are unsure as to whether the equipment you are planning to bring will exceed 500 watts, please contact:

Stephen Murphy, Senior Designer & Account Manager, Europa International on Tel: +44 (0) 20 8676 0062



Internet Access

Wired internet access for exhibitors must be ordered in advance from TSA, at a cost of £195+vat for a 1 mb connection. If you did not order this at the time of booking your stand, please contact TSA to arrange.

Public/delegate Wi-Fi access is available in all areas of the ICC, but we do not recommend you relying on this if you plan to run demonstrations etc, the Wi-Fi internet speed may be affected by the number of delegate/public users on the day.

For those that have booked a hard wired internet connection please complete TSA 06 - Broadband Technical Information Sheet and return it by the 2nd October 2017.

Scanner Hire

Delegate badges will contain a barcode with a person's registration ID.

As an exhibitor, you have the option of hiring a hand-held scanner to enable you to scan the badges of visitors to your stand. At the end of the event you will receive a full report, for all delegates that you have scanned, containing delegates contact information. This full report will be emailed to you on **Wednesday 18th October**.

Scanners can be hired for £100.00 + VAT for the duration of the conference.

Scanners were available to be booked at the time of your stand booking, if you would like to add this on or you wish to check if you have hired a scanner, please contact the TSA office. Scanners must be hired by no later than the 29th September.

Additional Stand Services

TSA are working with both the ICC and Europa International to supply additional services for the event.

The ICC can supply the following items for your stand via there Online Ordering system. This is the most convenient way to place all of your advance orders, with 24/7 access to browse and order from our online catalogue of products and services.

Products include: Telecommunications & Network, Audio Visual, Floral Arrangements, Stand Catering - Food, Drink & Equipment, Additional Services (standard furniture)

Early-bird (reduced) pricing is available until Sunday, 24/09/17

To start ordering visit: <http://www.theicc.co.uk/organisers/exhibiting>

Select: 'Order Exhibition Services' and type in the **pass code 67474**

Europa International can supply the following items for your stand:

- Pre-printed graphics for your shell scheme,
- Additional power requirements for your stand,
- Furniture,
- Storage
- Flooring solutions.

For full details on what you can order via Europa International please visit their online portal at www.europainternational.com. Please browse products, adding required items to your basket, upon checkout please advise of the exhibition details and your stand number. Paper based copies of booking forms are also available with this document.



Health and Safety

In accordance with the Health & Safety at Work Act 1974, and the Management of Health & Safety at Work Regulations 1999, all exhibition contractors must supply the TSA with:

1. A copy of their organisation's H&S policy statement
2. A Method Statement for work being undertaken as well as a Safe Systems of Work document to highlight the control measures being put in place in a written format
3. A suitable and sufficient risk assessment/s to cover the event as a whole.

These documents should be made available to TSA by no later than the 22nd September, in case of any query, and should examine all potential risks to exhibitors, staff, ICC staff and delegates. In addition, the event organiser should obtain a risk assessment from each exhibitor plus any additional contractor/s, which must be brought onto site and be available for viewing in case of any query from H&S advisors or local authority inspectors.

For further assistance with the completion of risk assessments, please visit

<http://www.hse.gov.uk/risk/index.htm>

Specific Items of Risk

For all relevant documentation and guidelines about specific items of risk please visit:

<http://www.thenec.co.uk/exhibitors/exhibitor-guide/health-safety-fire/>

There should be no combustible, explosive or inflammable material used in stand construction, nor should there be any naked lights or matches used. All decorative draping's should be flame and fire proofed.

All exhibitors should ensure that exit, directional and other permanent signage, ventilation grilles, hydrant hose racks, fire buckets and extinguishers are kept clear.

Fire Precautions

Fire extinguishers are located at convenient points around the Hall. All materials used for the interiors of stands must be thoroughly fireproofed or be non-combustible to the satisfaction of the local authority. Failure to do so may result in the removal of all offending fittings. Any person discovering a fire should immediately notify a member of ICC staff or operate a break glass unit.

Evacuation Procedures

In the event of an emergency evacuation please follow the instructions of ICC Hosts and Fire Marshals (identified by high visibility jackets). You will be directed to the assembly point in Centenary Square. If it becomes necessary to evacuate the building, the following message will be broadcast:

"Ladies and Gentlemen, may I have your attention please. We must ask you to leave the building by the nearest exit as quickly as possible. Do not use the lifts and do not stop to collect personal belongings."

Trolleys

Exhibitors are reminded to bring trolleys for use during the build-up and breakdown of the exhibition, as there are limited numbers available on site (on a first come, first served basis).

Forklifts

All forklifting requirements must be booked through the ICC Technical Event Manager. Contact TSA for further details



Gangways

The gangways used in this venue are the minimum permissible by law and have been subject to approval by the Local Authority. Under no circumstances will exhibits, stand dressing, tables and chairs, etc. be allowed to encroach into the gangways. All exhibits must be kept inside your space at all times.

Carpets

There are carpet tiles throughout the exhibition hall; these are dark blue in colour.

Carpet Tape - please note that exhibitors and contractors must use the NEC Group approved Stikatak B3/A5 exhibition tape and ensure that it is lifted before they leave the hall at the end of the show. **Any exhibitors who leave tape on the floor after the show will be subject to a dilapidation charge of at least £7.50 per linear metre of tape depending on the amount of damage caused to the floor. Damaged carpet tiles will be charged at £20 + VAT per tile.**

Dilapidation

You are reminded that you will be charged for making good any damage to the hall or stand area, including the floor, caused by your staff or contractors. All tape used to secure carpets must be removed at the end of the exhibition. Under no circumstances can stand construction, graphics, displays, etc. be attached to the fabric of the building.

Cleaning

General cleaning of stands will be carried out prior to the exhibition opening on each morning. This service is free of charge to all exhibitors and paper or packaging rubbish should be placed in the aisle at the end of the day (any bagged waste left on stands will not be removed).

The cleaning of exhibits, however, remains the responsibility of the exhibitor.

Please note that, with the exception of paper and packaging, exhibitors are expected to dispose of their own rubbish. Should you need to dispose of a large quantity of rubbish following the event, please contact TSA.

Damage and Loss

Neither the organisers, nor the ICC, accept any responsibility for damage or loss of any properties introduced by the exhibitors or their agents/contractors. Exhibitors are especially warned that the exhibits are the sole responsibility of the exhibitors to whom they belong. Exhibitors should affect their own insurance against all risks. The strongest possible precautions against theft should be taken at all times.

Demonstrations

Exhibitors intending to use televisions or any other potentially loud appliances for stand demonstrations must contact the TSA for approval at least one month prior to the show to gain written permission.

Catering

ICC Catering have the sole rights to all food and beverage consumed at the ICC and all food and beverages, and associated catering equipment, must therefore be ordered through them.

Should any company attempt to provide their own food, beverages or catering equipment in the venue, they will be asked to remove it or pay a corkage/facilities fee for it. If you plan to have any food or beverages on your stand please contact TSA by no later than **2nd October** for further information.

Children

For Health and Safety reasons, children aged 16 and under are not permitted in the hall during build-up or pull-out periods.

Lost Property

Lost property should be handed in to ICC Hosting staff. Should you lose any of your possessions please ask a Host who will check with the Security Office to find out if it has been found. Alternatively, please call our **Security Department directly on 0121 644 5151.**



Security Advice

Exhibitors are warned not to leave valuables unattended on their stands whether during the build-up, open or breakdown periods. Special care should be taken of mobile phones as these can be easily misplaced or stolen. Do not leave your stand unattended at any time. No exhibits may be removed from the hall during build-up or the open days of the show without obtaining a pass out authorisation from the organisers' office. Passes should be worn at all times by both exhibitors and contractors.

Waste and Recycling

The ICC has facilities for the recycling of paper only. Exhibitors must ensure that all other waste material is removed otherwise a charge will be incurred

Medical Emergencies

In cases of medical emergencies, please call Security Control (+44 (0)121 644 5151, dial. 2222 from internal phones) giving the exact location of the casualty and details of injuries sustained. Security Control will then arrange for all necessary assistance. Alternatively locate the nearest security guard at the entrance or at an emergency exit as they all have radio contact with Security Control.

Music

Exhibitors wishing to play any recorded material must obtain a licence from the Phonographic Performance Limited (PPL) and Performing Rights Society (PRS). Exhibitors are solely responsible for obtaining any licence required to play music on their stand.

Noise

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 their use if, in the organisers' opinion, any annoyance is being caused and remove the offending equipment and/or exhibitor from the Hall

Exhibitor Registration

All exhibitors must collect their badges from the Registration Area in the Exhibition Hall Foyer on Monday morning, prior to the opening of the exhibition.

Twitter

If you are planning to tweet whilst you are at conference, we do ask that you use the TSA Conference hashtag, which is #ITECCConf17

Catering

Refreshments are included in your exhibitor fee from Monday lunch through to Tuesday afternoon. Day exhibitor passes do not include evening meals, unless they have been booked and paid separately. If you are unsure about what has been included in your booking, please contact the [Conference Office](#) for further details.

Exhibition Evaluation

In the exhibitor pack you will be given at conference, there will be an Exhibition Evaluation Form. It would be greatly appreciated if you were able to fill it in and leave it on the TSA Stand. Your comments and feedback are extremely valuable and will alert us to any issues that need addressing for forthcoming Conferences.

Photography

We ask exhibitors to limit photography to their own display stands. The organiser has a photographer throughout the duration of the conference and he will take a professional photograph of an exhibitor's stand on request. JPG files of the photographs will be available two weeks after the conference, via the TSA website or upon request.