Hello, Welcome to our exhibitors manual, a supplement to our exhibitor website which can be found at http://exhibitors.labour.org.uk/

New for this year we have also introduced a Risk assessment form with guidance notes; this will be mailed out or can be downloaded from the above website. Additional copies are available from our office via exhibitions@labour.org.uk

Our welcome to Conference reception for exhibitors and commercial clients will be held on Sunday night at 6:00pm in the Skyline restaurant at the Brighton Centre. Join us at our traditional event to thank you for your contribution to Conference.

I hope this manual is useful to you, please do let me know if you need any further advice.

I look forward to meeting you at Conference

Best wishes

Ann Kennedy
Head of Exhibitions
ann_kennedy@labour.org.uk
0207 783 1511 / 07834 800264
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General information for exhibitors & contractors

Access & Set up & breakdown

We work in close partnership with Sussex Police and G4S to ensure your safety and minimise the disruption to your work and business for Conference.

- All attendees to Conference are required to apply for accreditation which must be worn while on site.
- All entry from Sat 21 Sept is via airport style security equipment.
- All exhibitors and contractors requiring vehicle access must complete a vehicle access request form *
- This system will enable us to make the best use of unloading points in a limited time.
- Vehicles failing to book a slot will have to wait until all booked vehicles have unloaded.
- All vehicles must go the Assembly point which is Madeira Drive (BN2 1AY) prior to the venue.
- An unloading pass will be issued on arrival and vehicles will only be allowed access with this, please note there is no waiting or parking allowed once at the venue.
- The venue will be closed for security purposes From Fri 20 Sept at 8pm until Sat 21 Sept at 8am.
- Please ensure all cupboards are left unlocked or a key and contact number left with the Exhibition organiser’s office, this is for security purposes.
- Once the site is complete there will be no access for vehicles.
- Our doors to Conference open on Sun 22 Sept at 10am.
- All stands must be completed by Sat 21 Sept at 8pm.
- Stand construction is not permitted on Sunday for H&S considerations due to venue visitors and cleaning provisions.
The vehicle access form must be completed on line via our exhibitor website

**Vehicle access schedule**

<table>
<thead>
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<th>Vehicle Access to</th>
<th>Brighton Centre</th>
</tr>
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<tr>
<td>Via Assembly point only</td>
<td>Wed 18 to Fri 20 Sept</td>
</tr>
<tr>
<td></td>
<td>8am to 5pm</td>
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</table>

<table>
<thead>
<tr>
<th>Personnel /Exhibitor /contractor</th>
<th>Venue Access</th>
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</thead>
<tbody>
<tr>
<td>Main entrance / sea front</td>
<td>Wed 18 to Fri 20 Sept</td>
</tr>
<tr>
<td></td>
<td>8am to 8pm</td>
</tr>
</tbody>
</table>

Strictly no vehicle access after 5pm on Friday 20 Sept

**Breakdown**

Conference ends at approx. 4pm on Wed 25 September. All stands must be removed by midnight. You are reminded that stands must not be broken down before this time for the following reasons:

- Health & Safety considerations
- Your organisation will be poorly represented to visitors; this will be the last image they have of your stand and not all the hard work you have undertaken during Conference.
- You risk being fined.

At the close of Conference, exhibitor contractor vehicles should go to the Assembly point at Madeira Drive (BN2 1AY). You will be met here by a vehicle marshal who will advise when your vehicle can proceed to the venue after clearance has been given by the police and the venue.

In the event of an exhibitor failing to remove their stand or clear their exhibits from the venue by the given time or a courier collection fails to collect equipment. The exhibitions organiser will commission the work and recharge the exhibitor an appropriate cost.

**Accreditation - No Pass No Entry**

Everyone requiring access to Conference will be required to wear a photographic security pass.

As an exhibiting organisation, it is your responsibility to ensure that all your key personnel and staff are accredited in adequate time for Conference. The deadline for applications is 26 July 2013, please note charges will apply for late applications and all contractor applications.
Commercial stands
You can apply online now at www.labour.org.uk/ac2013exhibitor
Commercial exhibitors are entitled to 8 complimentary passes before 26 July 2013. Contractors should use this link too.

Third Sector Zone stands
You can apply online now at www.labour.org.uk/ac2013thirdsectorexhibitor
Third Sector zone exhibitors are entitled to 4 complimentary passes before 26 July 2013.

For more information please see the “Pass Application” page on our website www.labour.org.uk/conference or contact Conference Services on 0845 092 3311 or conferenceservices@labour.org.uk

Paper forms are available on request from Conference Services and will incur a small administration charge. Applications made on line will not incur this administration fee.

Advertising
Exhibitors benefit from discounts against published costs please contact our Conference services team on 0845 092 3311 or conferenceservices@labour.org.uk to discuss advertising opportunities to suit your organisation.

Banner options
All prime stands and Third Sector stands will include a logo option on a shared banner (Prime banner located near Conference entrance and Third Sector banner over entrance to Zone), Logo’s should be sent to Ann Kennedy by 7 August. (format required CMYK as an illustrator eps file, a 300 dpi JPEG or TIFF)

Carpets
The Exhibition Hall is fitted with venue carpet that is dark blue, carpet should not be laid directly onto this carpet, a carpet supplier can advise further on this.

Conduct of exhibitors
- Any exhibitor displaying equipment operating a sound system of any type will demonstrate only at low volume and may be required by the organiser to cease or reduce sound levels. Likewise if it is considered that they are continually hindering or annoying other exhibitors.
- Exhibitors wearing promotional costumes that obscure their faces must remain within the purchased stand vicinity and another member of the booked organisation must accompany them at all times for identification and security purposes. The failure to comply with this regulation will result in the exhibitor being asked to remove the costume for the duration of Conference.
• Exhibitors must not display their goods so that, in the opinion of the organiser, they distract the light or impede the view along open spaces or gangways, or inconvenience other exhibitors.

**Damage and flooring**

• Any damage incurred to the venue during the event will result in the cost of repair or specialist cleaning and this will be charged to the exhibitor concerned. Exhibitors will be held responsible for any damage to the covering of their stands, and will be re-charged at replacement value as appropriate.

**Deliveries**

All couriers’ services should be directed to the Brighton Centre loading bay in Russell Road where they will be signed for and delivered to your stand site. Please see below

http://conferences.brightoncentre.co.uk/brighton-centre/getting-here/

**Please ensure that the courier instructions includes the following:**

Organisation name / Stand no / The Labour Party
The Brighton Centre
Kings Road
Brighton
East Sussex
BN1 2GR

**Exhibition layout**

The organiser reserves the right to alter the layout of the exhibition at any time in any way. We will endeavour to limit any individual changes to stands needed and individual stands will be notified if this occurs. The latest plan can be viewed via our exhibitor website.

**Exhibitor listing**

Each stand purchased includes a free listing of 50 words, logo and website address in the Conference magazine. This is an excellent opportunity to have your organisation and logo included in the Conference magazine in the special exhibitors’ section. The magazine includes comprehensive information for delegates and visitors to Conference so promote your organisation, location and invite visitors to your stand before they attend Conference.

**Complete and submit your entry online via**
http://exhibitors.labour.org.uk/exhibitor-listings

Logos will be only accepted in CMYK as an illustrator eps file, a 300 dpi JPEG or TIFF. The deadline for this is strictly 28 June by close of business at 5pm and you
are responsible for submitting your own entry. **No reminders will be issued.** Exhibitors who do not submit an entry will only have their stand name and location shown and we cannot accept entries in any other format or accept an instruction to use last year’s entry.

**Furniture option**
Complete stands can choose between Option A (Round table RT25 and 2 chairs TC19) or Option B (High table HT01 and 2 stools BS05), these can be viewed at www.europainternational.com. Please email your choice of option A or B to ann_kennedy@labour.org.uk by 7 Aug. The default package is option A.

**Insurance**
Each exhibitor is responsible for the security and insurance of their own stand and exhibits and employees and public liability insurance. You are required to submit copies with your Risk assessment.

**Leafleting**
Leafleting is prohibited throughout the Conference site, such activity must be confined to the purchased stand site. Unsolicited leaflets from public areas will be removed.

**Signs & Facias**
All exhibition signs and fascia’s should be confined to the stand space, In some circumstances additional arrangements can be requested in writing.

**Stand catering**
Refreshments will be available throughout the Brighton Centre with seating areas provided.
All food and beverages available from your stand to Conference visitors can only be made with prior agreement with Kudos at the Brighton Centre. Samples for promotional purposes must be agreed in writing with the exhibition organisers.

Individual catering orders can be made for stands, please contact Imogen Lee on 01273 292 580 or via email at Imogen.lee@kudosknowhow.co.uk

**Stand Cleaning**
The exhibition halls will be cleaned throughout the build-up period and overnight at the end of each Conference day. Please note that large items of disregarded build materials will not be taken, these are the responsibility of your appointed contractor.

Stand cleaning will be made of uncovered floor space only; items for disposal should be left to the front of the stand for collection.
Storage

Storage areas will be provided throughout the exhibition halls, you are advised to limit amounts of items requiring storage including contractors’ tools, storage boxes and literature produced for Conference. All sites will be shared and no liability is held for security of items.

Empty cases, cartons and packing must be removed from the premises for storage, either off site by the appointed contractors or in an allocated storage area. Items contravening this will be removed to the nearest storage area and it will remain the exhibitor’s responsibility to obtain items as required.

Suppliers

Our appointed preferred suppliers are listed below, although exhibitors may choose to use a supplier of their choice, all suppliers must apply for contractor passes to access the venue for both the set up and break down of Conference.

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<th>Furniture</th>
<th>Wifi</th>
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<tr>
<td>DB systems</td>
<td>Europa International Ltd</td>
<td>Brighton centre</td>
</tr>
<tr>
<td>845 120 5552</td>
<td>08454 303 015</td>
<td>Michael Marcham,</td>
</tr>
<tr>
<td><a href="mailto:hiredesk@dbsystems.co.uk">hiredesk@dbsystems.co.uk</a></td>
<td><a href="mailto:sales@europainternational.com">sales@europainternational.com</a></td>
<td>01273 292693</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.europainternational.com">www.europainternational.com</a></td>
<td>michael.marcham@</td>
</tr>
<tr>
<td></td>
<td></td>
<td>brighton-hove.gov.uk</td>
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<th>Courier</th>
<th>Graphics</th>
<th>Shell scheme</th>
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<td>Event Couriers</td>
<td>LightBrigade Media</td>
<td>Midas Display Systems Ltd</td>
</tr>
<tr>
<td>0752 5652043</td>
<td>Mark Davies</td>
<td>01633 838283</td>
</tr>
<tr>
<td><a href="mailto:info@eventcouriers.co.uk">info@eventcouriers.co.uk</a></td>
<td>07960 856699</td>
<td><a href="mailto:midasdisplayltd@aol.com">midasdisplayltd@aol.com</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mark.d@LightBrigade.co.uk">mark.d@LightBrigade.co.uk</a></td>
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<td></td>
<td><a href="http://www.LightBrigade.co.uk">www.LightBrigade.co.uk</a></td>
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Technical information

Complete stand (shell scheme package)

A stand built in our preferred shell scheme flush system with panels 2.44m high and 1m wide

A black fascia header board (300mm) to the front of the stand.

A name board with your organisation’s name and stand number.

Two electrical spotlights fitted to the fascia board and an electrical socket to the rear of the stand.

An option of one coffee table and two chairs or one high table and two stools.
Space only
If you have taken this option you will need to arrange electrical and furniture services directly with the suppliers listed. Your floor space will be marked out for you according to the size you have booked. This option allows you the freedom to design your own stand without shell scheme limitations.

Height restriction
There is a variety of height restrictions at this venue for stands, please see the plan on page 14 for your stand limit. Only stands building over 4m or those deemed a complex stand will require a structural engineers report. See our H&S guide for further details.

Recycling
We actively discourage the use of plastic bags and excessive publication production. The venue will have recycling points throughout.

Promotional materials
If you are planning on using a giveaway as part of your stand activity, please let us know and send us a sample. This will help us with access and search processes prior to and during Conference. We do not need to see publications or sweets. Deadline 2 September.

Services
We will appoint preferred suppliers to provide a range of services that include suppliers to the exhibition areas, advertising agents, photographers and other Conference related services. These are permitted to contact our exhibitors directly. We do not provide our data to external organisations not already engaged in related activities.

Stand completion
Stands must be completed by 8pm on Sat 21 Sep - only literature displays and minor set ups will be permitted. This is to allow for final cleaning in preparation of the doors opening at 10am for Conference.
Stand construction and design regulations
- all stands

General - all stands

• Any exhibitors bringing an exhibit/stand fitting higher than 2.5m should check with the organiser / plans / venue or Health & Safety consultant that there will be sufficient ceiling clearance.

• No part of any stand may overhang any gangway or exceed the allocated boundaries of the stand space.

• Exhibitors must not display their goods so that, in the opinion of the organiser, they distract the light or impede the view along open spaces or gangways, or inconvenience other exhibitors.

• Any changes to shell/space package options on site will be charged for at the shell package rate.

• All self-build stands are responsible for ensuring their working area is maintained with due care and consideration to other exhibitors nearby, debris must be cleared away.

Construction & finishing - The construction of stand, signs and fascia’s shall be of the following materials:

• Non-combustible material (in accordance with the tests prescribed in the current BS 476:part4)

• Inherently non-flammable material - the standard ‘flameproof’ in accordance with the provisions of BS 5438:1976 or the standard of Class 1 when tested in accordance with the provisions of BS 476; PART 7:1971

• All paintings must be carried out with water based paints. Finishes having an oil or cellulose base are not permitted to be prepared on site.

• Plywood, hardboard, pulp board or fireboard rendered flame retardant by a process of impregnation acceptable to the licencing authority and bearing a distinguishing band mark to indicate that it has been so impregnated.

• The use of a plastic of a grade less than Class 1 whether in standard construction or display arrangements is prohibited.

• Durable, flame proofed fabric (flame proofed fabric which after being submitted to a washing treatment remains flameproof as determined by the method of test prescribed in BS5438)

• Doors and gates forming part of an escape route should open in the direction
of escape, clear of any steps, landings or public way and should if necessary be recessed so as not to obstruct the required width of the gangway, all doors must have vision panels.

• All space only sites are responsible for the finishing of all external / walls areas that are visible and that of external walls adjacent to shell scheme stands, especially where the height is more than the standard shell scheme.

• No petrol, spirit or other hazardous spirit, liquid or vapour is to be brought into the exhibition premises unless previously approved in writing by the organiser.

Enclosed stands

Approval must be sought from the Exhibition organiser Ann Kennedy or H&S consultant for partially enclosed stands, Long runs of solid stand walls along gangway edges are forbidden – walls should have natural breaks and should ensure that at least one third of each side is kept open.

Floor loadings

Any exhibitor who has concerns on the weight of their stand should include this in their stand drawings and RA.

Gas

The use of Helium gas balloons and gas cylinders is strictly forbidden

H&S obligations

• It is a condition of entry into the Conference that every exhibitor, contractor, sub-contractor, supplier and his / her agents comply with the Health & Safety at Work Act 1974 (HASAWA74) and all other legislation covering the venue. The exhibitor accepts that it is their legal and moral responsibility to ensure their own and others health and safety is not put at risk by their actions (or inactions) during the Conference.
• Required submits - you are required to submit no later than 6 weeks before the event, Insurance certificate, Risk Assessment, Method Statement, Detailed stand plans/stand activity.

• Appointed contractors must undertake a Risk Assessment for this event in accordance with Health & Safety at work Act 1974 and has trained and notified their staff and sub-contractors in all areas identified as being of risk.

• Principal stand contractor must have a suitable and sufficient Method Statement prepared for the Conference and exhibitor should satisfy themselves of their competence to undertake the tasks required of them.

• The Exhibitor responsible for the stand should ensure that their own company’s Health & Safety Policy and the stand staff will be sufficiently instructed and trained in matters relating to Health & Safety in order to carry out their tasks competently.

• All stands over 4m and those deemed complex must submit a structural engineers report and meet our appointed H&S consultant before work commences on site to ensure all required submits are in order.

*See separate RA guidance & required compulsory submit

Health & Safety services are provided by
Phil Fellows TechIOSH AIIRSM
DIME Events Ltd
Unit 4 Highlands Farm
Berden
Bishops Stortford
Herts
CM23 1AB
Tel: 01799 551950 or
01799 551181
eFax: 01279 213875
email: phil.fellows@dimeevents.com

Ann Kennedy
Head of Exhibitions (NEBOSH)
0207 783 1511 / 07834 800264
ann_kennedy@labour.org.uk

Further recommended reading
eguide, available through the Association of Event Organisers www.aeo.org.uk
The Purple Guide www.thepurpleguide.co.uk
**Height restrictions**

These can be found on our exhibition plan and see below table

<table>
<thead>
<tr>
<th>Height</th>
<th>Numbers</th>
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<tbody>
<tr>
<td>4m</td>
<td>113</td>
</tr>
<tr>
<td>3m</td>
<td>13</td>
</tr>
<tr>
<td>2.8m</td>
<td>72a</td>
</tr>
<tr>
<td>2.75m</td>
<td>102</td>
</tr>
<tr>
<td>2.6m</td>
<td>1</td>
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<tr>
<td>2.2m</td>
<td>20</td>
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</table>

If a stand falls in two height restrictions, the lower measurement is quoted. This is given as guidance and contractors / exhibitors should include their height requirements on submitted plans too.

**Open top stands**

All stands are to be open topped as far as possible. For all or part of a stand top closure, permission must be sought form the exhibition organiser or H&S Representative.

**Platforms and stand edges**

- Exhibitors are reminded to ensure that entry to their stand is fully DDA compliant.
- The general height permitted for platforms on stands is 100mm but areas may be super-elevated for display purposes. Details of super-elevated platforms above the height of 600mm to which persons have access must be included in your stand plan submit for approval with the relevant calculations.
- Flooring must be laid with close joints.
- Platforms must be of a strength and stability sufficient to carry and distribute the weight of the stand fitting, stand personnel, visitors and exhibits having regard to the loading limits of the floors.
- Any stand featuring an overall platform should ideally have a gentle sloping, non-slip ramped edge to avoid any trip hazards.
Stand design approval

All exhibitors must send their plans for approval to our appointed H&S consultant Phil Fellows

Vehicles

The use of a vehicle as an exhibit must be agreed in writing with the organisers, the fuel tanks drained and a drainage tray placed underneath the engine block. Vehicles are not permitted to run engines during the exhibition. Access arrangements should also be considered. Should the need arise to remove venue doors to enable access and charges incurred these will be passed to the exhibitor if not agreed beforehand.

Deadlines & Conference timetable

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<td>14 Aug</td>
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<td>Furniture orders</td>
<td>14 Aug</td>
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<tr>
<td>Electrical orders</td>
<td>2 Sept</td>
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<td>H and S compliance</td>
<td>2 Sept</td>
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<td>Fringe listing / Exhibitor &amp; Contractor pass forms</td>
<td>26 July</td>
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<td>Vehicle access request form</td>
<td>2 Sept</td>
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<td>Promotional materials</td>
<td>2 Sept</td>
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<tr>
<td>AV orders</td>
<td>2 Sept</td>
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</tbody>
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Sunday 22 Sept 10am to 5.30pm
Monday 23 Sep 9am to 5.30pm
Tuesday 23 Sep 9am to 5.30pm
Wednesday 24 Sep 9am to 4.00pm
Venue clearance for exhibitors breakdown Midnight
Services during Conference

Best stand awards

These awards will be made on Tuesday in the exhibition hall by a senior member of the Labour party.

The awards this year will be judged on design, message delivery, stand staff and the contribution to Conference, two places in each of the following categories. The winners will be announced in our Conference newspaper and photographs presented after Conference.

- Best Third Sector stand
- Best Commercial stand
- Organisers choice
- Delegates choice

examples of past winners
**Business centre**

A special area just for Commercial visitors and Exhibitors, located on the ground floor on stand 71. Provided with free Wifi access, PC and printer facilities and Conference speech screens are provided here.

**Cloakroom**

Located on the ground floor towards the rear of the building.

**Complimentary refreshments**

Complimentary tea & coffee vouchers will be issued to exhibitors on site for the duration of Conference.

**Dedicated exhibitions team**

Based in the Organiser’s office - For all issues with your stand set up, onsite services and any questions you may have relating to exhibiting, a dedicated team of organisers, Health and safety support and suppliers can be found here. There is a reception desk providing instant support to ensure the help you need gets to you as quickly as possible.

Conference 2014 stand information, plans and booking forms will also be available; an opportunity to view and book the best sites before general release. Located on the rear ground floor next to the Youth Zone.

**Disabled parking**

If you require assistance with parking during Conference, please contact our Conference Services Office on 0845 092 3311.

**First Aid**

Available from stand 66 on the ground floor.

**Information desk**

Located at venue reception desk in the main foyer.

**Internet services**

Internet cafes are provided on the Community stand number 35 on the ground floor or the Business Centre, stand 71. The venue also has free wifi for visitors.

**Lost Property**

Located at venue reception desk in the main foyer.
Photography tours
The exhibition team will be located with the organisers, our exhibition tours are managed by Catherine Jackson again this year. Scheduled tours will be displayed daily at our reception desk. We will do our best to involve your organisation in as many relevant tours as possible.

Our official appointed photographers from Gus Campbell Photography will accompany leading party personalities on tours of the exhibition stands. As part of your package, you are entitled to six images, available in various formats; these can be viewed approximately one week after Conference at http://www.guspix.com and requested at mail@guspix.com

Images for each day are available on site on a memory stick for a fee of £135 that includes the copyright fee.

A tour request form can be found on our exhibitor website

Postal service
Postal services are provided on stand 52 in the exhibition hall on the ground floor

Relaxation Zone
A quiet area is provided for exhibitors with an on site massage service, located on stand 33 on the ground floor.
Emergency procedures

These will be circulated in September prior to Conference.

Notes