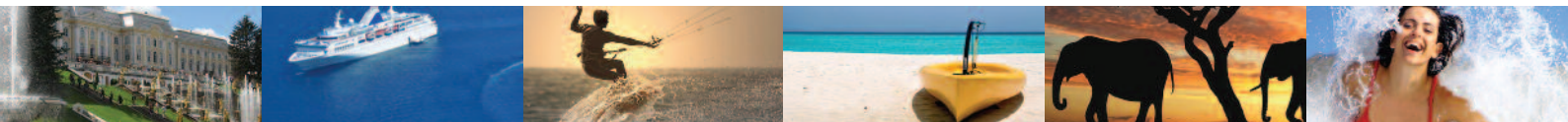


Holiday World Show



RDS, Simmonscourt Road, Ballsbridge, Dublin 4, Ireland
t: +353 (0)1 668 3070
w: rds.ie



2019 Exhibitors Information Manual

DUBLIN

Organised on behalf of
The Irish Travel Agents Association
by Business Exhibitions Limited
59 Rathfarnham Road, Dublin D6W AK70, Ireland
t: +353 (0)1 295 7418
f: +353 (0)1 295 7417
www.holidayworldshow.com



Media Partner



IMPORTANT
PLEASE CHECK PAGE 3
FOR CRITICAL DEADLINES

Contents

IMPORTANT - Check List and Important Dates	3
Venue/Dates/Times/Exhibitor Badges/Car Park Passes	4
Contact Us/Directions/Accommodation	5
Shell Scheme Stands Explained	6
Official Contractors	7/8
FAQs	9/16
Order Forms	17/27
• Stand Booking Form	17
• Furniture	18
• Fitments	19
• Shelving	20
• Additional Electrics	21/23
• Water Supply and Plumbing	24
• Floral Decoration	25
• Fork Lift Facilities	26
• Broadband & Internet Connections	27
• Rigging Requirements Form	28
• Risk Assessment Form	29/30
Rules and Regulations	31/34
30 Secrets to Exhibiting Success	35

IMPORTANT - READ ME FIRST!

Checklist and Important Dates

Exhibitor Badges and Car Park Passes will be available from the Organiser's Office from January 24th.

Deadline Date	Description	Page No	Action Taken
Act now	Return Stand Booking Form including Name Panel (Shell Scheme Exhibitors only)	17	
Act now	Find out what is included in your Stand	6	
Act now	Send list of Stand Partners. Each Partner will be listed in the Official Catalogue	17	
Act now	Book Travel and Accommodation	5	
Act now	Seek sponsorship opportunities	14	
Dec 01	4 Options to pre-promote your presence at the Show	12	
Dec 01	Return the following Order Forms		
	Furniture	18	
	Stand Fitments	19	
	Shelving	20	
	Additional Electrics (avail of early booking discounts)	21/23	
	Water Supply and Plumbing	24	
	Floral Decoration	25	
	Forklift Facilities	26	
	Broadband and Internet Connections	27	
	Rigging Requirements	28	
	Risk Assessment Form	29/30	
Dec 01	Take out insurance cover	10	
Dec 01	Book an advertisement in the Holiday World Show preview issue of TRAVEL Extra. Free copies available for all show visitors	16	
Dec 01	If you are building your own stand, send drawings for approval	14	
Dec 01	Organise Staff training	15	
Dec 01	Book Freight Forwarder	-	
Dec 01	Make final stand payment	-	
Dec 01	Prepare stand graphics, flyers, brochures, giveaways etc.	-	
Dec 01	Book your place at the Irish Travel Industry Awards	10	
Jan 04	Plan post-show follow-up activities	11	
Jan 24	All stands should be completed by 6.00pm	-	
Jan 25	Press Office opens - located top right corner of Hall	-	
Jan 25	Exhibitors Lounge opens - located on the first floor overlooking the Restaurant and Kids Zone	-	

If an Exhibitor has a problem during the Show which cannot be resolved by the appropriate service contractor, the Exhibitor should come to the Organisers Office for assistance. All too often, the Exhibitor will write after the Show about a problem which could have been corrected at the time it occurred.

Venue/Date/Times

VENUE

RDS, Simmonscourt, Ballsbridge, Dublin 4

DATE AND TIMES

Friday	January 25	10.00am - 1.00pm	Trade Only
Friday	January 25	1.00pm - 6.00pm	Trade and Public
Saturday	January 26	11.00am - 5.30pm	Trade and Public
Sunday	January 27	11.00am - 5.30pm	Trade and Public

BUILD-UP TIMES

SPACE ONLY EXHIBITORS

Tuesday	January 22	8.00am - 9.00pm
Wednesday	January 23	8.00am - 9.00pm
Thursday	January 24	8.00am - 9.00pm

SHELL EXHIBITORS

Wednesday	January 23	8.00am - 9.00pm
Thursday	January 24	8.00am - 9.00pm

DISMANTLING TIMES

Sunday	January 27	6.00pm - 10.00pm
Monday	January 28	8.00am - 2.00pm

Clearance of exhibits may begin once the show has closed on Sunday January 27. It is not possible to provide effective security during the dismantling of the Show. We would ask you to remove products, dressing, equipment etc. before leaving on Sunday evening. Only heavy goods should be left for collection on Monday. Ensure that you have organised forklift facility, if required.

EXHIBITOR BADGES/CAR PARK PASSES

On arrival at RDS Simmonscourt please call to the Exhibition Organiser's Office and collect your Exhibitor Badges and Car Park Passes.

GENERAL ENQUIRIES

BEFORE SHOW

Business Exhibitions Ltd., 59 Rathfarnham Road, Dublin D6W AK70

t: +353 (0)1 295 7418

f: +353 (0)1 295 7417

e: info@bizex.ie

DURING SHOW

Organisers Office, RDS Simmonscourt, Ballsbridge, Dublin 4

t: +353 (0)1 668 3070

BANK DETAILS

AIB Bank, 60 Clonskeagh Road, Dublin 14

A/C Name: Business Exhibitions Ltd.

IBAN: IE66 AIBK 9311 8713 0040 08 SWIFT: AIBKIE2D

Contact Us

CONTACTS

		Direct Line	email
Paulette Moran	Sales Manager	+353 (0)1 291 3702	paulette@bizex.ie
Maria Sinnott	Financial Controller	+353 (0)1 291 3707	maria@bizex.ie
Maureen Ledwith	Sales Director	+353 (0)1 291 3700	maureen@bizex.ie
Edmund Hourican	Managing Director	+353 (0)1 291 3701	edmund@bizex.ie
Shane Hourican	Operations Manager	+353 (0)87 255 1675	shane@bizex.ie
Angela O'Rourke	Business Develop. Manager	+353 (0)1 291 3705	angela@bizex.ie

ORGANISERS

Business Exhibitions Limited
59 Rathfarnham Road
Dublin D6W AK70
t: +353 (0)1 295 7418
f: +353 (0)1 295 7417
w: www.holidayworldshow.com

EXHIBITORS' LOUNGE

Located on the First Floor overlooking the Restaurant/Kids Zone. Open Saturday and Sunday.

PRESS OFFICE

Located at the top right hand corner of the Exhibition Hall.

HOW TO GET TO THE RDS

Log onto www.rds.ie for maps, full directions and public transport details.

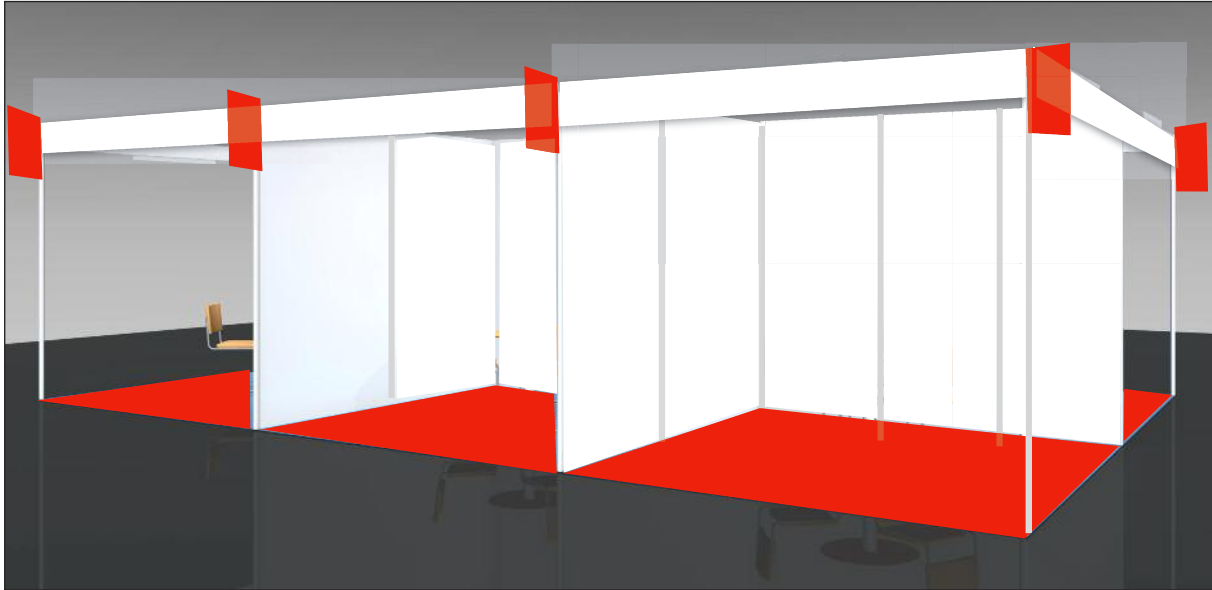
TAXI NUMBERS

+353 (0)1 454 4070
+353 (0)1 668 3333
+353 (0)1 667 2222

ACCOMMODATION

The promo code is HOLI230119. The rate is €129 Bed & Breakfast. To book online guests will need to go onto the website www.claytonhotelballsbridge.com and choose their dates and input the promo code into the promo box. Alternatively they can call the hotel on 01 668 1111 or by emailing the reservations team at reservations.ballsbridge@claytonhotels.com and mention the promo code to avail of the agreed rate. The rate will be valid for the 25 - 27th January 2019 only – Cut-off date for the agreed rate is 3rd December 2018 and anyone looking to book after this will be offered the best available rate at the time.

Shell Scheme Stand - what's included



- Divider Walls
- One 150 watt Spotlight per 6 sq m (min 2)
- Carpet
- Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

What is not included in a Shell Scheme Stand

- Stand Furniture
- Power Socket

To order stand furniture or power sockets log on to www.holidayworldshow.com and go to Dublin Order Forms under "Exhibiting"

Panels Fixing Exhibits

- The use of nails, screws, staples, etc., is not permitted to the standard wall panels. When fixing exhibits to White Foamex Panels, use two-part Velcro, blutack or double-sided sticky pads can be used to fix light exhibits.
- Heavier display items, smaller than 1 metre wide, can be hung from the top of the stand walls using picture wire and hooks
- Please note that between each wall panel there is an upright pole giving a 20mm protrusion from the infill panel, which means that, displays wider than 950mm will not fit flush to the stand walls. For items wider than 990mm, fixing clips can be supplied.
- Octanorm is a very versatile system which can be enhanced WITH A RANGE OF OPTIONAL EXTRAS to create a professional stand for displaying your products and making you stand out from the competition. These OPTIONAL EXTRA include graphics, stand furniture, stand storeroom, shelving, literature dispensers, counters etc.

To learn more contact Tony O'Brien, Managing Director
O'Brien Expo Services Ltd.,

The Coach House, 1 Warwick Terrace, Appian Way, Ranelagh, Dublin 6.

t +353 (0)1 614 4700

f +353 (0)1 614 4676

m +353 (0)87 249 2489

e tony@obexpo.ie

OFFICIAL CONTRACTORS

Permission must be sought from the Organisers to use a contractor other than the official contractors listed below.

WI-FI/WIRED INTERNET CONNECTION

ABLECOM LTD., Unit C2, Nutgrove Office Park, Rathfarnham, Dublin 14

t: +353 (0) 1 296 3738 e: peter@ablecom.net

Contact: Peter McCabe, Managing Director

AUDIO VISUAL

PEARL AV, 191-193 Lower Kimmage Road, Dublin 6W

t: +353 (0)1 623 0038 f: +353 (0)1 623 2034 e: info@pearlav.ie w: www.pearlav.ie

Contact: Alan Finn

CATERING

RDS HOSPITALITY, Royal Dublin Society, Ballsbridge, Dublin 4

t: +353 (0) 1 260 2632 f: +353 (0) 1 260 2633 e: eoin@hospitality.ie

If you require catering to your stand please email or call RDS Hospitality

The official caterers at this Show have the sole right to provide food and drink (alcohol or otherwise) for consumption on stands and in offices. Except by written permission of the caterers, no company or individual may bring any food or drink into the Show for distribution. **Please contact caterers direct for prices.**

ELECTRICAL

ELECTROMAHER LTD., 10 Knockmitten Close, Naas Road, Dublin 12

t: +353 (0)1 450 6661/7 f: +353 (0)1 450 7889 e: exhibitions@electromaher.com

Contact: Tommy Maher, Managing Director m: +353 (0)86 241 5631

STAND CONSTRUCTION - THREE APPROVED CONTRACTORS

OBRIEN EXPO SERVICES LTD., The Coach House, 1 Warwick Terrace, Appian Way, Dublin 6

t: +353 (0)1 614 4700 f: +353 (0)1 614 4676 e: tony@obexpo.ie

Contact: Tony O'Brien, Managing Director m: +353 (0)87 249 2489

W DISPLAY LTD., Unit 12 & 13 Crumlin Business Centre, Stanaway Drive, Crumlin, Dublin 12

Contact: Mr Ronnie Smith m: +353 (0)87 251 4660

ECS LIMITED, Unit 3, Road O, Tougher Business Park, Naas, Co Kildare

t: +353 (0)45 409 420 f: +353 (0)45 409 424 e: info@ecs.ie

STAND CLEANING

SOUTHSIDE CONTRACT CLEANING, 33 North Summer Street, Dublin 1

t: +353 (0) 1 887 9006 f: +353 (0) 1 887 9655

Contact: Paul Mulhall, Managing Director m: +353 (0)87 806 8431

WATER & WASTE

ALEC O'NEILL, 48c Robinhood Industrial Estate, Dublin 22

e: anoneill@gmail.com

Contact: Alec O'Neill, Managing Director m: +353 (0)87 257 2077

OFFICIAL CONTRACTORS

FLORAL DECORATIONS

PLANT LIFE UNLIMITED, 110/111 Cork Street, Dublin 8

t: +353 (0)1 453 6201 f: +353 (0)1 454 2493 e: info@plantlife.ie

Contact: **Sammy Smyth Managing Director** m: +353 (0)86 257 9564

RIGGING

Exhibitors must use our appointed Rigger in order to coordinate Rigging Services in the Exhibition Hall.

ACTAVO EVENTS IRELAND LTD, The Grange, Newcastle Road, Lucan, Co Dublin

t: +353 (0)1 505 5888 e: events.irl@actavo.com

BANK DETAILS

AIB Bank, 60 Clonskeagh Road, Dublin 14

A/C Name: Business Exhibitions Ltd.

IBAN: IE66 AIBK 9311 8713 0040 08

SWIFT: AIBKIE2D

BROCHURE STORAGE

We have a Brochure Storage Area for surplus brochures. Please note that brochures must not be delivered before **Tuesday 22 January 2019**. When sending your brochures or stand equipment to the Venue please show the correct address, (see below), Exhibitor Name and Stand Number and a contact name and number of the person responsible for the stand. No excess stock, literature or packing cases may be stored on, around or behind your stand.

VENUE ADDRESS:

The Holiday World Show, RDS Simmonscourt Pavillion, Simmonscourt Road, Ballsbridge, Dublin 4

BUSINESS CENTRE

The Business Centre is located in the Organisers Office

CHILDREN

For Health and Safety reasons children under the age of 16 will not be allowed gain entrance to the hall during the build-up or break-down period.

COMPETITION PRIZES

Part of the publicity campaign will involve a series of competitions and special promotions for which we will be offering '**FREE HOLIDAYS**' as prizes. We invite your participation in this scheme and we are accepting offers on a date received basis. The pay-off to the participating Exhibitor is the free listing of the prize and your logo on our website in advance of the show.

CUSTOMS & EXCISE- Non European Community Exhibitors

Arrangements can normally be made for goods to be imported without paying duty, under the Temporary Importation of Goods for Exhibition or Meeting Regulations, as explained in Notice 213. Your forwarding agent will be able to make all the necessary arrangements on your behalf.

The exhibition halls are not a bonded area. Exhibits from non-European Community countries consigned to the hall need clearance by the local Customs Inspector. A minimum of 48 hours notice is required by the Customs and Excise office. Further information should be obtained direct from

Director of Customs & Excise

Wicklow House, South Great Georges Street

Dublin 2

t: +353 (0)1 679 2777

EXHIBITOR BADGES/CAR PARK PASSES

A reasonable quantity of badges and car park passes will be supplied to the Exhibitors at the Organiser's Office. These are not transferable and it is requested that special care be exercised to prevent them getting into unauthorised hands.

EXHIBITORS' LOUNGE

Located on First Floor beside the Organiser's Office.

FIRE EXTINGUISHERS

No Exhibitor may light a fire, gas or oil appliance or stove or boiler of any description for any purposes whatsoever, unless he has the authority of the Organisers to do so. Exhibitors using Bottled Gas, Fuel Oil, Petrol, Hay, Straw and other inflammable material must provide in all cases fire extinguishers designed to deal with the risk involved and have the approval of his own insurers of his arrangements. All materials used in the decoration of the Stands, of offices therein, must be non flammable.

FIRST AID

First Aid Facilities are located in the Organisers Office.

FORKLIFT

For Health and Safety reasons only forklift trucks authorised by the Organisers will be allowed to work on the event site. If you require forklift facilities on site please log onto www.holidayworldshow.com. The order form may be downloaded from the "Exhibiting" area on the home page and should be returned to: shane@bizex.ie

FURNITURE HIRE

Please log onto www.holidayworldshow.com. The order form may be downloaded from the "Exhibiting" area on the home page and should be returned to

BUSINESS EXHIBITIONS LTD, 59 Rathfarnham Road, Dublin D6W AK70

t: + 353 (0)1 295 7418 e: shane@bizex.ie

Contact: Shane Hourican m: +353 (0)87 255 1675

HEIGHT RESTRICTIONS

Any Exhibitors planning to build a stand in excess of 2.5 metres must send detailed plans to the Organisers for their approval.

INSURANCE

Exhibitors are advised to take out adequate insurance cover against the kinds of risks they could incur in connection with the Show, especially

- Public Liability
- Employers Liability
- Personal Accident to Staff
- All Risks to
 - a) Exhibitors property at Show
 - b) Property on loan or hire to them

In addition, Exhibitors may wish to take out insurance for losses and wasted expenditure in the event of the Show being abandoned or curtailed.

It is possible that Exhibitors' existing policies will extend to cover them at the Show and verification of this should be obtained from the exhibitor's insurance company.

Ensure that any incident involving a possible claim on insurance is reported to the Organiser's Office as failure to do so could result in insurance companies refusing to meet claims.

IRISH TRAVEL INDUSTRY AWARDS

The Irish Travel Industry Awards are the premier Awards for Suppliers and Travel Agents in Ireland. Log onto www.irishtravelindustryawards.com and download a booking form.

MUSIC ON STAND

Exhibitors who intend having music on their stands, even for demonstration purposes only, should be aware that an Irish Music Rights Organisation Licence is **necessary in law** to authorise such use of its international copyright musical repertoire. Licences can be obtained for the duration of the Show from the following at a charge to be determined by the Irish Music Rights Organisation.

IRISH MUSIC RIGHTS ORGANISATION

15 Herbert Street, Dublin 2

t: +353 (0)1 661 4844 f: +353 (0)1 676 3125 e: info@imro.ie w: www.imro.ie

NOISE

All exhibitors wishing to use recorded or live presentations should submit a detailed description of their planned activity for Show Management approval. Noisy equipment used in demonstrations should be operated intermittently. Exhibitors may be requested to discontinue any noise which becomes objectionable to neighbouring exhibitors and interferes with the effectiveness of their exhibits.

ORGANISERS OFFICE

The Organisers Office will be located at the front of the hall. **On your arrival please call to this office to collect your Exhibitors Pack which will contain exhibitor badges, car park passes and other relevant event information.**

PARKING

The exhibitors car park will be located opposite the main public entrance area. You need a Car Park Pass to enter the RDS grounds and an exhibitor badge to enter the exhibition hall. The exhibitor entrance door is located on the side of the exhibition hall opposite Simmonscourt Road.

Due to the new regulations imposed by the RDS a limited number of free car park passes will be issued from the Organisers Office. This will be based on two free car park passes per stand. Additional car park passes can be purchased from the Organisers Office during build-up. Overnight parking will be available by prior arrangement with the RDS Premises Office at a rate of 27.00 euro per vehicle per night for the duration of the event. No personnel will be allowed to sleep overnight in vehicles. Illegally parked exhibitor vehicles may be removed and towing charges will be levied.

POST SHOW FOLLOW-UP - TURNING LEADS INTO SALES

Plan for your post show follow-up and put all the pieces of your plan in place before you leave for the show. Studies reveal that 80% of exhibitors do not follow up, so take your competitors' customers and increase your show's Return on Investment!

Sort your leads according to their business potential (A, B or C leads) or type of information requested. Hold your staff accountable by requiring a written record of each lead's status.

Research also shows that 50% of attendees who passed your stand without stopping nonetheless took away an impression of your exhibit. Keep show information on your internet site for three months after the event.

4 OPTIONS TO PRE-PROMOTE YOUR PRESENCE AT THE SHOW

- 1. SHOW SUPPLEMENT:** The Sunday Independent will be producing for us the Official Show Supplement, printed in-paper in advance of the Show and also available to Show-goers. We want you to make the best opportunity so, if you have
 - a newsworthy story (with support photos) about your destination or serviceOR
 - a competition prize you'd like to give away (aside from any on your stand)...we'd urge you to get in touch with Holiday World Dublin's PR Agency, Limelight Communications ASAP (see contacts below). Space is first come first served, but as a guide consider **Friday 14 December 2018** the deadline for offers of editorial submissions/prizes for the Supplement.
- 2. MEDIA COMPETITION PRIZES:** Limelight Communications will also be happy to advise you on the exposure that the Sunday Independent can achieve for exhibitors who are prepared to offer significant (€1k) prizes for reader competitions for use whether in the Supplement or run of paper. Prizes of smaller values may still be welcomed by other media, with exposure offered in line with perceived retail value - here again Limelight Communications can help advise and help place on your behalf, without additional cost. Please ensure you contact them with any prize offers before the forthcoming festive holidays.
- 3. ON-STAND PRIZES:** If you plan to give away a prize on your stand at the Show (rather than in the press, in advance), remember to provide the agency with your logo, stand number and a line or two about the prize so they can have it listed as early as possible on the Holiday World website. A link to the 'Dublin Prizes' webpage will be shared via the Show's social media ahead of the event.
- 4. SHOW PRESS OFFICE:** Do continue to keep Limelight Communications informed of any news you have right up to Show time. Even after the Supplement's deadline, the team can make use of news on the Show's digital platforms and in the event of hard news being announced, assist you in ensuring all relevant Media know about it. It is always advisable to make printed copies of recent news releases available for visiting media to the Show. Please note, printed Media Packs/Releases should be left to the Press Office by 9.30pm on Opening Day. We suggest a minimum of 20 per exhibitor

LIMELIGHT COMMUNICATIONS

60 Grand Canal Street Upper, Dublin 4

t: + 353 (0)1 668 0600

Contact: Mr. John Butterly e: butterlyjohn@eircom.net

Ms Kathryn Byrne e: kathryn@limelight.ie

PUBLIC ADDRESS

The public address system is provided for the use of the Organisers and is not available to Exhibitors or Visitors except in emergencies.

PUBLICITY MATERIAL DISTRIBUTION

Exhibitors are not allowed to distribute leaflets, etc., anywhere within the Exhibition premises or grounds, except at their own stands, and they must not for this or any other purpose encroach upon the aisles or open spaces or do anything which may cause obstruction.

REMOVAL OF EXHIBITS

All portable exhibits, valuable items and any graphics or artwork required for future use, should be removed from the Hall immediately at official closing time in order to safeguard against theft. Special instructions will be issued to cover the late night break-down period.

UNDER NO CIRCUMSTANCES ARE EXHIBITORS PERMITTED TO REMOVE ANY GOODS FROM THEIR STAND BEFORE THE SHOW CLOSSES.

RESTOCKING & SERVICING OF STANDS

Exhibitors may re-stock their stands and service their equipment not later than 1 hour before Show opens. If they wish to remove any of their exhibits from the hall during the open days of the Show they must obtain written permission from the Organisers.

RISK ASSESSMENT

Exhibiting companies must submit a Risk Assessment to the Organisers for their approval and the Local Authority.

RULES AND REGULATIONS

Please log onto www.holidayworldshow.com where the Rules and Regulations may be downloaded in the "Order Form Area" area.

SECURITY

Exhibitors are reminded that although the Organisers take every precaution to ensure the security of the Show, they or any of the contractors cannot take responsibility for losses or damage that occur during build-up, open hours or dismantle. Any items belonging to Exhibitors which are required for future use should be removed from the hall immediately after the Show closes.

Exhibitors who leave any exhibits or valuables, such as coats, wallets, purses, laptops or other electronic devices, on their stand are strongly advised to arrange for a security guard to man their stand until the exhibits and valuables are removed from the hall.

Exhibitors are reminded that vehicles and their contents are at risk in the Car Park area and that, in particular, care should be taken not to leave vehicles with valuable contents unattended during build-up or at anytime during the Show.

Please ensure that any incident involving the loss of property is reported to the security or Organisers Office. Failure to do so could result in insurances companies refusing to meet claims.

Please check with your insurance company prior to build-up that your exhibits are adequately covered against loss or damage while they are at the exhibition or in transit.

SHELL SCHEME ADDITIONS

Please log onto www.holidayworldshow.com. The order form may be downloaded from the "Exhibiting" area on the home page and should be returned to

BUSINESS EXHIBITIONS LTD, 59 Rathfarnham Road, Dublin D6W AK70

t: + 353 (0)1 295 7418 e: shane@bizex.ie

Contact: Shane Hourican m: +353 (0)87 255 1675

SHELL SCHEME STANDS

Included in the price of SHELL SCHEME STANDS are dividing walls (2.5m high), carpet, name panel and 150 watt spotlight per six square metres with a minimum of two spots per stand. Stands are constructed of modular framework in widths of 950mm. Stand furniture and power points are not included in the price.

SPACE-ONLY STANDS

Should you propose to build a stand with height dimensions of more than 2.5 metres, 2 scaled copies of the proposed plan must be submitted to the Organisers 30 days prior to the opening of the exhibition. Please note that approval for such plans must be agreed by the Organisers and such approval shall be notified in writing. Such stands may be built to a maximum of 4m.

SPACE-ONLY STANDS ADJOINING A SHELL SCHEME STAND

Any walls that are built above the height of the Shell Scheme Stand (2.5m) must be finished to an acceptable standard.

SPONSORSHIP OPPORTUNITIES

There are a variety of different sponsorship opportunities available at the Show. Details of these opportunities are available on request.

STAND APPEARANCE

In general stands should not exceed 2.5 metres in height and all materials used must be inherently non-flammable. Access to essential hall services must be left clear and all divider walls must be backed-up and present a clean appearance from the aisles and any adjoining stands. In particular enclosed structures should be so designed as not to detrimentally effect surrounding stands or the entire lay-out.

Some stands contain permanent structural features, i.e. PILLARS and others may contain amendments based on operational requirements. Any such variations are generally shown on the stand layout and Exhibiting Companies should note that stands are bought as seen and/or described. If you require a detailed drawing of your stand please ask.

In the event of a space only exhibitor wishing to make use of a neighbouring exhibitor's shell scheme wall, he must first obtain permission from the Shell Scheme contractor.

STAND APPROVAL

It is important that space only Exhibitors submit 2 copies of their stand floor plans to the Organisers for approval one month before Show opens.

STAND BOOKING FORM

Completed Stand Booking Forms (which includes Shell Scheme Stand Name Panel) must be returned to the Organisers immediately after stand location and size is agreed.

STAND DRESSING

For quick and simple stand dressing it is best to use Velcro (hook & loop) fasteners. Simply apply the velcro tabs (male and female) to your graphic panel and fix directly to the stand walls. Velcro can be purchased in most stationers or art supply shops. You can also order some directly from O'Brien Expo e: tony@obexpo.ie and of course they will also have some available for sale on site. Doublesided tape, glue or staples may not be used to fix graphics to the stand walls. For heavier panels constructed of plywood or chipwood, we strongly recommend the purchase of special mild-steel straps, supplied complete with nuts and bolts. These straps will allow you hang your own panels on top of the stand walls. These straps may be purchased from the furniture contractor, O'Brien Expo in advance of the show. Please contact O'Brien Expo directly e: tony@obexpo.ie.

Under no circumstances may any display be nailed or screwed on the basic walls. Also panels may not be damaged with permanent self adhesive stickers or lettering. Any lettering or vinyl applied must be removed after the exhibition. A charge of €50 per panel will be made to cover the replacement cost of any panels damaged.

If you have any queries regarding stand dressing, please contact Tony at O'Brien Expo e: tony@obexpo.ie

SUB-LETTING

The Exhibitor shall not assign the Contract, sub-let, share with his site or stand or any portion of it without prior written consent from the Organisers. Similarly, without such written consent from the Organisers, no name other than that of the Company or firm which entered into the Contract with the Organiser may be displayed on the site or stand, nor may any literature in respect of goods other than those of the Exhibitor be displayed or distributed.

TAXIS

Taxis are available by calling the following numbers:

+353 (0)1 454 4070

+353 (0)1 668 3333

+353 (0)1 667 2222

TRADE DAY

PLEASE NOTE THE TRADE MORNING TIMES AND DATES FOR 2019.

Friday January 25 10.00am - 1.00pm Trade Only

The Trade MORNING will be comprehensively promoted to Travel Agents throughout the country with free admission and special facilities provided.

TRAINING - HOW TO EXHIBIT

Maximise the power of exhibitions and make them work for you. Log onto www.holidayworldshow.com/howtoexhibit.

TRAVEL EXTRA

TRAVEL Extra, now in its 23rd year, is our in-house travel magazine.

The February 2019 issue of TRAVEL Extra will contain our annual preview of the Dublin Holiday World Show. We will increase our print run of this special issue to provide a free copy to all Holiday World Show visitors. This is an exceptional opportunity to avail of the substantially increased circulation and long shelf-life of this edition. Book early to be sure of good positioning within this highly popular issue.

Contact:

Maureen Ledwith

Sales Director

t: +353 (0)1 291 3700

e: maureen@bizex.ie

w: travelextra.ie

Paulette Moran

Sales Manager

t: +353 (0)1 291 3702

e: paulette@bizex.ie

w: travelextra.ie

Angela O'Rourke

Business Development Manager

t: +353 (0)1 291 3705

e: angela@bizex.ie

w: travelextra.ie

VALUE ADDED TAX

- If an Exhibitor from another European Member State has a valid VAT number your invoice will not be subject to VAT. **Please Note** your VAT number **must** be the one allocated to the company booking the stand.
- If an Exhibitor has not a valid EU VAT number please contact VATit, who will assist you in reclaiming the VAT charged on this event.
For details contact: VATit, Tel: + 44 207 431 4664,
email: info@vatit.com, www.vatit.com

WI-FI/BROADBAND

There is a free 'guest' wi-fi provided for all Guests and Exhibitors with a 1mb upload and download speed. This service is unsupported. For supported services please complete the Order Form on page 27.

STAND BOOKING FORM 2019

PLEASE TYPE OR
USE BLOCK CAPITALS

CATALOGUE DETAILS	Company Name	<input type="text"/>	Stand No.	<input type="text"/>
	Address	<input type="text"/>		
		Postcode		
	Contact Name	<input type="text"/>	Job Title	<input type="text"/>
	Telephone incl. STD Code	<input type="text"/>	Fax	<input type="text"/>
	Mobile	<input type="text"/>	www	<input type="text"/>
	email	<input type="text"/>	Letter under which you wish your company to be identified in alphabetical listing <input type="text"/>	
	<p>Each partner represented on your Stand may have a SEPARATE CATALOGUE ENTRY. Please photocopy this Form for EACH PARTNER and fill in this section.</p> <p>Are you: Tour Operator/Travel Agent <input type="checkbox"/> Cruise/Ferry <input type="checkbox"/> Activity & Adventure <input type="checkbox"/> Wedding/Honeymoon <input type="checkbox"/> Escorted Tours <input type="checkbox"/> Camping Abroad <input type="checkbox"/> Home Holiday <input type="checkbox"/> Hotel <input type="checkbox"/> Tourist Organisation <input type="checkbox"/> Bus/Coach/Car/Rail <input type="checkbox"/> Airport <input type="checkbox"/> Airline <input type="checkbox"/> Other (specify) _____</p>			

INVOICE DETAILS	PLEASE COMPLETE THIS INVOICE SECTION IF DIFFERENT FROM THE CATALOGUE DETAILS ABOVE				
	Company Name	<input type="text"/>	Stand No.	<input type="text"/>	
	Address	<input type="text"/>			
		Postcode			
	Contact Name	<input type="text"/>	Job Title	<input type="text"/>	
	Telephone incl. STD Code	<input type="text"/>	Fax	<input type="text"/>	
Mobile	<input type="text"/>	email	<input type="text"/>		

STAND DETAILS & VAT	Purchase Order: _____	Stand Number	Total Metres	Metres Front	Metres Depth	€	
	SPACE + SHELL € per metre ²	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	SPACE ONLY € per metre ²	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	* Exhibitors from Another European Union Member State (inc. N. Ireland): If an exhibitor from another European Union Member State has a valid VAT number, please insert your VAT number in the box provided to the right and your invoice will not be subject to VAT. Please note your VAT number must be the one allocated to the Company details in the invoice section of this form.		*VAT No:	<input type="text"/>	or VAT @ 23%	<input type="text"/>	
	* VAT reclaim for Exhibitors from outside Rep. of Ireland, within the EU with no valid VAT number and all other countries outside the EU: Please contact VATit, who will assist you in reclaiming the VAT charged on this event. For details contact: VATit, Tel: + 44 207 431 4664, email: info@vatit.com, www.vatit.com		TOTAL		<input type="text"/>		
	PAYMENT SCHEDULE:						
	*50% Deposit is due upon booking						
	•Balance due 1/11/18						

PAYMENT OPTIONS	1. CHEQUE & BANKERS DRAFT					
	Our Bank: AIB Bank, 60 Clonskeagh Road, Dublin 14, Ireland					
	Cheques/Bankers Drafts: Please Make payable to Business Exhibitions Limited.					
	2. ELECTRONIC TRANSFER IBAN: IE66 AIBK 9311 8713 0040 08 SWIFT: AIBKIE2D					
	3. CREDIT CARDS					
	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Amex	Amount €	<input type="text"/>	
Card No	<input type="text"/>			Expiry Date	<input type="text"/> / <input type="text"/>	
Cardholder Name	<input type="text"/>	Signature	<input type="text"/>	Date	<input type="text"/>	
				CCV Code	<input type="text"/>	

STAND NAME PANEL (Shell Scheme Exhibitors Only)
<input type="text"/>

We agree to take the stand detailed above in accordance with the Event Rules and Regulations, a copy is available upon request

Signature	<input type="text"/>	Title	<input type="text"/>	Date	<input type="text"/>
-----------	----------------------	-------	----------------------	------	----------------------

THE DEADLINE FOR ORDER & PAYMENT IS 14/12/18

Exhibitors who do not return this form will NOT have shelves fitted to their stand
**NO ORDERS WILL BE TAKEN ON SITE. THIS FORM MUST BE FILLED IN and returned with PAYMENT
 IN FULL** (including 23% VAT) in order to prevent possible delays in the set up of your stand

Send to: Shane Hourican, Business Exhibitions Ltd.,
 59 Rathfarnham Road, Dublin D6W AK70

t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS

STAND NUMBER

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs

First Name

Surname

Job Title

Invoice Address

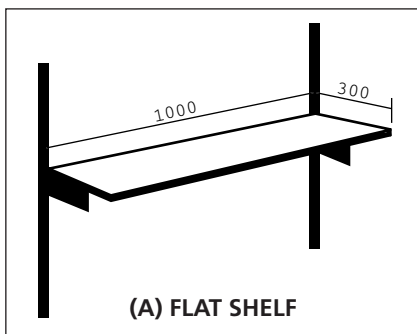
Country:

e:

t:

f:

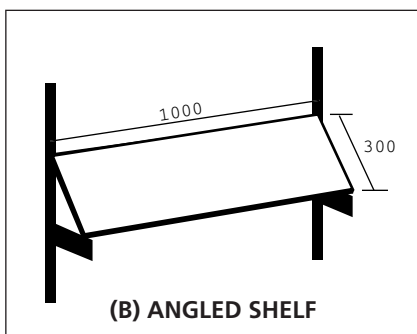
m:



Draw on this grid the plan of your stand indicating the position of the required shelves.

Please indicate whether Flat Shelves (A) in Red or Sloping Shelves (B) in Blue.

Units are in metre sq. blocks.



N.B. It is important that you give the height from the ground to the base of the shelf.

	1	2	3	4	5	6	7	8
1								
2								
3								
4								
5								
6								
7								
8								

(A) FLAT SHELVES
 (B) SLOPING SHELVES

Cost per Metre	Quantity	Height from Ground	Total
€32.00			
€38.00			
N.B. DEADLINE FOR ALL ORDERS : 14/12/2018			Sub Total €
			VAT @ 23%
			TOTAL €

CREDIT CARD DETAILS

Visa Mastercard TOTAL € CCV

Card No

Cardholder Name Signature Date

Address

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO: BUSINESS EXHIBITIONS LTD

HOLIDAY WORLD SHOW 2019

ADDITIONAL ELECTRICS Pre-payment Order Form

Please complete this Form and return **IMMEDIATELY** with payment to:
Electromaher Ltd, 10 Knockmitten Close, Western Industrial Estate, Naas Road, Dublin 12. D12 Y367
Tel: 01 450 6661/7 **Fax** 01 450 7889 **Email:** exhibitions@electromaher.com **Contact:** Ms Cecilia Ryan
10% Early Bird Discount applicable to orders received and **PAID** before **14th December 2018**

The Official Electrical Contractor must supply all electrical requirements on this site. For bonding, insurance and security reasons, no other electrical contractor may carry out work in the halls. The Official Electrical Contractor for this show is as above. As power requirements will be very substantial, we advise return of forms **with total kilowatt loading** early, as power will be allocated on first come, first served basis.

EXHIBITOR DETAILS

PLEASE COMPLETE IN BLOCK CAPITALS

Stand number:	Shell scheme: <input type="checkbox"/>	Space only: <input type="checkbox"/>	Estimated power load (kilowatts):
Company name:		(optionally) NON-ROI VAT no.:	
Mr/Ms/Mrs:	First Name:	Surname:	Signature:
Invoice address:			
Mobile:	Telephone:	Fax:	E-mail:

OPTION 1

**For shell scheme stands up to total load of 1kW.
For maximum 1kW load only ! No extension leads permitted.**

	Cost	Qty	Total
150 W spotlight	€42.30		
5' fluorescent	€50.40		
500 W QI floodlight	€77.00		
13 amp 3-pin single socket	€58.00		
13 amp 3-pin double socket	€65.70		
Total			
Early Bird Discount for orders received & paid by 4th December 2018 - deduct 10%			
Add VAT 23%			
Grand Total			

Please **sign below** to accept the **max 1kW total for Option 1 load terms** (see manual for electrical explanation of the above):



.....
Signature Date

Prices in all options include the hire, wiring, installation and dismantling of all fittings and standby electrician during the show. See overleaf for grid to indicate positioning of your electric requirements. **If your requirement is not listed, please call and we will accommodate your specific request.**

If you require any assistance with this order form, please call our office (contact no's above).

OPTION 2

Mandatory for shell scheme stands exceeding 1kW load and all space only stands. MAINS required. No extension leads permitted

* Mains for stands using sockets in compliance with ETCI fourth edition regulations c/w CER regulations (711.1-711.559.14.04) must have mains supply + main fuse.

	Cost	Qty	Total
20 amp single phase mains (4 kW)	€81.00		
30 amp single phase mains (6 kW)	€99.00		
20 amp 3-phase mains (12 kW)	€121.50		
30 amp 3-phase mains (18 kW)	€139.50		
AND THEN CHOOSE YOUR REQUIRED ELECTRICS:			
16 amp BLUE Ceeform socket	€85.00		
32 amp BLUE Ceeform socket	€117.50		
16 amp RED 3-PHASE Ceeform socket 5-pin	€128.00		
32 amp RED 3-PHASE Ceeform socket 5-pin	€144.50		
13 amp 3-pin single socket	€41.50		
13 amp 3-pin double socket	€56.00		
150 W spotlight	€39.60		
5' fluorescent	€45.00		
100 W LED floodlight (high output)	€75.50		
500 W QI floodlight	€67.00		
1000 W QI floodlight	€89.00		
Metal halide (150 W)	€97.00		
Heavy duty metal halide	€140.00		
Fridge (domestic type)	€90.00		
24hr power connection (in addition to above)	€85.50		
Total			
Early Bird Discount for orders received & paid by 14th December 2018 - deduct 10%			
Add VAT 23%			
Grand Total			

BANK TRANSFER:
Bank of Ireland, Newlands Cross
A/c. 54906895, Sort code 90-01-21
IBAN: IE20 BOFI 9001 2154 9068 95
SWIFT: BOFIE2D

CHEQUE:
SHOULD BE CROSSED AND MADE
PAYABLE TO: **ELECTROMAHER IRELAND**

PAYMENT OPTIONS

Please tick chosen
payment method

CREDIT CARD

Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Cardholder name <input type="text"/> Signature <input type="text"/> Date <input type="text"/>
Card no. <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Expiry Date <input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/> CCV <input type="text"/> <input type="text"/> <input type="text"/>
Total <input type="text"/> Address <input type="text"/>

STAND LAYOUT

Draw on this grid the plan of your stand indicating the position of the required work or submit your own specific plans. Utilise each square as 1 sq. metre.

Key:

I - wall

O - light

X - socket

	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

CONDITIONS FOR THE SUPPLY OF ELECTRICITY

1. Electromaher Ltd. has been appointed as the official Electrical Contractor for this show. The official Contractor is responsible to the owners, exhibition, promoters, licensing and fire authority or the safety and conformity to regulations of the entire electrical installation (both temporary and permanent). Because of this responsibility only electrical installations constructed by the contractor will be connected to the mains distribution system. As it is essential to design a load distribution systems which will, as near as possible, provide for a balanced demand on all phases of the supply cable, Exhibitors are requested to inform the contractor of their electrical requirements as early as possible but not later than the **14th December 2018** as they may require alterations or additions to be maintained and may also involve the Contractor in overtime working.
2. The materials used in the exhibition installations are on hire, and remain the contractor's property and must be returned in good condition at the end of the exhibition. Should any client require constant mains guaranteed (i.e. computers, memory etc) we recommend that they protect their equipment with ups back up supply or similar.
3. Please carefully list all your electrical requirements overleaf, complete the order form and return same to Electromaher **NOT LATER THAN 14th DECEMBER 2018**. A structure must be provided on which your electrical supply and/or lighting can be mounted.
4. Where an exhibitor requires fittings in a specific position a sketch must be enclosed with this order form. In the absence of specific instructions, all lighting fittings will be positioned on the rear of the fascia boards, and power points at floor level on the rear wall. The use of multiway adaptors is not permissible.
5. Prefabricated electrical sections of an exhibit must be inspected prior to the exhibition. **No reduction in schedule rates will be allowed because of pre-site wiring.**
6. **Payment in full must be forwarded with this order form. A receipted detailed invoice will be returned in acknowledgement. No orders will be processed until payment in full is received. A VAT invoice & receipt will be issued on receipt of payment.**
7. Electromaher Ltd will be pleased to submit separate quotations for any electrical requirements or work not covered by this standard form, including special lighting effects, power supply, low voltage lights, LED lighting etc.
8. **All display Contractors must order their requirements for their clients via the Application for Electric's Form and will be invoiced accordingly. (Exhibitors shall be responsible for any non-payment by their sub-contractor).**
9. For contractors or others who wish to do their own electrical work on stands, we will be pleased to submit costings separate to the stated costings within (POA). Any stands being implemented in this method must submit certification of their installed electrics prior to show opening to the official electrical contractor. Failure to submit will result in supply being withdrawn.

HEALTH & SAFETY - ELECTRICAL INSTALLATIONS

Presently the Health & Safety Authority (HSA) are in the process of implementing safety requirements to the exhibition Industry. This is ongoing at the moment. This however does not mean that HAS requirements do not have to be adhered to - the opposite is the fact. To this end we as the Electrical Contractor appointed by the organiser request that all exhibitors (and their designers/contractors where appropriate) be required to adhere to all **HSA & ETCI 4** regulations presently in force for this location.

Failure to know or understand these regulations is not admissible in law as exoneration. Kindly be aware of the following:

1. The EC "provision and use of work equipment regulations 1998" places general duties on employers and lists minimum requirements for work equipment to deal with selected hazards whatever the industry.
2. If the exhibitor / employer contracts out the work on their stand making each stand (space or shell) into its own separate "workplace" and the "exhibitor" therefore "the employee" is subject to all relevant laws and regulations. Exhibitors are directly responsible for the safe use and maintenance of every element on their stand and it's surrounding environs.
3. All electrical equipment must be constructed, installed, maintained, protected and used as to prevent danger.
4. Electromaher Limited is the official Electrical Contractor appointed by the Organiser for the show. All work on stands, including any prefabbing, must be ordered through the official Electrical Contractor. It is essential that all information relating to an exhibitor's stand is given to Electromaher to allow for load balance and programming of installations during and before the build up period. Appliances and prefabbed electrics supplied and used by exhibitors must be tested before being used and proof of this will be required. It is the exhibitors responsibility to provide proof of competency for this issue, particular attention must be paid to the regulations relating to extra low voltage (SELV) lighting. **All electrics to ETCI 4 regulations and CER requirements.**
5. We reserve the right to disconnect the electrical supply to any installation which in our opinion or the Organiser's opinion is dangerous or likely to cause annoyance to visitors or other exhibitors or could cause overloading.
6. Failure to advise Electromaher of **all electrical requirements** for your stand is a breach of the above safety requirements and arising from this, claims or damage caused shall be the exhibitors responsibility.
7. ***Mains for stands using sockets in compliance with ETCI fourth edition regulations c/w CER regulations (711.1-711.559.14.04) must have mains supply + main fuse (no extension leads). In Option 1 the double socket will have a mains supplied but this will be fused down to 1kW loading. If requesting this option, exhibitors must sign the form on application and submitting of electrical form.**

Please contact the official Contractor for any advice or assistance you may require with your electrical requirements at the following address or numbers:



Electromaher Limited

10 Knockmitten Close, Western Industrial Estate, Naas Road, Dublin 12

tel: +353 (0)1 450 6661/7
fax: +353 (0)1 450 7889
email: exhibitions@electromaher.com

THE DEADLINE FOR ORDER & PAYMENT IS 14/12/18

TERMS OF PAYMENT: A cheque in full settlement must accompany all orders.

Please complete and return this form Immediately to:

A.N. O'Neill Ltd.

48c Robinhood Industrial Estate, Dublin 22.

t: +353 (0)1 276 7879 f: +353 (0)1 276 7873 m: +353 (0)86 257 2077

e: anoneill@gmail.com

EXHIBITOR DETAILS

STAND NUMBER

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name: _____

Mr/Ms/Mrs:

First Name: _____

Surname: _____

Job Title: _____

Invoice Address: _____

Country: _____

e: _____

t: _____

f: _____

m: _____

WATER SUPPLY AND PLUMBING

DESCRIPTION	PRICE	QUANTITY	TOTAL
Water & Waste Supply	€185.00		
Water Supply Only	€170.00		
Additional Water & Waste Supply	€95.00		
Additional Water Supply	€85.00		
Hire of Single Sink	€60.00		
Hire of Double Sink	€75.00		
Supply & Fit Undersink Water Supply	€95.00		
Supply & Fit Auto Pump for Waste	€95.00		

Please Note:
When ordering undersink water heater or a pump for waste,
a separate electrical socket must be ordered.

Sub Total

VAT@23%

TOTAL

FREE WI-FI AT RDS

RDS offers a free Wi-Fi service for all visitors and exhibitors using the RDS-WIFI network. This service allows users to browse the internet, check emails and use social media applications such as Facebook, Twitter etc. Access to the service requires a simple acceptance of terms and conditions of use. This free service is unsupported. There is no need to order.

PLEASE COMPLETE THIS FORM AND RETURN WITH FULL PAYMENT

Ablecom Ltd, Unit C2, Nutgrove Office Park, Rathfarnham, Dublin 14

t: +353 (0)1 296 3738 f: +353 (0)1 296 3739 e: carla@ablecom.ie

Company Name: _____

Address: _____

Contact: _____

Job Title: _____

e: _____

f: _____

t: _____

m: _____

Event: _____

Stand No: _____

Date required: _____

	Cost	No. Required	Sub Total	VAT@23%	Total incl. VAT
Broadband (wired connection to stand, cost is per device)	€450.00				
Analogue line (phone, credit card)	€250.00				
TOTAL					

Ethernet is 10/100 standard RJ 45 plug. Network card not provided.
Where Broadband is required for more than 1 device please phone to discuss.
Customer has responsibility to ensure computer is network compliant & virus free.
Bookings should be made 2 weeks in advance and are subject to availability.

Terms and Conditions

**PAYMENT MUST BE MADE PRIOR TO INSTALLATION EITHER BY
CREDIT CARD OR CHEQUE MADE PAYABLE TO ABLECOM LTD**

Call charges; analogue line, will be invoiced after event, calculated at basic rate.

**Ablecom Ltd wishes to advise users that inappropriate use of these facilities
may result in withdrawal, civil and criminal penalties.**

**While every effort is made to provide continuity of service during the show, in the event
of service not being available, the limit of our liability will be equal to the amount paid.**

Signed _____

Date _____

Special Request _____

If you have any special requests, please include on this form.

Please complete this form and return it with payment to:

Actavo Events Ireland Ltd, The Grange, Newcastle Road, Lucan, Co. Dublin

t: +353 (0)1 505 5888 f: +353 (0)1 505 5819

e: events.irl@actavo.com w: www.actavo.com

Each Drop Bar (inc. 2 wires) costs €150 + VAT - Extra Drop Wires cost €75 + VAT*.

Rigging will NOT be done unless payment is received prior to the event.

All rigging is done before the event and any banners to be hung are available for hanging at the venue.

Please send Payment* with Order Form. Payment must be received prior to the Event.

PAYMENT MAY BE MADE BY CASH, CHEQUE, VISA OR BANK TRANSFER

<input type="text"/>	Drop Bar(s) @ €150 each	Sub-Total	€ <input type="text"/>
<input type="text"/>	Drop Wire(s) @ €75 each	VAT @ 23%	€ <input type="text"/>
		Total	€ <input type="text"/>

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	TOTAL € <input type="text"/>	Security Code <input type="text"/>
Card No <input type="text"/>	<input type="text"/>	Expiry Date <input type="text"/>	<input type="text"/>
Cardholder Name <input type="text"/>	Signature <input type="text"/>	Date <input type="text"/>	<input type="text"/>

A security code must be provided with credit card details - this is found on the reverse of the card over the cardholder's signature - Please submit the last 3 digits only of this serial number to enable us to process your details.

Company Name: _____	Stand No(s): _____
Address: _____	
Contact: _____	Signed: _____
t: _____	f: _____
	m: _____

Please fill out this section and mark clearly the position that you require on the grid. Clearly mark the position and orientation of the point/bars, as it may not be possible to move them when the exhibition is being built up. Units are in m2 blocks.

	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

RISK ASSESSMENT FORM

This form **MUST BE** completed by all exhibitors applying for space at the Show.

Using the guidelines below, please consider the risk to those building and dismantling your stand(s) and to members of the public during the Show. Overleaf, outline the steps you propose to take to minimise that risk.

If you have any queries about completing the form overleaf, please contact the Organisers.

HAZARD Think about possible hazards which you could reasonably expect to result in significant harm.	WHO IS AT RISK? There is no need to list individuals by name - just think of groups of people who may be affected.	ACTION TO CONTROL RISK For the hazards listed, what precautions have you taken?
<ul style="list-style-type: none"> • Slipping & Tripping • Fire (flammable materials or electrics) • Chemicals (bleach or cleaning materials) • Moving parts of machinery • Work at height (ladders etc.) • Pressure systems • Vehicles, forklifts etc. • Electricity • Dust (from grinding etc.) • Fumes • Manual Handling • Noise 	<ul style="list-style-type: none"> • Staff / visitors • Members of the public • Maintenance personnel • Contractors • Operators • Cleaners <p>Pay particular attention to:</p> <ul style="list-style-type: none"> • Staff with disabilities • Visitors • Inexperienced staff • Lone workers - they may be more vulnerable 	<ul style="list-style-type: none"> • Meet the standards set by a legal requirement? • Comply with a recognised industry standard? • Represent good practice? • Reduce risk as far as reasonably practicable? <p>Have you provided:</p> <ul style="list-style-type: none"> • Adequate information, instruction or training? • Adequate systems or procedures?

COMPANY DETAILS: (this address and contact details will appear in the show catalogue and on invoices).

PLC Charity Sole Trader Partnership Limited

Name of Business _____

Contact (Responsible Person) _____

Address _____

Post Code _____

Date Assessment Undertaken _____

Signature of Assessor _____

Stand Number _____

Items to be Displayed on Stand _____

The Terms and Conditions contained in this Licence shall be deemed to form part of any contract made between APPLICANTS for stand space (hereinafter called 'Exhibitor') on the one part and THE ORGANISER having its registered office at 6 Sandyford Office Park Dublin 18 (hereinafter called "Organiser") of the other part.

(a) The Organisers empowered to grant Licences to Exhibitors for stand space.

(b) The grant of a Licence for stand space to an Exhibitor shall be subject to and upon the terms and conditions and the Rules and Regulations as herein set out.

1.00 - DEFINITIONS

In this Licence and in these Rules and Regulations, the expressions which appear in the Definitions Schedule hereto shall have the meanings ascribed to them thereto.

2.00- LICENCE

2.1 Grant of Licence

The Organiser HEREBY GRANTS to the Exhibitor for the Licence fee stated in the Space Application Form and outlined in Clause 6 below the Licence set forth in Clause 2.2:

- 2.2 The Exhibitor shall have the exclusive right to stand space at the Exhibition in the position shown in the floor plan subject to the provisions of clauses 4.3 to 4.6 hereof inclusive. The Licence shall be for the period specified in the Space Application Form. The Exhibitor shall be a Licensee only and shall not have any estate, right or interest in the said stand space or any part thereof nor shall the relationship of Landlord and Tenant exist or arise or be deemed to exist or arise between the parties.
- 2.3 The Exhibitor shall have the right to market, promote, display and sell any of its products at the Exhibition which products shall have been first approved by the Organiser upon the application by the Exhibitor in the Space Application Form for the grant of the Licence.
- 2.4 The Exhibitor shall have the right to market, promote, display and sell any other products at the Exhibition whether as agent, distributor or otherwise, PROVIDED HOWEVER that the name or names of the said agent, distributor or otherwise on behalf of whom the Exhibitor wishes to market, promote, display and sell products shall be stated upon the Space Application Form by the Exhibitor.
- 2.5 The Organiser shall have the absolute right to require an Exhibitor to remove any products or exhibits at the Exhibition which have not previously been approved by the Organiser in accordance with Clause 2.3 and 2.4 hereof.
- 2.6 The Organiser shall have the absolute right to refuse an application for the Grant of a Licence for stand space at the Exhibition.

RULES AND REGULATIONS

3.00 - EXHIBITORS OBLIGATIONS

3.1 Obligations of the Exhibitor

The Licence granted herein is subject in all respects to and must be exercised in accordance with the rules and regulations of the Exhibition as herein set out.

3.2 Public Authorities etc.

The Exhibitor shall comply with the requirements of all Public Authorities and the owners of the Exhibition premises.

3.3 Insurance

The Exhibitor shall effect and maintain at all times throughout the period of the Licence in an Insurance Office of repute the insurance cover specified at Clauses 3.4 and 3.5 hereof.

3.4 Third Party Claims

The Exhibitor shall indemnify and hold harmless the Organiser with respect to all claims of, and liability to, third persons for injury, death, loss, or damage of any type arising out of or in connection with, the exercise of the Licence howsoever arising.

3.5 Exhibitors Staff & Exhibits at the Exhibition

The Exhibitor shall indemnify and hold harmless the Organiser with respect to all claims of, and liability to servants, agents, invitees or licensees of the Exhibitor howsoever caused and for the loss of or damage to Exhibits or to other property of the servants, agents, invitees or licensees of the Exhibitor, howsoever caused and shall maintain in force throughout the period of the Licence reasonable adequate insurance against the foregoing claims, loss and damage which the Exhibitor is obliged to insure against under this clause.

3.6 Exhibitor to Produce Policies of Insurance

The Exhibitor shall produce to the Organiser on request the policies in relation to the insurances specified in clauses 3.4 and 3.5 above together with evidence of payment of the premium in respect of the said policies.

3.7 Exhibitor to Notify

The Exhibitor agrees to provide prompt notice to the Organiser of any such claims which shall arise under clause 3.4 and 3.5 above.

3.8 Conduct of Exhibitors

The Exhibitor shall ensure that the stand is open to view and staffed by competent representatives during Exhibition hours. In the event of an Exhibitor failing to open the stand or to uncover Exhibits the Organiser may do so or arrange for the stand and Exhibits to be removed and the Exhibitor shall be liable for the costs and expenses incurred by the Organiser in respect of same.

3.9 The Exhibitor shall provide samples of products which are to be promoted and sold where appropriate and upon request to establish and confirm the quality, style and appearance of the products is in accordance with the standards set from time to time by the Organiser.

3.10 The Exhibitor shall ensure that the products promoted or sold where appropriate shall be of a high standard and not less than the quality, style and appearance of the approved samples stated at Clause 3.9 above.

3.11 The Exhibitor, its servants, agents, invitees or licensees shall conduct themselves in a proper manner and shall not cause any nuisance or disturbance to any other Exhibitor or Exhibitors, employee or visitor or to the Organiser. Any person failing to behave himself in a proper manner may be removed from the Exhibition premises and refused re-admission during the period of the Exhibition.

3.12 The Exhibitor shall conduct its business only from its own stand and shall not, under any circumstances carry on business in any other part of the Exhibition premises.

3.13 Damage to Buildings

The Exhibitor shall not cause or permit any damage to the Exhibition premises or any part thereof or to any of the fixtures and fittings therein, and any such damage occurring during the Licence period in breach of its regulation shall immediately be made good by the Exhibitor, who shall reimburse the Organiser for such sums. Without derogating from the generality of the foregoing, no nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the Exhibition premises.

3.14 Fire Precaution

The Exhibitor shall not do or permit any act to be done (upon the Exhibition premises) which may endanger the safety or stability of the premises, which may make void or voidable any insurance policy of the owners of the Exhibition premises and shall comply with the requirements of the Fire Officer or other relevant authority.

The Exhibitor shall observe the following provisions:

(i) Fire Proofing

All display materials shall be made from fire proofed materials to the satisfaction of the Fire Authorities. Cloth materials used in the decoration of stands must be non-flammable and stretched against solid backing.

(ii) Counter Backs and Curtains

Curtains shall be cut off at least 6 inches clear of the floor.

(iii) Inflammable Goods

The Exhibitor shall not store or place any inflammable dangerous or explosive substance, liquid or gas upon the Exhibition premises, but celluloid or articles mainly consisting of that material may be shown in glass show cases or otherwise protected from risk in an approved manner.

(iv) Naked Lights

No naked lights or lamps may be used during the period of the Exhibition or the periods of fitting up or dismantling, except where permission is given in writing by the Organiser after obtaining approval of the Local Authorities and owners of the Exhibition premises.

(v) Fire Extinguishers

An Exhibitor demonstrating shall erect in a permanent position on the stand an approved pattern fire extinguisher of two gallon capacity, complete with full working instructions and shall also be responsible for ensuring that at least two persons on the stand are familiar with and understand the use of such extinguisher, and are acquainted with the position of the nearest fire alarm station at the Exhibition premises.

(vi) Breach of Fire Precaution

An Exhibitor committing a breach of any of the foregoing clauses shall indemnify the Organiser for all claims, losses and damage caused in respect thereof.

3.15 Stand Cleaning and Aisles

The Exhibitor shall keep the aisles in front of the stand free from obstruction and ensure that the stand is maintained in a clean and tidy state throughout the Exhibition hours.

3.16 Operating Machinery or Exhibits

(i) Moving machinery shall, at the expenses of the Exhibitor, be installed and protected to the satisfaction of the Organiser and the owners of the Exhibition premises. If such machinery shall, in the opinion of the Organiser, be too noisy or cause annoyance to other Exhibitors or to visitors, it shall be switched off on request by the Organiser.

(ii) No motors, engines, furnaces, contravences or power driven machinery may be exhibited in operation without adequate protection against fire risk and without the written permission of the Organiser. Such permission may be withheld or withdrawn at any time should such operating exhibits be of a nature likely to cause danger, annoyance or inconveniences to other Exhibitors or visitors.

(iii) Safety devices may be removed only when the machines are not in operation and not connected to the source of power and only for the purposes of showing a visitor the design and construction of the uncovered part or parts. In such a case, however, the safety devices which are removed must be placed immediately beside the machine.

3.17 Advertising

(i) All hand bills advertisements, photographs and printed matter are subject to the approval of the Organiser and the Exhibitor shall not paste or otherwise affix, exhibit or distribute advertisements anywhere in the building except on or from the Exhibitor's own stand.

(ii) The Exhibitor shall fully and effectively indemnify the Organiser against all costs claims, demands, proceedings and losses whatsoever made against or incurred by the Organiser as a result of the Exhibitor exhibiting or advertising any goods or service at the Exhibition.

3.18 Cinematography, Displays and Amplifiers

Cinematography, photographic slides, radio, television, video tapes, tape recorders, gramophones or any form of sound amplification may not be used without the written consent of the Organiser and subject to the following conditions:

(i) Only non-inflammable film must be used and the project housing and covering must be of non inflammable material in accordance with the requirements of the Local Authorities and the owners of the Exhibition premises. Where sound film is used, adequate sound proofing must be carried out and any seating must be in accordance with the Local Authority regulations.

(ii) Details of final arrangements must be submitted to the Organiser for approval not later than one month before the opening day of the Exhibition and before any work is put in hand. The Organiser will not give permission for any installation which, in its opinion, may either cause annoyance to neighbouring Exhibitors or render the main public address system in the Exhibition premises inaudible. Should the Organiser consider the sound to be excessive, the Exhibitor undertakes to reduce the volume to an acceptable level or switch off completely if required.

3.19 Sales Promotion

(i) All efforts to advertise, promote sales and operate Exhibits must be conducted so as not to cause any annoyance or inconvenience to other Exhibitors and visitors.

(ii) All solicitations (in person or by any sound process) above the ordinary speaking tone of voice, any practice resulting in a complaint from an Exhibitor or visitor, which, in the opinion of the Organiser, exposes them to annoyance or danger are expressly prohibited.

4.00 - ORGANISERS OBLIGATIONS

4.1 Obligations of the Organiser

The Organiser shall use its best endeavour to obtain wide media exposure for the Exhibition. The Organiser shall not be held responsible for the failure of all or any other contracted exhibitor to attend the Exhibition or the failure of any number of attendees to attend the Exhibition for any reason beyond the reasonable control of the Organiser.

4.2 Stand Space

The Organiser shall provide the stand space granted by the Licence and defined by the floor plan, subject to the provisions of 4.3 to 4.6 hereof inclusive.

4.3 Alteration of space allotted

The Organiser shall have the right at any time and from time to time to make such alterations on the Floor Plan of the Exhibition as may in its opinion be necessary in the best interests of the Exhibition and may alter the shape, size or position of the space allowed to the Exhibitor. PROVIDED HOWEVER that if as a result of any such alterations by the Organiser the space allocated to an Exhibitor shall be reduced from the space originally allotted in the Floor Plan allowance will be made to the Exhibitor proportionate to the amount of space reduced. No alteration to the space allotted will be made in such a way as to impose any increase in the Licence fee payable by the Exhibitor.

4.4 Occupation and Completion of Site

The Exhibitor, its servants, agents, employees and contractors may enter the Exhibition premises for the purpose of erecting the stand and preparing Exhibits during the build up period of the Exhibition allowed by the Organiser. The Exhibitor undertakes that the site or stand will be ready, occupied and all Exhibits installed and arranged thereon for displays and all arrangements in connection therewith completed by 10.00 pm on the evening before the opening of the Exhibition.

4.5 The Exhibitor shall not be permitted to erect or occupy a stand or site until the Licence fee is paid. If an Exhibitor shall default in payments of the Licence fee, the Exhibitor shall be prohibited from occupying the site or stand and the stand or site shall be reallocated to a third party. The Exhibitor shall be liable for any expenditure incurred by the Organiser together with all losses incurred by the Organiser by reason of the Exhibitors failure to pay the Licence fee or any part thereof.

4.6 All exhibits and property of the Exhibitor must be removed from the Exhibition premises prior to the expiry of the Licence period. The Organiser shall have the right to remove and dispatch such Exhibits and property (at the risk and expense of the Exhibitor) to the address of the Exhibitor stated herein in the event of the Exhibitor failing to comply with this condition.

5.00 TERM

5.1 This Licence shall commence on the date specified in the Space Application Form.

6.00 LICENCE FEE

6.1 The Exhibitor shall pay to the Organiser the Licence fee together with Value Added Tax there on in the manner following: (i) 50% of the Licence fee upon the acceptance by the Organiser of the completed Space Application Form; and (ii) the balance shall be payable not less than one calendar month before the opening of the Exhibition. If the Exhibitor shall default in making any of the said payments, the Licence shall be terminated forthwith by notice in writing from the Organiser to the Exhibitor. All sums paid shall be forfeited and the balance of the Licence fee shall become due and payable forthwith. Such termination shall not prejudice any rights or claims by the Organiser against the Exhibitor in respect of any antecedent breach.

7.00 TERMINATION

7.1 This Licence shall be terminated with immediate effect in the event that the Exhibitor shall commit a material breach of any of its obligations hereunder and shall not remedy such breach (if the same is capable of remedy) within 8 hours of being required by written notice so to do. For the avoidance of doubt it is hereby expressly agreed that breaches for which the Organiser shall be entitled to terminate this Licence forthwith on notice to the Exhibitor shall include without being limited thereto the following:

- (a) If he acts in bad faith or otherwise engages in any conduct seriously prejudicial to this Licence, or the Organiser, or
- (b) If he is guilty of fraud or misconduct, or

(c) If he, being an individual, becomes bankrupt or being a Company ceases to carry on business, has a receiver or administrator appointed over all or any part of its assets or undertaking, enters into any composition or arrangement with its creditors or takes or suffers any similar action in consequence of a debt or other liability, or undergoes any process analogous to the foregoing in any jurisdiction throughout the world.

(d) If the Exhibitor becomes involved in a trade or industrial dispute whether such action be official or otherwise, the Organiser reserves the right to close without notice the stand or stand space that is involved either directly or indirectly in the dispute and to restrain the Exhibitor from occupying the stand space before, or for part or for the duration of the Exhibition and to terminate this Licence. The Organiser in such an event shall not be liable for any loss or damage consequential or otherwise occasioned by such action or shall not be liable to pay any compensation or refund any monies to the Exhibitor involved in the trade or industrial dispute.

7.2 All sums paid by the Exhibitor to the date of termination shall be forfeited and the balance, if any, due hereunder shall be payable forthwith. Termination of this Licence shall operate without prejudice to any rights which may have accrued to either party hereunder.

7.3 The Exhibitor shall be entitled to terminate this Licence in the event of cancellation of the Exhibition but not otherwise.

8.00 - CANCELLATION AND POSTPONEMENT OF EXHIBITION

8.1 If the Exhibition is abandoned by an event of force majeure (more particularly defined at clause 10.3 hereof) or if the Exhibition premises shall become wholly or partially unavailable for the holding of the Exhibition for whatsoever reason, not within the control of the Organiser, whether ejusdem generis or not, the Organiser at its entire discretion may repay the licence fee paid by the Exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such rental and shall be under no liability to the Exhibitor in respect of any actions, claims, losses (including consequential losses), costs or expenses whatsoever which maybe brought against or suffered or incurred by the Exhibitor, as a result of the happening of any such events.

9.00 - LIMITATION OF LIABILITY

9.1 Notwithstanding anything in this Licence to the contrary insofar as the Exhibitor may have any claim from damages against the Organiser at law, the same shall preclude damages for indirect or consequential loss and in the case of the other damage to which legal liability is established subject to the terms of this Licence the Organisers liability shall be limited to:

9.2 The repayment of all sums then paid to the Organiser by the Exhibitor which have not already been spent or incurred or accrued by the Organiser so that it can not avoid such expenditure without itself being in breach of contract.

9.3 Return all Exhibitor products not consumed or which have not been legally committed to be consumed so that such consumption cannot be avoided by the Organiser without itself being in breach of contract.

10.00 - FORCE MAJEURE

10.1 If by any reason of any event of force majeure either of the parties to this Licence shall be delayed in or prevented from, performing any of the provisions of this Licence then such delay or non performance shall not be deemed to be a breach of this Licence and no loss or damage shall be claimed by either of the parties hereto from the other by reason thereof.

10.2 Should the exercise of the rights and obligations under this Licence be materially hampered, interrupted or interfered with by reason of any event of force majeure, then the obligations of the parties shall be suspended during the period of such hampering, interference or interruption consequent upon event or events and shall be postponed for the period of time equivalent to the period or periods of suspension, and the parties hereto will use their best endeavours to minimise and reduce any period of suspension occasioned by any of the events aforesaid.

10.3 The expression "an event of force majeure" shall mean and include fire, flood, casualty, lock-out, strike, labour disputes, industrial action of any kind, unavoidable accident, break down of equipment, national calamity or riot, act of God, the enactment of any act of An Oireachtas or the act of any other legally constituted authority, any cause of event arising out of attributable to war, or any other cause or event (whether of a similar or dissimilar nature) outside the control of the parties hereto other than a shortage or lack of money.

11.00 - GENERAL PROVISIONS

11.1 No Assignment

The Exhibitor may not assign the benefit of this Licence without the prior consent in writing of the Organiser.

11.2 Copyrights, Patents, Trademarks, Passing Off

The Organiser shall not be liable for any damages to the Exhibitor, its servants or agents may sustain in respect of the infringement of any of its copyrights, patents or trademarks arising out of its participation in the Exhibition. It shall be a matter for the Exhibitor to protect new inventions or designs before exhibiting same. The Organiser shall not be liable for any damages the Exhibitor, its servants or agents may sustain as a result of a Passing Off by another Exhibitor in the Exhibition. It shall be a matter for the Exhibitor to protect its proprietary rights to its goodwill.

11.3 Payment of Music or Film Royalties

The Exhibitor shall obtain an appropriate Licence if it proposes to have music or show films on its stand whether for demonstration purposes or otherwise and it shall indemnify the Organiser against any claim for non-payment of Royalties in respect of any sums due to any organisation or body that is empowered to collect Royalties for music or film.

11.4 Rights of the Organiser and Owners of the Exhibition Premises

The Organiser and owners of the Exhibition premises and those authorised by them respectively shall have the right to enter the Exhibition premises at any time to execute works, repairs, and alterations and for any other purposes.

11.5 Failure of Services

The Organiser shall use its best endeavours to ensure the supply of the services of the owners of the Exhibition premises or other suppliers and of those mentioned in the Exhibitors Manual, but as the supplies of such services are not within the control of the Organiser, it shall not incur any liability to the Exhibitor for any loss or damage if any such service shall wholly or partly fail or cease to be available nor shall the Exhibitor be entitled to any allowance in respect of sums due or paid under this Licence.

11.6 Administration to the Exhibition

The Organiser shall have the right in its absolute discretion to exclude or remove from the Exhibition any person whose presence is or is likely to be undesirable and the Organiser may exercise such rights notwithstanding that any person is the servant or agent of the Exhibitor or otherwise in any way connected or associated with the Exhibitor.

11.7 Construction and erection of stands and offices

Shell Stands

(a) Where Shell stands are provided by the Organiser, they shall be in accordance with the specification and conditions governing all additional constructional work contained in the Exhibitors Manual.

Space only sites

(b) All stands on space only sites shall be subject to the prior approval of the Organiser which must be obtained at least 28 days prior to the commencement date of the Exhibition.

(c) The Organiser shall have the right to issue an official catalogue. The Organiser shall not accept responsibility for any omissions, misquotations or other errors which may occur in the compilation of the catalogue.

11.8 Notices

Notices given hereunder or to be served by either of the parties hereto on the other may be made by delivering same by hand or by sending the same through the post in a pre-paid letter addressed to the relevant party hereto at its respective address aforesaid. If delivered by post shall be deemed to be served on receipt and in any event no later than 5 working days after the time of posting and in proving such services, it shall be sufficient to show that the letter containing the notice was properly addressed, stamped and put into the Post Office. If delivered by hand, it shall be deemed to be served when handed to the other party.

11.9 No Variation

The term of this Licence shall not be varied nor the Licence terminated orally and none of the terms hereof shall be deemed to be waived or modified except by an express agreement in writing signed by the party against whom such waiver or modification is sought to be enforced.

11.10 Licence and Rules and Regulations

This Licence and the Exhibitors manual constitutes the entire agreement between the parties regarding the subject matter hereof as at the date hereof all prior understanding (oral or written) if any having been superseded thereby.

11.11 General Lien

All Exhibits are subject to a General Lien in favour of the Organiser for all sums whether for unpaid Licence fees or otherwise due from an Exhibitor to the Organiser.

11.12 Waiver

A waiver by the Organiser of any breach by the Exhibitor of any of the terms and conditions contained in this Licence or of any of the Rules and Regulations herein contained or the acquiescence of the Organiser in any act (whether of commission or omission) which but for such acquiescence would be a breach as afore said, shall not constitute a general waiver of such terms, provision, condition, rule, regulation of or any subsequent act contrary thereto.

11.13 Governing Law

This Licence and the Rules and Regulations contained herein shall be governed by and construed in accordance with the laws of the Republic of Ireland and each of the parties hereto irrevocably submits to the non-exclusive jurisdiction of the High Court of Ireland.

12.00 - PAYMENT TERMS

12.1 Payment by the Exhibitor will be due as to half within four weeks from the date of the Order and as to the remainder on or prior to the date six weeks before commencement of the Exhibition.

13.00 - EXHIBITOR CANCELLATION

13.1 Cancellation by the Exhibitor will only be effective if sent by mail to the Organiser at its address on the Order Form. In the event of cancellation, the Organiser may arrange for the space to be provided to another exhibitor and the following cancellation charges will apply:

- Cancellation notice received prior to the date 6 weeks before commencement of the Exhibition: half of payment due.
- Cancellation notice received on or after the date 6 weeks before commencement of the Exhibition: full payment due.

It is agreed that the cancellation charges are a genuine estimate of the Organiser's resulting costs and losses.

SCHEDULE

Definitions

"Exhibit"	the property of the Exhibitor which is used for the Promotion of the Exhibitors Products.
"Exhibition premises"	the Premises referred to in the Space Application Form;
"Exhibitors manual"	the manual provided for each Exhibitor;
"Floor Plan"	the stand space defined in the Plan contained in the Exhibitors manual,
"Insurance"	the insurance to be taken out by the Exhibitor for the benefit of the Exhibitor and the Organiser covering third party claims and the Exhibitors staff and Exhibits at the Exhibition;
"The Licence"	the Exhibition Licence granted by the Organiser the Exhibitor for the Period specified in the Space Application Form,
"Licence Fee"	the fee Payable by the Exhibitor and stipulated in the Space Application Form,
"Product"	the Products and services displayed by the Exhibitor;
"Rules and Regulations"	the rules and regulations contained in this Licence; "Space Application Form" the form to be completed by the Exhibitor when applying to the Organiser for a Licence for stand space,
"Stand/Stand Space"	the stand space Provided in accordance with the floor plan as defined in the Exhibitors manual.

Business Exhibitions Ltd
59 Rathfarnham Road
Dublin D6W AK70
t: +353 (0)1 291 3702
f: +353 (0)1 295 7417
e: info@bizex.ie

30 Secrets to Exhibiting Success

- 1 On average 75 per cent of visitors to an exhibition are there to buy or plan to buy in the future.
- 2 Exhibiting is the most cost effective way of getting your products and services in front of customers.
- 3 Exhibiting is the only medium which allows you to interact with potential customers, using all the five senses.
- 4 Decide why you are exhibiting and what you wish to achieve. Have some specific, measurable targets in mind. For example, get 300 qualified sales leads or conduct 50 research interviews.
- 5 Design your stand to help deliver your objectives.
- 6 Have one person in charge of every aspect of the exhibition.
- 7 80 per cent of stand success is down to staff, so train them.
- 8 If you can invite people, do. If you don't your competition will.
- 9 Formulate a plan to categorise leads for follow up.
- 10 At the show, let people know you are there, advertise.
- 11 Don't ask closed questions.
- 12 Keep your conversations with clients short and concise.
- 13 Turn off your mobile phone.
- 14 Focus, get all the details you can from your prospect.
- 15 Make a rota, so everyone knows where he or she is and what he or she is doing, when.
- 16 Make eye contact and smile.
- 17 Listen to your prospect and sell benefits not features.
For example, this is good for you because...
- 18 Go for it! Have staff whose presence says "Hi, how are you?".
- 19 You and your staff need to look fresh and feel fresh.
- 20 Use all five senses to attract people to your stand.
- 21 Have daily team debriefs.
- 22 Classify all leads.
- 23 Don't eat whilst on the stand.
- 24 Don't get into conversations about products you do not know, ask another team member to help/demonstrate.
- 25 Remember why you are there, stay focused on your objectives.
- 26 Talk less listen more.
- 27 Conduct a show debrief with the stand team.
- 28 Follow up leads, you will need to contact them at least six times.
- 29 Make use of all the information you have gathered.
- 30 Book early for next year.