



EXHIBITOR MANUAL

30th March – 1st April 2008

**Hall 8
The National Exhibition Centre
Birmingham
United Kingdom**

Produced by:
Transworld Exhibits Ltd.
3-5 Church Street
Amphill
Bedfordshire
MK45 2PJ
United Kingdom

Tel: 44 (0) 1525 403330
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IMPORTANT INFORMATION
For your exhibiting requirements!

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FORMS FOR YOU TO DOWNLOAD

Stanco-	Prepayment Order Form- Octanorm Shell Scheme Price List	PDF
	Electrical Price List and Order Form	PDF
	Furniture Price List and Order Form	PDF
	Fascia Nameboard Form	PDF
Agility –	Freight Forwarding and Lifting form	PDF
National Exhibition Centre –	Catering Account Form.	PDF
	Drinks Order Form	PDF
	Food Order Form	PDF
	Essentials Order Form Price List and Order Form	PDF
David Linney –	Photography and Price List.	PDF
Stand Space	Application Form	PDF
New Product	Showcase Form	PDF
Dinner Dance	Form	PDF
Catering 2 U		PDF
Insurex –	Insurance	PDF

GENERAL INFORMATION

Information that is not a part of any other section is included here.

1:1 VENUE

Hall 8
The National Exhibition Centre Ltd
Birmingham
B40 1NT
United Kingdom

Telephone: 44 (0) 121 780 4141
Fax: 44 (0) 121 767 3522

1:2 DATES AND TIMES

Show Opening Dates and Hours:

Sunday 30th March 2008 ~ 09.00 – 17.00
Monday 31st March 2008 ~ 09.00 – 17.00
Tuesday 1st April 2008 ~ 09.00 – 15.00

Build-up Dates and Hours:

Space Only

Friday 28th March 2008 ~ 08.00 – 20.00
Saturday 29th March 2008 ~ 08.00 – 20.00

Shell Scheme

Friday 28th March 2008 ~ 12:00 – 20.00
Saturday 29th March 2008 ~ 08.00 – 20.00

All stands must be completed by 20.00 Saturday 29th March 2008. Exhibitors and Stand Constructors must leave the hall no later than 20.00.

It is essential that all stand construction, especially when of a prefabricated nature, shall commence at the earliest possible moment. While the organiser will do everything possible to ensure that the allocated area is clear to build on, they cannot guarantee this availability once other stands are on the way to completion.

Exhibitors and Stand Contractors will not be allowed entry into the hall after 18.00 to begin build-up.

For Space Only stands, it is the Exhibitor's responsibility to ensure that their stands are being built according to the correct floor markings. Please check with the show organiser if you are in any doubt as to your allocated floor space.

PLEASE NOTE: The gangways in the hall will be carpeted in blue.

During build-up the NEC Traffic Stewards will direct you where necessary. To ensure an orderly build-up, please follow their instructions.

Due to safety regulations, children under the age of 16 are not permitted into the hall during build-up and breakdown.

Dismantle Hours

Tuesday 1st April 2008 ~ 15.00 – 20.00

The International Party Show 2006 closes at 15.00 on Tuesday 3rd April 2008. Dismantling of stands **should not** begin until the close of show on Tuesday 3rd of April for Health and Safety purposes, exhibits must remain intact until 15.00.

All exhibitors' property must be removed by 20.00 hours on Tuesday 1st April 2008. Any exhibitor material not removed by that time will be disposed of by the NEC cleaning staff, at a cost to the exhibitor.

The NEC Traffic Stewards are there to ensure a smooth and trouble free breakdown. Please follow their instructions.

Please do not leave your stand unattended during the breakdown period.

Exhibitors will be allowed into the exhibition hall during the 3 day show, upon presentation of their Exhibitor Badge.

1.3 ORGANISERS' OFFICE

The show organiser's office will be open:

Friday 28th March 2008 ~ 10.00 – 18.00
Saturday 29th March 2008 ~ 08.00 – 18.00

Sunday 30th March 2008 ~ 08.00 – 17.00
Monday 31st March 2008 ~ 08.00 – 17.00
Tuesday 1st April 2008 ~ 08.00 – 17.00

Transworld Exhibits Ltd., telephone contact details during the above times:

Telephone: To Be Confirmed

Alternatively you can visit us at the 'Show Organisers Office' located near the entrance to Hall 8

If you have any questions before the start of the show, please call, write or fax us at:

U.K. OFFICE

Transworld Exhibits Ltd
3-5 Church Street
Ampthill, Bedfordshire, MK45 2PJ
United Kingdom
Tel: 44 (0) 1525 403330
Fax: 44 (0) 1525 403334

INTERNATIONAL HEADQUARTERS

Transworld Exhibits Inc.
1850 Oak Street
Northfield, Illinois, 60093
USA
Phone: 847 446 8434
Fax: 847 446 3523

1.4 INTERNATIONAL PARTY SHOW 2008

Specific features for this years show:

i. SEMINAR PROGRAMME

This year seminars will be hosted buy Transworld Exhibits Ltd. All seminars will be held on the show floor in the fashion show area and will run on all three days of the show.

All seminars are free, except for some selected 'Hands-On' seminars.

ii. OPENING NIGHT PARTY AND FASHION SHOW

This years Opening Night will be held on the show floor, on **Sunday 30th March 2008, from 17.30 – 19.00**. During the Opening night, there will be; a fancy dress fashion show, featuring the newest and most exciting costumes for the season, supplied buy exhibitors; complimentary drinks. This is an excellent opportunity to meet with buyers and further exhibit your specialist costumes.

iii. INDUSTRY AWARDS DINNER AND DANCE

This years Dinner and Dance will be held on **Monday 31st March**, in the Library Suite at The Birmingham Hilton Metropole . This year we will be starting the evening with a drinks reception and awards ceremony. The Dinner and Dance is open to all exhibitors and buyers. This is a further opportunity to promote your products, showing buyers how they can utilise your product within a party setting. Please complete the **Dinner and Dance RegistrationPDF Form** , and post or fax to Transworld Exhibits Ltd.

Please contact the UK Transworld Exhibits Ltd. office if you wish to provide products for the Dinner and Dance.

1.5 PATENTS & COPYRIGHTS

By entering into an arrangement to exhibit at the International Party Show 2008, you warrant to Transworld Exhibits Ltd. that all designs and art work on or relating to your stand, and any items displayed on your stand shall not infringe any trade marks or copyrights or patents or other intellectual property rights of any third party in any way.

In the event that Transworld Exhibits Ltd. is under any legal obligation (whether by virtue of a court injunction or order or judgement or recommendation or decision of a Trading Standards Officer or otherwise) to have removed either any item or items displayed on your stand or any design or art work on or relating to your stand then (without prejudice to any other rights which Transworld Exhibits Ltd. may have), Transworld Exhibits Ltd. reserves the right

to have that item or items removed from your stand or to close your stand at the exhibition. No compensation or damages will be payable as a result of such removal or closure by Transworld Exhibits Ltd.

Further details and advice can be obtained from:

The UK Intellectual Property Office
Concept House
Cardiff House
Newport
South Wales
NP10 8QQ
Tel: 0845 9 500 505
International callers: +44 (0)1633 813930
Fax: +44 (0)1633 813600

Clearly, however, the show organiser cannot accept responsibility for any conflict of trading at the show.

1.6 PUBLIC BROADCASTS & NOISE LEVELS

If you are planning to broadcast live or recorded music on your stand, it is important that you apply to the following organisations for the appropriate licence.

The Performing Rights Society
Copyright House
29/33 Berners Street
London
W1T 3AB
Tel: +44 (0) 207 580 5544

Any charges brought upon the organisers for breach of copyright will be passed back to the exhibitor concerned.

If any accompanying music videos or tapes for your stand promotion are planned, you must notify the organisers in advance of the show, otherwise the organiser will not permit any sound promotion to be played on your stand during the show. If music is played to an unacceptable level for neighbouring exhibitors and visitors during the show, the organisers reserve the right to prevent the music from continuing to be played.

PROMOTING YOUR COMPANY

2.1 EXHIBITORS SHOW GUIDE

The Exhibitor Show Guide has proved to be a vital selling tool. Every buyer attending the show receives a valuable reference booklet upon entering the show. Buyers refer to this Exhibitor Show Guide not only whilst touring the exhibition, but continue to use it as a source long after the show has ended.

In order to ensure your company details and products are accurately listed in the Exhibitor Show Guide, please complete and return the '**Event Guide Exhibitor Profile Web Link**'

Event Guides Ltd
White Swan House
Boltongate
Cumbria
CA7 1DA

Tel:01768 775100

Fax:01768 775111

email: partyshow@eventguides.co.uk

2.2 PROMOTIONAL BUYER INVITATIONS

We will automatically mail out 200 customer invitations to all our exhibitors. These invitations can be personalised by you to invite your prospective and existing customers, to see you at your stand. If you need more than 200 invitations, please contact the UK office with your request.

Promotional Buyer Invitations are free of charge!

2.3 PHOTOGRAPHY

Transworld Exhibits Ltd. has appointed *David Linney Photography* as the sole official photographer for the show, he can be contacted as follows:

David Linney
David Linney Photography
West Midlands House
Gipsy Lane
Willenhall
West Midlands
WV13 3HA

Tel: +44 (0) 1902 482472

Email: david@dlinneyphotography.com

N.B. No photography or video recording will be permitted on any stand other than your own, without prior arrangement with the stand holder concerned.

Please find David Linney's photography price list and form on the website as Photography.pdf . This should be completed and forwarded directly to David Linney.

2.4 SPONSORSHIP OPPORTUNITIES

PRE-SHOW SPONSORSHIP:

i. ATTENDEE ONLINE REGISTRATION BANNER

The growing majority of buyers register online, by sponsoring the online registration form you can promote your company further.

Your online banner advertising will be placed on the www.partyshow.com online registration form. Every buyer who registers online will see your company name, clearly bringing your company to the forefront and highlighting your company's dedication to the party industry.

This is a cost effective way to get early exposure to a huge dedicated audience.

ii. ATTENDEE LIST RENTAL PROGRAM

NEW

Rent our buyer list to further promote your company to an audience of qualified buyers. Rental of our buyer list provides you with a one-time access, to our list of buyer details, (we can customise the list to target a specific demographic area or buyer category). All you have to do is provide us with a sample of your mailing piece for approval, and then submit your promotional materials to our mailing house. Please note that any additional postage, handling and mailing fees incurred are paid directly by you to our mailing house.

AT THE SHOW SPONSORSHIP:

iii. LANYARD & BADGE HOLDER SPONSORSHIP

NEW

3,000+ buyers who attend the show receive badge holders. Transworld Exhibits Ltd. is now giving you the opportunity to sponsor the lanyard and badge holder, which will have your company logo and details advertised throughout. You supply the badge holders with the lanyard and we will distribute them to all our buyers at the show. This marketing tool will prove valuable as all buyers will have not only gain awareness of your presence at the show but also retain the lanyard and badge holder for future reference.

iv. ATTENDEE BAG SPONSORSHIP

3,000+ buyers who attend the show will be provided with a bag, with your company logo on it. You supply the bag and we will distribute them to all our buyers at the show.

v. ATTENDEE BAG INSERTS

3000+ buyers who attend the show will all receive a bag, Transworld Exhibits Ltd. is now offering you the opportunity to insert your company's brochure, flyer or promotional material, which we will then insert into all of the attendee bags.

vi. MANNEQUIN DISPLAY SPONSORSHIP

This year we are further promoting new costumes, and providing you the opportunity to display your costumes in the Main Entrance to the show floor. A prime location, where every buyer will see your product and company- enticing them to your stand.

If you wish to take this opportunity you must provide your own mannequin.

vii. BCA MEMBERS LOUNGE

Allocate on the show floor within the BCA Show Area, this lounge allows members to; network further, peruse through catalogues in a relaxed atmosphere and consume complimentary refreshments.

Your company has the opportunity to sponsor this feature of the show, allowing you to place your catalogues and personalised company napkins on tables, and decorating the room as you wish. We will also advertise your sponsorship of the lounge in all publications and pre-show write-ups.

i. BALLOON & COSTUME COMPETITIONS

These creations generate enormous interest whilst demonstrating the new and exciting techniques developed by the contestants. Their visual impact is impressive, and display the high standards of artistry within the industry. They attract enormous attention, not only from visitors but media too.

Sponsorship opportunities are available in the form of prizes. Prizes are sponsored by exhibitors at the show and will be presented by the sponsors at the Industry Dinner and Dance on Monday 31st April 2008.

To sponsor a Balloon and /or Costume Competition please contact the UK Transworld Exhibits Ltd. office.

ii. SEMINAR / WORKSHOPS

Seminars and Workshops will be carried out throughout the 3 days of the show. Topics are tailored to the needs of buyers in the following businesses:

Balloon decoration	Costuming/fancy dress
Party Stores	Event Organisers
Party Departments of chain stores.	Gift Retailers

By sponsoring a seminar/workshop, you will receive a listing in the shows Exhibitors' Guide programme page and a sign at the entrance to the sponsored seminar/ workshop.

iii. OPENING NIGHT PARTY AND FASHION SHOW

Sunday 30th March 2008 on the Show Floor.

The Fashion Show will be produced and directed by a professional fashion show organiser, who will provide all the models.

Sponsorship Opportunities available for the Opening Night and Fashion Show are as follows:

- a) Buffet
- b) Beverages
- c) Backdrops

iv. DINNER AND DANCE -

Monday 31st March 2008

This Dinner and Dance is an excellent opportunity to network with buyers and further exhibit your product. The Dinner and Dance will include the presentation of awards for competitions held at the show, 3 course meal and musical entertainment until the early hours.

Sponsorship Opportunities available for the Dinner and Dance are as follows:

- a) Product for décor
- b) Goody bags
- c) Reception Drinks
- d) Backdrops

DELIVERY OF YOUR EXHIBIT

3.1 CAR PARKING

Exhibitors should follow directions to the NEC once there you will be directed to the available car parking areas.

Car Parking costs:	Coach:	£15.00
	Minibus:	£12.00
	Car:	£7.00

3.2 DELIVERY & COLLECTION OF EXHIBIT

USING OUTSIDE CONTRACTORS

To assist you with all aspects of transporting your goods to and from the exhibition, the show organiser has appointed **GeoLogistics Expo Services Ltd.**

GeoLogistics Expo Services Ltd. can arrange the shipment of your exhibit, to and from anywhere in the world, as well as handle any necessary Customs documentation.

To enlist the services of **GeoLogistics Expo Services Ltd.** please complete the **Freight Forwarding And Lifting Form**, (PDF), and return it as soon as possible to:

GeoLogistics Expo Services Ltd
Unit 18
Third Exhibition Avenue
National Exhibition Centre
Birmingham
B40 1PJ
United Kingdom

Tel: +44 (0) 121 780 2627
Fax: +44 (0) 121 780 2329

Exhibitors are reminded to arrange for a representative from your company to be at your stand to receive any goods being delivered by outside contractors. Please be sure that all packages are directed in care of 'The International Party Show 2008' and are clearly labelled with your company name and stand number. Transworld Exhibits Ltd. bears no responsibility for lost or stolen merchandise.

When arranging for deliveries by private couriers, be sure to check the open days and hours of the show organiser's office (page 9). Letters sent in advance of the show must clearly state '**International Party Show 2008 – To Await Arrival**' and should clearly indicate your company name and stand number. You may collect your mail at the show organiser's office.

Hall 8
The National Exhibition Centre Ltd
Birmingham
B40 1NT
United Kingdom

It is strongly advised that valuable items be sent by recorded or registered post so as to require a signature upon receipt.

When arranging for goods to be collected after the show's closing, it is strongly advised that goods are not left unattended at any time.

Exhibitors must arrange for collection of merchandise on **Tuesday 3rd April 2008 between the hours of 15.00 and 20.00**. If you foresee a problem with arranging collection on Tuesday 3rd April, please inform the show organiser's before the closing on the show.

Transworld Exhibits Ltd. accepts no responsibility for damage to stands, goods or the loss of any property on any stand or anywhere else in the show.

USING YOUR OWN VEHICLE

Exhibitors with displays small enough to be transported without the use of a forklift will be permitted to move their exhibit into and out of the hall if they so choose.

3.3 LIFTING & FORWARDING

AgilityFairs & Events, has been appointed by the show organiser to assist exhibitors with the entry and unloading of their exhibits at the show. *Agility Fairs & Events* can handle off loading and delivering of your goods to your stand. They will store your empty cases during the show and return them to your stand for repackaging at the end of the show

To utilise the services of *Agility Fairs & Events*, please complete the *Freight Lifting And Forwarding Form*, located towards the end of the manual, and return to the address stated above (under section 3.2).

3.4 HM CUSTOMS

For import examination and re-exportation arrangements for all temporarily imported items, please contact:

Cargo Centre
Birmingham Airport
Birmingham
B26 3QN

3.5 TROLLEY

Exhibitors should be sure to bring their own trolley to the show. There will be no trolleys available at the show.

Our lifting and forwarding contractor *Agility Fairs & Events* will be happy to quote for any portorage or heavy lifting you may require. For further details please refer to the *Freight Lifting And Forwarding Pdf Form*.

STAND CONSTRUCTION

4.1 EXHIBITOR INDEPENDENT STAND CONSTRUCTION

Exhibitors may employ stand contractors of their choice to carry out construction work on open space sites or within shell scheme stands.

If you require help in finding a contractor, please contact:

British Exhibition Contractors Association (BECA)
Beca House
Uplands Business Park
Blackhorse Lane
London
E17 5QJ

Tel: +44 (0) 208 523 5262 Fax: +44 (0) 208 523 5204

Contractors are admitted to the BECA membership only after a thorough vetting procedure.

All Stand Contractors must meet the Association's standards, workmanship, service and businesses practices, and adhere to the Association's Code of Conduct.

The BECA 'Association Guarantee Bond' assures exhibitors that, in the event of insolvency, a Full Member's contractual obligations will be fulfilled.

Transworld Exhibits Ltd. must be informed of any stand contractors employed by exhibitors prior to the show.

4.2 MAINTENANCE

If at anytime during the show open days, you need to carry out any maintenance work on your stand, this can only be done after the close of the days show. Exhibitors and contractors wishing to carry out maintenance work at the end of a day must obtain a pass to re-enter the hall from the organisers office by 14.00 on the same afternoon (prior to work commencing).

4.3 NIGHT SHEETS

Any night sheets used on your stand must be made from fire retardant fabric. *Please see 'Fire Resistant Material – page 20.*

Night sheets must be tied securely and neatly throughout the day to avoid encroaching on the gangways and being a nuisance to visitors and fellow exhibitors.

Any exhibitors using night sheets should supply the show organiser with a duplicate set of keys to give access to the cleaners. Duplicate keys can be collected from the show organiser's office on the last day of the show.

Shell Scheme contractors will have night sheets available for hire.

4.4 SHELL SCHEME

Stanco Exhibitions Ltd. has been contracted for the International Party Show 2008 to construct all shell scheme stands. For queries relating to your Shell Scheme construction, please contact:

Stanco Exhibitions Ltd.
Unit 5
Perimeter Road
NEC
Birmingham
B40 1PJ
United Kingdom

Tel: +44 (0) 121 782 3388 Fax: +44 (0) 121 782 3443

4.5 EXHIBITORS USING THEIR OWN SHELL SCHEME

Technical drawings for all exhibitor Shell Schemes must be submitted in triplicate by **3rd March 2008**, to:

Mike Dolphin
The National Exhibition Centre Ltd
Birmingham
B40 1NT
United Kingdom

Telephone: 44 (0) 121 780 4141 Fax: 44 (0) 121 767 3522

And to:

Transworld Exhibits Ltd.
3-5 Church Street
Amphill
Bedfordshire
MK45 2PJ, UK

Tel: +44 (0) 1525 403330 Fax: +44 (0) 1525 403334

Any exhibitor planning to use a stand that is over 4 meters high, must call Transworld Exhibits Ltd. to obtain a detailed notice of regulations, pertaining to this type of stand. Failure to do so will result in the exhibitor being unable to use their stand for the show.

4.6 GENERAL STAND FITTING REGULATIONS AND FIRE AND SAFETY REGULATIONS

Open space sites and Schell Scheme stands:

IMPORTANT:

The choice of stand fitting contractor is at the discretion of the exhibitor, subject to conditions stated in **4.1** of the manual. The organiser must be notified of any such contractors.

- i.** All work must be carried out in conformity with the requirements of the Rules and Regulations of the National Exhibition Centre.
- ii.** All stand structures, signs, notices etc, must be confined within the area allocated and must not project into or over the gangways.
- iii.** No suspension may be made from the roof of the exhibition halls, nor may any fixings be made to the structure of the building.
- iv.** The design of the stand must be such that it can be erected and dismantled within the time available.
- v.** If an exhibitor builds a stand which does not conform fully in all respects to the requirement of the organiser, National Exhibition Centre and the Local Authority, the organiser shall be at liberty to enter on the exhibitor's stand and alter, demolish and /or reconstruct the said stand so as to make it conform to the regulations and requirements. The exhibitor shall, on demand, repay the organiser all expenses incurred by them in respect of such alterations, demolition and reconstruction.

vi. MATERIALS

Any materials used in the erection or construction of an exhibition or stand shall be of a suitable nature and qualify in relation to the purposes and conditions in which they are used, adequately mixed or prepared and applied used or fixed so as adequately to perform the functions for which they are designed.

a) Timber used in stand construction and displays

All timber less than nominal 25mm (1"0) in thickness and plywood, hardwood, blackboard and chipboard less than 18mm (¾") must be rendered flame resisting by a recognised process to a Class 1 Standard when tested in accordance with BS 476 Part 7 1971. Ply-hard and pulp boards which have been rendered flame resisting in a manner approved shall be branded with a recognised mark.

b) Plastics

The use of plastic of a grade less than Class 1, BS 476 Part 7 1971, whether in stand construction or display arrangements is prohibited. Limited amounts of plastic materials of a grade better than Class 3 can be permitted providing the details are submitted and approved prior to construction. Artificial plants and flowers must not be used for stand dressing. Silk type flowers must be marked to indicate conformity to BS 5438.

c) Fabrics Used in Display

Textile fabrics and other decorative material used for stand dressing must be flame proofed and comply with BS EN 13773. Any fabric-unless incombustible- may not be used for partitioning stands, forming offices or the back or sides of stands, except that treated fabric may be permitted as a ceiling, to single storey stands, where not exposed to the risk of fire from lighted articles dropped from above. When used for decorative proportions treatment of such portions, the fabric must be backed with materials similar to that required for the construction of the stands. They shall be fixed taut to the backing board and secured at floor level by a skirting board not less than 75mm deep. Curtains on exit routes must hang not less than 75mm clear of the floor and be parted in the centre.

d) Seating

Upholstered seating must meet the pass criteria for smouldering ignition source 0, flaming ignition source 1 and crib ignition source 5 when tested in accordance with BS 5852 1990.

e) Paint

All painting must be carried out in water paint. Finishes having oil or cellulose base are not permitted to be applied on site.

f) Carpet

Carpets and other textile floor-coverings must comply with BS 4790 and shall be secured and maintained so as not to cause a hazard. Only the NEC recommended carpet tapes may be used directly onto the exhibition floors.

g) Glazing

All glazing must comply with current UK Building Regulations including BS 6206 and BS 6262. Any large areas of clear glazing shall be indicated with warning stripes or dots etc. Overhead glazing shall be of wired glass, laminated glass or be otherwise adequately protected from shattering.

h) Balloons

- a) Balloons must be securely fixed your stand.
- b) Any costs incurred or damage caused by a balloon will be passed to the exhibitor. Any balloons which are to be given away as samples to visitors must be securely weighted. Any costs incurred for the removal of such balloons will be passed back to the exhibitor concerned.

vii. PLATFORMS

- a) Platforms are not essential even with floor electrical or plumbing services. Where a platform is to be provided it is necessary to make proper provision for access for disabled persons. The general height may not exceed 100mm (4") but areas may be super-elevated for display purposes. Details of super-elevated platforms, above the height of 600mm (24") to which persons have access are regarded as a multi-storey structure and must be submitted with proof of structural integrity to the Show Organiser for approval.
- b) The flooring must not be less than a nominal 25mm (1") thick. Flooring must, in any case be laid with close joints. Wood chipboard or blockboard used for a floor shall be of minimum thickness of 18mm. Platforms must be of a strength and stability sufficient to carry and distribute the weight of the stand fitting, stand personnel and visitors and exhibits having regard to the loading limits of the floors.

viii. Building Columns

- a) Where these fall wholly or partially within the area of allocated space, the Exhibitor may encase them.
- b) The casing must be self-supporting and may not be fastened to the column. Only the face of the casings (not the column) that fall within the allocated space may be used for display of photographs or other pictorial matter.

ix. Multi-storey Stands and Stand fitting exceeding 4.0m in height.

- a) Multi-storey stands; elevated gangways and stairways and standfitting exceeding 4.0m in height must be constructed to the requirements of the National Exhibition Centre Limited. **Details of multi-storey stands etc., must be submitted to the show organisers, with structural calculations and a completed Certificate of Integrity by the deadline date set down by the Exhibition Organiser .**
- b) Ceilings, other than to the topmost storey shall be of solid construction of an inherently non-flammable fabric, except that treated fabric may be permitted to single storey portions of stands where not exposed to the risk of fire from lighted articles dropped from above.

- c) Cupboards formed beneath the staircase shall be lined throughout with non-combustible material.
- d) Adequate means of escape must be provided from the upper storeys of any stand. Stairways shall be at least 1m wide and if not subdivided by a central handrail, no more than 1.8m wide. Each step shall have an available tread, measured on plan, of 280mm, the risers between steps shall be infilled and shall not exceed 180mm. Any handrail(s) or balustrades must have vertical railings not more than 100mm apart or solid infills. (*Refer to NEC Guidance Note 1 - Stepped access, ramps & balustrades*)
- e) Staircases shall discharge to the ground floor at a point where unimpeded access to a public gangway is achieved. If the occupants of the upper storey have no choice but to exit by way of a single escape stair, the travel distance from any part of the storey to that stair must not exceed 10m
- f) In all cases, calculations proving the strength and stability of structures will be required to demonstrate the following requirements of the National Exhibition Centre Regulations. In this context, the word “structure” means either a multi-storey stand or any part of a stand higher than 4m.
 - i. A loading analysis assuming an imposed load on upper floors of 5 KN per sq.m. Dead loads should be individually assessed for each floor.
 - ii. A stability check assuming a lateral load equal to 2.5% of the total vertical load applied at upper deck level.
 - iii. Stress and deflection checks for all structural members.
 - iv. Details of connections, bracing members and floor carcasings.

Note: In certain circumstances when an upper area is not freely accessible to general exhibition visitors and the number of persons shall not exceed 5.0 sq m per person, a minimum imposed load of 3.5 kNm² will be accepted. On such occasions the stand-holder will be required to demonstrate a robust system of controlling access onto the upper area to avoid exceeding the stipulated number of persons .

- g) Base plates must be designed to limit the compressive stress on the floor of the building to a maximum 20t (200KN) per sq m unless the total load on a base plate is 5t (50KN) or less, in which case a minimum size 300mm square plate may be used; bolts are not acceptable as a means of preventing uplift of bases.

x. Exits from stands

- a) The exit from any stand (or if there is more than one exit, each exit) shall discharge to a gangway.
- b) The maximum travel distance from any part of a stand to a gangway shall not exceed 10.0m. (*Where provision is made for a closely seated audience refer to NEC Guidance Note 6*)
- c) No floor shall be constructed having a slope in excess of 1 in 12.
- d) Each exit shall be indicated by an exit notice as follows –
 - 1. All exit notices shall be sited in conspicuous positions above or adjacent to all exit doors and openings and directional signs and notices shall be provided and sited to indicate the route of escape.
 - 2. The size of letters of exit notices shall not be less than 125mm.
 - 3. In any part of the centre or on any stand where the normal lighting may be dimmed or extinguished while the public are present, exit notices shall be illuminated internally and conform to the relevant British Standard.
- e) Doors and gates forming part of an escape route shall be provided with a vision panel of clear glazing at sight level and must be hung to open in the direction of escape, clear of any steps, landings or gangways. Where necessary doors must be recessed so as not to open onto or obstruct the required width of any gangway or other escape route. Such doors shall be free from fastenings other than panic bolts in accordance with BS EN 1125.

xi. PARTITIONS

- a) Partitions separating stands, may be erected up to 4 metres (13'0”) high, but where a wall abuts an adjoining stand and projects above the partition, it must be clad and decorated.
- b) It is the responsibility of exhibitors who have ‘SPACE ONLY’ stands to supply, erect and decorate free standing single clad partitioning to the periphery of their sites where they adjoin an adjacent stand.

- c) The minimum height of the partitioning must be 2.50 metres (8'3") high, with a maximum height of 4 metres (13'0"). Of which the area above of 2.50 (8'3"), must be of double sided cladding and decorated to the choice of colour and material as agreed by the adjacent exhibitor.
- d) All stand structures, signs and exhibits etc must be confined with the area allocated and may not project into or over the public gangway.
- e) It is the responsibility of the exhibitors to examine the site allotted to them, in order to avoid costly adjustments to stand structures such as minor obstruction, for which the show organiser cannot accept responsibility.
- f) It is the responsibility of the exhibitor to ensure the stand is being built to the correct mark. If there is any doubt regarding the allotted floor space, please check with the organiser before commencing building work.

xii. Night Sheets

It is recommended that only night sheets made of netting or transparent material should be used. These must be flameproofed to BS 476 Class 1. Arrangements must be made for the storage of the night sheets within the area of the stand during the hours the show is open. They may not be left, although rolled, in any position where they will cause an obstruction or interrupt line of sight.

xiii. Rubbish Removals

The exhibitor or its contractor must remove any packing material or other litter brought into the site and all debris arising from the construction or dismantling of stand fittings, etc, from the premises.

xiv. Advertising

Advertising refers to all company names, logos or any other lettering.

xv. Exhibitor's Own Labour.

Please refer to section **4.1**

- a) It is important that clearance is received from the organiser if a vehicle is to be used on your stand as an exhibit.

xvi. Any fixtures to the hall floor, i.e. bolting down should be booked using the Building & Aerials Form. The form should be completed and sent to:

The National Exhibition Centre Group
 Group Operational Services
 Technical Services
 NEC House
 The National Exhibition Centre
 Birmingham
 B40 1NT
 United Kingdom

Telephone: 44 (0) 121 767 2688
 Fax: 44 (0) 121 767 3840

ADDITIONAL SERVICES

This section of the manual contains information on the various suppliers of service for the show. It is imperative that services are ordered in advance. Please contact the supplier in question for any assistance you may require.

5.1 BANKS

National Westminster Bank is located adjacent to Hall 4. Full banking services include foreign currency transactions, advice on documentary credits and import / export queries.

Opening Hours: 09.30 – 16.00 (Monday to Friday)

Telephone: +44 (0)845 3020754

Cash Dispensers are available in the Atrium.

5.2 BUSINESS CENTRE

Located in the Atrium alongside the entrance to Hall 8, the Business Centre is an international communication service Available to help you make your business contacts, including:

* Internet Access

* Faxes

* Black and White and copies

5.2 CATERING

The sole rights to all catering for exhibitors is held by the NEC and managed by '*Catering 2 U*'. If you wish to order your stand catering before the show, please complete the forms located towards the end of the manual and return to the NEC:

Carl Cooper

Tel: +44 (0) 121 767 2630

Fax: +44 (0) 121 767 3800

Please be aware exhibitors will need to set up a catering account in order to make use of the catering facilities at the NEC. Please complete the 'Catering Accounts' located towards the end of the manual and return to:

Credit Controller
The NEC Group
Birmingham
B40 1NT

5.3 CLEANING

Stand cleaning is included in your stand rental and will be carried out after the closing hours of the show. Dry waste should be placed in plastic sacks in the gangways after the show closes.

Cleaners will not dispose of any bagged waste left on stands, nor clean your exhibits unless specifically booked – there is a fee for the latter service.

Refuse sacks can be collected from the cloakroom during the open period.

5.4 CLOAKROOM

The cloakroom is situated in the foyer of the Atrium next to Hall 8. The cloakroom will open 30 minutes before the opening of the show and close 30 minutes after the close of show. Items will not be kept overnight.

There will be a charge of £1.00 per item checked. Items not retrieved will be relocated to the Lost Property department and can be claimed from there.

5.5 ELECTRICITY

Exhibitors are reminded that full electrical power will not be available until the afternoon of **Friday 28th March 2008**, at the earliest. If you require power before this time, please liaise directly with the electrical contractor, Stanco Exhibitions Ltd.:

Stanco Exhibitions Ltd.
Unit 5
Perimeter Road
NEC
Birmingham
B40 1PJ
United Kingdom

Tel: +44 (0) 121 782 3388

Fax: +44 (0) 121 782 3443

Exhibitors requiring electrical services must complete the *Electrical Price List* and *Order Form* and return it no later than **Friday 9th March 2008**

The form return date is crucial as Stanco imposes a 20% surcharge on late orders.

Rules and Specifications for Supply of Electricity

- i.** The organiser provides all necessary general lighting throughout the exhibition venue. Lighting and other electrical installations required by exhibitors on their stand must be carried out by the electrical contractor, *Stanco Exhibitions Ltd.*
- ii.** Flashing signs and NOT permitted. Other light fittings may be fitted to external walls provided they do not project in any way beyond the area of the stand floor space.
- iii.** Complaints about electrical circuits, apparatus or work not carried out will be recognised by the official contractor, *Stanco Exhibitions Ltd.* only if notification is made to them in writing before the close of the show.
- iv.** Electrical work carried out on behalf of the exhibitor shall at all times be subject to the inspection and approval of the NEC's duly accredited Electrical Surveyor.
- v.** The supply available is as follows:
 - i. Lighting: 240AC 50hz single phase
 - ii. Power: 240AC 50hz single phase
415AC 50hz three phase four wire
- vi.** No more than **TWO** appliances may be fixed to any **ONE** switch socket.
- vii.** Any exhibitor wishing to use their own electrical fitting must notify the electrical contractor, *Stanco Exhibitions Ltd.* by **Friday 9th March 2008** in order that wiring and circuits etc can be discussed.
- viii.** Under no circumstances are exhibitors' own staff or any other electrical contractor to make lighting power connections.
- ix.** All lighting shall be designed and installed to avoid nuisance and discomfort to neighbouring exhibitors and visitors.
- x.** Flash lights or signs are not permitted, sequence displays may be used subject to the organiser's approval. No light fitting or other electrical appliances may be suspended from the roof of the exhibition venue.
- xi.** If 24 hour supply is required, advise the electrical contractor by **Friday 9th March 2008**.
- xii.** Power supply to stands will be switched off **within** 30 minutes of the show closing.
- xiii.** Exhibitors' own light tracks must be wired by the electrical contractor.

*** It is vital that you return your *Electrical Price List* and *Order Form* by Friday 9th March 2008, as Stanco Exhibitions Ltd. impose a 20% surcharge on late orders.**

*** Please read the rules and specifications thoroughly. If you have any questions, Stanco Exhibitions Ltd. representatives will be pleased to assist you.**

5.6 FURNITURE & CARPET SUPPLIER

Transworld Exhibits Ltd. has appointed *Stanco Exhibitions Ltd.* to supply your furniture and carpet needs. Details are enclosed with this manual. *Stanco Exhibitions Ltd.* can be contacted:

Stanco Exhibitions Ltd.
Unit 5, Perimeter Road
NEC
Birmingham
B40 1PJ
United Kingdom

Tel: +44 (0) 121 782 3388 Fax: +44 (0) 121 782 3443

5.6 HELIUM & OTHER GAS

If you require a helium supply to your stand during the show, please observe the following Health and Safety regulations:

- i.** Only those cylinders required for immediate use shall remain on the stand. Spare cylinders can be stored in the NEC gas compound under the control of the Fire Officer. For further details, please call:

Alan Evans - National Exhibition Centre
Tel: +44 (0) 121 767 3288 Fax: +44 (0) 121 767 3975

- ii.** Cylinders may not be connected or disconnected during the time that the exhibition is open to visitors.
- iii.** No movement of gas bottles either to or from the safety area will be permitted once the show has opened.
- iv.** There will be a charge for removing escaped balloons from the ceiling once the show is over.

5.7 HOTELS

The *Birmingham Convention Bureau* is the official hotel booking agent for the International Party Show 2008. For their free hotel reservation service, please complete the Hotel Reservation form, located towards the end of the manual, alternatively please contact:

Birmingham Convention Bureau
Millennium Point
Level L2, Curzon Street
Birmingham
B4 7XG

Tel: +44 (0)121 202 5005 Fax: +44 (0) 121 202 5123
Website: www.birminghamconventionbureau.com

Alternatively you can try www.laterooms.com.

5.8 INSURANCE

While we take every precaution to protect your property during the show, we are not responsible for any loss or damage and we recommend that you insure your property. You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, you should protect your expenditures against Abandonment and Cancellation or Curtailment of the event due to reasons beyond our control.

All these risks and more can be covered by *Insurex-Expo Sure Ltd*, under their *Exhibitors Policy*, who are specialists in this type of insurance, and can be contacted at:

Insurex-Expo Sure Ltd.
Royal Victoria House
2nd Floor, The Pantiles
Tunbridge Wells
Kent
TN2 5TE

Tel: +44 (0) 8700 856740 Fax: +44 (0) 8700 856799

SECURITY AND SAFETY

The information contained in this brochure is designed to make your visit to The National Exhibition Centre as enjoyable and safe as possible. Please read it carefully & make sure your staff are aware of the following procedures.

SJ Dudley
Group Health and Safety Manager

6.1 HEALTH AND SAFETY / TRADE DESCRIPTION ACT

Exhibitors are advised that the Health and Safety at Work Act 1974 requires that any equipment being operated or demonstrated shall be inherently safe and not create a hazard to the demonstrator.

Under the notification of The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR 1995), an employer will be required to notify the enforcing authority when there is an accident resulting in death or major injury, or any other notifiable dangerous occurrence.

False claims to the suitability or safety of the equipment in the UK or to performance quality, strength etc., may be subject to action under the Trade Description Act 1968.

6.2 EXHIBITOR RESPONSIBILITY:

It is important to make constant checks of your stand to ensure that no unidentifiable packages, cases or bags have been deposited. If suspicions arise, do not touch the article but call the:

Control Room 0121 780 4141 (ext.3333) Internal phone: 3333

In the event of evacuation, and when leaving your area each night, please ensure that:

- a) Appliances are switched off.
- b) Your stand is checked for burning cigarettes and other potentially dangerous items

EMERGENCY ANNOUNCEMENTS & EVACUATION PROCEDURES

It is absolutely vital that a sufficient number of people are nominated to ensure the following emergency procedures of the NEC are complied with.

Each day, half an hour before the Centre opens, the Exhibitors' Emergency Public Address Test will be broadcast.

In event of an emergency, the following message, preceded by chimes, will be broadcast:

“Attention, please - Staff Call 100” which will be repeated every 30 seconds, followed by continuous chimes.

The nominated person in charge of each stand must check their stand immediately for suspect packages. If an object is discovered, do not touch it, but contact the Control Room immediately on (outside line) **780 4141 extension 2393, 2595 or 2797.**

This announcement should be taken as a warning, by the staff of each stand, that a possible evacuation is imminent.

If it becomes necessary to evacuate the building, the following message, preceded by chimes, will be broadcast ;

***“Attention, attention. This is an emergency.
Circumstances make it necessary to evacuate the building.
Please make your way calmly & quickly to the nearest exit.”***

This message will be broadcast every 15 seconds until the building has been evacuated.

In the case of a complete or partial evacuation of the exhibition halls, exhibitors' staff must regroup at one of the assembly points indicated on the map below.

The NEC and The NEC Arena evacuation assembly areas



If a complete or partial evacuation of the exhibition halls is necessary, the organisers strongly recommend that the exhibitors’ staff leave the building, since the organisers cannot accept responsibility for any loss, damage or injury however caused. This procedure will allow the organisers to quickly contact the exhibitors at the end of the emergency and invite them to return to their stands.

If it proves necessary to temporarily evacuate part of the building, the public evacuation announcement will be broadcast.

The Director of Security wishes to emphasise the importance of constant stand inspections in order to ensure that no suspicious objects, packages or bags have been abandoned. In case of doubt, do not touch the object. The Security Control Room must be informed immediately by telephoning (outside line) **780 4141 extension 2393, 2595 or 2797**.

Once the Security Department are assured that there is no danger, the following announcement will be broadcast:

“ATTENTION PLEASE - CANCEL STAFF CALL 100.”

Please ensure that your staff know these procedures and follow them. Never, under any circumstances reveal to the public, the significance of “Staff Call” since this might cause a panic. In these times, we must remember it is vitally important that each person remains particularly vigilant.

For this reason, during the final stages of build-up and constantly during the open period of the exhibition, *no exhibitor or member of an exhibiting company will be allowed entry to an exhibition without presenting an official pass*. Please ensure that you and your staff wear your passes at all times.

6.3 FIRE PROCEDURES

All the halls of the NEC are protected by a sprinkler system. The Centre is also equipped with portable fire extinguishers and an electrical fire alarm system at all strategic points.

In case of an emergency at your stand, you must act according to the advice below:

- a) Break the glass of the nearest fire alarm point. These are located at each vehicle entry door, in the Organisers offices and in the Piazza and Atrium areas.
- b) Telephone the Control Room (outside line) **780 4141 extension 3333**, indicating your location and the nature of the danger.
- c) Calmly inform the neighbouring stands and if safe to do so, tackle the fire with an extinguisher.

If you follow this procedure, help will arrive promptly. Keep calm and reassure any visitors within your proximity.

6.4 SECURITY

Exhibitors are warned to be particularly vigilant for theft of their property during build-up, the exhibition itself and during breakdown. If items cannot be watched then it is important that they are properly secured.

Security in The Pavilion commences 08.00 on Friday 30th March 2008 – 20.00 on 3rd April 2008.

The Security Office is located in The Atrium area and they can be contacted on:
0121 780 4141 ext 2394.

6.5 LOST AND FOUND

Any lost and found property will be moved to the Lost and Found Office located within the Security Office, in the Atrium area as stated in **6.4**.

6.5 SECURITY EMERGENCIES

- SECURITY EMERGENCIES ONLY call **0121 644 6666 or internally 6666**
- GENERAL SECURITY ENQUIRIES call **0121 767 2393 or internally 2393**

6.6 MEDICAL EMERGENCIES

In case of medical emergency, call the Control Room immediately on (outside line) **780 4141 extension 2222** and indicate the exact location of the casualty and details on their condition, e.g. bleeding, loss of consciousness. The Security Department will inform the Medical Centre and a nurse and security guard will be sent to the location with the necessary medical equipment.

6.7 TRAFFIC ADVICE FOR ORGANISERS AND EXHIBITORS

The National Exhibition Centre and Municipal Bank Act 1976 Section 11 affords power to NEC law enforcement officers to enforce the Road Traffic Act 1988 and all subsequent amendments, which apply to all roads at the Centre. This law and other road regulations authorise the removal of illegally parked vehicles. Consequently, all vehicles must be parked exclusively in specially reserved parking areas.

Vehicles parked in "NO PARKING" areas will be removed. These zones include:

MAIN ENTRANCES
UNDERPASS
FOOTWAYS
GRASS VERGES & LANDSCAPED AREAS
VEHICLE EXIT DOORS
RESTAURANT SERVICE AREAS
EMERGENCY AREAS
SUB-STATION DOORS
ELECTRICITY OR GAS SUB-STATIONS
DOUBLE YELLOW LINES
DISABLED PARKING AREAS

Attention is also drawn to the NEC Standard Conditions of parking: all vehicle passes must contain details of your company, your exhibition/delivery hall and your stand number. This pass must be displayed at all times, failure to do so will result in the vehicle being deemed illegally parked and action may be taken.

TRAVEL INFORMATION

7.1 AIR

Birmingham International Airport, alongside The National Exhibition Centre, has direct daily flights from many major European cities, including; Amsterdam; Brussels; Copenhagen; Dublin; Dusseldorf; Frankfurt; Milan; Paris; and Zurich. There are also daily North American flights from Chicago, New York and Toronto.

Birmingham International Airport	Telephone:	+44 (0) 121 767 5511
Airport Hotline Service	Telephone:	+44 (0) 121 767 7000
British Airways Passenger Reservations:	Telephone:	+44 (0) 345 222111

7.2 ROAD

The National Exhibition Centre is on the A45, halfway between Coventry and Birmingham. The M1, M6, M40 and M42 are within easy reach of the National Exhibition Centre, which is well sign-posted from all routes.

7.3 RAIL

VIRGIN TRAINS- The company managing and operating the former InterCity West Coast and CrossCountry networks offers a weekday service of two trains each hour between London Euston and Birmingham International. Refreshments are available during the 80 minute journey, many weekday trains offering a full restaurant service. Birmingham International Station is connected by a covered walkway to the National Exhibition Centre.

The station is also served by direct Virgin Trains from Brighton, Edinburgh, Glasgow, Leeds, Liverpool, Manchester, Milton Keynes, Newcastle, Oxford, Reading, Southampton, Watford and York. In addition the frequent local services from Birmingham New Street (10 to 15 mins journey) provide one change journeys from the entire Virgin Trains network.

National Rail Enquires:	Telephone:	+44 (0) 345 48 49 50
Virgin TrainLine	Telephone:	+44 (0) 345 22 23 33

Local Rail Services within the West Midlands County.

For times and fares for local rail travel to Birmingham, Coventry, Wolverhampton and other places within the West Midlands County:

Centro Hotline:	Telephone:	+44 (0) 121 200 2700
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The hotline can also give details of local bus connections.

NORTH LONDON RAILWAYS:

Operate an hourly service (Monday-Saturday) directly from London (Euston) to Birmingham International, calling at intermediate stations including: Watford Junction, Hemel Hempstead, Berkhamstead, Leighton Buzzard, Bletchley, Milton Keynes, Northampton and Rugby.

National Rail and Fares Information	Telephone:	+44 (0) 345 48 49 50
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CHILTERN RAILWAYS:

Trains run hourly to nearby Solihull, (which is a 15 minute taxi ride from the National Exhibition Centre), every day from London, Marlylebone, Gerrads Cross, Beaconsfield, High Wycombe, Princes Risborough, Bicester North, Banbury, Leamington Spa and Warwick.

You can change at Banbury or Leamington Spa for Virgin Trains to Birmingham International Station.

Chiltern Railways:	Telephone:	+44 (0) 990 165 165
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7.4 COACH

Flightlink provide frequent coach transfers from London Heathrow and Gatwick Airports

FlightLink	Telephone:	+44 (0) 990 757 747
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7.5 BUS SERVICES TO THE NEC

Frequent local buses serve the National Exhibition Centre, calling at Birmingham International Station forecourt:

900	-	Coventry, Meriden, National Exhibition Centre, Birmingham City Centre and return.
966	-	Walsall, Sutton Coldfield, Erdington, National Exhibition Centre and return.
993/4	-	Birmingham City Centre, Chelmsley Wood, National Exhibition Centre and return.
73	-	Solihull, Birmingham Airport, National Exhibition Centre and return.

Centro Hotline: Telephone: +44 (0) 121 200 2700

7.6 T.AXIS

Taxi services are operated by T.O.A. taxis.

T.O.A. Taxis Telephone: +44 (0) 121 427 8888

Elmdon Taxis also have a reception office on the Birmingham International Station forecourt which operates 24 hours a day.

Elmdon Taxis: Telephone: +44 (0) 121 705 2222.