



BioTrinity 2012 Exhibition Manual: Tuesday 24 April – Thursday 26 April 2012

Thank you for exhibiting at BioTrinity 2012. OBN is committed to working with you to ensure you get the best return on your investment.

To help you build your presence in the bioscience sector and get the most out of your involvement at BioTrinity, OBN has created this document to lead you through the logistical arrangements, provide helpful marketing suggestions and list additional services you may wish to call on during your exhibition period. Please read it carefully and get back to OBN should you have any questions as soon as possible.

Contents of this Manual:

1. Exhibition Stand Logistics – **important information** including location, set-up times, etc
2. Marketing suggestions and ideas
3. Additional services or equipment available to you

1. Exhibition Stand Logistics – Important Information

Registration:

Your Exhibition package includes one full partnering registration. Please ensure that the **main attending** delegate registers via the website. If you require additional staff to man the stand, we suggest you purchase a special non-partnering, Exhibitor-only pass. Exhibitor-only passes are available to sponsors and exhibitors only, at the cost of £299 + VAT for OBN member companies and £399 + VAT for non members. Please complete one Application Form (attached) for each pass required and return directly to OBN by this deadline. This will give the delegate full access to the Exhibition from Set-up on 24th April to breakdown on 26th, including all social events held in the Hall, but does **not** give access to the partnering system.

Exhibitor-only passes include:

- refreshments at breaks and lunch for the two conference days (Wednesday and Thursday)
- participation to three social events held in the Exhibition Hall, including Grand Opening Reception
- Access to Gala Dinner (additional fee payable)

NB: Exhibitor-only pass does not include access to the partnering system or sessions.

Registration will open for all delegates and Exhibitors to collect their badges and documentation at the Grand Opening Reception and during the following times:

Tuesday 24 April from 18:00 – 19:30

Wednesday 25 and Thursday 26 April from 08:00 – 17:00

Corporate Profiles and Logos Required:

As Exhibitors at BioTrinity we will display your logo and corporate profile on the website and in the Conference Handbook distributed to all delegates. Please send me a very short headline profile to include on the Exhibitor page of the BioTrinity website (max 30 words) plus a company profile (~70 words) for the Handbook. Please send as a Word document, by return, together with your logo (high res jpeg. file required for print purposes).

Partnering Location – **NEW FOR 2012:**

OBN has introduced a special option for Exhibitors to NOMINATE THEIR STAND number as the location of their partnering meetings. This will allow you to have all your marketing material or presentations for demonstration purposes when you meet. This is applicable to all company registrations, and not individuals.

The table below lists the pros and cons of taking your partnering meetings at your exhibit booth. If you decide to take your meetings at the exhibit booth, you must inform OBN by completing the attached form and returning it to OBN by **Monday 12 March 2012**. If OBN has not heard from you by this date, your meetings will be scheduled to the regular partnering booths, as usual.

Pros of meeting at your exhibit booth	Cons of meeting at your exhibit booth
It makes better use of the exhibit booth, ensuring it is busy all the time	No privacy - you or the people you are meeting might prefer a private booth
You can manage staff to ensure the booth always has someone at it	Is your exhibit space large enough to host a meeting of potentially four or more people? Do you need to order extra chairs?
All your marketing materials are on hand for meetings	Lone members of staff at the booth cannot have a scheduled one-to-one meeting and deal with ad-hoc meetings at the same time
You have a schedule of who will be visiting your booth and what time	Only your requested meetings will be in the exhibit booth, so staff will need to walk between exhibit area and partnering booths

Please understand that for logistical and technical reasons this has to be an “all or nothing” decision, with no exceptions. If you opt-in to take meetings at your exhibit booth, EBD Group will endeavour to schedule your agreed meetings to your exhibit booth, but they can't promise that all meetings will be at your booth (for example if you meet with a sponsor in a sponsor room). EBD Group can only schedule one meeting per time slot to your exhibit booth. Additional meetings will be scheduled to the regular partnering booths. There is no facility for you to decide which of your meetings take place at your exhibit booth, or when.

Exhibition Schedule: (*Provisional schedule* – final confirmations will be sent out to Exhibitors prior to the event):

Set up: Tuesday 24 April: 12:30 – 17:30

All stands must be set up by 17:30 as delegates arrive for the Grand Opening Reception at 18:00

Breakdown: Thursday 26 April: 17:00 – 19:00 (unless advised otherwise by OBN)

All items must be collected on Thursday evening before 22.00. See Shipments (below). You agree to comply with these timings and the stand will stay in place for the whole exhibition.

Please note that it is not permitted to set-up stands on Wednesday 25th April, or breakdown before 17.00 on Thursday 26 April.

Venue Locations:

The Exhibition Hall is located on the Ground Floor of **The Grandstand** at Newbury Racecourse. Registration, Partnering Help Desk and the main catering area with informal seating, is also located on this floor. The first floor is a quiet business area with banner displays and poster boards and further catering area. The second Floor is dedicated to the Lecture Hall and Speaker Prep Room.

The private partnering will take place in **The Berkshire Stand**, located next door to The Grandstand, unless you have allocated your exhibition stand.

Security:

For security purposes, your **badge must be worn at all times**. All registered delegates will receive an email a few weeks prior to the event, which must be printed out and shown at Security to gain access. Access to the event will be

restricted to registered delegates only. For 2012, an additional security fence will be in place. All delegates must be registered to gain access pass this point.

Shipments:

Please ensure small boxes of company literature are shipped to arrive on **Friday 20 April, from 08:30 to 16:00**. Any large items must only arrive on **Tuesday 24 April 09.00 - 12.00 noon**, as the venue does not have sufficient storage space for such items. Delivery for large items requiring access past the security fence may be declined after 12.00 noon. **Please note:** Shipments delivered before 20 April may be rejected. In case your shipment arrives after 24 April, the display of your material can not be guaranteed.

Please note that Newbury cannot supply a fork lift truck so if you are bringing large items, please ensure you make your delivery company aware of this.

Collections:

Please ensure that all items for return **are collected** on **Thursday 26 April between 18.00–22.00**. The Exhibitor must ensure all collections are made or the items will be disposed of by the Racecourse. Nothing may be left following the event, except for rubbish – everything **MUST leave by the end** of Thursday.

Address for Sending Your Literature and Equipment:

Each item delivered must clearly be labelled with the following information so we can correctly place your delivery. All details listed below must be stated for security purposes. Parcels incorrectly labelled may be refused.

C/O Sharron Moore
BioTrinity 2012 – Exhibitor Booth No [*insert Space No here*]
[*Insert name of your company here*]
The Grandstand
Newbury Racecourse
Newbury, Berkshire, RG14 7NZ, UK
Telephone: 01635 40015, Fax: 01635 528354

Shell Scheme:

You have purchased a designated size and location of stand at BioTrinity. The stands (except some corner or end stands) will have a back and two sides, so please ensure that your pop-up fits your space allowance. For example, a standard popup stand banner does not fit a 2m wide stand. OBN cannot allow any items to be displayed outside the space booked. You will be asked to remove any such items immediately.

Velcro is the only permitted fixant that can be used on the partition panels (NO blu-tack)

- No panels can be moved after being set up
- For Health and Safety reasons, exhibitors are not admitted to the exhibition area until the shell scheme has been erected, and at the times stated
- Standard equipment provided: A 4'x2' table and chair plus an electrical power point (3amp output) and fluorescent light will be provided. Additional standard furniture is available on request or can be purchased (see below).
If you have specific requirements, ensure that arrangements are made well in advance.

Power Supply:

A 3amp electrical supply is supplied. It is the exhibitor's responsibility to ensure that you have sufficient power for your equipment. All the electrical sockets are standard UK.

Loading/Unloading:

There is ample free parking, including overnight parking, directly in front of The Grandstand for BioTrinity attendees on 24th (Exhibitors only), 25th and 26th April. Security will direct you on the day.

Breaks:

To encourage delegates to visit the exhibition area, there are no sessions during the catering breaks. Delegates are not in partnering sessions during The Grand Opening Reception on Tuesday 24th April, and the Welcome and Closing Receptions. Breakfasts, coffee breaks, and lunch will be served in the Exhibition hall.

2. Marketing Suggestions

Over 250 delegates attended the **Grand Opening Reception** in the heart of the Exhibition Hall in 2011. In 2012 we will again open the conference in this dynamic way on Tuesday 24 April. This will be an ideal opportunity to showcase your company to a captive audience within a social and informal atmosphere. Do ensure that you create plenty of opportunities to draw attention to your stand with events and giveaways.

Create a Buzz at BioTrinity 2012:

Many of you may have been tasked with driving traffic to your stand at the BioTrinity. There are many opportunities for you to draw attention to your booth by media releases, events and stand giveaways.

We encourage you to be creative and consider developing innovative giveaways to hand out from your stand. Giveaways provide a great opportunity to interact with your colleagues and have a lasting marketing opportunity beyond the two day event. You may also want to consider hosting contests (number of sweets in a jar) or prize draws (bottle of champagne) whilst collecting business cards for future use. You could also consider doing a small tasting of something from your region, for example, malt whisky or wine.

Other options for generating interest include maximising anything interactive such as videos, animated graphics or online access to information focused on your company or organisation. Handouts are also a simple, yet effective way to extend your reach beyond the exhibition stand. You could consider stocking your booth with key research papers, brochures or other materials that help to illustrate your company's impact on bioscience sector.

We also encourage you to have press materials available for those from the media who will be attending. For press releases, we encourage you to submit product releases, company announcements, and more to the BioTrinity Press Room located in the Exhibition Hall, on a daily basis. If you wish to distribute these, make sure you bring plenty of copies.

Conference Handbook Advert – NEW FOR 2012:

OBN is pleased to offer all Exhibitors a discount of 10% off the cost of a ½ page (horizontal) advert, to be located close to your profile in the Conference Handbook. At just £449 + VAT, why not consider this 'take-away' marketing option. The advert spec is 129 x 99 mm (landscape) with no bleed (see attached document). You will be invoiced separately for the advert upon confirmation. Please notify OBN of advert requirement by **Wednesday 29th February** and submit advert artwork by **Monday 19th March**. Sponsors will receive as standard a full page colour advert as part of their package.

Media Pack:

We have created BioTrinity banners and logos to help you promote your attendance as an Exhibitor/Sponsor at BioTrinity to the wider bioscience sector. We suggest you use these items on your homepage or events section of your website, or as part of your email footer. The graphics can be downloaded from our website or OBN will be pleased to send them to you on request.

The most up to date conference information can be found on our dedicated website: www.biotrinity.com



3. Additional Services or Equipment You May Require

Your stand is fully equipped with shell scheme, power and furniture but you may wish to arrange additional services or equipment to enhance your exhibition experience. OBN is pleased to list below various suppliers. The Exhibitor is responsible for all additional fees and these services are all optional. Please work directly with the companies listed to secure additional services. All orders are subject to availability so book early.

IT/AV:

To hire anything from laptops to plasma screens, please contact our IT specialists, IT Rentals.

Below are some suggested items with prices but if you want something specific that isn't shown, do contact IT Rentals directly to discuss your needs. IT rentals will also have a dedicated technician available throughout BioTrinity, should you have any problems during the Exhibition.

- Laptop Computer £85.00 + VAT
- Printer (B&W Laser) £70.00 + VAT
- 42inch Plasma with stand £195.00 + VAT
- 50inch Plasma with stand £245.00 + VAT

Orders are subject to availability and the deadline for BioTrinity 2012 is **Friday 13 April**.

Contact Noel Hoey, Head of Events & Exhibitions, and Quote Reference Code "**BioTrinity 2012**" to secure the OBN pricing.

Information Technology Rentals Ltd

E: Noel.Hoey@itr-events.co.uk , T: 0845 0722 888

Special Furniture and Carpet Supplier:

OBN has appointed Europa International as our supplier of specialist exhibition stand furniture and carpet items. You can review all items available via their website below. If you have opted to host your partnering meetings at your stand, and the stand dimensions will accommodate additional standard chairs, you will need to arrange for this with OBN or the furniture supplier. We have attached the order form which you should return directly to Europa **before 3rd April 2012**. If you have any questions, do contact Amanda Scott from Europa directly.

Contact: Amanda Scott, Senior Accounts Handler, Europa International. E: amanda@europainternational.com

W: www.europainternational.com

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Please note that OBN staff will leave the office on Friday in order to set up for BioTrinity, with very limited access to emails. If you have any further queries or specific requests, please contact the OBN offices in advance of the Conference (but **by Friday 20th April latest**) on 0845 5215 222.