

biotrinity 2010

The UK's Premier Biopartnering
and Investment Conference

April 12 - 14, 2010, Newbury, UK

BioTrinity 2010 Exhibition Manual: Monday 12 April – Wednesday 14 April 2010

Thank you for exhibiting at the BioTrinity 2010. We are 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, OBN has created this document to lead you through the logistical arrangements we have made on your behalf and providing a list of many additional services you may wish to call on during your exhibition period.

Contents of this Manual:

- Marketing suggestions and ideas
- Exhibition Stand Logistics – important information including location, Setup times etc
- Additional services or equipment

Marketing suggestions

For 2010, BioTrinity will be hosting the **Grand Opening Reception** in the heart of the Exhibition Hall on Monday 12 April, open to all delegates. 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 2010

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 2 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 may also want to provide additional food or beverages to encourage visitors to spend more time in your stand. Large scale catering (teas or coffee, canapés, afternoon tea) must be arranged through the venue, but if you wished to do a small tasting for example, malt whisky or wine from your region etc, this would be acceptable for you to provide.

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 Press Room on a daily basis.

Media Pack

We have created BioTrinity banners and logos to help you promote your attendance as an Exhibitor/Sponsor at BioTrinity. We suggest you use these items on your homepage or events section of your website. 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



Exhibition Stand Logistics – important information

Meeting 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 seated dining, is also located on this floor. The 1st floor is a quiet business area with banner displays and poster boards (subject to confirmation) and Press Room. The 2nd Floor is dedicated to the Conference Hall and Speaker Prep Room.

Private partnering and Workshops will take place in **The Berkshire Stand**, located next door to The Grandstand.

Registration:

A full partnering registration is complimentary in the Exhibition stand package. Please ensure that the main contact person registers via the website. Additional Exhibitor-only passes are also available to sponsors and exhibitors only at the cost of £299. Please complete the attached Application Form for each pass required and return to OBN.

Exhibitor-only passes include:

- refreshments at breaks and lunch for the two conference days
- access to social events held in the Exhibition Hall
- Access to Gala Dinner (additional fee payable)

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

Registration will open prior to the Grand Opening Reception. This will enable all delegates and exhibitors to collect their badges on:

Monday 12 April from 18:00 – 19:30

Tuesday 13 and Wednesday 14 April from 08:00 – 17:00

Security:

For security purposes, **badges must be worn at all times.**

Exhibition Schedule*:

Set up: Monday 12 April: 14:00 – 18:00

Please make sure that you and/or your set-up team collect a temporary Exhibitor pass from the Registration desk at the entrance to the Grandstand before setting up.

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

Please note that no setting up of stands will be permitted during the conference days (Tuesday 13 and Wednesday 14 April)

Breakdown: Wednesday 14 April: 17:30 – 19:00

*Provisional schedule – final confirmations will be sent out to exhibitors prior to the event.

Shipments:

Please ensure small boxes of company literature are shipped to arrive on **Friday 9 April, from 08:30 to 16:00**. Any large items must only arrive on **Monday 12 April by 12.00 noon**, as the venue does not have sufficient storage space for such items. **Please note:** Shipments delivered before 9 April may be rejected. In case your shipment arrives after 12 April the display of your material can not be guaranteed.

Address for sending your equipment:

Below is the address label to affix to all your material.



biotrinity 2010

The UK's Premier Biopartnering
and Investment Conference

April 12 - 14, 2010, Newbury, UK

[Insert name of your company]

BioTrinity 2010 – Exhibitor No *[insert Space No]*

Newbury Racecourse

Newbury

Berkshire

RG14 7NZ

Telephone: 01635 40015

Fax: 01635 528354

Shell Scheme:

- All stands will be enclosed so ensure that your pop-up fits your space allowance
- Velcro is the only permitted fixant that can be used on the partition panels (NO blutak)
- No panels can be moved after being set up
- Exhibitors are not admitted to the exhibition area until the shell scheme has been erected
- Equipment: A 4'x2' table and chair and an electrical power point (3amp output) and fluorescent light will be provided.

NB: If you have specific requirements, please contact OBN immediately so that arrangements can be made well in advance.

Power Supply:

A 3amp electrical supply is supplied. It is the exhibitor's responsibility to ensure that he has sufficient power for their 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 12th (Exhibitors only), 13th and 14th April. Security will direct you on the day.

Breaks:

The Grand Opening Reception on Monday 12th April will be held in the heart of the Exhibition area. Breakfasts, coffee breaks, welcome and the closing reception will also take place in the Exhibition hall.

Delegates are not in sessions or partnering at the following times*

Monday, 12 April

18:00 – 20:30: Pre-registration and Grand Opening Reception

Tuesday, 13 April

08:00 – 09:00: Registration & breakfast

12:30 – 13:30: Lunch and Networking

17:00 – 18:00 Networking Drinks Reception

Thursday, 14 April

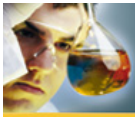
08:00 – 09:00: Registration & breakfast

12:30 – 13:30: Lunch and Networking

17:00 – 17:30: Closing Drinks Reception

17:30: Conference Close

**The above programme is preliminary and subject to change. It is the responsibility of the exhibitor to ensure that they are up to date with the latest programme which is available on the Event website (www.biotrinity.com)*



Additional services or equipment

OBN is pleased to announce its collaborations below to allow you access to additional services or equipment you may wish to access to enhance your exhibition experience. The exhibitor is responsible for all additional fees and these services are all optional. Please work directly with the companies listed below to secure additional services. All orders are subject to availability so book early.

Catering:

If you wish to provide additional food or beverages on your stand, please contact the Event Co-ordinator at Newbury Racecourse: Louise Chudy

E: Louise.Chudy@Newbury-Racecourse.co.uk

T: 01635 40015, DD: 01635 39666

IT/AV:

To hire anything from laptops to plasma screens, please contact Steve Hallsworth of 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.

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

E: Steve.Hallsworth@itrentals.com

T: 0845 0722 888

Furniture and banners

Clip Ltd is our appointed supplier of specialist exhibition stand furniture and artwork items. We have attached their price list of suggested items but again, if you want something specific that isn't shown, do contact Clip directly.

Clip Ltd Account Manager: Jason Bowley

M: 07798501137

E: Jason.bowely@clipdisplay.com

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If you have any further queries or specific requests, please contact the OBN offices in advance of the Conference