



EXHIBITOR INFORMATION & SERVICES MANUAL



Leopardstown Pavilion
19 October 2016

Buildup	Tuesday	18 October	12pm - 8pm
EVENT OPEN	Wednesday	19 October	9am - 5pm
Breakdown	Wednesday	19 October	5pm - 10pm

TechTrade is organised by Mediateam Ltd,
Media House, South County Business Park, Dublin 18.
Ph (01) 2947777.

www.techtradelive.ie

mediateam

Member
Irish Exhibition
Organisers
Association



TechPro

TechCentral.ie

ANSWERING THE
BURNING QUESTIONS IN IT
The TechFire logo, featuring a stylized orange and yellow flame icon next to the text 'TechFire' in red.

TechTrade LIVE



Simplify your event planning online

Use your TechTrade site login to manage your participation in the event:

- Order event requisites (electrics, furniture) if required
- Upload exhibit information for the visitor-facing site
- Upload team names for exhibitor badges

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■ ORGANISERS & CONTACT DETAILS

TechTrade is organised by: Mediateam Ltd, Media House, South County Business Park, Leopardstown, Dublin 18

Event Managers	John McDonald	01 294 7744	john@mediateam.ie
	Paul Byrne	01 294 7711	paul.byrne@mediateam.ie
	Brenda Smith	01 294 7763	brenda.smith@mediateam.ie
	Averyl Quinn	01 294 7710	averyl.quinn@mediateam.ie
Accounts	Frank Gallagher	01 294 7794	frank.gallagher@mediateam.ie

■ DATES & ORGANISER INFORMATION: PLEASE READ CAREFULLY

Your Exhibitor Manual contains comprehensive information to help you plan a successful exhibition, to avoid problems, and to enjoy a smooth trouble free run-up to the event.

Please take time now to plan your participation; it will save you inconvenience later and could save your company the expense of late order surcharges. Complete and return any requests for additional stand furniture, electrics or AV requirements **no later than October 14th**.

The manual is not designed to replace our personal service. Our organising team will be happy to answer any questions or offer any special assistance you may require. **Please do not hesitate to get in touch with your Mediateam contact if you have any queries.**

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All stands must be completed by **no later than 8pm** on **Tuesday 18th October**.

* Note that exhibits may not be dismantled before this time

■ HOTEL ACCOMMODATION

Clayton Hotel, Leopardstown: (01) 293 5000	Talbot Hotel, Stillorgan: (01) 200 1800
The Beacon Hotel, Sandyford: (01) 291 5000	Radisson Blu, Stillorgan: (01) 218 6000

■ EXHIBITOR INSURANCE COVER

The Organisers must receive an Insurance Schedule from each exhibitor; OR, their insurance broker must confirm the exhibitor's current Public and Employers Liability insurance. **Each exhibitor must also confirm that a specific indemnity to the Organisers has been noted under the public and employers liability policies.**

MINIMUM COVER REQUIRED: Public/Products Liability: €6,300,000. Employers Liability: €13,000,000.

All details submitted will be verified by the event insurance broker First Ireland Risk Management.

Contacts for any query: **Paul Heasley: Phone (+353) 1 882 0833. Email: pheasley@firstireland.ie**

First Ireland Risk Management, First Ireland House, 15 Parkgate Street, Dublin 8.



■ FIRE & GENERAL SAFETY

On your arrival at your stand in the exhibition area please note where the nearest fire fighting equipment is located. It is essential that all exhibitors and their contractors and agents be familiar with the current fire regulations regarding construction, furnishings and fittings for stands in the exhibition area.

We would alert those exhibitors who have purpose-built stands – particularly those from outside Ireland – of the **very strict nature of the fire regulations within Ireland**. Fire certificates will be required for any stand dressing materials.

All waste, refuse and packaging materials must be removed from the exhibition area. Please contact the organisers with regard to storage of any materials/stock.

Please read the Rules & Regulations section below.

PLEASE NOTE: THERE IS NO PARKING ON THE EMERGENCY ACCESS ROUTE

■ CHARGES FOR MUSIC COPYRIGHT

IMRO, the Irish Music Copyright Organisation, visits every exhibition and will charge exhibitors for music played on their stands either directly or as part of promotional videos. For further information please contact:

IMRO, Copyright House, Pembroke Row, Lower Baggot Street, Dublin 2. Phone +353-1-6614844. www.imro.ie

■ EXHIBITION REGULATIONS

1. All stands must be finished to an acceptable standard. No unfinished walls or partitions should be visible. Stands may not be designed or erected in such a way as to disadvantage another exhibitor.
2. Note that all stands with a raised floor are obliged by law to provide wheelchair access.
3. No signs, graphic panels, banners or other exhibits or display equipment may be fixed or attached to any part of the building. All displays must be free standing or attached to an adequate display system or structure.
4. **Work on all stands must be completed not later than 8.00pm the evening before the exhibition opens.** No work, erection, decoration or wiring may be undertaken on stands once the exhibition is open.
5. Only fire retardant materials may be used in the construction of exhibition stands. All timber, hardboard, plywood or similar material must be rendered flame retardant by an acceptable method of impregnation and must have certificates to prove this. Fireproof certificates are also required for all stand dressings such as drapes, furniture etc. Exhibitors are particularly reminded that foam or rubber back carpet is NOT permitted and the fire officer will only permit fire resistant carpet tiles and fire proofed carpet to be used in exhibitions. All carpets and carpet tiles used on exhibition stands must have a certificate to state that they conform to fireproof standards BS4790. GAS Bottles are NOT permitted in the hall.
6. Excessive noise or loudspeakers are not permitted where these cause interference with other stands.
7. Exhibitors are not permitted to hand out leaflets at the entrances or in the gangway spaces outside of their stand area, or to place leaflets on cars in the vicinity of the exhibition.
8. We regret that the use of the Public Address System is restricted to emergency use and necessary show announcements only.
9. In the interest of security, exhibitors may not use fire doors once the exhibition is in operation.
10. Exhibitor badges must be worn at all times.
11. Exhibitors should familiarise themselves with the location of emergency exits and fire fighting equipment within the hall. All security risks should be reported to the Organisers Office.





No Business like Show Business

A short guide to a successful exhibition experience

The day has arrived. You've done the groundwork. Your goals are clear. Your people are trained. The doors to **TechTrade** fly open. This is where you prove that your investment works!

Brief your stand staff each day

The people on your stand make the difference between a good event and a great event. A highly motivated, well informed team does more than any other factor to differentiate you from the other stands and make an impact on your market. Team briefings are a must. Remind everyone of your goals, your key messages and the role of each team member. Report on your progress towards your goals. Make adjustments if necessary. Announce the winner of your lead-generating competition (you do have one, don't you?). Most importantly, keep the energy up and the attitudes positive.

Spend the optimum amount of time with visitors

The key to success is to find the right people and spend the right amount of time with them — not too much (there are lots more to meet) and not too little (you need to get that lead or appointment). Again, the optimum time per visitor will depend on your goals. But make sure you've planned a system that matches your needs.

Speak fluent body language

We've all seen them. The crossed-arms-and-frowns brigade. The newspaper readers. The quick lunch eaters with their backs to the aisle. The staff who are so busy chatting with each other they ignore the visitors on their stand. Try this. Divide the total cost of your participation in the exhibition by the number of minutes it's open. Then remind yourself and your staff how much every minute is worth. Smiles, eye contact, open questions — it may be common sense but it's not common practice!

Focus on your targets

Chances are, your key prospects are a subset of the total audience at the show. Decide who your key targets are and brief your team to focus on them. Set your goals accordingly.

Leads: It's all about quality!

The best exhibitors don't just measure the number of leads generated, they measure lead quality as well. One lead classification system grades every lead this way, making sure the hottest leads get the attention first:

- A** — Large order, ready to buy
- B** — Small order, ready to buy OR large order, longer time frame
- C** — Small order, longer time frame
- D** — Send literature or add name to database
- E** — Other eg. Press, salesman

Earn media coverage

Invite key journalists to visit your stand. Participate in the Organiser's pre-show publicity drive. Keep a good supply of bright, well-presented literature on your stand ready for distribution. Work with the show organiser to steer the right journalists your way. And make sure your story is ready when they arrive.

Keep it all business

Lots of comfy furniture encourages people to drop in and stay on your stand. Do you really want that? Current customers might expect to monopolise your time. Unless they're your main reason for attending, try to set aside specific times for customers, ideally in a hospitality area on or off the stand. Networking and social contacts are part of the appeal of an exhibition, but you'll want to keep it under control.



EXHIBITOR CHECKLIST



- Login to the Exhibitor Management Centre on **www.techtradelive.ie** to manage your participation. Contact your TechTrade account manager for your password.

1



PUBLICITY & VISITOR INFORMATION

Details of your exhibit: product launches, new services, whatever you wish to highlight to visitors. Information will appear on the visitor-facing website.

2



EXHIBITOR NAME BADGES

Who's Who on your stand: record the names of your team for Exhibitor Badges available for pickup on buildup day.

3



FURNITURE REQUIREMENTS

Order additional counters, chairs, cabinets or other display requisites from the event's display contractor

ELECTRICAL & AUDIO VISUAL REQUIREMENTS

If you have additional requirements for lights or power supplies, order them in good time.

4



LOGO UPLOAD

Upload your logo (high resolution) for display on exhibition name boards and on the TechTrade website.