



# **BSG LIVE'24**

## **Exhibitor Manual**



## Contents

Welcome to the Exhibitor Manual.....	3
Key Deadlines.....	4
Exhibition Schedule.....	5
Stand Regulations .....	7
Further information .....	11
Parking, Deliveries & Unloading .....	13

## Welcome to the Exhibitor Manual

### Date and Location

BSG LIVE 2024 will take place from 17-20 June 2024 at the ICC Birmingham. The exhibition will be open from 17-20 June 2024.

### Congress Venue

The ICC, 8 Centenary Square, Birmingham, B1 2EA.

For more information about the venue and how to get there, check the [venue](#) page.

### Agenda

The draft version of the programme will be available to view very soon at <https://live.bsg.org.uk/>.

### Your Stand Allocation

We have exhibition allocation meetings throughout the 6 months run up to BSG LIVE. It may take a month or longer following position request submission to give an update on your potential position – we appreciate your patience on this.

### Contact Us

If you need to contact us, please do so using the following details:

Exhibition Manager: Nick Goodhew  
Exhibition Assistant Manager: Siga Gudeliauskaite  
Phone: +44 (0)207 808 5651  
Email: [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com)

## Key Deadlines

Item	Deadline	To
Hi-res logo in .jpeg or .png format, weblink, and 200-word company description for Partners	ASAP	<a href="mailto:bsg.exhibition@tfilodestar.com">bsg.exhibition@tfilodestar.com</a>
Accommodation requirements	First come, first served	See page 11 for details
Health & Safety Declaration Form and a copy of Public Liability Insurance certificate	17 May 2024	<a href="mailto:bsg.exhibition@tfilodestar.com">bsg.exhibition@tfilodestar.com</a>
Submissions for Space Only/Custom Built stands	17 May 2024	<a href="mailto:bsg.exhibition@tfilodestar.com">bsg.exhibition@tfilodestar.com</a>
Additional items ordered	Earlybird deadline 31 May 2024	<a href="mailto:info@exhibitionpower.co.uk">info@exhibitionpower.co.uk</a>
Partner Delegate, Exhibitor (stand only staff) staff names	24 May 2024	<a href="mailto:bsg.exhibition@tfilodestar.com">bsg.exhibition@tfilodestar.com</a>
Driver name and vehicle registration number if using the loading bay	03 June 2024	<a href="mailto:bsg.exhibition@tfilodestar.com">bsg.exhibition@tfilodestar.com</a>

## Exhibition Schedule

### Build Times

#### Stand Builders

Sunday 16 June	10:30 – 22:00	Halls 3 & 4
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\*Complex builds will be given earlier access on a scheduled basis.

\*\*No stand building is permitted in foyer 1 & 3, shell scheme stands only.

**Wastage:** Stand builders are responsible for their own wastage.

#### Exhibitors

Sunday 16 June	13:00-17:00	Foyer 1 & 3 <b>only</b>
Monday 17 June	08:00 – 12:00	Halls 3 & 4

**Wastage:** Exhibitors are responsible for their own wastage.

**Storage:** Please note that storage is very limited. Please plan to store items on your stand where possible.

### Exhibition Times

Monday 17 June	08:00 – 17:30	Foyer 1 & 3 <b>only</b>
Monday 17 June	12:45 – 17:30	Halls 3 & 4
Tuesday 18 – Wednesday 19 June	08:00 – 17:30	All stands
Thursday 20 June	08:00 – 15:15	All stands

Please ensure that the stand is staffed from the moment that the exhibition is opened to its closing time during event times. Attendees will be able to access the exhibition area at all times.

### Breakdown Times

#### Exhibitors

Thursday 20 June	15:30 – 20:00	Halls 3 & 4
Thursday 20 June	16:00 – 20:00	Foyer 1 & 3

#### Stand Builders

Thursday 20 June	16:30 – 22:00	Halls 3 & 4
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Stands are not to be dismantled until the above time, as delegates will continue to have access to

the exhibition area. This is a matter of Health & Safety. Please arrange your travel arrangements accordingly.

**All stands must be dismantled and collected by 22:00 on Thursday 20 June. All exhibitors are responsible for disposing of their own wastage.**

Organisers and the venue take no responsibility for the dismantling, collection or the safe keeping of your equipment. Equipment that has been dismantled must not be left unattended until it has been collected.

Please contact [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com) should you have any queries with regards to the set up or take down times.

## Stand Regulations

### Your Stand

Please check your Partner & Exhibition Agreement for benefits included in your package.

### Space Only

Every company **MUST** submit plans and gain approval of their stand prior to the event. Failure to do so by the stated deadline will result in you not being allowed to set up. Should this happen, you will not be entitled to a refund on your exhibition space fee.

All Space Only/Custom Built stand submissions must be sent to [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com) by **17 May 2024**.

#### Please take note of the following design guidelines:

- All Space Only exhibitors are required to construct free standing partition walls between their own & adjoining stands. These must be to a minimum height of 2.5m (i.e. the height of shell scheme) and a maximum of 4m (maximum stand height permitted).

NB: where partitioning walls are constructed over 2.5m in height, it is the responsibility of the exhibitor constructing the wall to dress the rear of the partition wall down to a height of 2.5m.

- Rigging – all first points of contact to the structure of the building are to be carried out by ICC Birmingham and must be booked in advance. To enquire, please contact Harry Callaghan at [harry.callaghan@theicc.co.uk](mailto:harry.callaghan@theicc.co.uk). Please note that the deadline for rigging enquires is 3 May 2024 and any rigging requests must be finalised by 17 May 2024.
- Forklift hire – please contact Harry Callaghan at [harry.callaghan@theicc.co.uk](mailto:harry.callaghan@theicc.co.uk) to enquire.
- Please note that all exhibition space is carpeted. Please ensure that you take this into account when planning your design. Any exhibitors who leave tape on the floor after the show will be subject to a dilapidation charge and any damaged carpet tiles will be charged for.
- Power must be ordered through our exhibitor provider, Exhibition Power. Please click [here](#) for further information.
- Due to build time constraints double-decker stands are not recommended.
- If walls are facing aisles, we strongly recommend branding the wall to maximise your advertising space.



- All materials used in the construction of stands, features and displays, including signs and fascia, shall be:
  - Of a suitable nature and quality for the purposes and conditions of their intended use.
  - Adequately prepared and fixed to adequately perform the functions for which they are designed.
  - Non-combustible, inherently non-flammable or durably flameproof in accordance with BS476-Part 7.
  - Water-based where applicable, e.g. adhesives and paint.
- Any Hot Works must have a hot work permit issued by the ICC Birmingham prior to build commencing. Please contact Event Manager Kharie Crooks via [Kharie.Crooks@necgroup.co.uk](mailto:Kharie.Crooks@necgroup.co.uk) to gain approval.
- All contractors must wear high visibility vests, safety footwear and if working at height safety helmets during build time.
- All Space Only stands will be subject to an onsite structural engineer's inspection. Complex stands\* are required to be inspected by a Structural engineer during both the design and construction phases.

**\* Complex Structure Definition**

A complex structure is any form of construction of any height, which may require input from a structural engineer. If a stand is not constructed from Shell Scheme, it is the responsibility of the stand designer to determine whether the construction is complex or not. Examples of complex structures:

- Any structure, regardless of its height, which requires structural calculations
- Multi-storey stands
- Any part of a stand or exhibit which exceeds four metres in height
- Suspended structures (except banners)
- Sound/lighting towers
- Temporary tiered seating
- Platforms and stages over 0.6m in height and all platforms and stages for public use (not including stand floor flats and platforms).

The venue reserves the right to deem a structure 'complex' where this has not correctly been determined by the designer.

There is very limited storage space for empty crates, boxes or packing material. Any goods or packing material left at the corridor may be disposed without prior notice and extra removal charges will be incurred.



## Submission Process for Space Only Stands

Please ensure that you submit the following information by **17 May 2024**.

1. Set of stand plans showing elevation, plan views, structural calculations and list of material used. All materials should be flame retardant and be in accordance with all applicable fire prevention and building regulations.
2. Risk Assessment for the Build Up/ Breakdown and Opening periods.
3. Method Statement (for a sample of Method Statement please [click here](#)).
4. [Health & Safety Declaration Form](#).
5. A copy of the Public Liability Insurance for both the contractor and the exhibiting company.

Please email your plans and accompanying forms to [bsg.exhibition@tfiledestar.com](mailto:bsg.exhibition@tfiledestar.com) by 17 May 2024.

### IMPORTANT

*Your stand at each Exhibition or event is your own separate workplace, be it Space Only or Shell Scheme, with its own hierarchy of responsibility and control measurement.*

*You must specifically check that your Contractors are competent and have undertaken a suitable and sufficient Risk Assessment, Method Assessment and Insurance. It is the exhibitor's responsibility to ensure such documents are accurate, valid and that control measures are in place throughout tenancy.*

*Contractors must ensure the health, safety and welfare of any persons that their (or their subcontractors) work practices affect. The condition, maintenance and correct use of tools, plant and machinery, training, supervision and competence of staff are also the responsibility of the Individual Contractors.*

## Shell Scheme

Exhibition Power has been appointed as the BSG LIVE'24 stand contractor. All Shell Scheme packages will be provided by Exhibition Power and will be built prior to exhibitor arrival.

Please note the following regulations when dressing the stand:

- No hammering of nails, drilling or making holes on wall partitions will be permitted. All items are on rental basis only and exhibitors must not make any damage/loss during the period of rental. Any damage or irreversible changes made to hired items will be charged back to the exhibitor.
- Connectors or joints and wiring from the power point to their exhibits / machinery are to be provided by exhibitors. Please note that all will need to comply with the Rules and Regulations of the venue.
- Booth fittings and decorations should not exceed a height of 2.5m.
- No part of any structure may extend beyond the boundaries of the booth area.
- All materials and fittings used in construction and decoration of the booth must be flame retardant and be in accordance with all applicable fire prevention and building regulations.
- Please note that all exhibition space is carpeted. Please ensure that you take this into account when planning your design. Any exhibitors who leave tape on the floor after the show will be subject to a dilapidation charge and any damaged carpet tiles will be charged for.

**All exhibitors that order a Shell Scheme package MUST complete and return the [Health & Safety Declaration Form](#) and provide a copy of your Public Liability Insurance.**

Shell Scheme exhibitors will have to undertake and submit a written Risk Assessment if they plan to have any of the following:

- Hazardous or moving exhibits on their stand
- Live demonstrations or event involving members of the public
- Any significant construction on their stand
- Any other dangerous operation, work process or dangerous substance
- Third party catering

[Click here](#) to download Risk Assessment Form.

## Sustainability

We have produced an Exhibition Sustainability Guidelines document to help you think about sustainability when planning your stand. Please click [here](#) to download.

## Further information

### Additional Items For Your Stand

Upgraded furniture and graphics for your stand can be purchased via our exhibition provider, Exhibition Power, [here](#).

Plasma/LCD screens and other AV: Screens and other AV equipment for your stand are available to hire via the ICC Event Orders [EventOrders@theicc.co.uk](mailto:EventOrders@theicc.co.uk).

### Catering

ICC Catering have the sole rights to all food and beverage consumed at the ICC and all food and beverages, and associated catering equipment, must therefore be ordered through them.

Should any company attempt to provide their own food, beverages or catering equipment in the venue that hasn't been agreed to by the ICC catering team in advance, they will be asked to remove it or pay a corkage/facilities fee for it.

Orders with full payment should reach the ICC no later than one week before the start of the event. No accounts are sent out after the event for invoice payment.

When providing your own food and beverages, please note the [disclaimer form FOOD SAFETY AGREEMENT](#) – **Customer Supplied Product must be completed and returned via email to [marcelle.mabey@amadeusfood.co.uk](mailto:marcelle.mabey@amadeusfood.co.uk)**.

Please email Catering Support on [marcelle.mabey@amadeusfood.co.uk](mailto:marcelle.mabey@amadeusfood.co.uk) to obtain a copy of their stand catering order form. Should you require anything over and above the form content, please contact Catering Support on +44 (0)121 644 5132, who will be happy to assist you with your requirements.

### Cleaning

General cleaning of stands will be carried out prior to the exhibition opening on each morning. This service is free of charge to all exhibitors and paper or packaging rubbish should be placed in the aisle at the end of the day (any bagged waste left on stands will not be removed). The cleaning of exhibits, however, remains the responsibility of the exhibitor. Any exhibitors requiring specialist extra cleaning should contact the cleaning department on +44 (0)121 644 5146.

Please note that, with the exception of paper and packaging, exhibitors are expected to dispose of their own rubbish. Should you need to dispose of a large quantity of rubbish following the event, please contact the ICC via [Eventorders@theicc.co.uk](mailto:Eventorders@theicc.co.uk).

The disposal of medical waste (such as needles) needs to be pre-booked and will be charged for. Please contact the ICC via [Eventorders@theicc.co.uk](mailto:Eventorders@theicc.co.uk).

## Wi-Fi

Free delegate Wi-Fi is available at the ICC however if you are relying on the internet for anything on your stand, we highly recommend purchasing a dedicated line. Please contact [Eventorders@theicc.co.uk](mailto:Eventorders@theicc.co.uk) to enquire.

## Scanners

We have teamed up with a technology supplier to offer you a seamless badge scanning experience. You will need a phone or tablet with a working camera to operate the badge scanning app. To express interest and to receive further details, email [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com).

## Exhibitor Passes

All stand personnel must be registered prior to the event. The BSG LIVE'24 exhibition team will email you a link to add your personnel. Please check your contract agreement for details on how many passes you have in your package.

Additional exhibitor passes can be purchased at £200 + VAT via [this link](#). Exhibitor passes cannot be shared, however one day passes can be purchase for £100 + VAT.

Industry representatives are welcome to attend scientific sessions for educational purposes. Each company is permitted to buy up to **ten** full registration passes at £750.00 + VAT each and up to four one-day delegate passes for £350. Please use [this link](#) to purchase delegate passes for your team.

## Accommodation

Birmingham & West Midlands Convention Bureau is our accommodation partner for BSG LIVE'24 and you can book your stay at preferential rates [here](#).

We recommend you book your accommodation **asap** to avoid the options selling out.

## Evacuation Procedures

In the event of an emergency evacuation please follow the instructions of ICC Hosts and Fire Marshals (identified by high visibility jackets). You will be directed to the assembly point in Civic Centre Estate. If it becomes necessary to evacuate the building, the following message will be broadcast:

“Ladies and Gentlemen, may I have your attention please. We must ask you to leave the building by the nearest exit as quickly as possible. Do not use the lifts and do not stop to collect personal belongings.”

## Parking, Deliveries & Unloading

### Deliveries & Unloading

#### Clean Air Zone for Birmingham

Visitors arriving by car will need to be aware of Birmingham's Clean Air Zone. The ICC and associated visitor car parks are located within this area. Daily charges apply to vehicles entering the zone which do not comply with the zone's criteria. For further information, and to check if your car is Clean Air Zone compliant, please visit <http://www.theicc.co.uk/content-hub/clean-air-zone-icc-visitor-information/>.

#### Stand builders or your team unloading

Instructions for getting to the ICC are available [here](#).

Access to Hall 3 is via Bay A; access to Hall 4 is via a lift from Bay B (see page 14 for map). The entrances to both loading bays are on Cambridge Street.

Please note that traffic wardens operate along Cambridge Street.

**IMPORTANT:** if you or your stand builder plan on using Bay A to unload, you will need to send in the name of the driver and the vehicle address at least 48 hours in advance to [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com).

#### Deliveries made by courier

Deliveries can only be received by the ICC from Saturday 15 June. For deliveries, please use the [ICC delivery label](#), and couriers should be advised to report to Bay B of the ICC (off Cambridge Street) for further delivery instructions. The ICC Goods Inwards will sign for goods (on acceptance of arrival basis only). The ICC will not accept any liability for items after delivery.

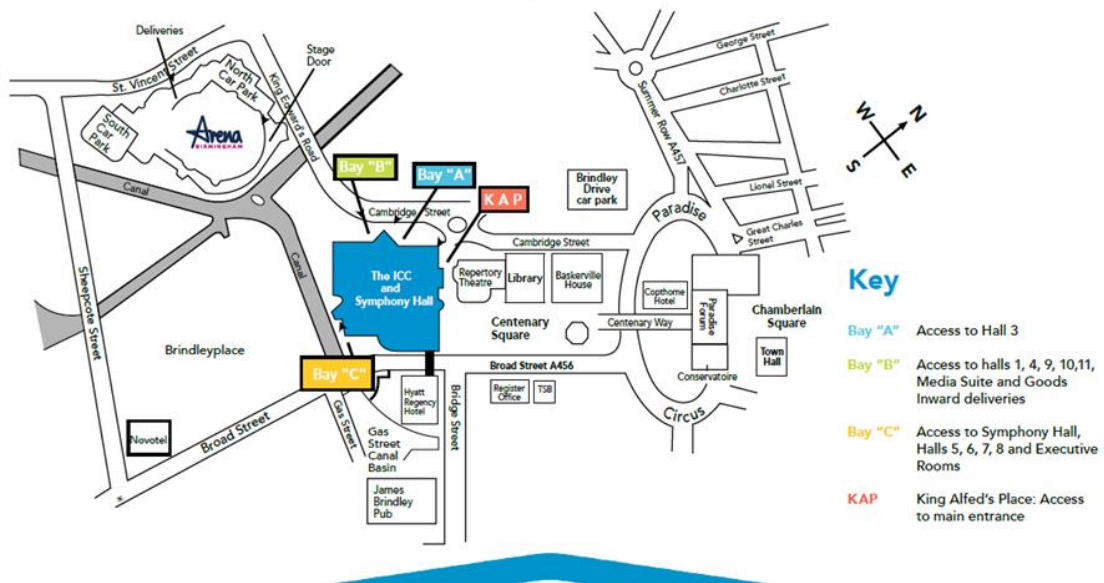
Please be advised that there is no on-site storage available, and all tenancy areas must be clear at the end of the event. Exhibitors are reminded to ensure they provide sufficient staff and trolleys, etc., to transport goods from their vehicles to their stands as the ICC have a very limited number on a first come, first served basis. Unfortunately, there will be no storage facilities available on-site and packing materials must not be stored within the exhibition areas.

Please click [here](#) to download a larger version of the below map.



## Loading bay access map

ICC Maps and Plans



### Parking

Parking is available at the ICC's sister venue, Arena Birmingham, Kings Edwards Road B1 2AA. Mobile payments can be made upon arrival at the Arena car park via [www.parkjockey.com/pay](http://www.parkjockey.com/pay), quoting location code 5020.

Disabled access parking spaces can be pre-booked by calling +44 (0)121 644 7178 with the blue badge details.

Trucks/vans: There are limited spaces in the loading bay (first come, first served). Details on a lorry and coach park are available [here](#).

### Collections

All items must be collected by 21:00 on the final day of the event. Please ensure that all items are clearly labelled.

The ICC request that all exhibitor items that are due to be collected by courier are transferred to the Goods Inwards Area of ICC Bay B, which is next door to Bay A. Please do not leave any items on your stand once you have left the venue. For directions out of the exhibition hall to Bay B, please see an ICC Host for information.

Please contact [bsg.exhibition@tfilodestar.com](mailto:bsg.exhibition@tfilodestar.com) should you have any queries with regards to breakdown.

## Checklist for Successfully Planning Your Exhibition Stand

### Pre-Event

- Define your audience and set objectives including leads and sales targets
- Decide which products and services to exhibit
- Think of the different ways to invite delegates to your stand and how you want to engage
- Send in your logo and company description
- If you are having a stand built, check that it meets safety regulations
- Send in your exhibition stand staff list
- Order any additional items such as furniture or AV equipment
- Order internet for your stand if you plan on presenting information using an online platform
- Order your stand materials such as brochures and giveaways
- Order your display stand/roller banner/pull-up/literature rack or brief potential stand builders if you plan on using one
- Return your Health and Safety Form and a copy of your Public Liability Insurance; if you are building a custom stand, you will also need to file Risk Assessment and Method Statement
- Order a scanner to help capture lead information
- Book accommodation for you and your team
- Arrange travel for you and your team
- Book a courier to the event and for collection
- Use the event hashtag #BSGLIVE24 on social media to promote your stand. For BSG LIVE'24 digital asset library, [click here](#)
- Brief your staff for the event
- Pack plenty of business cards
- Pack an exhibition box that could include items such as pens, paper, tape, first aid box, scissors, etc.
- Think about what you will wear including comfy footwear!

### Post-Event Activity and Evaluation

- Follow up with any new leads
- Evaluate results against objectives
- Communicate outcomes to stand team.

**We look forward to welcoming you to BSG LIVE'24!**