

BSG
LIVE'26
22 - 25 JUNE

**Transforming Care Through
Precision & Personalised Medicine**

22nd - 25th June 2026 | LEX Liverpool

BSG LIVE'26

Exhibitor Manual



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Welcome to the Exhibitor Manual

Date and Location

BSG LIVE 2026 will take place from 22-25 June 2026 at the LEX Liverpool. The exhibition will be open from 22-25 June 2026.

Congress Venue

Arena and Convention Centre Liverpool (LEX Liverpool), King's Dock, Port of Liverpool, Kings Dock St, Liverpool L3 4FP.

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 soon at 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.

Contact Us

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

Exhibition Manager: John Slater

Exhibition Assistant Manager: Martyna Piatek

Phone: +44 (0)207 808 5651

Email: 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	bsg.exhibition@tfilodestar.com
Accommodation requirements	First come, first served	See page 12 for details
Health & Safety Declaration Form and a copy of Public Liability Insurance certificate	4 May 2026	bsg.exhibition@tfilodestar.com
Submissions for Space Only/Custom Built stands	4 May 2026	bsg.exhibition@tfilodestar.com
Partner Delegate, Exhibitor (stand only staff) staff names	18 May 2026	bsg.exhibition@tfilodestar.com
Additional items ordered	Earlybird deadline 29 May 2026	Via this link and use password bsg26acc for access
Driver name and vehicle registration number if using the loading bay	01 June 2026	bsg.exhibition@tfilodestar.com
LEX – Catering	15 June 2026	helen.lockwood@levy.co.uk
LEX - AV services	15 June 2026	dave.bateman@lexliverpool.com
LEX - IT services	17 June 2026	Kerry.mcleish@lexliverpool.com

Exhibition Schedule

Build Times

Stand Builders

Saturday 20 June	10:30* – 22:00
Sunday 21 June	06:00 – 16:00

*Complex builds may be given earlier access on a scheduled basis.

Wastage: Stand builders are responsible for their own wastage.

Exhibitors

Sunday 21 June	16:00 – 19:00
Monday 22 June	08:00 – 10:30

Wastage: Exhibitors are responsible for their own wastage.

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

Exhibition Times

Monday 22 June	11:00 – 15:30
Tuesday 23 – Wednesday 24 June	08:00 – 17:30
Thursday 25 June	08:00 – 13:30

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

Breakdown Times

Exhibitors

Thursday 25 June	15:30 – 16:30
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Stand Builders

Thursday 25 June	16:30 – 21:00
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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 25 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 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 by **4 May 2026**.

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.
- **IMPORTANT:** Please ensure that ramp access is built into your stand. No stand plans will be signed off unless this is included.
- **Rigging. Hanging banners are only available to BSG Partners.** If you are not a BSG Partner but would like to apply for this please email bsg.industrysales@tfilodestar.com If you are a BSG Partner and would like to booking rigging / hanging banners, then all first points of contact to the structure of the building are to be carried out by LEX Liverpool and must be booked in advance. To enquire, please contact dave.bateman@lexliverpool.com.
- Please note that the space in Hall 2 (stands beginning with C) 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. Please also note that the aisles in the Arena side of the exhibition (stands beginning with A or C) will not be carpeted.
- Power must be ordered through our exhibitor provider, Exhibition Power. Please click [here](#) and use password bsg26acc 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 LEX Liverpool prior to build commencing. Please contact Event Manager Kerry at Kerry.McLeish@lexliverpool.com 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 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 **4 May 2026**.

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 Public Liability Insurance.

Please email your plans and accompanying forms to bsg.exhibition@tfilodestar.com by 4 May 2026.

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'26 stand contractor. All Shell Scheme packages will be provided by Exhibition Power and will be built prior to exhibitor arrival. Your Shell Scheme package includes standard lighting, 1 table, 2 chairs and 1 500W electricity socket per 6 sq. m.

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. It is not permitted for exhibitors to fix their own materials to the shell scheme structure other than by permitted means and must be approved prior to the event. There will be a fixing charge levied per 1 linear metre of shell scheme that is attached to. 6 approved fixings per linear metre will be provided within this charge. This charge is payable prior to the event.
- 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 and 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 the space in Hall 2 (stands beginning with C) 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. Please also note that the aisles in the Arena side of the exhibition (stands beginning with A or C) will not be carpeted.
- All Shell Scheme stands in the Arena (stand no's beginning with A or B) will be provided with complementary carpet for the stand flooring.

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, Please click [here](#) and use password bsg26acc for further information.

Plasma/LCD screens and other AV equipment for your stand are available to hire via LEX Liverpool. Please use this link to register create an account and click on the BSG event. For anything not on the list, please contact Dave Bateman at dave.bateman@lexliverpool.com.

Tablecloth. If you ordered a Shell Scheme and need to order a tablecloth for the trestle table, please use the LEX Liverpool [online ordering system](#), create an account and click on the BSG event. A blue boxed baize is priced at £12.

Catering

The LEX Liverpool have appointed Levy to exclusively provide catering at the venue. They are in the process of updating their offering and regulations and these will be provided soon and shared with you.

If you have any queries relating to catering, please email helen.lockwood@levy.co.uk and she will be able to assist.

Please note that there is a facilitation fee to bring in any external catering provider such as having your own barista on your stand – this cost will be shared once it is confirmed.

Cleaning

All stands will receive complimentary waste collection. Please leave waste to be collected at the side of your stand when the exhibition closes.

Stand cleaning can be ordered via the [LEX Liverpool online ordering system](#), create an account and click on the BSG event.

Stand cleaning orders must be placed at least 14 working days prior to event tenancy. Orders received after this cut-off may incur a late fee.

The disposal of medical waste (such as needles) needs to be pre-booked and will be charged for. To receive a quote for the service, please email Kerry.McLeish@lexliverpool.com.

Wi-Fi

LEX Liverpool offers complimentary Wi-Fi across all areas of the venue. Complimentary Wi-Fi can be identified on your device as 'FREE WI-FI'. We recommend that all exhibitors relying on Wi-Fi for presentation purposes or stand activity purchase a Wired Internet Connection or an upgraded Wi-Fi solution. To order a wired connection, please use [this link](#), create an account and click on the BSG event.

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. The cost for this service will be £165 + VAT per person.

To book your licences, please follow the link which will take you to the webform to order and pay for these licences by credit card - <https://tfigroup.eventsair.com/bsg-live26-lead-retrieval/lead-retrieval>

The manual covering the installation and use of these scanners will be forwarded at least 10 days prior to the event.

Exhibitor Passes

All stand personnel must be registered prior to the event. The BSG LIVE'26 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 purchased 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 + VAT. Please use [this link](#) to purchase delegate passes for your

team.

Accommodation

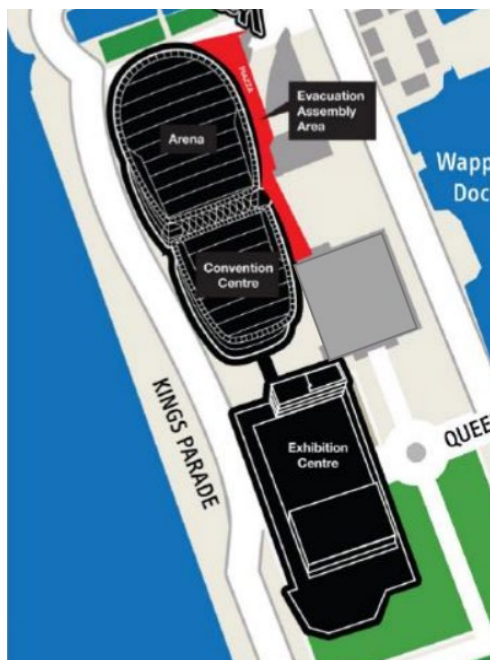
We have partnered with a selection of hotels in Liverpool. To enquire, please contact us at bsglivefaculty@tfilodestar.com.

Evacuation Procedures

In the event of an emergency the following announcement will be made:

“Attention please – Attention please! We have an emergency within the building. Please leave by the nearest available exit! Do not use the lifts!”

In the event of an evacuation of LEX Liverpool, all delegates, exhibitors and the event organiser’s staff are requested to muster on the piazza outside the restaurant near the Leonardo hotel (see plan below).



Delegates with access requirements will be guided to the nearest refuge point by a venue steward, where they will receive further assistance.

No one is to return to the building until official announcements have been made by LEX Liverpool.

Parking, Deliveries & Unloading

Getting to LEX Liverpool

From the North - Leave the M6 at junction 26 and follow signs for M58 Liverpool. Follow to end of M58 and then take signs for A59 Liverpool. Continue to follow Liverpool City Centre until picking up signs for Arena & Convention Centre Liverpool.

From the South - Leave the M6 at junction 21A and take the M62 to Liverpool. At the end of the M62 follow signs for Liverpool City Centre along Edge Lane, picking up and following signs for Arena & Convention Centre Liverpool.

For Sat Nav please use L3 4BX or the co-ordinates - LAT: 53.396007 LONG: -2.99118

Parking

Car parking near LEX Liverpool is run and managed by Liverpool City Council. All car parks have disabled car parking facilities. For detailed charges and nearest car parks, see [Car Parking at LEX Liverpool](#). NOTE – Prices may increase from April onwards and will be updated on the link.

Trucks/vans – the best car parks for heavy duty lorries, trucks and vans are Car Park 1 and Car Park 2, opposite Liverpool Waterfront Car Park.

Deliveries & Unloading

Deliveries by Courier

Deliveries can only be received by LEX Liverpool from **Saturday 20 June**. The address for the venue is: LEX Liverpool, Kings Dock, Liverpool Waterfront, L3 4FP. Please state the name of the event / your stand no – BSG LIVE'26 / STAND **XXX** – and mark it for the attention of the Event Manager: Kerry McLeish. All deliveries should be made to Loading Bay 2.

The LEX Liverpool and the Organisers will not accept any liability for items after delivery.

Please be advised that LEX Liverpool do not provide trolleys or pump trucks for loading/unloading. Exhibitors are reminded to ensure they provide sufficient staff and trolleys to transport goods from their vehicles to their stands.

There will be limited storage available onsite.

Stand Builders or Your Team Unloading

All unloading for Hall 2 and Arena will be done via **Loading Bay 2 (access via Loading Bay 3)**.

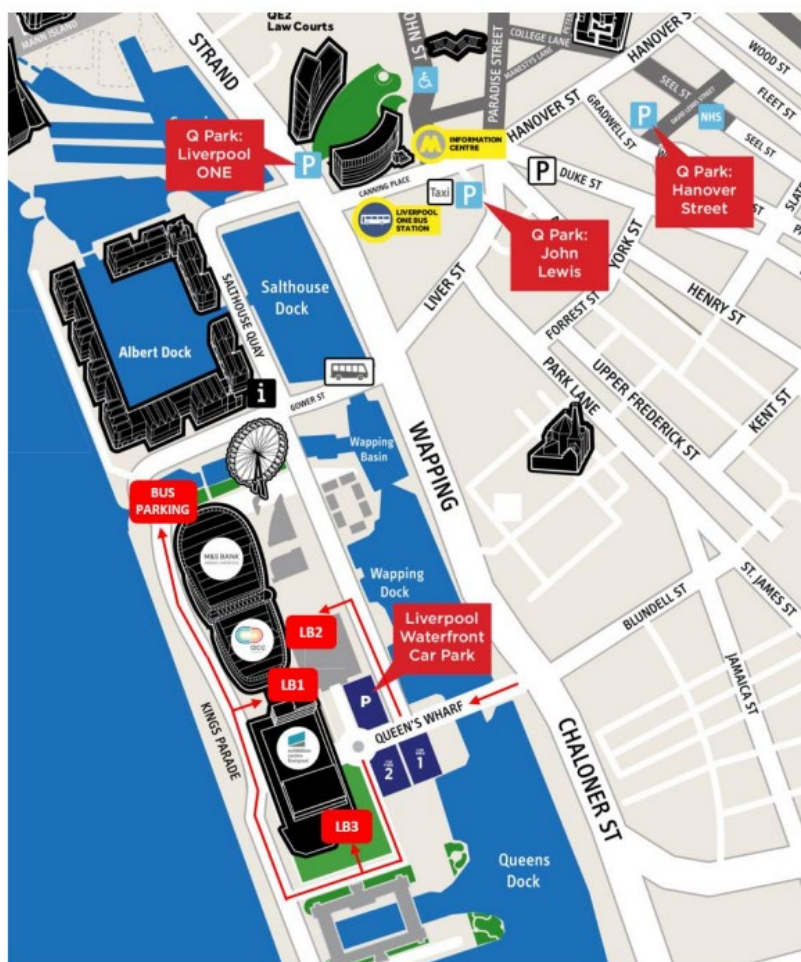
Exhibitors & Contractors are requested to report to the vehicle holding area (VHA) within **Loading Bay 3**, indicated on the [map](#). Vehicles will be parked in the holding area in a queuing system and once suitable space for your vehicle is available, you will be advised to proceed to Loading Bay 2, via Keel Wharf.

Once at the gatehouse to Loading Bay 2, all vehicles must follow the instruction of the traffic management team.

Please note the height of the Loading Bay is 4.3 metres and the speed limit is 5mph. You are required to unload your vehicle within a 30 minute period.

IMPORTANT: if you or your stand builder plan on using Loading Bay 2 to unload, you will need to send in the name of the driver and vehicle registration number along with the list of staff who will be onsite for the duration of the set-up/build. Please email details to bsg.exhibition@tfilodestar.com by **01 June 2026**. The full delivery schedule will be available after this date.

Loading Bay Access at ACC Liverpool



Click [here](#) to download further details for loading bay access at LEX Liverpool.

Please note that LEX Liverpool provide trolleys or pump trucks for hire via this [link](#). Forklifts can be ordered through our exhibitor provider, Exhibition Power. Please click [here](#) and use password bsg26acc for further information.

Courier Collections & Breakdown

All items must be collected by courier by **22:00 on Thursday 25 June**. Please ensure that all items are clearly labelled with the [Courier Collection Form](#) and taken to Loading Bay 2 for collection. There will be stewards onsite to advise of the location. Please do not leave any items on your stand once you have left the venue.

For Stand Builders

Please follow instructions for **Loading Bay 2** ([Loading Bay Access Map](#)). All exhibition stands must be broken down and items ready to load before vehicles are permitted to enter the loading area. Please inform a member of the team once you are ready to begin your load out and your vehicle will be directed from the relevant holding area when a space becomes available.

All exhibitors are responsible for disposing of their own wastage.

Please contact 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 #BSGLIVE26 on social media to promote your stand. For BSG LIVE'26 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'26!