



**EWEA**  
THE EUROPEAN WIND ENERGY ASSOCIATION

**2004** EUROPEAN  
**Wind Energy**  
Conference & Exhibition  
22-25 November, London, UK

## WELCOME TO 2004 EUROPEAN WIND ENERGY CONFERENCE & EXHIBITION

It gives me great pleasure to welcome you to the 2004 EWEC. Thank you for supporting this fantastic event.

The operational aspects of the event will be run by **Linda Burford of OPs Direct** who will be working very closely with us to ensure that you have as smooth a show as possible.

The purpose of this manual is to simplify the administration of exhibitors' requirements in the preparation of their stands and exhibits, to advise them of the available services and to remind them of certain important timings and dates. Please do take time to read and acquaint yourself with this exhibition manual in order to make your time before, during and after the show as trouble-free and enjoyable as possible.

May I also draw your attention to the forms at the back of the manual. These are very important and enable us to make sure that you receive all the necessary equipment, promotional material and passes that you will require. You will find the deadline dates on page nine at the front of the manual and I would ask you to please complete all the compulsory forms in good time. Deadlines mentioned in this booklet or in the order forms are to be respected without fail. They indicate the last date for reception. The organisers will, however, to their ability deal with the forms arriving later, but without taking any responsibility for any possible malfunction. Late orders will be invoiced with extra charges.

For more information on the content of the order forms, please refer to the appointed subcontractors **in the contact section of this manual**. Names, addresses and contact numbers are also provided in the A-Z Section for all contractors appointed by OPs Direct on behalf of the European Wind Energy Association.

If you have any queries about any of the above, please do not hesitate to contact Linda Burford at OPs Direct on +44 1926 499 841.

I look forward to seeing you at Wembley Exhibition and Conference Centre for a great show.

Bruce Douglas  
Marketing Director  
EWEA

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# ORGANISERS' CONTACT DETAILS

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## 2004 EUROPEAN Wind Energy Conference & Exhibition 22-25 November, London, UK

### EUROPEAN WIND ENERGY ASSOCIATION SALES & MARKETING

Bruce Douglas      Event Director  
Tel.: +32 2546 1942  
[bruce.douglas@ewea.org](mailto:bruce.douglas@ewea.org)

Silke Schlinnertz      Marketing Manager  
Tel.: +32 2546 1980  
[info@ewea.org](mailto:info@ewea.org)

**European Wind Energy Association**  
Renewable Energy House  
26 Rue Du Trone  
BE-1000 Brussels  
Belgium

**Office Fax: + 32 2546 1944**

**Show Website: [www.ewea.org](http://www.ewea.org)**

### OPERATIONS

Linda Burford      Operations Manager  
Tel.: +44 1926 499 841  
[linda.burford@opsdirect.co.uk](mailto:linda.burford@opsdirect.co.uk)

Charlotte Johnston      Operations Manager  
Tel.: +44 1926 499842  
[charlotte.johnston@opsdirect.co.uk](mailto:charlotte.johnston@opsdirect.co.uk)

Dianne Wright      Operations Executive  
Tel.: +44 1926 419891  
[dianne.wright@opsdirect.co.uk](mailto:dianne.wright@opsdirect.co.uk)

**OPs Direct Ltd**  
Exhibition House  
14 – 20 Broxell Close  
Warwick  
CV34 5QF

**Office Fax: +44 1926 499849**

# CONTRACTOR DETAILS

<u>SERVICE</u>	<u>COMPANY</u>	<u>ADDRESS</u>	<u>PHONE, FAX &amp; E-MAIL</u>
Audio Visual	Gina Figueiredo Presentations Services Ltd	The Heights Cranbourne Industrial Est Potters Bar Herts., EN6 3JN	Tel: +44 1707 648 120 Fax: +44 1707 648 124 E-mail: <a href="mailto:exhibitions@presservgroup.com">exhibitions@presservgroup.com</a>
Contractors / Workers Passes	Linda Burford OPs Direct	14 – 20 Broxell Close Warwick CV34 5QF	Tel: +44 1926 499 841 Fax: +44 1926 499 849 E-mail: <a href="mailto:linda.burford@opsdirect.co.uk">linda.burford@opsdirect.co.uk</a>
Exhibition Catalogue	Silke Schlinnertz EWEA	Renewable Energy House 26 Rue Du Trone BE-1000 Brussels Belgium	Tel: +32 2546 1980 Fax: +32 2546 1944 E-mail: <a href="mailto:info@ewea.org">info@ewea.org</a>
Exhibitor Passes	Véronique De Hertogh GIC Management SA	Avenue des Gaulois 7 BE-1040 Brussels Belgium	Tel: +32 2 7431 540 Fax: +32 2 7431 550 E-mail: <a href="mailto:2004ewec@associationhq.com">2004ewec@associationhq.com</a>
Catering	Sue Weston Letherby & Christopher	Wembley Conference & Exhibition Centre Wembley Middlesex HA8 0DW	Tel: +44 208 585 3926 Fax: +44 208 585 3971 E-mail: <a href="mailto:sue@weston-lc.ssnet.co.uk">sue@weston-lc.ssnet.co.uk</a>
Cleaning	A1 Exhibition Stand Cleaning Limited	The Courtyard 63a Worcester Road London E17 5QR	Tel : +44 208 523 1516 Fax : +44 208 523 2516
Electrics and Lighting	Rebecca Lighten Opex Exhibition Services Ltd	Earls Court Exhibition Centre Warwick Road London SW5 9TA	Tel: +44 207 370 8695 Fax: +44 207 370 8288 E-mail: <a href="mailto:rebecca.lighten@opex.co.uk">rebecca.lighten@opex.co.uk</a>
Floral	Joanna Gray Opex Exhibition Services Ltd	Earls Court Exhibition Centre Warwick Road London SW5 9TA	Tel: +44 20 7370 8314 Fax: +44 20 7370 8084 E-mail: <a href="mailto:joanna.gray@opex.co.uk">joanna.gray@opex.co.uk</a>
Furniture	Joanna Gray Opex Exhibition Services Ltd	Earls Court Exhibition Centre Warwick Road London SW5 9TA	Tel: +44 207 370 8695 Fax: +44 207 370 8288 E-mail: <a href="mailto:joanna.gray@opex.co.uk">joanna.gray@opex.co.uk</a>
Hotel Accommodation	Please check: <a href="http://www.ewea.org/06b_events/events_2004EWEC_hotels.htm">http://www.ewea.org/06b_events/events_2004EWEC_hotels.htm</a>		
Insurance	Muriel Semple Insurex – Exposure	The Pantiles House 2 Nevil Street Royal Tunbridge Wells Kent TN2 5TT	Tel: +44 1892 511500 Fax: +44 1892 510016 E-mail: <a href="mailto:insurex@expo-sure.com">insurex@expo-sure.com</a>
Lifting, Forwarding & Customs Clearance	Sharon Robinson TNT Showfreight	Unit 3 a Perimeter Way NEC Birmingham B40 1PJ	Tel: 0121 782 8888 Fax: 0121 782 2875 E-mail: <a href="mailto:sharon.robinson@tntsf.com">sharon.robinson@tntsf.com</a>
Operational Team	Linda Burford OPs Direct	14 – 20 Broxell Close Warwick CV34 5QF	Tel: +44 1926 499 841 Fax: 01926 499849 E-mail: <a href="mailto:linda.burford@opsdirect.co.uk">linda.burford@opsdirect.co.uk</a>
Press and Promotion	Luisa Collasimone EWEA	Renewable Energy House 26 Rue Du Trone BE-1000 Brussels Belgium	Tel: +32 2546 1981 Fax: +32 2546 1944 E-mail: <a href="mailto:luisa.collasimone@ewea.org">luisa.collasimone@ewea.org</a>

## CONTRACTOR DETAILS

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<u>SERVICE</u>	<u>COMPANY</u>	<u>ADDRESS</u>	<u>PHONE, FAX &amp; E-MAIL</u>
Photography	Nigel Belcher Post Studios Photographic Ltd	Ground Floor Hereford House 104 High Street Coleshill Birmingham B46 3BL	Tel : +44 1675 467 444 Fax : +44 1675 464 716 E-mail : <a href="mailto:info@post-studios.co.uk">info@post-studios.co.uk</a>
Shell Scheme	Rebecca Lighten Opex Exhibition Services Ltd	Earls Court Exhibition Centre Warwick Road London SW5 9TA	Tel: +44 207 370 8695 Fax: +44 207 370 8288 E-mail: <a href="mailto:rebecca.lighten@opex.co.uk">rebecca.lighten@opex.co.uk</a>
Telephones	Smart	Elvin House Stadium Way Wembley HA9 ODW	Tel: +44 208 585 3640 Fax: +44 208 585 3679 E-mail: <a href="mailto:smart@wembley.co.uk">smart@wembley.co.uk</a>
Water/Waste/ Gas	Technical Services Wembley (London) Limited	Elvin House Stadium Way Wembley HA9 ODW	Tel: +44 208 585 3904 Fax: +44 208 903 3234 E-mail: <a href="mailto:TechAdmin@wembley.co.uk">TechAdmin@wembley.co.uk</a>

# VENUE

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The Wembley Conference & Exhibition Centre is purpose built for flexibility and accessibility, offering visitors a first-class venue for business and public events. The exhibition halls and conference rooms are located within the same building, less than 5mins walk from each other.

Ideally located in North-West London, the venue boasts the best accessibility of all London venues by any mode of transport, with convenient links to all major road, rail and air routes and over 3,000 car parking spaces on site. In addition there is a range of quality hotels in the local area for overnight accommodation.

You may visit the Wembley Conference & Exhibition Centre virtually on <http://www.wembley.co.uk>

Venue's Address:

Wembley (London) Limited  
Elvin House Stadium Way  
Wembley HA9 0DW  
United Kingdom

## How to reach the venue

### Underground:

The METROPOLITAN LINE is the quickest underground route from Central London, an average journey time of fifteen minutes from Baker Street to Wembley Park Station. The JUBILEE LINE also stops at Wembley Park Station, and the new Jubilee Line extension now gives easy access to Wembley from south east London. The BAKERLOO LINE stops at Wembley Central on the Wembley High Road.

### Rail:

Wembley Stadium station links to Marylebone Station with a journey time of around nine minutes.

### Bus:

Buses 79 passes the door and buses 83, 92, 182 and 224 stop nearby

### Car:

The Wembley complex is located just off the North Circular Road within easy reach of Central London, and the rest of the country, with major motorways connecting nearby.

From the North: M1/A1, A406, A404

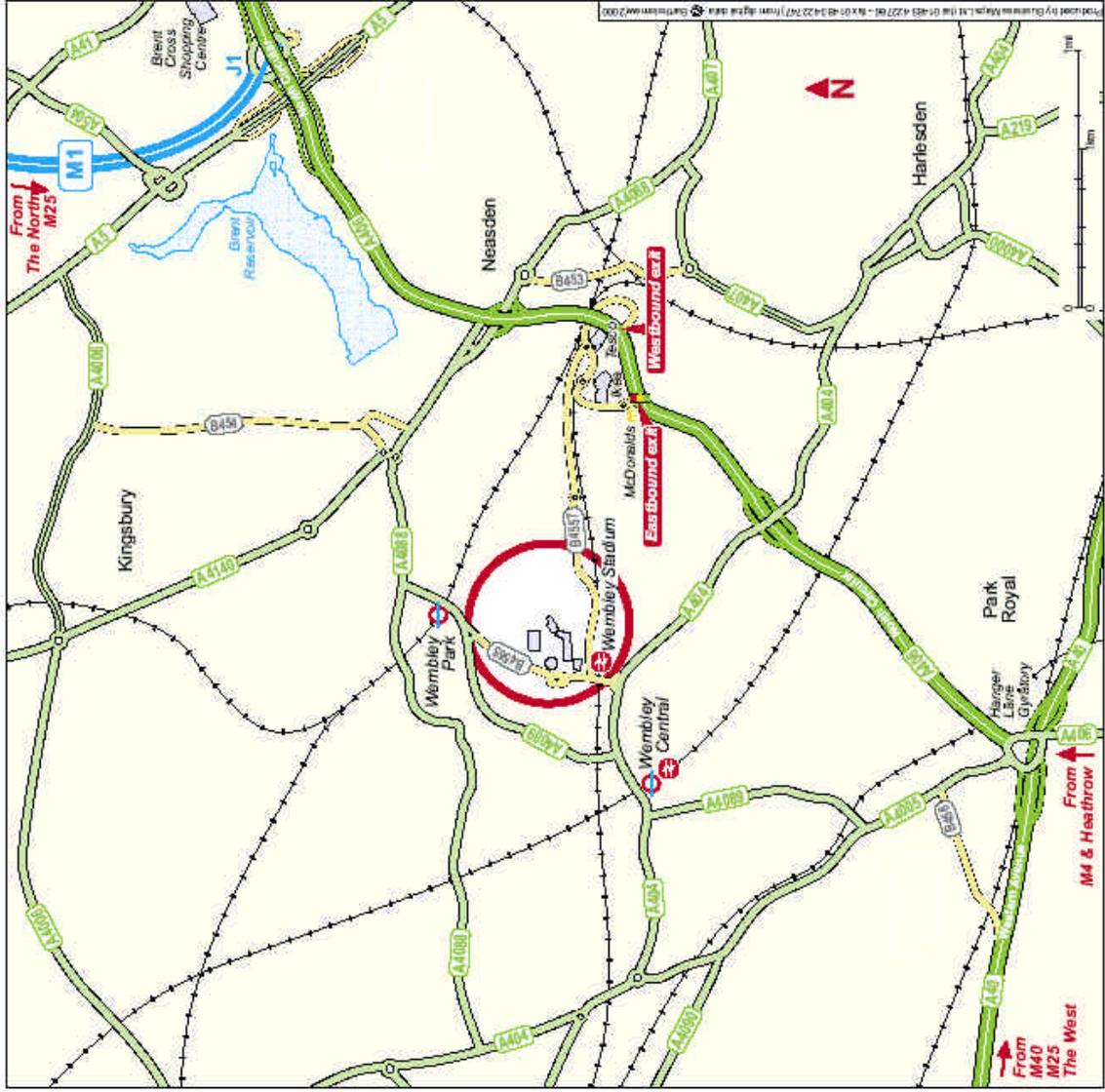
From the West: M4, A312, A40, A406, A404

From the South: M25 (J8), A217, A240, A24, A3, A306, A205, A406, A404

From the East: M11, M25(J23), A1, A41, A406, A404

### Air:

Heathrow Airport is 13 miles away along the M4 and Gatwick Airport is 38 miles away, reached via the M25.



# GETTING TO WEMBLEY

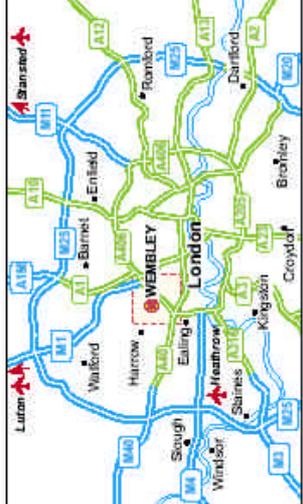
**By Car**  
 The Wembley complex is located just off the North Circular Road within easy reach of Central London, and the rest of the country, with major motorways connecting nearby. In addition, it sits firmly outside of the congestion charge zone.

From the North: M1/A1, A406, A404  
 From the West: M4, A312, A40, A406, A404  
 From the South: M25 (J8), A217, A260, A24, A3, A306, A205, A406, A404  
 From the East: M11, M25 (J23), A1, A41, A106, A404

**Parking**  
 Wembley offers ample parking space around the complex and has over 3000 spaces available

**By Underground**  
 The METROPOLITAN LINE is the quickest underground route from Central London, an average journey time of fifteen minutes from Baker Street to Wembley Park Station.  
 The JUBILEE LINE also stops at Wembley Park Station giving easy access to Wembley from south east London.  
 The BAKERLOO LINE stops at Wembley Central on the Wembley High Road.

**By Train**  
 Wembley Stadium station links to Marylebone Station with a journey time of around nine minutes. Contact Chiltern Railways at [www.chilternrailways.co.uk](http://www.chilternrailways.co.uk) for up to the minute train timetable.  
 Wembley Central station connects to Marylebone with services between Harrow and Elephant & Castle.



## EVENT TIMETABLE

**The timings of Build Up and Breakdown are very strict. Please ensure that your stand can be built and removed in this time.**

<u>BUILD-UP</u>	<u>SCHEDULE</u>	<u>HALL OPEN HOURS</u>
Friday 19 November 2004	Construction of <b>space only</b> stands	08.00 – 20.00 hrs
Saturday 20 November 2004	Construction of <b>space only</b> stands & <b>shell scheme</b> stands (by schedule)	08.00 – 20.00 hrs
Sunday 21 November 2004	Construction of <b>all stands</b> (by schedule)	08.00 – 20.00 hrs

**Please note:**

Stands must be completed and excess products and materials removed from the hall no later than 20.00 hrs on Sunday 21 November 2004. Please allow for time to load and unload vehicles.

<u>OPEN PERIOD</u>	<u>SHOW OPEN HOURS</u>	<u>HALL OPEN HOURS</u>
Monday 22 November 2004	12.00 – 18.00 hrs	08.00 – 19.00 hrs
Tuesday 23 November 2004	10.00 – 17.00 hrs	08.00 – 18.00 hrs
Wednesday 24 Nov.2004	10.00 – 17.00 hrs	08.00 – 18.00 hrs
Thursday 25 Nov. 2004	10.00 – 13.00 hrs	08.00 – 12.30 hrs

**Please note:**

For safety reasons, breakdown cannot commence before the official end of the show and until all visitors have left the hall.

<u>BREAKDOWN</u>	<u>SCHEDULE</u>	<u>HALL OPEN HOURS</u>
Thursday 25 Nov. 2004	<b>All stands</b> – Dismantling of all space only stands and removal of exhibits from 12.30 hrs.	12.30 – 20.00 hrs
Friday 26 Nov. 2004	<b>Space-only stands</b> Collection of exhibits and stand-fittings only.	08.00 – 16.00 hrs

Cars and vans will be given priority into the loading bays on Thursday afternoon to allow for shell scheme exhibitors to dismantle their stand first.

Friday morning is available only for collection of products and stand-fittings for space only stands.

A full build up and break down schedule will be sent out prior to the show.

The hall must be clear by 16.00 hrs on Friday 26 November 2004 when tenancy of the hall ends.

**EXHIBITS AND STAND EQUIPMENT CANNOT BE STORED ON-SITE AFTER 16.00 HRS ON FRIDAY 26 NOVEMBER 2004. THERE IS NO FACILITY FOR LATE WORKING.**

## ACTION PLAN

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The following is a calendar of the important dates by which you must return the forms at the back of this manual. The early return of forms is always appreciated.

RETURN BY	DOCUMENT	FORM	CHECK ✓
20 August	Exhibition Catalogue Entry	BY E-MAIL	
20 September	Space Only Stand Designs (See Stand Information)	PAGE 18	
20 September	Shell Scheme Health & Safety Declaration	FORM 1A	
20 September	Space-only Health & Safety Declaration	FORM 1B	
20 September	Build up & Breakdown Vehicle Passes	FORM 2	
20 September	Contractor Details	FORM 3	
20 September	Exhibitor Staff Pass, Conference Pass, Conference Dinner, Visitor Invitation	FORM 4	
20 September	Risk Assessment – Shell Scheme	FORM 5	
22 October	Shell Scheme Optional Extras	FORM 6	
20 September	Telephone - Internet	FORM 7	
20 October	Lifting & Handling	FORM 8	
20 October	Compressed Air Water & Waste	FORM 9	
22 October	Lighting & Electrics	FORM 10	
22 October	Shell Scheme Fascia Name Boards	FORM 11	
20 August	Visitor Invitations	FORM 12	
ASAP	AV and Computer Equipment	INSERT	
ASAP	Catering	INSERT	
ASAP	Floral	INSERT	
ASAP	Hostesses	INSERT	
ASAP	Hotel Accommodation	<a href="http://www.ewec.info">www.ewec.info</a>	
ASAP	Insurance	INSERT	

**COMPULSORY FORMS ARE SHOWN IN BOLD.**

# A-Z DIRECTORY OF SERVICES

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## **AUDIO VISUAL, IT, AND BUSINESS EQUIPMENT**

A full range of audio-visual equipment can be hired for the duration of the show from Presentation Services Ltd. Please remember that sound levels must be kept at a reasonable level. INSERT

*(Please also see Music / Entertainment for copyright details)*

## **BANKING FACILITIES**

The following banks are located in the Wembley area:

Abbey National - 223 Preston Rd Tel: 0845-765 4321

Barclays Bank PLC – 55 Bridge Rd Tel: 020 82186700

Halifax - 399 High Rd Tel: 0845 601 0110

HSBC Bank – 122 Wembley Park Drive/ Wembley Park Tel: 0845 –740 4404

Lloyds TSB Bank PLC – 564 – 568 High Rd Tel: 0845 072 3333

National Westminster Bank – 15 Bridge Rd Tel: 0870 001 1226

## **CAR PARKING**

There is no free car parking facilities on site. Exhibitors can take advantage of discounted special rate car parking passes if purchased in advance, please see complete and return the enclosed **INSERT**.

## **CARPETING**

All stands are carpeted (colour = beige) .

Changes are available via OPEX and are at the cost of the exhibitor.

## **CATERING**

There are several retail outlets in Wembley offering hot and cold food and drinks. Letherby & Christopher are the sole caterer who provide all food and drink to stands within Wembley. They can provide catering for any function you may wish to organise during the exhibition as well as supplying a stand ordering service. To discuss your catering requirements in greater detail please contact Letherby & Christopher direct.

Any exhibitor wishing to retail food or alcohol from their stand must obtain permission in writing from the organisers and will be charged a concession fee by Letherby & Christopher the in-house caterer.

## **CLEANING**

Cleaning of all trade stands is included in the price. Where night sheets are used, the keys should be left with the security office to allow early morning cleaning. For safety reasons, gangways must be left clear and free for passage and must not be obstructed in any way. Any special cleaning requirements please contact Linda Burford at OPs Direct Ltd.

## **COMPLAINTS**

It is in the interest of exhibitors and visitors that any faults or failures in the services provided by European Wind Energy Exhibition should be brought to the attention of the organisers as soon as possible. If you wish to make a complaint please contact us in the Organisers Office.

## **CONTRACTORS**

You may employ the stand contractor of your choice for all areas of your stand, except shell scheme (and additions to shell scheme) for whom the official contractor is Opex Exhibition Services Ltd.

If you are employing a contractor to build your stand it is essential that your contractor is fully aware of his or her responsibilities under all relevant Health and Safety legislation as well as the show Rules and Regulations, relevant forms and deadlines. Please either forward all the relevant information to them or contact us and we will be happy to send it to them on your behalf. Please ensure your contractor completes and returns **FORM 3** by **20 September 2004**.

### **DISABLED VISITORS**

All disabled people must be given the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and look at any of the exhibits. We would ask that you ensure that your stand and exhibits are easily accessible to those disabled visitors with wheelchairs. Any stand with a platform should provide an appropriate access ramp. For further information, please contact Linda Burford on +44 1926 499 841.

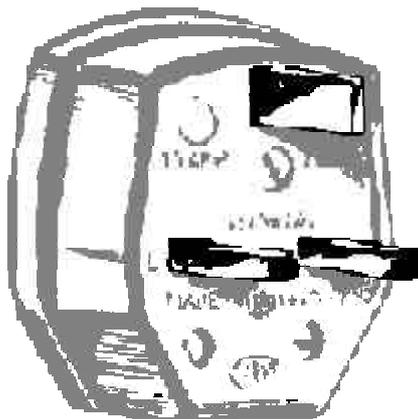
### **ELECTRICAL INFORMATION**

The official electrical contractor for European Wind Energy Conference & Exhibition is Opex Exhibition Services Ltd. Please contact them directly with electrical requirements or complete the enclosed **FORM 10** at the rear of the Manual.

The Exhibition Venues Association (EVA) regulations for Stand Electrical Installations must be observed and complied with by all stand-holders, exhibitors and their contractors.

**Your electrical equipment must conform to the above safety standards or it will be disconnected.**

**Please be aware that the electrical sockets and plugs in the UK differentiate from other countries.**



### **EMERGENCY GANGWAYS**

Each hall will have designated emergency gangways. These must be kept clear at all times throughout build up and breakdown. All exhibitors and contractors on site are responsible for keeping these aisles clear. Please ensure your contractors are aware of the location of the emergency gangways. Plans will be available from the Organisers' Office.

### **FIRST AID**

The First Aid Centre will be staffed throughout the build up, open period and breakdown of the show. It is situated, in Hall 1, adjacent to the organisers' office, in halls 2 & 3 behind the stand catering order office. The centre can be contacted on ext 2424.

### **FLORAL**

The official floral contractor for the show will be pleased to give quotations for stand decoration, please see the enclosed **INSERT** in the rear of the manual.

### **FURNITURE**

Opex Exhibition Services Ltd can supply a wide variety of furniture for your stand. A brochure is enclosed with this manual.

### **HOTEL ACCOMMODATION**

The following website will assist you with your hotel arrangements:

[http://www.ewea.org/06b\\_events/events\\_2004EWEC\\_hotels.htm](http://www.ewea.org/06b_events/events_2004EWEC_hotels.htm) .

There you will find the list of recommended hotels. Special hotel packages have been negotiated to keep your costs down (early booking is recommended).

### **INSURANCE**

Please ensure that you have arranged proper insurance for public liability on your stand and for fittings, stands and goods exhibited at the event. A special insurance plan is available to cover exhibitors' requirements, including cancellation and abandonment risks. If you require this service please return the **INSERT** at the rear of the manual.

Neither the organisers, sponsors, the venue owner, their agents or employees can accept responsibility for damage, theft or loss of any properties introduced by the exhibitors and or their agents/contractors nor for any injury to persons. Exhibits are the sole responsibility of the exhibitors to whom they belong and exhibitors should effect insurance against all risks.

### **LASERS**

Any exhibitors wishing to use lasers on their stands, copies of which together with the laser equipment must be forwarded to the Operations Team for approval. Please note 28 days notice will be required. If you wish to use lasers please contact Linda Burford on +44 1926 499 841 as soon as possible.

### **LIFTING CONTRACTORS**

A lifting, storage and freight forwarding service is available from TNT Showfreight. Due to the lack of storage on site, we have negotiated a special exhibitor rate for empty box storage off-site with TNT Showfreight. Please complete the enclosed **FORM 8** to book this service. It should be pre-booked to avoid unnecessary delay on site.

### **LPG / COMPRESSED GASES**

No LPG will be allowed in the halls without prior consent from the Venue at least 28 days prior to build up. Please contact the Ops Direct, Linda Burford on +44 1926 499 841 if you need to use compressed gas.

### **MUSIC / ENTERTAINMENT**

**Please ensure that music and commentary for demonstrations, videos, presentations etc, are kept at a level that will not interfere with neighbouring stands.** Remember if you intend to play copyright music on your stand during the exhibition, you will need to apply for a licence. Please contact: Ops Direct, Linda Burford on +44 1926 499 841

### **NEON**

If you wish to use neon lighting please contact Ops Direct, Linda Burford on +44 1926 499 841. All neon installations must incorporate a fireman's switch.

### **ORGANISERS OFFICE**

The Organisers Office will be located at the front of hall 1. It will be clearly signed.

### **PA SYSTEM**

The PA system is for official use only. We regret that it is not available to exhibitors for any purpose during the show.

### **PHOTOCOPYING, PRINTING AND FAX FACILITIES**

Fax/photocopying/internet access are all available at Wembley Conference and Exhibition Centre Reception Desks. Exhibitors must pay for facilities at time of service.

## **PHOTOGRAPHY**

Post Studio has been appointed as the official photographer for this event. They should be used for all photographic purposes, and are the only photographers allowed into the halls without prior permission from the organisers.

## **SECURITY**

Whilst every reasonable precaution is taken during the show to ensure the premises are adequately patrolled, the organisers of the event expressly disclaim responsibility for any loss or damage to property of any exhibitor from any cause.

During build-up and dismantling security guards will be stationed at the exhibit hall entrances.

It is essential that you report any loss sustained from your stand to the Security or Organisers office.

**To help ensure good security at the show, please follow these points:**

- Make one member of your team responsible for your company's safety and security at the exhibition.
- Do not leave cash, handbags, mobile phones, valuables etc, in unlocked drawers, cupboards or on exhibits on your stand.
- Do not leave wallets in unattended clothing.
- Netting nightsheets are available from Opex Exhibition Services Ltd. These provide a see-through netting barrier which leaves the contents of the stand on view at all times, whilst deterring the opportunist thief.
- Check all lockable desks and cupboards are locked before leaving your stand.
- Please note that build-up and breakdown days are high-risk periods. You are recommended to work in pairs so that the stand is manned at all times.
- Make sure you arrive prior to the official opening time and do not leave your stand at night before the hall is clear of visitors.
- Should you have small valuables, which you wish to leave on your stand you are advised to provide yourself with lockable steel cabinets or other safe storage areas.

## **STORAGE AND PORTERAGE**

- Storing empty boxes etc, behind your stand expressly forbidden.
- It may be some way from your delivery vehicle to your stand and you are strongly advised to bring a trolley with you. Unfortunately, the Organisers do not have any trolleys to loan to exhibitors.
- You will need to make your own arrangements for the removal and storage of boxes, packaging etc., prior to the opening of the event.

Please contact TNT Showfreight to arrange your storage & handling requirements (see *Lifting Contractor*).

## **TELEPHONES**

Wembley Exhibition Centre can provide a telephone and fax service to stands. Any exhibitor requiring telephones or fax services should contact [smart@wembley.co.uk](mailto:smart@wembley.co.uk) or telephone on +44 208 585 3640.

## **TERMS AND CONDITIONS**

This Exhibitor Manual forms part of the Terms & Conditions that you agreed to on signing your contract.

# DELIVERY & REMOVAL OF GOODS

**The timings of Build Up and Breakdown are very strict. Please ensure that your stand can be built and removed in this time.**

## DELIVERY OF EXHIBITS

'Space-only' exhibitors may commence delivering and building their stands from **0800 hrs** on **Friday 19 November 2004**. Shell Scheme exhibitors may begin building up from **0800 hrs** on **Saturday 20 November 2004 (by schedule)**. The hall will close to deliveries at **2000 hrs** on **Sunday 21 November 2004**. All vehicles delivering exhibits or stand-fittings must be allocated with a vehicle delivery passes. Shell Scheme and Space Only Exhibitors delivering exhibits please complete and return **FORM 2**. Contractors delivering stand fitting please complete and return **FORM 3**.

To ensure an efficient build-up you are asked to notify your transport drivers that traffic marshalling will be in operation. There is a maximum 60 minute limit to vehicles unloading, once vehicles are unloaded, they must be removed from the loading bay. If you have any queries regarding build-up, please contact Ops Direct, Linda Burford on +44 1926 499 841.

Please note that a representative of your company **MUST** be present to sign for any deliveries to the Exhibition Centre - the Organisers are not able to sign for deliveries on your behalf. All deliveries should be consigned to:

**Exhibitor's Name**  
**Exhibitor's Company**  
**Stand Number**  
**European Wind Energy Exhibition**  
**Halls No.**  
**Wembley Conference & Exhibition Centre**  
**Wembley**  
**HA9 0DW**

Any exhibitor requiring shipping, transportation of crated or boxed materials should speak to TNT Showfreight. Details are in the front of the manual.

## MAINTENANCE & RESTOCKING OF STANDS

There is very limited facility for re-stocking onsite. The vehicle loading bays will only be open for a limited period prior to the show opening during the show-open days. Local car parks can be used to park up cars and vans, and boxes can be hand-carried into the show. There is no free storage facility on site, so it is important that you include in your stand design, sufficient area for all products and literature that you will need at the show. Storage for restocking is available from our lifting contractor TNT Showfreight.

## REMOVAL OF EXHIBITS AND STANDFITTINGS

Breakdown will begin at **13.30 hrs Thursday 25 November 2004** for all exhibitors. Cars and small vans will be allowed access to the loading bays when the show closes. All Shell Scheme stands should be dismantled and packed on Thursday afternoon. Please bring large vans rather than lorries.

**Friday morning is solely for space only exhibitors.** Lorries will only be admitted on Friday morning for collection of space only boxes and fittings.

- Any exhibits or stand equipment left on shell scheme stands after 20.00 hrs on Thursday 25 November 2004 will be removed and stored at the expense of the exhibitor by TNT Showfreight.
- Any exhibits left from space only stands after 16.00hrs on Friday 26 November 2004 will be removed and stored at the expense of the exhibitor by TNT Showfreight.

**Breakdown instructions** will be sent to you prior to the show, however, if you need further information or advice prior to the show, please call **Ops Direct, Linda Burford** on +44 1926 499 841

### **EXHIBITOR & CONTRACTOR ADMISSION**

**All exhibitors must sign their presence upon arrival and not later than Sunday, 21<sup>st</sup> November 14:00 at the exhibition organisers office.**

#### **Passes**

In the interests of security, all exhibitors and contractors must wear identity passes provided at all times during the build-up, breakdown and open periods of the show. Security staff will not allow you or your staff to enter the exhibition without a valid pass.

#### **Exhibitor Passes**

Please note that each 12m<sup>2</sup> booked entitles you to one free exhibitor staff pass for the four days (worth €160).

<b>m<sup>2</sup></b>	<b>Number of free passes</b>
1 m <sup>2</sup> - 23 m <sup>2</sup>	1
24 m <sup>2</sup> - 35 m <sup>2</sup>	2
36 m <sup>2</sup> - 47 m <sup>2</sup>	3
...	...

Any additional exhibition staff or visitor pass is payable at the price of 40€/pass/day.

You will be issued with these passes that allow admission to the exhibition halls throughout the event as well as the participation to the coffee breaks and lunches, which will be held in the exhibition halls.

Exhibitor Passes do not allow access to the conference. All exhibitor passes must be applied for on the **FORM 4** at the rear of this manual and returned to GIC. These passes will be available at the registration desk in hall 1 as from 10:00 on Sunday 21<sup>st</sup> of November 2004.

#### **Contractor Passes**

Contractor passes are valid during build-up and breakdown only. Please ensure all contractors complete their details on **FORM 3** by 20 September 2004. This form also includes the request for delivery passes therefore contractors do not have to complete Form 4 this is for exhibitors delivering exhibits only.

#### **Conference Passes**

One free conference pass will be given for up to 50m<sup>2</sup> booked plus one free conference pass for each additional 50m<sup>2</sup> booked. Please fill in **FORM 4**.

#### **Vehicle Unloading Passes**

These are required for vehicle unloading / loading access during the build-up and breakdown. They do not entitle you to parking. Vehicle passes will be sent to you before the exhibition – please complete and return **FORM 2** by 20 September 2004. Please note there is no free parking available for exhibitors.

#### **Conference dinner**

The official dinner will take place on Wednesday 24<sup>th</sup> of November 2004.

Tickets must be purchased at the price of 130€/ticket before 16<sup>th</sup> of July or 150€/ticket after 16<sup>th</sup> of July. Please fill in **FORM 4**.

### **CHILDREN**

Children under the age of 16, (including babies and toddlers) are **NOT** permitted in the hall **AT ANY TIME**. Please note that there are no crèche facilities at the exhibition.

# STAND INFORMATION

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If you have any queries about stand-fittings, please call Ops Direct, Linda Burford on +44 1926 499 841.

## REGULATIONS FOR ALL STANDS

### **General Regulations**

All stands must provide OPs Direct with a Health & Safety Declaration (**FORM 1A & FORM 1B**) for their stand by the **20 September 2004**.

### **Gangways**

The gangways used in this venue are the minimum permissible by law. **Under no circumstances will exhibits, stand dressings, tables and chairs etc, be allowed to encroach into gangways.** Please remember to keep all your exhibits inside your stand area at all times.

### **Fabrics**

Textile fabrics used for interior display purposes on the stand must be flame proofed or already treated with an approved chemical when purchased, in accordance with BS5438. Certain fabrics such as wool, twill, or felt need not be proofed. Textile fabrics used for interior decorative purposes within stands must be fixed taut and/or in tight pleats (not draped) to a solid backing, secured 3" above floor level and not touching light fittings. For further information, please contact Ops Direct, Linda Burford on +44 1926 499 841.

### **Fire Extinguishers**

Fire extinguishers will be set out during the build-up period. Please ensure that your stand personnel are conversant with their use and that they are aware of the position of the nearest fire alarm point.

## SHELL SCHEME STANDS

All shell scheme stands are provided by Opex Exhibition Services. All shell scheme stands will be constructed in white octanorm, and will be fitted with a grid ceiling and fascia. Included on your stand is a fascia nameboard (for your company name and stand number.) Please note that it is necessary to position support posts at least every 4m on open sides and/or central points of larger shell scheme stands. Please see page 20 for a picture of a shell scheme stand.

### **Fascia Board**

All shell scheme stands are provided with a nameboard affixed to the fascia. Please complete the enclosed form with your stand name and number details.

### **Carpet**

All stands will be carpeted (colour = beige).  
Changes are available via OPEX and are at the cost of the exhibitor.

### **Stand Wall Colour**

The shell scheme walls will be white. If you require a different colour, please contact Opex Exhibition Services who will be able to provide you with a quotation.

### **Interior Standfitting**

Please remember that no item of interior display may extend beyond the limits of the stand or above the height of the dividing walls. There must also be no alteration or adjustment to any part of the shell scheme structure without written agreement from the Organiser.

## **Furniture, Lighting & Electrics**

A shell scheme of 12m<sup>2</sup> includes the following: 3 spots, 1 socket, 2 chairs and 1 table

<b>m<sup>2</sup> shell scheme</b>	<b>Shell Scheme Package</b>
1 m <sup>2</sup> - 23 m <sup>2</sup>	3 spots, 1 socket, 2 chairs and 1 table
24 m <sup>2</sup> - 35 m <sup>2</sup>	6 spots, 2 socket, 4 chairs and 2 table
36 m <sup>2</sup> - 47 m <sup>2</sup>	9 spots, 3 socket, 6 chairs and 3 table
...	...

In the cost of a space only stand furniture, lighting and electrics are not included and must be ordered separately at an additional cost. You can order furniture from the brochure included in the manual. If you would like to order extra electrics, please complete the enclosed **FORM 10**.

## **SPACE ONLY STANDS**

The height limit for the event is 4 m, however at the discretion of the organisers this may be extended to 6-8m. If you have any questions, please contact Ops Direct, Linda Burford on +44 1926 499 841.

**All simple space only exhibitors must supply the Ops Direct no later than 20 September 2004 with TWO sets of drawings showing the proposed layout of their stand and all dimensions in both plan and elevation (see page 19 for complex space only stands)**

## **Construction and Dressing**

The design of the stand must be such that it can be erected and dismantled within the time available. All work must be carried out in conformity with the Rules and Regulations of the Local Authority and Wembley Conference and Exhibition Centre.

It is the responsibility of the exhibitor or their stand contractor to examine / ask about the allotted site, particularly the slope and condition of the hall floor, in order to avoid costly adjustments to stand structures from wrong measurements for which the Organisers cannot accept responsibility. Exhibitors and their contractors will be charged for any damage caused to the hall floor resulting from the use of any other type of fixings. Please contact Ops Direct, Linda Burford on +44 1926 499 841 for more information.

The Organisers may at the expense of the exhibitor, remove or alter anything forming part of any stand, if in their opinion it is desirable to do so in the interest of the exhibition.

## **Stand Designs**

Stand designs may not incorporate long runs of solid walling over 5m. At least 70% of each frontage must remain open or be fitted with an approved transparent material.

## **Shared Walling**

Walls marked on the plan between two space-only exhibitors must be constructed to a height of at least 2.5m. Both exhibitors are responsible for cladding and decorating both sides of their stand wall above a height of 2.5m. The tops of stands must be finished tidily where they are visible from the gallery or atrium areas. Exhibitors on space only stands must NOT use the back of another stand's walls without the consent of the exhibitor concerned. **However, the joint construction of a dividing wall is acceptable.**

## **Painting**

All painting to any part of your stand must be carried out using water-based paints.

## **Balloons**

Balloons are not permitted, without written authority from the Organisers.

### **Stand Dressing**

Artificial plants and flowers are combustible and give off fumes and must not be used. Silk type flowers are acceptable providing they have been fireproofed to BS476-Part 7 and are marked as such. Cellulose paints are flammable and must not be used in stand dressing.

### **Displays**

All demonstrations and displays that are designed to attract crowds must be set back 1m from the gangway to avoid congestion in the aisles.

### **COMPLEX SPACE ONLY STANDS**

**Complex space-only stands are defined as:**

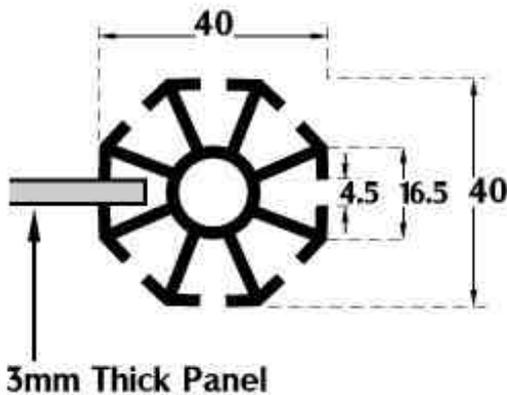
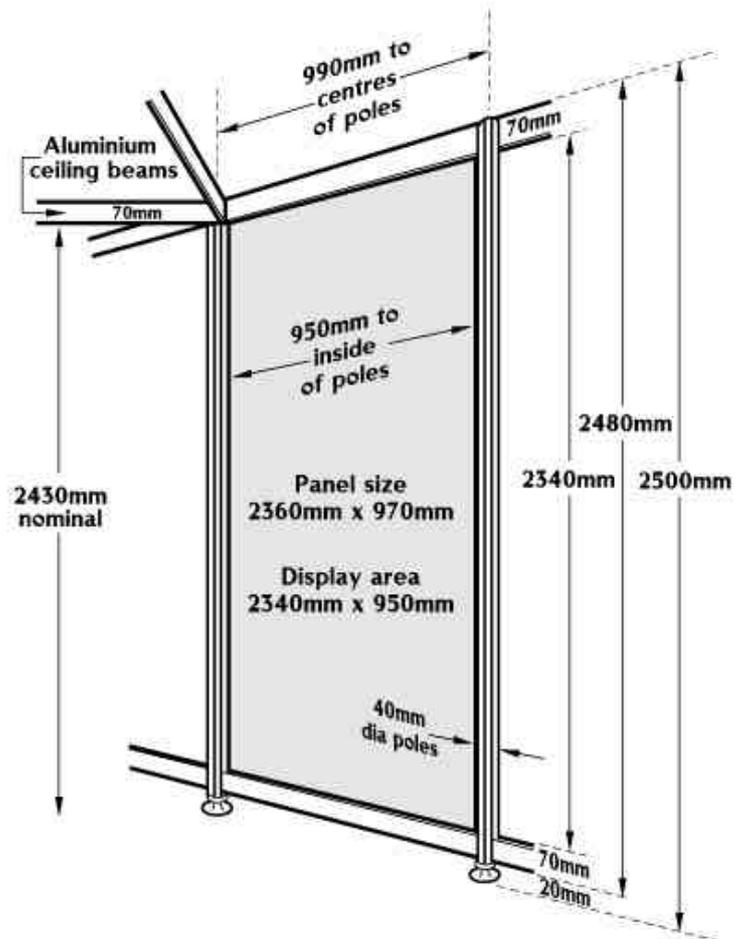
1. Stands exceeding 4m in height.
2. Double Decker / multi-storey stands.
3. Stands incorporating stairs or staircases.
4. Any stand with a platform over 600mm above the floor level to which people have access.
5. Suspended items, e.g. lighting rigs.
6. Large Ramps other than for disabled access.
7. Sound/Lighting towers.
8. A stand which has a closely seated audience of more than 15 people.
9. A stand with a travel distance of more than 10m to the exit or nearest aisle.
10. Stands including unusual special risk activities.

Any Stands considered Complex Space Only stands will not be permitted without special clearance from the London Borough of Brent and the prior permission of the Wembley (London) Limited. Floor plans must be sent to the Operations Manager at least two month prior to the event to ensure adequate clearance time. For further information please contact Wembley (London) Limited, **Sharon Smith, Operations Manager Tel.: +44 208 585 3904.**



## SHELL SCHEME STANDS AT EWEC 2004

All shell scheme stands will be built as Octanorm. Octanorm is a modular stand system, which comes in 1-metre panels, so can be built to any size and configuration.



If you wish to attach materials to your shell scheme such as posters, graphics and/or material we suggest the use of double-sided Velcro or double-sided sticky pads. These options do not damage the panels of the stand. Any damage incurred to panels will be charged for.

If you have anything heavier to hang or have further queries on the shell scheme or any other of our services please do not hesitate to contact us: Tel: +44 20 7370 8145.

### **Timber used in stand construction and displays**

Timber under 25mm thick used in stand construction and displays must be impregnated to Class 1 Standard. Boards, plywood, chipboard, etc must be treated in the same way if they are less than 20mm thick. Timber over 25mm thick need not be treated. Treated boards will have the BS (British Standard) 476 Class 1 marked on them.

### **Plastics**

Plastics must conform to BS476-Part 7/Class 1. Lexan and Macralon are acceptable. Perspex is not acceptable.

### **Scaffolding**

Lone workers must not work on their own at heights; they must have a colleague to assist.

### **Risk Assessments**

For Health & Safety reasons, all space-only exhibitors are required to carry out a Risk Assessment for their stand. This must include the build-up and pull out periods and must fully assess any risks to your staff and contractors, other exhibitors and contractors, organisers or hall staff working or visiting the halls in this period. It must also include any risks to the public during the open period. These must be submitted to the Organisers by **20 September 2004** along with stand plans. A suggested format is enclosed at the back of the manual. **Should you be unclear what is required, please contact Linda Burford at Ops Direct on +44 1926 499 841.**

### **DAMAGES**

Exhibitors will be charged for the cost of making good, restoring or renewing any damages to the hall or site, for example, marks by paint and adhesive tape; damage to the walls or the exhibition carpet.

### **DEMONSTRATIONS**

- a. All demonstrations must be carried out in accordance with the Health & Safety at Work Act 1974 and the current COSHH Regulations.
- b. Any exhibitors thinking of doing a working demonstration on their stand must inform OPs Direct by **20 September 2004**.
- c. Demonstration areas must be indicated on your stand plans and, where necessary, must include soundproofing within the construction of this area. Plans must also show any proposed queuing and viewing areas within the stands.
- d. The Organisers reserve the right to ban working demonstrations on-site if they in any way disturb neighbouring stands or pose a threat to the public.

### **DISTRIBUTION OF PROMOTIONAL MATERIAL**

You are reminded that all business including the dispensing of literature and promotional material must be conducted from your stand. **Your staff will not be permitted to hand out leaflets etc., at the entrance to the event, the gangways or any other part of the exhibition hall unless you have written consent from The European Wind Energy Association.** Please note that material must not be attached to the fabric of the building.

### **BANNERS**

Exhibitor banners are not allowed at the European Wind Energy Exhibition. If you have any queries regarding this rule, please contact Linda Burford on +44 1926 499 841.

# HEALTH & SAFETY

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## GENERAL

Under Health & Safety legislation, exhibitors and their main contractors are responsible for all activities that take place on their stand throughout the event and any actions that could affect others not on their stand. This includes providing risk assessments and method statements, as well as the briefing, communicating to and controlling of all their sub-contractors who work on their stand.

EWEA together with OPs Direct is committed to providing, maintaining and promoting, so far as is reasonably practicable, the highest standards of Health, Safety & Welfare at all our events.

All exhibitors and contractors at events organised by The European Wind Energy Association are expected to ensure that they provide a safe place and system of work, as is their legal duty under HSAW 1974. Successful safety management requires the commitment, involvement and co-operation of all those on-site at an event.

Please note that you must complete the Health & Safety Declaration included as Form 1A (for shell scheme stands) and 1B (for space-only stands) by 20 September 2004. Vehicle Delivery and Contractor passes will not be issued until this Declaration has been received.

Further information on Health & Safety is available from the OPs on request. The following should act as general guidelines only.

## DO'S & DON'TS

For ease of reference, please make sure that you have covered the following points, amongst other safety precautions that you have identified and will take:

### **Do:**

- Make sure you and anyone manning your stand understands the fire and evacuation procedures and locations of the hall exits.
- Make sure your contractor is a member of British Exhibition Contractors Association or another recognised trade association.
- Ensure that any contractor working for you has a suitable and sufficient health and safety policy statement and good safety practices. You can obtain the details of the regulations from the Organisers.
- Make sure that contractors are working safely – and ensure they are trained and competent.
- Working at height on ladders and scaffolding must be done in a controlled and safe manner.
- Time constraints are no excuse for not adhering to safety standards.
- Drive with due care and attention around the exhibition hall. Do ensure that operators are fully trained and properly certified on the equipment being used.
- Ensure that measures are taken to minimise the impact of your operations on the environment.
- Treat all cables as though they were live.
- Make sure an I.E.E. qualified electrician carries out all electrical work. There is a Hall's electrical inspector who will be pleased to provide information or answer questions.
- Ensure that all rubbish and packing from your stand is removed from the site. It must not be stored on or behind your stand during the show.
- Make sure that hazardous waste is disposed of safely. Please note that fluorescent tubes contain hazardous materials. Halls Services & Management can provide advice.
- Ask for permission to work late and provide adequate breaks for your contractors and staff.
- Make sure that you are properly insured for the exhibition.

### **Don't**

- Don't use flammable materials in your displays. This includes plastic flowers, polystyrene etc. Some combustible materials may be acceptable if treated with the correct materials.
- Don't have overloaded or insecure displays. Stands and displays can be knocked by visitors and must be safe and secure.
- Don't bring children into the halls. The halls are regarded as a place of work during these periods.
- Don't overload trolleys - not only does this damage your exhibits but will make it difficult to move through crowded aisles and may cause injury to you or other people.
- For safety reasons, all gangways must be kept as clear as possible at all times. In addition, we have designated "emergency gangways" which may not be obstructed at any time.

### **EXHIBITOR CHECKLIST FOR HEALTH & SAFETY**

- Sign and return a copy of the Health & Safety Form at the rear of this manual immediately.
- At the tendering stage, ask to see your principal contractors Risk Assessment specifically designed for the unique exhibition environment. Ask for his staff training record, accident statistics, take up references, ask to see proof of previous work standards - in short, satisfy yourself that your contractors are reliable and competent.
- All space only stands must produce a Risk Assessment for your activities on site (and a Method Statement where applicable) and submit these to OPs Direct along with your stand designs.
- Provide suitable training and information to your staff and contractors regarding the on-site risks in order for them to understand and fulfil their responsibilities.
- Plan your time during build-up and pull out. Schedule a Late Working rota.
- Review your findings after the show to discover areas that need attention, where accidents occurred and take the appropriate action for the future.

**Please note that these lists are not exhaustive and are intended as guidance only. For further information, please refer to the Health & Safety at Work etc., Act 1974 or contact Linda Burford on +44 1926 499 841.**

**REMEMBER - TIREDNESS AND HASTE LEAD TO MISTAKES**

### **UNDERTAKING YOUR RISK ASSESSMENT**

It is a **legal requirement** that each exhibitor undertakes their own Risk Assessment prior to the show, listing the tasks and identifying the hazards present on site - then devising ways to minimise and control those hazards. Exhibitors may otherwise be liable to heavy fines and prosecutions. Take into account the work practices *and* exhibits.

**Question: So, how do I go about undertaking a Risk Assessment?** By Law, it must be 'suitable and sufficient' – but it must also be simple to understand and implement.

**Step 1: Look for the Task/Hazard:** What equipment, materials and chemicals will be used? How much noise and dust will there be? What are the ground conditions? What vehicle movements and lifting operations have to be considered? Schedule a 'Late Working Rota' to avoid tiredness and mistakes. How are you disposing of waste? Any electrical installations? What hazardous exhibits do you have?

**Step 2: Decide who could be harmed and how:** Who will be affected by your work and most at risk? Think of your employees, contractors or exhibitors on or near your stand, through to the visitors and public themselves. Safe working depends on co-operation between all the firms on site. Take this into account and consider necessary precautions on every

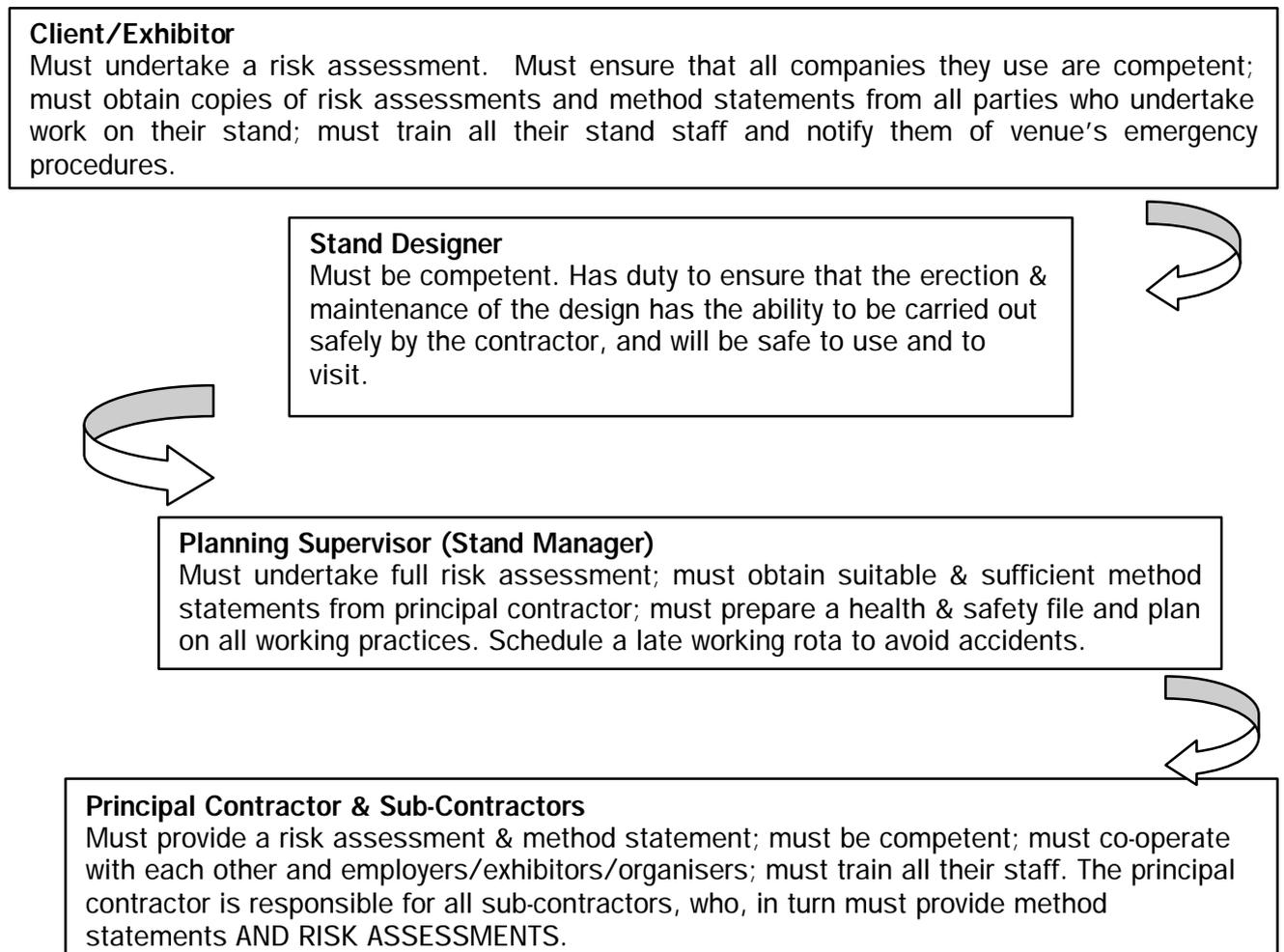
aspect of the work being carried out, which include training and the provision of information to all the different parties who are at risk.

**Step 3: Evaluate the risks:** Once you have done this adequately, you can then decide on the appropriate action. Ask yourself:

- (a) Can the hazard or risk be removed completely or done in a different way?
- (b) If the risk cannot be eliminated, can it be isolated, controlled or reduced?
- (c) Can protective measures be taken that will protect the entire workforce on site?  
Protective clothing should only be the last step to take, and is often not the only solution.

**Step 4: Record the findings:** Write down the findings of your Risk Assessment. Pass on information about significant risks to those people identified in Step 2, and record what measures you have taken to control those risks for future reference.

**Step 5: Review your findings:** This allows you to learn by experience and take account of any unusual conditions or changes that occurred on site. In all stand-building cases (especially steelwork erection and lifting), the foreman and/or the Principal Contractor should draw up a specific Method Statement and go through it with your contractors in advance of the exhibition.



**SUGGESTED HIERARCHY OF RESPONSIBILITY ON EACH SPACE-ONLY STAND**

## **EMERGENCY PROCEDURES FOR EXHIBITORS**

In case of a fire or bomb warning during the exhibition, contact the Central Control Room on Ext 3666/020 8585 3666.

### **Procedure**

In event of a fire or bomb warning, the W(L)L Duty Manager will organise the clearance of the immediate area and building if required and call the Police, Fire Brigade & Ambulance services as necessary.

### **Evacuation**

Any decision to evacuate the building in case of a fire or bomb warning will be made by the W(L)L Duty Manager.

In the event of an evacuation, the following PA announcement will be made:-

**"ATTENTION PLEASE, ATTENTION PLEASE. LADIES & GENTLEMEN,  
WE REGRET THAT IT IS NECESSARY TO EVACUATE THE BUILDING. PLEASE LEAVE VIA  
THE NEAREST AVAILABLE EXIT. DO NOT USE THE LIFTS. DO NOT STOP TO PICK UP  
PERSONAL BELONGINGS."**

On hearing this announcement, exhibitors and visitors should make their way to the nearest available exit and wait well clear of the building. Please take direction from security and stewarding staff.

### **False Alarm**

In the event of a false alarm, the following PA announcement will be made:-

**"ATTENTION PLEASE, THE TONES YOU HAVE JUST HEARD ARE TEST  
SIGNALS ONLY. PLEASE IGNORE THEM. THANK YOU".**

### **Bomb warning – Exhibition Announcements**

If a bomb warning is received via the management or organisers, the following announcement will be used to alert exhibitors to search their stand:-

**"STAFF CALL ZERO ONE TO ALL EXHIBITORS"**

The all clear message will be:

**"STAFF CALL ZERO TWO TO ALL EXHIBITORS"**

If a suspicious object is observed on the stand, the Central Control Room and the organisers must be contacted immediately. Do **NOT** touch or move suspicious objects.

Should it be necessary to evacuate the building, the above procedure will be followed.

# **MARKETING, PRESS AND PR INFORMATION**

## ***MAKING THE MOST OF THE EUROPEAN WIND ENERGY EXHIBITION***

There are a number of ways that you can promote your presence at The European Wind Energy Exhibition. We can work with you to ensure that you make the most of the following opportunities and therefore benefit from a busy stand and a profitable business. This section is designed to explain the opportunities and to help you complete the necessary forms.

### **FREE EXHIBITION CATALOGUE ENTRY**

The Exhibition Catalogue for 2004 EWEC Exhibition is being produced by The European Wind Energy Association.

Each **main exhibitor** is allowed 1 free page in the catalogue. To be included in this catalogue you must send a full colour A5 (148 x 210mm) company description or advertisement in jpeg, tiff, eps or print certified pdf format of 300 dpi – CMYK colour (any other format won't be accepted) before **20<sup>th</sup> of August 2004** to [info@ewea.org](mailto:info@ewea.org)

**Co-Exhibitor** wishing to have their own advert, have to send in the A5 advert (as described above) before 20<sup>th</sup> of August and will be invoiced at the price of 500€/advert.

Otherwise the main exhibitor has to share the A5 advert with his co-exhibitor(s).

If the catalogues entry is not received on time, there will only be mentioned the details as shown on your exhibition space contract.

For details see **FORM Catalogue Entry**.

This Exhibition Catalogue will be handed out to all delegates and visitors as they enter the event and is used as an essential directory both during, and following, the show. **So don't miss out on this fantastic opportunity!**

### **INVITATIONS**

Exhibitors may order invitations before 20 August 2004 in order to promote their presence at the 2004 EWEC. Visitors are able to access the exhibition with such an invitation at the cost of the exhibitor. Please note that the invitations will be collected on site by GIC Management and will be invoiced after the event at the price of 40€/day/entrance ticket and at 10€/half day ticket for visitors arriving later than 14.00hrs.

Please fill in **FORM 12**.

### **PR/PRESS INFORMATION**

We recommend that you keep relevant journalists regularly updated to increase the awareness of both your product launch and presence at the show. Why not invite them to your launch, drinks reception, prize draw or charity event?

### **PRESS OFFICE AND PRESS PACKS**

The press office is the first stop for journalists visiting The European Wind Energy Association and we recommend that information on your company is made available to them. Our PR team will ensure all the key press are fully briefed and invited to The European Wind Energy Exhibition.

Please liaise with the press office concerning any planned photo-calls, VIP celebrity visits or interesting news items. If you would like to supply packs to be displayed in the press office, please deliver 20 press packs to the Press Office by 18:00 hours on 21 November 2004.

If you would like details of an event on your stand to be displayed on the notice board in the Press Office, make sure you give it to the press office before 08:30 hrs on the morning of the event.

## SPONSORSHIP OPPORTUNITIES

### **Delegate Bags: Reserved by Owens Corning , USA**

#### Benefits:

Corporate identity on conference bags, given to each delegate on registration

One page company profile inserted into all delegate bags

One complimentary delegate place

### **Business centre: €7.000**

(Computers with ISDN connection, photocopier etc. for use by delegates)

#### Benefits:

Corporate identity within business centre (to be supplied by sponsor) and on computer screens

Links to home page

One complimentary delegate place

### **Shuttle Bus: € 10.000**

The bus will transfer all participants arriving by Metro to the 2004 EWEC venue.

#### Benefits:

Branded leaflets to be given to all participants

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

Corporate identity on the side and inside of the bus (to be supplied by sponsor)

### **Coffee Breaks (2 per day): Reserved by LM, Denmark**

#### Benefits:

Corporate identity within coffee break area in exhibition hall (to be supplied by sponsor)

One complimentary delegate place

(Possibility to include branded napkins, chocolates and biscuits for distribution at coffee breaks and dinners)

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

### **Lunch: € 20.000/day**

#### Benefits:

12m<sup>2</sup> exhibition stand next to lunch area

Corporate identity within lunch area in exhibition hall (to be supplied by sponsor)

Two complimentary delegate places

Possibility to include branded napkins, drinks and food for distribution at lunch (to be supplied by sponsor)

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

### **Exhibitors Reception: Reserved by WindEnergy International Trade Fair, Hamburg Messe, Germany**

*(A reception will be organised in the exhibition hall for all participants)*

#### Benefits:

Welcome address

Branded invitations to be given to all delegates and speakers

Listed as sponsor with company logo on relevant event material:

- All reception related material
- Exhibition Guide

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

One complimentary delegate place

Corporate identity at exhibition reception (to be supplied by sponsor)

**Badge Ribbons: Reserved by RES Ltd., UK**

Benefits:

Identity on all ribbons for conference delegate badges

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

**Badges: Reserved by GE Energy**

Benefits:

Identity on all badges for conference and exhibition

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

**Electricity usage: € 3.000**

Provision of the entire electricity consumption of the conference venue by wind power

Benefits:

Listed as sponsor with company logo on relevant event material:

- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

Corporate identity on a poster in the venue describing that the venue is supplied by wind generated electricity

**Poster Session: € 12.000**

Benefits:

Welcome address

Listed as sponsor with company logo on relevant event material:

- All poster session related material
- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

One complimentary delegate place

Corporate identity in poster area (to be supplied by sponsor)

**Exhibition guide: € 10.000**

Benefits:

Listed as sponsor with company logo on relevant event material:

- Exhibition guide – 3,000 copies to be distributed
- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

**Conference Reception:**

(The reception will be held in a spectacular location in London for all participants – up to 1000 people)

**Cocktail and canapés - €12.000**

**Live music / entertainment - €12.000**

Benefits:

Welcome address

Branded invitations to be given to all delegates and speakers

Listed as sponsor with company logo on relevant event material:

- All reception related material
- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

Corporate identity within reception venue (to be supplied by sponsor)

**Conference Dinner:**

*(Dinner will be held in a spectacular venue in London for up to 800 people)*

**Main Sponsor: €30.000**

Benefits:

Welcome address

Branded invitations to be given to all delegates and speakers

Listed as sponsor with company logo on relevant event material:

- All dinner related material
- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

Two complimentary conference delegate places

Corporate identity within Dinner venue (to be supplied by sponsor)

**Other sponsorship opportunities at the dinner:**

Transport to and from venue for all dinner guests (x500) - €5.000

Cocktail - €5.000

Live music - €2.000

Benefits:

Listed as sponsor with company logo on material:

- Relevant materials at Dinner venue (to be supplied by sponsor)
- Conference programme – 10,000 copies to be distributed (programme will be re-distributed during the conference)
- Web site

**Conference Proceedings: € 10.000**

Benefits:

CD-ROM sent to all conference participants with name and logo of sponsor

Two complimentary delegate places

Other ideas regarding sponsorship opportunities are welcome. For more information contact:

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