



Exhibitor Manual

Routes Americas 2014

Sheraton Presidente Hotel,
San Salvador,
El Salvador

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EXHIBITION CHECKLIST

We have put together this checklist to help you with your planning for Routes Americas 2014, to record your progress and to remind you of what needs to be done!

BASIC PLANNING	SECTION	DONE (Tick)
READ EXHIBITOR MANUAL		
Work Out a Timetable to Prepare for the Event		<input type="checkbox"/>
Initial Deposit Paid		<input type="checkbox"/>
Balance(s) Due		<input type="checkbox"/>
Book Hotel Rooms	4-7	<input type="checkbox"/>
Make Travel Arrangements		<input type="checkbox"/>
Arrange Delivery/Collection/Storage of Stand Materials	2-11	<input type="checkbox"/>
THE STAND		
Brief Stand Contractor		<input type="checkbox"/>
Order Carpet	4-6	<input type="checkbox"/>
Order Audio Visual	4-1	<input type="checkbox"/>
Order Furniture	4-5	<input type="checkbox"/>
Order Catering	4-2	<input type="checkbox"/>
Arrange Stand Staffing	4-10	<input type="checkbox"/>
Return Shell Scheme Nameboard Form		<input type="checkbox"/>
Arrange Insurance	4-8	<input type="checkbox"/>
PUBLICITY		
Arrange Prize Draw / Incentives		<input type="checkbox"/>
Organise Stand Literature		<input type="checkbox"/>
Organise Extra Advertising		<input type="checkbox"/>
Plan Post-Show Activity and Follow Up		<input type="checkbox"/>

ROUTES AMERICAS 2014 - EVENT TIMETABLE

23rd – 25th February 2014, Sheraton Presidente Hotel, San Salvador, El Salvador

The Routes Americas 2014 event will take place in the Presidente Room on the ground floor of the Sheraton Presidente Hotel, San Salvador, El Salvador.

Event Build-Up Day	Halls Open	Details of Schedule
Sunday 23 rd February 2014	03:00 – 10:00	Build-up of Hosted Networking Stands and Shell Scheme build commences
	10:00 – 11:00	Dressing of Shell Scheme stands commences
Event Open Days		
Sunday 23 rd February 2014	13:00 – 17:45	Event Open
Monday 24 th February 2014	07:30 – 17:45	Event Open
Tuesday 25 th February 2014	08.00 – 16:30	Event Open
Event Breakdown Day		
Tuesday 25 th February 2014	17:30 – 00.00	Dismantling of Stands

All stand dressing and construction MUST be removed from the venue by 23:59 on Tuesday 25th February 2014. Any items left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods which are abandoned in the halls.

1. GENERAL INFORMATION

This manual has been created to aid exhibitors in all aspects of their planning for Routes Americas 2014. It contains many details for your information as well as a number of items which will need your attention in the lead up to the event.

Please take note of the deadlines at the back of this manual in order to make the process of exhibiting at Routes Americas 2014 hassle free.

If you do not find the information you require in this manual, please feel free to contact the Routes Operations Team directly by email: melanie.page@routesonline.com, or by phone on 0044 161 234 2759.

In addition, this manual is available to download via our website www.routesonline.com

1-1 ORGANISERS OFFICE

Routes will have a dedicated Organisers Office to deal with any queries you may have on site. A member of the Routes team will be available to assist you with your queries.

The Organisers Office will be open at the following times:

Saturday 22 nd February 2014	08:00 – 18:00
Sunday 23 rd February 2014	07:00 – 18:00
Monday 24 th February 2014	07:30 – 18:00
Tuesday 25 th February 2014	08:00 – 20:00

The Organisers office is located in Embajador 1.

If you have any queries regarding your participation at Routes Americas 2014 prior to these dates, please do not hesitate to contact any member of the Routes Operations Team. Contact details can be found above.

First Aid:

First Aid is available on-site. There is a clinic onsite which is available from 08:00 till 17:00 with a nurse who is certified and trained for any type of emergency.

Please contact a member of hotel security or a member of Routes Staff in an emergency.

Hospital de la Mujer is located 3.2 km/2.0 miles from the hotel.

Registration Desk:

The Routes Americas 2014 Registration desk will be in operation from 13:00 on Sunday 23rd February 2014 until 16:30 on Tuesday 25th February 2014. All delegates can collect their badge and delegate bag from 13:00 on Sunday 23rd February 2014 onwards.

The Routes Registration Team will be on hand to answer any of your queries.

1-2 VENUE FACILITIES

Business Centre

The Business Centre is part of the Sheraton Presidente Hotel complex. It is equipped with hi-tech devices to offer the most comprehensive range of administrative support and everything you need to stay connected. Services available include: copying, E-mail & Internet, Facsimile, PC, Printer, High Speed Internet Access. Wi-Fi internet is also available free of charge.

1-3 LOST & FOUND

All lost and found items should be handed in or reported to the hotel reception desk. Any inquiries regarding lost and found items should be directed to the Organisers Office or on-site security.

1-4 SMOKING

The Sheraton Presidente Hotel is a **Non-Smoking** venue.

1-5 NOISE LEVELS

If you intend to use any form of music or entertainment (dancing, singing and live performances) for your stand promotion you must notify the Operations Team in advance of Routes Americas 2014.

There will be a prescribed maximum noise level of **70db** for all stands. Entertainment should be scheduled outside the formal Face-to-Face meetings sessions and only during the periods below:

Monday 24 th February 2014	11:00 – 11:20 15:40 – 16:00
Tuesday 25 th February 2014	11:00 – 11:20

During the Strategy Summit, meetings & speeches, no sound, performances or entertainment should occur on any stand.

Those exhibitors who plan to have Audio Visual equipment on their stand should ensure that all audio speakers are be facing inwards towards the stand and **NOT** facing the gangways or any other stands.

1-6 PUBLIC ADDRESS SYSTEM

The public address system is for official announcements by the Organisers only. It is not available to exhibitors for publicity purposes or individual messages during Routes Americas open hours.

If you wish to make an announcement please contact a member of the Routes Marketing team through the Organisers Office.

1-7 HEIGHT LIMITS FOR STANDS

Shell Scheme stands may **not** exceed a height of 2.4 meters.

Hosted Networking Stands may **not** exceed a height of 4 metres and should be single storey only.

1-8 HANGING BANNERS

Under **no** circumstances are exhibitors permitted to hang banners/signs/truss from drop wires above their stands.

All banners/signs/truss must be attached to the top of the stand itself and must not exceed a total height of 4 metres.

1-9 HOTEL ACCOMMODATION & BUSINESS CENTRE

To book hotel accommodation at the event venue please click:

http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1597&EM=VTY_SI_1597_SANSALVADOR_PROP_OVERVIEW

and quote discount code: Set Number 417613.

For information on the other Official Hotel, please click this link:

<http://www.routesonline.com/events/166/routes-americas-2014/event-essentials/hotels-amp-venue/>

An intra-event transfer service will operate between the Official Hotels and the Event Venue during the event.

2. SECURITY, ACCESS & DELIVERY

This section covers areas such as security, parking, lifting, deliveries, customs, storage, and access during the build-up and breakdown period of Routes Americas 2014. Please read carefully and do all that you can to ensure the relevant forms are submitted in good time.

2-1. SECURITY

Security is an area we all take seriously and we ask you to read the sections below carefully and ensure that all your staff fully cooperates with these systems. Please call our Operations Team if you have any queries.

While Routes will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage, which may occur, and it will be the exhibitor's responsibility for the security of their stand, its exhibits and contents including personal property. Appropriate insurance cover should be arranged. See Section 4-8 for details of a provider.

There will be hotel security staff onsite, but their duties will not include special attention to individual stands. Under no circumstances should a stand be unmanned during the open periods of the event and items of value should not be left on your exhibition stand overnight.

2-2 GETTING TO THE VENUE

Please click the link below for a map and information on transportation to the venue:
<http://www.starwoodhotels.com/sheraton/property/area/map.html?propertyID=1597>

2-3 CAR PARKING

Self and Valet Parking Facilities (0 - 2 USD per day)

2-4 LIFTING

The use of cranes, forklift trucks and working platforms is restricted exclusively to our Official Contractor, "Marketing & Service". The use of a company's own cranes, forklift trucks and working platforms is **not** permitted for safety reasons.

2-5 FREIGHT FORWARDING

CEVA Showfreight is the official freight forwarding agent and can, through their worldwide logistics operation, arrange for your consignment to be collected from your premises and delivered to Routes Americas 2014.

If you contact **CEVA Showfreight** they will organise with their local agent to contact you and make the necessary arrangements. This way you can deal with someone in your own country and in your own language.

Contact: Martyn White
CEVA Showfreight
martyn.white@cevalogistics.com
Tel: +44 1322 312 058 - Fax: +44 121 782 2875

Deliveries should be arranged via CEVA Showfreight, as neither Routes nor the Sheraton Presidente Hotel will accept responsibility for any deliveries on your behalf.

2-6 DELIVERY ADDRESS

Shipments going directly to the Sheraton Presidente Hotel should be sent to:
Melanie Page, Routes Americas 2014, Embajador 1
c/o Lissette Rodriguez & Nury Servellon
Ave. La Revolucion
Col. San Benito
San Salvador
El Salvador

Venue Contact: Lissette Rodriguez
Tel: 00503 2283-4020
Email: lissette.rodriguez@sheratonpresidente.com.sv

Deliveries should be clearly marked identifying the sender and receiver and an accessible packing slip should be available. Please ensure the package has the following information on the label:

Company Name
Stand Number
Delivery Address
No. Of boxes

Please contact CEVA Showfreight to arrange delivery to the venue:
Contact: Martyn White
CEVA Showfreight
martyn.white@cevalogistics.com Tel: +44 1322 312 058 - Fax: +44 121 782 2875

2-7 CUSTOMS

Due to stringent customs regulation in El Salvador, we do not recommend hand carrying any items. As such, we recommend that all shipments are sent via CEVA Showfreight, the Official Freight Forwarding agent for Routes Americas 2014. Please note that CEVA Showfreight is recommended by Routes for freight forwarding requirements, however Routes cannot accept the responsibility for delivery of any exhibitor goods.

Please note that due to stringent customs procedures in El Salvador, no foodstuffs or liquid products are permitted to be brought in to the country as part of your shipment. Any gifts or giveaway products will need to be declared to customs and should be listed on a commercial invoice. Please anticipate a long lead time for giveaway gifts to clear customs.

CEVA Showfreight will assist in arranging this clearance as part of their service please contact them directly to discuss any questions you may have regarding customs formalities.

Martyn White
CEVA Showfreight
martyn.white@cevalogistics.com
Tel: +44 1322 312 058 - Fax: +44 121 782 2875

2-8 DELIVERY & COLLECTIONS

Delivery should not be made before Saturday 22nd February 2014 as there is no storage available at the venue.

Deliveries during Build-Up

Routes will **not** accept delivery of any goods and also cannot accept responsibility for any goods delivered to unstaffed stands. We regret we have no storage facilities available within the Organisers Office onsite.

We strongly advise you to check your courier's local office open days and hours if you arrange for a courier other than CEVA to deliver items the venue. Some courier companies have restricted opening hours, especially at weekends.

Any couriered items not sent with CEVA Showfreight will be subject to local courier taxes and customs charges due on delivery, therefore, **please ensure a representative from your company is at the venue to accept delivery and settle the necessary charges.**

Deliveries during Event

Vehicles delivering stock during the open period may arrive 1 hour prior to show opening each open day.

All goods entrances and loading areas must be clear of vehicles prior to the event opening. No deliveries are permitted once the event is open.

The breakdown of stands is not permitted during any part of the open period of the event, under any circumstances.

Collections

If you are arranging for goods to be collected after Routes Americas 2014 closes, we strongly advise you do not leave goods unattended at any time before they are collected.

Routes cannot accept responsibility for damage to stands or goods or the loss or theft of any property on any stand or anywhere else in the event.

2-9 STORAGE

There are no facilities within the venue for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons.

Empty packaging material left at the stand is classed as waste and the exhibitor will be invoiced for its disposal.

3. STAND CONSTRUCTION & DRESSING

There are a number of regulations within this section that are essential for an orderly event. Please be aware of them and comply with them. If you have any questions or require advice please contact our Operations Team who will be ready to offer you assistance.

3-1 BUILD-UP SCHEDULE

Event Build-Up Day	Halls Open	Details of Schedule
Sunday 23 rd February 2014	03:00 – 10:00	Hosted Networking Stand and Shell Scheme stand build period
	10:00 – 11:00	Exhibitors finishing touches to all stands

3-2 EVENTS OPEN DAYS

Event Open Days	
Sunday 23 rd February 2014	13:00 – 17:45
Monday 24 th February 2014	07:30 – 17:45
Tuesday 25 th February 2014	08.00 – 16:30

Any maintenance work required during the open days of Routes Americas 2014 must be pre-arranged with the organisers before 14:00 on the day you want to work. Stand maintenance can only be undertaken during the closed hours of the show.

3-3 BREAKDOWN SCHEDULE

The Networking Area at Routes Americas will close at 16:30 on Tuesday 25th February 2014.

Removal of exhibits and displays commences at 17:30. Under no circumstances may any goods be removed or packed away from your stand before this time.

We strongly advise you **NOT** to leave items unattended on your stand at any time.

Dismantling of stands and removal of all material must be completed by 23:59 on Tuesday 25th February 2014. Please ensure that you arrange for **ALL** of your stand materials to be removed from the halls.

Any goods/stand fitting left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods that are abandoned and this will be passed on to the exhibitor.

3-4 CARPET / FLOOR COVERING

Hosted Networking Stands

If you are building your own stand you must supply your own floor covering. The use of tape and nails to secure your flooring is not permitted. Please ensure the only tape used is carpet tape which does not damage the venue flooring.

Shell Scheme Stands

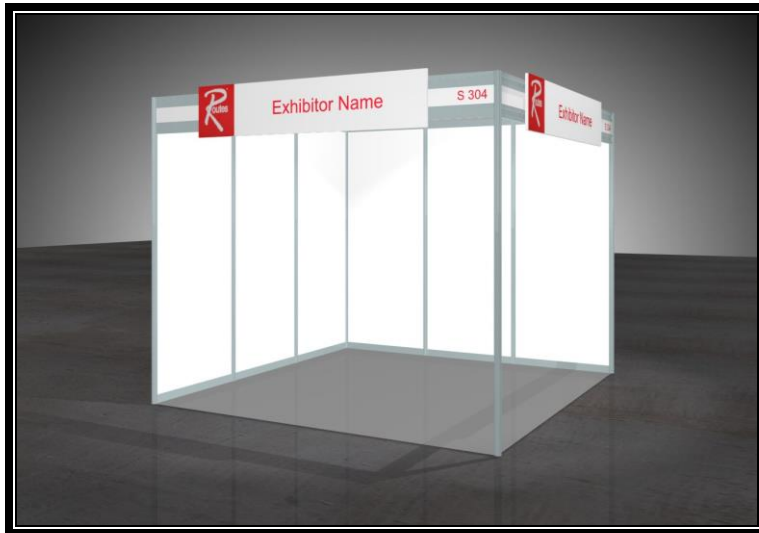
As this is a carpeted venue, carpet will not be provided as part of your stand. If you would like to order carpet for your stand then please contact Nilda Tobar Navarrete by email on nilda_tobar1@hotmail.com

3-5 DISCREPANCIES

If you experience any problems with your stand please inform the Organisers Office immediately. Discrepancies regarding your stand will only be recognised by the Organisers if notification is made to them in writing before the close of Routes Americas 2014 on Tuesday 25th February 2014.

3-6 SHELL SCHEME STANDS

Routes have appointed “Marketing & Service” for all shell scheme construction and as such they must carry out all shell scheme work in the halls.



Example 3m x 3m shell scheme stand

The Shell Scheme specification is as follows:

Fascia: Fascia with black lettering – 26 characters max

Walling: 3 sets of partition panels (one back wall and two side walls). All booths are 2.4m (240cm) tall. Corner booths will have the option to remove one side wall. Please contact the contractor to discuss your requirements.

For specific wall measurements for graphics please contact Nilda Tobar Navarrete from “Marketing & Service” by email on nilda_tobar1@hotmail.com

Carpet: None.

As this is a carpeted venue, carpet will not be provided as part of your stand. If you would like to order carpet for your stand then please contact Nilda Tobar Navarrete by email on nilda_tobar1@hotmail.com

Power: 1 x Socket

Please bear in mind that you may need to bring a plug adaptor and/or voltage converter with you. The typical voltage is 110-120 Volts, 60Hz.

Lighting: 3 x spotlights

Furniture: 2 chairs and 1 table

Fascia Name Board

All Shell Scheme stands come complete with a fascia nameboard with your company name on. It is important that you complete and return the Shell Scheme Nameboard Order Form with the company name you wish to appear on your fascia name board by **7th February 2014** to Nilda Tobar Navarrete at “Marketing & Service” by email on nilda_tobar1@hotmail.com.

Please note that your name must not exceed 26 characters.

If you do not submit your company name details by the deadline then we will use the name as detailed in your stand contract.

On-site changes will incur an extra charge.

Additional Branding/Enhancements

Any Shell Scheme stand holders wishing to brand their stand or make adjustments to the above specification should ensure that they have their designs approved by Routes before going ahead.

Please send visuals of branding or enhancements to Melanie Page, Host & Project Manager, melanie.page@routesonline.com before **23rd January 2014**.

3-7 STAND FITTING - GENERAL INFORMATION

Gangways

Exhibitors must ensure that the gangways adjoining the stands are not blocked, during build-up and breakdown, in such a way which inhibits the movement of other exhibitors and freight. Exhibitors not adhering to this rule may be asked to move.

Heights

Shell Scheme displays may not exceed a height of 2.4 meters.

4. ADDITIONAL SERVICES

Under this section you will find information on electrics and all appointed suppliers. Where return dates are shown it is essential these particular services are ordered in advance as late orders may cause delays and can be subject to surcharges. Please contact the Routes Operations Team or the supplier involved for any advice or assistance you may require.

4-1 AUDIO VISUAL EQUIPMENT

Audio visual equipment on your stand is available at an additional cost. AV equipment can be ordered directly with "Marketing & Service". Please contact Nilda Tobar Navarrete at "Marketing & Service" by email on nilda_tobar1@hotmail.com to discuss your requirements.

4-2 CATERING

The Sheraton Presidente Hotel is the sole provider of food and beverages throughout the entire venue. External caterers will not be permitted.

Please contact Lissette Rodriguez at the Sheraton Presidente Hotel by email on lissette.rodriguez@sheratonpresidente.com.sv to order catering on your stand.

Exhibitors/Sponsors are not permitted to supply their own food and drink without a prior, written declaration of acceptance from the venue. Please contact the Routes Operations Team by **23rd January 2014** if you wish to offer samples of food and beverages not readily available through the venues catering services.

All external catering must be pre-prepared before the event as it is not permitted to prepare this onsite.

4-3 CLEANING

Overnight cleaning of all gangways and event common areas is provided by the venue. Should you require additional cleaning, please contact the Routes Operations Team to discuss your requirements: melanie.page@routesonline.com

4-4 ELECTRICITY

The stands are powered only during open hours. For safety reasons power is switched off during the night. Please contact the Routes Operations Team if you require power to your stand during the night: melanie.page@routesonline.com

4-5 FLORAL

Floral decoration can be ordered directly with “Marketing & Service”. Please contact Nilda Tobar Navarrete at “Marketing & Service” by email on nilda_tobar1@hotmail.com to discuss your requirements.

4-6 FURNITURE, CARPET & STAND GRAPHICS

Furniture

Please note that a table and two chairs are included in the standard shell scheme package.

Additional furniture items (brochure racks, cupboards, comfy seating etc.) are available at an additional cost. Furniture can be ordered directly with “Marketing & Service”. Please contact Nilda Tobar Navarrete at “Marketing & Service” by email on nilda_tobar1@hotmail.com to discuss your requirements.

Carpet

As this is a carpeted venue, carpet will not be provided as part of your stand. If you would like to order carpet for your stand then please contact Nilda Tobar Navarrete by email on nilda_tobar1@hotmail.com

Graphics

Graphics are **not** included in your stand design. Should you wish to have graphics added to your stand at an additional cost please contact Nilda Tobar Navarrete at “Marketing & Service” by email on nilda_tobar1@hotmail.com to discuss your requirements.

4-7 INSURANCE

Whilst we take every precaution to protect your property during the event, we are not responsible for any loss, consequential loss, or damage to your products whilst at Routes events. All exhibitors must have full indemnity insurance against public liability and all other usual risks in respect of loss, damage, injury to goods and person, and in particular against theft.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, you will be liable to pay any expenditure incurred should the event be cancelled. Please be aware that there is insurance cover available to protect you against this risk, but it is optional.

The UK Financial Services Authority regulations do not permit us to advise you on any insurance matter. However we would like to draw your attention to the services offered by Event Assured. Please contact them on Tel +44 (0)1376 330624, Fax +44 (0)1376 330004

You are under no obligation to purchase insurance from Event Assured and may therefore choose to seek insurance from other providers.

5. VENUE RULES & REGULATIONS

Please read this section carefully and pass on all information to your stand contractor should you have one. It is an exhibitor’s responsibility to ensure a copy of this Manual is passed on to all non-official stand contractors.

Please contact the Routes Operations Team for an up-to-date floor plan should you require one.

5-1 GENERAL RULES

The below rules and regulations are that of the Sheraton Presidente Hotel and are not fully inclusive of all Health and Safety Guidelines. For a more comprehensive guide to the Health and Safety Standards that all Routes exhibitors and contractors should adhere to please click on the link below and download a copy of ‘The g-Guide’: <http://theg-guide.net/>

Alcohol Consumption

Alcohol consumption is prohibited during move-in and move-out of all shows.

Building Safety

Hosted Networking Stands must not be attached to the building in any way and must not rely on the building as a form of support. They must also adhere to local building and fire codes, for further information please contact the Routes Operations Team: melanie.page@routesonline.com.

Booth Construction and Decoration

Hosted Networking Stand exhibitors may construct and decorate their own booths as long as they strictly respect the technical and security rules in force, namely:

- Walls, columns and general infrastructure of the exhibition hall may not bear loads
- It is forbidden to change the natural state of the structure / installation (painting, drilling holes into the wall panels, using double sided tape on the walls, other than 3M tape, gluing carpets or any other construction material, etc.)
- The reparation charges will always be for the exclusive account of the exhibitor
- It is forbidden to obstruct passages and the access to emergency exits

Disposal of Material

It is obligatory to collect and dispose of all material during the breakdown of the event. When the dismantling period is over, the exhibitor loses any right to claim for losses or damage to property left behind and any costs incurred by the venue in removing this property will be charged to the exhibitor.

Payment Policy

Payment for the products/services requested should be settled directly with the subcontractors or other official suppliers. All payments should be effected before the start of the build-up period.

Routes do not allow exhibitors to move-in unless all financial obligations have been fulfilled. If onsite payments cannot be avoided then please ensure that a member of your crew has the authority to make the payment. Orders placed during build-up or the exhibition are to be paid immediately onsite.

Prohibited Goods

The Organizer reserves the absolute right to remove any dangerous equipment which releases disagreeable, harmful or disturbing odours, as well as installations likely to detract from the general appearance of the exhibition.

- Raw material processing for structures (cutting pieces to size, planning, polishing, varnishing, etc.) as well as the use of wood-working machinery, welding equipment, any type of naked flame or internal combustion engines (e.g. compressors).
- Propane-butane gas, nail pistols, spray guns and current-generating equipment
- Highly inflammable or explosive compounds, gases, dangerous materials, radiation materials and inflammable chemicals
- Goods causing nuisance by their odour, noise or light
- Goods not listed in the application form submitted by the exhibitor.

Security

We advise you to observe the following

- We recommend that you take out adequate insurance to cover your property
- Always keep your personal property locked away. Please do not leave handbags, briefcases, mobile phones, laptops, etc. on the stand unattended
- Do not leave your booth unmanned until the last visitor has left the exhibition area.

5-2 FLAMMABLE & EXPLOSIVE GOODS, HOT WORK & SMOKE FORMATION

Special Effects

Special effects lighting, live music, smoke and laser projection may not be used on your stand.

The venue will not allow for any Hot Works to be undertaken on stands. This can include cooking demonstrations, lighting, heating systems and laser technology. This is not an exhaustive list and should be used as a guide only.

Lit candles or other naked flames are also not permitted.

5-3 ELECTRICAL INSTALLATIONS

Cables may not be plugged into venue sockets and / or trailed across gangways.

It is important to note that once a show has ended, stand power will be turned off half an hour after the show closes and will not be turned back on. This is to ensure the safety of all persons working in the halls.

Routes has a legal responsibility to ensure the integrity of electrical installations at the venue. This includes monitoring contractors' installations and connections made by exhibitors. Any electrical installation considered unsafe will not be energized until the appropriate remedial action is completed.

5-4 FIRE & ACCIDENT REGULATIONS

The purpose of this requirement is to maintain an acceptable level of fire safety within the venue.

The following will apply

1. The aisles, passageways, emergency routes, doors and exists must be secured and must remain unobstructed all the time.
2. Total weight of fire hazardous materials stored in the booths cannot exceed 650 MJ/m².

3. Smoking and the usage of open flames in the entire hall is prohibited.
4. Fire hazardous materials are prohibited in the area of fuses or switchboards of electrical appliances.
5. Coffee machines must be stored on fire resistant plates only. After usage they must be switched off and unplugged from the circuit. Use of electric ovens and portable heating equipment is strictly prohibited.
6. The usage of flammable and explosive liquids and propane/butane cylinders is strictly prohibited.
7. Fire extinguishers are placed next to exits and cannot be blocked.
8. After the event and during the dismantling the booths and exhibit space must be thoroughly checked to ensure that no flammable or explosive incidences have occurred.
9. In the event of fire, please contact a member of the Routes Team and a venue staff member immediately. On Guest floors there are Fire Exit signs and behind every guest room door there is a Fire Emergency plan.
10. In the event of a power cut there is Emergency lighting installed throughout the hotel which would give basic minimum lighting in the hotel in case of power failure.

6.

MARKETING

6-1 STAND DESIGN

The design of your stand and your pre-event marketing campaign are crucial to attract delegates and increase footfall at Routes Americas 2014. Below are some design and promotional ideas you may wish to consider as part of the effort to make your company stand out:

- Your company tagline
- Visuals of your company/location
- Information counter for your marketing literature
- Plasma screens with promotional DVD's
- The latest technology for visual & digital imagery
- Colour, motion and bold graphics
- Seating area
- Music, entertainment and refreshment facilities
- Give-aways & unique prizes
- Welcoming & smiling promotional staff
- 'At Event' offers and promotions

6-2 STAND PROMOTION

Stand Incentives

Please note exhibitors are **not** permitted to sell any items from their stands at Routes Americas 2014.

Extra Seating

To enable you to accommodate delegates we strongly advise you to incorporate seating areas within your stand design. Remember comfortable lounge seating can be very appealing to exhausted Routes delegates visiting your stand whether informally or formally.

Coffee and Dessert

Specialty coffee/cold drinks and desserts are especially popular with delegates at Routes Americas 2014 and we would encourage you to offer this sort of hospitality to entice delegates to your stand as well as offering this service to delegates who are formally visiting you during the event. Please see Section 4-2 for details on stand catering/hospitality.

6-3 PROMOTIONAL STAFF & ENTERTAINMENT

Promotional staff will often add to the welcome and inviting experience. Smiles, eye contact and 'fluent' body language will help entice delegates onto your stand. Promotional staff can attend the event at no extra cost and are not included in your exhibitor places.

Should you wish to order any staff/hostesses for your stand please contact the Routes Operations Team for assistance.

Also offering live entertainment* on your stand attracts attention. Please ensure you contact Susan Willis: susan.willis@routesonline.com should you wish to do this, so that such activity can be promoted appropriately and so that we can also check that it meets the event regulations.

***Due to the meetings and briefings taking place at Routes Americas 2014 there are sound volume and timing restrictions in the venue, please refer to Section 1-5.**

Please note you will be required to register these staff with Routes in order for them to gain access to the event. Please send details of your stand staff to our Registration Team at eventregistration@routesonline.com

6-4 ROUTES DIRECTORY

The Routes Americas Delegate Directory is an invaluable tool for the event. Not only will it provide delegates attending the event with important logistical information but it will also provide an important reference tool in sourcing delegate contacts throughout the following year.

As a consequence of this, the Routes Americas Delegate Directory is extremely popular with all exhibitors as it is an opportunity to advertise your stand location, company and region, thereby drawing key delegate traffic to your stand.

6-5 EXHIBITOR PROFILE

Exhibitors are entitled to a logo and '100 word' profile in the Routes Delegate Directory. To guarantee your inclusion please send a copy of your company logo in both an **EPS and JPEG** format and your 100 word profile to Susan Willis at susan.willis@routesonline.com by **27th January 2014**.

6-6 ROUTES DAILY NEWS & ADVERTISEMENT OPPORTUNITIES

To advertise and add stories to the official publications at Routes Americas 2014, please contact: susan.willis@routesonline.com

If you are interested in advertising online to enhance your marketing message at Routes you can contribute to Routesonline. Please contact Chris Hayes by email on chris.hayes@routesonline.com

6-7 SPONSORSHIP OPPORTUNITIES

Routes Americas 2014 is offering an exciting range of sponsorship opportunities designed to increase your company profile and key marketing message to over 400 key decision-makers.

From meeting hall sponsorship to literature distribution there are packages to suit every budget, all of which can be tailored to suit your desired requirements and objectives.

For further information on how we can help you with sponsorship opportunities, please contact Paul Hibbert by email on paul.hibbert@routesonline.com

6-8 PHOTOGRAPHY

Routes will ensure all exhibits will be photographed during the event and this may be reproduced in post event material. For any special requests, please contact susan.willis@routesonline.com

6-9 PRE & POST MARKETING OPPORTUNITIES

If you have any questions, please contact Susan on susan.willis@routesonline.com or +44 161 234 2758.

For any logistical information not covered by this document then please do not hesitate to contact the Routes Operations Team directly.

We look forward to seeing you at Routes Americas 2014.

Melanie Page

Host & Project Manager

t: +44 (0)161 234 2759 f: +44 (0) 161 234 2737

e: melanie.page@routesonline.com

w: www.routesonline.com

7. FREQUENTLY ASKED QUESTIONS

Below we have listed some frequently asked questions, please take time to read them as it may just save you a telephone call!

Q: How high can I build my stand?

A: Hosted Networking Stands may **not** exceed a height of 4 metres and should be single storey only.
Shell Scheme displays may **not** exceed a height of 2.4 meters.

Q: Can I hang banners/truss/signage from the ceiling?

A: Under **no** circumstances are exhibitors permitted to hang banners/signs/truss from drop wires above their stands. All banners/signs/truss must be attached to the structure of the stand itself and must **not** exceed a height of 2.5 metres for shell scheme stands and 4m for Hosted Networking stands.

Q: Who can take delivery of my package?

A: The organisers and the venue **will not** accept responsibility for the delivery of any goods for your stand. It is important that you arrange for a representative from your company to be at your stand to receive them, especially during the build-up period.

Q: Where can I store my boxes?

A: There are no facilities within the halls for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons.

Q: When do Exhibitors have access to build/dress their stand?

A: Hosted Networking Stand exhibitors have access from 03:00 on Sunday 23rd February 2014;
Shell Scheme exhibitors have access from 10:00 on Sunday 23rd February 2014.

Event Build-Up Days	Halls Open	Details of Schedule
Sunday 23 rd February 2014	03:00 – 10:00	Hosted Networking Stand and Shell Scheme stand build period
	10:00 – 11:00	Exhibitors finishing touches to all stands

Q: What time can I break down my stand?

A: Removal of exhibits and displays commences at 17:30 on Tuesday 25th February 2014. Under no circumstances may any goods be removed or packed away from your stand before this time.

Q: What comes with my Shell Scheme stand?

A: Fascia name board with company name, wall panelling, lighting, power point, table and two chairs. See full specification in section 3-6

Q: What if I have a problem with my Shell Scheme stand?

A: “Marketing & Service” is the Official Shell Scheme stand contractor and will be on-hand throughout the event to answer any of your queries and to assist you in your build-up.

Q: How do I attach posters to my Shell Scheme stand?

A: Lightweight exhibits or displays can be attached to the walls by the use of double sided tape, pads or Velcro.

Q: I would like to serve food from my stand, who do I contact?

Please contact Lissette Rodriguez at the Sheraton Presidente Hotel by email on lissette.rodriguez@sheratonpresidente.com.sv to order catering for your stand.

Q: How do I book hotel accommodation?

A: All hotel details and rates are listed on <http://www.routesonline.com/events/166/routes-americas-2014/event-essentials/hotels-amp-venue/>

Q: How do I order an Internet connection?

A: Internet connections can be ordered from the venue. Please contact Lissette Rodriguez at the Sheraton Presidente Hotel by email on lissette.rodriguez@sheratonpresidente.com.sv.

Q: Will my stand get cleaned?

A: All gangways, event common areas and stand rubbish bins will be cleaned during the event.

Q: Can I play music and/or DVD's on my stand?

A: Yes music/DVD's can be played on your stand during the times specified in Section 1-5 of the event.

8.**ORDER FORMS**

We have compiled this checklist as a quick reference guide for returning essential forms to the relevant supplier.

DETAILS	EXHIBITOR TYPE	DEADLINE	SENT
Shell Scheme Nameboard Order Form	Shell Schemes	07/02/14	<input type="checkbox"/>
Shell Scheme Extras, Stand Fittings & Furniture Order Form	Shell Schemes & Hosted Networking Stands	07/02/14	<input type="checkbox"/>
Electrical Order Form	Hosted Networking Stands (Space Only)	07/02/14	<input type="checkbox"/>
AV Order Form	All	07/02/14	<input type="checkbox"/>
External Food Approval Form	All	23/02/14	<input type="checkbox"/>