



Exhibitor Manual

Routes Europe 2014
6th – 8th April 2014

Palais du Pharo,
Marseille,
France

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EXHIBITION CHECKLIST

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

BASIC PLANNING	SECTION	DONE (Tick)
READ EXHIBITOR MANUAL		<input type="checkbox"/>
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	4-6	<input type="checkbox"/>
Make Travel Arrangements		<input type="checkbox"/>
Arrange Delivery/Collection/Storage of Stand Materials	2-8	<input type="checkbox"/>
THE STAND		
Brief Stand Contractor		<input type="checkbox"/>
Order Communications/IT	4-9	<input type="checkbox"/>
Order Floor Covering	4-5	<input type="checkbox"/>
Order Floral Displays		<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"/>
Order Electrics	4-4	<input type="checkbox"/>
Arrange Stand Staffing	4-8	<input type="checkbox"/>
Confirm Shell Scheme Nameboard		<input type="checkbox"/>
Arrange Insurance	4-7	<input type="checkbox"/>
PUBLICITY		
Arrange Prize Draw / Incentives / Entertainment		<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 EUROPE 2014 - EVENT TIMETABLE

6-8 April 2014, Palais du Pharo, Marseille, France

The Routes Europe 2014 event will take place throughout the Palais du Pharo, Marseille, France. The exhibition will be in the Extension section of the venue.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 5 April	08.00 – 18.00	Build up of Hosted Networking Stands and Shell Scheme build commences.
Sunday 6 April	08.00 – 10.00	Build up of Hosted Networking Stands. Dressing of Shell Scheme stands
Event Open Days		
Sunday 6 April	11.00 – 20.00	Event Open Welcome Reception (18.00 – 20.00)
Monday 7 April	07.30 – 17.30	Event Open
Tuesday 8 April	08.00 – 17.30	Event Open
Event Breakdown Days		
Tuesday 8 April	18.30 – 23.59	Dismantling of Stands

All stand dressing and construction MUST be removed from the venue by 23.59 on Tuesday 8 April 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 Europe 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 Routes Europe 2014.

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

If you do not find the information you require in this manual please feel free to contact the Routes Operations Team directly.

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. The Organisers Office will be open at the following times:

Saturday 5 April	08:00 – 18:00
Sunday 6 April	08:00 – 17:30
Monday 7 April	07:30 – 17:30
Tuesday 8 April	08:00 – 20:30

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

Hannah Slocombe
Senior Operations Executive
Hannah.slocombe@ubm.com
+44 (0)207 921 8209

First Aid:

First Aid is available on-site; please contact a member of security or a member of Routes Staff in an emergency.

Registration Desk:

The Routes Europe 2014 Registration desk will be in operation from 11:00 on Sunday 6 April 2014 until 16:30 on Tuesday 8 April 2014. All delegates can collect their badge and delegate bag from 11:00 on Sunday 6 April 2014 onwards.

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

1-2 LOST & FOUND

All lost and found items should be handed in or reported to the Palais du Pharo. Any enquiries regarding lost and found items should be directed to the Organisers Office or on-site security.

1-3 SMOKING

Palais du Pharo is a **Non-Smoking** venue.

1-4 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 organisers in advance of Routes Europe.

There will be a prescribed maximum noise level of **50db** for all stands. Entertainment should be scheduled outside the formal one-to-one meetings sessions and only during the periods below:

Sunday 6 April	11.00 – 13.00
Monday 7 April	10.30 – 11.00
	12.35 – 14.00
	15.40 – 16.10
Tuesday 8 April	10.30 – 11.00
	12.35 – 14.00
	15.40 – 16.10

Routes would also ask that all exhibitors minimise noise and show appropriate respect to the formal speeches during the Welcome Reception and Lunches.

If any noise levels are raised to an unacceptable level, you may be asked to suspend activities until a more appropriate time.

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

Any exhibitors who intend to have music on their stands should ensure they have applied for the right to perform live or recorded music. Please contact a member of the Routes Operations Team who can assist with this.

1-5 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 Europe open hours.

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

1-6 HEIGHT LIMITS FOR STANDS

Your Hosted Networking Stand may **not** exceed a height of 3 metres and should be single storey only.

Shell Schemes may **not** exceed a height of 2.5 metres.

1-7 HANGING BANNERS

Routes Europe 2014 directional signage will be situated around the halls. 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 3 metres.

2. SECURITY, ACCESS & DELIVERY

This section covers areas such as security, access during the build-up and breakdown period of Routes, parking, lifting, deliveries, customs and storage. 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 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.

Security personnel will patrol the exhibition halls in general, 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 PALAIS DU PHARO

Please find directions below to the Palais du Pharo. The Palais du Pharo is easily accessible by three highways. From Lyon take the A7, from Martigues take the A55 and from Nice, Toulon and Aubagne take the A51 and exit the tunnel Prado Carenage Pharo.

By public transport, take Metro line 1 to Old Port and then bus #83 to the Pharo stop.

Address:

Palais du Pharo
58 Bd Charles Livon
13007 Marseille

2-3 CAR PARKING

There is no parking available at the Palais du Pharo. To find parking near the venue please use this link: <http://www.parking-public.fr/parking-ville-marseille/parking-marseille--a-6111-d-0>

2-4 LIFTING

The use of cranes, forklift trucks and working platforms is restricted exclusively to our Official Contractor, Alris Concepteur d'Espaces. Please contact them to discuss further. 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 Europe 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
Address: Unit 3a, Perimeter Way
NEC, Birmingham
B40 1PJ, UK
Tel: +44 (0)121 782 8888
Fax: +44 (0)121 782 2875
Email: martyn.white@cevalogistics.com

2-6 DELIVERY ADDRESS

Deliveries should be clearly marked identifying the sender and receiver and an accessible packing slip should be available. Deliveries should be arranged via CEVA Showfreight, and neither Routes nor Palais du Pharo will accept any deliveries.

Please contact CEVA Showfreight to arrange delivery to the venue. Contact details above.

2-7 CUSTOMS

Any goods being sent to Routes Europe 2014 will be subject to Customs Clearance.

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.

2-8 DELIVERY & COLLECTION

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.

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.

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 goods will be allowed through the main entrances of the halls. 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 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.

Dismantling of stands and removal of all material must be completed by Tuesday 8 April 2014 by 23.59. 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.

2-9 STORAGE

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.

If you require storage facilities please contact CEVA Showfreight who will quote for storing, packaging, and other materials on your behalf. Empty packaging material left at the stand is classed as waste and the exhibitor will be invoiced for its disposal.

Contact: Martyn White

Address: Unit 3a, Perimeter Way

NEC, Birmingham

B40 1PJ, UK

Tel: +44 (0)121 782 8888

Fax: +44 (0)121 782 2875

Email: martyn.white@cevalogistics.com

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 Days	Halls Open	Details of Schedule
Saturday 5 April	08.00 – 18.00	Stand build commences
Sunday 6 April	08:00 – 10.00	Finishing touches to all Hosted Networking Stands & Dressing of Shell Scheme stands

3-2 EVENTS OPEN DAYS

Event Open Days	
Sunday 6 April	11.00 – 20.00
Monday 7 April	07.30 – 17.30
Tuesday 8 April	08.00 – 17.30

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

3-3 BREAKDOWN SCHEDULE

The Exhibition Halls at Routes Europe close at 17:30 on Tuesday 8 April 2014. Removal of exhibits and displays commences at 18:30. 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 8 April 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.

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 Europe 2014 on Tuesday 8 April 2014.

3-6 EXHIBITOR APPOINTED CONTRACTOR & EXHIBITOR ACCESS

Contractor Wristbands

All EAC's working on your Hosted Networking Stand or Shell Scheme stand must complete and return the form at the rear of this manual to order Contractor Wristbands from Routes to gain access to the Exhibition Halls. These wristbands are free of charge and must be collected from the Organisers Office before build-up can commence on your stand.

Exhibitors

Exhibitors are also required to collect a Wristband on a daily basis from the Organisers Office. Only registered exhibitors may obtain these wristbands.

3-7 SHELL SCHEME STANDS

Routes have appointed Alris Concepteur d'Espaces for all shell scheme construction and as such they must carry out all shell scheme work in the halls.

Example Shell Scheme



The Shell Scheme specification is as follows:

Fascia: Red fascia – 26 characters max

Walling: 3 sets of partition panels (one back wall and two side walls). For specific measurements for graphics please contact Alris Concepteur d'Espaces at aude.isnard@alris.com

Carpet: Carpet - Grey

Power: 1 x Socket

Lighting: 3 x spotlights

It is important that you complete and return the Fascia Nameboard Order Form with the company name you wish to appear on your fascia name board by 21 March 2014 to aude.isnard@alris.com

On-site changes will incur an extra charge.

Additional Branding/Enhancements

Any Shell Scheme 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 Hannah Slocombe, Senior Operations Executive, hannah.slocombe@ubm.com before 21 March 2014.

3-8 HOSTED NETWORKING STANDS

All exhibitors taking Hosted Networking Stands must forward details as below. Please read these details carefully and ensure they are passed on to unofficial stand contractors where necessary.

Details must be forwarded of works to be carried out including:

- **dimensional drawings showing the front, side & back perspectives, elevations and floor layouts of the stand**
- **details of materials being used to construct the stand**
- **a plan showing orientation and location within the exhibition**
- **a risk assessment (including fire hazards) and a method statement**
- **proof of liability insurance up to £1,000,000 GBP**

All dimensions should be shown in metric and all details must be written in English.

Contact: Hannah Slocombe
Senior Operations Executive
UBM Live
Ludgate House, 245 Blackfriars Road
London, SE1 9UY
Tel: +44 207 921 8209
Fax: +44 207 955 3949
Email: Hannah.slocombe@ubm.com

The deadline date for this approval is **Friday 21 March 2014**.

Should you envisage not being able to reach the deadline date for approval – please contact a member of the Routes Operations Team immediately. Failure to supply the above items in the correct manner may result in your stand not being approved for build.

Please ensure your appointed contractor is made aware of all building regulations in Section 5 and has received an up-to-date copy of the floor plan.

In addition, your stand should **not** exceed a height of **3 metres** and should be single storey only.

Unofficial stand contractors (Exhibitor Appointed Contractors) should complete and return the Exhibitor Appointed Contractor Form in the rear of this manual.

3-9 STAND FITTING - GENERAL INFORMATION

Gangways

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

Heights

If you are building your own stand you must **not** exceed a height of 3 metres.

Shell Scheme displays may **not** exceed a height of 2.5 meters.

Stand Incentives

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

Vehicles on Stands

Vehicles on stands are not permitted.

Stand Design

Hosted Networking Stands should not be more than 1 storey high or incorporate any platforms or stages over 0.6m in height.

Open corners of stand floors and platforms should be splayed, rounded or angled, if not protected by heavy exhibits, to avoid a tripping hazard.

4. ADDITIONAL SERVICES

Under this section you will find information on electrics, piped services 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 at Routes 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

AV equipment can be ordered via Alris Concepteur d'Espaces at aude.isnard@alris.com.

4-2 CATERING

There is no venue catering facility at the venue. There will be an external caterer working with the Organisers to supply all catering for the event.

For more information about catering on your stand, please contact Marion Gauthier, Senior Operations Executive, marion.gauthier@ubm.com who will provide you with the caterers contact details and information.

4-3 CLEANING

Overnight cleaning of shell scheme stands and gangways is included as part of the service – this consists of vacuuming and emptying of bins. Should you require additional cleaning services please contact our Official Contractor, Alris Concepteur d'Espaces at aude.isnard@alris.com.

4-4 ELECTRICITY

The voltage in France is 220-240 V AC, 50 Hertz frequency. Continental Europe uses 2 round pin plugs.

Each Hosted Networking Stand is required to have an individual switchboard with the capacity and fuse compatibility for the requested amount of power which will be connected to the island switchboard by Palais du Pharo. All electrical connection into the stand switchboard and all electrical works within the stand are to be done by the Official Contractor, Alris Concepteur d'Espaces.

The stands are powered only during open hours, for safety reasons power is switched off during the night. Night power connection and consumption fees costs can be obtained directly from our Official Contractor, Alris Concepteur d'Espaces at aude.isnard@alris.com.

4-5 FURNITURE & CARPET

Routes have appointed Alris Concepteur d'Espaces as the Official Stand contract for Routes Europe 2014. Alris Concepteur d'Espaces can supply both furniture and carpet for your stand, please contact them directly at aude.isnard@alris.com

4-6 HOTEL ACCOMMODATION

To book hotel accommodation please visit <http://www.routesonline.com/events/165/routes-europe-2014/event-essentials/official-hotels/#mainContent>. Free transfers will be offered to/from all Routes Official Hotels.

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. 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 Event Assured 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.

4-8 STAND STAFF/HOSTESSES

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

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

4-9 COMMUNICATIONS & IT SERVICES

Communications and IT Services are supplied exclusively through an external contractor. Please contact Marion Gauthier, Senior Operations Executive should you wish to order this for your stand, marion.gauthier@ubm.com.

Wi-Fi will be available in the venue free of charge but is meant for the reading of emails or the sending of small files only. If you need to download files larger than 5 MB or display presentations, you should order a wired Internet connection directly from the external contractor. Please contact Marion Gauthier, Senior Operations Executive should you wish to order internet for your stand, marion.gauthier@ubm.com.

We do not recommend the use of Wi-Fi on stands or for presentations purposes and Routes cannot be liable for the functionality of this service.

5. PALAIS DU PHARO 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 onto all non-official stand contractors.

Please click this link for an up-to-date floor plan should you require one:
<http://www.routesonline.com/events/165/routes-europe-2014/exhibitors/floorplan/#mainContent>.

5-1 GENERAL RULES

The below rules and regulations are that of Palais du Pharo and are not fully inclusive of all Health and Safety Guidelines. For a more comprehensive guide to the Health and Safety Standards that 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. This is applicable inside or outside of the Exhibition Halls.

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 Hannah Slocombe, Senior Operations Executive, hannah.slocombe@ubm.com.

Booth Construction and Decoration

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 charged to 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. Non-compliance with this regulation can cause considerable delay; the Organisers 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 is to be paid immediately onsite.

Prohibited Goods

The Organiser 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

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 stand unmanned until the last visitor has left the exhibition area.

Special Effects

Special effects lighting, live music, smoke and laser projection may not be used in the stands.

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

The Routes Operations Team must be informed at least 2 months prior to the start of the event should exhibitors wish to do any form of hot working. 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. Please email details of this work including a risk assessment to Hannah Slocombe, Senior Operations Executive, Hannah.slocombe@ubm.com

Lit candles or other naked flames are not permitted.

Cooking on Stands

LPG (Liquefied petroleum gas) is not allowed onsite.

5-3 ELECTRICAL, WATER & GAS INSTALLATIONS

For safety reasons the Palais du Pharo's electrical mains contractor must carry out all "first fix" or below floor mains connections.

Appropriate temporary supplies for build-up and breakdown should be ordered through our Official Contractor, Alris Concepteur d'Espaces.

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.

Official Contractor, Alris Concepteur d'Espaces has a legal responsibility to ensure the integrity of electrical installations at the venue.

Any electrical installation considered unsafe will not be energized until the appropriate remedial action is completed.

5-4 FIRE & ACCIDENT REGULATIONS

The purpose of these regulations is to maintain an acceptable level of fire safety within the Palais du Pharo.

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 case of fire/emergency the Fire Brigade must be reported immediately. Automatic fire detectors are installed in the hall and are equipped with hand switches as well. In the event of fire, please contact a member of the Routes Team immediately.

6.

MARKETING

6-1 STAND DESIGN

The design of your stand is crucial to attract delegates and increase footfall at Routes Europe 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
- Private meeting area
- 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

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 Europe 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 Tom Atkinson, thomas.atkinson@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 Europe 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 Europe 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 Europe 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 Tom Atkinson at thomas.atkinson@routesonline.com by 3rd March 2014.

It is important that you update your Route Exchange profile and connect with all other airports and airlines who are attending Routes Europe. Please visit www.routesonline.com and join the route development industry online.

6-6 ROUTES DAILY NEWS & ADVERTISEMENT OPPORTUNITIES

To advertise and add stories to the official publications at Routes Europe, please contact:
Victoria.jones@routesonline.com

If you are interested in advertising online to enhance your marketing message at Routes you can contribute to Routesonline. Please contact Kirsty Studholme kirsty.studholme@routesonline.com

6-7 SPONSORSHIP OPPORTUNITIES

Routes Europe is offering an exciting range of sponsorship opportunities designed to increase your company profile and key marketing message to over 800 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 Charlotte Etherington, Sales Manager on:
charlotte.etherington@routesonline.com Tel +44 161 234 2731

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 Tom Atkinson on thomas.atkinson@routesonline.com

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 Europe 2014.

Hannah Slocombe

Senior Operations Executive

t: +44 (0)207 921 8209 **f:** +44 (0)207 955 3949

e: Hannah.slocombe@ubm.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 3 metres and should be single storey only. Shell Scheme displays may **not** exceed a height of 2.5 metres.

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 3 metres 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 08.00 on Saturday 5 April 2014; Shell Scheme exhibitors have access from 08.00 on Sunday 6 April 2014.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 5 April 2014	08.00 – 18.00	Hosted Networking Stand and Shell Scheme stand build period
Sunday 6 April 2014	08.00 – 10.00	Exhibitors finishing touches to all stands

Q: What time can I break down my stand?

A: Removal of exhibits and displays commences at 18.30 on Tuesday 8 April 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 and power point. See full specification in section 3-7

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

A: Alris Concepteur d'Espaces 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?

A: Please contact Marion Gauthier, Senior Operations Executive, marion.gauthier@ubm.com who will provide you with the contact details of our external caterer for you to organise 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/165/routes-europe-2014/event-essentials/official-hotels/#mainContent>

Q: How do I order an Internet connection?

A: Internet connections can be ordered from our external provider. Please contact Marion Gauthier, Senior Operations Executive, marion.gauthier@ubm.com who will provide you with the contact details.

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	21/03/14	<input type="checkbox"/>
Shell Scheme Extras, Stand Fittings & Furniture Order Form	Shell Schemes & Hosted Networking Stands	21/03/14	<input type="checkbox"/>
Electrical Order Form	Hosted Networking Stands (Space Only)	21/03/14	<input type="checkbox"/>
AV Order Form	All	21/03/14	<input type="checkbox"/>

FASCIA NAMEBOARD ORDER FORM

Please supply the name you wish to have printed on your Fascia Nameboard below. There is a maximum of 26 characters. Please return this form to aude.isnard@alris.com by the **21 March 2014**.

Company Name:Contact Name:.....Stand No

Address:.....

City.....Country.....Post Code.....

Tel: E-mail:.....

Insert characters below:

THIS FORM SHOULD BE RETURNED BY FRIDAY 21 MARCH 2014

EXHIBITOR APPOINTED CONTRACTOR WRISTBANDS

PLEASE COMPLETE IN TYPE OR BLOCK CAPITALS PART 1 FOR ALL HOSTED NETWORKING STAND CONTRACTORS & ANY EXHIBITOR APPOINTED CONTRACTORS WORKING ON YOUR STAND.

Please return your completed form to Hannah Slocombe, Senior Operations Executive, Hannah.slocombe@ubm.com or +44 207 955 3949 by Friday 21 March 2014

Part 1 – Build-Up/Breakdown Passes for Contractors

Company Name.....Contact Name.....
Address.....
Country.....Post Code.....
Telephone.....Fax.....

Please provide me with Build-Up/Breakdown Passes for Contractors

Please enter the number of passes you require in the box above.

Passes can be collected on-site from the Organisers Office each day of build up and break down 2014. Access to the Halls will not be permitted without a valid pass.

**THIS FORM SHOULD BE RETURNED ALONG WITH ANY STAND PLANS BY
FRIDAY 21 MARCH 2014**

EXTERNAL FOOD – APPROVAL FORM

If you wish to bring your own food/drink to Routes Europe 2014 please complete and return this form by fax or email to marion.gauthier@ubm.com for approval.

Company Name: Contact Name:..... Stand No

Address:.....

City.....Country.....Post Code.....

Tel:Fax:.....E-mail:.....

Please note there may be an additional charge for bringing items of food into the Palais du Pharo based on the type and quantity of the item.

FOOD
Items/food you wish to serve :
Quantity:
Serving method:
Storage method:
Remarks:

For Official Use Only (Palais du Pharo)	
	Date Received:
Approved <input type="checkbox"/>	Not Approved <input type="checkbox"/>
Signature.....	
Date	

THIS FORM SHOULD BE RETURNED BY FRIDAY 21 MARCH

9. SUSTAINABILITY

UBM sees it as fundamental that we are conscious of the impact that our actions have on the environment and the communities in which we operate. UBM strives to manage its impact by ensuring that the principles of sustainability are at the core of all our activities.

Please see our **sustainability policy** for more details: <http://live.ubm.com/EUSustainabilityPolicy.pdf>

A few tips:

1. Collateral:

- Have your sales information in **digital format**, rather than printed hardcopies
- How about having a QR code on your stand that allows visitors to **download a brochure** (perhaps even a customised digital version tailored to the Show)?
- A digital projector or PC-based presentation cuts down on the need for printed handouts.
- If you have to use printed material, use Forest Stewardship Council certified (**FSC**) or **recycled paper; chlorine-free unbleached paper** doesn't have to mean a loss of visual impact.
- **Promotional material**, if you hand out pens or pencils why not ensure they are sustainable by buying ones that are made out of recycled plastic, or recycled paper? Paper bags not plastic?

2. Have you invested as a business in sustainability?

- If so, **show off your credentials**; have your sustainability policy, mission statement and all relevant documentation on your stand.

3. Your Stand:

- **Design your stand so it can be used again** at other exhibitions or recycled, **design out waste**, and try to ensure what **waste you do have is recyclable**.
- Choose decorations and display materials that can be **re-used**, be it at another exhibition, in the office or at home, as it will also be a better investment and will save money in the long term.
- **Hire** light fittings, furniture etc **rather than purchasing** brand new items which will only be used once.
- When you leave the stand at the end of each day, check that all your AV **equipment has been switched off**.

4. Positive community impact:

- Think about ways your stand or your presence at the event could **benefit communities around the local area**; can you work towards making sure materials viable for a second life can be donated to NGOs or SMEs (for example carpet and flooring)?
- Can you incorporate fundraising for the charity that your business supports into the stand?
- **Promote your corporate social responsibility work** and gain valuable visibility for the charity of your choice.

To learn more about sustainability and UBM's commitment to sustainable business please visit our website: www.ubmlive.com/responsible-business.