



EXHIBITORS MANUAL

BVNA CONGRESS COMMERCIAL EXHIBITION

ORGANISERS

The British Veterinary Nursing Association
Suite 124 Arise Harlow
Maypole Boulevard
Harlow, Essex CM17 9TX
Tel: 01279 969281
E-mail: lisa@bvna.co.uk

VENUE

Telford International Centre
St Quentin Gate
Telford, Shropshire TF3 4JH
Tel: 01952 281500

Not only has the iconic International Centre, Telford, secured a well-deserved place as one of the top five Convention Centres in the UK – alongside Manchester Central, the NEC, and Liverpool – but with the £250 million Heart of Telford Southwater development well underway, it's also experiencing somewhat of a renaissance.

The Telford International Centre now boasts a new event suite for up to 1,500 delegates, new syndicate and meeting rooms, a new public concourse and gallery area, plus brand new entrances and additional car parking. And just outside The International Centre, Telford, a vibrant and aspirational pedestrianised area is being developed, packed full of high end eateries, vibrant bars and fabulous leisure venues, with purpose-designed quiet outside areas to sit and contemplate and public squares for smaller events and activities.

Two new hotels, a brand new multi storey car park, and a stunning civic centre encompassing public areas and a cutting edge public library and learning centre will ensure that there really is something for every delegate, event attendee and visitor.

For more venue details please visit the Southwater Event Group website

<http://www.southwatereventgroup.com/>



WHY GET INVOLVED?

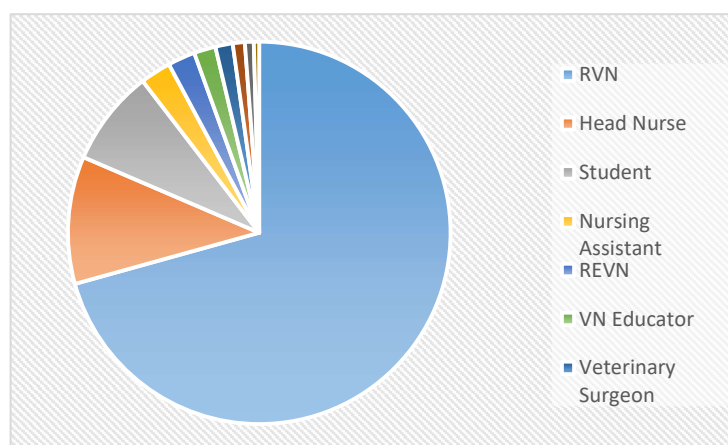
BVNA Congress is a unique event for everyone in the veterinary nursing community. The 2021 event will provide excellent opportunities for exhibitors to engage and communicate with the VN community to raise the profile of your company, products or services. We are delighted to be returning to **Hall 1** at Telford International Centre in 2022. For our exhibitors this offers one large exhibition hall under the same roof as lectures and workshops and will ensure maximum traffic and delegate interaction.

BVNA Congress is a key event in the veterinary calendar providing you with an exceptional opportunity to engage with over 1,400 nurses from every stage of their career, speciality and region all in one place for three days.

It provides a platform for BVNA members and non-members to meet, learn, develop professionally and share excellent nursing practice, inspired by colleagues and peers.

WHAT'S IN IT FOR YOU?

- Raise your profile
- Increased sales of products or services
- Launch new initiatives
- Build new relationships
- Direct networking with professionals whose influence will impact on your business
- Strengthen existing relationships



CONGRESS EXHIBITION TIMETABLE

	Registration Opens	Lectures Start	Exhibition
Thursday 6 October	Exhibitors set up 7.00am – 10.00pm		
Friday 7 October	08:30	09:30	09:00-17:30
Saturday 8 October	08:30	09:15	09:00-18:30
Sunday 9 October	08:30	09:15	09:00-14:30

EXHIBITION HALL & STAND DETAILS

Due to the potential need for social distancing, the exhibition hall will have a one-way system in place to ease congestion. Lectures and workshop start and finish times will be staggered so that we will have a constant stream of delegates in the exhibition during opening hours.

STAND SPACE SIZES AVAILABLE

SIZE (frontage x depth) Max. 4m height	
3m x 2m	4m x 2m
4m x 3m	9m x 2m
6m x 2m	6m x 4m

IN ORDER TO RESERVE YOUR SPACE, A 50% DEPOSIT WILL BE INVOICED UPON RECEIPT OF YOUR BOOKING FORMS. PLEASE BE ADVISED THAT YOUR STAND BOOKING WILL NOT BE CONFIRMED UNTIL YOUR DEPOSIT INVOICE HAS BEEN PAID IN FULL. FINAL BALANCE WILL BE INVOICED IN MAY 2022.

Stands are available with or without shell scheme throughout the hall, however ALL stands around the perimeter of the hall are **shell scheme only**. Space only exhibitors are responsible for the provision of display/backing to their stand. Please be aware that space only stands will need a backdrop/display as you may have another company backing directly onto you.

Please e-mail lisa@bvna.co.uk for details on cost and availability.

STAND ALLOCATION

Stand allocation will be on a first come, first served basis. When submitting your booking form, please indicate your preferred area of the hall and we will do our utmost to accommodate your request.

SHELL SCHEME

This is the name given to the pre-erected rows of stands where you simply turn up and dress the stand. Your shell scheme includes name board, carpet and strip lighting.

For detailed dimensions, please see the Octanorm Shell Scheme specification document which can be found on our website <https://bvna.org.uk/exhibitors/>

Under no circumstances must anything be nailed, screwed or glued to the shell scheme panels or metalwork of the stand. All damage will be charged to the exhibitor at full replacement cost.

SPACE ONLY

This means you simply get an area of floor within the exhibition and you provide the rest. Includes:

- Space
- Carpet



TABLE AND CHAIR HIRE

Standard tables and chairs are available for hire and must be ordered in advance using the booking form provided here <https://bvna.org.uk/exhibitors/>. Tables will require covering, as tablecloths are not included/provided.

ADDITIONAL FURNITURE HIRE

Additional furniture is available to hire direct from our contractor <https://www.europainternational.com/>

REPRESENTATIVE BADGES

Each stand is limited to a maximum of 6 representatives per 3 metre stand and 12 representatives per 6 or 9 metre stands during the event. Badges should be requested by logging into the badge portal (from 31 August onwards) and completing each person's name and e-mail address. Individual barcodes will be sent via e-mail. On arrival, stand staff should proceed to the Exhibitor Registration Desk, where they can scan their bar code and print their badge. No alterations can be made after 15 September 2022.

No entry to lectures/workshops will be permitted with these passes. We do hope that you appreciate the necessity for this limitation.

Badges will be supplied for your company's representatives and must be worn at all times. Badges will not be available on the day. **NO BADGE, NO ADMISSION!**

Each company will be issued with **ONE** lecture pass. Entry into lectures is subject to available space (delegates and sponsors will be seated first). These lecture badges will only gain an Exhibitor entry into a lecture (workshops not included) when accompanied by an Exhibitor's badge and may only be used by employees of the exhibiting company. CPD certificates are NOT issued via the use of this badge. Anyone wishes to gain CPD hours MUST be registered as a delegate. There is a special discounted rate per day for companies wishing to provide this for their staff (please e-mail BVNA for details)

Exhibiting companies sponsoring a lecture will be permitted two free passes to be used on that lecture only. Please see the separate 'Sponsorship Opportunities' document.

Please note that contractors erecting & dismantling stands on Thursday, Friday morning & Sunday afternoon will not require a badge.

ELECTRICITY SUPPLY

Electricity supply is **NOT** standard. Supplies to individual stands are available but **MUST BE BOOKED IN ADVANCE** using the booking form provided. You can download the form from our website <https://bvna.org.uk/exhibitors/>

There will be an electrician on standby throughout Congress, who can be contacted via the BVNA stand.

INTERNET ACCESS

Wireless Internet access is available free of charge throughout the centre. However, if you require a more secure connection, hard-wired internet can be requested on the booking form provided on our website <https://bvna.org.uk/exhibitors/>

LEAD REFERENCE BAR CODE SCANNER

Lead reference bar code scanners are available, which capture delegates contact information. **Please note that this is not included in the cost of your stand for 2022.** There are various options available to book on the form provided on our website <https://bvna.org.uk/exhibitors/>

LIGHTING

Strip lighting is included on ALL shell scheme stands. You may upgrade to spot lights or LED lights at an additional cost and should be booked in advance on the booking forms provided here <https://bvna.org.uk/exhibitors/>

CARPET

The exhibition hall will be fully carpeted in grey. Alternative carpet colours can be ordered for your stand through our contractor Stagecraft <https://www.stagecraftuk.com/exhibitors>

CARD PAYMENT MACHINES

If you are intending on using a credit card machine via a mobile phone network, please contact The International Centre who will advise which network provides the best reception in the area.

EXHIBITOR LUNCHES

Hot food is available within the exhibition hall at a charge for Exhibitors. Please order your lunch vouchers by completing and returning the booking form here <https://bvna.org.uk/exhibitors/>

You are able to purchase food, by card payment only, from the catering areas within the exhibition hall.

You are also permitted to bring food, for staff consumption, from outside the venue.

EXHIBITORS LOUNGE

An exhibitors' lounge will be available which will allow exhibitors to relax, take a break and eat their lunch in a quiet space. Meetings are **NOT** to be held in this lounge. Complimentary tea and coffee will be supplied in the exhibition hall at a designated station to those displaying an official exhibitor's badge.

INSURANCE

Exhibitors are required to arrange Insurance cover for their liabilities whilst exhibiting at the Congress.

Whilst BVNA take every precaution to protect exhibitor's property during the event, BVNA are not responsible for any loss or damage that may occur.

AIRSHIPS, BLIMPS & BALLOONS

The use of these within the venue is strictly regulated. Applications for permission to use them must be submitted to the venue in writing, together with a risk assessment and method statements. The following must be considered when carrying out the risk assessment:

- The use of gas or batteries
- Obstacles within the exhibition, including drop wires, cables, truss, stands and signage
- The possibility of items falling from them

Compliance with the venue's specific regulations

Operators must remain in visual contact with the airship at all times and within radio range. Exit signs and fire detection beams must not be obscured at any time. Blimps must be tethered, at all times, to a secure weight that is placed so as not to cause a hazard to exhibitors, their staff and visitors. A charge will be made for retrieval if any escape to the roof or for any damage to the air-handling units and in house security and fire alarm beams.

CAR PARKING

BVNA has negotiated free car parking at the event for over 1,500 vehicles. We would ask that exhibitors and their contractors are considerate to each other when loading & unloading. Due to previous unloading & loading problems the main access door will be kept clear to ensure that everyone is able to gain access.

CATERING ON STANDS

If you are planning to serve food or drinks from your stand, this will need to be booked via Southwater Event Group, Telford International Centre. Bringing items from outside the venue may incur a corkage charge.

DELIVERIES

Telford International Centre cannot accept any deliveries on site prior to the official build-up dates of the event. Any deliveries prior to Friday 1 October will be refused.

Deliveries received during the event must be clearly addressed to the BVNA Congress (Exhibition Hall), marked with the company name and stand number clearly. All couriers must report to the registration desk

where a steward will contact the personnel on the stand concerned. BVNA does not accept responsibility for any lost/stolen deliveries or non-deliveries. BVNA **WILL NOT** accept deliveries on your behalf.

DILAPIDATIONS

Any damage to the exhibition hall or shell scheme attributable to exhibitors will be charged in full. Exhibitors are reminded to pay particular attention to regulations governing the fixing of materials to the hall walls or shell scheme if provided.

FIRE EXTINGUISHERS

Water and CO² fire extinguishers will be placed throughout the complex. Each stand holder must ensure that stand personnel are fully conversant with the proper use of this equipment and the location of the nearest fire point.

FIRST AID AND MEDICAL PROCEDURES

A medical representative is available on site throughout the event. Please contact the Telford International Centre on arrival for details of location.

MEETING ROOM HIRE

The BVNA have access to a meeting room which is available for hire to companies at £100 per hour (subject to availability). Please contact the BVNA to enquire on availability.

STORAGE AND SECURITY

Unfortunately, there is very limited storage space available at the venue, and therefore there will be no storage facilities available for exhibitors. Full responsibility of all stands, equipment and merchandise remains with the exhibitor themselves. The BVNA are unable to accept any liability.

TROLLEYS

The BVNA does not provide trolleys for use by exhibitors. You are advised to make your own arrangements should you require the use of a trolley for conveying exhibition materials.

STAND SET UP

Set up will be from 7:00am – 10.00pm in the exhibition hall on Thursday 8 October 2022. You will be required to have your stand fully erected by 8:30am on Friday 9 October 2022 as the exhibition officially opens at 9:00am. Any company failing to erect their stand before the opening may be refused access and the space will be used as decided by the BVNA.

STAND BREAK DOWN

The exhibition will close to delegates at 2:30pm on Sunday 11 October 2022 and stand dismantling may only commence after this time.

EXHIBITORS ARE **NOT** TO DISMANTLE THEIR STANDS BEFORE THIS TIME. THIS IS A HEALTH & SAFETY REQUIREMENT WE HAVE TO ADHERE TO FOR PUBLIC SAFETY.

Any property left behind after the end of tenancy for the event will be removed & any costs associated with dismantling and/or disposing of the property will be passed onto the exhibiting company.

CANCELLATIONS

Should you need to cancel your booking, the following will apply:

More than 9 months prior to the event	20% of total charge
Between 6 and 9 months prior to the event	50% of total charge
Less than 6 months prior to the event	100% of total charge

All cancellations **MUST** be made in writing.

* If stand space can be reallocated a 25% refund may be available

BVNA reserves the right to alter the layout of the exhibition in any respect, at any time and also reserves the right to refuse any application for space at the exhibition and shall not be required to assign or give any reason for the refusal.

PARTNER PACKAGES/SPONSORSHIP

A number of areas are available for sponsorship; please see the 'Exhibitor and Partner Prospectus' document for further details or contact Katie Spackman katie@bvna.co.uk

CONGRESS APP ADVERTISING

All attendees have access to the BVNA Congress App which they can download on their mobile device. Only sponsoring companies are permitted an advertisement within the App. Artwork will need to be available no later than **14 August**.

SOCIAL EVENTS

Social events will take place as follows:

Friday 9 October | Happy Hour 17:00-18:00

Friday 9 October | Quiz Night 19:00

Saturday 2 October | Dinner Dance and Awards 19:00-01:00

Due to the potential need for social distancing during the event, tickets for our social events are very limited and priority will be given to registered delegates on a first come, first served basis. More details will be released in due course and should things change in the meantime, we will be in touch.

EXHIBITORS CODE OF CONDUCT

The BVNA acknowledges that the success of the Congress can only be maintained through a careful balance of CPD, the success of the Exhibition and enjoyment for delegates and exhibitors alike. The BVNA therefore has the following exhibitor's code of conduct guidelines:

CONSIDERATION FOR FELLOW EXHIBITORS

The Exhibition is open for 3 days of intense and hard work for all exhibitors. BVNA would ask that when planning demonstrations or attractions on your stand that you give consideration to other exhibitors, especially those in close proximity to your stand. BVNA reserves the right to ask any exhibitor behaving in an inconsiderate manner, to leave the Exhibition.

CONSUMPTION OF ALCOHOL

Other than during Happy Hour from 5pm to 6pm on Friday 9 October, exhibitors need written permission from the organisers to serve or consume alcohol at their stand. Any exhibitor wishing to host a private event, with alcohol being served or consumed, on their stand should make a request in writing to the organisers prior to the event. Any exhibitors who are not acting responsibly with alcohol will be asked to leave the event.

If you are planning to serve food or drinks from your stand, this will need to be booked via Southwater Event Group, Telford International Centre. Bringing items from outside the venue may incur a corkage charge.

LEAFLETING

BVNA have a clear policy not to allow non-exhibitors permission to canvass either delegates or exhibitors. Anybody found in the exhibition handing out promotional materials etc. who is not an exhibitor will be asked to leave. We would be extremely grateful if exhibitors could notify the BVNA staff immediately if they suspect that someone is breaching these conditions. BVNA would also like to remind attending exhibitors

that leafleting within common areas around the venue is not permitted. With so many companies exhibiting it is not possible to allow companies to place leaflets within these areas and appreciate your cooperation with this matter.

STAND MANNING

The exhibition opening times are clearly laid out in the Exhibitor's Pack. Stands are required to be manned at all times whilst the exhibition is open to delegates.

STAND SHARING

Exhibiting companies are reminded that stand sharing is not permitted and only the company contracted for the stand may advertise from within it.

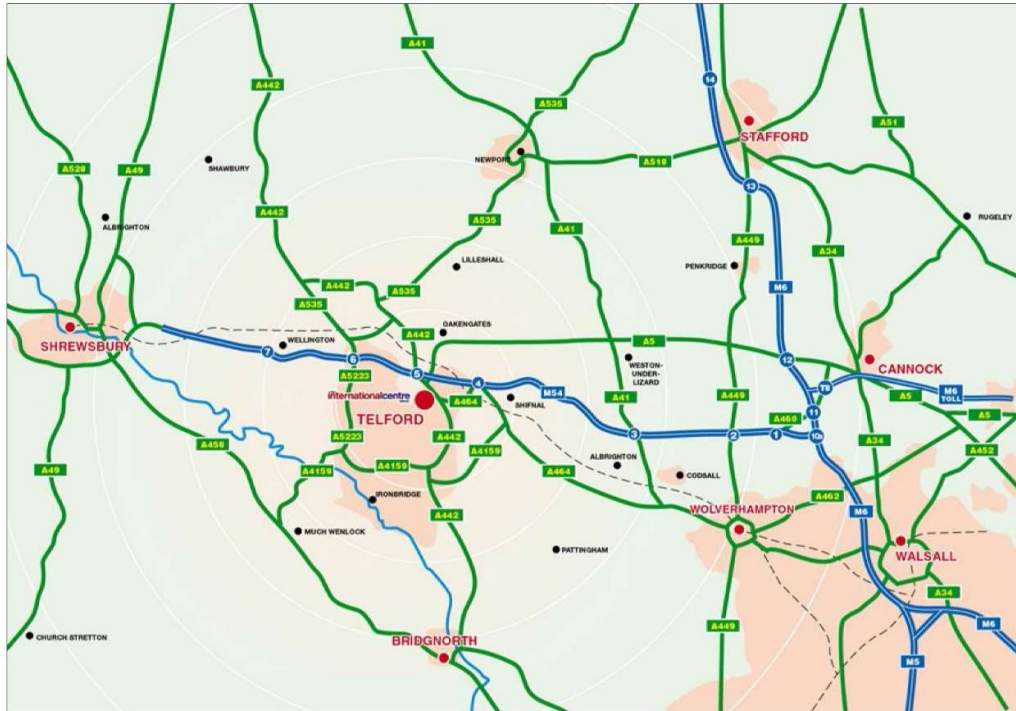
EXHIBITORS BADGES & LECTURE PASSES

Please ensure that these are used for bona-fide company members only as checks will be made. If someone is found using the badges fraudulently, the person will be asked to leave the Congress and action will be taken against the company concerned. **DO NOT** accept requests from representatives of other companies or individuals for Exhibitor Badges. BVNA would be appreciative if exhibitors could be vigilant and report anyone, they believe, to be using badges fraudulently **(in particular non-exhibiting companies using delegate badges)**.

LIVE ANIMALS

No live animals are permitted in the exhibition hall, with the exception of personal assistance dogs accompanying a disabled delegate or exhibitor and those used during organised events held by BVNA. BVNA would ask that exhibitors do not allow animals to be used for promotional purposes.

VENUE LOCATION



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 Telford
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Tel: 01952 281500



