

**25th November 2020, Newcastle Falcons, Kingston
Park, Newcastle Upon Tyne 9.00am to 4.00pm**

NORTH EAST EXPO AUTUMN 2020

EXHIBITOR GUIDE & INFORMATION PACK

The premier business event in the North-East



#NEEXPO

To book tickets please visit: www.northeastexpo.co.uk/tickets/

WHAT TO EXPECT AT OUR EVENTS



FRESH START EVENTS ORGANISE BRILLIANT BUSINESS EVENTS

We'd love to see you so check out our latest schedule of business events and book a ticket or drop us an email if you'd like any further information about exhibiting. Exhibiting packages start at just £180 and represent great value for your business whatever line of work you're in. Compare us to other regional business Expo events and see the great return on investment you can get by exhibiting with us.

Attendees always get free tickets, no catches. Our events are a great use of your time and as there is nothing to pay there's nothing to risk except an hour or two of your time. Come to a brilliant business event and you'll see how our events stand out from the crowd.

- Attend FREE or exhibit from just £180
- Meet 100's of great businesses – audiences of up to 500 people per event
- Engage with clients & prospects – make new & renew acquaintances
- World class presenters – local, regional and national presenters
- Stories of inspiration – be motivated by the best

WHAT TO EXPECT ON THE DAY AT THE NORTH-EAST EXPO

- Event on one site
- Free parking & easy public transport
- Value for money event
- Space at a great price
- Variable sized spaces available
- Premium spaces available
- Keep your costs of attending low
- Extensive event marketing and PR
- Amazing Social Media coverage
- Friendly events team



EVENTS IN NUMBERS

FIGURES BASED ON NORTH-EAST EXPO - Autumn 2019



1270 TWEETS ON EVENT DAY
91,346 UNIQUE TWITTER TIMELINES
1,369,697 TOTAL TIMELINE DELIVERIES

DELEGATES - 1476
EXHIBITORS - 197

ATTENDEE EMPLOYMENT PROFILES

OWNER/DIRECTOR/SOLE TRADER - 47.9%

MANAGER/DECISION MAKER - 27.1%

DECISION INFLUENCER - 18.7%

OTHER EMPLOYEE - 6.4%

WHERE DO OUR VISITORS FIND OUT ABOUT OUR EVENTS?

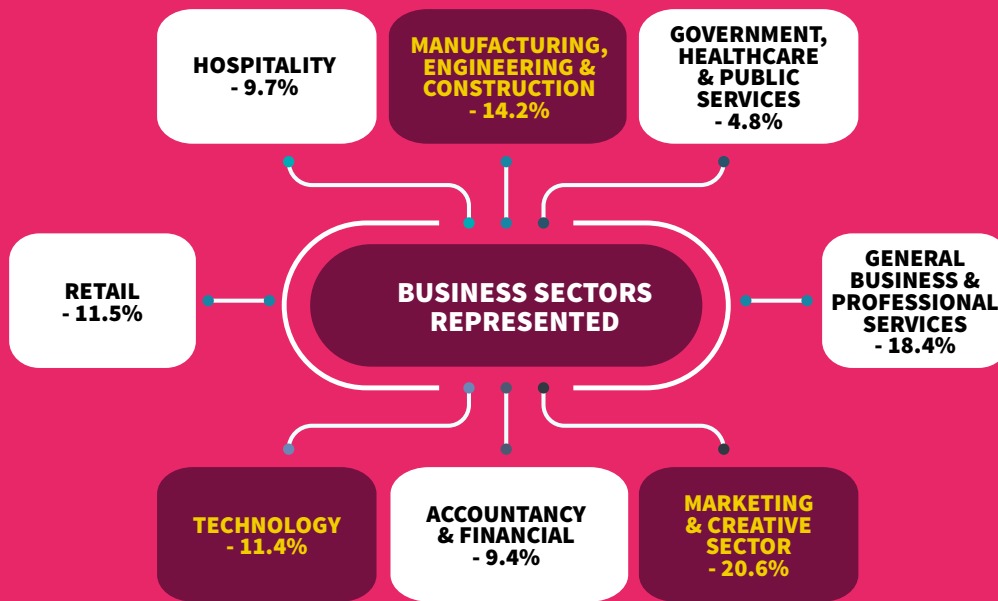
DIRECT EMAIL - 31.6%

PREVIOUS ATTENDEE - 18.5%

SOCIAL MEDIA - 29.3%

REFERRAL - 12.4%

MEMBERSHIP PARTNERS - 8.2%



WHAT SIZE ARE THE DELEGATES' BUSINESSES?

1 PERSON - 16.6%

2 TO 5 - 27.8%

6 TO 10 - 15.8%

11 TO 20 - 11.4%

21 TO 50 - 12.4%

51 TO 249 - 9.7%

OVER 250 - 6.3%

WHERE DO OUR VISITORS FIND OUT ABOUT OUR EVENTS?

LESS THAN 10 MILES - 45.6%

10-25 MILES - 33.8%

25-50 MILES - 15.4%

OVER 50 MILES - 5.2%

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EVENT PRICE LIST AND CHARGES



EXHIBITION SPACE

We have introduced standard pricing across all floors for this event.

Check the floorplans and identify your preferred space and then you can calculate the total cost. The exhibition space does not include any furniture, power or extras.

TABLE SPACE - LEVELS 1 AND 2

Standard space (3m x 1.5m) - £180

Premium space (3m x 1.5m) - £230

SHELL SCHEME STANDS - GROUND FLOOR

2m x 1m Standard space - £180

3m x 1m Standard space - £230

3m x 1m Premium space - £280

3m x 1m Deluxe space - £330

EXTRAS FOR YOUR SPACE

Day rental of table and cloth - £15.00

Provision of power Outlet - £15.00

DIGITAL UPGRADES

Directory entry & live hyperlink - £25

Logo & live hyperlink - £25

EVENT GUIDE ADVERTISING RATES

Event guide advertisements, handed to every exhibitor,

sponsor and attendee on the day.

1/4 Page A4 Advertisement - £100

1/2 Page A4 Advertisement - £180

Full Page A4 Advertisement - £320



FREQUENTLY ASKED QUESTIONS...



HOW BIG IS MY EXHIBITION AREA?

Your space is marked on the floorplan. Check this for exact stand size.

DO I GET ANYTHING INCLUDED WITH MY SPACE?

We provide you with the exhibition space, table & cloth, power outlets can be booked as a separate item

DO I NEED TO BOOK ANY EXTRAS OR CAN I GET THEM ON THE DAY?

You must pre-book any extras before the event, we regret we cannot add items on the day.

WHAT SIZE TABLES DO YOU PROVIDE?

We provide standard trestle tables which are usually about 4 feet long and 90cm deep.

IS THERE A HEIGHT RESTRICTION FOR MY EXHIBITION SPACE?

This can vary in different areas but is usually at least 2.4 metres high unless otherwise stated. Please check with the organisers for ceiling height restrictions.

WHAT TYPE OF FLOORING IS THERE?

The floor is often carpeted, however, under no circumstances can anything be affixed to the floor at any time.

CAN I STICK MY MARKETING MATERIALS TO THE WALL?

Nothing can be permanently stuck, nailed or attached to any walls in the venue. You can use Blu-tak or any other non-permanent sticky pads to temporarily adhere posters or flyers to walls if exhibiting against a wall or pillar.

Nothing can be affixed outside your exhibition area.

IS A POWER OUTLET PROVIDED?

Power is NOT included as standard. If required we can supply a socket to your stand position but the charge will be £15 per socket and this must be pre-ordered.

CAN I PLUG MY KIT INTO OUTLETS AT THE VENUE?

No. You can only use pre-ordered, pre-paid and PAT tested and certified outlets we provide.

IS WI-FI PROVIDED?

Venues cannot guarantee connectivity for WiFi. It may or may not be available and we recommend that you make your own independent provision for internet access if you require it.

WHAT DIFFERENTIATES A PREMIUM AND STANDARD EXHIBITION AREA?

For most it is down to location. Premium stands are often in areas of high traffic, high visibility or have larger exhibition spaces.

HOW MANY PEOPLE CAN WE HAVE ON OUR STAND?

There is no limit, you can bring as many as you choose.

DO YOU PROVIDE NAME BADGES?

We provide all your registered staff with a name badge.

We do not provide name badges for delegates. If you forget to register someone or need to make changes then blank badges will be available for you on the day.

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FREQUENTLY ASKED QUESTIONS...



DO YOU PROVIDE A SHELL SCHEME?

At this event there is no shell scheme in place.

CAN YOU PROVIDE SOME INVITATIONS FOR ME TO SEND OUT?

We will provide you with an email marketing template to send to your clients and contacts and we'll also provide some pre-printed invitation cards if you'd like to mail something out.

DO YOU PROVIDE REFRESHMENTS AND A MEAL TO EXHIBITORS?

The venue provide both a cafe and a trolley service to exhibitors on the day.

HOW DO I BOOK AN EXHIBITION SPACE?

Just complete the simple form attached or visit our website to book your stand.

ONCE I HAVE BOOKED IS MY SPACE SECURED?

You need to make sure that you make full payment within 7 days of booking or your space may be released as we usually have a waiting list for spaces.

IS MY CHOICE OF SPACE GUARANTEED?

We try not to move any chosen and allocated spaces, however on rare occasions we may have to move you to an alternative space. Check our terms and conditions for full details.

CAN I PARK CLOSE TO THE VENUE?

We provide space as close to the venue as we can and these spaces are allocated on a first come first served basis, so book early to avoid disappointment.

CAN WE ATTEND THE SEMINARS?

Yes of course ! We'd love you to participate in anything that's going on on the day.

CAN WE PAY FOR EXTRA ADVERTISING ON THE DAY?

Yes, there are several options from digital upgrades on the event site to advertising in the event guide and magazine just ask us for details

WHAT SPONSORSHIP OPPORTUNITIES DO YOU HAVE?

We offer main event sponsorship as well as area branding, email marketing, signage, event guide and bag sponsorship. For details and to find the right package to suit your budget, just drop us a line.

For any other query, please contact us. Full details are provided on our website.

TERMS & CONDITIONS OF EXHIBITING

Exhibitor Terms and Conditions – 2020

“The Event” – The chosen Expo or Business Show

“The Organiser” – The event is organised and promoted Fresh Start Events

“The Exhibitor” – Any company or person ordering display space at the event.

These are the Terms and Conditions of Exhibiting that govern our contract with you

1. Stand Application/Allocation

The Exhibitor/Sponsor must apply for a stand by signing, completing and returning the stand booking form immediately to the organiser. Stands are assigned subject to availability. The organiser reserves the right at any time to re-arrange the stand layout or allocation and compensation will not be given.

2. Payment

Payment is due within seven/fourteen days of the date of invoice (unless prior arrangement has been made). If you fail to make payment in accordance with these terms and conditions the organisers may cancel your booking without notice. If your booking is cancelled for breach of this term you agree to pay the organisers the lost opportunity fee equivalent to the full invoice value unless your booking is cancelled within the 14 days prior to the date of the event.

3. Exhibitor Cancellation

No refunds are available for any cancellations. If you cancel your booking for any reason you agree to pay the organisers an administration fee of £100 plus VAT unless your booking is cancelled within 14 days of the date of the event for breach of this term then you agree to pay a lost opportunity fee equivalent to the full invoice value.

4. Change of Date or Venue/Event Cancellation

The organisers reserve the right at any time to change the date and/or venue of the event or to cancel it altogether if they deem it necessary by reason of fire, flood, extreme weather conditions, acts of war or violence, malicious damage, explosion, earthquake, strike, civil disturbances, political unrest, riot, labour dispute, power cuts or any other cause beyond the organiser's control; or if the organiser for any other reason deems it necessary or advisable. In such cases, the exhibitor waives any and all claims you might have against the organiser for refunds, damages or expenses. In the event that the event is cancelled by the organiser for commercial reasons such as lack of support then all sums paid by the exhibitor for the stand will be refunded. The exhibitor agrees that under these circumstances he will have no further claims against the organiser.

5. Removal of Exhibits

No exhibit can be dismantled, packed away or removed until the event has terminated. The exhibitor must ensure that all exhibits are removed from the premises by 6.30pm on the day of the event. Failure to do so may render you liable for all costs incurred in storing and handling the said exhibits together with additional site rental costs imposed by the venue and/or their contractors.

No exhibitor may dismantle, pack up or abandon their space prior to the advertised closure time.

6. Display/Stand Design

The event will be open to visitors during the times advertised and the exhibitor must ensure that their stand is ready at least one hour prior to the opening of the event. Stands must be fully staffed at all times. The exhibitor may place promotional material and

merchandise on the stand walls but are only permitted to use removable adhesive fittings. The exhibitor must not alter or tamper with the structure of the stand, including carpets, lights and surrounding areas and must ensure that nails are not used. Failure to conform with this provision will render the exhibitor liable for any damage incurred. The organiser reserves the right to remove any materials or literature considered to be of an obscene or objectionable nature and remove any exhibit it considers to be unsafe. Compensation will not be given. In case of any dispute the organiser's decision is final. The exhibitor shall make good, indemnify and hold both the organiser harmless for any damage to the shell, scheme or the premises by the exhibitor, his agents, contractors or employees.

7. Equipment

Any electrical equipment or appliances which the exhibitor proposes to use for the event requires a current Portable Appliance Test (P.A.T.) Certificate. All stands, fittings and materials which the exhibitor proposes to use for the event must be fire-retardant in accordance with the appropriate legislation. The organisers reserve the right to require the exhibitor to remove anything from its stand which is not appropriately certified or which it deems unsuitable, in its absolute discretion. The exhibitor will indemnify the organiser against all actions, costs, claims and demands in respect of any breach of the provisions of this clause.

8. Subletting

No part or whole of any site may be sublet by the exhibitor without the prior written permission of the organisers.

9. Canvassing

Canvassing for orders and the distribution or display of printed materials, except by the exhibitor within the venue building is strictly prohibited.

10. Disturbances

The exhibitor must ensure that any sound coming from their stand is kept to a volume that does not cause any annoyance to other exhibitors. In case of any dispute, the organiser's decision is final.

11. Health & Safety

Electrical equipment; Fresh Start Events has a reasonable expectation that the electrical equipment brought onsite by exhibitors is intrinsically safe and suitable for use. All exhibitors are expected to satisfy this through their own checks (e.g. portable appliance testing, visual inspections) and health and safety precautions where necessary. Fresh Start Events accept no responsibility for the correct use and installation of such equipment and reserve the right to prevent the use of electrical equipment considered unsafe. Exhibitors are requested not to overload sockets and to have consideration of other exhibitors using the same temporary electricity supply so as not to trigger any electrical fuses.

Mechanical equipment; Fresh Start Events has a reasonable expectation that any mechanical equipment brought onsite by exhibitors is intrinsically safe and suitable for use, including fold-out displays, stands, lighting rigs, tables, chairs etc.. All exhibitors are expected to satisfy this through their own checks (e.g. visual inspections, testing, training) and health and safety precautions where necessary. Fresh Start Events accept no responsibility for the correct use and installation of such equipment and reserve the right to prevent the use of mechanical equipment considered unsafe.

Food hygiene and safety; Fresh Start Events has a reasonable expectation that all food and drink

brought on site by exhibitors for promotional gifts, demonstrations etc. is safe for consumption in accordance with relevant food hygiene standards. This includes but is not limited to hot drinks, alcoholic drinks, sweets and confectionery, raw and cooked meats. Awareness of potential food allergies caused by ingredients within such food items is encouraged. Fresh Start Events accept no responsibility for promotional or demonstration food and drink brought by exhibitors and reserve the right to prevent the distribution of foodstuffs considered unsafe.

Generic health & safety; Fresh Start Events makes best efforts to ensure the health and safety of exhibitors and attendees is protected at its Expos and Business Shows by undertaking site specific health & safety risk assessments beforehand and working with the venue to make sure fire precautions, welfare facilities and general environment are acceptable. The potential hazards considered include; • slips, trips and falls (potentially caused by trailing cables, tablecloths and boxes lying untidily on the floor, as well as on poor ground surfaces and stairs); • manual handling of heavy items; • sharps (scissors, knives etc.) used when opening containers; • crushing/trapped fingers in folding tables, chairs and equipment; • scalds (hot liquids, steam) and burns (hot lights); • electric shock from electrical equipment. Exhibitors are expected to take all reasonable precautions against these common hazards through the considerate use of equipment, careful movement through the exhibition space and by maintaining a tidy display area.

Security; Fresh Start Events takes all reasonable steps to ensure the safety and security of people and belongings at their Expos and Business Shows, by allowing only named attendees, exhibitors and staff into the Expo areas. Exhibitors are however asked to be watchful for opportunistic thieves throughout the duration of the Expo and to take precautions for the safety of their personal belongings at all times.

12. Limitation on Liability

The organiser shall not be liable to the exhibitor for loss of profit, loss of business or depletion of goodwill in each case whether direct, indirect or consequential, or any claims for consequential compensation whatsoever (howsoever caused) which arise out of or in connection with the event or these terms and conditions.

The organisers liability to any exhibitor shall be limited to the amount paid by the exhibitor to the organisers in any event.

The organiser shall not be in breach of this agreement, or liable for any failure or delay in performance of any obligations under this agreement arising from or attributable to acts, events, omissions or accidents beyond their reasonable control. The organiser cannot be held responsible for any third party including, but not limited to venues, performers, promoters, sponsors, exhibitors, artists and speakers. Nothing in these terms and conditions excludes or limits or seeks to exclude or limit the organiser's liability for death or personal injury caused by its negligence or under section 2(3) of the Consumer Protection Act 1987 or for fraud or fraudulent misrepresentation or for any matter which would render this clause unenforceable. The organiser will not be liable for any printing errors appearing in any literature associated with the event.

If any part of this agreement (Terms and Conditions of Exhibiting) is found to be unenforceable the remainder shall still bind the parties.

Check out www.freshstartevents.uk for details of our other events around the UK.

To book tickets please visit: www.northeastexpo.co.uk/tickets/

BOOK NOW!

Book your stand online now, or fill in the booking form in this pack and return it to us as soon as possible.



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