

GLOBAL **government** FORUM | **INNOVATION**

EXHIBITOR MANUAL

Tuesday 19 to Wednesday 20 March 2024

ExCeL London
Royal Victoria Dock
1 Western Gateway
London E16 1XL

Halls N2, N3 & N4

Co-hosted by



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Welcome to Innovation 2024

Exhibitor checklist

We are delighted to welcome you as an exhibitor to **Global Government Forum's Innovation 2024**.

This manual is intended to make your exhibition participation at the event as smooth and productive as possible. We're here to help you so if you require any further assistance, please do not hesitate to contact nicola.green@pendragonim.com.

ESSENTIAL ACTIONS

Action	Deadline	Submit via
Logo and 100-word company profile	ASAP	Email to: nicola.green@pendragonim.com
URL, Twitter and LinkedIn info	ASAP	Email to: nicola.green@pendragonim.com
Submit your Public Liability document and RAMS	29 February	Email to: nicola.green@pendragonim.com
Confirm your attendee details	4 March	https://events.globalgovernmentforum.com/innovation-2024/begin?reg_type_id=523243

OPTIONAL ACTIONS

Action	Deadline	Submit via
Book shell scheme and any stand enhancements	26 February	Warwick Event Services - Collections selecting Innovation 24 , using the passcode INNOVATION-excel-24
Order IT services (Internet)	19 February	www.excel.london/webshop ExhibitorOrders@ExCeL.London
Order stand catering	13 March	ExCeL London Hospitality (exhibitorcatering.co.uk)
Book your accommodation	ASAP	https://www.excel.london/visitor/hotels
Order your handheld badge scanner and Engage Scanner App	11 March	Innovation 2024 (eventdata.uk)

Accommodation

If you need to book accommodation, we advise doing this as soon as possible. There are 13 hotels on the ExCeL campus, all within walking distance of the venue. You can find further information here

<https://www.excel.london/visitor/hotels>

All about your exhibition space

Exhibitor space is 3m x 2m and is **space only**.

Unless otherwise agreed with the organisers, all exhibitor spaces are space only. Shell scheme is available and we do recommend you book this to enhance your exhibitor experience.

Your space will also be carpeted in line with the rest of the event. No adhesives can be used on permanent carpeted floor and walls so please bear this in mind when planning your stand.

Please contact us as soon as possible if:

- You are intending to use your stand as space only (with no shell scheme) please [contact](#) us as soon as possible as we may need to review the positioning of your stand.
- Your stand has more complex requirements and you intend to bring in your own stand builder, please [contact](#) us as soon as possible. For health and safety policy there is a maximum build height of 4m. We will also need to see a detailed scaled plan of your stand, including images, and discuss appropriate build times with you.

If you wish to add power to your stand or arrange for branding, furniture or other enhancements, you can do this via [Warwick Event Services](#). They have a range of options such as graphics, branding, flooring, furniture and lots more. For extras ordered with Warwick please liaise with them directly.

Accompanying this exhibitor manual is additional information from Warwick which we recommend reading through. Please note the deadline for placing orders is **26 February 2024**, after which there will be an additional 20% surcharge placed on orders.

To browse the online store and place an order please follow the steps below:

1. Log onto [Warwick Event Services - Collections](#) and select the **Innovation 24** event from the list of exhibitors.
2. Log in using the case sensitive password **INNOVATION-excel-24**
3. All items in your store are available to hire (subject to availability) and can be purchased at the checkout with card payment.

If you would rather settle payment by invoice, please note the items you would like to order, and contact exhibitionorders@wce.co.uk with this information. A PO will be required, and an invoice can be raised for you.

Ordering will close by end of day on the 26 February 2024.

If you wish to pay online you will receive a **10% discount** when you process the items through the checkout using code **INN-10%** which is valid until 16 February 2024.

For any enquiries you would like to place with Warwick, please email them at exhibitionorders@wce.co.uk and put **Innovation** and your **stand number** in the subject line of your email.

Timings

Exhibition stand build

Monday 18 March: 16.00-20.00

Event day timings

Tuesday 19 March: 09.00 until 17.00 / Networking Reception 17.00-18.30

Wednesday 20 March: 09.00 until 16.20

Event breakdown

Wednesday 20 March: 17.00 until 20.00

****Breakdown must only commence once venue staff have confirmed the area is clear of visitors****

Catering on your stand

If you would like to offer food and drink on your stand, this must be ordered via the catering service at ExCeL. Only food and drink ordered via the venue is permitted into the exhibition. Ordering can take place via their [online portal](#).

For full details on catering please see **page 8**.

Stand give-aways

We are not producing event goody bags, but you are welcome to hand out (low value) promotional items from your exhibition space. The venue has strict policies of what can and can't be brought in, so please let us know in advance of any plans you may have for this and we can seek approval in advance. This information will also need to be added to your method statement.

Please note that the distribution of literature, samples and materials is only permitted from the exhibitors' individual stand space. Literature must not be placed in any other areas of the building including catering areas, registration, foyers, aisles and toilets.

Badges and badge scanners

All attendees present at the event, including speakers and exhibitors, will have a badge. Our badging system is being managed by Jonas Systems.

Badge scanners

For this event we are offering all exhibitors two types of lead capture; traditional handheld badge scanners and a downloadable app, turning your mobile device into your badge scanner. Both types of scanner can be purchased directly via our event partner, Jonas Systems.

Both the handheld scanners and Engage Scanner App allow you to get real-time data and metrics that accurately demonstrate your engagement with the event's audience and quickly capture those all-important leads.

Handheld scanner:

Price: £196+VAT for your first scanner. £126+VAT for every additional handheld scanner.

For information on the handheld scanners visit: [Handheld Scanner User Guide \(simplebooklet.com\)](https://simplebooklet.com)

All handheld scanners must be ordered in advance and will be available to collect from the registration desk when you arrive.

To order your handheld scanner, please click [here](#).

Engage Scanner App:

Price: £196+VAT for your first login (one per mobile required) £78+VAT for every additional app license (one per device)

For information on the App please click here - [Engage Scanner App User Guide \(simplebooklet.com\)](#)

To purchase the app, please click [here](#). Once purchased you will be directed to the App store in iPhones, and the Play Store for Android phones, to download the app directly to your mobile device.

Carparking and vehicle access during build and breakdown

Parking

Pre-booking is the only way to guarantee a space in the car park at the venue. The car park is designed for vehicles up to a maximum of 1.9m height, although there are a limited number of spaces for vehicles up to 2.8m.

To pre-book a space, go to the online booking platform here

<https://excellondon.aeroparker.com/book/EXCEL/Parking?parkingCmd=collectParkingDetails>.

It may be possible to park on the day without having pre-booked depending on the number of spaces that have been pre-booked. Payment can be made on site at the payment machines in the car park lobbies. Parking costs £25 for up to 24 hours.

Ultra Low Emission Zone (ULEZ)

The ULEZ includes ExCeL London. Please visit <https://tfl.gov.uk/modes/driving/ultra-low-emission-zone/ulez-vehicle-checker> to check whether your vehicle is subject to ULEZ charge.

**** For event build and breakdown ****

Exhibitor vehicles should use the following postcode: E16 1FR.

Improving efficiency for exhibitors and contractors delivering during build-up and breakdown is an essential factor for a successful show. ExCeL has adopted the Voyage Control pre-show vehicle booking system for deliveries to the show floor to ensure clarity in terms of access and to reduce waiting times.

For a seamless process, it is essential that all vehicles needing access the venue's loading bays are pre-booked on the ExCeL London Vehicle Booking System. To book your vehicle please go to excellondon.voyagecontrol.com

Any exhibitor or contractor vehicles that are not booked system will be denied access to the loading bay by the on-site traffic team.

Booking your vehicle

All exhibitors, contractors and show suppliers must book every time they need to access the loading bays, whether during build-up, break-down or in exceptional circumstances during show open. This does not apply to couriers.

The ExCeL Vehicle Booking System will be live 21 days prior to the event. No vehicle will be permitted access to the loading bay without a booking confirmation.

PLEASE NOTE

Please arrive no earlier than 15 minutes prior to the confirmed booking time. Early arrivals will cause unnecessary delays and congestion.

We recommend using Google Chrome as the browser and to use the system requires an up-to-date internet browser. The system will work on mobile devices and smart phones and has its own dedicated app available through the App Store or Google Play, please search – Voyage Control.

How to book your loading bay access:

To schedule the loading bay slot for the vehicle, please follow these instructions:

- Sign-up to the ExCeL London booking system by going to this url excellondon.voyagecontrol.com
- Select **Innovation 2024** and your user type
- The stand location can be identified from the floor plan that is shown in the system. Please make a note of the zone colour as you will need this for later on in the process.
- Select the appropriate event phase (Build Open or Break) and the date when the vehicle will be on site.
- Select the access point (zone colour) and the type of vehicle that is making the delivery.
- Once all details have been entered, press the “Get time” button at the bottom of the page to see the available time slots. Time slots are allocated on a first come first served basis. Time slots and unloading/loading times will vary based on availability, user type and vehicle size
- Once the timeslot is selected, please provide the following details:
 - Exhibitor company details
 - Delivering company details (if different)
 - Stand details
 - Driver name
 - Origin postcode of vehicle
 - Vehicle registration number

Please note if the driver details or vehicle registration number are not known at the time of booking, the time slot can still be reserved, and the details provided at a later date. Please note that all details must be completed prior to arriving at the venue.

- The time slot will be confirmed by email along with the vehicle pass. Please ensure your driver has this before arriving at the venue. This can either be printed or presented electronically.
- Once registered on the system, any time you need to book another slot your details will already be stored associated with your username and password.
- If you need any support using the system or have any questions about its operation, please use the “support” button in the vehicle booking system itself or email the organiser.

Details can be amended, or a booking made at any time before arriving at the venue. This means traffic delays can be taken into consideration as the system will remain live until the end of that day. If driver did not make the booking, please make sure they let the administrator know of any delay so the slot time can be amended.

Contractors building space-only stands are advised that their breakdown booking time is based on when the stand is broken down and ready to load. Do not book the slot for any time before the stand is dismantled, as the driver will not be able to stay on the loading bay beyond the allotted time.

Getting there

Make sure the delivery vehicle you are using is booked on the ExCeL London Vehicle Booking System before arriving onsite. Please arrive no earlier than 15 minutes prior to the confirmed booking time.

ExCeL London is accessed only via Royal Albert Way. Any vehicles approaching the site from the A13 /A406 Beckton Roundabout, should exit onto the A1020 Royal Docks Road, until Gallions Roundabout. Take the fourth exit onto Royal Albert Way and continue westbound along Royal Albert Way until the ExCeL London Roundabout. Vehicles should then go down Sandstone Lane and into the traffic marshalling area, to await further instructions from the ExCeL traffic team.

There is no access for event vehicles via Seagull Lane. All event traffic should use the route detailed above.



Arriving onsite to access loading bays

Please have either a printed copy or be able to present the vehicle booking electronically on arrival at the Traffic Marshalling area. Drivers can wait in their vehicle, and the ExCeL traffic team will scan the confirmation.

Once granted access to the loading bay, depending on the size of the vehicle, the following time will have been allocated for unloading and leaving the loading bay: small vehicles 30 minutes, transit vans to 12t vehicles 1 hour and 1 hour 30 minutes for 17t, 25t and articulated vehicles.

When the time slot has expired the vehicle will need to be taken off site or parked in the car park.

In the unlikely event of a delay, all drivers must follow the ExCeL traffic team's instructions. Please ensure the driver and crew respect the on-site team and remember that abuse directed at any member of staff will not be tolerated and may result in access to the venue being denied.

Delivering to your stand

Deliveries will not be accepted outside the tenancy times specified in the show timetable.

Catering

Catering is not included in any exhibition or sponsorship package but can be purchased onsite or even ordered beforehand via the [ExCeL](#)

There are some complimentary water refill stations on the Boulevard to keep hydrated. They are located East and West Entrances and by the halls S4 and S7.

There will be a Networking Drinks Reception on Tuesday 19 March. This will take place in the exhibition space between 17.00 and 18.30 - we hope you can join us.

Catering on your stand

If you'd like to offer any catering on your stand to give away to attendees, this must be ordered via the ExCeL [online portal](#).

Please note that to avoid conflicting with our Networking Reception, there must be no catering served between 17.00 and 18.30 on Tuesday 19 March.

Cleaning Services

Rubbish accumulated during the stand build and breakdown must be taken with you to avoid disposal costs incurred by the venue.

During event days, if you have any rubbish on your stand please place this in a bin bag and at the end of each day please put your full bin bag in the aisle so that it can be collected by the cleaners. Any items left in the aisles will be considered litter and disposed of.

If you wish to book a stand cleaning package you can do this directly with the ExCeL by going to the online [store](#) or email: exhibitororders@excel.london

Cloakroom

A communal cloakroom is located within the ExCeL at N4/S4 level 0 Boulevard.

Deliveries

The venue will only accept deliveries within our tenancy times of Monday 18 - Wednesday 20 March. All deliveries must be delivered and addressed correctly using the following:

Contact name and number

Company

Innovation 2024

Halls N2-N4

ExCeL London

One Western Gateway

London

E16 1XL

No responsibility is accepted for deliveries so we recommend avoiding this if you can.

If you do require anything collecting after the event, this must be done by 23.00 hrs on Wednesday 20 March.

ExCeL do have an onsite logistics company who can help with delivery and storage. For further information visit <https://www.excel.london/exhibitor/venue-services/logistics>

Directions

There are multiple ways of travelling to the ExCeL. If you are travelling by foot, the quickest way to get to the venue is via London Underground. The closest underground stations are:

- Custom House (Elizabeth Line, DLR) – 1 minute walk
- Prince Regent (DLR) – 3 minute walk

To view more details on how to access ExCeL London using the underground and DLR, please see their [website](#). You can also visit the [Transport for London site](#) for additional help planning your journey on the London Underground network.

For event build and breakdown

Please read the instructions on page 6.

Dress code

Business attire throughout the event including the networking drinks.

Drinks reception - Tuesday 19 March

The networking reception will take place in the main conference and exhibition hall on Tuesday 19 March from 17.00 until 18.30.

Health & Safety, Risk Assessments and Public Liability

To be fully compliant with the venue terms and conditions, it is essential for all exhibitors to submit a copy of their Public Liability insurance plus Risk Assessment and Method Statement (RAMS). We have put together a template which you're very welcome to use, of course if you do have your own format then feel free to use this. The assessment must cover the build, live event and breakdown periods.

Please ensure that your risk assessment lists the tasks, main hazards that each may present on site and how you intend to eliminate, reduce, isolate or control these hazards.

ExCeL works to the industry best practice document for health and safety - the AEV eGuide. This is guidance for achieving common standards of health, safety and operational planning, management and on-site conduct for events at all participating AEV member venues. As part of this, any staff member attending the site during build and breakdown must ensure they are wearing a high visibility jacket and safety shoes.

On arrival you can have access to the emergency procedures guide, which you should read carefully, but you may wish to familiarise yourself with the following in advance.

- On discovering a fire, break the glass on the nearest manual call point (coloured red), which are located adjacent to all exits, or contact the Security Suite by dialling 4444 on an internal telephone immediately.
- Do not touch or move any suspicious or unattended item but report it to the Security Suite, by dialling 4444 on an internal telephone.
- If your stand is by, or on the route to an emergency exit, the aisle must be clear. Anything left there will be removed by the cleaning team. Please ensure that your team are briefed accordingly.

Thank you for your co-operation.

Timings (GMT)

Event build

Monday 18 March: 16.00 until 20.00

Event day timings

Tuesday 19 March: 09.00 until 17.00 / Networking Reception 17.00-18.30

Wednesday 20 March: 09.00 until 16.30

Event breakdown

Wednesday 20 March: 17.00 until 20.00

WiFi

Free venue wifi is available for visitors, please connect to _ExCeL free WI FI.

Please note that this connection is only suitable for general browsing and we cannot guarantee a strong and stable connection. If you would prefer a more secure and reliable Internet connection to your stand you can place an order through this [Venue Services Centre | ExCeL London](#)

Further information

At ExCeL, accessibility is important – helping provide an enjoyable event for everyone.

ExCeL is fully accessible by wheelchair, including all the public areas. There are disabled parking bays, please ask the car parking attendants for further information.

For additional information about accessibility facilities, such as renting mobility scooters, and for a full accessibility map, please go to www.excel.london/visitor/venue-guide/accessibility.

And finally, the ExCeL have a whole host of useful documents on their website which may help you further with your event planning. For more information visit [Exhibiting at ExCeL | Welcome to ExCeL London](#)

Useful contacts

Stand requirements

For graphics, branding, furniture and stand extras: Warwick Event Services

- Visit [Warwick Event Services - Collections](#) and select the **Innovation 24** event from the list of exhibitors.
- Log in using the case sensitive password **INNOVATION-excel-24**

Alternatively email exhibitionorders@wce.co.uk and put **Innovation and your stand number** in the subject line of your email.

Badge scanner

To order your handheld badge scanner and for all Engage App [enquiries](#)

Catering

To order catering on your stand please [visit](#)

For all general event enquiries:

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