


# SHOPTALK EUROPE

## SHOPTALK EUROPE 2022 - QUICK REFERENCE GUIDE FOR SPONSORS

Item	Due Date	Contact Info
<b>Overall Sponsorship Deliverables (All Sponsors)</b> - Company Name, URL & Logo ( <b>vector files, such as .ai and .pdf</b> - logo only) - Company <b>Description (no word limit) &amp; Tagline</b> (140 characters or less) - <b>Company Billing Address, VAT no.</b> (if applicable) - <b>Contact Details for: Finance &amp; Onsite Person</b>	<b>As Soon As Possible</b>	<b>Natalie Campbell</b> <b>Sponsor Logistics Manager</b> <a href="mailto:sales@shoptalkeurope.com">sales@shoptalkeurope.com</a> +44 (0) 203 545 9585
<b>Signage Artwork</b> <i>(only applicable to sponsorships that include signage)</i>	<b>Printed: 22 April 2022</b> <b>Digital: 13 May 2022</b>	
<b>Exhibitor Reference &amp; Guidelines</b> - <a href="#">Exhibitor A-Z Guidelines</a> - <a href="#">Health &amp; Safety Guidelines</a> - <a href="#">Health &amp; Safety Declaration Form</a> - <a href="#">Site Rules</a> - Certificate of Insurance (FAO <a href="#">Natalie Campbell</a> ) - <a href="#">Construction, Design Management FAQ</a> - <a href="#">Regulations &amp; Stand Plan Approval</a> (space only booths) - <a href="#">Exhibitor Appointed Contractor Form</a> - <a href="#">Nameboard Form (Shell Scheme booths only)</a> - <a href="#">Register your Crew Badges (max. 2 per stand)</a>	<b>22 April 2022</b>	
<b>Full Circle</b> - <a href="#">Electrics**</a> - <a href="#">Graphics</a> - <a href="#">Carpet</a> - <a href="#">Shell scheme extras</a>	<b>9 May 2022</b>	<b>Full Circle</b>
<b>Furniture</b> <a href="#">Dzine</a>	<b>23rd May</b>	<b>Dzine</b>
<b>AV</b> - <a href="#">Audio Visual kit</a>	<b>23rd May</b>	<b>Aztec</b>
<b>ExCeL Venue Services</b> - Booth Cleaning** - Food & Beverage** - <a href="#">IT, Telecom &amp; Internet Services**</a> - Rigging** (requires approval from Shoptalk Europe)	<b>5 May 2022</b>	<b>ExCeL Venue Services</b>
<b>Lead Retrieval</b>	<b>1 June 2022</b>	<a href="#">Purchase your Lead Retrieval Scanners</a>
<b>Hotel Booking</b> Preferential rates and booking terms available for rooms at hotels walking distance from ExCeL London.	<b>As Soon As Possible</b>	<a href="#">HotelMap Booking Link</a>
<b>Shipping, storage and onsite lifting**</b> - Goods receiving - Customs clearance - Loading/Unloading - Onsite storage	<b>9 May 2022</b>	<a href="#">GES Logistics</a>

\*\*Exclusive services. If an exhibitor needs to order any of the listed services, they **must** use the vendor/contractor listed. Exhibitors are not allowed to use another company to perform these services, without exception. For all other services,

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exhibitors may use a vendor of their choice - if you have any questions about which vendors to use please email [sales@shoptalkeurope.com](mailto:sales@shoptalkeurope.com)

### EVENT TIMETABLE

Date & Time	Activity	Access
Saturday 4 June 0800 - 1800	Build	Contractors/ Space only Sponsors
Sunday 5 June 0800 – 1800	Build	Contractors/ Space only Sponsors
Sunday 5 June 1300 – 1800	Build	Shell scheme Sponsors
Monday 6 June 0800 – 1130	Build	Contractors/All Sponsors
Monday 6 June 1130 – 1900	Open	Exhibit Hall Open Hours
Tuesday 7 June 0730 –1915	Open	Exhibit Hall Open Hours
Wednesday 8 June 0745 – 1700	Open	Exhibit Hall Open Hours
Wednesday 8 June 1730 - 2000	Breakdown	Sponsors /Contractors
Thursday 9 June 0800 - 2000	Breakdown	Contractors

#### **BUILD UP**

Please be aware that when arriving onsite, the halls will be in a state of construction, therefore please ensure yourself and co-workers are wearing appropriate safety wear. As a minimum requirement this should be closed toe, sturdy shoes\* and a Hi Vis waistcoat. Hi Vis and other safety equipment can be purchased from ExCeL's onsite shop. \* Anyone onsite on Saturday 4 June or Sunday 5 June should be wearing steel toe capped safety shoes.

#### **BREAKDOWN:**

Shoptalk Europe closes at 1700 on Wednesday 8 June. Under no circumstances may any goods be removed or packed away from your booth prior to this time.

Removal of exhibits and displays from the hall may only commence once Breakdown has officially begun. Please listen out for tannoy announcements. The call for the start of Breakdown will not be made until it is deemed safe to do so, once all visitors have left the hall. It is anticipated this will be circa 1730. Anyone found working against such instructions or in an unsafe manner will be stopped immediately.

Electrical power to stands will be switched off at 1730, 30 minutes after the show closes (1700). If you require power to be left on after this time, it is important that you inform the Organiser's Office by 1700 on Tuesday 7 June. Any items not removed from the venue by the end of breakdown will be treated as waste and the cost of disposal will be passed on to the exhibitor concerned.