



services limited

NUS Services Trade Conference & Exhibition 2013

25 June 2013

Shell Scheme Exhibitor Pack

Thank you for booking your Shell Scheme stand for Trade Conference & Exhibition 2013. This document includes information on your Shell Scheme, together with information on the various documents you will need to complete prior to the event.

The deadline for the return of all documents is Friday 29 March 2013.

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1.0 Your Checklist

We want to make exhibiting as easy as possible and therefore we have put together the following check list to assist in ensuring you have completed everything that you need in order to have a successful Trade Conference and Exhibition 2013. Please can you complete mandatory and advertising forms online. The link is detailed here. The deadline for all documents including advertising listings to be submitted is Friday March 29th 2013.

Reservation Form

This is a **mandatory form** and has been emailed to you with your stand confirmation.

Health and Safety Declaration

This is a **mandatory form** and can be found in section 3.1.

Food Sampling Form

This form is **essential** for sampling on the day and can be found in section 3.3.

Alcohol Sampling Form

This form is **essential** for sampling on the day and can be found in section 3.

PPL and PRS Forms

These forms are **essential** for playing music and can be found in section 3.5 of this pack. Deadline: **Friday 27 April 2013**.

Trade Conference and Exhibition Guide Listing

Your 30 word listing is included in the price of your Shell Scheme package

Trading Directory Listing

Your 50 word listing is included in the price of your Shell Scheme package.

Advertisement for the Trade Conference and Exhibition Guide

See section 4.7 for more information. Deadline: **Friday 10 May 2013**.

2.0 Included in your Shell Scheme

The cost of your stand includes all of the quality basics needed to display your products to their full advantage. Your stand will comprise of the following equipment:

- Velcro-compatible 'Shell Scheme grey walled' stand 2.5m high x 1m wide, with the panel size for graphics 2340mm x 950mm wide plus Velcro strip/tabs
- Two spotlights
- 13 amp socket rated 500W, electricity connection and supply
- Wooden 4' table, table cloth and one chair
- Carpet
- Stand sign detailing your company name
- Delegates' list (including name, position and students' union)
- Waste bags

If you require any additional equipment or electricity please order these directly with Dimension 8 via the online form on [link](#). Electricity for over-night refrigeration can also be ordered by Dimension 8 and paid for separately.

If you require any additional services from the NEC (such as ice, waste, water, etc) please go to the FAQ and NEC Information section, which can be found [here](#)

Please note there is no facility for cold storage. If you require overnight refrigeration you will need to organise the early delivery of your fridge on set up day with Lowe refrigeration and arrange the early supply of electricity to your stand with Dimension 8.

The NEC has now introduced the requirement for certain stands to have sinks installed. The guidelines relate to the preparation and handling of unpackaged food for immediate consumption. Please find further details here: [link to NEC website](#).

Should you require a sink to be installed on your stand please contact our contractor:

Laura Knapp
Elliott Hire
T 01664 423 054
m 07805 915 071
E laura.knapp@as.elliottuk.com

3.0 Mandatory Forms

As you are a Shell Scheme exhibitor the following forms must be completed and returned to kroberts@nussl.co.uk before **Friday 29 March 2013**. Failure to complete these forms will mean your exhibition could be removed.

3.1 Health & Safety Declaration

3.2 Badge Information

3.3 Shell Scheme Stand Plan



3.1 Health & Safety Declaration

This form is a mandatory requirement and must be completed by all exhibitors

If you have any queries regarding this form, please call Kelly Roberts on 01625 413218.

1. The Health & Safety at Work Act 1974 (HASAWA74)

It is condition of entry into the exhibition that every exhibitor, contractor, sub-contractor, supplier and their agents comply with the HASAWA 74 and all other legislation covering the venue. The Exhibitor accepts that it is their legal and moral responsibility to ensure that their own and other's Health & Safety is not put at risk by their actions (or 'inactions') throughout the tenancy.

Exhibitor Stand No.

Address.....

.....Postcode

Tel..... Fax

Our Health & Safety representative on the stand will be

Position Mobile No.

To be signed by a senior person within the exhibiting company:

Authorised by Date

Print..... Position

a. We are **SHELLSCHEME** only. We have trained and made our stand staff aware of the potential risks present onsite and we will copy them in with the Health & Safety information contained in the Exhibitors Pack. Our exhibits, demonstrations and work practises cause **NO HAZARDS** to either others or ourselves onsite. Please tick

b. I will make available at the NUS Services Trade Conference and Exhibition 2013 a copy of our own company's Health & Safety Policy. Our stand staff will be sufficiently instructed and trained in relevant matters in order to carry out their tasks competently. Please tick

Notify the Organisers for all late working by **Friday 29 March 2013**

Please complete this form and return by email to kroberts@nussl.co.uk by **Friday 29 March 2013**.

Health & Safety Form continued...

2. Our principal stand contractor is
.....
(Include lifting and exhibit or hazardous waste management if applicable.)

A. Lifting contractor (only if agreement has been sought via NUS Services)

Company

Contact namePosition

Address

.....Postcode.....

Tel.....Fax

B. Hazardous waste management contractor

Company

Contact name Position

Address

.....Postcode

Tel.....Fax

Please ensure that your contractors have, and operate to, a scheduled late working rota if applicable.

Notify the Organisers for all late working by **Friday 29 March 2013**

Please remember to take a copy of this form for your files.

Please complete this form and return by email to Kroberts@nussl.co.uk by Friday 29 March 2013.

3.2 Badge Information

Exhibitor passes will be available on the day for collection along with your car parking passes. You will have a specific number of each allocated to your stand. The number you receive will be relative to the size of your stand. Please note as a general rule the NEC only allocate 2 parking passes per stand, we will endeavour to offer you as many passes as we have reasonable access to. The NEC has also introduced fee based privilege parking allocation you can find out more about this [here](#)

3.3 Shell Scheme Stand Plan

Please be aware that this year we will be asking you to submit a stand plan for your shell scheme stand.

If you are using a contractor to build a stand they will be asked to submit a risk assessment and method statement for the build.

Your stand plan should detail the key activities taking place on your stand and ensure we are aware of any equipment or substances that you wish to use on your stand.

Please ensure that you send your plan with drawings to jheuston@nussl.co.uk by Friday 10th May 2013.

4.0 Optional Forms

You only need to complete these forms if you are planning any sampling activity on the day of the exhibition.

4.1 Food Sampling

Any exhibitor providing food sampling during the exhibition will need authorisation from the NEC Catering Dept. All applications should be emailed to Kelly Roberts at Kroberts@nussl.co.uk in the first instance. All applications will then be sent to the NEC for approval.

Once permission is given, the exhibitor will be advised of any rules and regulations that apply. Representatives of the NEC Catering Department will monitor compliance with any relevant legislation.

It remains your responsibility to ensure that you comply with all relevant legislation and, specifically, requirements that prohibit the use of Liquid Petroleum Gas within the Halls.

Please refer to the NEC Self Regulating Handbook, for detailed information on Food Hygiene Regulations at The NEC. There are specific regulations around food and alcohol to which we as organisers must adhere. We do require detailed information on all and any products you are sampling and expect them to be listed in full. We additionally require notification if they will be served hot. Please be aware there are additions to the regulations around sanitation on stands and in certain circumstances the NEC will now require you to have a sink on your stand. Please click [here](#) for guidance.

Forms must be completed and returned by **Friday 29 Mar 2013**.

Please find the form on the next page.

4.1 APPLICATION TO SUPPLY FOOD AND BEVERAGE PRODUCTS

Wherever possible we aim to supply food & beverage through our in-hall facilities and contracted service partners and it is important for The NEC to protect its reputation and maintain its usual high standards of food safety and hygiene.

All Exhibitors providing their own food and beverage (Excluding ALCOHOL) within an exhibition for **immediate consumption** must comply with the NEC rules and regulations around sample sizes and food hygiene.

Exhibition details:

Exhibition: NUS Services Trade Conference and Exhibition 2013		
Date:	Hall: 8	Stand No:

Details of product to be supplied:

On stand hospitality <input type="checkbox"/> (please specify any edible products you will be offering as hospitality).
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Sampling <input type="checkbox"/> Please specify the name, size and category of product. Product must be bite sized if food and not full portion. If a soft drink should be a maximum of 100ml.
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NB. *Sampling can be defined as a taster sample of a specific product being marketed at the show by the manufacturer/producer of that product.*

Company details

Name:	Contact name:
Address:	
Postcode:	Email:
Telephone	Fax:

For NEC Administration Purposes only NEC Ltd consents to the supply of food & beverages as requested in your application.

Signed for and on behalf of the NEC Ltd	
Full name	Position

Please note this form supersedes all previous intent to supply form

4.2 Alcohol Sampling

Any exhibitor providing alcohol sampling during the exhibition will need authorisation from the NEC Catering Dept. All applications should be emailed to Kelly Roberts at Kroberts@nussl.co.uk in the first instance. All applications will then be sent to the NEC for approval.

Please note that the guidance on sample sizes is as follows:

The sampling of sample size soft drinks up to 100ml
The sampling of full size sealed bottles of Beers/Alco pops/ciders
The sampling of draught beers/ciders/Alco pops: 100ml
The sampling of wine: 50ml
The sampling of spirits up to 50ml with the appropriate mixer
The sampling of individual size packaged cocktails

Service of alcoholic beverages is also rigorously controlled through responsible enforcement of the Licensing Act 2003. Representatives of the NEC Catering Department will monitor compliance with any relevant legislation.

It remains your responsibility to ensure that you comply with all relevant legislation and, specifically, requirements that prohibit the use of Liquid Petroleum Gas within the Halls.

Completed forms must be returned by **Friday 29 March 2013**.

Please find the Alcohol Sampling form on the next page

4.2 APPLICATION TO SUPPLY ALCOHOL

Wherever possible, NEC aim to supply alcohol through our in-hall catering facilities and contracted service partners, as it is very important for us to protect our reputation and to ensure compliance with the Licensing Act 2003 and the NEC Premises Licence.

foodtoyou, NEC's on-stand delivery service, is able to meet the requirements of most exhibitors and further details, together with a copy of their current order form, can be obtained by calling Sales and Customer Support on **0844 338 8338** or alternatively by visiting www.thenec.co.uk/exhibitor

NEC may (at its sole discretion) permit exhibitors to supply their own alcohol at NEC events. However, permission will not be granted unless it is relevant to the Exhibition profile and the exhibitor is willing to comply with certain rules set out by NEC's Designated Premises Supervisor, who is the person responsible for ensuring NEC's compliance with the Licensing Act 2003.

If you wish to sell (for off-site consumption only) or supply alcohol at the Exhibition, and you feel there is a valid reason (in view of the exhibition's profile) for you to do so, please complete this application. Applications received after this date will not be considered.

Please note a minimum charge of £75.00 + VAT will apply unless sampling own product within the prescribed measures.

Exhibition details:

Exhibition: NUS Services Trade Conference and Exhibition 2013		
Dates:	Hall: 8	Stand No:

Alcohol to be provided:

On stand hospitality <input type="checkbox"/> (please specify)

Sampling <input type="checkbox"/> (please specify including size of product sample)
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NB. Sampling can be defined as a taster sample of a specific product being marketed at the show by the manufacturer/producer of that product.

Application to supply alcohol cont....

Company details

Name:	Contact name:
Address:	
Postcode:	Email:
Telephone	Fax:

Please note applications will not be considered if full details are not provided.

For further information or details please contact:

Danny Jenks
Catering Account Manager
NEC Catering Department
The NEC, Birmingham B40 1NT

Tel: 0121 767 3634 / Fax: 0121 767 3641
Email: danny.jenks@necgroup.co.uk

Please note this form supersedes all previous Intent to Supply forms.

4.3 On the Day Offers

Any exhibitor who wishes to take part in the NUS Services 'On the Day Offers Scheme must complete the necessary form and pay the designated fee towards the administration of orders.

This year we will continue to utilise the Carlsberg online ordering solution for Licensed Trade only at the exhibition. We will not be offering on the day offers for retail suppliers.

It will be your responsibility to ensure that all orders on the day are correctly entered into the laptop(s) you are allocated on the day. The laptops must be returned to Carlsberg at close of business. As such please ensure you have considered the correct level of staff resource required to handle the ordering element. Any additional orders may not be accepted and/or may be subject to a CUK administration fee.

Your agreed deals will be pre-loaded onto the Carlsberg system and we ask that you do not deviate from these deals.

All products on offer should be currently stocked and all the product details including case and bottle sizes are correct. If you are offering a pallet deal please ensure you communicate the number of cases to a pallet. Unless otherwise stated by the brand owner all spirit case sizes will be calculated at 9 litres.

Any new listings agreed after the 'on the day offers' deadline may be shown/sampled but may not be sold at the show. We will offer NUS connect promotions to brand owners directly after the show, specifically for these products to ensure they are available to unions for the Fresher's period. This is an entirely separate promotion and to book an NUS connect promotion please email jheuston@nussl.co.uk

The fee for taking part in 'on the day offers' is £150 plus vat.

The deadline for submitting your offers' is Friday March 29th.

4.4 PRS & PPL Licences

Any organiser or exhibitor who wishes to have any type of pre-recorded, video or live music on their stand or at the event must complete the forms attached and email to Kroberts@nussl.co.uk to apply for the licences required.

Frequently Asked Question - Is PPL same as PRS?

No, a PPL licence is a Public Performance Licence which is different from a PRS which is Performing Rights Society. Whenever you play a sound recording in public there are two separate licence fees that need to be paid for. There is a copyright fee for the musical and lyrical composition (PRS) and a separate copyright fee for the actual sound recording (PPL).

One fee will go to PPL which is distributed to record companies and performers. The other fee goes to PRS which is distributed to composers and publishers.

These forms must be completed and returned by Friday 29 March 2013.

The form can be found on the next page

4.4 Trade Conference & Exhibition 2013

PRS & PPL application form

Any exhibitor who intends to play recorded music either as a main attraction or purely as background atmosphere on their stand at Trade Conference & Exhibition 2013, is liable for prosecution if they do not possess a current Phonographic Performance Licence (PPL) **AND** a Performing Rights Society (PRS) Licence. This form provides the opportunity for exhibitors to apply for both licences.

If you are unsure whether you require these licences, please call Phonographic Performance Limited on **0207 534 1000** and the Performing Rights Society on 0800 0684828.

Officials from Phonographic Performance Limited and the Performing Rights Society will attend the Trade Conference & Exhibition 2012 to monitor the use of sound recordings. Any exhibitor found playing sound recordings without a licence will be fully liable for their own legal proceedings and fines and for those relating to NUS Services as event organisers. In line with legislation noise levels will be carefully monitored at the Trade Conference & Exhibition 2013.

The NEC House Management has strict guidelines on permitted noise levels for exhibitions. Any violation of these guidelines will result in immediate termination of the show. NUS Services event organisers will be regularly visiting stands to regulate noise levels. Any exhibitor who continually ignores noise level instructions will be asked to leave the Trade Exhibition. No costs will be refunded.

This form provides the opportunity for exhibitors to apply for both licences. Please complete and return to NUS Services by the deadline stipulated below. Upon receipt of this form NUS Services Ltd will immediately forward the relevant forms for exhibitors to complete. The cost of these licences is to be met by individual exhibitors and will be invoiced as follows: -

- PPL Licensing for one day including administration £20.00 (invoiced directly by NUS Services Ltd)
- PRS Licensing will be invoiced by PRS for the correct fee which will vary depending on individual requirements for more information click [here](#)

If you intend to play music on your stand you must complete the following form and return it by email to kroberts@nussl.co.uk by March 29th 2013

Stand No. Contact name

Exhibitor name..... Address.....

.....

Tel Fax

Signature.....

5.0 General Information

Trade Conference & Exhibition 2013 is run by NUS Services and is attended by commercial managers of students' union from around the UK. It will take place on Monday 24 June 2013 (setup) and Tuesday 25 June 2013 (open day).

5.1 Address

This year, the event will be held at the NEC in Birmingham.
Hall 8, National Exhibition Centre, Birmingham, B40 1NT

5.2 Travel

The following links will be useful for contractors and exhibitors regarding the NEC as a venue together with travel and traffic processes.

<http://thenec.co.uk/travel>

<http://thenec.cdo.uk/exhibitors/guidetoexhibiting/traveltrafficprocedures>

<http://www.thenec.co.uk/exhibitors>

5.3 Deliveries

Deliveries can only be accepted on **Monday 24 June 2013** and must be labelled as follows;

FAO Davina Keen, Exhibitors stand contact name, Exhibitor stand number, Hall 8, National Exhibition Centre, Birmingham, B40 1NT

5.4 Access Times

Access times for exhibitors are;

Space only – between **9.00am** and **9.00pm** on **Monday 24 June 2013**

Shell Scheme – between **2.00pm** and **9.00pm** on **Monday 24 June 2013**

Access on the exhibition day is from **7.30am** for both Space Only and Shell Scheme exhibitors. Stands must be ready for inspection and sign off by 9am on show day. The exhibition will run between **10.00am** and **4.00pm**.

Breakdown may not commence before the last delegate has left the floor at 5pm. Should you breakdown before this time we will impose a fine equivalent to £100 or 10% value of your stand, whichever is the greater amount.

Breakdown must be completed by 10pm on the day of the exhibition. All stands must be fully removed by this time. There are no exceptions to this. It is your responsibility to ensure your contractor is aware of the deadline.

NUS Services and the NEC cannot accept responsibility for any items of value you leave unattended either during the build or breakdown of your stand. If you do have items you need to be safely stored during build or breakdown, please contact dkeen@nussl.co.uk ahead of the event. Any items must be collected by 10pm on show day.

5.5 Parking

Exhibitor car parking is in N1 Car Park which is accessed via Gate 3. All passes will be available for collection at the NEC along with your exhibitor badges. Please be aware you will receive an allocation of badges and parking passes relative to the size of your stand booking. As a rule the NEC only allocate 2 parking passes per stand. We will endeavour to allocate passes as is reasonably possible. This year the NEC is offering priority parking packages and you can find out more details [here](#)

5.6 Contact Details

If you have any queries that cannot be resolved by visiting the NEC website then please email us on Kroberts@nussl.co.uk

5.7 Advertisement Information

If you are supplying artwork for an A4 advertisement, then please ensure that you adhere to the following;

- Artwork must be supplied with 5mm bleed on all edges of the page
- Finished artwork should be sent as a high resolution, print-ready PDF
- This means a minimum of 300dpi at 100% with no compression
- All fonts should be embedded - select the 'Edit Adobe PDF' menu option and then the 'fonts' tab and click on the 'embed all fonts' option
- Select 'press quality' or 'high quality print' settings if you use Distiller