

EXHIBITOR NEWSLETTER

THE ECOC EXHIBITION | GOTHENBURG, SWEDEN | EXHIBITION 18-20 SEPTEMBER



Issue 1 | April 2017

You are receiving this newsletter as you are the designated contact for your company. If the contact for your company changes, please contact us with any amendments or update the 'my account' section of your online account. The details are stored under 'my account' followed by 'my profile'.

PLEASE FORWARD THIS NEWSLETTER TO YOUR CONTRACTOR IF YOU ARE A SPACE ONLY CLIENT.

In this newsletter:

[Exhibitor Services and Manual now live](#)

[Build Up and Breakdown Times](#)

[NEW Service Surcharge](#)

[Summer vacation -venue closure](#)

[Safety Regulations](#)

[Hall Height](#)

[Gothenburg - did you know?](#)

[NEW - Waste Disposal & Waste Management](#)

[NEW - Unloading of Lorries/cars/ vans](#)

[New mandatory insurance](#)

[Accommodation](#)

[Free Promotional Opportunities](#)

[Gothenburg Congestion Charge - New Important Information](#)

IMPORTANT INFORMATION

When clicking on any links in this document, please click the back button on your browser to go back to the newsletter.

Exhibitor Services and Exhibitor Manual – NOW LIVE

The information and order forms for ECOC Exhibition are now live and available to access online at http://www.ecocexhibition.com/exhibitor_services, all contracted exhibiting companies have been notified via email along with their own username and passwords for the exhibitor badges. If you have not received your email please [CLICK HERE](#) to contact the Operations Managers.

Exhibition Opening Times

The exhibition runs from 18-20 September 2017. Opening times are:

Exhibition

Monday 18 September 0930 - 1700

Tuesday 19 September 0930 - 1700

Wednesday 20 September 0930 - 1600

Please Note: Exhibitors can ONLY access the halls from 8am each morning during the exhibition days and can only remain until the closing of the hall at 1730 hrs. Exhibitors must remain within their own stand area and are not permitted to walk around the exhibition before the show opens.

Timetable of build up, exhibition and breakdown

Build up

Friday 15 September 0800 - 2200 *(space only stands - contractor badges must be worn at all times)*

Saturday 16 September 0800 - 2200 *(space only stands - contractor badges must be worn at all times)*

Sunday 17 September 0800 - 2100 *(space only and shell scheme - contractor badges or exhibitor badges to be worn at all times)*

Please note there is no facility to build through the night at this venue. Please inform your contractors

These times must be adhered to.

Please note: On Sunday 17th September the aisles must be clear by 1400 hrs, building of your stand can commence until 2100hrs but only within the perimeter of your stand.~

Breakdown

Wednesday 20th September

1600 - 1630 - Official contractor GT Exhibitions to commence return of empties

1630 - 2400 - Loading doors open for all other contractor/empties

Thursday 22nd September

0800 - 1500

Please ensure that contractors are issued with contractor badges for breakdown.

These times must be adhered to. For more event information please [CLICK HERE](#). If you foresee any problems with these timings please contact [Charlotte Minter and Lianne Bull, Operations Managers](#)

Hall Heights

PLEASE NOTE THERE IS VARYING HALL HEIGHTS - TO CONFIRM THE CORRECT BUILD HEIGHT OF YOUR STAND - please contact us the [ECOC Operations Team](#)

Service Surcharge - NEW IMPORTANT INFORMATION

For this year the Svenska Massan who are the sole contractor for most services (excluding electricity) will charge a 50% Surcharge for any orders made after the deadline date or for onsite orders - we strongly advise you to order all your stand requirements by the deadlines stated in the online order forms section. The services include: Furniture, Internet, Water Connections, Rigging, Catering etc.

Stand Design & Walling

These basic guidelines must be followed when designing exhibition stands for this event. They have been introduced to ensure an event that is welcoming and not intimidating to visitors with good sight lines and excellent traffic flow!

Where these design guidelines have not been followed stand build approval will not be issued.

- Low walling is permitted to any open side of a stand to a maximum height of 1.2m. However, access to the stand on at least one side must be a minimum of 3m wide or 50% of the length of the wall if this is smaller (i.e the stand side is less than 6m in length). All stands must also meet with all relevant health & safety access/egress regulations.
 - Only 40% of any open side is permitted to be `full walling` – i.e if a stand is 12m wide a maximum of 4.8m of full walling will be permitted.
 - Any build above the height of 1.2m is considered `full walling` and this includes trilite, flagnet, materials, voiles, screens, graphics, showcases, louvred materials, etc.
 - Fascia over open areas not more than 0.5m deep and not sited more 4m high (to the top of the fascia) and not less than 2.5m high (to the bottom of the fascia)
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Insurance - NEW MANDATORY REGULATION

Public Liability (Compulsory)

Svenska Massan will charge each exhibiting company 1400 SEK regarding Insurance Policies. Each exhibiting company has to have Liability insurance to exhibit in the venue. If you have an existing policy with your own insurance company, you will be required to send a copy of the documentation to the venue to avoid the charge.

Please contact E: <mailto:Caroline.Bender@svenskamassan.se?subject=ECOC 2017 - Insurance> for further information.

High Vis Vests

All contractors/exhibitors are required to wear high vis vests if they are working at height on space only's stands.

Footwear

During the build-up and breakdown periods people working in the exhibition halls, meeting rooms and lounges MUST wear safety shoes. Safety shoes must bear a CE mark and be classified in classes S1, S2 or S3. Safety shoes should be maintained and repaired.

Safety Helmets/Hard Hat Areas

Stand builders working at height - (above 2.5m) - Mandatory Regulation

It is the duty of every employer or those who have control to ensure head protection that prevents the head from vertical and side impact is worn where there is a foreseeable risk injury to the head. The ideal helmet is one that complies with both EN 12492 and EN 397. In areas below people working at height and adjoining gangways there is a significant risk of injury from falling objects and these shall be designated "hard hat " or "areas where hard hats must be worn".

An approved safety helmet must be worn in the exhibition halls during build up and breakdown

This is a mandatory requirement. Operation Managers will be monitoring the hall floor during build up and reserve the right to close down a working area if this ruling is disregarded.

SAFETY EQUIPMENT CANNOT BE PURCHASED AT THE VENUE AND MUST BE PROVIDED BY YOU THE EXHIBITOR OR YOUR CONTRACTOR

Waste Disposal & Waste Management - NEW

For ECOC 2017 only, there will be an environmental station placed within the halls. This station consists of bins that all exhibitors/stand builders must use to dispose of their basic stand waste. If you need to dispose of Large Bulk Waste or Hazardous Materials you must contact the [Operations Team](#)

IF THE BINS ARE NOT USED AND RUBBISH IS LEFT BY AN EXHIBITING COMPANY ON THE STAND AREA. YOU WILL BE CALCULATED AND CHARGED BACK BY THE SVENSKA MASSAN .

Gothenburg Congestion Charge - New Important Information

When entering the city of Gothenburg there are traffic cameras located on all main highways and roads. The camera's register the vehicle details and a invoice will be sent after your trip. This legislation applies to all cars/lorries registered in Sweden and Europe.

Please see the click on the link about the congestion charges and any questions you might have:

<http://transportstyrelsen.se/en>

Unloading of Lorries/cars/ vans - New Mandatory

All vehicles unloading/loading for build-up and breakdown have a time limitation of 30 minutes. All vehicles that arrive for unloading/loading at the Svenska Massan must book in a time slot with GT Exhibitions - [please click here for more details](#)

It is not possible to arrive to unload without booking a time slot.

Parking for Lorries

There is no facility for lorry parking at the venue. Parking for lorries is situated approximately 15 minutes outside of Gothenburg center.

Address: Stig Center
Post Code: 422 46 Hisings Backa
MAP : [CLICK HERE](#)

Price 100 Sek/day. Payment can be made with either cash or credit card in Swedish crowns or Euro at the parking area not at the venue.

Venue Closure

The venue will close for the duration of July – there will be limited staffing. We advise you to order your services before this time.

Accommodation

Sweden MEETX is the official provider of hotel rooms for exhibitors, visitors and conference delegates partaking in ECOC 2017 and a number of hotel rooms in different price categories have been pre-booked in Gothenburg for the event.

Hotel Gothia Towers is the venue hotel located in direct connection to the exhibition and conference venue, the Swedish Exhibition and Congress Centre (Svenska Mässan).

Book your room free of charge via the online booking service. Your booking is immediately confirmed by e-mail. Payment can be made by credit card or by invoice for Swedish organizations with Swedish VAT number. All prices quoted are in Swedish Kronor (SEK) and excludes 12 % VAT.

All rooms include breakfast and free WiFi.

[Book your hotel room via the online booking service](#)

If you have any questions, get personal service or if you wish to make a group booking of more than 10 rooms, please contact us via email or telephone. All changes and cancellations shall be sent by email.

Sweden MEETX AB

E-mail: ecoc2017@meetx.se

Phone: +46 (0)31 708 86 90

www.meetx.se

Did you know? - Gothenburg City Facts

The city of Gothenburg is following in the footsteps of Stockholm in becoming a cash free city to aid the reduction of crime. So during your visit don't be surprised if some hotels, restaurants and bars refuse to accept cash and will take card only payments.

Free Promotional Opportunities

Company Profile and Market Sectors

Your Company profile from 2016 has automatically been transferred over to the 2017 website.

Please ensure these details are kept up to date where necessary as this information will be included in the printed show guide and also features on the live A to Z Exhibitor online directory.

You can update your profile online at any time, however any changes made after the details are downloaded for the show guide will not appear once the guide is sent to print.

All exhibitors also need to complete the market sector section of your company profile.

How to update your company profile online:

- Click [here](#) to log into your account
Click 'My Account' in the top menu
- Click 'My Profile'
- Scroll down to the 'Market Focus' section and tick the boxes relevant to your organisation.
- Scroll down to the next section 'Company Profile'
- Input your profile (maximum 60 words)
- Click 'Save changes'

Sharing companies

Main stand holders - please remember to let us know of any companies that are either sharing your stand or who you are representing, as they will not be included on the website, exhibitor list of show guide unless you inform us. You can add sharing companies via the website under the 'Stands' section. All sharing companies listed are entitled to a 60 word directory entry free of charge.

Share your news in the ECOC Exhibition Newsletters

The Visitor Newsletter is emailed to all potential and previous ECOC visitors and conference delegates and so it is a great opportunity to promote your company and products before the show in September. (Please note: there is **no charge** to include your news in this newsletter). Don't miss out on this free marketing opportunity for your company, submit your news story via email to the [Marketing](#) team.

Personalised visitor invitation HTML

Once visitor registration is open, in May 2017, we will be able to provide free of charge personalised html invitations for you to send to your clients, inviting them to register for the event. With your company logo, stand number and personalised booking link this is a great way to let your customers know you are exhibiting at ECOC 2017.

Display your products free of charge in the FTTx Centre

The FTTx Centre features eleven FTTx Zones and exhibitors can display products free of charge. If you have a new or existing product you would like to feature in the FTTx Centre, please [complete the entry form](#) and return to michelle.dampier@nexusmediaevents.com by **Friday 18th August** to be eligible for consideration.

Visit the [FTTx Centre pages](#) of the ECOC Exhibition website for more details on the area. There are also unique opportunities to sponsor zones within the FTTx centre please contact liam.taylor@nexusmediaevents.com for further details.



Sponsorship and Promotional Opportunities

Add your company logo

You can now add your logo to your company profile, both on the website and in the show guide, for just £250. You can now purchase and upload your logo directly to the website.

Please note there is a fee of £250 to add your logo, you will have the option to pay directly by credit card or through an invoice. We will review your logo and add it to your profile.

How to add your company logo

- Log into the 'My Account' area of the website
- Click 'My Profile'
- Scroll down to the Company Logo section
- Upload your logo (specifications are given)
- Click 'Upload'

Download the Sponsorship and Exhibition Brochure

With over 40 different opportunities to promote your company, products and services, the ECOC Exhibition is the ideal place to showcase your business to over 5,500 key industry contacts. Find out how we can help you increase your presence at the show and drive traffic to your stand by downloading our [Sponsorship and Exhibition Brochure](#).

Enhanced Directory Entry

You can now enhance your company profile on one of the most visited pages on the ECOC Exhibition website. Make sure your company stands out from the rest with an enhanced directory entry.

As an exhibitor you will automatically receive a 60 word company profile entry in the printed show guide and online, but you can now also include your company logo, product announcements, pictures and videos all within the exhibitor A to Z Directory pages from as little as £250.

Don't wait until the show to promote your latest product or company announcements, your enhanced entry will go live as soon as the information is received, so by booking now you could promote your company and products in the run up to the show. Contact Liam Taylor or call +44 (0) 1732 752127 for more details.



Market Focus 2017

Once again, ECOC will hold free Market Focus sessions. These sessions will be held in the exhibition hall and are designed to allow all visitors/attendees to get the big picture on the commercial and technology drivers shaping a new era of growth across all levels of the optical communications supply chain.

[Speaking opportunities are available for exhibitors and the Call for Speakers is now open.](#) Please contact the [Marketing Team](#) for more information.



CTTS Short Courses

Due to the huge success in recent years, CTTS will again provide free training sessions during the show. Visit the [CTTS Training pages](#) of the website for further information.



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