



The Bobby Moore Room, Wembley Stadium, London  
**Monday 5th March 2012**

#### VENUE

The Bobby Moore Room Wembley Stadium,  
London HA9 0WS

#### SHOW DATE

Monday 5th March 2012

#### OPEN HOURS

9.00am - 5.00pm

#### ORGANISERS

#### **Thirty Forty Nine Limited**

P.O. Box 3049  
London SW1V 3XG

tel: +44 (0)20 7798 8500

fax: +44 (0)20 7798 8501

[www.smmexevent.com](http://www.smmexevent.com)

email: [info@smmexevent.com](mailto:info@smmexevent.com)

# Exhibitors' Manual

The following information has been compiled to help you co-ordinate your participation at **SMMEX** the **Sports Merchandise & Marketing Exhibition** at Wembley Stadium. If you have any specific questions which are not covered, please contact the Organisers direct on **+44 (0)20 7798 8500**.

## ACCESS FOR THE EVENT

The Bobby Moore Room in which the Exhibition is held is located to the front of the Stadium opposite Wembley Park Tube Station at first floor level.

## ACCESS FOR UNLOADING

**PLEASE NOTE THAT ON ARRIVAL YOU WILL BE DIRECTED TO THE NEAREST ENTRANCE TO YOUR STAND. ONCE YOU HAVE UNLOADED YOUR VEHICLE YOU SHOULD REMOVE IT AS SOON AS POSSIBLE**

**ABSOLUTELY NO ACCESS TO WEMBLEY STADIUM IS PROVIDED WITHOUT PRIOR NOTIFICATION. ALL STAND STAFF, TRANSPORT AND PERSONNEL MUST BE LOGGED IN USING THE 'EVENT ACCESS' FORM AT [www.smmexevent.com](http://www.smmexevent.com) AND RETURNING IT TO THE ORGANISERS ***NO LATER THAN 20<sup>th</sup> February 2012*****

## BADGES FOR STAFF

Please complete and return the 'EVENT ACCESS' form detailing the names you need. The form will be emailed to you near the time of the event. Badges can be collected from the organisers' office at the back of the hall.

## BUILD UP

Build-up will be from 8am until 6pm on Sunday the 4th of March 2012 for the offloading of exhibits and stand dressing.

**PLEASE NOTE THAT THERE IS NO EXHIBITOR ACCESS UNTIL 8am.**

All shell schemed stands will be available for dressing from 9am onwards. The hall will be open again at 8am on Monday 5th of March for the late arrival of exhibits.

**PLEASE NOTE THAT ALL STANDS MUST BE READY FOR THE OPENING OF THE SHOW AT 9.00am on MONDAY 5th of MARCH 2012.**

## BREAK DOWN

Break down will be from 5pm on Monday the 5th of March 2012

### **The Hall must be cleared by 10pm**

Please remember that the stand contractors will start to dismantle stands from 5.30pm, it is up to you to remove any display items of value from your stand before they start dismantling.

## CAR PARKING

There is ample **free** car parking available on site for exhibitors provided full details are given in advance of the event. Please complete the **'EVENT ACCESS'** instructions from **[www.smmexevent.com](http://www.smmexevent.com)**.

## CATERING

All catering at the venue is provided by DMC. There will be a full bar and food service available within the exhibition hall. However, if you require any special catering requirements arranged in advance please contact the Organisers direct on **+44 (0)20 7798 8500** who will be happy to help.

## CHILDREN

For safety reasons, no children under 16 are allowed in the Hall during the build-up or break-down periods of the show. During the exhibition, children must be accompanied by an adult.

## CLEANING

A full cleaning service of all stands and gangways will take place on Sunday evening the 4th of March. Please make sure that any rubbish you want removed is put into the large bins provided. Those who have requested 'Nightsheets' will have to make special provision on site.

## CLOAKROOM

The cloakroom is located in the foyer at the front entrance to the exhibition.

## DELIVERIES

Deliveries to Wembley must be made by Friday the 2nd of March 2012 in order to ensure safe arrival. You are advised to use DHL as your courier as they are well equipped to deal with your consignment and are used to working at Wembley Stadium.

Do remember that build-up takes place over a weekend, as such there are no normal delivery services available. It is your responsibility to ensure that delivery has been made on Friday 2<sup>nd</sup> March to avoid disappointment.

## DIRECTIONS

Wembley Stadium is easily accessible. For more detailed directions from all parts of the country please visit the website [www.smmexevent.com](http://www.smmexevent.com) and click on the **"Plan Journey"** link under the **'HOTEL AND TRAVEL'** button

## ELECTRICS

**THERE WILL BE ONE 5FT FLUORESCENT FITTING ON THE REVERSE OF THE FASCIA.**

**THERE WILL BE NO ADDITIONAL ELECTRICS ON YOUR STAND UNLESS YOU ORDER THEM**

Any electrics required for your stand should be ordered by completing the **Exhibitor Form** and returning it together with your payment.

## EMERGENCY EXITS

Exhibitors must not cover, conceal or close Emergency Exits, nor may any exhibits be placed in the aisles or in front of Emergency Exits.

## EXHIBITOR DINNER

On Sunday evening the 4th of March 2012, we are holding an Exhibitor Networking Dinner at The Hilton Wembley in the International Suite for Exhibitors and their guests.

The price will be **£38 per head** for a three course meal including coffee and entertainment. It will be self service style, but with reserved seating. You can book as many single places as you need or tables of 10 if you prefer.

The booking form is available to complete online at [www.smmexevent.com](http://www.smmexevent.com) under the event forms page.

## FASCIA BOARDS

A fascia board bearing your company name will be provided using the information as you have detailed on the **Exhibitor Form**.

## FIRST AID

If you or any member of your team should require First Aid at any time during your stay at Wembley please report to the Organisers' Office immediately.

## **FORKLIFTING**

Exhibitors may deliver and off-load their own goods which they can carry to their stands. Forklifting facilities can be made available to you. If you require this facility, please contact the official freight forwarding and handling contractor at:

**MELVILLE LOGISTICS Units 27-29  
Exhibition Way National Exhibition  
Centre Birmingham B40 1PJ**

**Tel: +44 (0)121 782 4433  
Fax: +44 (0)121 782 4545  
Contact: Steve Mott**

## **FURNITURE**

Limited quantities of tables and chairs are available at the venue on a first come first served basis, free of charge. If you require more specialist furniture please contact the official furniture contractors Melville by using this weblink:

***[www.melville-online.co.uk](http://www.melville-online.co.uk)***

## **HEALTH & SAFETY**

You have a legal responsibility to take care of your own and other people's health and safety whilst on the premises. Please ensure that your staff are briefed regarding the Health & Safety Guidelines, a full copy of which is available from your local Health & Safety Executive Office. Copies of legislation together with diverse publications, many of them free, are available from:

HSE BOOKS  
P O Box 1999, Sudbury Suffolk  
CO10 2WA  
Tel: 01787 881 165  
Fax: 01787 313 995

## **HEIGHT RESTRICTIONS**

There is a height restriction of 2.440m on all stands on the lower level of The Bobby Moore Room, ie. all stands from 1 - 120, all stands on the upper level have a restricted head room of 2m (those stands prefixed 220 – 270).

## **HOTEL ACCOMMODATION**

We have reserved a block booking of rooms at preferential rates at The Hilton Wembley Plaza Hotel alongside the Stadium. Please reserve your rooms with the hotel direct by using the weblink on our website at **[www.smmexevent.com](http://www.smmexevent.com)** in the "Hotel and Travel" section.

## INSURANCE

The Organisers will not be responsible for any loss or damage that may befall the person or property of the exhibitor from any cause whatsoever. Exhibitors are asked to check that their own insurance cover will be adequate. Remember to insure (on an 'All Risks' basis) exhibits and equipment brought to the stand, including property hired or borrowed for which you are responsible. Cover should include transit to and from the venue. All exhibitors are expected to have insurance for Public Liability at a minimum level of £2m or £5m depending on when the policy was taken out and we may ask for evidence of the existence of such a policy.

If in doubt, please consult your insurance advisor.

## INVENTIONS & DESIGNS

Inventions which are intended for display at the exhibition should be protected by taking out a UK patent before the exhibition opens. If the exhibitor does not apply in advance they will not be protected.

Exhibitors must make formal registration of the design no later than six months after the opening of the exhibition in order to protect their design.

## INVITATION TICKETS

You will be provided with an initial supply of 100 complimentary Invitations to send to potential visitors and existing buyers. If you require more, they are free of charge, please contact the Organisers direct on **+44 (0)20 7798 8500**.

## MAINTENANCE & REPAIR

No major maintenance or repair work may be carried out while the Exhibition is open to visitors. The Organisers must be informed, as early as possible, of any need for such operations in order that arrangements may be made for access to the Exhibition Halls at other times. Any costs thereby incurred by the Organisers must be paid for by the Exhibitor concerned.

## MERCHANDISE

For any promotional merchandise needs, for your exhibition or any other purpose please head to [Leighmans.com](http://Leighmans.com), [sales@leighmans.com](mailto:sales@leighmans.com), 0161 763 2690.

## MUSIC

If you plan to play pre-recorded music from your stand during the Exhibition you must first apply for a license from the PPL and the Performing Rights Society. Evidence of the existence of such licenses will be required.

### **PHONOGRAPHIC PERFORMANCE LTD**

**1 Upper James Street  
London W1R 3HG  
Tel: 020 7534 1000  
Fax: 020 7534 1111**

### **PERFORMING RIGHTS SOCIETY**

**29-33 Berners Street  
London W1P 4AA  
Tel: 0845 3093090  
Fax: 01733 312912**

## ORGANISERS OFFICE

The Organisers' Office can be located at the back of the Bobby Moore Room itself to the right hand side as you enter from the Registration area.

## OVERSEAS EXHIBITS

For those exhibitors who intend bringing in goods from overseas, we have secured the services of an official forwarding agent. They are fully conversant with all aspects of exhibition freight. For further details please contact Steve Mott of **Melville Logistics** direct on **+44 (0)121 782 4436**

## PROHIBITIONS

The Organisers reserve the right to refuse admission to any person(s) without assigning any reason. They also reserve the right to order the expulsion of any person(s) whose conduct, in the opinion of the Organisers renders such a course desirable.

**Canvassing by unauthorised persons is prohibited and will incur immediate expulsion. No handbills or placards may be affixed to any part of the building except by exhibitors on their stand.**

Any Exhibitor who is not a licence holder for Wembley Stadium is forbidden to display any merchandise with a Wembley Stadium logo.

## SECURITY

Wembley Stadium is a National Venue, as such security is of paramount importance. All Exhibitors will be provided with wristbands by the Security Staff which **MUST** be worn at all times. No access will be granted without prior notification using the **'EVENT ACCESS'** form from **www.smmexevent.com**. Whilst the Organisers take every reasonable precaution throughout the event, they cannot be held responsible for any loss, damage or accident that may occur to any exhibitors' property or personnel. You are advised to take out a separate insurance policy for anything of particular value.

See also 'INSURANCE'

## SHELL SCHEME

Your stand will be built for you. It will be covered in a grey nyloop material, which accepts all 'Velcro' mounted display boards and photographs. There will be fascia support poles every 3m. There will be a fascia around the open sides of the stand with your company name on as you have detailed on the **Exhibitor Form**. If you require any additional panels, shelves, literature racks, lockable cupboards etc., please complete the relevant section on the **Exhibitor Form** and return it to the Organisers direct. Alternatively contact the Organisers on **+44 (0)20 7798 8500**.

## STAND SIZE

Each standard single site measures 2m x 3m. For specifics please check the floorplan.

## STORAGE FACILITIES

There are no storage facilities available. To avoid disappointment, please arrange to have your packing cases taken away with your own transport.

## TOILETS

Toilet facilities are located at either side of The Bobby Moore Room.

## VAT

Exhibitors from overseas **may** be entitled to claim back the VAT paid on many of their exhibition costs including stand rental, equipment hire and hotel accommodation. To find out if you are eligible please contact:

**Quipsound Limited**  
**Tel: +44 (0)1959 561 717**  
**Email: [info@quipsound.com](mailto:info@quipsound.com)**  
**Contact: Janis Carter**  
**[www.quipsound.com](http://www.quipsound.com)**

## VISITOR ADMISSION

Visitor admission is by invitation only.