



Exhibitor Manual

Routes Silk Road 2015

Radisson Blu Iveria Hotel

Tbilisi

Georgia

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EXHIBITION CHECKLIST

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We have put together this checklist to help you with your planning for Routes Silk Road 2015, to record your progress and to remind yourself what needs to be done!

BASIC PLANNING	SECTION	COMPLETED (Tick)
READ EXHIBITOR MANUAL		<input type="checkbox"/>
Work Out a Timetable to Prepare for the Event		<input type="checkbox"/>
Initial Deposit Paid		<input type="checkbox"/>
Balance(s) Due		<input type="checkbox"/>
Book Hotel Rooms	4-7	<input type="checkbox"/>
Make Travel Arrangements		<input type="checkbox"/>
Arrange Delivery/Collection/Storage of Stand Materials	2-11	<input type="checkbox"/>
THE STAND		
Brief Stand Contractor		<input type="checkbox"/>
Order Communications/IT	4-11	<input type="checkbox"/>
Order Floral Displays	4-5	<input type="checkbox"/>
Order Audio Visual	4-1	<input type="checkbox"/>
Order Furniture	4-5	<input type="checkbox"/>
Order Catering	4-2	<input type="checkbox"/>
Order Electrics	4-4	<input type="checkbox"/>
Arrange Stand Staffing	4-10	<input type="checkbox"/>
Confirm Shell Scheme Nameboard	3-6	<input type="checkbox"/>
Arrange Insurance	4-8	<input type="checkbox"/>
PUBLICITY		
Arrange Prize Draw / Incentives / Entertainment		<input type="checkbox"/>
Organise Stand Literature		<input type="checkbox"/>
Organise Extra Advertising		<input type="checkbox"/>
Plan Post-show Activity and Follow Up		<input type="checkbox"/>
Send Exhibitor Profile for Delegate Directory	6-4	<input type="checkbox"/>

ROUTES SILK ROAD 2015 - EVENT TIMETABLE

5-7 July 2015, Radisson Blu Iveria Hotel, Tbilisi, Georgia

The Routes Silk Road 2015 event will take place throughout the Radisson Blu Iveria Hotel, Tbilisi, Georgia. The exhibition will take place on the ground floor.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 4 July	09:00 – 17:00	Shell Scheme build commences
Sunday 5 July	08:00 – 11:00	Shell Scheme build continues
Event Open Days		
Sunday 5 July	13:00 – 17:35	Event Open
Monday 6 July	08:30 – 17:35	Event Open
Tuesday 7 July	08:00 – 17:15	Event Open
Event Breakdown Days		
Tuesday 7 July	18:00 – 22:00	Dismantling of Stands

All stand dressing and construction MUST be removed from the venue by 22:00 on Tuesday 7 July 2015. Any items left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods which are abandoned in the halls.

1. GENERAL INFORMATION

This manual has been created to aid exhibitors in all aspects of their planning for Routes Silk Road 2015. It contains many details for your information as well as a number of items which will need your attention in the lead up to Routes Silk Road 2015.

Please take note of the forms and deadlines at the back of this manual in order to make the process of exhibiting at Routes hassle free.

If you do not find the information you require in this manual please feel free to contact the Routes Operations Team directly.

In addition, this manual is available to download via our website www.routesonline.com

1-1 ORGANISERS OFFICE

Routes will have a dedicated Organisers Office to deal with any queries you may have on site. The Organisers Office will be open at the following times:

Saturday 4 July	08:00 – 18:00
Sunday 5 July	08:00 – 17:30
Monday 6 July	07:30 – 17:30
Tuesday 7 July	08:00 – 20:00

If you have any queries regarding your participation at Routes prior to these dates please do not hesitate to contact any member of the Routes Operations Team. Contact details can be found below:

Stephen Ericson
Operations
Stephen.Ericson@ubm.com
+44 207 921 8013

First Aid:

First Aid is available on-site; please contact a member of security or a member of Routes Staff in an emergency.

Registration Desk:

The Routes Silk Road 2015 Registration desk will be in operation from 13:00 on Sunday 5 July 2015 until 17:15 on Tuesday 7 July 2015. All delegates can collect their badge and delegate bag from 13:00 on Sunday 5 July 2015 onwards. The Routes Registration Team will be on hand to answer any of your queries.

1-2 LOST & FOUND

All lost and found items should be handed in or reported to the Radisson Blu Iveria Hotel. Any inquiries regarding lost and found items should be directed to the Organisers Office or on-site security.

1-3 SMOKING

The Radisson Blu Iveria Hotel is a **Non-Smoking** venue.

1-4 NOISE LEVELS

If you intend to use any form of music or entertainment (dancing, singing and live performances) for your stand promotion you must notify the organisers in advance of Routes Silk Road.

There will be a prescribed maximum noise level of **70db** for all stands. Entertainment should be scheduled outside the formal one-to-one meetings sessions and only during the periods below:

Sunday 5 July	15:35 – 16:00
Monday 6 July	10:30 – 11:45 13:00 – 14:30 16:05 – 16:25
Tuesday 7 July	10:40 – 11:00 13:05 – 14:00 15:40 – 16:00

Routes would also ask that all exhibitors minimise noise and show appropriate respect to the formal speeches during the Welcome Reception, Lunches and Farewell Reception.

If any noise levels are raised to an unacceptable level, you may be asked to suspend activities until a more appropriate time.

Those exhibitors who plan to have Audio Visual equipment on their stand should ensure that all audio speakers must be facing inwards towards the stand and **NOT** facing the gangways or any other stands.

Any exhibitors who intend to have music on their stands should ensure they have applied for the right to perform live or recorded music. Please contact a member of the Routes Operations Team who can assist with this.

1-5 PUBLIC ADDRESS SYSTEM

The public address system is for official announcements by the organisers only. It is not available to exhibitors for publicity purposes or individual messages during Routes Silk Road open hours.

If you wish to make an announcement please contact a member of the Routes Marketing team through the Organisers Office.

1-6 HANGING BANNERS

Routes Silk Road 2015 directional signage will be situated around the venue. Under **no** circumstances are exhibitors permitted to hang banners/signs/truss from drop wires above their stands.

1-7 HOTEL ACCOMMODATION

To book hotel accommodation please visit <http://www.routesonline.com/events/171/routes-silk-road-2015/register-amp-plan/official-hotels-amp-venue/#mainContent>

2. SECURITY, ACCESS & DELIVERY

This section covers areas such as security, access during the build-up and breakdown period of Routes, parking, lifting, deliveries, customs and storage. Please read carefully and do all that you can to ensure the relevant forms are submitted in good time.

2-1.SECURITY

Security is an area we all take seriously and we ask you read the sections below carefully and ensure that all your staff fully cooperate with these systems. Please call our Operations Team if you have any queries.

While Routes will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage, which may occur, and it will be the exhibitor's responsibility for the security of their stand, its exhibits and contents including personal property. Appropriate insurance cover should be arranged. See Section 4-8 for details of a provider.

Security personnel will patrol the venue in general, but their duties will not include special attention to individual stands. Under no circumstances should a stand be unmanned during the open periods of the event and items of value should not be left on your exhibition stand overnight.

2-2 GETTING TO RADISSON BLU IVERIA HOTEL

Please find the address of the Radisson Blu Iveria Hotel below. The Radisson Blu Iveria Hotel's location in the Tbilisi city centre enables easy access to the metro station, just 300 metres away.

Address:

Radisson Blu Iveria Hotel
Rose Revolution Square 1
0108
Tbilisi
Georgia

2-3 CAR PARKING

There is a car park directly outside the Radisson Blu Iveria Hotel with limited spaces.

2-4 LIFTING

The use of cranes, forklift trucks and working platforms is restricted within the venue; please contact CEVA Showfreight to discuss further. The use of a company's own cranes, forklift trucks and working platforms is **not** permitted for safety reasons.

2-5 FREIGHT FORWARDING

CEVA Showfreight is the official freight forwarding agent and can, through their worldwide logistics operation, arrange for your consignment to be collected from your premises and delivered to Routes Silk Road 2015.

If you contact **CEVA Showfreight** they will organise with their local agent to contact you and make the necessary arrangements. This way you can deal with someone in your own country and in your own language.

Contact: Martyn White
Address: Unit 3a, Perimeter Way
NEC, Birmingham
B40 1PJ, UK
Tel: +44 (0)121 782 8888
Fax: +44 (0)121 782 2875
Email: martyn.white@cevalogistics.com

2-6 DELIVERY ADDRESS

Deliveries should be clearly marked identifying the sender and receiver and an accessible packing slip should be available. Deliveries should be arranged via CEVA Showfreight, neither Routes nor Radisson Blu Iveria Hotel will accept any deliveries.

Please contact CEVA Showfreight to arrange delivery to the venue:

Contact: Martyn White
Address: Unit 3a, Perimeter Way
NEC, Birmingham
B40 1PJ, UK
Tel: +44 (0)121 782 8888
Fax: +44 (0)121 782 2875
Email: martyn.white@cevalogistics.com

2-7 CUSTOMS

Any goods being sent to Routes Silk Road 2015 will be subject to Customs Clearance.

CEVA Showfreight will assist in arranging this clearance as part of their service. Please contact them directly to discuss any questions you may have regarding customs formalities.

2-8 DELIVERY & COLLECTION

Deliveries during Build-Up

Routes will **not** accept delivery of any goods and also cannot accept responsibility for any goods delivered to unstaffed stands. We regret we have no storage facilities available within the Organisers Office.

In addition there is a strict loading and unloading policy at the venue. Please contact Martyn White at CEVA Showfreight, martyn.white@cevalogistics.com to arrange your unloading/loading.

We strongly advise you to check your courier's local office open days and hours if you arrange for a courier other than CEVA to deliver items to the venue. Some courier companies have restricted opening hours especially at weekends.

Deliveries during Event

Vehicles delivering stock during the open period may arrive 1 hour prior to show opening each open day.

All goods entrances and loading areas must be clear of vehicles prior to the event opening. No goods will be allowed through the main entrances of the halls. No deliveries are permitted once the event is open.

The breakdown of stands is not permitted during any part of the open period of the event under any circumstances.

Collections

If you are arranging for goods to be collected after Routes closes, we strongly advise you do not leave goods unattended at any time before they are collected.

Routes cannot accept responsibility for damage to stands or goods or the loss or theft of any property on any stand or anywhere else in the event.

Dismantling of stands and removal of all material must be completed by Tuesday 7 July 2015 by 22.00. Please ensure that you arrange for **ALL** of your stand materials to be removed from the



halls. Any goods/stand fitting left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods that are abandoned and this will be passed on to the exhibitor.

2-9 STORAGE

There are no facilities within the halls for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons.

If you require storage facilities please contact CEVA Showfreight who will quote for storing, packaging, and other materials on your behalf. Empty packaging material left at the stand is classed as waste and the exhibitor will be invoiced for its disposal.

Contact: Martyn White
Address: Unit 3a, Perimeter Way
NEC, Birmingham
B40 1PJ, UK
Tel: +44 (0)121 782 8888
Fax: +44 (0)121 782 2875
Email: martyn.white@cevalogistics.com

3. STAND CONSTRUCTION & DRESSING

There are a number of regulations within this section that are essential for an orderly event. Please be aware of, and comply with them. If you have any questions or require advice please contact our Operations Team who will be ready to offer you assistance.

3-1 BUILD-UP SCHEDULE

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 4 July	09:00 – 17:00	Stand build commences
Sunday 5 July	08:00 – 11:00	Finishing touches to all Hosted Networking Stands & Dressing of Shell Scheme stands

3-2 EVENT OPEN DAYS

Event Open Days	
Sunday 5 July	13:00 – 17:30
Monday 6 July	08:30 – 17:35
Tuesday 7 July	08:00 – 17:15

Any maintenance work required during the open days of Routes Silk Road 2015 must be pre-arranged with the organisers before 14:00 hours on the day you want to work. Maintenance can only be undertaken during the closed hours of the show.

3-3 BREAKDOWN SCHEDULE

The Exhibition at Routes Silk Road closes at 17:30 on Tuesday 7 July 2015. Removal of exhibits and displays commences at 18:00. Under no circumstances may any goods be removed or packed away from your stand before this time.

We strongly advise you **NOT** to leave items unattended on your stand at any time.

Dismantling of stands and removal of all material must be completed by 22:00 on Tuesday 7 July 2015. Please ensure that you arrange for **ALL** of your stand materials to be removed from the halls.

Any goods/stand fitting left in the halls after this time will be deemed abandoned and disposed of as rubbish.

There will be a charge for the removal of any stand fitting or other goods that are abandoned and this will be passed on to the exhibitor.

3-4 DISCREPANCIES

If you experience any problems with your stand please inform the Organisers Office immediately. Discrepancies regarding your stand will only be recognised by the Organisers if notification is made to them in writing before the close of Routes Silk Road 2015 on Tuesday 7 July 2015.

3-5 EXHIBITOR APPOINTED CONTRACTOR & EXHIBITOR ACCESS

Contractor Wristbands

All EAC's working on your Hosted Networking Stand or Shell Scheme stand must complete and return the form at the rear of this manual to order Contractor Wristbands from Routes. These wristbands are free of charge and must be collected from the Organisers Office before build-up to gain access to the Exhibition Halls.

Exhibitors

Exhibitors are also require to collect a Wristband on a daily basis from the Organisers Office located straight ahead of the entrance; only registered exhibitors may obtain these wristbands.

3-6 SHELL SCHEME STANDS

Routes have appointed an official contractor for all shell scheme construction and as such they must carry out all shell scheme work in the halls.

Example Shell Scheme



The Shell Scheme specification is as follows:

Fascia: Red fascia – 26 characters max with Routes logo

Walling: 3 sets of partition panels (one back wall and two side walls).

Power: 1 x Socket

Lighting: 3 x spotlights

Furniture: 2 x chairs and 1 x table

It is important that you complete and return the Fascia Nameboard Order Form with the company name you wish to appear on your fascia name board by **20 June 2015** to Stephen.ericson@UBM.com

On-site changes will incur an extra charge.

Additional Branding/Enhancements

Any Shell Scheme holders wishing to brand their stand or make adjustments to the above specification should ensure that they have their designs approved by Routes before going ahead.

Please send visuals of branding or enhancements to Stephen Ericson, Operations, Stephen.ericson@UBM.com before 20 June 2015.

4. ADDITIONAL SERVICES

Under this section you will find information on electrics, piped services and all appointed suppliers. Where return dates are shown it is essential these particular services are ordered in advance as late orders may cause delays at Routes and can be subject to surcharges. Please contact the Routes Operations Team or the supplier involved for any advice or assistance you may require.

4-1 AUDIO VISUAL EQUIPMENT

AV equipment can be ordered via the Radisson Blu Iveria Hotel. Please e-mail natia.mgebrishvili@radissonblu.com

4-2 CATERING

The Radisson Blu Iveria Hotel is the official supplier for all catering services within Routes Silk Road. External caterers are not permitted. Exhibitors/Sponsors are not permitted to supply their own drink; only pre-packed food may be brought into the venue.

Refreshments will be available during the build up and dismantling period on a cash only basis from the refreshment area located in the Radisson Blu Iveria Hotel.

4-3 CLEANING

Overnight cleaning of shell scheme stands and gangways is included as part of the service – this consists of vacuuming and emptying of bins. Should you require additional cleaning services please complete and return the form at the rear of this manual to natia.mgebrishvili@radissonblu.com

4-4 ELECTRICITY

The voltage in Georgia is 220V, 50Hz AC.

Stands are powered from the floor. Each Hosted Networking Stand is required to have an individual switchboard with the capacity and fuse compatibility for the requested amount of power which will be connected to the island switchboard by the Radisson Blu Iveria Hotel. All electrical connections into the stand switchboard and all electrical works within the stand are done by the exhibitor's contractor.

The stands are powered only during open hours; for safety reasons power is switched off during the night.

4-5 FURNITURE

Each shell scheme stand will be provided with 2 chairs and a table. If you require any additional furniture please contact Stephen Ericson Stephen.Ericson@ubm.com

4-6 HOTEL ACCOMMODATION

To book hotel accommodation please visit www.routesonline.com. Free transfers will be offered to/from all Routes Official Hotels.

4-7 INSURANCE

Whilst we take every precaution to protect your property during the event, we are not responsible for any loss, consequential loss, or damage to your products whilst at Routes. All exhibitors must have full indemnity insurance against public liability and all other usual risks in respect of loss, damage, injury to goods and person, and in particular against theft.

Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this, you will be liable to pay any expenditure incurred should the event be cancelled. Please be aware that there is insurance cover available to protect you against this risk, but it is optional.

The UK Financial Services Authority regulations do not permit us to advise you on any insurance matter. However we would like to draw your attention to the services offered by Event Assured.

Please contact Event Assured Tel +44 (0)1376 330624, Fax +44 (0)1376 330004



You are under no obligation to purchase insurance from Event Assured and may therefore choose to seek insurance from other providers.

4-8 STAND STAFF/HOSTESSES

Should you wish to order any staff/hostesses for your stand please contact the Routes Operations Team for assistance.

Please note you will be required to register these staff with Routes in order for them to gain access to the event. Please send details of your stand staff to our Registration Team at eventregistration@routesonline.com

4-9 COMMUNICATIONS & IT SERVICES

Communications and IT Services are supplied exclusively through the venue. Please contact Natia Mgebrishvili at the Radisson Blu Iveria Hotel by email on natia.mgebrishvili@radissonblu.com should you wish to order internet for your stand.

Wi-Fi will be available in the venue free of charge but is meant for the reading of emails or the sending of small files only. If you need to download files larger than 5 MB or display presentations, you should order a wired Internet connection directly from Natia Mgebrishvili. We do not recommend the use of Wi-Fi on stands or for presentation purposes and Routes cannot be liable for the functionality of this service.

5. RADISSON BLU IVERIA HOTEL RULES & REGULATIONS

Please read this section carefully and pass on all information to your stand contractor should you have one. It is an exhibitor's responsibility to ensure a copy of this Manual is passed onto all non-official stand contractors.

Please contact the Routes Operations Team for an up-to-date floor plan should you require one.

5-1 GENERAL RULES

The below rules and regulations are that of Radisson Blu Iveria Hotel and are not fully inclusive of all Health and Safety Guidelines. For a more comprehensive guide to the Health and Safety Standards that Routes exhibitors and contractors should adhere to please click on the link below and download a copy of 'The g-Guide' <http://theg-guide.net/>

Alcohol Consumption

Alcohol consumption is prohibited during Build up and Breakdown of all UBM shows.

Disposal of Material

It is obligatory to collect and dispose of all material during the breakdown of the event. When the dismantling period is over, the exhibitor loses any right to claim for losses or damage to property left behind and any costs incurred by the venue in removing this property will be charged to the exhibitor.

Electrical System

Stands are powered from the floor. The stands are powered only during open hours. For safety reasons we switch all power off during the night.

Payment Policy

Payment for the products/services requested should be settled directly with the subcontractors or other official suppliers. All payments should be effected before the start of build-up. Non-compliance with this regulation can cause considerable delay; the Organisers do not allow exhibitors to move-in unless all financial obligations have been fulfilled. If onsite payments cannot be avoided then please ensure that a member of your crew has the authority to make the payment. Orders placed during build-up of the exhibition are to be paid immediately onsite.

Prohibited Goods

The Organizer reserves the absolute right to remove any dangerous equipment which releases disagreeable, harmful or disturbing odours, as well as installations likely to detract from the general appearance of the exhibition.

- Raw material processing for structures (cutting pieces to size, planning, polishing, varnishing, etc.) as well as the use of wood working machinery, welding equipment, any type of naked flame or internal combustion engines (e.g. compressors).
- Propane-butane gas, nail pistols, spray guns and current generation equipment
- Highly inflammable or explosive compounds, gases, dangerous materials, radiation materials and inflammable chemicals
- Goods causing nuisance by their odour, noise or light
- Goods not listed in the application form submitted by the exhibitor.

Security

We advise you to observe the following

- We recommend that you take out adequate insurance to cover your property
- Always keep your personal property locked away. Please do not leave handbags, briefcases, mobile phones, laptops, etc. on the stand unattended
- Do not leave your stand unmanned until the last visitor has left the exhibition area.

Special Effects

Special effects, lighting, live music, smoke and laser projection may not be used on the stands.

5-2 FLAMMABLE & EXPLOSIVE GOODS, HOT WORK & SMOKE FORMATION

The Routes Operations Team must be informed at least 1 month prior to the start of the event should exhibitors wish to do any form of hot working. This can include cooking demonstrations, lighting, heating systems and laser technology. This is not an exhaustive list and should be used as a guide only. Please email details of this work including a risk assessment to routes@abraxys.com

Lit candles or other naked flames are not permitted.

Cooking on Stands

LPG

(Liquefied petroleum gas) is not allowed onsite.

5-3 ELECTRICAL, WATER & GAS INSTALLATIONS

Electrical

For safety reasons the Radisson Blu Iveria Hotel's electrical mains contractor must carry out all "first fix" or below floor mains connections.

Appropriate temporary supplies for build-up and breakdown should be ordered.

Cables may not be plugged into venue sockets and / or trailed across gangways.

It is important to note that once a show has ended, stand power will be turned off half an hour after the show closes and will not be turned back on. This is to ensure the safety of all persons working in the halls.

The Radisson Blu Iveria Hotel has a legal responsibility to ensure the integrity of electrical installations at the venue. This includes monitoring contractors' installations and connections made by exhibitors. Any electrical installation considered unsafe will not be energized until the appropriate remedial action is completed.

5-4 FIRE & ACCIDENT REGULATIONS

The purpose of this requirement is to maintain an acceptable level of fire safety within the Radisson Blu Iveria Hotel.

The requirements contained herein, and the Georgia State Minimum Standard Fire Code applying to all conventions and trade shows, whether open to the public or not, will be strictly enforced by the Radisson Blu Iveria Square Hotel

Additional to the above mentioned regulations the following will apply:

1. The aisles, passageways, emergency routes, doors and exists must be secured and must remain unobstructed all the time.
2. Total weight of fire hazardous materials stored in the booths cannot exceed 650 MJ/m².
3. Smoking and the usage of open flames in the entire hall is prohibited.
4. Fire hazardous materials are prohibited in the area of fuses or switchboards of electrical appliances.
5. Coffee machines must be stored on fire resistant plates only. After usage they must be switched off and unplugged from the circuit. Use of electric ovens and portable heating equipment is strictly prohibited.

6. The usage of flammable and explosive liquids and propane/butane cylinders is strictly prohibited.
7. Fire extinguishers are placed next to exits and cannot be blocked.
8. After the event and during the dismantling, of the booths and exhibit space must be thoroughly checked to ensure that no flammable or explosive incidences have occurred.
9. In case of fire/emergency the Fire Brigade must be contacted immediately.

6.

MARKETING

6-1 STAND DESIGN

The design of your stand is crucial to attract delegates and increase footfall at Routes Silk Road 2015. Below are some design and promotional ideas you may wish to consider as part of the effort to make your company stand out:

- Your company tagline
- Visuals of your company/location
- Information counter for your marketing literature
- Plasma screens with promotional DVD's
- The latest technology for visual & digital imagery
- Colour, motion and bold graphics
- Music, entertainment and refreshment facilities
- Give-aways & unique prizes
- Welcoming & smiling promotional staff
- 'At Event' offers and promotions

6-2 STAND PROMOTION

Coffee and Dessert

Specialty coffee/cold drinks and desserts are especially popular with delegates at Routes Silk Road 2015 and we would encourage you to offer this sort of hospitality to entice delegates to your stand as well as offering this service to delegates who are formally visiting you during the event. Please see Section 4-2 for details on stand catering/hospitality.

6-3 PROMOTIONAL STAFF & ENTERTAINMENT

Promotional staff will often add to the welcoming and inviting experience. Smiles, eye contact and 'fluent' body language will help entice delegates onto your stand. Promotional staff can attend the event at no extra cost and are not included in your exhibitor places.

Should you wish to order any staff/hostesses for your stand please contact the Routes Operations Team for assistance.

Also offering live entertainment* on your stand attracts attention. Please ensure you contact Stephen Ericson: Stephen.ericson@ubm.com should you wish to do this, so that such activity



can be promoted appropriately and so that we can also check that it meets the event regulations.

*Due to the meetings and briefings taking place at Routes Silk Road there are sound volume and timing restrictions in the venue, please refer to Section 1-5.

Please note you will be required to register these staff with Routes in order for them to gain access to the event. Please send details of your stand staff to our Registration Team at eventregistration@routesonline.com

6-4 ROUTES DIRECTORY

The Routes Silk Road Delegate Directory is an invaluable tool for the event. Not only will it provide delegates attending the event with important logistical information but it will also provide an important reference tool in sourcing delegate contacts throughout the following year.

As a consequence of this, the Routes Silk Road Delegate Directory is extremely popular with all exhibitors as it is an opportunity to advertise your stand location, company and region, thereby drawing key delegate traffic to your stand.

6-5 EXHIBITOR PROFILE

Exhibitors are entitled to a logo and '100 word' profile in the Routes Delegate Directory. To guarantee your inclusion please send a copy of your company logo in both an EPS and JPEG format and your 100 word profile to Anna Cooper: Anna.cooper@routesonline.com by the 5th June 2015.

It is important that you update your Route Exchange profile and connect with all other airports and airlines who are attending Routes Silk Road. Please visit www.routesonline.com and join the route development industry online.

6-6 ROUTES DAILY NEWS & ADVERTISEM_eNT OPPORTUNITIES

To advertise and add stories to the official publications at Routes Silk Road, please contact: Victoria.Jones@routesonline.com

If you are interested in advertising online to enhance your marketing message at Routes you can contribute to Routesonline. Please contact Kirsty on Kirsty.studholme@routesonline.com

6-7 SPONSORSHIP OPPORTUNITIES

Routes Silk Road is offering an exciting range of sponsorship opportunities designed to increase your company profile and key marketing message.

From meeting hall sponsorship to literature distribution there are packages to suit every budget, all of which can be tailored to suit your desired requirements and objectives.

For further information on how we can help you with sponsorship opportunities, please contact Sasha on sasha.woodward@ubm.com

6-8 PHOTOGRAPHY

Routes will ensure all exhibits will be photographed during the event and this may be reproduced in post event material. For any special requests, please contact Catherine: Catherine.makrandreou@ubm.com

For any logistical information not covered by this document then please do not hesitate to contact the Routes Operations Team directly.

We look forward to seeing you at Routes Silk Road 2015.

Stephen.Ericson@UBM.com
Operations
t: +44 (0)207 921 8013
e: Stephen.Ericson@ubm.com

7. FREQUENTLY ASKED QUESTIONS

Below we have listed some frequently asked questions, please take time to read them as it may just save you a telephone call!

Q: How high can I build my stand?

A: Shell Scheme displays may **not** exceed a height of 2.5 meters.

Q: Can I hang banners/truss/signage from the ceiling?

A: Under **no** circumstances are exhibitors permitted to hang banners/signs/truss from drop wires above their stands.

Q: Who can take delivery of my package?

A: The organisers and the venue **will not** accept responsibility for the delivery of any goods for your stand. It is important that you arrange for a representative from your company to be at your stand to receive them, especially during the build-up period.

Q: Where can I store my boxes?

A: There are no facilities within the halls for storage of literature, exhibits, packing cases or boxes. All items must be stored within the confines of your stand. Fire regulations require that any items found outside or behind a stand must be removed for safety reasons.

Q: When do Exhibitors have access to build/dress their stand?

A: Shell Scheme exhibitors have access from 08.00 on Saturday 4 July 2015.

Event Build-Up Days	Halls Open	Details of Schedule
Saturday 4 July 2015	08:00 – 18:00	Hosted Networking Stand and Shell Scheme stand build period
Sunday 5 July 2015	08:00 – 11:00	Exhibitors finishing touches to all stands

Q: What time can I break down my stand?

A: Removal of exhibits and displays commences at 18:00 on Tuesday 7 July 2015. Under no circumstances may any goods be removed or packed away from your stand before this time.

Q: What comes with my Shell Scheme stand?

A: Fascia name board with company name, wall panelling, lighting, 2 x chairs, 1 x table and power point. See full specification in section 3-7

Q: What if I have a problem with my Shell Scheme stand?

A: The Official Shell Scheme stand contractor will be on-hand throughout the event to answer any of your queries and to assist you in your build-up.

Q: How do I attach posters to my Shell Scheme stand?

A: Lightweight exhibits or displays can be attached to the walls by the use of double sided tape, pads or Velcro.

Q: I would like to serve food from my stand, who do I contact?

A: Please contact Natia Mgebrishvili at the Radisson Blu Iveria Hotel by email on natia.mgebrishvili@radissonblu.com to order catering for your stand.

Q: How do I book hotel accommodation?

A: All hotel details and rates are listed on <http://www.routesonline.com/events/171/routes-silk-road-2015/register-amp-plan/official-hotels-amp-venue/#mainContent>

Q: How do I order an Internet connection?

A: Internet connections can be ordered from the venue. Please contact Natia Mgebrishvili at the Radisson Blu Iveria Hotel by email on natia.mgebrishvili@radissonblu.com

Q: Will my stand get cleaned?

A: All gangways, event common areas and stand rubbish bins will be cleaned during the event.

Q: Can I play music and/or DVD's on my stand?

A: Yes music/DVD's can be played on your stand during the times specified in Section 1-5 of the event.

8. ORDER FORMS

We have compiled this checklist as a quick reference guide for returning essential forms to the relevant supplier.

DETAILS	EXHIBITOR TYPE	DEADLINE	SENT
Shell Scheme Nameboard Order Form	Shell Schemes	20/06/15	<input type="checkbox"/>
Shell Scheme Extras, Stand Fittings & Furniture Order	Shell Schemes & Hosted Networking Stands	15/06/15	<input type="checkbox"/>
AV Order	All	15/06/15	<input type="checkbox"/>
External Food Approval Form	All	20/06/15	<input type="checkbox"/>

9. SUSTAINABILITY

UBM and Sustainability:

UBM sees it as fundamental that we are conscious of the impact that our actions have on the environment and the communities in which we operate. UBM strives to manage its impact by ensuring that the principles of sustainability are at the core of all our activities.

We believe that sustainability is comprised of Four Central Areas, People and Culture, Responsible Business, Communities, and Running UBM.



People and Culture – How we engage, motivate and support our people.



Responsible Business – How we manage our environmental impact.



Communities- UBM endeavours to leave a positive legacy through our actions.



Running UBM – How UBM practices good governance and manages risks.

Please see our **sustainability policy** for more details: <http://live.ubm.com/EUSustainabilityPolicy.pdf>



ISO 20121: A corner stone to our journey towards sustainability is our certification to the ISO 20121 Sustainable Event Management System. In 2012 UBM became one of the first major organisers to successfully implement and certify our sustainable event management system against the International Standard ISO 20121 for five of our European events and our Amsterdam office, a number we are increasing year on year. The ISO 20121 Standard helps our business to manage its processes and risks while focusing on the long-term sustainability of our business. UBM has shown leadership in these areas and a continuing dedication to reduce the environmental impact of our events while increasing the positive impact on communities in which the business operates. Our external auditor described us as “a truly inspiring example for the events industry.”

Top 10 things to consider as an exhibitor:

- 1) Have your sales information in **digital format**, rather than printed hardcopies: over 60% of exhibition handouts are thrown away!
- 2) If you have to use printed material try and use **FSC** or **recycled paper**.
- 3) **Design your stand** so it can be **used again** at other exhibitions.
- 4) **Design out waste**, and try to ensure what waste you do have is recyclable. Designate someone from your team to **manage your waste**.
- 5) Ensure you carefully consider what **materials you use** to build your stand. Choose the sustainable option.
- 6) Promote your corporate social responsibility work and your company’s **sustainability credentials**.

- 7) Think about ways your stand or your presence at the event could **benefit communities** around the local area.
- 8) Use **low energy equipment** (computers, monitors, lighting etc) on your stand and switch off when not in use.
- 9) One of the biggest environmental impacts of our events is travel/transport. Think about the methods of **transport you and your materials use** to get to and from the event. Choose public transport, and logistic companies with sustainable credentials.
- 10) **Promotional material**, if you hand out pens or pencils why not ensure they are sustainable by buying ones that are made out of recycled plastic, or recycled paper? Paper bags not plastic?

If you would like to work together with us towards sustainability, have any relevant projects or you simply have a question about sustainability please don't hesitate to contact us:

ubmlivesustainability@ubm.com

Stand Activities and Demonstrations Form

You are required to notify the Organisers of any activities or demonstrations taking place on your stand at the exhibition. Please list all activities and demonstrations below, if you require any further information please contact the Operations Team on stephen.ericson@ubm.com

<p>Will you have entertainment on your stand?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of what entertainment you will have and who will be involved:</p> <p>What times will the entertainment be scheduled for:</p>
<p>Will you have live music and musical instruments played on your stand?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of what live music and musical instruments will be played and who will be involved:</p> <p>What times will the live music be scheduled for:</p>
<p>Will you have performances on your stand?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of the performances and who will be involved:</p> <p>What times will the performances be scheduled for:</p>
<p>Will you have any live animals on your stand?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of the animals on your stand and who will be involved in their handling:</p> <p>CONTACT NAME OF HANDLER: CONTACT PHONE NUMBER OF HANDLER: Please attach handler's certificate of insurance when submitting this declaration.</p>
<p>Will you be providing free of charge beauty treatments or massage on your stand?</p> <p>Please note: The Local Authority require</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of what treatments are being offered and who will be providing them:</p>

copies of all Beauty Therapists and Masseurs relevant qualifications at least one month prior to the exhibition.	Please attach therapist's certificate of insurance when submitting this declaration.
At any point will audiences be invited to participate?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details of the activities the delegate will be required to perform below:
Will you have any celebrity guests? e.g. celebrity chef, TV personality, sports personality, etc	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please complete the information below: Celebrity name: Dates and times on your stand: Celebrity activity (i.e. hosting a prize raffle, book signing, etc): What security protocol must be followed:
Will you have a water feature on your stand?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please give full details below:
Have you ensured that all water features are treated for Legionella?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please explain what measures you have taken:
Will you be using any cooking facilities on your stand?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, is please tick which type of oven/hob is being used: <input type="checkbox"/> Gas <input type="checkbox"/> Electric
Have you ordered water & waste for your stand?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other activities taking place on your stand: Please tick as many applicable	<input type="checkbox"/> Alcohol sampling <input type="checkbox"/> Animals <input type="checkbox"/> AV <input type="checkbox"/> Award Ceremonies <input type="checkbox"/> Balloons <input type="checkbox"/> Children <input type="checkbox"/> Dangerous exhibits i.e. knives, weapons and tools <input type="checkbox"/> Food and drink sampling <input type="checkbox"/> Inflatable Structures <input type="checkbox"/> Laser products

	<input type="checkbox"/> Music <input type="checkbox"/> Naked flames and pyrotechnics <input type="checkbox"/> Objects of high value i.e. FA Cup <input type="checkbox"/> Performers <input type="checkbox"/> Prize Draw <input type="checkbox"/> Product Presentations <input type="checkbox"/> Other, please give full details below:
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Please note:

- Demonstration areas must be indicated on your stand plans and, where necessary must include soundproofing within the construction of your stand.
- All exhibitors undertaking demonstrations on-stand must complete a Risk Assessment (RA) for the exhibition. This must cover all activities taking place on the stand during the open period of the exhibition. You must be able to produce your Risk Assessment on site if called upon to do so; this will also need to be submitted to the Organiser prior to the exhibition for approval.
- Failure to produce a Risk Assessment on request will result in all affected activity ceasing until a Risk Assessment has been completed to the satisfaction of the Organiser. Please be aware that spot checks will take place throughout the show open period.
- A step-by-step guide to Risk Assessments is available within the Exhibitor Manual, and for further assistance contact your own company Health & Safety Officer or the HSE Website.
- Please submit all Risk Assessments to Routes@Abraxys.com and for guidance please use www.hse.gov.uk/contact

PLEASE REMEMBER TO RETAIN A COPY FOR YOUR RECORDS



Audio Equipment and Noise Level Declaration

In order for us to be satisfied that you have read and understood the above we kindly ask you to acknowledge as such by signing and returning this notification to Stephen.Ericson@ubm.com by 20/05/2015

Contact Name.....

Exhibitor Name.....

I duly acknowledge and understand the above Audio Equipment and Noise Level Regulations in relation to my participation at Routes.

SIGNATURE:.....

PRINT NAME:

COMPANY:.....