



EXHIBITOR MANUAL

This Exhibitor Manual includes all the information you will need to exhibit at our National Conference. It is designed to help you get the most out of exhibiting at the event, as well as ensuring that you are prepared with everything you may need.

If you still can't find what you need, please [get in touch](#) for more information.

ACCESS TIMES / EVENT SCHEDULE:

Please be aware the timings are subject to change.

DATE	TIME	WHAT
Sunday 22 June	2:00 pm – 11:59 pm	Access for exhibitor set up <i>(11:00am for complex structures)</i>
Monday 23 June	7:30 am	Access to the stand
	8:30 am – 5:00 pm	Event registration opens – day 1
Tuesday 24 June	7:30 am	Access to the stand
	8:30 am – 5:00 pm	Event registration opens – day 2
	4:00 pm – 8:30 pm	Breakdown of stand

LOGISTICS:

VENUE INFORMATION:

Address: Novotel London West, International Centre, 1 Shortlands, London W6 8DR

With 3 of London's main underground lines within a 4-minute walk of the hotel, plus a major bus terminal with excellent connections, Novotel London West is an ideal location.

Rail - The closest National Rail train station is Kensington Olympia; this station is a 15-minute walk from the venue.

Underground - Hammersmith Underground Station is nearby with access to the Piccadilly, District, and Hammersmith & City Lines. It is a 5-minute walk from the venue.

Driving - The venue is located just off the A4 and outside the Central London Congestion Zone. The hotel is just a 20-minute drive from London Heathrow. Please check that your vehicle meets the [LEZ](#) and [ULEZ](#) standards.

Parking - The Hotel offers parking to non-residents at the rate of £3.50ph or £1.50ph to guests staying at the hotel. The nearest tube station is Hammersmith Underground Station just a 3-minute walk from the hotel.

ARRIVAL:

Access and Loading Bays - Access for exhibitors to Chablis Suite (Exhibition Hall) is available from 11:00am for complex structures, and 2.00 pm for those without complex structures. You will be able to access the hall until 11.59 pm on Sunday 22 June 2025, and then from 7.30 am on the morning of Monday 23 June 2025.

To get to the loading bay come off Shortland's toward the hotel parking and take the first left to the gated entrance towards the hotel security.



Registration

Upon arrival at the venue, all exhibitors **MUST** check in with the events team at the registration desk, located in the foyer of the Chablis Suite (exhibition hall). All exhibitors must register their stand representatives within the exhibition portal before arriving on site and present an exhibitor stand support pass to enter the event. Exhibitors will be given a lanyard which should be worn throughout the duration of the build-up, and throughout the event.

STAND BUILD:

You can access your stand between 2pm – 11:59pm on Sunday 22 June to set up. Please do not arrive onsite any earlier than 2pm, unless you have a complex structure, as you will not be able to gain access to your stand. Your stand **MUST** be fully set up by the end of Sunday.



Access to the stand on Monday 23 June before the event opens at 7.30am is to ensure that you are present and ready for arrivals.

ZONE / STAND BREAKDOWN:

You can begin the breakdown phase of your stand after end of the second day of the conference (Tuesday 24 June), between 4pm – 8.30pm.

Please note, you can ONLY begin breakdown of your zone / stand once the room has been fully vacated by attendees, and it is safe to do so. Your stand MUST be completely clear and vacated by 8.30pm.

DELIVERIES:

Deliveries to the venue will only be accepted from Wednesday 18 June 2025.

Please ensure that all materials are appropriately labelled with your company name, the event name, the date of the event, the hall, and the stand number. If this is not arranged, deliveries may be turned away.

Delivery and Collection labels are included in the Exhibitor Guide. These do NOT count as shipping labels; you must arrange your own courier.

COLLECTIONS:

Collections by courier companies post-conference should be made by no later than Thursday 26 June 2025.

You are responsible for ensuring that any collections are fully boxed and secured, with a collection label clearly displayed. You must provide all labels to attach to your items for collection. We cannot accept any responsibility for any items which are left uncollected at the venue.

STORAGE:

There are very limited storage facilities at the venue. Please plan to store everything you need on your stand. And take any valuables with you when the stand is not manned.

EXHIBITOR PROPERTY:

Whilst we take every precaution to protect exhibitors' property, we cannot claim any responsibility for any items that are lost or damaged. You are required to have your own insurance to cover all items on your stand.

TROLLEYS:

Please provide sufficient staff and your own trolley to transport goods from vehicles to your stand. The venue has very limited trolleys available, and these are allocated on a first-come, first-serve basis.

WASTE:

Novotel has facilities for normal waste only. Exhibitors must ensure that all other bulky/ exhibition waste materials are removed otherwise a charge will be incurred.



YOUR EXHIBITION STAND:

AV HIRE:

If you need to hire any AV for your stand, this can be ordered from our AV supplier, ISTEAD. You can contact Neil Sayer (Neil@istead.co.uk) directly and orders will need to be placed no later than **Monday 9th June**.

FURNITURE HIRE:

Each exhibitor booth will be equipped with a clothed table and two chairs which are provided by the venue. If you require any additional furniture, this can be ordered from **Lion Exhibition Services** - Please email info@lionexhibitions.com to place an order.

STAND POWER:

Each stand will have access to one socket. Power requirements should be confirmed to the exhibition organiser prior to the event via the order form in the Exhibitor Guide.

AELP will provide you with an extension lead but you may wish to bring along additional leads. Exhibitors can bring their own extension leads but please note that they need to be PAT tested.

FOOD & DRINKS ON YOUR STAND:

Please complete the Food Disclaimer form by Monday 9 June 2025 if you are planning on **bringing anything edible (food and/or drink) to your stand** during the AELP National Conference.

Please note that if you bring food and/or drinks to distribute to delegates then **completion is mandatory**. Failure to complete the form will result in the exhibitor being asked to remove the food and/or drink from their stand. You can request this form from Rosie Seabourne (rseabourne@aelp.org.uk)

PLEASE NOTE - COMPLETION IS MANDATORY.

MUSIC ON YOUR STAND:

Exhibitors wishing to play any recorded material must obtain a license from the Phonographic Performance Limited (PPL) and Performing Rights Society (PRS). Exhibitors are solely responsible for obtaining any license required to play music on their stand.

The use of microphones, videos, or music is permitted, but the volume must not cause any annoyance to other exhibitors. The organisers reserve the right to prohibit their use if, in the organisers' opinion, any annoyance is caused and remove the offending equipment and/or exhibitor from the Hall.

DILAPIDATION:

You are reminded that you will be charged for any damage to the hall or stand area, including the floor, caused by your staff or contractors. All tape used to secure carpets must be removed at the end of the exhibition. Under no circumstances can stand construction, graphics, displays, etc. be attached to the fabric of the building.



ADDITIONAL STAND SUPPORT PASSES:

If you need additional passes for your stand, these can be purchased through the exhibition portal [here](#) at £185 + VAT per day.

ADDITIONAL 'SKILLS AND GRILLS' SUMMER BBQ TICKETS:

If you need additional tickets for the Summer BBQ, you can add these through the [Exhibition Portal](#) or contact the event team [here](#). This year we are offering the option to make a group booking for the Summer BBQ at a discounted rate.

AELP Member: £85 + VAT | Non-Member: £105 + VAT | Chargeable stand support access: £60 + VAT | Summer BBQ (group booking x10): £772.72 + VAT

Details and timings:

Pre-dinner Drinks reception: 7 pm – 8 pm

Summer BBQ: 8pm until late

Dress code: Casual summer vibes - floral patterns are encouraged. We'll have a prize for the most tropical outfit!

Please note that summer BBQ tickets are non-refundable but are transferable until 5.00 pm on Wednesday 18 June 2025.

HEALTH & SAFETY:

HEALTH & SAFETY DECLARATION:

Deadline for submission: COP Friday 9 May 2025.

The Management of Health and Safety at Work Regulations requires cooperation and coordination with all parties whilst sharing a workplace. It is a condition of entry into the exhibition that EVERY exhibitor, contractor, subcontractor, supplier, and agent comply with the Health and Safety at Work Act 1974 (HASAWA74) and all other legislation covering the venue.

The Exhibitor accepts that it is their legal and moral responsibility to ensure that their own and others' health and safety are not put at risk by their actions (or inactions) during the National Conference 2025.

Please complete this within the booking journey in the [Exhibition Portal](#), affirming your commitment to co-operation and co-ordination with the Organisers and Venue.

PLEASE NOTE - COMPLETION IS MANDATORY.

WALKWAYS & TRIP HAZARDS:

All walkways around your stand must be kept clear, without any obstructions throughout the entire event, including during set up and breakdown. You are responsible for ensuring that there are no trailing cables or other trip hazards on your stand.



HAZARDOUS ITEMS:

No hazardous substance or object is permitted on your exhibition stand, whether used or stored. Examples of prohibited items include (but are not limited to):

- Flammable materials including petroleum spirits, paraffin, and diesel
- Flammable gases, including liquid petroleum gas
- Real flame, stoves and furnaces
- Toxic substances
- Moving displays
- Laser beams, pyrotechnics, dry ice or haze
- Lithium-ion batteries (nothing larger than those used for tablets/laptops)
- Helium-filled balloons are not permitted in the venue

ALCOHOL & DRUG POLICY:

The consumption of alcohol is not permitted on your stand at any time during the event, including buildup and breakdown.

INSURANCE:

Whilst we endeavor to take every precaution to protect attendees and exhibitors' property during the event, we cannot accept any responsibility for any loss or damage. You are required to have sufficient insurance to cover personal injury and the loss or damage of any items on your stand.

FIRST AID / EMERGENCY:

In case of any medical emergencies, please find a member of the Novotel staff or a member of the AELP Events Team and give the exact location of the casualty and details of injuries sustained. Staff will then arrange for all necessary assistance.

FIRE SAFETY:

In the event of a fire, the evacuation siren - a continuous trilling sound - will be activated immediately.

You should proceed to the nearest fire exit and go to the **"Green Area Assembly Point" which is located on Talgarth Road**. On your route, you will meet staff members in high-visibility jackets. Follow their directions to the Hotel Assembly Point. Exits to street level are on both the 1st Floor & Ground Floor. **Please do not stop to collect personal belongings or attempt to use the lifts and use only the dedicated fire exits.**

CHILDREN:

Children under the age of 16 are not allowed into the venue/exhibition area during stand build and breakdown.



ADDITIONAL USEFUL EVENT INFORMATION:

ACCOMMODATION:

Accommodation is available to book at the Novotel London West as part of your Stand Support Pass booking journey. Please contact nationalconference@aelp.org.uk with any queries regarding accommodation.

Single Occupancy per day: £189 + VAT | Double Occupancy per day: £205 + VAT
The above rate includes breakfast and luggage portorage.

Accommodation bookings are refundable once booked by **Monday 19 May 2025**, after which point the booking can be transferred up until **Monday 16 June 2025 by 5:00pm** but no longer refundable.

EVENT CATERING:

All breaks are held within the exhibition and catering area (Chablis Suite) during both days of the conference. Limited seating will be available in the exhibition room at the conference. Lunch and refreshments for exhibitor stand contacts are included in your exhibitor booth fee and will be served to the exhibitors before each conference break.

INTERNET:

Complimentary Wi-Fi access will be available to all exhibitors. You will be able to connect to Novotel's public network with no passwords via their landing page. Please note that this is public Wi-Fi so the connection might be unstable.

- Select "Novotel" on your Wi-Fi list
- Open your browser
- The Novotel landing page will appear (If not, re-browse with the word "Novotel")
- Click on "Connect to free Wi-Fi"
- Insert your details & tick the Cookie Agreement
- You are now connected!

Dedicated Wired Connections are possible at a cost of £350.00 inclusive of VAT with a minimum upload/download of 20 Mbps.

CLOAKROOM:

There's a cloakroom available on the 1st floor of the hotel. Please note, this is for coats and luggage only. You cannot store any stand items here.

SMOKING:

Smoking and vaping are permitted in the designated smoking areas, outside of the venue. The use of e-cigarettes



or vaping is not permitted inside the venue.

LOST PROPERTY:

Exhibitors are warned not to leave valuables unattended at any point during the set-up or the conference and take care of their belongings. Do not leave your stand unattended at any time. Badges should be always worn. Lost property should be handed to the AELP staff at the enquires desk. Should you lose any of your possessions please ask a member of the AELP events team.

Neither the organisers nor Novotel accept any responsibility for damage or loss of any property introduced by the exhibitors or their agents/contractors. The exhibits are the sole responsibility of the exhibitors to whom they belong. Exhibitors should affect their own insurance against all risks.

AELP CONTACT DETAILS:

AELP EVENTS TEAM:

T: 0117 947 2097

E: events@aelp.org.uk

nationalconference@aelp.org.uk

MAIN CONTACT:

Rosie Seabourne

Events Coordinator (managing sponsorship and exhibition)

M: 07908841389

E: rseabourne@aelp.org.uk

SECONDARY CONTACT:

Sara Nilsson

Events Manager

M: 07891980950

E: snilsson@aelp.org.uk

ONSITE GENERAL QUERIES:

If you require any assistance on site, please contact [Rosie Seabourne](mailto:rseabourne@aelp.org.uk) (07908841389) or [Sara Nilsson](mailto:snilsson@aelp.org.uk) (07891980950). Alternatively, you can speak to a member of the team at the event registration desk.