



**TAKE IT STEP BY STEP**

**STEP 1: Confirm  
your partnership**

**STEP 2: Initial  
contact from Lisa  
with Sponsorship  
& Exhibition  
Manual**

**STEP 3: Provide  
Lisa with your  
company logo and  
pass details**

**STEP 4: Receive  
updated manual,  
submit passes  
and poster  
abstract**

**STEP 5: Prepare  
your team's  
participation,  
send shipments if  
applicable**

**STEP 6: Final  
contact from Lisa  
with finalised  
event information**

**STEP 7: Send Lisa  
your shipments'  
tracking details,  
final questions?**

**STEP 8: Your team  
is onsite in  
London!**

## PARTNERSHIP PACKAGE DETAILS

### HOW MANY PASSES DO I HAVE REMAINING TO REGISTER?

Please check with Lisa ([Lisa.Kleber@hansonwade.com](mailto:Lisa.Kleber@hansonwade.com)) who will be able to provide confirmation.

### CAN I SWAP OR SPLIT A PASS?

Passes cannot be swapped or split between attendees. Anyone caught swapping passes will have their passes rescinded.

### WHAT IF I CAN NO LONGER ATTEND?

If you let us know in advance, we can swap your pass with a colleague or client of your choosing.

### CAN I GET AN EXHIBITION ONLY PASS?

We do not offer exhibition-only passes, however colleagues not attending the conference but necessary for setup and breakdown will be permitted access to support during these times only.

### WHAT IS INCLUDED IN MY PARTNERSHIP?

All details can be found in your partnerships contract. If you're unable to locate this, please contact your Partnerships Director (see below).

### WHERE CAN I FIND THE DELEGATE LIST?

Updated attendee lists will be sent to you every week by your Partnerships Director, this includes names, job-titles and company names.

### HOW LONG IS MY SPEAKING SLOT?

If you're speaking on the conference agenda, typically all sessions are 30 minutes. We recommend presenting a case study for 25 minutes and leaving 5 minutes at the end for Q&A.

If you're speaking during the Tech-Slam it's 10 minutes.

For all presentations we recommend leaving out the general company history / geographic information and jump straight to the content!

## EXHIBITION

### WHAT IS MY BOOTH NUMBER?

The floorplan has been finalised; partners are currently choosing their booth numbers based on a first-come, first-serve basis. If you'd like to see an early copy of this floorplan, please let us know and we can send a version for you to review.

### WHAT IS INCLUDED IN MY BOOTH SPACE?

Hanson Wade will provide you with:  
One 10ftx10ft or 3mx3m floor space, Two chairs, One draped table, And one access to power (500W).  
*Should you require furniture, different/more electricity or Audio Visual equipment – please contact GES*

### WHERE CAN I ACCESS THE FLOORPLAN?

Please contact your Partnerships Director for the latest copy of the floorplan.  
This will also be available through the mobile app.

### WHAT IS MY BOOTH SIZE?

Unless contracted otherwise, standard exhibition floorspace for booths are 10ft wide x 10ft deep (or 3m x 3m).

### WHAT SHOULD I BRING FOR MY BOOTH SPACE?

Typically, partners will bring roll-up banners or a backdrop along with some marketing collateral and giveaways to provide to attendees. Please also bring business cards and a branded tablecloth.

### I'M BRINGING A POSTER, WHAT SHALL I DO WITH IT?

The poster session will be held in the exhibition area. Please hand your poster in to our team at check-in. We will take care of hanging this for you in time for the poster session. Please label the poster and the tube clearly including your poster number confirmed by Lisa.

### WHERE DO I SHIP MY BOOTH?

All shipping information is available in the Sponsorship & Exhibition Manual sent to your team by Lisa.  
Please ask Lisa or the GES team if you have any further questions related to shipping.

### WHAT ARE THE SETUP AND BREAKDOWN TIMES?

Setup: Monday 24-February from 9:00 to 17:00  
Breakdown: Wednesday 26-February from close of conference, ca. 15:30.

## NETWORKING

### IS THERE A DRESSCODE?

Dress code is business casual. Gentlemen tend to wear a suit with the tie optional. Ladies tend to come in a relaxed suit or dress.

### WILL THERE BE WIFI AT THE VENUE?

YES! Wi-Fi will be accessible through the entire venue:  
Network: Novotel

### WILL THERE BE CATERING AT THE SUMMIT?

Morning refreshments, breaks and lunches are served throughout the two-days in the exhibition area.

### DO YOU HAVE A DRINKS RECEPTION?

Yes! Hanson Wade is hosting an evening reception following Conference Day 1 in the exhibition area. All attendees are invited to enjoy drinks and music!

### IS THERE A PARTNERSHIP PORTAL FOR MEETINGS?

All conference attendees will have access to the mobile app which includes a networking feature. Please sign into the app, set your profile to public, and start connecting with others as soon as possible!

### HOW CAN I FIND YOUR TEAM ONSITE?

Hanson Wade will have a Partnerships Desk located at the entrance of the exhibition area as well as a help desk located in the check-in area. These will always be manned.

### WHAT TIME IS CHECK-IN?

Check-in opens 8:00 on Tuesday 25-February. At check-in, you will be provided with your conference badge along with a welcome gift from Hanson Wade.

### HOW CAN I TAKE ADVANTAGE OF SPEED NETWORKING?

Speed networking will run from 10:00 to 10:30 on Conference Day 1 in the exhibition area. High cocktail tables will spread throughout the area, you'll notice red and green cards on each. When the networking bell rings, those who've chosen a green card will move onto the next table, those who've chosen red will stay at their table. Spread out your team, choose green cards and be proactive!

### DO YOU PROVIDE MEETING ROOMS?

Two semi-private meeting pods will be installed in the exhibition area, which are open for all attendees to use. We advise you hosting meetings at your booth however please feel free to use these in addition.



**Commercial Director**  
Jonathan Kilby-Phillips  
+44(0) 203 141 8713

[JONATHAN.KILBY-PHILLIPS@HANSONWADE.COM](mailto:JONATHAN.KILBY-PHILLIPS@HANSONWADE.COM)



**Business Development Director**  
Jacob Roberts-Kendall  
+44 (0) 203 854 0105

[JACOB.KENDALL@HANSONWADE.COM](mailto:JACOB.KENDALL@HANSONWADE.COM)



**Sales Manager**  
Jen Mackay  
+44 (0) 203 862 7317

[JENNIFER.MACKAY@HANSONWADE.COM](mailto:JENNIFER.MACKAY@HANSONWADE.COM)



**Portfolio Event Manager**  
Lisa-Katharina Kleber  
+44(0) 203 141 8732

[LISA.KLEBER@HANSONWADE.COM](mailto:LISA.KLEBER@HANSONWADE.COM)