



**SPONSORSHIP &
EXHIBITION
MANUAL
2020**

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Points of Contact



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Portfolio Event Manager

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lisa.kleber@hansonwade.com

Conference Dates

Day	Date
<i>Pre-Conference Workshop Day*</i>	<i>24-February 2020</i>
Conference Day 1	25-February 2020
Conference Day 2	26-February 2020
<i>Post-Conference Focus Day*</i>	<i>27-February 2020</i>

*Please note that the pre and post conference days are booked in addition to the conference passes available to your team per contract. Please contact Lisa for details.

Conference Venue

Address

Novotel London West

1 Shortlands
Hammersmith
London W6 8DR
United Kingdom

<https://www.novotellondonwest.co.uk/>

Maps and Transportation

For directions and transportation details, please use the following link:

<https://www.novotellondonwest.co.uk/about/directions-maps>

CAR-TCR Team's Recommendations for London

<https://cartcr-europe.com/our-recommendations/>

Conference Accommodation

Room Block

We have a room block at the Novotel London West with a preferential rate, please make your reservation by calling or emailing the Novotel Reservation team directly at the details below.

Please ensure you quote reference **"CAR-TCR Europe 2020"**

Email: H0737@accor.com

Phone: +44 (0) 208 741 1555

Rate start at £149 per night and include English breakfast and VAT.

Please note there is a £10 surcharge for double occupancy.

HotelMap

We have also put together a HotelMap showing hotel deals at Novotel London West and nearby:

<https://hotelmap.com/hotels/MY4GZ>

Should you need assistance, feel free to reach out to your dedicated reservations concierge, simply call +44 (0)20 7292 2335 and quote reference **MY4GZ** or email AssistMe@HotelMap.com

Passes

In your contract you will find details of how many passes you are entitled to.
Please send the below information to Lisa by Friday 24-January 2020 to register your onsite team.

Name	
Job Title	
Email Address	
Phone Number	
Company Name <i>* if different i.e. for client passes</i>	

As per your agreement, you are welcome to purchase any additional employee or client passes at a discounted rate. Please contact Lisa directly to book any additional passes.

Exhibition Booths

If you have an exhibition space as part of your contract, we recommend that you bring a pop-up stand or pull up banners along with your marketing collateral. If you would like photo examples of previous events and exhibition booths, please request these from Lisa.

Please note, **there is no shell scheme** surrounding your booth so all stands must be self-supporting and there will not be any walls to attach posters to.

Location

The exhibition will take place in **Chablis Suite**, Ground Floor, Novotel London West

You will be provided with the following free of charge:

- ✓ **1 carpeted floorspace**, unless contracted differently, this measures 10ft x 10ft (or 3m x 3m)
- ✓ **1 table**
- ✓ **2 chairs**
- ✓ **Access to electricity**, 1 access to 500W (see below if you require special voltage or additional sockets)

NEW! Partnership Portal

What will you find there?

- ✓ **A copy of this Sponsorship & Exhibition Manual**
- ✓ **Frequently Asked Questions (FAQs) Document**
- ✓ **Electrical Order Form**
- ✓ **Furniture Order Form**
- ✓ **Logistics Order Form**
- ✓ **Audio Visual Order Form**

You can also place orders online with GES through our dedicated website:

<https://ordering.ges.com/000028103>

Ceiling Height

The maximum ceiling height in Chablis Suite is **15'06"** or **4.60m**.

Please note, some exhibition booths have a lower ceiling height of **8'8"** or **2.70m** – these are marked clearly on the floorplan.

Floorplan & Booth Number

This will be shared with you shortly to confirm your exhibition booth number – your Commercial Manager will be reaching out to you!

Loading Dock

Direct access between the loading dock, goods lift, and Chablis Suite is available – for more information on use and dimensions, please contact Lisa.

Walls and Floors

Please be aware that the use of glue, sticky tape, staple guns, nails, screws etc. to fix materials to the walls, floor, pillars and/or ceiling is strictly prohibited. In case of very heavy exhibition goods, the floor might have to be covered. Brought in forklifts should have plastic or rubber wheels. Any damage on the carpets will be the responsibility of the user and charged accordingly. Please contact Lisa if you need further information on this.

Fire Protection, Liability and Security

If you have questions on any of these items, please contact Lisa directly.

Audio Visual Requirements

Wi-Fi is provided in the exhibition and networking space; however, we cannot confirm the strength or reliability of this service. If you would like to arrange for a stronger hard-wired connection at your booth, please contact Lisa.



Get Connected @ Novotel London West

- Select "Novotel" from 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!

If you require any special or additional AV equipment, please contact Lovedays Audio Visual Limited:

David Day

Phone: +44 (0) 1420 479 163

Mobile: +44 (0) 7919 923323

david@lovedaysav.co.uk

Schedule

The exhibition will take place on the Conference Days only (25 + 26 February 2020) and **we invite exhibitors to setup their booths on Monday 24-February 2020.**

The key show times for the exhibition are as follows:

	Conference Day 1 Tuesday, 25-February 2020	Conference Day 2 Wednesday, 26-February 2020
Check-In & Welcome Coffee	08:00 – 08:30	08:30 – 09:00
AM Break	Speed Networking: 10:00 Followed by AM Break until 11:00	10:30 – 11:30
Lunch	12:30 – 13:30	12:30 – 14:00
PM Break	15:00 – 16:30 Including Poster Session	15:30 Close of Summit
Evening	18:15 Drinks Reception	

The full meeting agenda can be viewed here: <https://cartcr-europe.com/whats-on/day-one/>
Use the drop-down menu under "What's On" to navigate the different dates.

Setup Times

Monday 24-February from 09:00 – 17:00

All exhibits must be setup by 08:00 on Tuesday, 25-February 2020 ready for when the doors open at 08:00 that morning. If you foresee any difficulty in meeting this deadline, please let Lisa know in advance.

Breakdown Times

Wednesday 26-February following close of conference at 15:30

All exhibits must be broken down and packed up by 18:00 on Wednesday 26-February. We respectfully ask that you do not breakdown before 14:30.

Shipments

Delivery & Return

Please use the below shipping label to ensure the delivery of your packages.

You will need to complete the fields in blue.

The earliest delivery date to the venue will be **Friday, 21-February 2020**.

NEW! Should you require GES handling services i.e.: transport to/from venue, sending anything to the advance warehouse prior to setup, goods/packages to be taken back to the warehouse after the conference to be collected from there, please reach out to Anna at the details here below:

Anna Marszalek, GES Logistics

Direct: 0121 782 4448

Mobile: 07970 731 515

amarszalek@ges.com

SHIPPING LABEL		
Address	Novotel London West Convention Centre 1 Shortlands, Hammersmith W6 8DR, LONDON United Kingdom	Tel. 02087411555
Event Name	CAR-TCR Summit Europe 2020	EXHIBITOR – Do not delay
Event Organiser	Lisa-Katharina Kleber, Portfolio Event Manager, Hanson Wade	
Event Date	24-27 February 2020	
Receiver Name		C/O Novotel London West Sarah Burnside, MICE Executive Large Events
Receiver Company		
Meeting Room	Chablis Suite	
Number of Boxes		
Exhibition #		
Sender	Name	Phone Number

Important Tips:

- Please note all incoming boxes must be clearly labelled with the *Event Name*, the name of the person that will be collecting it (*Receiver*) and the name of the event planner onsite (*Event Organiser, Lisa and C/O, Sarah*)
 - Security at Novotel London West reserves the right to refuse delivery should they deem the information on the items to be insufficient, this is for obvious security reasons.
- All goods to be returned must be left with a member of the Novotel London West Operations Team and clearly labelled, ready for collection.
 - Novotel London West will not accept responsibility for boxes that are left unattended in a room and items not labelled may be destroyed.
- When a courier has been organised, it is the responsibility of the exhibitor to ensure that all relevant documents are attached to the item, if this is not the case, the courier company will refuse pick-up and the exhibitor will need to re-arrange collection.
- If you require further details on loading bay, lift measurements, door measurements etc., please let Lisa know!
- Please note you are responsible to ensure your packages/crates/pallets can be moved from

loading bay to exhibition area.

- Please make Lisa aware of any special equipment or tools your team may need or will be using for setup/breakdown to ensure the necessary precautions can be taken.
- Please share your shipments' tracking numbers with Lisa.
- Please provide your onsite team with return labels and instructions for collection.

Speaking Engagement

If you have a speaking slot included in your package, can we kindly ask you to send the following details (if we do not already have them):

- Speaker name and job title
- Session title
- Speaker bio
- Speaker photo

Please send Lisa a copy of the presentation **by Wednesday 19-February 2020**.

Please note, we will be making all speaker presentations available to attendees after the meeting (as PDF's). If you are presenting sensitive information or unpublished data etc., please bring a second copy with you that you are happy to share.

Branding

Your company logo will be included on the onsite signage, as detailed in your contract. Please send Lisa your logo in vectorised and high-resolution EPS or AI format **as soon as possible**.

Poster Session

As partner/exhibitor, you are welcome to present a poster during the Poster Session that is taking place in the exhibition area during the PM Break of Conference Day 1, Tuesday 25-February 2020. If you wish to display a poster, please submit your abstract for approval **no later than Friday 31-January 2020**.

Exhibitor Checklist / Deadlines

- Send company logo in vectorised high-resolution EPS or AI format **ASAP**
- If applicable, send speaker details **ASAP**
- Book accommodation for your onsite team, **book soon to avoid disappointment!**
- Register passes by **Friday 24-January 2020**
- Send poster abstract for approval by **Friday 31-January 2020**
- Send copy of speaker presentation by **Wednesday 19-February 2020**
- Deliver all exhibitor materials to venue by **Friday 21-February 2020**
- Arrange collection/return of exhibitor materials for **Wednesday 26-February 2020**