EXHIBITORS MANUAL

Expo Houten | 6 October 2022

Exhibitors Manual

Taxi Expo '22

OV Expo '22

ProMedia Productions B.V.
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Dear Exhibitor,

Welcome to Taxi Expo and OV Expo, 6 October 2022 at Expo Houten. We present the exhibitor's manual containing all the information for an optimal exhibition participation to make it a successful exhibition together. If you still have questions after reading this manual please do not hesitate to contact me.

Exhibition organisation

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Date	6 October 2022
Location	Expo Houten - HAL 2 en 3 Meidoornkade 24 3992 AE Houten
Build up own booth	4 October: 11:00 - 18:00 5 October: 07:00 - 22:00 6 October: 07:00 - 08:30
Build up standard booth	5 October: 13:00 - 22:00 6 October: 07:00 - 08:30
Dismantle standard booth	6 October: 18:00 - 21:00 Apart from the rented furniture, your booth must be completely empty at 9:00 PM.
Dismantle own booth	6 October: 18:00 - 23:00 7 October: 08:00 - 12:00 Your booth needs to be fully dismantled on 7 October at 12:00 AM.
Opening hours exhibition	6 October: 09:30 - 18:00

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1. Own booth construction

1.1 MINIMAL STAND REQUIREMENTS

For setting up your own booth you must first submit a design plan to the exhibition organisers (**no later than September 6th, 2022**). Each exhibitor is required to place separation walls. The number of separation walls depends on the type of location provided:

- For an aisle location there are 3 separation walls required (one rear wall and two side walls).
- For a corner location are 2 separation walls required (one rear wall and one side wall)
- For a peninsula stand located at the end of a row one separation wall is required.

Walls must have a minimum height of 2.50 metres. You can not use the back and / or side wall(s) of your neighbouring stand(s). Island type booths have no wall placement requirements.

1.2 HEIGHT

The prescribed height of walls and objects in your stand is 2.50 metres. Building higher than 2.50 metres is only allowed after written approval from the organisation. In your design, take into account the maximum height of the hall at your rented stand location. Walls higher than 2.50 metres must be finished neatly on both sides. It is not allowed to place your logo on the back of your wall(s) unless you have written permission from the organisation. If you want to place an object higher than 2.50 metres in your stand, the rule applies here that this object is placed at least 1 metre from the walls with your neighbouring stand(s). Placement within 1 metre of the walls with the neighbouring stand(s) is only possible after written approval from the organisation.

1.3 WALLS

Exhibitors with an island or peninsula booth sometimes lack wall space. It is not allowed to create extra wall space by placing a wall along the aisle. Other exhibitors and visitors are then confronted with a view of a blank wall. If you are short of wall space, you can create additional walls within your stand space at 1 metre within the building line of your stand. This way your stand will keep an open character.

Note: Each aisle side of a stand location may be closed off for a maximum of 50%, with a maximum of 5 metres.

1.4 ELECTRICITY

Free metres intended for own stand construction do not include electricity connections. To order electrical connections, please visit our webshop.

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2. Standard booth

Standard booth construction includes backwalls with logo, carpet, electricity and lighting.

2.1 BOOTH

The side and back walls of the stand consist of white panels. The back wall is provided with your company logo. The panels are not suitable for writing, drilling or nailing. An alternative is to use a steel suspension wire. Damaged panels must be reimbursed by the exhibitor.

2.2 CARPET

The standard stands are fitted with needle felt carpet. You can choose a colour on the homepage in our webshop. At the bottom of the page you will find an overview of the products in your package. Click on the OI-0000… number on the line of 'Needle Felt Carpet'.

4	OI-0002502	RTE large standard stand construction		1	€0.0000	
5	OI-0002503	Booth Construction - Lockable pantry		1	€0.0000	
6	OI-0002504	Needle Felt Carpet	Anthracite (2211)	24	€0.0000	
7	OI-0002505	Electrical Connection - 230v 3kW (with socket)		1	€0.0000	

When you click on the number you will see the possibility to change the colour of your carpet. When you select your desired colour, click on the button 'next' to confirm and save.

2.3 ELEKTRICITY

Each standard stand has a 230V power connection with a capacity of 3 kWh. To order additional electrical connections, please visit our webshop.

2.4 LIGHT

Each standard stand is equipped with pendulum spotlights. The number of spots depends on the stand size. Would you like to have something special highlighted? This is possible by means of spots on truss feet. For more information, please contact the exhibition organisation.

2.5 FURNITURE

Furniture is included in the participation package. This furniture is hired for you by the exhibition organisation. For additional furniture, you can visit our webshop.

2.6 STAND CREW AND CATERING

Included in your participation package are exhibitor badges according to the size of the stand package. Catering for booth crew is included. Packed lunches will be delivered to your booth. Lunch is not included for visitors.

Pakket	Startup & Basic	Medium	Large	Extra large
Badges	2	4	6	8
Furniture	1 high table, 2 high chairs	1 high table, 2 high chairs and presentation desk	2 high tables, 4 high chairs and presentation desk	3 high tables, 6 high chairs and presentation desk
Networking diner	Order your tickets for the diner for € 85,- with the exhibition organisation			

3. Webshop

ProMedia uses its own webshop. Here you can go for hiring:

- Furniture
- Carpet
- Additional stand construction options
- Electricity and other facilities
- Plants
- Promotional Activities
- AV such as screens and laptops
- Etc

You will receive your login details for the webshop via a separate email. You will receive this before July 11th, 2022.

4. General booth information

4.1 ELEKTRICITY

Electricity connections can be ordered via the webshop. No changes and/or adjustments may be made to the existing cabling/wiring. A standard 230V power connection with a capacity of 3 kWh includes a 2-way socket.

4.2 WATER CONNECTION

A water connection is to be ordered via our webshop.

4.3 RIGGING

Rigging points can be ordered via our webshop

4.4 INTERNET

At Expo Houten you can use the free WiFi. For other connections you can visit our webshop

4.5 BOOTH CONDITIONS

Sides of the stand adjacent to the aisle may not be built. At least 50% of the aisle side of the stand must be open. All presentations must be within your own stand space, the aisles must remain free. It is not permitted to exhibit products and/or advertisements outside your stand space, unless agreed otherwise with the exhibition organisation.

Exhibitors are not permitted to distribute promotional material or to advertise in any other way, or to draw attention to the company, business activities or other products outside their own stand, unless expressly agreed otherwise with the exhibition organisation.

The fire reels must always be freely accessible and visible. Emergency exits must be kept clear at all times, both on the inside and outside.

4.6 BOOTH CATERING
It is possible to bring or hire a refrigerator and coffee machine for your stand. This way you can offer your customers something to drink at your stand. If you want to offer extensive catering at your stand, we can get you in touch with the caterer Vermaat. Discuss the possibilities with the exhibition organisation.

4.7 REGISTRATION BOOTH EMPLOYEES
Register your employees via the links below for the specific exhibition.
Taxi Expo: www.taxi-expo.nl/registratie/exposanten/
OV Expo: www.ov-expo.nl/registratie/exposanten/

4.8 FLOOR PLAN
When organising the exhibition floor plan, your individual wishes are taken into account as much as possible. The exact locations and dimensions of the stands are marked on the floor.
Download floorplan

4.9 NOISE
The noise level of an audiovisual presentation may not cause noise nuisance to the surrounding stands.

4.10 INSURANCE
Stand material, stand design and packaging material in the Expo Houten building are at the expense and risk of the exhibitor. Exhibitors are obliged to insure their stand, stand construction, stand layout and packaging material against third-party liability and against damage, theft and the like for the duration of the trade show and the duration of the construction and dismantling period. The trade show registration form for renting square metres in one of the areas of Expo Houten does not release the exhibitor from his obligation to take out proper insurance. Expo Houten and the trade show cannot be held liable for any damage or other malpractice whatsoever. We advise exhibitors to make use of insurance options developed specifically for exhibitions.

4.11 NETWORKING DINER
The networking diner is on Thursday October 6th at 19:00 o'clock in restaurant Van der Valk Houten: Hoofdveste 25, 3992 DH Houten, just a few minutes from the exhibition. You can register for this diner through our webshop, the costs are € 85 per person.

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5. Logistics

5.1 CONSTRUCTION AND DISMANTLING

During the construction and dismantling of the exhibition, you can unload and load your materials through the transport doors of Hall 2. After unloading/loading your materials, you must move your vehicle to the parking lot so that others have space to unload/load and thus avoid congestion. Loading and unloading during the exhibition is not allowed.

5.2 EMERGENCY DOORS

The emergency doors may not be used for supply and removal during the event. As soon as these are opened, a very loud alarm will sound.

5.3 MATERIALS

If you want to have materials delivered to Expo Houten, please contact the organisation in advance for the possibilities.

5.4 WASTE

You must remove waste on the exhibition floor yourself. If you want to use the waste disposal service, please contact the organisation.

5.5 DISPLAYING VEHICLES

When displaying vehicles in the exhibition hall, you must take into account the maximum floor load of 2,000 kg/m2. In addition, vehicles may contain a maximum of 5 litres of fuel in the tank. Always inform the organisation about the placement of vehicles.

5.6 FORKLIFT

Forklifts up to 1500 kg lifting weight can be ordered in the webshop. Forklifts with heavier cargo than 1500 kg can be ordered at the organisation.

5.7 PARKING

At Expo Houten there is enough parking space free of charge.

6. Publicity

6.1 EVENT WEBSITES

We publish all exhibition news, reactions, videos and a photo report on our event websites www.taxi-expo.nl and www.ov-expo.nl. The event websites are promoted on our professional websites www.taxipro.nl en www.ovpro.nl by means of a widget on the homepage, a banner and in the newsletters. All articles, videos, etc. will remain permanently available on the event websites. We also send newsletters from www.taxi-expo.nl and www.ov-expo.nl, with articles from exhibitors, exhibition and conference news, etc.

6.2 COMPANY PROFILE EVENT WEBSITE

Your logo, company profile and website will be placed on www.taxi-expo.nl and/or www.ov-expo.nl for promotion. You can supply this data to us digitally via the webshop.

Images must be supplied in EPS or PDF with a resolution of at least 300 dpi.

6.3 ARTICLE EVENT WEBSITE

We give all of our exhibitors the opportunity to post an article at www.taxi-expo.nl or www.ov-expo.nl. Email your content (text + picture) to Lisanne Noorlander. We will send out a newsletter with these articles.

6.4 ONLINE EXHIBITION CATALOGUE

Every exhibitor will be displayed in the digital exhibition catalogue with logo, contact details and URL. It is possible to get extra exposure in the catalogue for an advertisement. Contact your account manager for more information.
The materials for the online catalogue have to be sent in **before September 12th 2022**.

ATTENTION: If you do not make the deadline for the catalogue, you will not be mentioned in it.

ATTENTION: All the materials have to be in EPS or .AI files. Also the resolution has to be at least 300 dpi. It can be sent in through the webshop.

6.5 PROMOTIONAL OPTIONS

For all promotional options, we refer to our webshop.

6.6 MEDIA KIT / PROMO KIT

Via this URL www.taxi-expo.nl/exposantenpromotie/ you will find all materials which you can use for any promotional purposes regarding your participation.

7. Other Information

7.1 WORKSHOPS

It is possible to organise a workshop. Between two workshops, there is enough time for switching speakers, presentation and audience and for disinfecting the chairs. Make sure that your workshop does not run late, so the next speaker has enough time to prepare the next workshop. Laptop, beamer and screen are available. Sound amplification is also available in large workshop rooms. To book a workshop or for special requests, please contact the exhibition organisation.

7.2 TAXI AND OV INNOVATION AWARDS

This year we will have two innovation awards. The Taxi Innovation Award and the OV Innovation Award. This will give anyone that launches an innovative product or service in 2022 gets the opportunity to generate attention from visitors and the media before, during and after the event. These prestigious awards are meant for the most innovative products or services in the industries. You can apply on www.taxi-expo.nl/awards and www.ov-expo.nl/awards. The nomination period ends on August 19th.

7.3 BRELLA: NETWORK AND EVENT APP

During the Taxi and OV Expo '22 we will make use of Brella. Brella is an online networking platform for events that allows people to view information about the event and make appointments with visitors and other exhibitors. More information about the use of Brella will follow later. You will receive an email about this.

7.4 CHECKLIST DEADLINES

Below you will find the important information and deadlines for your participation as exhibitor.

What:	When:
Receive your login code for the webshop	Latest July 11th
Hand in stand design (for approval)	September 6th
Send in nomination for the Taxi and OV Innovation awards	August 19th
Closing webshop (deadline orders for carpet/furniture/electric etc..)	September 23th
Request rigging with Expo Houten	September 23th
Request extra stand catering delivered by Expo Houten	September 23th
Hand in company information and logo for the website (high resolution)	September 23th
Registration stand crew & networking diner	September 23th
Hand in advertisement online exhibition catalogue (high resolution)	September 23th