

MindBodySpirit

LONDON WELLBEING FESTIVAL OLYMPIA 1-4 MAY 2015



BE A PART OF HISTORY when the Festival
returns to Olympia

WHERE IT ALL STARTED

IN 1977



2015

Be part of history



Welcome and thank you for choosing to exhibit with us this year.

It's going to be the most awesome year here at the MBS London Wellbeing Festival so you've made the right choice to come with us and be a part of that awesomeness.

Yay, we are Going Home!

This year we are returning to Olympia where the Festival started some 37 years ago. Yep we are riding the festival home to launch the biggest, brightest, most exciting event we have ever planned.

Olympia now enables us have a whole lot more room to play, expand and experiment with our successful visitor experience zones.

Attendances are up, positive visitor feedback experiences are up and so the MBS family of exhibitors, presenters, musicians and artists will keep on growing and developing as we move forward together into the next phase of the festivals evolution. This year through our ever improving marketing focus and with the leading teachers we are dedicated to delivering record breaking attendances at the festival next May.

Other new plans for 2015 will be announced as soon as we have them nailed down; needless to say we are excited! We intend to add a second and maybe a third Festival to the 2015 schedule.

Don't just watch this space, be part of our future.

I hope you have a fantastic show and if you have any questions we are here each step of the way to make exhibiting easy.

Managing Director of Mind Body Spirit Festival

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Event Policy Statement

We, Mind Body Spirit Festival Ltd, take our responsibilities as laid down in the Health & Safety at Work etc Act 1974 very seriously and it is vital that exhibitors and contractors do the same. The person with overall responsibility for health and safety at the event is Melvyn Carlile, MD.

Current legislation applies throughout the build-up, open and breakdown periods of the event, as does the eGuide (Guidance for Working at UK Exhibition Venues). This can be viewed at:

www.aeo.org.uk/eguide

As organisers, it is our policy to manage the Mind Body Spirit Festival in accordance with the above as far as is reasonably practicable and this section has been produced to provide exhibitors and contractors with clear, simple suggestions for understanding and complying with health and safety procedures on site.

Mind Body Spirit Festival Ltd has appointed a Health & Safety Consultant Alan Hazelhurst for the event. They reserve the right to impose any necessary measures to ensure safe build-up, open and breakdown periods and will be based on site in the organiser's office. In case of queries before the event, Alan can be contacted by emailing, info@mindbodyspirit.co.uk FAO Alan Hazelhurst. First aid and security facilities will also be provided on site.

A multi-lingual floor safety booklet which aims to address the key issues encountered during build-up and breakdown has been produced by the venue. This will be available from the organiser's office on site and in advance of the event on request.

Some of the key risk areas are outlined overleaf, but it is vital that:

- 1) Every exhibitor undertakes their own risk assessment for their activities on site
- 2) Every exhibitor completes and returns the health & safety declaration form to the organisers by the due date and before arriving on site. This states that you have fulfilled your legal obligations. Failure to return this form could render your company directors liable to prosecution in event of an incident
- 3) Non shell scheme exhibitors obtain a separate, suitable and sufficient risk assessment and method statement from their principal contractor.



MindBodySpirit
LONDON
WELLBEING
FESTIVAL
OLYMPIA
1-4 MAY 2015

Important Dates & Deadlines

Payment Dates:

4 July 2014	30% Deposit
10 October 2014	40% Payment (Any bookings after this date will be required to pay a 70% deposit)
20 February 2015	30% Final Payment (Any bookings after this date will be required to pay 100% deposit)

To make a payment please log on to: www.mindbodyspirit.co.uk/exhibitor-login

Pre Festival

10 March 2015	Risk Assessment & Special Licenses completed and return to Mind Body Spirit (Download form from www.mindbodyspirit.co.uk/exhibitor-login)
24 March 2015	123 Card Terminal Hire deadline - www.123hire.net
10 April 2015	Electricity & Furniture deadline - www.dimension8.com/onlineordering2.php

Exhibiting at Olympia National Hall, Olympia

Thursday 30 April	Exhibitor move-in day; 9am to 6pm
Friday 1 May	Doors open to exhibitors 9am; Public opening times 10am to 7pm
Saturday 2 May	Doors open to exhibitors 9am; Public opening times 10am to 7pm
Sunday 3 May	Doors open to exhibitors 9am; Public opening times 10am to 7pm
Monday 4 May	Doors open to exhibitors 9am; Public opening times 10am to 5pm
Breakdown from 6pm:	Exhibits must be removed by 10pm on Monday 4 May 2015, as their security cannot be guaranteed after this time.
All stands must be staffed at least 15 minutes before public opening, and at all times during opening hours of the Festival.	

If you have any queries about the contents of this manual, or questions about your stand, contact:

Mind Body Spirit Festival Ltd on 01494 435 135 or info@mindbodyspirit.co.uk



Marketing & Press Releases

Paper Advertising:

This year's advertising strategy has been re-aligned to be all inclusive and targeted at both our existing customers and those new to The Mind Body Spirit Festival. We have organised a campaign which includes all major specialist publications: Kindred Spirit, Spirit and Destiny, Natural Health, Soul and Spirit, Yoga Magazine, Alternatives, Cygnus Book Club as well as London based newspapers and event guides.

Social Media and Online Promotions:

In 2015 we will be allocating a large percentage of our marketing budget towards our ever growing social media strategy and online communications. This continually progresses to be an important growth area of our marketing and communication activities attracting interest from a large new audience of first time visitors to the show. We will be sending our 75,000 strong database a monthly newsletter filled with articles on presenters, competitions, give-aways and exhibitor discount vouchers, a leading Mind Body Spirit Blog, targeted promotions and ads to our 20k+ social media following and a marketing campaign with Amazon Local.

Online Advertising:

We will be using online media experts and consultants to promote the show harnessing Google adverts and our ever growing network of online partners and affiliates.

Printed Programme:

This year we will continue with our digital programme for the May festival, this is a decision made due to the environmental implications of printing and posting 80k programmes and the success of 2014. We believe our digital programme will allow our customers the opportunities to constantly keep up to date and continually interact with this year's festival. Sent to our 75k email addresses and available for download from our social media pages and website we anticipate a huge increase in engagement. There will be a smaller run of programmes printed for the festival for attendees.

Public Relations:

All Public Relations activities are handled in-house, implementing a comprehensive campaign that spans all medias from national lifestyle magazines and daily newspapers to specialist publications such as Kindred Spirit, Psychologies, Spirit and Destiny, Prediction, Fate and Fortune, Soul and Spirit and top end women's monthly magazines reaching an audience of well over 1.75 million readers.

Promotions:

Josh & Mel will be handling all promotions. If you have any giveaway products or promotional ideas, please speak to us directly. We are running ticket and workshops competitions both on-line and off the page, as well as working with our sponsors to promote and market the Festival through their own databases and customers.

Website:

During the run up to the Festival the Mind Body Spirit website www.mindbodyspirit.co.uk receives significant traffic and you can maximise on this by setting up a reciprocal web link taking visitors directly to your website. Festival banners are available by clicking [here](#). Let's link together and widen our digital community!

Get involved:

Together we are stronger, so please email us at hello@mindbodyspirit.co.uk and let us know of any publicity stories, leads, journalists, or promotions you are doing.

5 Step Marketing guide

- 1) Contact us with PR Material
- 2) Set up a website link to mindbodyspirit.co.uk
- 3) Highlight your presence at the festival with our web banners
- 4) Promote to your attendance at the festival on Facebook and twitter
- 5) Send out a free marketing email to your data base, with programmes such as mailchimp.

Remember to let us know any ideas you have for promotion or any way we can help.



Frequently Asked Questions

What comes with the stand, is furniture or electricity provided?

- The stand is a shell scheme fully carpeted construction.
- Furniture and electricity are not provided; you can either bring your own furnishings or hire them as you can do so with the electricity. Click here to order you electricity: www.dimension8.com/onlineordering2.php

When can I breakdown the stand?

- Breakdown is from 6pm Monday 4 May 2015

Is there car parking provided?

- All car parking in chargeable Olympia. Please visit www.eco.co.uk for more details and to pre-book.

I have an over height vehicle, where can I park?

- For over height vehicles Olympia reminds:

Do I need insurance cover for the event and if so where do I get it from?

- Firstly check your existing insurance policy as it may cover it, if not you require insurance in order to take part in this event. Please see page 9 of the manual for guidance.

I have quite a lot of products/shelving in my stand is it ok to build into the aisles?

- All components and parts of your stand must be contained within your designated shell scheme and you cannot build into the aisles due to health and safety regulations.
- We also ask all exhibitors to be mindful of each other and not obstruct/block neighbouring exhibitors by having too many staff in the aisle or encroach on fellow exhibitors stand space.

Can you recommend any local hotels?

- To make exhibiting easier for you we have linked in 2014 with a company called The Solutions Company, who provide discounted rates at a range of London hotels, for more information please visit: http://www.thesolutionscompany.co.uk/event_society.php?e=162

Where do I get my exhibitor badges from and how many can I have?

- This year in an effort to reduce our environmental impact of posting our badges we are switching to an e-ticket registration for badges. All badges are given in relation to the size of the stand and staff needed to man them. E.g a 2x2 stand = approx 3 or 4 badges. All badges must be worn by staff working on the stand only; three complimentary tickets are available for friends and family.

How do I secure my posters and banners?

- We supply on build up day, strong double sided velcro free of charge on the exhibitor move in desk.

Where is the hall?

- It is situated in Olympia National.

Can I leave my products on my stand at night?

- Yes you can. However, your products are left at your own risk, hence we advise you to check with your insurance policy for suitable cover. We take all the measures we can in providing you with a safe and secure venue, with 24 hour security guards in place. If you would like a lockable cover you can hire through our contractors Dimension8, please see page 9 for ordering.



Exhibitor Badges

Badges need to be worn at all times throughout the Festival. Exhibitor and staff badges need to be completed with name and stand number in order to be valid.

During move-in, move-out and exhibition opening times the entrance doors are controlled by contract staff who will only admit people wearing a valid badge, or are in possession of a valid entrance ticket.

Please make a rota for your staff according to the size of your stand and arrange an appropriate number of helpers. It is important to ensure you have cover throughout the Festival, but to also avoid overstaffing. If you have more staff than your stand space can accommodate, they may be asked to leave as this can cause obstruction to the aisles.

You will receive your exhibitor badges on the build-up day of the festival.

You are responsible to ensure that everyone working on your stand is issued with a badge prior to arrival. Staff arriving without their badges may be subject to delay at the door while their query is resolved.

Badges are for the use of genuine assistants only. We reserve the right to charge admission to non-staff attempting to use exhibitor badges.

Stand name and specifications

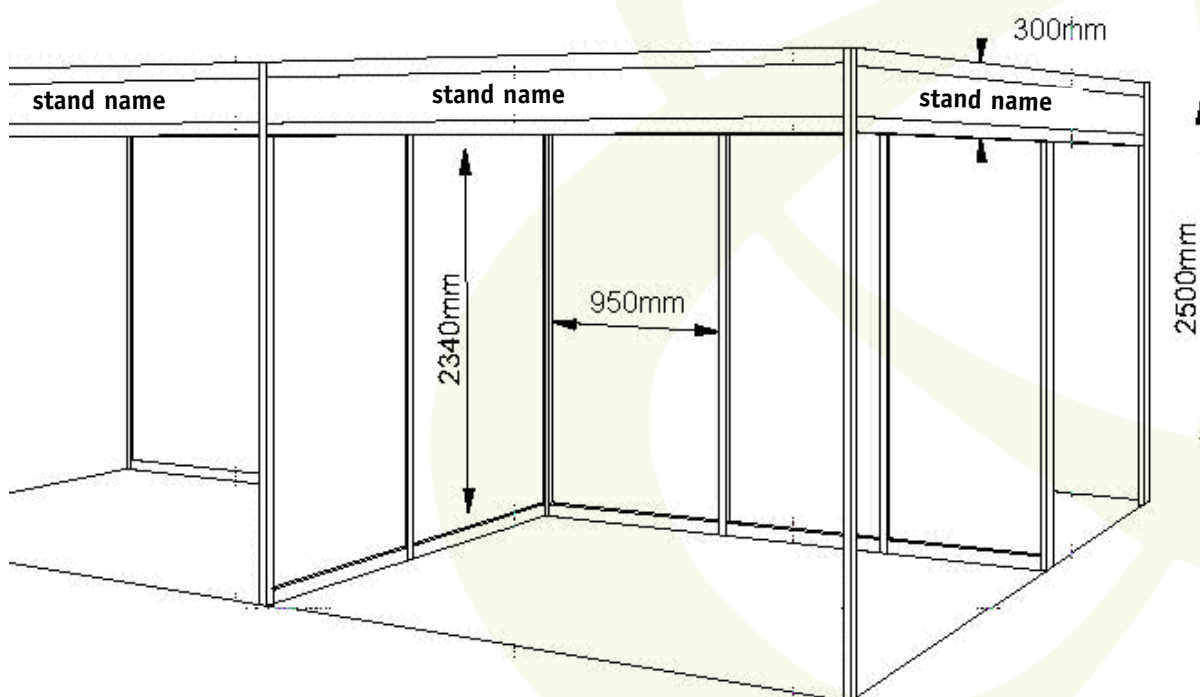
The name which will be displayed on the fascia on the front of your stand is the name you nominated on your application and contract for stand space.

The shell scheme is constructed of 2.5m white foamex walls with 30cm deep fascias and an open ceiling. The fascias will bear your stand name and stand number in black lettering on a white name board. All display panels, posters and literature must be attached by velcro tabs only. Velcro is supplied free of charge. Under no circumstances should anything be stuck, nailed, pinned or screwed to the walls; and for heavier items we suggest the use of the stand contractor's range of fixing clips.

Please note that damage to the walls will be charged. If you require shelving please contact the stand contractors to make special arrangements for a ladderax system to be attached to your stand.

The hall will be carpeted and any left over exhibition carpet is re-used or recycled for use in the construction of various plastic items such as packaging, flowerpots and car parts.

Contractor: Heidi Bourne / Liz Board
 Dimension 8, Dimension House
 3 Leeway Industrial Estate, Newport, South Wales, NP19 4SL
 Tel: 01633 270 808 Fax: 01633 274 141
 heidi@dimension8.com / nathan@dimension8.com www.dimension8.com





Festival Necessities

Insurance

Exhibitors are responsible for taking out their own general third party policy to cover their own legal liability to the public for negligence. Insurance of public liability with a limit of indemnity of £10,000,000 is a requirement of this exhibition. If you have an existing policy for your permanent business premises it may already cover this, or it may be possible to extend the cover. You should therefore contact your existing insurer in the first instance.

To get an insurance quote please visit our recommended supplier: (insert link to recommended supplier)

Electricity & Furniture

If you require electricity or furniture please order from our official contractor Dimension 8. Please visit Dimension 8's website to view the brochure and order your electricity and furniture. Please use the below log in information:

www.dimension8.com

Event: Mind Body Spirit Festival, Olympia, London 01/05/2015

Password: MBS2015

Please note you are able to furnish your own stand if you do not wish to hire through Dimension 8, however all items will need to be appropriately fire treated. Power will go off 30 minutes after the show closes each day, if you require power for items such as fridges; you need to ensure you order a 24 hour supply. Please ensure your order is completed by April 10 2015. Extra fees for late orders are applicable. Mind Body Spirit has no control over pricing or products purchased from Dimension 8.

Additional electrical details

Although there is general hall lighting, your stand could benefit from having its own lights, as well-lit stands attract more customers. You may use your own fittings, but would need to order an appropriate electrical outlet.

Unlike permanent electrical supplies, the requirements of an exhibition stand depend on exactly the type and amount of equipment you plan to use. Please discuss your electrical needs with Dimension 8 before ordering to ensure that your power supply meets the demands of your equipment. Failure to order the correct supply results in power failure for yourself and other exhibitors.

Here is a guide to the amount of watts/amps you need to power commonly used items:

500w socket outlet (2 amp) will power ONE of the following: phone charger, pop up stand lights, lap top computer or table lamp.

1000w (1kw) socket outlet (5 amp) will power ONE of the following: fridge, TV & Video, computer, plasma screen, microwave.

2000w (2kw) socket outlet (10 amp) will power: ONE small kettle.

3000w (3kw) socket outlet (13 amp) will power either one normal kettle OR a coffee machine.

Please complete your online order by April 25 2014. Late orders are subject to an extra charge.

Contractor: Heidi Bourne Dimension 8, Dimension House
28 Clearwater Road, Queensway Meadow, Newport, South Wales NP19 4ST
Tel: 01633 270 808 Fax: 01633 274 141
info@dimension8.com www.dimension8.com



Special Treatments

If you are planning to have any special treatments carried out on your stand, you must inform the organiser, as many of these activities must be licensed by the local authority. The venue will also require full documentation, including details of public liability insurance cover, qualifications and a risk assessment.

Treatments include invasive treatments, such as skin piercing, acupuncture, tattooing, electrolysis, cosmetic piercing, micro-pigmentation, botox and non-invasive, hands-on treatments, such as massage, reflexology, manicures and pedicures.

Please email info@mindbodyspirit.co.uk for the documentation immediately, information must be submitted at least 45 days before the show.

Mobile credit card machines

Mobile credit card machines can be hired from 123Hire by 24 March 2015:

123Hire Ltd, 120 Leman Street, London E1 8EU Tel: 0800 54 23 123 sales@123hire.net www.123hire.net

Internet and telecoms

eForce is the provider of Internet and telecoms services at the venue. If you need an Internet connection, telephone or ISDN line, laptop or Internet kiosk, please book online at www.eforce.co.uk, where a discount is available.

Fire Regulations

The following regulations are included in the eGuide (www.aeo.org.uk/eguide) and must be complied with by all contractors and exhibitors. They do not apply to exhibits:

All materials used in the construction of stands, features and displays, including signs and fascias, shall be:

- of a suitable nature and quality for the purposes and conditions of their intended use
- adequately prepared and fixed in order adequately to perform the functions for which they are designed
- non-combustible, inherently non-flammable or durably flameproof in accordance with BS476-Part 7
- water-based, where applicable, e.g. adhesives and paint

British Standards are the minimum acceptable standards for construction materials. Suitable samples of materials may be submitted to the venue for approval. Materials may be tested on site to ensure that they comply.

Decorative materials

Decorative materials used for stand dressing must be flame proofed or purchased already treated by use of the appropriate chemical.

Untreated wallpaper and similar thin surface finishes, not exceeding 1mm in thickness, may be accepted, provided they are firmly fixed.

Artificial plants and flowers are combustible and give off toxic fumes. Therefore they must not be used for stand dressing. Silk-type flowers are acceptable, providing they are fireproof or have been treated and marked as such.

Fabrics, drapes, curtains and hangings

Drapes, curtains, hangings, etc, must be inherently or durably flame-proofed. Otherwise they may be treated with a proprietary flame retardant. Test certificates must be available for inspection for any materials intended to be used.

Fabrics used for interior stand decoration must be fixed taut and/or in tight pleats (not loosely draped) to a solid backing, secured above floor level and not touching light fittings.

Curtains on exit routes should hang 75mm clear of the floor, be parted in the centre and not conceal any exit signs.



Floor covering

All floor coverings must be secured and maintained so that they do not cause a hazard. Other forms of fixing to the hall floor, such as cable clips, nails and bolts are prohibited.

The organiser will incur a charge for any tape not removed by the end of the tenancy period, or any damage caused to the hall floor.

Water Features

Water features of any kind are required to be treated due to the regulations relating to Legionnaires.

Food and Drink

Leith's are the contracted catering company for stand catering and hospitality. Any exhibitor wishing to offer food and drink should contact info@mindbodyspirit.co.uk in the first instance as there will be concession fees levied depending on the volume and quantity you wish to sell, we can send you the relevant documentation which you would need to put in a request to offer catering.

Risk Assessment and Fire Risk Assessment

It is a legal requirement that each exhibitor undertakes their own risk assessment prior to the event, listing the tasks to be undertaken, identifying any significant hazards they present on site, then listing ways to minimise and control those hazards. Exhibitors are otherwise liable to prosecutions and heavy fines.

If your stand is shell scheme and no significant risks are found in relation to the displays or activities taking place on the stand, you must confirm this to the organiser using the hazard identification form in this manual.

The construction of shell scheme stands will be assessed by the appointed contractor. Each space only exhibitor must also obtain a separate risk assessment and method statement from their principle contractor regarding their activities. To help you, we've included a sample risk assessment form and method statement.

Exhibitors must also complete a fire risk assessment in order to comply with current legislation. For simple, shell scheme stands, this may be included as part of the stand risk assessment. Any stand which is a complex structure or space only stand on which large numbers of people could gather will need a separate fire risk assessment.

By law, a risk assessment must be 'suitable and sufficient', but it must also be simple to understand and implement.

Step 1: Identify the task/hazard. What equipment, materials and chemicals will be used? How much noise and dust will there be? What is the weight loading limit? What vehicle movements and lifting operations have to be considered? Do you need to schedule a 'late working rota' to avoid tiredness and mistakes? How are you disposing of waste? Do you have any electrical installations? What are the emergency procedures?

Step 2: Decide who could be harmed and how. Who will be affected by your work and be most at risk? Think of your employees, contractors, exhibitors and visitors on or near your stand. Safe working depends on co-operation between all the companies on site. Take this into account and consider necessary precautions on every aspect of the work being carried out, which include training and the provision of information to all the different parties who are at risk.

Step 3: Evaluate the risks. Once you have done this adequately, you can then decide on the appropriate action. Ask yourself (a) Can the hazard be removed completely or the work done in a different way? (b) If the hazard cannot be eliminated, can it be isolated, controlled, or reduced? (c) Can protective measures be taken that will protect the entire workforce on site? Protective clothing should be the last resort and is often not the only solution.

Step 4: Record the findings. Write down the findings of your risk assessment. Pass on information about significant risks to those people identified in Step 2 and record the measures you have taken to control those risks for future reference.

Step 5: Review your findings. This allows you to learn by experience and take account of any unusual conditions or changes that occurred on site. Where stand building is involved (especially steelwork erection and lifting), the principal contractor should draw up a specific method statement and discuss it with the exhibitor in advance of the exhibition.



Key Risk Areas

This is by no means a comprehensive list, but includes the main areas which normally give cause for concern. Please give the following your due consideration whilst on site and incorporate them into your risk assessment:

- a) Only commercial equipment appropriate for the task must be used, including tools and ladders.
- b) Lifting operations must only be carried out by the appointed contractors who have fully trained and qualified personnel. Craning operations must be cordoned off.
- c) Hard hats must be worn at all times when in the vicinity of overhead working.
- d) Vehicles (including forklift trucks) are to observe a 5 mph speed limit on the exhibition site and use a banks-man when reversing. Beware of pedestrians at all times; they have right of way.
- e) Where possible, use only 110v or battery operated power tools. All portable tools are to be PAT tested prior to coming on site.
- f) Only use machinery, especially bench saws, with the correct guards fitted.
- g) Portable power tools and equipment must have the minimum length of trailing lead, if fitted, which must be protected from damage and not left so as to cause a trip hazard.
- h) Children under the age of 16, the general public and animals, except assistance animals, (including inside cabs of vehicles) are not allowed on site during build-up and breakdown.
- i) Contractors must wear suitable personal protective clothing relevant to the task; this includes head, eye, hearing, foot and hand protection.
- j) Understand the fire and emergency procedures. Notify your staff of the location of the first aid facility, fire exits and emergency assembly points.
- k) Use and storage of flammable liquids and substances: Take note of the precautions (read the Safety Data Sheet) required for certain chemicals prior to use. Isolating them from waste and other risk areas is important. Chemicals and flammable liquids must be safely removed after use by the user and not placed in general rubbish bins or skips.
- l) The work area must be maintained free from general waste materials which could present a hazard to operatives. All waste should be disposed of in the proper manner.
- m) Fire equipment will be supplied for stands by the venue. All extinguishers should remain in the position in which they are placed and free from obstruction throughout the event. They are for use by venue and other trained staff only.



Hazard Identification and Health and Safety Declaration

This form is for simple, shell scheme stands only

Event:	Stand name & number:
Name of person responsible for health & safety:	Work no: Mobile no: Email:

Exhibitor's Responsibilities

An exhibition stand is a workplace covered by health and safety legislation. As the exhibitor it is your responsibility to ensure that a suitable and sufficient risk assessment is completed. Failure to do so could lead to delays or ultimately the closure of your stand.

This template is for a simple shell scheme exhibition stand which does not require any structural approval from the organiser or the venue. More complex stands will require a more detailed risk assessment and if you are in any doubt you should contact the organiser.

Does your stand include any of the following? If so you must complete the attached risk assessment for simple stands:

	Yes/No
Beauty treatments such as massage or ear piercing	
Display of anything containing liquid fuel, eg a motor vehicle	
Display of sharp objects, weapons (even replica weapons)	
Demonstrations of any kind	
Working electrical appliances other than simple display lighting	
Food service/preparation of any kind other than sweets, snacks and soft drinks	
Heat source of any kind including cooking demonstrations, naked flame, such as candles or gel burners	
Live animals	
Pressurised gases	
Working machinery of any kind, even if static	
Any other hazard not identified above which could be a risk	

This is not an exhaustive list. You are responsible for identifying any aspect of your stand which could present a hazard.

If you have answered NO to all of the above, complete and sign below. If you have answered YES to any of the above, complete the risk assessment for simple stands.

I declare that to the best of my knowledge there are no significant risks relating to this stand. I have read and understood the health and safety information in this manual.

Signed:	Name:	Date:
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Please return to Mind Body Spirit by post or email (alison@mindbodyspirit.co.uk) by the 10 March 2015.



Sample Risk Assessment Form for Simple Stands

Event:	Stand name & number:
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Risk:

Who could be harmed:

Control measures in place:

To the best of my knowledge the information provided is correct. The control measures in place control the risk to an acceptable degree

Signed:	Name:	Date:
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PLEASE NOTE:

This is a very basic risk assessment format for simple risks only. Multiple or complex risks will require a more detailed risk assessment.

Please return to Mind Body Spirit by post or email (alison@mindbodyspirit.co.uk) by the 10 March 2015.



Exhibitor Passes, Car Park Passes and Loading & Unloading

Loading & Unloading with Carbon Voyage

Exhibitors and contractors must first register on the booking system by visiting Carbon Voyage ([Click here](#)). This can be done at any time from now. Approximately 30 days before the event, you will receive an email advising you to book your time slot.

This is a quick and easy process:

- The event and type of vehicle must be selected

- The system will automatically allocate the best available time slot for the specified vehicle type

- The time slot can be changed if the allocated slot is inconvenient

- A vehicle pass can be printed directly from the system

Deliveries & Collections with Carbon Voyage

Deliveries and collections can be booked at the same time. Exhibitors can either book on behalf of their stand contractors, or email the link to the contractor for them to book their own time slot. The contractor will need the stand name and number when they make their booking. This again is all through Carbon Voyage.

Please note: Children under the age of 16 are not permitted to be in the hall during the build-up and breakdown periods, this will be strictly monitored. A young person's risk assessment and licence would be required for any person under 16 'working' at the show.

Suitable Footwear should be worn during build-up and breakdown periods ie. No open toes shoes.

Car Parking

All parking in the Earls Court and Olympia car parks is chargeable. Discounted rates are available for bookings made in advance. Please contact Booking Services on 020 7598 2515 or visit www.eco.co.uk for further details and pre-booking.

Disabled Parking is available in the Red Car Park, recommended to book in advance as per the business services booking line.

The car parks are open from 07:00 until one hour after the building closes (or one hour after the event closes on open days).

Exhibitor Passes

A few weeks before the festival you will be emailed your exhibitor passes. You will then need to distribute these passes between your staff for when they arrive onsite.

Misc Items

Accommodation:

To make exhibiting easier for you we have linked in 2014 with a company called The Solutions Company, who provide discounted rates at a range of London hotels, for more information please visit: http://www.thesolutionscompany.co.uk/event_society.php?e=162

Cleaning, waste and recycling

Cleaning: Your stand will be vacuumed each day and rubbish will be removed, but exhibits will not be cleaned. Please leave bags of rubbish in the gangway after the show has closed each day for collection.

If you have a night sheet or locked areas on your stand you wish to have cleaned, please leave a key at the organiser's office.

Waste: All waste, except small quantities of litter, produced by your stand must be removed from the venue at the end of the event. A charge will be made for disposal of any large items, such as boxes of literature, carpet (except scraps) and stand fitting materials.

Recycling: Earls Court will recycle paper, glass, plastics, wood (without nails) and flat-packed cardboard. Please separate these items from your general stand waste for collection.

Emergency Procedures

Please ensure you are familiar with the procedures to be followed in the event of an emergency at the venue, attached with this manual.

First Aid

The venue has a medical centre staffed by qualified nurses. If you believe an ambulance needs to be called, please ensure that this request is directed to the venue's control room on 020 7370 8888 (Earls Court). The staff's knowledge of the venue and where to direct the ambulance could save vital time.

Security

Security is provided for the show from 08:00 Thursday 31 April 2015. Please do not arrange for goods to be delivered to the hall before this time. Please assist us by wearing your exhibitor pass at all times. Entry to the hall will not be permitted without a pass.

Please take account of the following security advice from the venue:

- Make contact with the exhibition security company for advice on how to secure the items on your stand. There may be an overnight secure store for valuable items.
- Take home any valuable items each night if there are no secure storage facilities on site.
- Do not leave your stand unattended at any time during build-up, the open period or the get-out of the show. Do not leave the hall until all visitors have gone each evening.
- Do not position desirable items at the front of your stand, where you may not be able to keep an eye on them.
- Ensure you have enough staff, so that the stand is not vulnerable to thieves and do not ask a neighbouring exhibitor to watch over your stand while you go for a break. They may become busy and not be able to keep an eye on your stand.
- Remove all portable or valuable items from the stand on the evening the show closes. Do not leave them until the following day for collection.
- Arrive in time for the show. Ensure your stand is staffed at least 15 minutes before show open time each day, but remember that the hall is open from 0900 hours.

- Use a lockable cabinet to store your personal possessions during the show open hours. You should be able to hire one from the appointed furniture company.
- Use a night sheet. If you have a shell scheme stand, you should be able to hire one from the stand fitting company.
- Hire an alarm for your stand if you are exhibiting valuable or portable items. These should be available from the show security company.
- If you are a victim of theft please report it immediately to the show security company.

Stand boundaries

The boundaries of the stand are delineated by the shell scheme construction and do not include any aisle space whatsoever. Displays must not be placed anywhere other than within the perimeter of the stand. **Canvassing of visitors is not permitted beyond the perimeter of each exhibitor's stand such as in the aisles or entrance hall.** Exhibitors must not block the front of a neighbouring stand with their displays nor arrange their stand in such a manner as to cause the public to block the aisle in front of it, or any adjacent stand.

Subletting

No subletting or transferring of stands is allowed. The contract is specific to the exhibitor and not to be assigned, sublet or shared in any way. No material can be distributed that is not related to the exhibitor and listed on the booking form.

Cloakroom

There is a cloakroom facility at the show which is located to the left on entry to the hall, the cloakroom will open half an hour before show open and close half an hour after (chargeable facility).

Lost Property

Please take lost property to the cloakroom where it can be logged on a central system. Contact number for lost property is 020 7370 8848.

Performing Rights

If you or your exhibitors intend to play pre-recorded music at your event, you will need to apply for Phonographic Performance Ltd (PPL) and Performing Rights Society (PRS) licences. Applications are not accepted from individual exhibitors. The AEO has negotiated special rates with PRS, based on the organiser submitting a list of stands requiring licences at their event. For further information please contact:

Phonographic Performance Ltd
 1 Upper James Street
 London W1R 3HG
 Tel: 020 7534 1000 Fax: 020 7534 1111

Performing Rights Society
 29-33 Berners Street
 London W1T 3AB
 Tel: 0845 3093090/0800 068 4828 Fax: 01733 312912

Anyone who wishes to play music videos in the halls must also apply for the appropriate licence. For further information please contact:

Video Performance Ltd Tel: 020 7534 1400 Fax: 020 7534 1414

Storage

There is no storage on site, and the storage of items between or behind stands in void areas is not permitted.



MindBodySpirit
LONDON
WELLBEING
FESTIVAL
OLYMPIA
1-4 MAY 2015

MBS's tips for successful exhibiting!

Exhibiting at the Mind Body Spirit Festival is one of the best ways to ensure your business reaches its true potential. The power of this medium, compared to any other, is that your efforts are concentrated to the most active and interested buyers in your market at any one time.

These top seven tips will help you on the way to a happy and successful show:

Set your goals:

Clarify what you want to achieve, ie direct sales, building contact database, generating follow up sales and interest. Results are much more measurable when there are fixed objectives at the start.

Market your participation at event:

Ensure your current customers know you are attending the Festival.

Create a reciprocal web link to our site using web banners supplied by us.

Include copies of the free programme with orders in the run up to show,

(please contact MBS at the office for more info - info@mindbodyspirit.co.uk).

Planning Stock:

Consider which products and services to offer.

Produce business cards, flyers, catalogues so customers can contact you,

(these need not be expensive, use a low cost flyer to establish interest).

Visuals on Stand:

Bright and colourful stands with happy staff attract customers.

Apply promotional material to stand walls to create a professional profile.

Keep the stand uncluttered and create a focal point to attract attention.

Staff:

Brief staff on the company goals and provide training if necessary.

Plan a staff break rota ensuring sufficient rest away from the stand.

Remember to smile and be ready to inform your customers.

At the Festival:

Upsell and cross sell to new customers as well as re-selling to old customers.

Educate through visual demonstrations.

Test market awareness and perception of your product.

Collect testimonials.

Build relationships with journalists and media, (please contact MBS at the office for more info - info@mindbodyspirit.co.uk)

Build your reputation as a brand and service.

Follow Up:

Track all leads and follow up contacts generated.

Send a mailing to all show visitors.

Update customers with new products/services through the year.

Book your stand for next year's event and claim your 10% discount.