

**EAIE | HELSINKI**  
**2019** | **24-27 SEPTEMBER**

**EXHIBITORS'  
HANDBOOK**

## CONTENTS

<b>1. GENERAL INFORMATION</b> .....	<b>3</b>
1.1. EXHIBITION MANAGEMENT & CONTACT DETAILS.....	3
1.2. VENUE & EXHIBITION AREA .....	3
1.3. EXHIBITORS' PORTAL.....	3
1.4. OFFICIAL EXHIBITION OPENING HOURS.....	4
<b>2. PRIOR TO THE EXHIBITION</b> .....	<b>4</b>
2.1. WHAT IS INCLUDED IN AN EXHIBITION STAND? .....	4
2.2. INSURANCE.....	8
2.3. ORDERING ADDITIONAL EQUIPMENT, ELECTRICITY, INTERNET, LABOUR AND ADDITIONAL SERVICES .....	8
2.4. STAND CATERING & RECEPTIONS.....	11
2.5. REGISTRATION OF EXHIBITION STAFF & CONFERENCE PARTICIPATION.....	12
2.6. SENDING MATERIALS TO THE VENUE.....	13
<b>3. AT THE EXHIBITION</b> .....	<b>15</b>
3.1. SETTING UP & DISMANTLING OF STANDS .....	15
3.2. INDEPENDENT STAND CONSTRUCTION .....	16
3.3. ADVERTISING & SOUND SYSTEM USAGE DURING THE EXHIBITION .....	16
3.4. SAFETY & SECURITY REGULATIONS.....	16
<b>4. ARRIVAL, ACCOMMODATION, TOURIST INFORMATION</b> .....	<b>17</b>
4.1. ARRIVAL .....	17
4.2. ONSITE PARKING.....	17
4.3. HOTEL ACCOMMODATION.....	188
4.4. TOURIST INFORMATION .....	188
<b>5. FURTHER INFORMATION</b> .....	<b>19</b>
5.1. SPONSORSHIP & ADVERTISING.....	19
5.2. EXHIBITOR LOGO & GUIDELINES .....	19
5.3. FLOOR PLAN & LIST OF EXHIBITORS .....	19
5.4. TERMS AND CONDITIONS.....	19

## APPENDIX

### ORDER DEADLINE OVERVIEW

# 1. GENERAL INFORMATION

## 1.1. EXHIBITION MANAGEMENT & CONTACT DETAILS

### ICWE GmbH (Exhibition Management)

Leibnizstrasse 32

10625 Berlin

Germany

Tel.: +49 (0) 30 310 18 18-0

Fax: +49 (0) 30 324 98 33

E-mail: [eaie@icwe.net](mailto:eaie@icwe.net)

Website: [www.icwe.net](http://www.icwe.net)

**Contact: Shannie Monteiro & Alicia Fabara**

During the exhibition as well as the build-up times, you will find the exhibition management (ICWE) at the "Exhibition Information Desk" in the exhibition area.

## 1.2. VENUE & EXHIBITION AREA

The exhibition will be located in the Messukeskus, Helsinki, Hall 6. The EAIE is pleased to bring its 31<sup>st</sup> Annual EAIE Conference and Exhibition to Helsinki and looks forward to welcoming you!

### Messukeskus Helsinki

Messuaukio 1

00520 Helsinki

Finland

[messukeskus.com](http://messukeskus.com)



The Pasila railway station is a 300-metre walk from Messukeskus, easily accessible from Helsinki Airport by trains I and P. From the centre trams 7 and 9 stop at Messukeskus. Please see the [EAIE Website](#) or the [Messukeskus website](#) for more details on how to get there.

With the kind support of the Helsinki Public Transport company, we are able to supply you with a free public transport ticket. You can pick up your ticket during conference registration, more detailed information will be provided with your conference registration confirmation.

## 1.3. EXHIBITORS' PORTAL

The personalised [Exhibitors' Portal](#) gives you an overview of all information about your stand at any time: stand details (size, type and dimensions), extra equipment you have ordered, etc. To access the Exhibitors' Portal, please click on [this link](#) and enter your login data. You have received your personal login data via e-mail.

Additionally, the following documents/forms are available in the Exhibitors' Portal:

- Additional equipment (online order form)
- Exhibitors' Handbook (pdf)
- Sample pictures of shell scheme stands (jpg)
- Floor plan (pdf)
- Shipping instructions (pdf)
- Official Exhibitor logo (pdf)
- Terms and Conditions (pdf)

## 1.4. OFFICIAL EXHIBITION OPENING HOURS

The EAIE Exhibition is accessible for all registered conference participants. The opening hours are as follows:

Wednesday 25 September 2019	08:30–18:00
Thursday 26 September 2019	08:30–18:00
Friday 27 September 2019	08:30–13:30*

Exhibitors can access the hall at the following hours:

Tuesday 24 September 2019	14:00-17:30 (for decoration solely)
Wednesday 25 September 2019	from 07:30
Thursday 26 September 2019	from 08:00
Friday 27 September 2019	from 08:00

- In the interest of exhibition visitors, please make sure that your stand is attended at all times during opening hours
- \*No exhibit may be removed from the exhibition premises prior to the official closing time of the exhibition on Friday 27 September 2019. If for some reason you have to take down your stand/decoration any earlier, this is only permitted if granted in writing by ICWE prior to the event
- On Friday 27 September 2019, all independent stand construction has to be dismantled before 22:00. The venue must be vacated by 22:00 at the latest. Any charges incurred as a result of independent stand constructions not being dismantled before 22:00 will be charged to the exhibitor in question
- On Friday 27 September 2019, between 13:30-15:00 all branding and materials must be removed from the stand, leaving the rented stands empty. After 15:00 the full break down starts and individual breakdown is not possible anymore due to safety regulations

## 2. PRIOR TO THE EXHIBITION

### 2.1. WHAT IS INCLUDED IN AN EXHIBITION STAND?

#### Stand Design:

All shell scheme stands are constructed from the venue's Consta profile structure.

To give you a general idea of what your stand may look like, please find a sample image of a standard 9m<sup>2</sup> row stand below. You can also download this sketch via the Document Download Centre in the Exhibitors' Portal. Please note that the furniture may differ.



The size of the stand walls is:

- **2500mm tall panels**  
(2412mm can be used for decoration)
- **1000mm wide panels**  
(982mm can be used for decoration)



The panel visual area can be used for displaying material. You can download the image with the measurements from the Document Download Centre in the Exhibitors' Portal.

The fascia area will be above the wall panels, bringing the stand to a total height of 2800mm. The fascia will have white infill panels and blue lettering and will measure 300mm x 3000mm (printable area 212mm x 2982mm).

Only adhesives that do not leave stains on the panels when removed are permitted; nails or pins are not allowed. Velcro may only be used on the aluminium profile and must be removed thoroughly after the event. Please note that the venue will charge for damages to walls. Hooks for hanging material from the walls can be available free-of-charge from the exhibition office located in hall 6.

### Standard stand sizes & equipment

The whole exhibition area including the exhibition stands will be carpeted; the carpet colours will be:





- Exhibition stands - Anthracite
- Networking area and aisles - Grass green
- All traffic areas including catering - Electric blue

Standard shell scheme stands will have the following standard items included:

Stand size	Table	Chair	Waste bin	Power socket (3 outlets)	Spotlights	Standard fascia
9m <sup>2</sup>	1	4	1	1	3	1
12m <sup>2</sup>	1	4	1	1	4	1
15m <sup>2</sup>	1	4	1	1	5	1
18m <sup>2</sup>	1	4	1	1	6	1
21m <sup>2</sup>	1	4	1	1	7	1
24m <sup>2</sup>	1	4	1	1	8	1
27m <sup>2</sup>	1	4	1	1	9	1
30m <sup>2</sup>	1	4	1	1	10	1

36m <sup>2</sup>	1	4	1	1	12	1
40m <sup>2</sup>	2	6	1	1	13	1
45m <sup>2</sup>	2	6	1	2	15	1
50m <sup>2</sup>	2	6	1	2	16	1
54m <sup>2</sup>	2	6	1	2	18	1
60m <sup>2</sup>	3	9	1	2	20	1
63m <sup>2</sup>	3	9	1	2	21	1
≥ 70m <sup>2</sup>	4	12	1	2	23	1

**Please note:** Information about the individual dimensions of your stand (width and depth) are available in the **Exhibitors' Portal**. Please contact us at [eaie@icwe.net](mailto:eaie@icwe.net) if you have any questions.

<b>Standard furniture included in standard shell scheme stands</b>			
			
The standard chair is the model "Artek Kiki" (Code 336)	The standard table is a white round table with metal leg, diameter 90cm, height adjustable 70cm – 110cm (Code 368)	Cardboard waste bin with venue logo	The spotlights are the model "Metal Halide", 35 W (Code 409)

### **Stand graphics & display requests**

If you need assistance with any graphics or displays for your stand (e.g. printed wall panels), please contact the graphics and design team at Messukeskus directly. Deadline for orders: **4 September 2019**.

**For all questions and to order graphics, please contact:**

Contact person: **Jarkko Heinonen**  
Email: [Jarkko.Heinonen@messukeskus.com](mailto:Jarkko.Heinonen@messukeskus.com)

**From July 1 – July 28 please contact the customer service team:**  
[asiakaspalvelu@messukeskus.com](mailto:asiakaspalvelu@messukeskus.com) / +358 40 450 3250

### Stand height above 2.50m

The standard stand height is 2.50m. Only exhibitors with an **independently constructed stand of 18m<sup>2</sup> and larger** will be allowed to build a stand higher than 2.50m. This will be subject to written approval and a surcharge which is 10% of the cost of the exhibition space total fee (excluding VAT). The costs of the construction of the increased stand height are not included in the surcharge. **The maximum height is 4m.** This offer is subject to logistical restraints and also subject to approval by the venue and ICWE. The deadline for inquiring about additional height is 1 July 2019. ICWE must be provided with a draft sketch of the stand by 1 July 2019 the latest. **The final sketch of the stand needs to be approved by ICWE and the venue and has to be sent to ICWE no later than 15 July 2019.**

### Hanging signs

The option of **hanging signs** is available only to **corner, and end-of-row stands from 18m<sup>2</sup> and island stands from 54m<sup>2</sup> onwards.** This option will be subject to a surcharge which is 10% of the cost of the stand fee/fee for exhibition space only for independently constructed stands (excluding VAT). The costs of the sign production and the hanging of the sign (including rigging points) are not included in the surcharge and will need to be paid for by the exhibitor. The sign must be located 50cm within the stand border from the aisle(s) and neighbouring exhibitors on all sides. The sign must hang between 4.5m and 6m (from floor). Dimensions and design of the hanging sign must be approved by ICWE. The draft sketch of the stand and a draft of the artwork of the sign have to be sent to ICWE by 1 July 2019. **The final artwork has to be sent to ICWE by 15 July 2019.** This offer is subject to availability and logistical restraints and also subject to approval by the venue and ICWE.

For a quote for rigging and banner, please contact:

**Contact person:** Jarkko Heinonen  
**Email:** [Jarkko.Heinonen@messukeskus.com](mailto:Jarkko.Heinonen@messukeskus.com)

**From July 1 – July 28 please contact the customer service team:**  
[asiakaspalvelu@messukeskus.com](mailto:asiakaspalvelu@messukeskus.com) / +358 40 450 3250

If the hanging banner requires lighting, please note that electricity for this has to be ordered separately through the venue.

For exhibitors with a stand size of 60m<sup>2</sup> or bigger, we can offer an upgrade for a digital banner with a surcharge of 15% of the cost of the stand fee/fee for exhibition space only for independently constructed stands (excluding VAT). The costs of the sign production and the hanging of the sign (including rigging points) are not included in the surcharge and will need to be paid for by the exhibitor. If you are interested in this option, please contact us no later than **1 July 2019** as special rules apply.

The digital banners can display slide shows but videos and they should be set up on mute mode.

For a quote for the digital banner, please contact:

**Contact person:** Jarkko Heinonen  
**Email:** [Jarkko.Heinonen@messukeskus.com](mailto:Jarkko.Heinonen@messukeskus.com)

**From July 1 – July 28 please contact the customer service team:**  
[asiakaspalvelu@messukeskus.com](mailto:asiakaspalvelu@messukeskus.com) / +358 40 450 3250

**Exhibitors can either book increased stand height or hanging sign, a combination of both is not possible.**

## 2.2. INSURANCE

According to the venue and EAIE's rules and regulations, every exhibitor and their sub-contractors must have **valid civil liability insurance and insurance against fire and theft.**

### 1. Civil liability insurance

All civil liability insurance certificates must be presented to ICWE prior to the event for approval. Exhibitors should upload a copy of their civil liability insurance certificate in the Exhibitor's Portal under "Data centre" by **15 August 2019.**

The minimum sum guaranteed per claim must be 5 million Euro which should be sufficient to cover the risk inherent in the exhibition.

Eligible **EU exhibitors** have the possibility to purchase insurance from HISCOX using the quote proposal form [here](#). The form should be sent to HISCOX in order to avail of the most competitive prices:

**Contact person:** Katie O'Driscoll  
**E-mail:** [KODriscoll@odon.com](mailto:KODriscoll@odon.com)

**Non-EU exhibitors** will have to purchase valid civil liability insurance in their home country.

### 2. Fire and theft insurance

Please contact your preferred insurance provider.

## 2.3. ORDERING ADDITIONAL EQUIPMENT, ELECTRICITY, INTERNET AND ADDITIONAL SERVICES

### Additional Equipment

Extra furniture, audio-visual equipment, and internet can be ordered for your stand. Please use the online order forms, which you can find in the **Exhibitors' Portal**, for any extra orders.

#### **Please note:**

1. There will only be a very limited amount of furniture for hire onsite. We strongly recommend ordering all extra equipment by **23 August 2019** at the latest
2. Electrical installations (applicable for exhibitors with space only stands) and internet connections cannot be ordered onsite. We strongly recommend sending your booking by **23 August 2019** at the latest
3. The daily cleaning of the passages in the exhibition halls, vacuum-cleaning of stands as well as emptying waste baskets will be arranged by ICWE and is included in the rental fee

***It is obligatory for exhibitors with an external stand builder to order stand cleaning. It is reflected in the space rental invoice automatically.***

**All items are subject to availability. After the deadline surcharges will apply.**



### Electricity

**For shell scheme stands**, the cost of **power and general stand lighting** is included in the stand fee paid for the allocated exhibition space. **Every shell scheme stand will receive 16A 3,6kW electricity.** Any power requirement that goes beyond the included power needs to be ordered and paid for separately via the Exhibitors' Portal.

Examples for electricity usage per item (average):

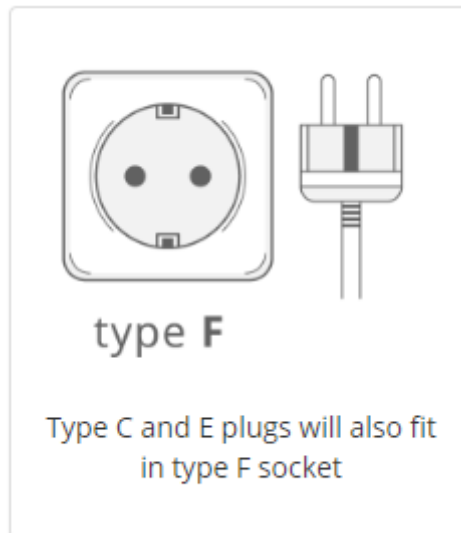
- 1 laptop 200W
- 1 screen 100W
- 1 printer 150W
- Small fridge 400W
- Big fridge 1KW

**An extension cord with 3 plugs will be included in each shell scheme stand and placed at the back wall of the stand:**



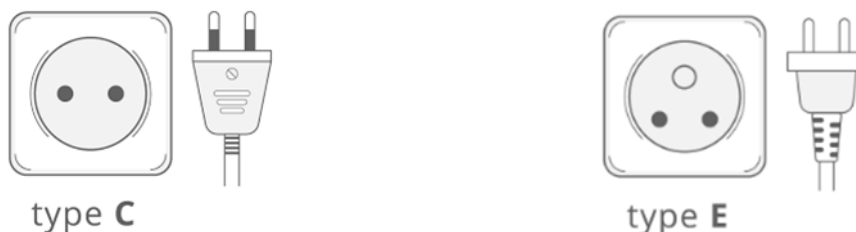
**Exhibitors who contract an external stand builder will have to order and pay for an electrical mains supply separately.** Please contact us for further information at [eaie@icwe.net](mailto:eaie@icwe.net).

**Electrical sockets** (outlets) in in Finland are "**Type F**", also known as "Schuko".



If your appliance's plug doesn't match the shape of these sockets, you will need a travel plug adapter in order to plug in. Travel plug adapters simply change the shape of your appliance's plug to match whatever type of socket you need to plug into. Should you bring equipment that is not compatible with the Finnish system, please do not forget to bring the appropriate adapters. Adaptors for UK and US equipment can be requested from the venue's exhibition office onsite.

The type F socket also works with plug C and plug E:



**Voltage converters.** Should you bring technical equipment that is not compatible with the Finnish voltage system (230 volts, 50Hz) please remember to bring a voltage converter.

### Internet

There will be free wireless Internet at the EAIE Exhibition. Please note that this network will only be suitable for light use, but not for streaming, up- and downloading large amounts of data or showing online presentations. If you need a higher capacity and highly reliable internet connection, the following options for your stand are available:

#### 1. **Wired internet connection**

We strongly advise to work with offline content only, especially when using video in presentations.

If you need a stable individual Internet connection for streaming, up- and downloading data, showing online presentations or demonstrating online tools etc., please order an individual wired internet connection at extra cost through the exhibitors' portal (single connections or packages for multiple laptops are available).

If you wish to order a wired internet connection for your stand, please fill in and submit the online order form, which you can find in the **Exhibitors' Portal**, to order any of the above mentioned items. **Deadline for orders: 09 August 2019.**

#### 2. **Wi-Fi**

If you need an individual Wi-Fi network at your stand, please contact ICWE for available options and advice.

**Please note that exhibitors are not allowed to bring their own network infrastructure, in particular Wi-Fi access points,** as these interfere with the overall network, causing inconvenience to all other exhibitors and participants.

**The network will be continuously monitored to identify rogue networks.** Exhibitors with a rogue network will be noticed and their network will be taken down. Repeated violation of this rule will be grounds for dissolving the contract without notice and having the stand space vacated by ICWE at the exhibitor's risk and expense.

### Labour

If you need assistance in decorating/setting up your stand and/or during break down (e.g. for setting up pop ups, etc.), you can order this directly from the venue **before Friday 13 September 2019:**

Contact person: **Jarkko Heinonen**  
Email: [Jarkko.Heinonen@messukeskus.com](mailto:Jarkko.Heinonen@messukeskus.com)

**From July 1 – July 28 please contact the customer service team:**  
[asiakaspalvelu@messukeskus.com](mailto:asiakaspalvelu@messukeskus.com) / +358 40 450 3250

### Lead retrieval

Exhibitors will be offered the possibility to rent lead scanners to be used during the conference. For further information please contact [info@eaie.org](mailto:info@eaie.org).

## 2.4. STAND CATERING & RECEPTIONS

### Stand catering & receptions

Should you wish to book catering services for your stand during the EAIE Exhibition, please order this directly through our local partner **Fazer Food Services**.

The order form can be found [here](#). For any queries:

**Contact person:** Henrik Eriksson  
**Email:** [Henrik.eriksson@messukeskus.com](mailto:Henrik.eriksson@messukeskus.com)

**From July 1 to July 28 please contact:**  
[fazer.sales@messukeskus.com](mailto:fazer.sales@messukeskus.com) / +358 40 715 2785

### **Deadline for orders: Friday 6 September 2019**

Pre-ordered products will be delivered to your stand daily before opening of the exhibition or at the time you request.

### **Alcohol**

**When planning your stand reception, please bear in mind that Finnish licensing law prohibits exhibitors bringing their own or sponsored alcoholic beverages to the event (even against a corkage fee).**

Fazer Food Services is the only company which is allowed to serve alcoholic beverages on the premises in Messukeskus. If you would like to serve alcoholic beverages at your stand, they can only be ordered from the Fazer sales office. Please use the [order form](#).

### **Food samples (e.g. regional specialities)**

Serving and tasting food products at the stand is allowed, however, the City of Helsinki Environment Center must be notified via this form:

[https://www.hel.fi/static/ymp/lomakkeet/el\\_lomakkeet/ymp\\_tilpmyy\\_en.pdf](https://www.hel.fi/static/ymp/lomakkeet/el_lomakkeet/ymp_tilpmyy_en.pdf)

The completed form should be returned to [ulkomyynti@hel.fi](mailto:ulkomyynti@hel.fi) by **Monday 16 September 2019**.

A notification does not need to be submitted if an exhibitor only intends to serve small amounts of:

- wrapped sweets
- biscuits or other pastries
- crisps
- coffee or tea

More information can be found [here](#).

### **Timing**

Please note that all activities in the exhibition area must take place during the official exhibition opening hours.

### **No events/receptions can be scheduled during the Plenaries:**

Wednesday 25 September 2019	11:00–12:30
Friday 27 September 2019	12:00–13:30

If you plan to hold a reception at your stand please inform ICWE by **Friday 16 August 2019** at the latest, as the receptions are subject to final approval by ICWE. Catering for receptions need to be ordered through our local partner above.

## 2.5. REGISTRATION OF EXHIBITION STAFF & CONFERENCE PARTICIPATION

ICWE will continue to be your first point of contact for all matters relating to the exhibition logistics and the stand itself. However, the registration of the stand staff is managed by the EAIE. Below you will find some guidelines to help with the registration of your exhibition staff.

There are two options of exhibition staff. The number of free and reduced registrations is dependent on the size of the stand that you have reserved.

- Free exhibition staff, who do not have to pay the conference registration fee
- Reduced fee exhibition staff, who pay a reduced fee of € 515.

Both types of exhibition staff are eligible to register for all conference events, including workshops, campus tours and networking events. Additional fees may apply. Prices can be found on the [online registration form](#).

If you plan to bring more staff with you than your stand size allows, then these people must register via the EAIE website as regular conference participants and not exhibitors. As these extra people will not be able to benefit from the reduced Exhibitor fee, they are advised to register by **Wednesday 26 June 2019** to receive the early bird discount.

### Registering exhibition staff

Your stand contact person has received a list of discount codes. When exhibitors register online they can enter this discount code at the beginning of the registration process. Their fee will be adjusted accordingly.

**Important:** All registrations must be paid online at the time the registration is made. The EAIE accepts Visa, MasterCard, JCB and some Maestro cards. All receipts and confirmations will be sent to the e-mail address in the individual's account. If you require copies of these receipts, please ask the EAIE registration team to forward the e-mail to you.

If exhibition staff register and pay online without using a discount code, then we regret that refunds can only be processed in October 2019.

All questions concerning the registration process can be directed to [info@eaie.org](mailto:info@eaie.org). For all other exhibition related questions, please [contact ICWE](#) as usual. Please use your Organisation ID in all correspondence.

Online registration will be open from **22 May 2019** until **27 September 2019**. Reduced fee exhibition staff are not subject to the early bird deadline.

### Onsite badge collection

Exhibitors can collect their badges from the registration area at Messukeskus at the following times:

Monday 23 September 2019	15:00–18:00
Tuesday 24 September 2019	07:30–19:00
Wednesday 25 September 2019	07:30–18:00
Thursday 26 September 2019	08:00–18:00
Friday 27 September 2019	08:00–15:00

*Please note that registration times differ from the set-up times on which you have access to your stand.*

**An e-mail regarding badge pick up instructions will be sent to all exhibitors closer to the conference date.**

### **Additional conference registrations**

Additional conference registrations are available at the standard rates. Further information is available on the [EAIE website](#).

### **Visa**

Citizens from Europe's Schengen area, the European Union and EFTA do not require a visa to enter Finland. Other visitors may require a visa (check [here](#)) and must possess a passport valid for at least three months after the event. There are various options for submitting visa applications depending on your place of residence, please [click here](#) for exact details.

**The EAIE will issue visa invitation letters to participants from countries requiring a visa to enter Finland but only upon full payment of conference registration.** Kindly contact [info@eaie.org](mailto:info@eaie.org) for any special cases. Please note that costs may apply.

All participants requiring a visa invitation letter should register for the conference before the end of July to ensure that the letter arrives in time. Please note that the EAIE does not give any further support to the visa application process. Obtaining a visa remains the sole responsibility of the participant. Regular cancellation deadlines apply, regardless of whether your visa was granted or not. Please see the [EAIE website](#) for further information.

### **Conference programme & networking events**

Further information about the conference programme and all networking events is available on the [EAIE website](#).

## **2.6. SENDING MATERIALS TO THE VENUE**

**European International Fairs Ltd.** is the official freight forwarder for the EAIE Exhibition 2019, and will take care of shipment of goods at an additional charge.

### **Contact details:**

#### **European International Fairs Ltd.**

European International (Fairs) Limited  
Unit 6/10, Skitts Manor Farm  
Moor Lane (B2028)  
Marsh Green, Kent.  
TN8 5RA. United Kingdom

**Contact person:** **Jim Callaghan**  
**Tel:** +44 (0)1732 860330  
**Email:** [jim.callaghan@european-intl.com](mailto:jim.callaghan@european-intl.com)  
**Website:** [www.european-intl.com](http://www.european-intl.com)

On Friday 27 September staff from European International Fairs Ltd. will have a service desk in the exhibition hall to assist exhibitors with their return shipments.

The **shipment instructions, freight handling information** and **tariffs** from **European International Fairs Ltd** can be downloaded via the Document Download Centre in the **Exhibitors' Portal** or [here](#).

Please make sure that you start the shipment procedure in good time. Late requests may not be processed on time, which may cause delays for onsite deliveries.

Should you decide to use your own courier to send your materials to the venue, there are two options for delivery at Messukeskus:

**1. Shipment and direct delivery by your courier company to your exhibition booth:**

External couriers may only access the venue during set-up time (Tuesday 14:00 – 17:30). **You must be at the stand to sign for the shipment: Messukeskus staff cannot sign for your shipments.**

Delivery address:

**EAIE 2019**  
**Exhibitor & Stand number**  
**European International Fairs c/o Niemi Events**  
**Messuaukio 1, door 6.6**  
**FI-00520 Helsinki**  
**FINLAND**

Please ensure you include a delivery note with a phone number to be able to contact you onsite.

**Delivering of goods to and from Messukeskus is free of charge if the supplier is under 60 min on Messukeskus' premises.**

**If delivering goods takes more than 60 min you will have to use the carpark located on the Northern entrance and the parking fee is €12.**

If parcels arrive prior to the set up day, please note that the parcels will either be turned away and sent back, or stored at the official forwarders' warehouse at the exhibitors' own expense.

**2. Shipment by your courier and delivery via the official forwarder European International Fairs:**

If you would still like to send your materials with your own courier, but work with our official forwarder to receive the shipment, please refer to European International Fair's **courier shipping instructions tariff & order form**, available for download via the Document Download Centre in the Exhibitors' Portal.

The official forwarder European International Fairs will keep your shipment on-site and will deliver it to your stand once you have arrived, against handling charges. This procedure may avoid issues with direct delivery of shipments.

**Important:** Neither ICWE (exhibition management) nor the EAIE can be held liable for any loss, damage or incorrect delivery of materials. During the show, ICWE will not permit exhibition materials or packaging to be stored on or behind exhibition stands. Furthermore, arrangements must be made for the collection of goods before the final close of the exhibition. Unaccompanied goods must not be left for collection in the exhibition hall. The EAIE, Messukeskus and ICWE will not be responsible for materials left behind following an exhibition and reserve the right to dispose of materials.

**Storage of material**

Storage space is available only from European International Fairs Ltd. Please contact them directly (contact details above).

## 3. AT THE EXHIBITION

### 3.1. SETTING UP & DISMANTLING OF STANDS

#### Set up/decorating of stand:

Tuesday 24 September 2019 14:00\*–17:30

*\* If you have contracted an external stand builder to build your stand, different times will apply. Please check the external stand builder's handbook.*

*Please note that during the times mentioned above, access to your stand is only possible for exhibition staff.*

During set up times on Tuesday, the EAIE will be offering complimentary snacks and refreshments to welcome you in Helsinki.

If you would like to eat lunch on Tuesday 24 September 2019, Hav a Java Café and the Street Kitchen Restaurant will be open. From Wednesday 25 to Friday 27 September 2019, exhibitors can make use of the participant lunch.

#### Dismantling of stand:

Friday 27 September 2019

- 13:30-15:00 removing of branding, materials, leaving rented stands empty
- 15:00-22:00 independent stand construction has to be dismantled between 15:00 and 22:00
  - *Any charges incurred as a result of independent stand constructions not being dismantled before 22:00 will be charged to the exhibitor in question.*

#### **Waste, recycling and left over materials**

EAIE will do their utmost to **reduce waste and use recyclable materials**. We would really appreciate it if you could contribute to the reduced waste programme and try to **reduce plastic as much as possible** as part of a green effort.

#### **Sustainability tips:**

- Consolidate your shipments into only one shipment
- Avoid using polystyrene in your shipment and use ecologically friendly packaging
- Consider digital options over printed materials
- Offer giveaways made from rapidly renewable materials
- Use your free public transport ticket
- Donate your unwanted goods at the end of the event

#### **We support the Finnish Red Cross**

The EAIE supports the responsible consumption and production of the materials used during the conference and exhibition. All exhibition stand items that otherwise might be thrown out, will be donated to Kontti, a charity shop chain run by the Finnish Red Cross (FRC). We are proud to support the FRC, which is part of one of the largest international humanitarian aid organisations in the world.

Kindly consider what materials that you do not wish to take back could be of use: notepads, pens, mugs, vases, stools, etc. Please note that left over leaflets and promo material should be recycled as waste and cannot be donated. There will be two charity donation boxes placed next to the info stands in the galleria (just outside of the exhibition). A third charity box will be located near the conference centre exit in the southern entrance.



### 3.2. INDEPENDENT STAND CONSTRUCTION

If you are not intending to use the shell scheme stand provided and you have contracted your own stand builder for an **INDEPENDENT CONSTRUCTION** of your stand at the exhibition, please confirm by contacting ICWE on [eaie@icwe.net](mailto:eaie@icwe.net) by **Monday 1 July 2019** at the latest. **Your stand builder will need additional information and different rules may apply!**

ICWE must be provided with a **draft sketch of the stand** and the contact details of the external stand builder by latest **Monday 1 July 2019**. A **final sketch of the stand** must be sent by latest **Monday 1 July 2019** in order to be approved by ICWE and the venue.

### 3.3. ADVERTISING & SOUND SYSTEM USAGE DURING THE EXHIBITION

**Advertising is only permitted within the allocated exhibition space.** In the interests of all exhibitors, digital promotion, distributing flyers, additional signage and other advertising material outside the stand will not be tolerated (this includes for instance balloons, flags, banners that exceed the stand dimensions including allowed stand height). Advertising on any of the pillars in the exhibition hall is not permitted. Any false or misleading advertising of any nature whatsoever is strictly prohibited. Violation of these conditions will be grounds for dissolving the contract without notice and having the stand space vacated at the exhibitor's risk and expense. ICWE is entitled to prohibit unauthorised advertising without judicial order.

**Microphone and sound system usage** is only permitted with the prior approval by ICWE. **Audio-visual equipment and microphone & sound systems** should be used in a manner that broadcasted messages are not seen or heard at one or more neighbouring stands. ICWE reserves the right to test the noise levels if they believe this to be necessary and to terminate the activity if necessary.

### 3.4. SAFETY & SECURITY REGULATIONS

Please find Messukeskus' safety regulations [here](#). By attending the EAIE Exhibition, all exhibitors and staff accept and adhere to these rules and regulations.

**Storage of packing materials:** empty crates, cartons, boxes, shavings or other packing materials shall not be stored on, under or behind any stand.

**Fire-fighting materials and equipment must not be obstructed even if located within the contracted exhibition space. This includes hoses, fire hydrants, extinguishers, alarms, emergency exits, etc. It is also forbidden to totally or partially block access to emergency exits or to service areas, including during stand assembly and dismantling periods.**

**Smoking is strictly prohibited inside Messukeskus premises.** This includes e-cigarettes.

**The use of signs or advertising panels using white letters on a green background is strictly forbidden, as these colours are reserved exclusively for indicating exits and emergency exits.**

#### Floor & walls at Messukeskus

Exhibitors are not permitted to:

- Paint, drill, hammer, glue and so on, on the floors, walls, doors and ceilings of the site, as well as on the panels of modular stands. Removable double-sided tape is permitted for decorating the wall panels. Velcro is permitted only on the metal profile
- Project any image of light beam outside the space assigned
- Perforate paving
- Hang or fix material on any structural element without express prior permission

Damages caused by exhibitors, their employees, or their representatives will be invoiced to the exhibitor.



## 4. ARRIVAL, ACCOMMODATION, TOURIST INFORMATION

### 4.1. ARRIVAL

Please see the [EAIE website](#) or [the Messukeskus website](#) for information on how to get around in Helsinki.

### 4.2. ONSITE PARKING

Messukeskus offers 4,600 parking spaces. Parking is free for people with a disabled parking permit. The users of disabled parking must declare their vehicle registration plate number to the Messukeskus customer service point. There are 20 parking spaces marked for guests with accessibility needs on the lowest level (P1) of the Messukeskus multi-storey car park and near the northern entrance of the centre. Please note that from Monday onwards you will have to use the Southern entrance to access the centre.

#### Parking of Passenger Cars under 2.2m (only for exhibitors)

The address of the Messukeskus car park for GPS navigation systems is **Ratapihantie 17**.

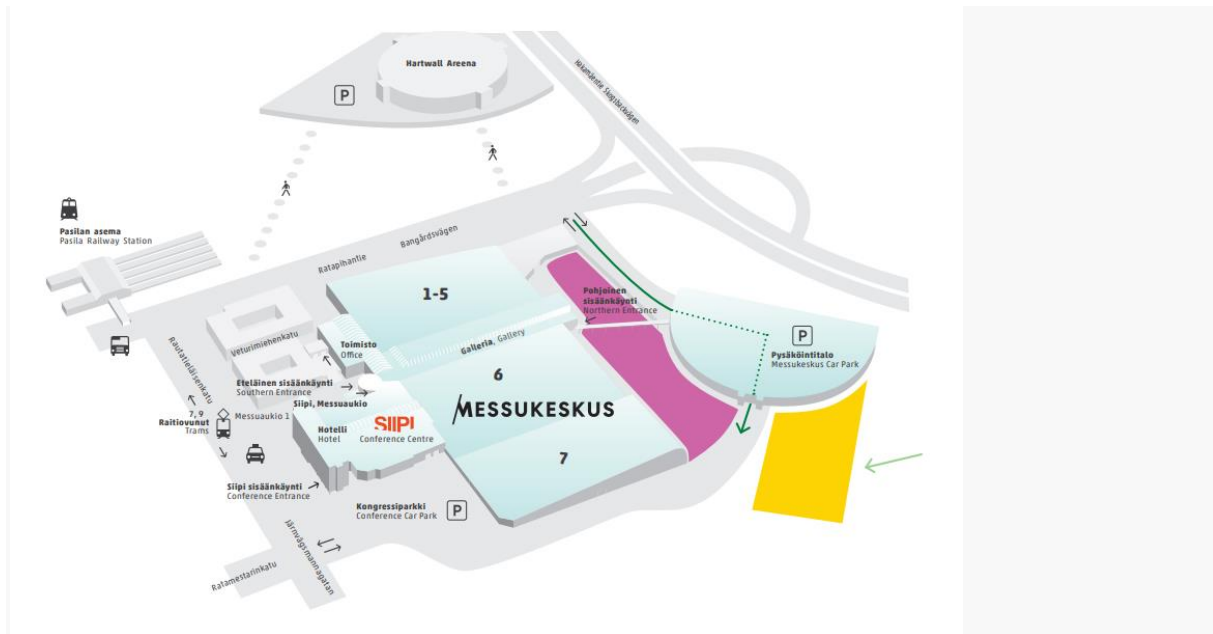
The multi-storey car park has the barrier-free Autopay parking system by EuroPark. This system is based on identifying vehicle registration plate numbers during entry and exit.

Further information about prices can be found [here](#).





#### Deliveries and Parking of Vans

Delivering of goods to and from Messukeskus is free of charge if the supplier is under 60min on Messukeskus' premises. Deliveries which take over 60min will be charged the day parking fee of €12.

For vans and other vehicles higher than 2.2m, please use the outside car park marked in yellow below:



To view a larger version of the above map, please click [here](#).

-  Car park for high-sided vehicles (available from September to April)
-  Service area for unloading high-sided vehicles
-  Route from Ratapihantie for vehicles with a maximum height of 4.2 m and maximum width of 3.5 m.
-  Route from Mäkelänkatu with no restrictions on vehicle height or width. The use of the route must be agreed in advance with the service supervisor.

**Further information:**

Messukeskus | Customer Service  
tel. +358 40 450 3250

### 4.3. HOTEL ACCOMMODATION

We highly recommend booking your accommodation early as there will be high demand in Helsinki in September 2019 due to Finland's EU presidency. The official hotel booking agency for the 2019 EAIE Conference and Exhibition is Confedent International. They offer exclusive rates on hotels and hostels near the conference venue to all participants. Accommodation will be sold on a first come, first served basis. To book a room, please visit the [EAIE website](#).

#### **Beware of fraudulent hotel agencies**

The EAIE has been alerted to the fact that a fraudulent hotel agency has been soliciting our exhibitors. Confedent International is the only official EAIE Hotel Agency. They do not make sales calls. All other companies do not represent the EAIE, nor do they have the authority to use the EAIE's name.

#### **Industry related scams**

Please check the small print of any document you have been sent before signing and read this link [Expo Guide](#) to check on the scam companies the industry is aware of.

### 4.4. TOURIST INFORMATION

Please visit the [EAIE website](#) or the [Helsinki Tourism website](#) for more information on Helsinki.

## 5. FURTHER INFORMATION

### 5.1. SPONSORSHIP & ADVERTISING



BUILD NEW  
PARTNERSHIPS



RAISE BRAND  
AWARENESS



STRENGTHEN  
YOUR BRAND



INCREASE TRAFFIC  
TO YOUR STAND

The EAIE offers a **variety of sponsorship and advertising opportunities** prior, during and post conference. Maximise your brand's visibility; choose from a variety of flexible promotional opportunities that will allow you to:

- Develop new partnerships in a cost-effective way
- Increase awareness of your products and services
- Associate your brand with a cutting-edge knowledge event
- Drive increased traffic to your exhibition stand

To learn more, please visit the [conference website](#) or contact the Promotions and Sponsorship team at [promotions@eaie.org](mailto:promotions@eaie.org).

**If you would like to schedule a meeting in Helsinki to discuss further opportunities to promote your brand during EAIE 2020 in Barcelona, please use the e-mail provided above.**

### 5.2. EXHIBITOR LOGO & GUIDELINES

The EAIE provides an official Exhibitor logo for use in e-mail signatures, on websites and flyers. You can download the guidelines and logo via the Document Download Centre in the **Exhibitors' portal**.

### 5.3. FLOOR PLAN & LIST OF EXHIBITORS

You can find the **floor plan** for the EAIE Exhibition 2019 in the Document Download Centre of the **Exhibitors' Portal**. Please find the list of exhibitors on the EAIE website [here](#).

#### **Industry related scams**

If you are targeted by any firm offering to sell exhibitor information or directories please be extremely vigilant as these are scams. Please check the small print of any document you have been sent before signing and read this link [Expo Guide](#) to check on the scam companies the industry is aware of.

#### **5.4. TERMS AND CONDITIONS**

Please find the terms and conditions for the EAIE Exhibition 2019 available for download in the **Exhibitors' Portal** (Document Download Centre).

**We look forward to welcoming you at the EAIE Exhibition 2019 in Helsinki and wish you a pleasant and successful exhibition!**

**Please feel free to contact us if you have any questions!**  
**Your EAIE Exhibition Team**

## ORDER DEADLINE OVERVIEW

<b>JULY 2019</b>		
Monday	1	Deadline for sending draft sketch of hanging banner/increased height (if appropriate)
Monday	15	Deadline for sending final sketch of hanging banner/increased height (if appropriate)
<b>AUGUST 2019</b>		
Friday	9	Deadline for ordering a wired internet connection
Thursday	15	Deadline for uploading insurance certificate in exhibitors' portal
Friday	16	Deadline for informing ICWE about time of stand reception
Friday	23	Deadline for ordering extra equipment in exhibitors' portal
Saturday	24	Deadline to rent a lead retrieval device
<b>SEPTEMBER 2019</b>		
Wednesday	4	Deadline for ordering graphics
Friday	6	Deadline for ordering catering Regular registration ends
Friday	13	Deadline for ordering assistance in decorating/setting up your stand and/or during break down (labour)
Monday	16	Deadline for informing Helsinki city council if serving food samples on stand (see 2.4)
Wednesday	18	Deadline for Airfreight shipments via official forwarder
Thursday	19	Deadline for shipments at receiving warehouse via official forwarder
Monday	23	Badge collection open
Tuesday	24	EAIE Exhibition Set-up
<b>Wednesday</b>	<b>25</b>	<b>EAIE Conference &amp; Exhibition</b>
<b>Thursday</b>	<b>26</b>	<b>EAIE Conference &amp; Exhibition</b>
<b>Friday</b>	<b>27</b>	<b>EAIE Conference &amp; Exhibition</b>

**All orders are subject to availability. After the deadline surcharges will apply.**