POSTGRADUATE STUDY FAIR

EXHIBITOR MANUAL

Thursday 30 January 2020 | 12pm - 4pm
Senate House, South Block
Malet Street
London WC1E 7HU

Email: events@cosector.com
Tel: 020 7863 6050

In association with FindAMasters and FindAPhD
Organised by CoSector, University of London
@CoSectorEvents PGLondon
### EVENT SCHEDULE

#### WEDNESDAY

**29 JANUARY**

**BUILD UP DAY**

12:00 - 17:00
Venue open for exhibitors to set up stands and courier deliveries.

Look out for the Exhibitor Check-in Desk when you arrive. Our team will check you in and direct you or the courier to your stand. Badges and lunch vouchers will be given out on fair day at your stand.

Need help carrying your stand items in? Look out for our fair assistants in our branded blue T-shirts on the day!

#### THURSDAY

**30 JANUARY**

**FAIR DAY**

08:00 - 11:30
Venue open for exhibitors to finish setting up stands

11:30 - 12:00
Exhibitors to be fully ready for final risk assessment

12:00 - 16:00
EVENT OPEN TO VISITORS

16:00 - 18:00
Fair ends and venue closes to visitors. Exhibitors remove all stand materials and rubbish.

Please ensure all stand materials and rubbish are collected by 18:00. We do not have any storage space or facilities to keep exhibitor boxes overnight. Anything left after 18:00 may be disposed of as rubbish by the university cleaners.

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**WHEN CAN I DELIVER MY STAND ITEMS?**

Deliveries can be made to the venue on **WEDNESDAY 29 JANUARY 2020 between 12:00 and 17:00** and also continues on **THURSDAY 30 JANUARY 2020 between 08:00 and 11:30**

Items delivered by courier before Wednesday 29 January 2020 will not be accepted as we do not have storage space available and the venue cannot accept deliveries for the fair.

› More information can be found in the Delivery & Collections section
WHAT TO EXPECT ON THE DAY

Thursday 30 January 2020

BEFORE THE FAIR
08:00 - 11:30

• Venue opens at 08:00
• When you arrive, walk past the Senate House reception desk on your right and continue into the Crush Hall where you will see the organisers’ desk and exhibitor check in desk. Here we will hand over your exhibitor badges, direct to your stand and our fair assistants will be on hand to help carry any items.
• We will come and see you at your stand to give out your lunch tickets. Tables and chairs will have already been set up for you, as well as a display board and name panel if requested on your exhibitor information survey. Tea & coffee will be served from 09:00
• If you hired the data capture app, a staff member from the registration team will come around to help you with any questions you have in regards to the FindAUniversity's Event Magpie
• Please note there is a weekly fire alarm test at 9.30am every Thursday!
• Be ready by 11:30 for the final risk assessment

DURING THE FAIR
11:30 - 16:00

• Doors open to visitors at 12:00
• We will come around to check everyone individually, but please do visit us on the organisers’ desk if there is anything you need
• Using your lunch ticket, exhibitors can collect packed lunches from 12:00 till 15:00 - check your ticket on the day to find out where to get them. Lunch will be a choice of salad, sandwiches, soup, fruit, crisps and confectionery
• Exhibitors are welcome to go off-site for lunch
• Quick 10-minute head, neck and shoulder massages will be available to give weary exhibitors a boost!

AFTER THE FAIR
16:00 - 19:00

• Our fair assistants will come round with labels so you can indicate which of your leftover items are for recycling or for collection by courier
• Doors shut at 16:00 and visitors leave the event
• Exhibitors may remove stand materials from 16:00 onward
• If you have ordered a courier, they will only be allowed to enter the building after 16:00 due to health and safety
• Venue closes at 18:00
GETTING HERE

The event is at Senate House, Malet Street, London, WC1E 7HU

Senate House is fully wheelchair accessible to the public

Russell Square
Goodge Street
Holborn
Tottenham Court Road

Euston
King’s Cross
St Pancras International
are all within walking distance

We regret that car parking is not available at Senate House.
You may wish to use the NCP at Woburn Place (WC1H 0ND)
YOUR EXHIBITION STAND

> Your stand package
> Banners & stands
> Delivery & collection
> Frequently asked questions
As part of your stand package you will receive:

- One table and two chairs
  (4m stands will receive two tables and four chairs)
  We do not provide tablecloths, but the tables are of good enough quality not to require one (see above).

- An optional display board and name panel
  You can order these at no extra cost through the exhibitor information survey which you will be sent via email shortly after you book your stand. The deadline for this is Friday 20 December 2019.

- Lunch vouchers
  You will receive up to 4 vouchers for your stand and will receive these on the day of the event. Please let us know in advance if you have any special dietary requirements. This can be done in your exhibitor information survey.

- An online exhibitor profile

- Tea, coffee and bottled water all day

- 10-minute head, neck and shoulder massages from professional massage therapists. Ask at the exhibitor check-in desk where to find them on the day!

- Access to one power socket
  Not applicable to stands in Crush Hall
OPTIONAL EXTRAS

BARCODE SCANNERS

Event Magpie Data Capture

At these events, we’ll be offering exhibitors the option to use our free dedicated lead capture app, Event Capture.

This app can be used on any android or apple device, to easily and efficiently capture leads at the event, record notes from any conversations, and export the data post-event.

You will be sent an email with the link to download the correct app in the days before the fair, but you can find more information here in the meantime: https://eventmagpie.com/

LUNCH VOUCHERS

Included as part of your stand package you will get up to 4 lunch vouchers. You can indicate how many you would like in your exhibitor information survey.

You are also welcome to bring in your own food & drink, use the cafe in Senate House or make your own arrangements. There are plenty of shops and eateries close by.
2M STANDS

Here are some great examples of stands by previous exhibitors which demonstrate different ways to set up your space.

Take a look at the charts to see what you’re allowed to bring on the day. If your banner encroaches onto your neighbour, you won’t be allowed to use it, if in doubt about what you can bring - ask us first!


**3M STANDS**

- x 1 table & chairs (included)
- x 2-3 1m roll-up banner
- x 1 Display board (optional)
- x 1 3m-wide pop-up stand

**4M STANDS**

- x 2 table & chairs (included)
- x 3-4 1m roll-up banner
- x 1 3m-wide pop-up stand
- x 1 1m roll-up banner
- x 1 pedestal or drop table

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**REMEMBER**

if in doubt about what you can bring, double-check with us first!
GETTING A BANNER

If you don’t already have a branded roll-up banner or pop-up stand, you can place an order through our signage contractor, Perton Signs.

Don’t forget to mention that you are exhibiting at a fair organised by CoSector - University of London as they will already be on site during set-up and could deliver the banner straight to your stand.

GETTING AV EQUIPMENT

If you want to attract as many people to your stand as possible, you may wish to consider getting additional AV equipment to ensure visitors remember you after the fair.

Interactive displays, TV screens and projectors are welcome at the Postgraduate Study Fair. Before ordering, please check with us to ensure we can accommodate your request.

Our recommended AV supplier is Create AV

TOP TIPS FOR EXHIBITORS

Deliveries: can be made on Wednesday 29 January 2020 from 12:00 - 17:00. We will based at the Organisers Desk in Senate House South Block, just past the main ground floor reception, during this time to receive deliveries. We will deliver your materials to your stand. Deliveries can also be made on the day of the fair itself Thursday 30 January 2020 between 08:00 - 11:00.

Couriers: we know some of the bigger courier companies are sometimes not able to confirm scheduled delivery or pick up times which can make arranging delivery between 12:00 - 17:00 tricky. We can recommend 3 courier companies below:

The Rad Brothers (ask for Danny)
E: theradbrothers3@gmail.com
Tel: 07807 314391

RTS Events (ask for Edward)
E: rtsevents@gmail.com
Tel: 07889 071742

Faith Logistics (ask for Colin)
Tel: 07784 981957
DELIVERY & COLLECTION

Deliveries of stand materials can be made to the venue on **Wednesday 29 January 2020** between 12:00 and 17:00 **AND** **Thursday 30 January 2020** between 8:00 and 11:30

Collection of stand materials must be made after the event closes at 16:00 **Thursday 30 January 2020** between 16:00 and 18:00

*Please note: couriers arriving before the fair closes will **not** be allowed inside the venue due to health and safety*

Deliveries should be made to Senate House South Block. We will be located on the Organisers Desk just past the main reception desk in South Block. Couriers and deliveries should be sent to us - please ask for the Events Team (Shirley and Mary). We will be on hand with a team of helpers in blue CoSector t-shirts to accept deliveries and deliver them straight to your stand ready for when you arrive.

Please instruct your couriers to deliver your items to us, and not to leave them at the loading bay or reception where it is difficult for us to track them down for you.

**HOW SHOULD I LABEL MY STAND ITEMS?**

It’s extremely important that you label **all** of your items (banners, boxes, stands, etc) clearly with the following, for both delivery **and** collection:

- YOUR ORGANISATION NAME*
- YOUR STAND NUMBER*
- BOX 1 of 3, 2 of 3, etc*
- YOUR NAME*
- OUR ADDRESS:
  - The Postgraduate Study Fair
  - Senate House South Block
  - Malet Street
  - London WC1E 7HU
- YOUR ADDRESS*

*If your items are being collected by a courier after the fair closes, please ensure you give the courier your **ORGANISATION NAME** and **STAND NUMBER**. This is to ensure we can direct them to the right stand to pick up your material.*
Postgrad Study Fair - 29 & 30 JAN 2020
Senate House South Block
Organisers/Exhibitor Check-in Desk
Malet Street
London
WC1E 7HU

YOUR CONTACT DETAILS

NAME

PHONE

EMAIL

POSTGRAD STUDY FAIR
Exhibitor materials

NOT TO BE DELIVERED BEFORE WED 29 JAN 2020

STAND NUMBER eg B27

BOX NUMBER eg 1 of 4

___ OF ___

Please print this address label out and stick to every box or stand materials you send to The Postgrad Study Fair so we can ensure all your items get delivered to the correct stand - thank you! This will help prevent boxes getting lost or misplaced before the fair starts.
HEALTH AND SAFETY

> Insurance  > Risk assessment
> Fire  > Preventative measures
> Evacuation  > Manual handling
> First aid  > Safe use of ladders
INSURANCE

Whilst the Events Team at CoSector - University of London take every precaution to protect your property during the event we are not responsible for any loss or damage, and we recommend that you take up the insurance cover offered by Hiscox Event Assured who are specialists for this type of insurance.

You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this you should protect your expenditure against Abandonment and Cancellation or curtailment of the event due to reasons beyond our control.

All these risks and more can be covered by Hiscox Event Assured under their Exhibitions Policy. Please visit www.event-assured.com/exhibitors for more information.

FIRE

The building has an automatic fire detection system and the alarm will sound continuously if this is activated.

EVACUATION PROCEDURE

On hearing the continuous alarm, proceed quickly and calmly to the nearest exit.

- Green signs mark escapes routes/fire exits, do not stop to collect personal belongings.
- Proceed to the assembly point in Malet Street. Do not congregate in the road or outside the entrances, as emergency vehicles will require access to the building.
- People with restricted mobility should contact reception on ext 8133.

FIRST AID & EMERGENCY SERVICES

Please report to Senate House reception and dial ext 8133 providing details of the incident and any injuries.

RISK ASSESSMENT

It is essential that all members of staff working on your stand at the Event are fully aware of possible risks that can occur and ensure that as soon as a risk is identified a member of CoSector staff (fair assistant or fair organiser) is notified. Risks can occur at any time during the event and it is your responsibility to be vigilant at all times to ensure the safety of your own staff and visitors to the fair.
PREVENTATIVE MEASURES

Exhibitors can stop accidents from happening by ensuring they and their staff are vigilant at all times. The following precautions can be taken to avoid accidents:

- Don’t leave boxes lying in walkways. Stack neatly against the stand wall or underneath your table
- Ensure the stand is safe and secure and report any problems to a member of CoSector staff
- Take care when using and setting up electrical equipment, ensure the person setting the equipment up is qualified to do so
- Tape down all cables securely
- Clear all rubbish away before the event is open to visitors (our fair assistants can help with this, please ask a member of CoSector staff)
- DO NOT leave the stand unmanned
- Watch your surroundings – risks can develop at ANY time!

MANUAL HANDLING

Rules for safe lifting

1. Assess the load first. Make sure work area is clear from hazards.
2. Keep back upright in a natural way, bend the knees, stand close to load and spread feet. DO NOT twist trunk. Position feet apart giving a balanced and stable base, the leading leg as far forward as is comfortable and, if possible, pointing in the direction you intend to go. Keep the back straight, maintaining its natural curve (tucking the chin in helps). Lean forward a little over the load if necessary to get a good grip. Keep the shoulders level and facing the same direction as the hips.
3. Avoid lifting from floor level or above shoulder height. For a long lift, such as floor to shoulder height, consider resting the load mid-way on a table or bench to change grip.
4. Raise the head, lift using the legs, grasp load firmly, arms close to body. Lift smoothly, don’t jerk, raising the chin as the lift begins, keeping control of the load.
5. Hold load close to centre of body when stable. Keep the load close to the trunk for as long as possible. Keep heaviest side of the load next to the trunk.

When lifting:

Examine the object
- Check weight, centre of gravity, stability
- Are there any sharp edges?
- Check with your supervisor if you’re unsure about lifting it
- Plan the task
- Plan a route free from tripping or slipping hazards
- Provide opportunities for rest and recovery
- Know where to unload
MANUAL HANDLING (CONT.)

Get a good grip
- Decide in advance how to hold the load to make sure it is secure
- A hook grip is less tiring than keeping the fingers straight
- See if you can make it easier to grasp, make it lighter, less bulky or more stable
- Grasp firmly and with both hands
- Attain a good posture
- Watch your fingers

Get Help
- Use trolleys
- Avoid steps and steep ramps
- Can someone else be of assistance, if the load is really heavy?

SAFE USE OF LADDERS

The safe use of a ladder depends on the type of work to be done and its duration. As a guide, only use a ladder:
- For a maximum of 30 minutes
- For ‘light work’ – they are not suitable for strenuous or heavy work
- Where a handhold is available
- Where you can maintain three points of contact at the working position

Ladder accidents are mainly due to the following causes:
(a) using a ladder for the wrong purpose, e.g. as a working platform instead of scaffolding
(b) using the wrong type of ladder, e.g. a metal ladder near overhead electricity lines
(c) dropping tools or materials from a ladder due to lack of adequate means of carrying them
(d) inadequate securing of ladders, resulting in falls
(e) ladders not extending far enough above their landing place, leading to falls
(f) using defective or poorly maintained ladders

Many of these accidents can be avoided by adopting the following precautions:

1. Take necessary measures to reduce risks found as a result of risk assessments carried out by the University of London. These will include:

(a) selection of suitable ladders
(b) inspection before use
(c) keeping records of ladder identification, inspection and maintenance
(d) use of ladder at correct angle (75°, one metre out at the base for every four metres in height)
SAFE USE OF LADDERS (CONT.)

(e) secure fixing or footing during use
(f) ensuring only one person is on the ladder at a time
(g) ensuring suitable footwear is worn
(h) use of tool-carrying bags to leave both hands free to hold ladder
(i) reporting of defects and removal of ladders from service if necessary

2. Obtain the necessary instruction, information and training concerning ladder safety

3. Ensure that all ladders are from reputable manufacturers and suppliers and that they conform to the relevant British and European Standards

4. If you are not sure that it is right to use a ladder speak to your manager/supervisor
FREQUENTLY ASKED QUESTIONS

When can I access the venue to set up our stand?
Senate House will be open from 12:00 - 17:00 on Wednesday 29 January 2020 and from 08:00 on Thursday 30 January 2020.

Do I have to set up the day before the event?
Not necessarily, we understand that some exhibitors may be travelling long distances and this may not be convenient. We will be open from 08:00 on the morning of the event, so make sure you know how long you need to set up - and give yourself extra time for traffic and public transport delays!

Do I need to check in upon arrival?
Yes please! We'll be there to greet you on your arrival and we'll direct you to your stand, give out your exhibitor badges and any other important information. Our fair assistants will help carry boxes to your stand and a member of the team will bring your lunch vouchers round to your stand.

Do I need to bring my own furniture?
One table and two chairs are included in a 2m stand package (two tables and four chairs with 4m). When you arrive, these will have already been placed in your stand space, so all you need to do is set up any banners and marketing materials you have brought with you.

Can I bring my own furniture?
Yes, as long as it fits within the stand space you have purchased and doesn’t encroach on your neighbouring exhibitors. Please let us know in advance if you no longer require the table and chairs included in your stand package.

Can I play music on my stand?
Due to the disturbance that playing music can cause, we ask that exhibitors would refrain from doing so.

Can I take photographs of my stand?
You are welcome to take photographs or video recordings of your stand. The Organisers may also record the event for publicity purposes. If you do not wish for your stand to be photographed, please notify us in advance or on the day.

Are my stand items safe on-site overnight?
The venue will be shut over night but please do not leave valuables like laptops or mobile phones at the venue overnight. During opening hours the building can be accessed by the general public.
FREQUENTLY ASKED QUESTIONS

What do I need to know about Health & Safety?
Please make sure all your staff on the stand have read and understood the useful guidance we have provided within this Exhibitor Manual. We make every effort beforehand to ensure a safe and successful event and our team at the Organisers Desk will be on hand to answer any individual queries you may have on the day.

How does the payment process work?
When you book you will be sent a contract which you must sign and return to us for your stand to be confirmed. After we have received your signed contract, we will then invoice you using the details you have provided.

I have not exhibited with you before, what do I need to do?
You may be required to fill in a New Customer Form if your company is not already on our finance system. If this is the case, a New Customer Form will be sent to you via email shortly after booking.

Do you provide contact details of visitors after the event?
No, this is something exhibitors should do on their own stands. If you plan on capturing lots of visitor information, you may wish to download the FAUScan App to save you time and effort. More information can be found in “Your exhibition stand” on page 6.

Can visitors outside of the University of London attend?
Absolutely - we run a national advertising campaign in schools, colleges and careers centres in the months leading up to the event so expect to see students and graduates from all over the UK!

How can I find out how many people attended on the day?
We will be publishing the post-event report on the website in the weeks after the fair which includes a breakdown of visitor demographics. We'll also email the key stats out to all exhibitors in the rebooking email for future Postgraduate Study Fairs.
IMPORTANT CONTACTS

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CHECKLIST

YOUR BOOKING

☐ Return signed contract
☐ Complete exhibitor information survey
☐ Complete New Customer Form
  (only applicable to new exhibitors)

YOUR STAND

☐ Label all stand materials as per page 8 & 9
☐ Arrange delivery of stand materials to the venue
☐ Arrange collection of stand materials from the venue once the fair is finished after 16:00
☐ Think about how you will capture visitor data - the FAUscan capture app is free to download
☐ Share event information with colleagues who will be attending on the day
☐ Bring your company’s social media login details - our Facebook, Twitter and Instagram pages are buzzing on the day!

THINGS TO BRING

☐ Something to capture data with if you choose not to download the Event Magpie app: pen and paper, iPad, laptop, etc.
☐ Scissors and parcel tape
☐ Sweets, pens and other giveaways
☐ Chargers for electronic devices

Thank you for booking a stand at The Postgraduate Study Fair 30 January 2020