



What is important to you when considering internet connectivity?

Exhibitor Crib Card

1. **I need to occasionally check emails, use social media, apps or browse the internet.**
 - Venue complimentary WiFi will probably suffice
 - You will require a minimum 512Kbps (1/2 a Mbps)
 - Some venues will limit the amount of data you can consume
 - Most free services aren't supported so if connectivity is paramount for your activities consider supported services
2. **Supported WiFi connections are usually a paid for service.**
 - Venues may offer various speed depending on your requirement
 - It is useful to consider what type of device you will be using on the day:
 - Would you be able to opt for a wired connection?
 - Does the device has a key board / virtual key board to log in password and agree Ts & Cs
3. **Wired connections tend to be more reliable and less likely unlikely to drop out.**
 - Devices such as laptops or PCs can be plugged into the network via a wired connection
 - A wired connection provides the most consistent and reliable link.
 - WiFi zones are available for mobile devices, however due to the nature of exhibitions – a large number of people in a confined space, with lots of potential interference from other equipment, metals and so on – this service is not as resilient as a wired connection.
4. **I need to connect back to my office network and download files.**
 - You will need to order at least 1 Mbps wired internet access.
 - Make sure you have also checked with **your IT department** that your device can connect, and that you know how to set this up.
 - To download large PDF files, video content, stream or show presentations online, you will need a higher bandwidth speed – ideally between 2 – 4 Mbps
5. **I want to offer free branded WiFi to my customers.**
 - WiFi zones can cater for a set amount of users at any one time
 - Most places will allow you to choose your our own SSID (network name) and password as well as the option for a branded log-in page and / or redirect users to a desired webpage
6. **If you want to connect multiple devices to the internet**
 - Consider the number of devices you wish to connect as this will determine the bandwidth required.
 - Consult with the venue as they will be happy to advise on how best to plan for this
 - **Warning:** Most venues don't allow exhibitors to broadcast WiFi in their halls, some will offer flexibility were they cannot accommodate a technical brief or if you are demoing

Whatever you do, work closely with the venue as they will know the strengths and weaknesses of their local infrastructure and will be able to offer support and advice.