

EXHIBITOR FAQs

PRACTICAL INFORMATION

When does the show take place?
7th - 8th October 2022

What timings do I need to know for the event?

BUILD

Wednesday 5th October 2022

- 09:00 – 18:00hrs
- Space Only Stand Construction

Thursday 6th October 2022

- 08:00 – 14:00hrs
- Space Only Construction
- 10:00 – 20:00hrs
- Shell Scheme and Space Only Stand Dressing

SHOW

Friday 7th October 2022

- 09:00 – 17:00hrs
- *Exhibitor access 08:00hrs
(Exhibitor Drinks 17:00 – 18:00)

Saturday 8th October 2022

- 09:00 – 17:00hrs
- *Exhibitor access 08:00hrs

BREAKDOWN

Saturday 8th October 2022

- 17:15 – 18:30hrs (Shell Scheme)
- 17:30 – 22:00hrs (Space Only)



What are the future show dates?

Next year, Dentistry Show London will be taking place on 6th - 7th October 2023.

Where does the show take place?

Hall Modules N5–N8, ExCeL London, One Western Gateway, Royal Victoria Doc, London E16 1XL

How do I get to ExCeL London?

The nearest station is Custom House, where you have a choice between the NEW Elizabeth Line or the DLR. For a comprehensive travel guide please see our travel page.

My question is not here. Who can I contact?

Sales: dentistrysales@closerstillmedia.com

Marketing: dentistry@closerstillmedia.com

Speaker Liaison: e.scott@closerstillmedia.com

Operations: For queries relating to the build of your stand, venue, Exhibitor Technical manual and logistics: dentistryops@closerstillmedia.com

What accommodation is available?

The Dentistry Show London has a number of exclusive accommodation offers in London, within 10 minutes of ExCeL and with easy access to Central London, available to those who are visiting and exhibiting at the event. You can access these hotel offers via our accommodation partner, Event Express. eventexpressuk.com/event-dentistry-london-2022/

EXHIBITING

What happens after I have signed up to exhibit at the show?

After signing up you will be advised by your account manager on the next steps, including your logins to the Ezone and where to find the necessary information on the technical manual.

Am I able to share stand space with a partner?

Yes, if this is your intention please notify the sales team to ensure the floor plan is accurate.

Where can I find a floorplan for the upcoming show?

The most up-to-date floorplan can be found within the [technical manual](#).

How do I register my stand personnel?

Order your team's badges through our registration company's exhibitor portal - Fusion Exhibit. This can be accessed via the Ezone. Badging will be live from August.



What is the difference between a build-up and breakdown pass, an exhibitor badge and a delegate badge?

- Build Up & Breakdown passes give access to the site during build up and break down
- Exhibitor badges allow access to the show floor during the open period
- Delegate badges allow access to the exhibition floor on show days and during published showtimes only and they allow access to seminars and conference theatres for both days

Will my exhibitor badge be posted to me?

No, you can collect these from the Registration Desk from 2pm during build-up on Thursday 6th October.

My colleagues are arriving on the first day of the show, how do they get their exhibitor badge?

They can either collect from registration upon arrival or you can collect them all and keep them on your stand.

How do I invite my customers?

Your customers can register to visit you at the show through a bespoke registration link which can also help you promote the event to your clients. Details of these opportunities will be sent to you by the marketing team.

INDUSTRY SCAM WARNING TO EXHIBITORS

It has come to our attention that some organisations are reaching out to our exhibitors offering to sell them the data of the delegates attending the event. This is a scam. If you or any of your colleagues receive any such email, do not respond to it, but instead forward it over to dentistrysales@closerstillmedia.com and our legal team to deal with is accordingly.



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MARKETING

What is the exhibitor zone (Ezone)?

The Ezone is an online portal which lets you update your online profile on our website, including logo, contact details and press releases, as well as your profile for any printed pieces and the event app.

How do I access the Ezone?

Use this link london.dentistryshow.co.uk/ezone-login and login with your username and password which will be sent to you by your account manager and the marketing team.

How do I update my contact information on your website?

To update any part of your online listing, login to the Ezone with your username and password.

What pre-show and on-site marketing opportunities are available?

Ensure that you have generated leads before the show even starts; research shows that a lot of visitors decide which stands to visit well in advance of arriving at the show. We've done the hard work for you and put together a range of marketing materials to ensure that your stand is on everyone's visit list (and they won't cost you a thing).



How many of my company logos do you require?

You must send in 2 logos: one png and one eps which will be used across our promotions.

How do I download a show logo?

Our show logo will be sent to you in your booking confirmation email from your account manager. However, show logos can also be downloaded from the Ezone.

How do I feature in the Show Guide?

All exhibitors are given a 50-word listing in the Show Guide which must be submitted via the Ezone – please look up for key deadlines from the marketing team. Enhanced listings and advertising opportunities are available; please contact the sales team for more details.

PRESS

Who should I contact with press enquiries? Our PR team, EKC, will be more than happy to help. Please contact them on admin@ekcommunications.net.

What makes a perfect press pack? Press packs should include a relevant press release, background on your company and good, appropriate, captioned photography. It is important to bear in mind that journalists will be interested in news stories, so brochures and other sales materials alone are not suitable. Ideally all the information should be contained in a clearly labelled order or on a USB.

When and where should I leave press packs? Bring 20 press packs to the Organisers' Office on the afternoon of build-up or before the show opens on the first day

OPERATIONS

Where can I access the Exhibitor Technical Manual?

You can access the manual through the Ezone: <https://london.dentistryshow.co.uk/ezone-login>

Have I done everything you need?

We do not hold all your orders here at CloserStill Media, please contact the necessary contractor to clarify what you have/have not done. We can however advise whether you have completed your Health & Safety Declaration form.

Where do I order furniture and electrics for my stand?

You can do this via the My To Do List tab in the Exhibitor Technical Manual.

What do I need to wear during the build-up of the show and the breakdown?

Dentistry Show London has many Space Only stands, therefore similar to a building construction site. Please



ensure you wear closed toe shoes at the very least but preferably reinforced toe boots. Under no circumstances can flip-flops or pumps be worn. Long trousers are also advisable.

Can I change the colour of my carpet?

(Shell Scheme stands) Yes, at an additional cost. Please contact the official contractor, Moyne. Contact details can be found in the Contractors & Services tab in the Exhibitor Technical Manual.

Do I get to keep the furniture supplied from Moyne?

No, this is a hiring service. The furniture will be collected by the contractor once the show has closed on Day 2.

Where do I get Build Up & Breakdown passes?

Complete the [link](#), print the pass and exchange for a wristband with a member of Security at the access gates/ doors upon arrival.

My colleagues are arriving on the open day, how do they get their exhibitor badge?

They can either collect from registration upon arrival (from 8AM) or you can collect them all from 2PM on Thursday 6th October at the registration areas. You must then keep them on your stand and go meet your colleagues when they arrive.

I have a pop-up stand to go within my shell scheme, what do you need?

Please ensure the pop-up fits inside the stand (height limit 2115mm).

Is there Wi-Fi in the hall?

Yes. Network name: ExCel Free Wi-Fi. Please note that this service is complimentary, and therefore not supported by Dentistry Show London team.



I need to have something delivered to the venue, how do I go about this?

You can deliver and collect items from your stand within the Build & Breakdown timings shown within the 'Event Timetable' tab in the Technical Manual. Please note that neither the Organiser nor the Venue can accept responsibility for items, so there MUST be someone from your company to sign for them (using the address below):

**Your Contact Name / Mobile Number
Your Company Trading Name & Your Stand Number
Dentistry Show London 2022
Halls N5 – N8
ExCel
E16 1XL**

If this is not possible, please deliver to the GES Logistics Desk who can sign for and store your items securely for you until you arrive to collect, they will be located by lorry door N6.

When your vehicle arrives onsite, please report to the [Traffic Office](#) where you will be issued with a timed vehicle access pass.

I have a pop-up stand and have booked a space only stand?

Please send the dimensions and a picture of the structure you are using to the operations team, it may be more suitable to have a shell scheme stand.