

# EXHIBITOR FAQs

## PRACTICAL INFORMATION

**When does the show take place?**  
11th & 12th November 2021

**What are the opening hours for the show?**  
8:15AM-6:00PM 11th November  
8:15AM-5:00PM 12th November

**What are the future show dates?**  
Dates for 2022 are yet to be confirmed

**Where does the show take place?**  
Halls S1 – S12, ExCeL London, One Western Gateway, Royal Victoria Doc, London E16 1XL

**How do I get to ExCeL London?**  
The nearest DLR station is Custom House. For a comprehensive travel guide please see our [travel page](#).

**What accommodation is available?**  
The London Vet Show 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 partner Event Express. [www.eventexpressuk.com/e/london-vet-show](http://www.eventexpressuk.com/e/london-vet-show)

**My question is not here. Who can I contact?**

**Sales:**  
Harry Norman  
Show Manager  
Direct: +44 (0)20 7348 1846  
Email: [h.norman@closerstillmedia.com](mailto:h.norman@closerstillmedia.com)

**Marketing:**  
Rachel Kilmartin  
Direct: +44 (0) 207 348 4902  
Email: [r.kilmartin@closerstillmedia.com](mailto:r.kilmartin@closerstillmedia.com)

**Operations**  
For queries relating to the build of your stand, venue, Exhibitor Technical manual and logistics:  
Email: [lvsoptions@closerstillmedia.com](mailto:lvsoptions@closerstillmedia.com)



## EXHIBITING

**Are there still spaces available for my organisation to exhibit?**  
Space is being snapped up so please get in touch as soon as possible. Contact the sales team (use above information).

**Where can I find out more about becoming an exhibitor?**  
General details can be found in the [exhibitor section](#) of our website but we recommend that you give us a call to find out exactly how the show can benefit you. Speak to sales on +44 (0)20 7348 1846.

**What happens after I have signed up to exhibit at the show?**  
After signing up you will be contacted by our marketing team, who will explain a range of opportunities to help you maximise your exposure pre-show and on-site, provide you with a link to the exhibitor manual and the exhibitor zone.

**Am I able to share stand space with a partner?**  
Yes, if this is your intention please notify the sales team to ensure the floorplan is accurate.

**Where can I find a floorplan for the upcoming show?**  
For the most up to date floorplan please contact our sales team.

**What if I need to cancel or downsize my booth?**  
Please contact our sales team.

**How do I register my stand personnel?**  
Register your team for badges via the CirData microsite. You should receive your login details in an email from CirData shortly after your stand is confirmed.

**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 site during build up and break down. Exhibitor badges allow access to the show floor during the open period. Delegate passes allow access to the exhibition floor on show days and during published show times 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 Registration after 10AM on 11th or 12th November. Or during build-up on the 10th November from 2PM.

**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 on your stand.

**How do I invite my customers?**  
Your customers can register to visit you at the show for reduced rates via our website. We also offer bespoke materials including a personalised registration link and invite to help you promote the event to your clients and make sure you are on their must-see list. Details of these opportunities will be sent to you by the marketing team.

**INDUSTRY SCAM WARNING TO EXHIBITORS**  
Please visit this page for [scam alerts](#).

## MARKETING

**How can I become a media partner for the event?**  
The marketing team would love to hear from you so please contact Rachel Kilmartin +44 (0) 207 348 4902.

**What is the exhibitor zone (eZone)?**  
The eZone is an online portal which lets you update your online listing on our website, including logo, contact details and press releases. You will be sent your login details by the marketing team.

**How do I access the eZone?**  
Use this link [www.londonvetshow.co.uk/ezone](http://www.londonvetshow.co.uk/ezone) and login with your username and password which will be sent to you by the marketing team.

**How do I update my contact information on our 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 'must-see' 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 jpeg and one eps which will be used across our promotions.

**How do I download a show logo?**  
Show logos can be sent to you by our marketing team, request them through the marketing materials form online.

**How do I feature in the Show Guide?**  
All exhibitors are given a 50 word listing in the Show Guide. The marketing team will request this listing in the run-up to the event. Enhanced listings and advertising opportunities are available; please contact the sales team for more details.



## OPERATIONS

**When will the eZone be ready?**  
The eZone will be available from early August.

**Have I done everything you need?**  
We do not hold all of 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 which can be found through the Ezone.

**What do I need to wear during the build-up of the show and the breakdown?**  
The London Vet Show has a large number of 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 GES. Contact details can be found in the Contractors & Services tab in the Exhibitor Technical Manual.

**Do I get to keep the furniture from the contractor?**  
No, this is a hire service. The furniture will be collected by the contractor once the show has closed on Day 2.

**Where do I get Build Up & Breakdown pass?**  
Complete the link within the My To Do List tab in the Exhibitor Technical Manual, 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 after 10AM or you can collect them all from 2PM on Wednesday 10th November at the registration areas and keep on your stand.

**I have a pop-up stand to go within my shell scheme, what do you need?**  
Please send a visual to [lvsoptions@closerstillmedia.com](mailto:lvsoptions@closerstillmedia.com) along with a Risk Assessment. The team will be in touch with any comments.

**Is there Wi-Fi in the hall?**  
Yes. Network name: ExCel Free wifi. Please note that this service is complimentary, and therefore not supported by the London Vet Show team.

**I need to have something delivered to the venue, how do I go about this?**  
Please refer to the venue/deliveries section of the Exhibitor Technical manual.

**I have a pop-up stand and have booked a space only stand?**  
Please send a picture of the structure you are using to the operations team.

## PRESS

**Who should I contact with press enquiries?**  
Our in-house PR and Marketing Manager, Rachel Kilmartin, will be more than happy to help. Please contact her on [r.kilmartin@closerstillmedia.com](mailto:r.kilmartin@closerstillmedia.com)

**How do I access the media list for the show?**  
The media list will be compiled and sent out by Rachel Kilmartin. For more information please contact her on [r.kilmartin@closerstillmedia.com](mailto:r.kilmartin@closerstillmedia.com)

**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 folder, CD or USB.

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

