

Exhibitor Education Webinar

Tuesday 2 December 2025



Agenda

- Event Updates
- Operations update
- Exhibitor Co-Marketing
- App
- Questions

**SAFETY, HEALTH/
& WELLBEING LIVE**
MANCHESTER | 10-11 February 2026

**FIRE/
SAFETY LIVE**
MANCHESTER | 10-11 February 2026



Event Updates

Daniel Gray, Event Director

Invest, elevate, refresh

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SHW Live Updates: Content

- Content is our Superpower
- Streamed Conference Programme using VUCA Framework – responding to CHANGE (volatility, uncertainty, complexity, ambiguity)
- NEW IOSH Communities Theatre
- NEW IOSH Mini Theatre
- NEW Tech Talks stage
- Enhanced Working at Height Demo – CPD
- Lithium-ion battery fire prevention demonstration delivered by Safelincs
- HSE Top 100 stakeholder engagement



SHW Live Updates: Advisory Board

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- Created to help shape the event and ensure it truly meets the needs of our audience, your customers.
- Purpose :
 - Understand the needs of the audience and curate based on needs, challenges
 - Visitor promotion messaging – we are listening to what you need
 - Recommend Topics and Speaker
 - Use the advisory board to be advocates for and promote the events



Rachel Little
Regulatory Solicitor, Gordons
LLP



Shaun Lundy
Chief Strategy Officer, IOSH
Vice President, Tetra



Shelley Stiles
Health and Safety Consultant
and Director



Sue Parker-Tantush
Safety Leader and
Consultant and former Group
Risk Head of Safety, The Co-
op



Alan Trueman
Safety Consultant & Former
Head of Safety, Health and
Environment , CityFibre



Kate Sawyer
Health and Safety Advisor,
Gentoo Group



Laura Thomas
Health and Safety Barrister
and former Deputy Traffic
Commissioner for Great
Britain



Lucy Whing
Business and Regulation
Policy Advisor, British Retail
Consortium

SHW Live Updates: Refresh

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- Brand Refresh
 - Your Safe Space
 - Responding to change
 - Rise above challenges in an uncertain world

- Tech Stack Refresh
 - Website, app, registration



SHW Live London PPE Forum & Awards

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PPE Forum and Best in Class Awards

- More than a conference....
- Showcase the best in PPE design and technology through live demonstrations and product displays.
- Foster collaboration between manufacturers, safety professionals, and suppliers.
- Recognise excellence through a peer-reviewed “Best in Class” awards programme, celebrating innovation, inclusivity, and sustainability within the sector.



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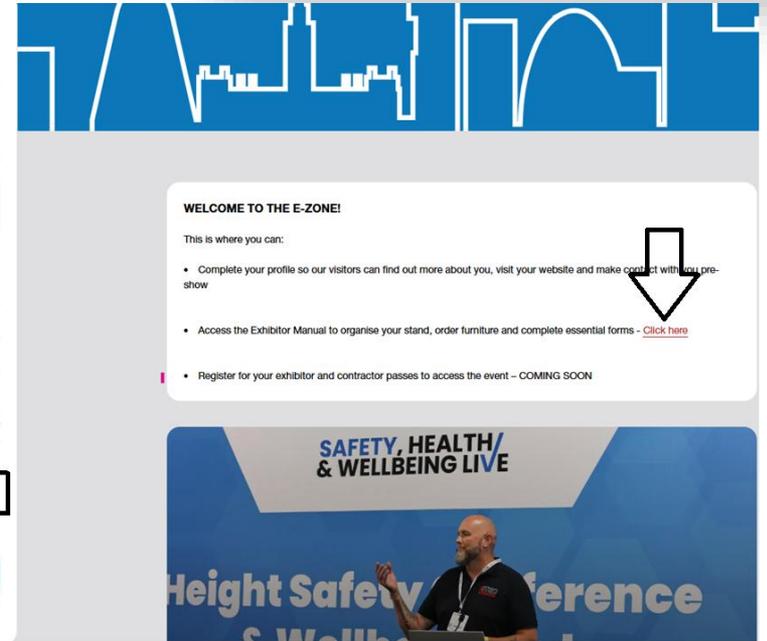
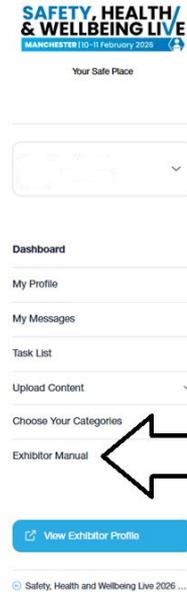
Operations

Matthew Lambert
Maelstrom Event Solutions
Fern Foweraker
Operations Manager



Exhibitor Manual

- Once you have logged into your account, there are two places you can access the exhibitor manual as highlighted on the right.



Exhibitor Manual

- The exhibitor manual - [Manual](#)
- If you require the exhibitor manual resending – email info@maelstromeventsolutions.co.uk
 - Shell Scheme – 1400 – 2000

The screenshot shows a web interface for the exhibitor manual. At the top is a navigation bar with links: Home, Tasks, Quick Reference Guide to Contractors, Timetable, A-Z Directory, Health and Safety, and Site Rules and Site Induction. Below the navigation bar is a 'Home' section with a welcome message and contact information for Fern Fowleraker at Maelstrom Event Solutions. There are two main content areas: 'Important information' with a warning icon and a note about scam emails, and 'Tasks Due' with a progress indicator showing 0% completion. A 'Timetable' section is partially visible at the bottom, showing a table with columns for Date, Time, and Access Permitted For. On the right side, there are additional task-related elements, including an 'ASAP' warning icon and a '47 Days Left' indicator.

Key Deadline Dates

All stand types

- Health & Safety Declaration Form – ASAP
- Electrics – early bird 11th January 2026

Space Only Stands

- Submission of stand plans by 29th December 2025
- Flooring – early bird 11th January 2026

Shell Scheme Stands

- Nameboard – 26th January 2026
- Shell scheme extras – eg door/ shelves – 11th January 2026
- For other requirements such as internet, they are flexible to nearer the show but would advise at least two weeks out

Tasks

Below are your list of Tasks to complete. Please focus on the Compulsory Tasks first, and those with the most pressing deadlines.

0% Complete (0 / 11 tasks)

Filter: All Expand / Collapse

Compulsory Tasks ^			0% Corr
Task	Action	Early Bird	
Nameboard Order Form	Compulsory	N/A	
Health and Safety Declaration	Compulsory	N/A	
Optional Tasks ^			0% Corr
Task	Action	Early Bird	
Catering Order Form	Optional	N/A	
Internet Order Form	Optional	N/A	
Water and Waste Order Form	Optional	N/A	
Lifting & Handling Order Form	Optional	N/A	

Build Up & Breakdown

Build-Up

- Monday 9th February
 - Space Only – 0800 – 2000
 - Shell Scheme – 1400 – 2000

Breakdown

- Wednesday 11th February 1645 – 2000 for all space types

Loading bay access – ALBION STREET,
M1 5LN



Stand Build Regulations

Within the exhibitor manual there is a tab with all the Space Only Build regulations – below are a few of the main rules:

- Maximum build height 4m
- All stands, irrespective of height, must have at least 50% of each frontage open
- No advertising / logos on the rear of walls that overlook neighbours – if space only island stand okay to have branding on all walls
- All structures must be self supporting
- Rigging in permitted but does need to be approved

[Home](#)

Space Only Stand Information

Stand Fitting Regulations

Space Only sites are not provided with any walling. On divided sites, exhibitors are responsible for erecting their own dressed above 2.5m to a maximum height of 4m.

Solid runs of stand walls along gangway edges are forbidden. All stands, irrespective of height, must have at least designing your stand.

Platforms - the provision of a platform may be regarded as necessary in order to cover some electrical installation not protected by heavy exhibits, to avoid sharp corners and tripping hazards. Platform edges must be fully highlighted.

Due consideration must be given to the needs of disabled visitors. If a platform exceeds 38mm, it is recommended the stand floor. It is also recommended that handrails be applied to either side of the ramp to assist the less mobile.

If a ramp is not practical or safe, then exhibitors must ensure that compliance measures to the DDA are included the disabled and allow more time to deal with them, hearing loops available, seating with arms is provided, large font.

Details of 'super platforms' (at a height of 600mm or more) to which persons have access must be submitted to the later than 30 days from the show open including full structural calculations.

All advertising and logos must be within the specified height limits and must not be sited on back of dividing walls.

All stand structures, signs, exhibits etc. must be contained within the area allotted and may not project into or over the

If you have a shell scheme stand, all exhibits and stand fitting material must be contained within your shell scheme.

All painting on-site must be carried out with water-based paint. Finishes having oil or cellulose base are not permitted.

Artificial flowers are highly flammable and give off toxic fumes. These must not be used for stand dressing.

All stand structures must be completely self-supporting. Suspension may not be made from the roof of the exhibition

It is the responsibility of the exhibitor to ensure the site allotted for their stand is clear of any obstructions in order to avoid costly adjustments

Operational Do's

- Do read the exhibitor manually carefully (rules, deadlines, power requirements)
- Do book services early (electricity, furniture, AV equipment)
- Do plan your load-in & load out (know where to park, timing windows)
- Do keep your stand / any storage tidy
- Do make sure your stand maintains a booth presence



Operational Don'ts

- Don't arrive late to set up your stand, don't want to be rushing about
- Don't assume the venue Wi-Fi will be reliable
- Don't over crowd the booth
- Don't wait until show morning to test equipment



Top 10 FAQs

1. *Who do I ask to resend the exhibitor manual?*
 - Please email info@maelstromeventsolutions.co.uk and we will be able to action this for you
2. *What is required when you are asking for a stand plan?*
 - Majority of exhibitors will have a contractor that will send documents on their behalf, these include the stand plan (what is being built), Risk Assessment & Method Statement. If you are building the stand inhouse we can send over templates for you to complete and submit
3. *How do I get my exhibitor passes?*
 - Exhibitor passes can be ordered through the exhibitor manual and will be emailed to you before the event
4. *Is parking included?*
 - Carparking isn't included however we have a discounted rate of £16.00 per day using the code MCEXHIB16 – we do recommend booking in advanced as there is limited parking
5. *What is included within my shell scheme?*
 - Walls (white foamex panels), carpet (grey), fascia nameboard, 1x 500w socket, 2 x spotlights
6. *What do I need to wear PPE wise for build up and breakdown?*
 - A hi-vis jacket must be worn on both build-up and breakdown – please note these are not supplied and you will be required to bring your own. Open toed shoes are a big no no and you will not be able to access the hall if you have for example sandals on.

FAQs

7. *How do I book power, rigging, furniture or other stand services?*

- All contacts / order forms are found within the manual – under tasks / Quick Ref guide to contractors

8. *Can I hand out drinks / food to visitors on my stand?*

- You can but you need to order these through Manchester Central Catering

9. *How do I arrange deliveries to my stand?*

- All exhibits and materials must be delivered carriage paid, direct to the stand. The goods should be clearly labelled as follows:

Attn: (Company Name and Stand Number)
SHW Live
Central 2
Manchester Central
Petersfield
Manchester
M2 3GX
United Kingdom

If no one from the exhibitor team is available, please make arrangements for the official shipping contractor to receive goods on your behalf. Neither Manchester Central nor the organiser will accept goods on your behalf.

Please note deliveries cannot be made before build-up on Monday 9th February.

10. *Is Wi-Fi included or do I need to purchase it?*

- There is free Wi-Fi within the venue however this is very basic and more for checking emails etc. If you want something more secure and reliable we would recommend you ordering this through Manchester Central.

How to maximise your presence at the show

Nick Craig Waller
Marketing Lead

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Exhibitor Co-Marketing

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Make sure visitors plan to visit your stand!

- It's free
- Promotion through:
 - Emails 150k+
 - Socials 10k+
 - Website 65k unique users a month
 - Show preview in Safety Management, HSM
 - App
- Extension of your Marketing team - we are here to help!
- Registration Competition



Toolkit

Assets

- Social media creative
- Email banners, signatures
- Email templates
- Personalised reg links
- Generic banners
- Social Media Days
 - Wednesday 14 January
 - Thursday 29 January

WHY REGISTER?

SAFETY, HEALTH & WELLBEING LIVE **FIRE/SAFETY LIVE**
MANCHESTER | 10-11 February 2026

- CPD-accredited sessions
- IOSH Communities Theatre
- 125+ Leading Suppliers
- NEBOSH Discovery Hub
- Height Safety Demos
- New Conference Streams

REGISTER FREE TODAY

NAVIGATE THE HEALTH & SAFETY LANDSCAPE IN MANCHESTER

FREE CPD ACCREDITED PROGRAMME

3000+ Visitors | 125+ Exhibitors | 4 Theatres

5 Training Zones | 60+ Speakers | 40+ Hours of Content

REGISTER FREE TODAY

SAFETY, HEALTH & WELLBEING LIVE
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YOUR SAFE SPACE FOR CHANGE

Join **Safety, Health & Wellbeing Live** - where innovation, expertise, and action meet. Explore solutions that shape safer, healthier workplaces.

Show Up. Stand Out. Lead the Way.

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Registration Sponsored by: **Phoenix** health & safety

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Word cloud containing terms: NEW BUSINESS, HEALTH, LEGISLATION, ROHS, COMPLIANCE, WORKING, CPD, SAFETY, ADAPTATION, INNOVATION, HEALTH, LEGISLATION, ROHS, COMPLIANCE, WORKING, CPD, SAFETY.

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Reach + Trust = Action

Exhibitor E-Zone

Profile, logo, Products, Video, Brochures, Press Releases

**SAFETY, HEALTH/
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WELCOME TO THE EXHIBITOR E-ZONE!

Username or Email Address

Password

Sign In

Or

Email me a Sign in Link

[Forgot your password?](#)

Exhibitor Co-Marketing

Stand Announcement Form

What products/services are you showcasing at SHW Live Manchester?

What's NEW or innovative on your stand this year?

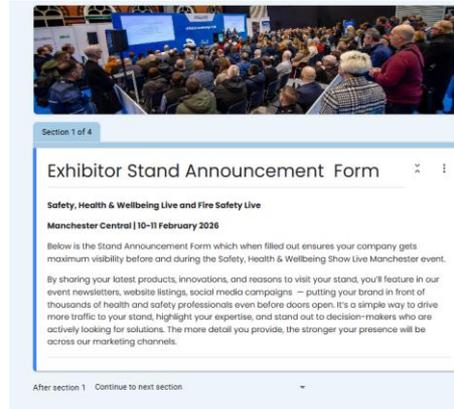
Any product launches tied to SHW Live Manchester?

Top 3 reasons visitors should visit your stand:

Will you be hosting live demos?

Will you offer giveaways / competitions?

https://docs.google.com/forms/d/e/1FAIpQLSeICN2b2VBfVRQG48C8PvpvT2ISwHI_Ekev16ELskg6W_mxyQ/viewform



Section 1 of 4

Exhibitor Stand Announcement Form

Safety, Health & Wellbeing Live and Fire Safety Live
Manchester Central | 10-11 February 2026

Below is the Stand Announcement Form which when filled out ensures your company gets maximum visibility before and during the Safety, Health & Wellbeing Show Live Manchester event.

By sharing your latest products, innovations, and reasons to visit your stand, you'll feature in our event newsletters, website listings, social media campaigns – putting your brand in front of thousands of health and safety professionals even before doors open. It's a simple way to drive more traffic to your stand, highlight your expertise, and stand out to decision-makers who are actively looking for solutions. The more detail you provide, the stronger your presence will be across our marketing channels.

After section 1 Continue to next section

**Deadline:
December
19th**



Enhancing your presence with the event app

Luke Buckley, Venu-IQ

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Up to 25%

More leads from shows using modern lead scanning

Pre-Event enhancements

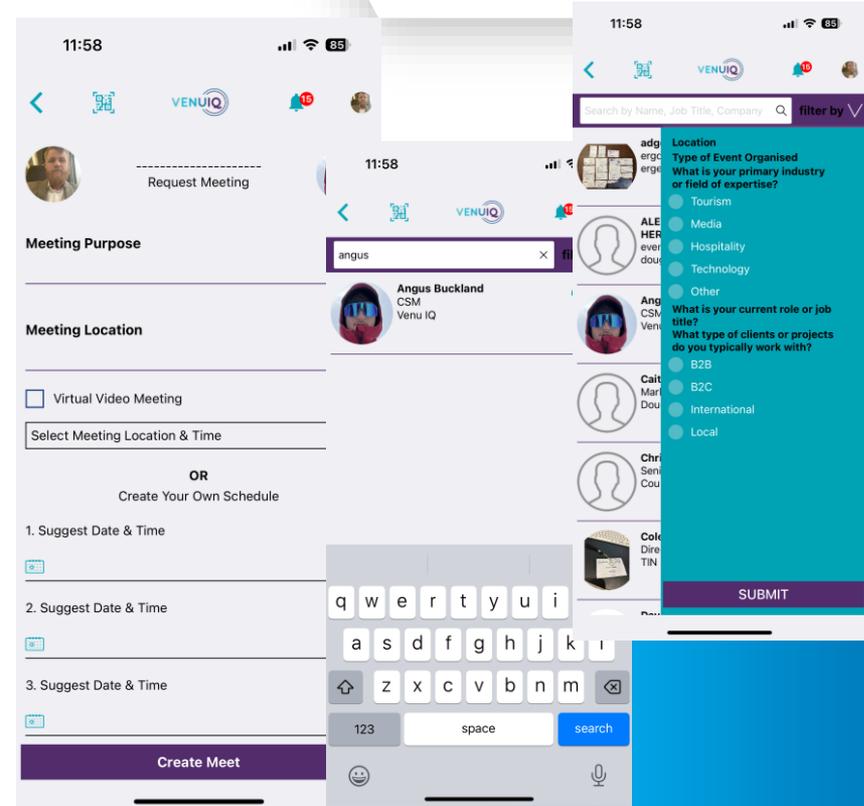
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Messaging & Meeting booking

- Use the event app to filter, find and network with your target audience.
- Search name, job title or company
- Use filters to find specific attendee profiles
- Send 1-to-1 messaging or arrange 1-to-1 meetings.



Onsite

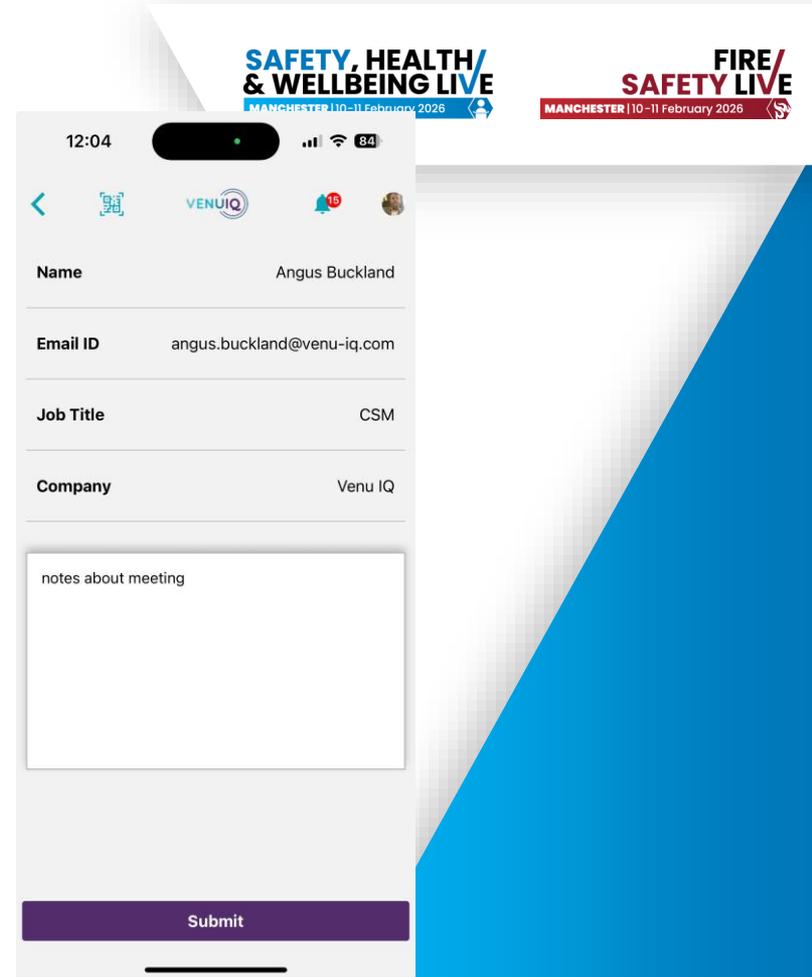
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Lead Scanning

- Accurately keep track of your stand visits or connections onsite with lead scanning.
- Open the app
- Click the QR code
- Hover over QR on badge
- Type notes around interaction/reason for scan.
- Press submit



Why do it?

- One click export to get all leads exported to your email
- Impossible to lose – they are stored in the cloud
- Combine with colleagues for CRM entry
- No more lost notes.
- Using voice to text for rapid notes entry.

The image shows a mobile application interface for a safety event. At the top, there are two banners: 'SAFETY, HEALTH & WELLBEING LIVE' and 'FIRE SAFETY LIVE', both for 'MANCHESTER | 10-11 February 2026'. The app's status bar shows the time as 12:04, signal strength, Wi-Fi, and 84% battery. The app header includes a back arrow, a QR code, the 'VENU IQ' logo, a notification bell with '15', and a profile picture. The main content area displays a contact card for Angus Buckland with the following details:

Name	Angus Buckland
Email ID	angus.buckland@venu-iq.com
Job Title	CSM
Company	Venu IQ

Below the contact card is a text input field containing the text 'notes about meeting'. At the bottom of the screen is a purple 'Submit' button.

Thank you!

Contact: daniel.gray@whatelseevents.co.uk
01737 811 337

Questions?