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2018

Wi-Fi
NOW
2018

Wi-Fi World Congress Europe EXPO & CONFERENCE

Wi-Fi NOW Europe ★ Berlin @ Holiday Inn Berlin City-West, Germany



EXHIBITOR MANUAL

www.wifinowevents.com/europe

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info@wifinowevents.com

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Organizer details

This manual is intended to make your participation at Wi-Fi NOW 2018 as smooth and productive as possible. If you have any questions or require further assistance please do not hesitate to contact any member of the Wi-Fi NOW team:

Inger Hjort, Event Director

Phone: +45 2211 8639

E-mail: inger@wifinowevents.com

Charlotte Jessen, Chief Administrator

Phone: +45 6066 1336

E-mail: charlotte@wifinowevents.com

Claus Hetting, Chairman & CEO

Phone: +45 2534 1705

E-mail: claus@wifinowevents.com

Exhibition material submission deadlines

ACTION	DEADLINE
E-mail company bio and high resolution logo	ASAP
Order furniture and extras for your expo space	October 12, 2018
Order Ethernet for your your space	October 12, 2018
Approval of expo space construction	October 12, 2018
Register Gold Passes for all personnel attending the expo	October 19, 2018

Venue information

Travelling

Berlin Tegel Airport

Travel time by car: Approximately 10 minutes in light traffic. You can use the Holiday Inn Berlin City-West Airport Shuttle between 8 am and 10 pm at a price of € 5 per Person.

Travel time by public transport: Take the bus X9 (Zoologischer Garten). Change onto the metro (U7) at Jakob-Kaiser-Platz (Rathaus Spandau). Get off the metro at U Rohrdamm and from there it is only a 5 minutes walk away. The trip takes around 20 minutes.

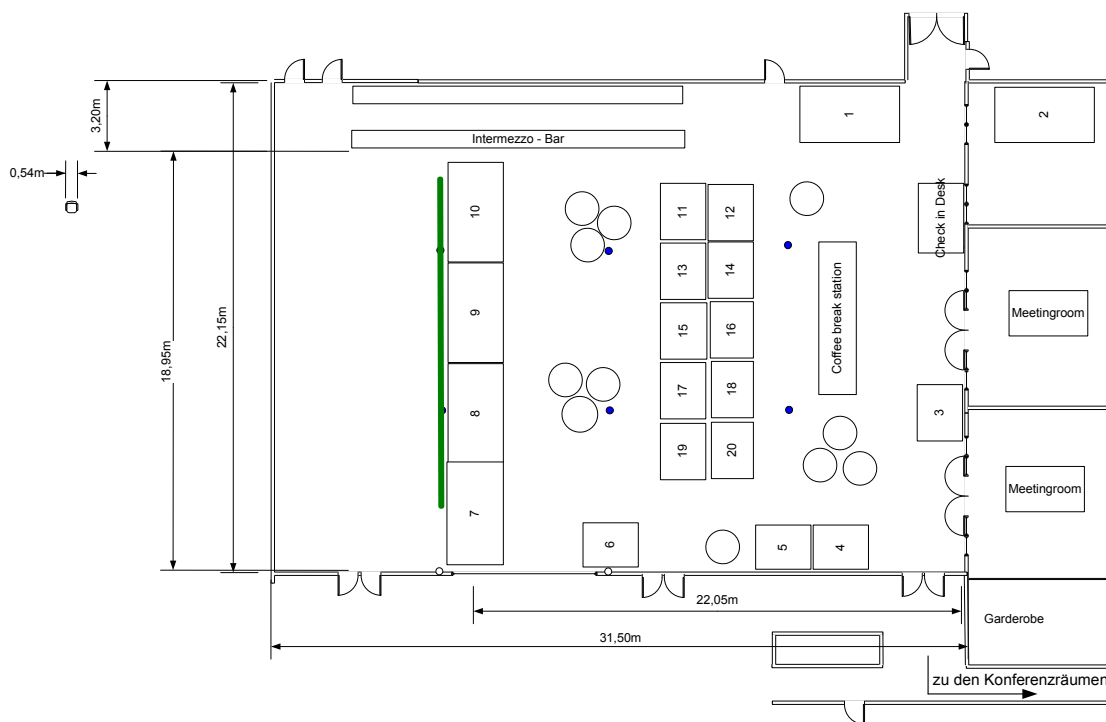
Berlin-Schönefeld Airport

Travel time by car or taxi: Approximately 30 min in light traffic.

Travel time by public transport: Take the train S45 (Südkreuz Bhf, Berlin). Change onto the metro U7 (Rathaus Spandau) at Berlin-Neukölln. Get off the metro at U Rohrdamm and from there it is only a 5 minutes walk away. The trip takes around 1 hour, and 15 minutes.

Or take the bus X7 (U Rudow). Change onto the metro U7 (Rathaus Spandau) at U-Bhf. Rudow. Get off the metro at U Rohrdamm and from there it is only a 5 minutes walk away. The trip takes around 1 hour, and 10 minutes.

Floor plan



*Please note that the floor plan you see above is subject to change before the event.

Exhibition timetable

Stand build

Stand build will be possible from Tuesday November 6, 6 am. All stands should be ready Tuesday November 6, 8 am, when the expo opens.

Exhibition opening times

Exhibition opens Tuesday, Wednesday, and Thursday at 8 am. The Wi-Fi NOW team will be present Tuesday from 6 am and Wednesday + Thursday from 7.30 am. You can always call us if you have any questions that need immediately action.

Stand breakdown

Breakdown will be possible Thursday from 5 pm. Neither the organizers nor the venue accept any responsibility for theft, damage, or misplacement of any items left in the exhibition ballroom after the scheduled breakdown time. Any items that need to be collected by a courier should be clearly labelled with the appropriate delivery address. All items are left at the owner's risk.

Exhibition space

Stands must fit entirely within the space purchased. If any stand construction, features, or displays are used including signs and pop ups these must be:

- Of a suitable nature and quality for the purposes and conditions of their intended use.
- Adequately prepared and fixed in order to adequately perform the functions for which they are designed.
- Floor coverings must be secured and maintained so that they do not cause a hazard. Fixing of floor coverings to the hall floor may only be carried out using venue approved tape. The venue will only approve exhibition tape which does not leave any residue or cause any damage to the floor when removed. Other forms of fixing to the hall floor, such as cable clips, nails and bolts are generally prohibited.

Electricity and lightning

All spaces will have access to electricity but will not be equipped with lighting nor extension cords for power nor extension power socket. Therefore all these items must be provided by the exhibitor if needed.

Exhibit Display/Booth Rental:

Wi-Fi NOW does not provide any schemes or construction for the exhibition space. If you require such items you must provide them yourself. Booth constructions that do not fit into the purchased space are not allowed. You must get any booth construction plans approved by Inger Hjort (inger@wifinowevents.com) before October 12, 2018.

Extras for the exhibition space

Furniture

The space will not be equipped with furniture but you can order both tables and chairs . If you require any furniture for your space please remember to order these before October 12, 2018. Your primary contact person will receive a link for ordering.

Monitors

If you require one or more monitors for your space please remember to order these before October 12, 2018. You will receive a link for ordering.

Ethernet

If you require Ethernet for your space please make sure to order this before October 12, 2018. You will receive a link for ordering.

Graphics

If you require graphics for your space please remember to order these in advance and bring them to the venue or ship them to the venue ahead of time.

Shipping of materials

It is possible to ship materials in advance of the event. Make sure to label the packages correctly so that they can be delivered to the right stand at the venue.

All goods must be clearly labelled on each package with the following:

- Name of the event: Wi-Fi NOW
- Attention: **[Your company and contact name]**
- c/o: Cathleen Großmann
- Delivery to: Holiday Inn Berlin City-West, Rohrdamm 80, 13629 Berlin, Germany
- Dates of Event: November 6-8, 2018
- Banquet Room: Atrium
- Booth #: **[Your booth number]**

Venue contact person

Cathleen Großmann

Phone: +49 (0) 30-38 38 9 837

E-mail: cathleen.grossmann@gchotelgroup.com

Collection

If you require a courier to collect materials after the event let us know and we will direct you to the pick up spot. It is your own responsibility to order a courier to collect, print, and attach delivery information.

Exhibitor name badges

Name badges can be collected from Tuesday November 5 at 6 am. You can locate the registration desk in front of the conference, and expo area.

If you need to change names of any of the badges, please do so at least 7 days prior to the event.

Meeting rooms

It is possible to book a meeting room during the event. Please contact Inger Hjort (inger@wifinowevents.com) if you are interested in one. You can book 30 minutes at a time.

Wi-Fi access

There will be free access for Wi-Fi available for all three days. If you require Ethernet this must be booked before October 12, 2018.

Refreshments and lunch

There are 3 breaks embedded in the program for each day during which there will be served tea, coffee, water, and snacks. During the 12.30 pm break lunch will be served.

Accommodation

Holiday Inn Berlin City-West offers reduced tariffs on hotel rooms for Wi-Fi NOW guests. The rooms can be reserved by phone +49 (0) 30-38 38 9 888 or by using the mail reservation.berlin@gchhotelgroup.com.

Please use the code "EXPO", when booking. These reduced prices expires October 9th.

Read more about the hotel here: <https://wifinowevents.com/europe/register-plan-wi-fi-now/wi-fi-now-venue/>

You can also read more about other nearby recommended hotels here: <https://wifinowevents.com/europe/register-plan-wi-fi-now/hotel-and-travel/>

Parking

Holiday Inn Berlin City-West offers parking at €20.00 per day.

Tips and tricks for a successful exhibition

We want to ensure that you'll get the most out of your investment in the exhibition and maximise the number of delegates you meet. Here is what we recommend:

Pre-event

- Ensure you have clear and achievable objectives
- Ensure you have fully briefed your onsite team about your event objectives
- Have procedures in place for measuring your success against your objectives
- Allow plenty of time for designing your stand
- Inform clients, press, colleagues and guests that you are exhibiting on your website, via advertising, or via direct mail

- Consider further sponsorship opportunities to increase your exposure (branding) and to stand out generally or from other exhibitors
- Literature in delegate bags is a good way to highlight your products or services and draw delegates to your stand
- A dynamic exhibit attracts attention so consider including additional lighting or audio-visual displays on your stand

At the event

- Brochures is a good way to highlight your products or services and draw delegates to your stand
- Load up on giveaways and/or literature on display and make sure you bring enough copies
- Provide complimentary drinks or food at your stand
- Run competitions or prize draws
- If you are launching a new product or service ensure that you announce this - prospective clients and partners are always attracted by news value
- Wear your badge at all times so delegates know who they are networking with
- Ask delegates to complete an enquiry form so you can collect contact details and follow up later
- Add little snacks to your stand such as sweets, chocolate, or flowers
- Ensure you have clear and consistent branding and keep messages brief
- Use bold images, photos, logos, and large text

Post-event

- Collect leads and follow up within two weeks of the show
- Write up & share a report on research carried out or important information collected
- Relay your experience to media, colleagues, staff, and guests
- Evaluate your achievements against your objectives
- Consider booking for the following year as soon as possible as discounts will be available for early bookings

If you want to discuss your expo ideas and for more advice, don't hesitate to contact Inger or our CEO Claus Hetting. We're always delighted to help you make your attendance at Wi-Fi NOW better, more provocative, and - not least - more effective

Inspirational photos from previous Wi-Fi NOW events

