



EXHIBITORS MANUAL

Jaarbeurs Utrecht | 6 & 7 March 2024

Exhibitors Manual

RailTech Europe 2024

ProMedia Productions B.V.
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Dear exhibitor,

Welcome to RailTech Europe 2024. The exhibitors manual and the [ProMedia event webshop](#) contain all the information needed to ensure your optimal participation in the event and also a successful common collaboration. If you have any questions that were not addressed in this manual, please contact us:

EXHIBITION ORGANIZATION

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Date	6 - 7 March 2024
Location	Hall 3 & 4, Jaarbeurs Utrecht Jaarbeursplein 3521 AL Utrecht
Building-up own booth construction	4 March 08:00 - 18:00 5 March 08:00 - 18:00
Setting-up standard booth	5 March 13:00 - 17:00
Dismantle standard booth	7 March 17:00 - 19:00 <u>Your booth space needs to be empty except for the rented furniture on Thursday, March 7 at 18:00 at the latest.</u>
Dismantle own booth construction	7 March 17:00 - 22:00 8 March 08:00 - 12:00 <u>You have to ensure that the booth is fully dismantled by Friday March 8, 12:00 o'clock at the latest.</u>
Opening time for visitors	Wednesday 6 March 10:00 - 19:00 - Afterparty 19:00 - 21:30 Thursday 7 March 10:00 - 17:00
Opening ceremony exhibitors	6 March 09:15

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1. Own booth

1.1 MINIMUM REQUIREMENTS

For setting up your own booth you must first submit a design plan to the exhibition organizers (no later than January 8, 2024). Each exhibitor is required to place separation walls. The number of the separation walls depends on the type of the location provided. For an aisle location there are 3 separation walls required (one rear wall and two side walls). For a corner location there are 2 separation walls required (one rear and one side) and one separation wall for a stand located at the end of a row. Walls must have a minimum height of 2.50 meters. You can not use the back and / or side wall(s) of your neighboring stand(s). Island type booths have no wall placement requirements.

1.2 HEIGHT

The height of walls and objects in your booth is 2.50 meters. Building higher than 2.50 meters is solely permitted after written approval of the exhibition organization. When designing your stand, take the maximum height of the hall of the rented stand location into consideration. Walls higher than 2.50 meters must be **neatly finished on both sides**. It is not allowed to place your logo on the back of your wall(s) unless you have written permission from the exhibition organization. When placing an object in your booth that is higher than 2.50 meters, keep in mind that the object needs to be placed at least one meter away from the walls of your neighboring stand(s). Placement within one meter from the walls of the neighboring stand(s) is only possible after written approval from the exhibition organization.

It is possible to deviate from the above mentioned aspects if the neighboring stands are contacted and you have informed the organization.

1.3 WALLS

Take into account that exhibitors with an island booth or a corner booth sometimes lack wall space. It is not allowed to create additional wall space by placing a wall along the aisles. Other exhibitors and visitors are then faced with the view on a blank wall. If you are short of wall space, you can add extra walls within your booth space 1 meter inward from your stand. To maintain your booth position open.

NB. Each aisle side can have construction built in at a maximum of 50%, with a maximum of 5 meters. Below the height of 1,5 meters you do not need permission.

2. Standard booth

Standard booth(s) can be set up from **Tuesday, 5th of March at 13:00 hours**. Rear panels, a lockable pantry, electricity and lighting are included in the stand. Please find more information about the features and specifications of the standard booth construction below. You can hire additional items such as furniture via the [Promedia event webshop](#).

2.1 BOOTH

The side and rear walls of the stand and the pantry consist of white panels. The rear wall will feature your company logo. The panels are not suitable to write, to drill or nail into. An alternative is to use steel suspension wires. Damaged panels must be reimbursed by the exhibitor.


2.2 CARPET

All of the standard booths will be provided with carpet.

On the homepage of the event webshop you will find an overview of the products in your package. Click on OI-0000.. number of the Needle Felt Carpet.

4	OI-0002502	RTE large standard stand construction	1	€0.0000	▼	
5	OI-0002503	Booth Construction - Lockable pantry	1	€0.0000	▼	
6	OI-0002504	Needle Felt Carpet	Anthracite (2211)	24	€0.0000	▼
7	OI-0002505	Electrical Connection - 230v 3kW (with socket)	1	€0.0000	▼	

After clicking on the number you will be given the option to change the color of your carpet. After checking the color you can save the choice by clicking on the green button 'next'.

 OI-0002504 [Clone](#) [Printable View](#)

The following option is currently selected:
Anthracite (2211)

* Update your choice

- ✓ Cobalt Blue (5153)
- Marine Blue (5051)
- Pewter Grey (2131)
- Anthracite (2211)
- Light Grey (2064)
- Black (2021)
- Turquoise (5789)
- Purple (4058)
- Fuchsia Pink (3456)
- Scarlet Red (3087)
- Flamme Orange (4033)
- Honey Yellow (4100)
- Cactus Green (6095)

2.3 ELECTRICITY

Each standard booth includes a power supply of 230v with a power of 3 kWh. For ordering additional electrical connections, please visit [the webshop of Jaarbeurs Utrecht](#). They will be able to order this for you.

2.4 LIGHTING

Each standard booth is equipped with pendulum spots. The number of spots depends on the stand size. Do you wish for extra light spots, please contact Larissa van Heiningen: larissa.van.heiningen@promedia.nl

3. General Booth Information

Jaarbeurs Utrecht is responsible for all building-related services before, during and after the event. Therefore you order directly from Jaarbeurs Utrecht. You will receive a login code to make those orders on the webshop of Jaarbeurs Utrecht. We would like to emphasize that ordering electricity, water, internet, parking etc. etc. is solely possible directly from Jaarbeurs Utrecht.

3.1 ELECTRICITY

An electrical connection can be ordered [here](#), via Jaarbeurs Utrecht.

3.2 WATER CONNECTION

Water connections and any additional materials can be ordered via the [webshop of the Jaarbeurs Utrecht](#).

3.3 RIGGING

Rigging points are available on request, please visit the [webshop of Jaarbeurs Utrecht](#).

3.4 INTERNET

At Jaarbeurs Utrecht, you can use the open Wi-Fi. If you need a cabled internet connection or a more stable wireless connection, please visit the [webshop of Jaarbeurs Utrecht](#).

3.5 FURNITURE

You can rent your stand furniture via the [promedia event webshop](#). On the website you will find photos of all the furniture.

DEADLINES	
Closing event webshop	16-02-2024 (after this day + 50%)

If you would like to order something that is not listed in the event webshop, please send your request to: larissa.van.heiningen@promedia.nl.

! Note: any additional items ordered on the exhibition day (if available) have a price increase of + 75% due to extra transportation costs.

3.6 CONDITIONS PRIOR TO BOOTH PRESENTATIONS

Sides of the booths should not be built close to the aisle. At least 50% of the aisle side of the stand must be open. All presentations should be kept within their own booth space and the aisles must be kept free. It is not allowed for products and / or advertising messages to be exhibited outside the fixed stand, unless explicitly agreed otherwise with the exhibition organizers.

It is not allowed for exhibitors outside their own booth and in and around Jaarbeurs Utrecht to hand out promotional materials, or other advertising efforts for the company to attract business, provided that these promotional efforts are otherwise agreed with the exhibition organizers.

The existing fire reels should always be freely accessible and visible. Emergency exits should remain at all times free, both on the inside and outside.

3.7 CATERING IN YOUR BOOTH

It is possible for your organization to bring/ hire a refrigerator and coffee machine. So you can offer refreshments to your customers within your own booth. You can discuss these possibilities with the exhibition organization.

Via [the webshop of Jaarbeurs Utrecht](#), you can order all of the catering you need during the exhibition days.

3.8 REGISTRATION EMPLOYEES / VISITORS

You must register all your booth crew. The link for registering your stand personnel can be found on the homepage in the [Promedia event webshop](#).

You will receive your unique code for the personal invitation for visitors from us. Have you not received your personal invitation link yet? Please let us know. You can also register for the dinner where various awards will be presented. More information about the dinner and the award ceremonies will be sent to you by email.

3.9 FLOOR PLAN AND BOOTH NUMBER

When laying out the floor plan, we take individual needs into consideration. The exact locations and dimensions of the stands are marked on the floor. [The floor plan is downloadable here.](#)

3.10 SOUND AND VOLUME

When using audio-visual presentations keep in mind it does not cause any noise disturbance to the surrounding booths.

3.11 BOOTH CLEANING

One-time cleaning before the first day of the event or/and the cleaning of your stand during the entire event period can be requested through the [webshop of Jaarbeurs Utrecht](#).

3.12 SECURITY

You can hire security for your stand. For inquiries, please visit the [webshop of Jaarbeurs Utrecht](#).

3.13 INSURANCE

Booth materials, booth construction and packaging materials in the building of Jaarbeurs Utrecht are for the cost and risk of the exhibitor. Exhibitors are required to insure their booth, booth design and packaging against liability and against damage and theft for the exhibition, setup and dismantling days. The registration for renting square meters in one of the Jaarbeurs Utrecht areas doesn't exempt the exhibitors from insurance obligations. Jaarbeurs Utrecht and the exhibition can not be held liable for any damages or other misappropriation, whatsoever. We advise exhibitors to order specific exhibition insurance for your stand.

4. Transport and Logistics

4.1 RULES FOR CONSTRUCTION AND DISMANTLING AT JAARBEURS UTRECHT

For extra information read the following [form](#) or contact the RailTech Europe exhibition team.

4.1.1 CONSTRUCTION

Up to 4 weeks before the fair, you will receive a link through which you can reserve a time slot during the setup. This is the only way for you to park directly at exhibition halls 3 and 4.

During the setup, you and your suppliers can register at P2, showing a construction pass (route EB or route 200, Truus van Lierlaan, 3527 KZ Utrecht). You are allowed to load and unload next to the halls for a certain period:

Vehicles up to 2.70 meters may load and unload for a maximum of 60 minutes.

Vehicles higher than 2.70 meters may load and unload for a maximum of 120 minutes.

Additional time will be invoiced by Jaarbeurs Utrecht at a rate of €120. PLEASE NOTE:

Trucks or trailers are not allowed to remain in the parking areas. They will be removed, and any incurred costs will be invoiced. During the event, you can use the following locations:

- Streets: De Vlampijpstraat, Tractieweg, and Gietijzerstraat at the Cartesiusweg
- Business park Lage Weide
- Business park Kanaleneiland-Zuid

4.1.2 DISMANTLING

Low vehicles up to 2.70 meters are welcome on P2 (route EB or 200) immediately after the close of the fair. Higher vehicles are welcome on P2 two hours after the close of the fair.

Vehicles arriving too early will not be allowed on the premises. Parking or waiting on public roads is not permitted. Public roads must always be kept clear.

If you are an exhibitor and staff your stand during the day, using your own vehicle for dismantling, please park at P2 and purchase a ticket at the machine.

Vehicles up to 2.70 meters high:

Immediate access after the fair closes

Vehicles higher than 2.70 meters:

2 hours after the fair closes

4.2 LOGISTIC SERVICES

DB SCHENKER *fairs & events* is the logistic partner of RailTech Europe and can provide the following services:

- transport of the goods from the company to the event and vice versa
- unloading and/or reloading the goods at the venue
- temporary storage of the goods before or after the event
- storage of empty packing material during the event
- renting out various types of equipment (for example genie material lifts, etc.)

Do you have any questions about the logistical services before, during and/or after the event? Don't hesitate to contact DB Schenker.

DB Schenker Logistics Nederland B.V.

Fairs, Events & Special Logistics
Fentener van Vlissingenkade, Route 200
3521 AB Utrecht

Tel. +31(0)30 410 0450

Mail: fairs.utrecht@dbschenker.com

4.3 WASTE

Waste at the exhibition **must be removed by yourself**. Please visit [the webshop of Jaarbeurs Utrecht](#). If you don't remove the waste yourself, you will receive a fine.

4.4 POSING VEHICLESITON

When you drive buses or other vehicles into the hall, you must take into account the maximum floor load of 2,000 kg / m². In addition, displayed vehicles must contain a maximum of 5 liters of fuel in the tank.

4.5 ROUTE

[Here you can find the directions to Jaarbeurs Utrecht.](#)

4.6 PARKING

For parking during RailTech Europe '24 you can purchase a parking permit or parking ticket at Jaarbeurs Utrecht. For information and rates please visit [the Jaarbeurs Utrecht webshop](#).

5. Publicity

5.1 RAILTECH.COM

On www.railtech.com we publish all the exhibition related news, comments, videos and a photo report. The event website will be promoted on RailTech.com through a widget on the homepage, a banner and newsletters. All articles, videos and so forth will remain permanently available on Railtech.com. Participating exhibitors get a license to distribute the media productions through their own media channels.

5.3 ONLINE EXHIBITION CATALOG

Each exhibitor gets an attribution in the online exhibition catalog with company details and logo, which should be provided by the exhibitor. The company details can be uploaded via [the Promedia event webshop](#).

It is possible to purchase additional advertising space in the exhibition catalog by contacting the exhibition organizers.

Providing business information and advertising material for the exhibition catalog can be done until **Monday 12th of February**.

!! PLEASE NOTE: If the material is not in before the deadline, only your logo, company name and website will be mentioned in the exhibition catalog.

All images must be in EPS or PDF formats and must be supplied with a minimum resolution of 300 dpi.

5.5 PROMOTION VIA AFFILIATE LINK

We would like to give you the opportunity to invite all of your contacts via your personal invitation link. Via this link your contacts will be sent to a personal registration page with your company logo on it. We are able to see which of your contacts have registered using your personal registration page.

Also we will provide you with a custom banner, including your company logo and booth number, which you can use as a footer in your email, on your website etc. Link the banner to your personal invitation link.

You will receive the link and banner via e-mail as soon as the registration opens.

6. General information

6.1 WORKSHOPS

There is time scheduled in between two workshop sessions for the next speaker to prepare their presentation and gather the audience. Make sure your workshop doesn't have any delays, so that the next speaker has enough time to prepare before the next workshop starts. Laptop, projector and a screen are available. Sound is also available in the large workshop spaces. In order to conduct a workshop or take special requests, for more information, contact Jennie Elzinga: jennie.elzinga@promedia.nl

6.3 DEMONSTRATION AREA

At RailTech Europe 2024 it is possible to demonstrate your products / services on the specially designed demonstration square, which is located in hall 3. If you are interested, please contact Jennie Elzinga: jennie.elzinga@promedia.nl

6.4 GET MORE OUT OF YOUR PARTICIPATION:

Go to the exhibitors portal to find all the information regarding the exhibition, such as marketing tips and tricks, promotional material and more.

For more information and ordering additional items please contact:

Larissa van Heiningen - Project Manager

+31 (0)6 43 20 56 62

larissa.van.heiningen@promedia.nl

Lisanne Noorlander - Programme Manager

+31 (0)6 43 25 09 28

lisanne.noorlander@promedia.nl

Jennie Elzinga - Project Sales Manager

+31 (0)6 34 60 87 94

jennie.elzinga@promedia.nl

DEADLINES
Send a copy of your booth plan for approval to the exhibition organization, if applicable (no later than January 7, 2024)
Submit company information (max. 100 - 150 words) and logo in high resolution (no later than January 8, 2024)
Submit advertisement, if applicable (no later than February 5, 2024)
Sign-up booth employees (no later than February 23, 2024)
Order extra items for your booth ProMedia event webshop (webshop closes on February 16, 2024)
Jaarbeurs Utrecht webshop: Order items via webshop Jaarbeurs Utrecht - <u>till Tuesday February 27, 2024</u> (after this date + 25%)

