

UKiO

UK IMAGING & ONCOLOGY
CONGRESS 2019

Personalise & Humanise

10-12 JUNE 2019 ACC LIVERPOOL

EXHIBITOR MANUAL

Shell scheme

ukio.org.uk

BIR
The British
Institute of
Radiology

CoR
THE COLLEGE OF
RADIOGRAPHERS

IPEM
Institute of Physics and
Engineering in Medicine

The British Institute of Radiology,
The College of Radiographers and
The Institute of Physics & Engineering in Medicine





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- [HEALTH AND SAFETY AND INSURANCE DECLARATION](#)
- [RISK ASSESSMENT TEMPLATE](#)
- [SHELL SCHEME ORDER FORM](#) and [SUPPLY PLANNING FORM](#)
- [ETUK TERMS AND CONDITIONS](#)
- [CONCEPT FURNITURE HIRE ORDER FORM](#)
- [ACC ONLINE ORDERING INFO](#)
- [ONLINE ORDER](#) code 17018
- [STAND CATERING ORDER FORM](#)



INTRODUCTION

This exhibitor manual is intended to make your participation at the UKIO Congress as smooth and productive as possible. You will find a great deal of valuable information and useful forms. Along with a list of required actions. The manual contains important information so we ask you to share it with all personnel involved in your stand planning and construction.

The team at Profile will be happy to help with any queries. If you wish to speak to us please call **+44(0)20 3725 5840**

or email the relevant team member

- Onsite Exhibition Manager valerie.bassigny@profileproductions.co.uk
- Sales Enquiries, Conference Director sue.elcock@profileproductions.co.uk
- Venue Enquiries, Conference Director paul.elbourn@profileproductions.co.uk

There will be a desk specifically for Exhibitor queries open throughout the Congress.

EXHIBITION TIMETABLE

	BUILD	OPEN	BREAKDOWN
Saturday 08 June	08.00 - 22.00 <i>Space only</i>		
Sunday 09 June	07.00 - 22.00 <i>Shell scheme</i>		
Monday 10 June	07.00 - 08.00	09.00 - 19.00	
Tuesday 11 June		08.00 - 17.30	
Wednesday 12 June		08.30 - 14.30	15.00 - 24.00
Thursday 13 June			00.01 - 02.00

SHELL SCHEME stand construction must be complete by 15.00 on Sunday and dressing must be complete when the exhibition opens at 08.30 on Monday 10 June.

ALL STANDS must remain intact until the exhibition has closed at 14.30 on Wednesday 12 June.

On Sunday 9 June 2019, the halls will be open to all shell scheme exhibitors to dress their stands. Please pick up your badge from registration or collect a wristband from security. The exhibition is open for the full three days and breaking down or packing up early not only impinges on venue health and safety regulations but is detrimental to the quality of

the event for other exhibitors and delegates. Exhibitors who do breakdown early may not be permitted to exhibit at future events and could be fined.

SHELL SCHEME EXHIBITOR CHECK LIST

COMPULSORY ACTIONS

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Complete and return risk assessment for shell scheme stands | DEADLINE
18 April 2019 |
| <input type="checkbox"/> Email exact wording for your stand name board | 18 April 2019 |
| <input type="checkbox"/> Email your 100 word congress app entry and logo* | 18 April 2019 |
| <input type="checkbox"/> Email artwork for advertising (if booked) in the congress guide* | 18 April 2019 |
| <input type="checkbox"/> Return the health and safety and insurance declaration form | 18 April 2019 |
| <input type="checkbox"/> Email the names and job titles of stand personnel | 03 May 2019 |
| <input type="checkbox"/> Send 1000 copies of inserts for delegate bags* (if booked) | 13 May 2019 |
| <input type="checkbox"/> Pay any outstanding balances. | 24 May 2019 |
- Exhibitors that have not made full payment before the congress commences will not be allowed to exhibit*
- Check that you have adequate insurance in place

OPTIONAL ACTIONS

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Confirm your Education on the Stand programme | DEADLINE
18 April 2019 |
| <input type="checkbox"/> Order electrical and lighting requirements - full payment upfront | 18 April 2019 |
| <input type="checkbox"/> Book a demo zone or exhibition lecture theatre slot | 18 April 2019 |
| <input type="checkbox"/> Book conference handbook advertising | 18 April 2019 |
| <input type="checkbox"/> Upgrade your congress app and website entry to 200 words | 07 May 2019 |
| <input type="checkbox"/> Book an insert in delegate bags | 07 May 2019 |
| <input type="checkbox"/> Book furniture for your stand | 07 May 2019 |
| <input type="checkbox"/> Order stand catering | 24 May 2019 |
| <input type="checkbox"/> Order AV equipment for your stand | 07 May 2019 |
| <input type="checkbox"/> Order internet access for your stand | 07 May 2019 |
| <input type="checkbox"/> Book accommodation (early booking strongly recommended) | |

***failure to provide information by the action deadlines indicated will result in your details being omitted from Congress materials**



VENUE

The ACC Liverpool is a uniquely flexible venue. It houses a 1,350 seat auditorium, 18 breakout rooms and the 11,000 capacity Echo Arena. The exhibition will be located in the Exhibition Centre Liverpool (ECL) – a 8,100sqm space which can divide into three separate halls.

The venue sits at the heart of the city on Kings Waterfront, alongside the Grade I listed Albert Dock and adjacent to the World Heritage site at Pier Head.

ACC Liverpool is one of the most sustainable venues in Europe. Designed to reduce by CO2 emissions by half, the cutting-edge design includes a raft of green innovations, from sensor-controlled lighting and rooftop rainwater harvesting to riverside wind turbines. For further information please visit www.accliverpool.com

ADDRESS

ECL
Kings Dock
Liverpool Waterfront
Liverpool
L3 4FP
United Kingdom

UNLOADING

Exhibitors and contractors are requested to report to the gatehouse at Loading Bay 3, via Half Tide Wharf. At the gatehouse you will be required to sign in and will be given a Vehicle I.D form which needs to be completed and displayed in the vehicle's windscreen. You will then be advised to move to either the holding area or to a relevant loading zone to unload your vehicle. (See plan opposite) The team will advise where you need to go.

If advised to move onto the holding area the team will park vehicles in this space according to the order of vehicle I.D's which are allocated on a first come first served

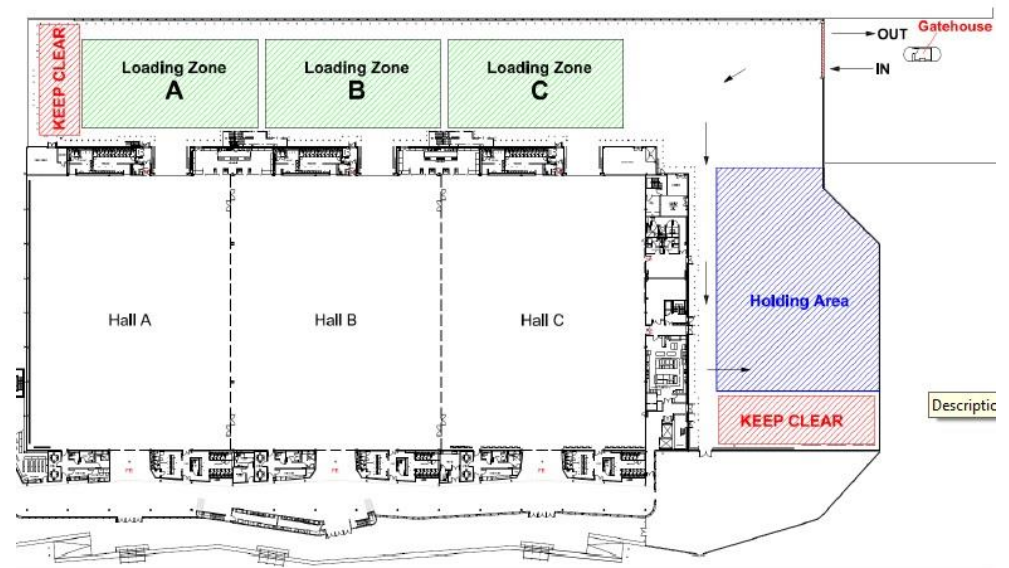
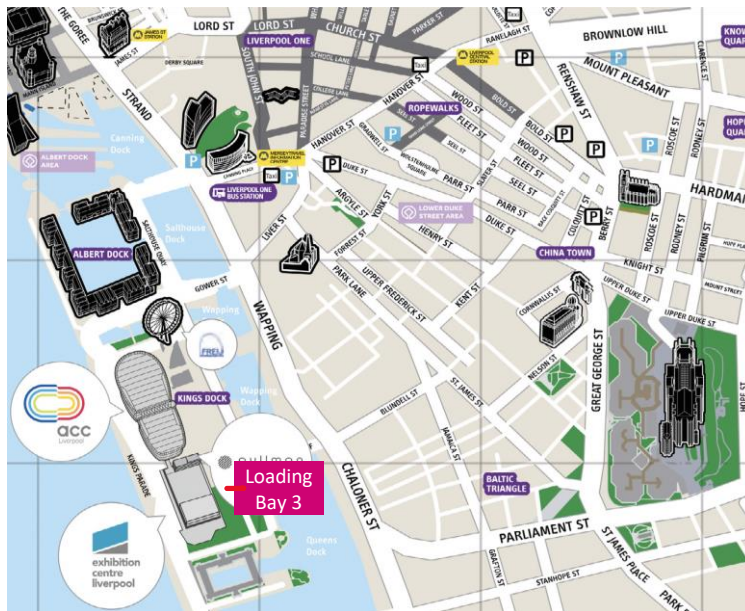
basis. When instructed by a member of the traffic team vehicles will then be guided to the relevant loading zone for unloading.

Please note Loading Bay 3 is uncovered and therefore there is no height limit. The speed limit is 5mph. You are required to unload your vehicle within a 30-minute period.

Once you have unloaded, you will be asked to remove your vehicle from the loading bay, either to the car park adjacent to the venue, or if your vehicle exceeds the height restriction of 2.1m you will be required to park off site.

All personnel are required to wear wristbands and high viz jackets (or accreditation provided) to show you are entitled to be in the building. No contractors' vehicles are permitted in the halls (except mobile units who have booked space).

ACCESS FOR UNLOADING





DELIVERIES

Deliveries will only be accepted from **Saturday 8 June** until **Wednesday 12 June** between the hours of 08.00 to 18.00.

DELIVERIES THAT ARRIVE BEFORE SATURDAY 8 JUNE 2019 WILL BE TURNED AWAY.

All deliveries must be clearly marked with the following label information. Drivers should report to the Loading Bay A on arrival. Owing to the very high volume of deliveries, the organisers and the venue cannot be held responsible for loss or damage of items. We advise exhibitors to be onsite to receive their goods themselves to ensure safe delivery.

<Exhibitor name> and <stand number>

UKIO Congress, 10-12 June 2019

C/O Darren Neal

Loading Bay 3 ZONE A

Exhibition Centre Liverpool

Kings Dock

Liverpool

L3 4FP

BREAKDOWN

Exhibitors and contractors are requested to report to the gatehouse at Loading Bay 3, via Half Tide Wharf. Vehicles will be parked in the holding area and once suitable space for your vehicle is available, you will be advised to proceed to the relevant loading zone.

All stands must be broken down and items ready to load before vehicles are permitted to enter the loading area. Please inform a member of the team once you are ready to begin your load out and your vehicle will be directed from the vehicle holding area to a loading zone when a space becomes available.

- 15 minutes before event close all exhibitors with cars and small vans allowed access to the Loading Bay.
- Once all delegates have left the hall(s) roller shutters raised to allow access for load out.
- Stand builders and contractors in larger vans and vehicles allowed into the loading bay 1 hour after event close to breakdown.
- Articulated vehicles will be allowed access once the goods are ready to be loaded onto the vehicle.

Please note that ACC Liverpool do not provide trolleys or pump trucks. Forklift trucks must be arranged prior to event. To book a forklift truck please contact Email: Sales-rl@uk.rhenus.com, Tel: +44 (0) 1784 422 900

COLLECTIONS

Please ensure that any left items are taken with you or collected no later than **22.00 on Wednesday 12 June**. Please leave items for collection clearly labelled with the delivery name and address, the name, company and stand number of the sender, and also the name and telephone number of the courier company instructed to collect. Any items not collected will be deemed as waste and disposed of.

PARKING

Any large vehicles that exceed the height restrictions of car parks can be parked at the Vehicle Loading area or in carparks 2 and 3 which are **£15** per day.

Please [click here](#) for more information on other carparks in the local area.

FREIGHT FORWARDING, STORAGE AND LIFTING

Please note that there is no storage available at ACC so please contact **Rhenus Lupprians**, the approved logistics supplier for UKIO, to discuss and arrange offsite storage requirements. Rhenus Lupprians specialise in freight forwarding, storage and lifting of Healthcare equipment and can also provide forklifts and drivers for unloading services at the event, advance bookings are required.

Email: Sales-rl@uk.rhenus.com, Tel: +44 (0) 1784 422 900

AISLES

All building materials and flight cases **MUST** be moved from the aisles by **2.30pm on Sunday** when the aisle carpets will be laid. Please move all equipment either on to your stand or to Hall C storage area.

CLEANING

A full clean of the exhibition hall will take place on Sunday, Monday and Tuesday evenings and before the exhibition opens on Monday morning. Please note, cleaners will vacuum the floor and remove waste which is clearly marked but will not clean any tables or exhibits on any of the stands. Should you require further stand cleaning services, this is at an additional cost.

Tel: +44 (0)151 239 6001 or email businesscentre@accliverpool.com to request a stand cleaning order form.



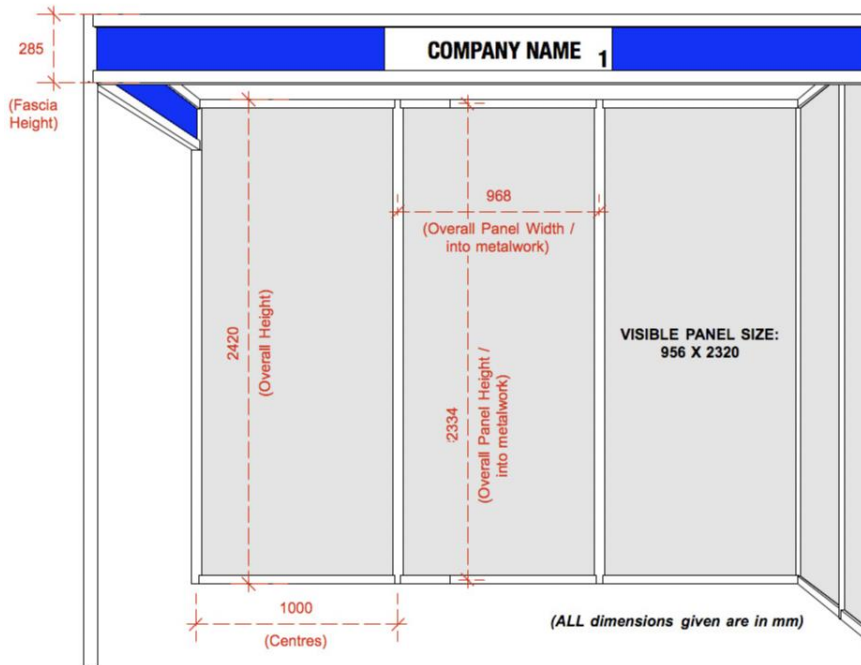
SHELL SCHEME STANDS

Each shell scheme stand comes with the following:

- Velcro compatible walling in grey nylon loop
- Fascia nameboard with ORGANISATION and STAND NUMBER
- Grey carpet

The shell scheme is constructed of light grey loop nylon covered panels fixed in an aluminium post and rail system. Blue laminate fascia name boards with aluminium rails will be fitted to open sides. Shell scheme panels should be carefully treated to avoid damage and care should be taken when mounting display panels.

Light material may be attached by the use of **Hook** Velcro pads. If you need to fix heavy items to the walls, a pendant panel fitted with a plywood infill should be used – this will accept most kinds of fixing.

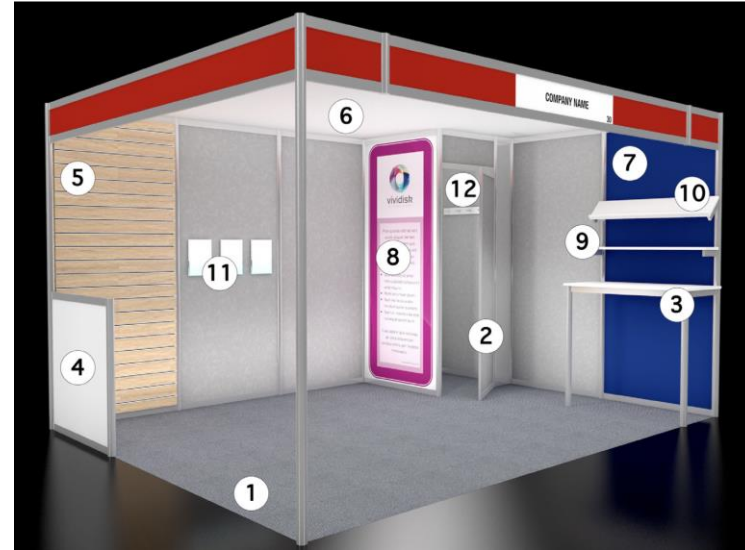


JNM Exhibitions have a wide range of products which could enhance your presence within the exhibition, helping you to maximise your brand exposure.

You will find examples and further details on these options below.

To order please download the [Shell Extras Order Form](#) and also fill out the [payment form](#).

If you have any bespoke requests, please contact JNM Exhibitions directly via info@jnmexhibitions.co.uk and a member of the team will be happy to help.



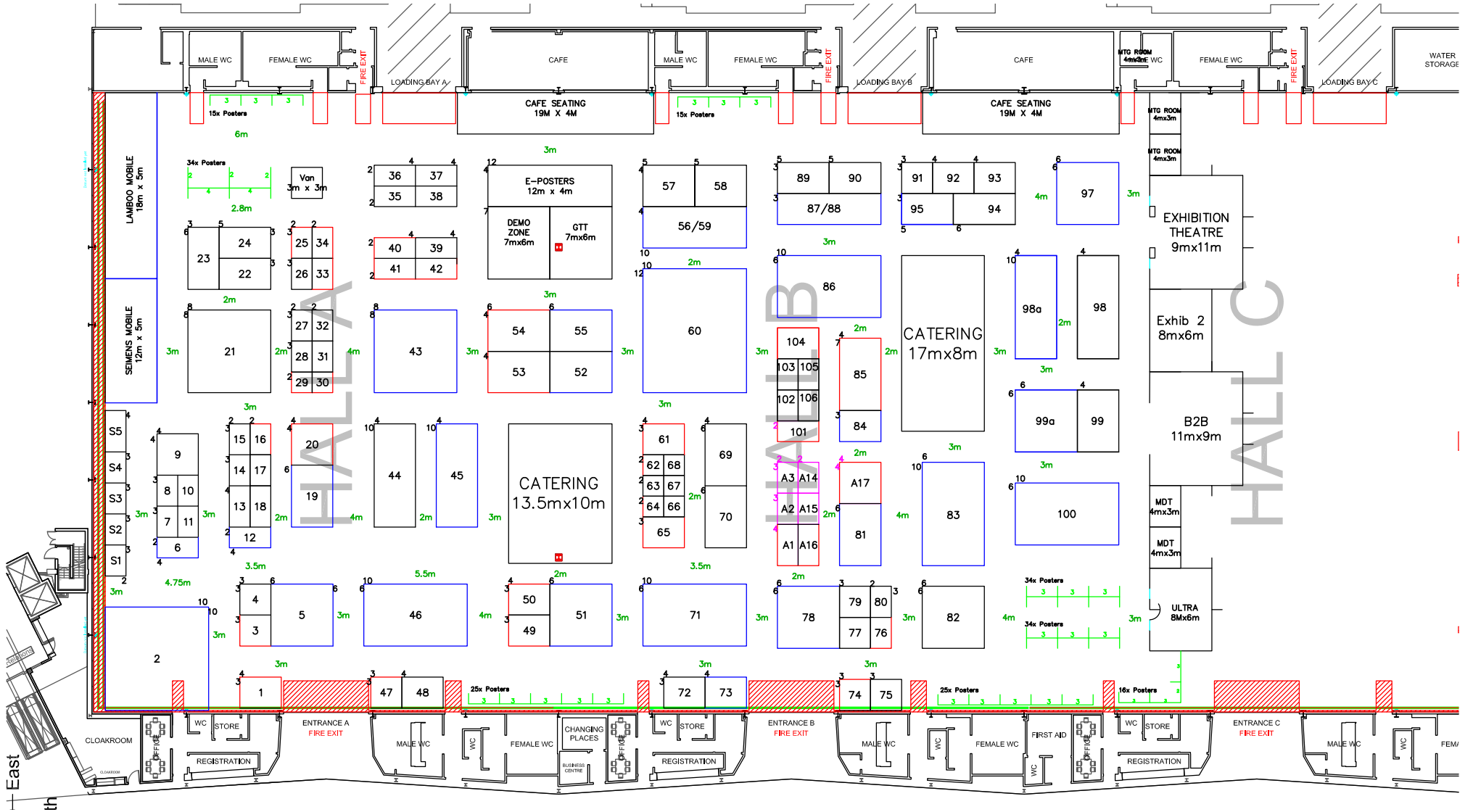
GUIDE

- 1/1a Carpet colour change
- 1b Platform flooring
- 2. Lockable store
- 3. Workbench
- 4. Dwarf wall
- 5. Slat wall panel
- 5a. Column for plasma
- 6. Muslin ceiling (white or black)
- 7. Change colour of infill panels
- 8/8a. Graphic panels
- 9/10. Shelving options
- 11. Clear wall mounted literature pockets
- 12. Coat hooks





EXHIBITION PLAN





ELECTRICS AND LIGHTING

Electrics and lighting are **not** included with any stand. All electrical work must be carried out and/or connected via our official electrical supplier - **Electrotechnik (UK) Limited**.

Mains power will only be energised after all work has been finished, inspected and tested by the mains contractor. For the remainder of the build-up the power will be turned off at **22.00**. If electrical supply is required after **22.00** or overnight on any day, please inform Electrotechnik at the time of order. If power is required on Wednesday 12 June 2019 after **14.30** a temporary main will have to be ordered.

1. It is not permissible for exhibitors own lights to be powered from a socket, except for bespoke fittings made for 'pop up' style displays, when there must be a separate socket for lighting and power.
2. No electrical wiring shall be permitted to cross aisles, walk areas on stands, or run to adjoining stands.
3. Socket load must not exceed the ordered rating.
4. Socket outlets must never be closer than 2m from a sink.
5. 4-Gang extension sockets may not exceed 2m length and 500w load. No more than one per socket. No multi-way adaptors may be used.
6. Extension leads on reels/drums/coils of flexible cable are not permitted.
7. Plug tops must comply with British Standards and be suitably fused.
8. The maximum length of flexible cable to an appliance is 2m.
9. It is a legal requirement that all plug-in items and associated wiring are PAT tested and test labels attached with certificates available for inspection.
10. All cable joints must be protected.
11. Light fittings must comply with all regulations and be suitable for their use.
12. Long arm lights must not encroach on the gangway.

All final circuit connections must be made by Electrotechnik and all power circuits must be wired and supplied by Electrotechnik. Bespoke lighting systems may be permitted, after agreement with Electrotechnik. Any fittings supplied by Exhibitors/Contractors must be suitable for use and comply with all current regulations, if they do not or are a possible fire risk they will not be energised.

Mains power to blocks of stands and open space sites will only be energised after all work has been finished, then inspected and tested by the Mains Contractor, therefore battery power tools will be required during build.

For the remainder of the build the power will be turned off at 6pm. Unavoidable interruptions to supplies are possible during build up.

24 Hour supplies are for the opening days of the exhibition only and may not be available at short notice.

All equipment will be subject to spot checks. Failure to adhere will result in electrical supplies being withheld. Any **24 hour** supplies must be pre-ordered and cannot be arranged at short notice.

Exhibitors can carry out their own electrical work but final circuit connections and power circuits must be wired and supplied via Electrotechnik. Only fully qualified/competent electricians are to be used and must adhere to:

- IEE 17th Edition Electrical Regulations
- The Health & Safety at Work etc Act 1974
- Electricity at Work Regulations 1989
- Local Authorities and applicable Acts

The contractor must use a suitable mains board (BS 7671) with a 30mA RCD, providing separate power and lighting circuits. The mains board must be accessible at all times and, if locked in a cupboard, Electrotechnik must be given a key.

IMPORTANT: Testing is a venue requirement and, if not met, the stand will not be energised.

Contractors requiring power for tools/testing purposes during build up should liaise with Electrotechnik to order a temporary supply (chargeable) or ascertain the nearest supply and length of extension lead needed.

For further details please use the download links below, call +44(0) 1637 861192 or email info@etuk.co.uk

[Downloads](#)

[SHELL SCHEME ORDER FORM](#)

[SUPPLY PLANNING FORM](#)

[ETUK TERMS AND CONDITIONS](#)

[order online](#) user name: ukrc2019 password: julian2019



IONISING RADIATION

Exhibitors are reminded that the demonstration of equipment containing any ionising radiation is not permitted within the exhibition. ULTRASOUND SCANNING OF LIVE MODELS takes into account the 1988 statement of the American Institute of Ultrasound in Medicine (AIUM) and 34 the 1992 European Federation of Societies of Ultrasound in Medicine and Biology (EFSUMB) on the clinical safety of ultrasound. Specifically, therefore, ultrasound scanning of live models is permitted subject to the following conditions:

- Live models must be discreetly and properly attired at all times and must not be used as advertising/marketing attractions.
- Live models must have given their full informed consent.
- Pregnant women must not be used.
- Children under the age of 16 years must not be used.
- Endoscopic, intracavity and intravascular scanning is not permitted.
- Pulsed Doppler examinations of both male and female reproductive organs, including the breast, are not permitted.
- Subject to the preceding restrictions pulsed Doppler examinations may be carried out provided that overall exposure times are kept to a minimum and that the time to obtain and demonstrate Doppler information from any single point in tissue is less than 30 seconds.

Further advice regarding the use of live models may be obtained from the Society & College of Radiographers on +44 (0)20 7740 7200.

RISK ASSESSMENT AND METHOD STATEMENT

ALL exhibitors are required to complete a risk assessment. Even if no risks are involved, exhibitors will need to confirm this in writing to the organisers **Shell scheme exhibitors should complete the [risk assessment template](#)**. These should be returned to valerie.bassigny@profileproductions.co.uk by **18 April 2019**

HEALTH AND SAFETY

ACC has adopted the industry wide Health and Safety [VENUE E-GUIDE](#). It is the exhibitors' responsibility to ensure that their staff and contractors are fully compliant with the mandatory requirements:

- The Health and Safety at Work Act, etc, 1974 (HASAWA74)
- The Management of Health and Safety at Work Regulations 1992
- The Manual Handling Operations Regulations 1992
- The Personal Protective Equipment at Work Regulations 1992

- The Workplace (Health, Safety and Welfare) Regulations 1992
- The Provision and Use of Work Equipment Regulations 1998
- The Control of Substances Hazardous to Health Regulations (COSHH) 1999
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995
- The Building Regulations 1991 (England & Scotland)
- Environmental Protection Act 1990
- Cinematography Acts 1909 – 1982
- Food safety act 1990 and relevant statutory provisions
- Food safety (general food hygiene) regulations 1995
- Food safety (temperature control) regulations 1995
- Health and safety display screen equipment regulations 1992
- Personal protective equipment at work regulations 1992
- Lifting operations and lifting equipment regulations 1998
- Electricity at work regulations 1989

Personnel present during build and breakdown, when dangerous construction and vehicle movement is taking place, are required to wear a hi-vis waistcoat or jacket and appropriate footwear. All portable power equipment must be used only for the purpose for which it was designed and the correct safety guards and devices must be fitted and used. Trailing power leads must be kept to a minimum and not run across gangways. Petrol powered equipment must not be used onsite. Fire exits and gangways should be kept free of obstruction at all times. Display of heaters, heat producing apparatus, naked flames, toxic and flammable substances is prohibited.

ALL exhibitors must complete and return [The Health and Safety and Insurance Declaration Form](#) to valerie.bassigny@profileproductions.co.uk by **18 April 2019**.

SECURITY

At the end of the day, when the exhibition areas are to be vacated, ACC Security will be informed so that these areas can be secured. Please ensure that your stand personnel take all personal belongings with them at the end of each day. The organisers and the venue cannot accept responsibility for any damage to and/or loss of any property introduced by exhibitors or contractors. Please ensure that all electrical equipment has been turned off before leaving the exhibition hall at the end of each day.

OVERSEAS EXHIBITORS

Exhibits from non EU countries consigned to the exhibition hall will need clearance by the local Customs Inspector. Please ring the Advice Service on **Tel +44(0) 845 010 9000** or visit



www.hmrc.gov.uk Exhibitors from overseas are entitled to reclaim the VAT paid on many costs. To get the relevant forms, please contact Inland Revenue on **Tel +44 (0)1744 621 002**. ACC cannot take responsibility for any issues exhibitors may have with HMRC.

INSURANCE

The Organisers and ACC cannot be held responsible for any loss or damage to stands, exhibits, property or equipment. Exhibitors are responsible for insuring against any legal liability incurred in respect of injury or damage to persons or property belonging to themselves or third parties. In addition to this, exhibitors should protect expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond our control. If you do not have insurance in place, Heartland Event Insurance will be able to help on **Tel +44 (0)1926 420 555**.

FURNITURE

Furniture is not included with any shell scheme or self-build stands and so must be arranged separately if required. Concept Furniture are the official furniture contractor. They have a selection of furniture and display products. You can view the range and order via the [form](#). Contact details +44 (0)1299 254097 scott@conceptfurniture.co.uk

Orders must be placed by **27 May 2019** to guarantee delivery.

The ACC also offer a basic trestle and 2 chairs package for hire – this can be ordered online via <http://orderonline.accliverpool.com/selectsop/> UKIO event ID is 17018 which must be entered so you can gain entry into the online ordering portal.

AUDIO VISUAL EQUIPMENT

Should you require any audio-visual equipment on your stand such as plasma screens, printers, projectors and laptops these can be supplied by the ACC technical team this can be ordered online via <http://orderonline.accliverpool.com/selectsop/> UKIO event ID is 17018 which must be entered so you can gain entry into the online ordering portal.
Please order 21 working days in advance of the event.

FLORAL ARRANGEMENTS

A local company **Verdure** can assist you. **Tel +44 (0) 1613 334 556** or email Kai.leek@verdure.co.uk

ukio@profileproductions.co.uk

ON-STAND CATERING

Complimentary tea and coffee will be served from the exhibition hall and there will be cash catering outlets offering hot and cold food when the exhibition is open.

On-Stand catering such as drinks and nibbles are also available to book during the event. All catering at the venue is provided by Centerplate and you are able to book directly with them for stand catering requests. Please download the [catering booking form](#) which details what is available and pricing. The contact at Centerplate is Lisa Hughes LHughes@Centerplate.co.uk, who will be happy to help. If you are looking to provide your own food or drink from an external source, this must be approved by Centerplate prior to the conference. Any requests will need to be sent directly to the Centerplate team *Should any exhibitor attempt to provide their own food, beverages or catering equipment, they will be asked to remove it or pay a facility fee for it.*

INTERNET ACCESS

Free Wi-Fi is available and is sufficient for checking emails or low level browsing only. Exhibitors are strongly advised to order a secure line for a faster, more reliable connection if intending to download large amounts of data or stream video and audio.

Various types of lines and premium Wi-Fi options can be ordered online via <http://orderonline.accliverpool.com/selectsop/> UKIO event ID is **17018** to gain entry into the online ordering portal. Please order 21 working days in advance of the event. **Late orders will be subject to a surcharge of 20%.**

LEAD RETRIEVAL AND SCANNER HIRE

Reftech are the official badge and scanner supplier to enable exhibitors to capture delegate profile information onsite. On completion of your order, Reftech will provide you with an online account where you can set up your lead qualification sheet in advance of the event. To book your scanner [please click here](#). For further information, please call Reftech **Tel +44 (0)1827 61666** or email: scanners@reftech.co.uk

CONGRESS APP AND WEBSITE ENTRY

Please send your 100 word company profile and logo to valerie.bassigny@profileproductions.co.uk. Contact details will not be included unless specified in the copy you send. Failure to provide copy by **18 April 2019** may result in your profile being omitted.



CONGRESS GUIDE ADVERTISING

If you have booked an advert in the congress guide you must submit artwork as a high resolution pdf. Please use the following format:

- Full page: 210x297mm portrait with 3mm bleed
- Half page: 148.5x210mm landscape with 3mm bleed

Failure to provide copy or artwork by **18 April 2019** may result in your advert being omitted.

DELEGATE BAG INSERTS

Delegate bag inserts must be booked and provided by **13 May 2019**. Please forward 1,000 copies to the address below and clearly mark each box with your company name:

UKIO Inserts *from <Company Name>*
c/o Profile Productions Ltd
Boston House
69 – 75 Boston Manor Road
Brentford
Middlesex
TW8 9JJ
Box ___ out of ____

Costs	
1 Insert	£795.00 plus VAT
2 inserts	£995.00 plus VAT

EMAIL FOOTER

If you wish to advertise the congress in your emails please feel free to use the email footer which you can [download](#) – just edit the PPT with your stand number and then save as an image to insert into your email footer



EXHIBITOR NAME BADGES AND EVENT ENTRY

Exhibitors will be able to register and collect their badges onsite from the exhibitor registration desk by Hall B entrance. They will be available from **13.00** on **Sunday 9 June 2019**. Exhibitors will be issued with official UKIO name badges that will allow them access to the exhibition. These badges should be worn at all times as they are the only proof that you are entitled to be in the exhibition hall. Individual company badges will not be accepted. There is no charge for these and exhibitors can ask for as many as needed for all staff who will be working on your stand.

Exhibitor badges allow entry into the exhibition, Society lectures and exhibition lecture sessions only - they **DO NOT** give access to other congress sessions. Please email names and job titles of all stand personnel to ukio@profileproductions.co.uk by **3 May 2019**.

DELEGATE CONGRESS PASSES

Any organisation with a stand space of 9m² or over is entitled to **1 free congress registration**, up to a maximum of five. This delegate pass allows access to all congress sessions.

The number of conference badges offered will depend on stand spend as follows:

Stand size m ²	No of Passes
9 – 18m ²	1
19 – 27m ²	2
28 – 36m ²	3
37 - 45m ²	4
< 46m ²	5

These badges will state your company name only, allowing them to be passed between the team on site. All transferable conference badges will be available from the exhibitor registration desk and can be collected on arrival. Please note these delegate badges include refreshments but not lunch, this is available to purchase in the Exhibition.

There is the option to assign a transferable conference badge to a named person, which will need to be arranged prior to the conference. Once it has been assigned to a named person, only that named person will be able to use the badge. They will also need to collect their badge from the main registration desk when they arrive at the venue.



EXHIBITION LECTURE SESSIONS & DEMO ZONE

This year there are various options for exhibitors to present to delegates including in the exhibition lecture theatres and live demo zone.

EXHIBITION THEATRE

Exhibition lecture sessions are first offered to our key sponsors for booking. After this, they will be released to all exhibitors. All slots are allocated on a first come, first served basis and spaces are very limited

Exhibition Lecture Theatre - 30 minute slot	£695.00 plus VAT
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DEMO ZONE

The Demo zone gives exhibitors the opportunity to present a 15 minute session in the exhibition hall, programmed during the delegate breaks when the exhibition is at its fullest. The presentation titles and times are placed in the conference programme, on the conference app, and will be displayed within the exhibition hall. Presenters will have access to a wired laptop, screen and PA system.

Demo zone - 15 minute slot	£350.00 plus VAT
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If you are interested in hosting a session, please contact sue.elcock@profileproductions.co.uk for available timings. Early booking is advised as timeslots are limited.

NEW FOR UKIO 2019

EXHIBITOR BISTRO

This 60 seat exhibitor only restaurant in the heart of the exhibition will be open 11am-3pm with full waitress service offering 2 and 3 course lunches. A chance to entertain clients or have a more relaxing lunch away from the hustle and bustle of the exhibition aisles. Email Lisa Hughes LHughes@Centerplate.co.uk with your day time and number of persons.



BUSINESS LOUNGE

This year there will be a dedicated exhibitor only business lounge – this will provide the perfect space for your all-important 1-2-1 onsite meetings (managed by our onsite concierge service). Refreshments will be available.

MEETING ROOMS

For a more private meeting there is a small boardroom built in the exhibition which can be booked for meetings free of charge for a maximum of 2 hours. Contact valerie.bassigny@profileproductions.co.uk. Or book with our onsite concierge service in the Business Lounge. There are meeting rooms within the ACC which are also available to hire, again contact Valerie on the email address above.

EDUCATION ON THE STANDS

Exhibitors are strongly encouraged to deliver CPD in short 'bite-size' lectures, demonstrations or presentations from their stand. The sessions should have some scientific content and be linked to clinical practice or techniques. CPD endorsement can be applied for which will greatly improve the attractiveness of sessions to delegates and help drive traffic to your stand. 'Education on the stands' will be promoted via email to 27,000 members of the SCoR as well as the Society's TopTalk and Student Talk e-zines which are distributed to over 7,000 radiology managers and student members.

Exhibitors who wish to apply for 'Education on the Stand' accreditation do so through SoR, via the process of CPD endorsement. More information is available on the website at <https://www.sor.org/learning/cpd/cpd-endorsement>. Exhibitors who are members of the College of Radiographers' Industry Partnership Scheme (CoRIPS) are exempt from the endorsement fee. The professional and educational administration Michele Landau michelel@sor.org can help with any specifics not covered on the web page.

Education on the Stand at UKIO is promoted through SoR print and digital media in the weeks leading up to the event. To ensure your Education on the Stand received maximum coverage, please send details (times, locations and brief information about the session's content) to publisher@synergymagazine.co.uk by **10 April**.

You will need

- The title of the session and a brief description of what it will involve
- When and where they are taking place, including your stand number
- If you want attendees to pre-book to attend your 'Education on the Stand' events and advice on how they can do this
- If the session is CPD Now endorsed or if this has been applied for



NETWORKING EVENTS

Monday 10 June – Welcome reception

The wine reception will take place in the exhibition hall on Monday evening. All attendees are invited to attend free of charge. This event will offer exhibitors an excellent networking opportunity to meet with delegates over a glass of wine.

Tuesday 11 June – UKIO Congress Dinner, hosted by AXrEM

The UKIO Congress Dinner will be held at the historic St George's Hall. The Congress Dinner is organised and hosted by AXrEM and was developed to support UKIO and its delegates. It is a fantastic opportunity to socialise with customers and other industry professionals.

Dress code: Cocktail dresses and lounge suits

Tickets: AXrEM Member Companies £200 Non-AXrEM Member Companies £220

For corporate sponsorship packages or to book a table please contact

paul.jackson@agfa.com

ACCOMMODATION

Liverpool offers a wide range of accommodation to suit all budgets and requirements with two hotels onsite and over 2000 bedrooms within 15 minutes' walk. Hotel reservations are being handled through our specialist accommodation agency, Reservation Highway who have negotiated special rates for the duration of the event.

View hotels and book at: <http://www.reservation-highway.co.uk/roc19>

Tel: +44 (0) 1423 525 599

Email: admin@reservation-highway.co.uk

Beware of Imposters and unofficial vendors

In the months leading up to the congress, sometimes exhibiting companies are contacted by individuals that claim to represent UKIO – often stating they are the “official” accommodation provider or selling advertising in fake show dailies or offering “attendee lists” for sale. Don't be tricked!

Here's what you should look for:

- Emails from UKIO will come from the domain "@Profileproductions.co.uk" – if someone contacts you from an unfamiliar domain, please check it against our list of approved suppliers or forward the email to UKIO@profileproductions.co.uk to verify.
- UKIO does not share attendee contact information so our registration lists cannot be purchased. As such, beware of any company that promises to sell you an attendee list. UKIO publishes an abbreviated list of registered attendees including their designation and affiliation 2 weeks out from the event.

TRAVEL

Liverpool is well served by rail, air and road networks. We are actively encouraging attendees to travel by public transport and large reductions in fares are available if travel is booked in advance.

DIRECTIONS BY CAR

- **For satellite navigation apps please use L3 4BX**
- **From the North** - Leave the M6 at junction 26 and follow signs for M58 Liverpool. Follow to end of M58 and then take signs for A59 Liverpool. Continue to follow Liverpool City Centre until picking up signs for the Waterfront. The Liverpool Waterfront Car Park is signposted 'Waterfront' on the city wide 'available spaces' signage.
- **From the South** - Leave the M6 at junction 21A and take the M62 to Liverpool. At the end of the M62 follow signs for Liverpool City Centre along Edge Lane, picking up and following signs for Waterfront. The Liverpool Waterfront Car Park is signposted 'Waterfront' on the city wide 'available spaces' signage.
- **From Wales, Wirral and the M25:** Leave the motorway at Junction 3 signposted Birkenhead and follow the A552 for the Birkenhead (Queensway) Tunnel and Liverpool City Centre. Follow the Waterfront signs on the 'available spaces' signage found throughout the city.

BUS AND COACH

- Many local buses call in at either Queen Square bus station which is a 15 minute walk or shuttle bus connection also the Liverpool ONE Bus Station, which is only a five minute walk away from the ACC Liverpool.
- Queen Square bus station, James Street rail station and Liverpool ONE Bus Station are all linked by City Link Route C4 shuttle bus. This services operates every 30 minutes, seven days a week between the times of 7am-8pm. Merseytravel prepaid tickets, National Concessionary bus passes and Arriva day tickets are valid on this service.

TRAIN

- **Travelling by train with a group of 3-9 people?** Virgin Trains are offering discounts of 20% off advance fares for small groups on the Virgin Trains part of your journey. For more details go to www.virgintrains.co.uk/tickets-offers/group-travel/
- Trains run hourly from London Euston to Liverpool Lime Street taking just over two hours. Links from all other cities run to Liverpool Lime Street. Liverpool Lime Street station is a short bus-ride or taxi away from ACC Liverpool

AIR

- The nearest airport is the Liverpool John Lennon Airport offering links to many major European cities. The ACC is a 20 minute taxi ride away. Manchester Airport has a direct rail link to Liverpool and the journey takes around an hour.



TIPS AND ADVICE FOR A SUCCESSFUL EXHIBITION

Now that you have booked your stand, we would like to ensure that you get the most out of your investment in the exhibition and maximise the number of delegates you will meet, so you might like to consider some of the following points:

PRE EVENT

- Ensure you have clear and achievable objectives
- Ensure you have fully briefed your onsite team and drawn up a staffing rota
- Have procedures in place for measuring your success against your objectives
- Allow plenty of time for designing your stand, particularly if you need to appoint a stand designer
- Tell clients, press, colleagues and guests that you are exhibiting via your website, advertising or direct mail
- Put an incentive scheme in place for your onsite team as this can help encourage sales
- Consider sponsorship opportunities to increase your exposure and stand out from other exhibitors
- Literature in delegate bags or advertising in the congress guide are effective ways to highlight your products or services and draw delegates to your stand
- Consider including an office or demonstration area for a more relaxed space to talk to delegates
- A moving exhibit attracts attention so consider including lighting or audio-visual displays on your stand
- Use twitter **#UKIO2019** to let delegates know where you are and what you are doing

DURING THE EVENT

- Have free samples, branded gifts or literature on display
- Provide complimentary drinks or food from your stand
- Run competitions or free prize draws
- If you are launching a new product or service ensure that you label this on your stand
- Wear name badges at all times so delegates know who they are talking to
- Ask delegates to complete an enquiry form so you can collate contact details and follow up later or book a scanner for lead retrieval
- Add 'fluffies' to your stand such as sweets, chocolates or flowers
- Ensure you have clear and consistent branding and keep messages brief
- Use lots of bold images, photos, logos and large text
- Use twitter **#UKIO2019** to let delegates know where you are and what you are doing

POST EVENT

- Collate new leads and follow up within two weeks of the show
- Draw up a report on any research carried out
- Report your experience to media, colleagues, staff and guests
- Evaluate your achievements against your objectives

We look forward to welcoming you to Liverpool in June!