



## Exhibitor Guide

Grand Hall Olympia, London UK  
1-3 May, 2012

Event Operations & Marketing Manager: Lucinda Springett  
Telephone: +44 (0) 207 579 4867  
Email – General Enquiries: [lucinda.springett@ubmaviation.com](mailto:lucinda.springett@ubmaviation.com)

# EVENT REGISTRATION

## SECTION MENU

- **REGISTER YOUR STAFF**
- PICKING UP YOUR BADGE(s)
- MEET THE BUYERS
- HOTEL ACCOMMODATION

## DEADLINES

Deadline	Before this Date	Completed
Register Conference Delegates (Early Bird Rate)	Friday 24 <sup>th</sup> February	
Book Hilton Kensington Hotel at Special EXPO Rate	Saturday 17 <sup>th</sup> March	
Inform us of any change to your nominated person to book Meet the Buyers meetings	Friday 23 <sup>rd</sup> March	
Book Hilton Hotel at Special EXPO Rate	Sunday 1 <sup>st</sup> April	
Book K-West Hotel at Special EXPO Rate	Monday 2 <sup>nd</sup> April	
Register VIP and non-VIP Exhibitor Passes	Friday 20 <sup>th</sup> April	
Buy a Day One Conference Pass or Conference Workshop Floating Pass	Friday 20 <sup>th</sup> April	

## REGISTER YOUR STAFF

Friday 20th April

There are 4 ways to attend ap&m europe; Visitor, Delegate, Exhibitor or VIP Exhibitor. Register your staff via our online registration system using the links below

**VIP EXHIBITORS & EXHIBITORS** <http://www.exporeg.co.uk/visit/sites/ubm/apm/12/vis/login.asp>

Your exhibiting package includes a set number of VIP Exhibitor badges and an unlimited number of NON-VIP Exhibitor badges. Please check your Exhibitor Booking Overview sheet for information on how many VIP Exhibitor badges are included in your package.

The main exhibitor contact will be sent an email with your registration system log in details. If you do not receive this or need these details sent to someone else please contact [sinead.harvey@ubmaviation.com](mailto:sinead.harvey@ubmaviation.com)

**Exhibitor Pass****FREE, unlimited**

As a (NON-VIP) Exhibitor the attendee gets access to the Exhibit Hall only, both throughout the show days and during set-up/break-down periods. There is no networking or conference access with this badge type

**VIP Exhibitor Pass****Extra passes £100 +VAT**

A VIP-Exhibitor gets access to the Exhibit Hall, VIP Lounge, two social evening receptions, Meet the Buyers networking sessions and free refreshment breaks with Conference Delegates each morning, free coffee during the show and a free lunch each day of the show. No conference access

**Conference Workshop Floating Pass****£325 + VAT**

As an Exhibiting Company you can purchase a Conference Workshop Floating Pass to enter the Conference Workshops on Wednesday 2<sup>nd</sup> and Thursday 3<sup>rd</sup> May. This pass gives any VIP-Exhibitor access to the workshops. The pass can be shared among your VIP Exhibitors, however only one VIP Exhibitor can be using the pass at any one time. This pass cannot be used by NON-VIP Exhibitors

**Day One Conference Pass****£325 + VAT**

The ap&m europe conference is now a 3-day event. On Tuesday 1<sup>st</sup> May there will be a plenary conference at the Hilton Olympia hotel. A Day One Conference pass will give you access to the first day of the conference, including a sit down lunch with fellow Delegates and Airlines.

**PURCHASE PASSES** <http://www.exporeg.co.uk/visit/sites/ubm/apm/12/vis/login.asp>

If you wish to purchase additional passes either select them on the Main Stand Contact page of the registration site or email [sinead.harvey@ubmaviation.com](mailto:sinead.harvey@ubmaviation.com) your requirements.

**OTHER ATTENDANCE TYPES****Visitor**

This badge is free but ONLY gives you access to the exhibit hall during visitor hours <http://www.exporeg.co.uk/visit/sites/ubm/apm/12/exhibitor/login.asp>

**Conference Delegate****Early Bird Rate: £849 + VAT until February 24<sup>th</sup>**

A Conference Delegate gets access to the 3-day conference stream and workshops, the exhibition hall, two social evening receptions, the Meet the Buyers networking sessions, free refreshment breaks in the VIP Lounge, and a sit down lunch with Airline Buyers each day. [www.registrationlink.com](http://www.registrationlink.com)

## PICKING UP YOUR BADGE(S)

The main exhibitor contact will be sent an email with all the barcodes for your registered staff. Each individual registrant will also receive an email with details about how to pick up their badge.

You will not receive physical badges in the mail

To print your badges you will need your admin email or your staff should bring their badge email.

If they are travelling and cannot print their badge email, tell them to make a note of their badge number and a member of staff will help them print their badge.

### Pick up your badge during these hours

<b>Tuesday 1<sup>st</sup> May</b>		
Day One Conference Pass <i>Hilton Olympia Hotel</i>	<ul style="list-style-type: none"> <li>Day One Conference Pass</li> <li>Delegate Badge</li> </ul>	8.15am – 5pm
Exhibitor Set Up Olympia Grand Hall Registration Foyer	<ul style="list-style-type: none"> <li>VIP Exhibitor Badge</li> <li>Exhibitor Badge</li> <li>Conference Workshop Floating Pass</li> </ul>	2pm – 5.30pm
Welcome Reception <i>Royal Garden Hotel</i>	<ul style="list-style-type: none"> <li>VIP Exhibitor Badge</li> <li>Exhibitor Badge</li> <li>Delegate Badge</li> </ul>	7.30pm – 9.30pm

<b>Wednesday 2<sup>nd</sup> May</b>		
Exhibit Hall	<ul style="list-style-type: none"> <li>VIP Exhibitor Badge</li> <li>Exhibitor Badge</li> <li>Delegate Badge</li> <li>Conference Workshop Floating Pass</li> </ul>	8am – 4pm
Visitor Hours – last admission 4pm	<ul style="list-style-type: none"> <li>Visitor Badge</li> </ul>	9.30am – 5pm

<b>Wednesday 2<sup>nd</sup> May</b>		
Exhibit Hall	<ul style="list-style-type: none"> <li>VIP Exhibitor Badge</li> <li>Exhibitor Badge</li> <li>Delegate Badge</li> <li>Conference Workshop Floating Pass</li> </ul>	8am – 4pm
Visitor Hours	<ul style="list-style-type: none"> <li>Visitor Badge</li> </ul>	9.30am – 3pm

## MEET THE BUYERS

If you are participating in Meet the Buyers one-on-one meetings with Airline & MRO Buyers your Exhibitor Booking Overview sheet will indicate how many meetings you have.

Even if you are a long standing exhibitor to the show, please read the information below as there were a number of changes made in 2011, with **the most notable changes being a staggered release of meeting slots and the addition of potential bonus meeting slots.**

### Schedule

Unlike previous years when there has been a single 'Go Live' Date, this year there will be Four key dates.

1. Monday 16<sup>th</sup> April – the first wave of meeting slots will be available for booking. All exhibitors may book half their total number of slots at this point. If you have an odd number of slots, your allocation in the first wave will be rounded up, e.g. with 7 slots in total, you will have 4 available in the first wave.
2. Thursday 19<sup>th</sup> April – the second wave of meeting slots will be available for booking. All exhibitors will be able to book the remainder of their slots, plus any that they didn't utilise for the first wave.
3. Tuesday 24<sup>th</sup> April – dependent on how many buyers we have managed to secure by this point, a third and final Wave of bonus meeting slots will be released
4. Thursday 26<sup>th</sup> April – At the end of the working day in the UK (5pm) the advance booking system will close. Anyone with unused slots at this point will have a further opportunity to use them on-site at Olympia.

The timing of each of the waves will be early afternoon UK time, maximising the opportunity for everyone to have an equal stab at securing that all important meeting.

Our aim with these changes is to maximise the benefit that EVERY exhibitor receives from their allocated number of meeting slots, and to share the benefits of any 'additional' airline attendance such that no potential meeting goes to waste. This will also have the added benefit of hopefully minimising any large 'holes' in the meeting diaries of airlines and thereby reducing the temptation for them to wander off when they have nothing to do, making them late or even missing meetings scheduled towards the end of the day.

### No-shows & re-booking

In recent years we've made great strides in reducing the no-show rate for airlines. A re-registration system where they have to confirm and affirm that they will be taking part, plus a system of 'fines' for attending the conference but then failing to show up for meetings resulted in our lowest ever no-show rate last year. The recent addition of an Airline Relationship Manager to the team, whose sole task is to look after the airlines, make sure they are completely up to speed on the procedures and ensure they turn up should lower this number even further, but there will still inevitably be some no-shows. In recent years we've attempted to re-book those meetings with other airlines which are there but which have holes in their schedules. This will not happen this year. The addition of the bonus meetings in the third wave means there will be far fewer holes available, and anyone who utilises these bonus slots in the third wave will already have received more than their originally allocated number of meetings. By not allowing re-booking, we can free up staff to chase down airlines who we know are at the show but for whatever reason are not sat at their tables at the appointed times.

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## System Log-ins

Each Exhibitor should by now have nominated a single person to receive the Meet the Buyers login and password. If you haven't done so, then these details will be sent by default to the person registered with us as the key contact for managing your booth at the show. At the beginning of April each of these people will be sent their individual links to the system, log-ins and passwords. The registration system will have an FAQ page to show you how it works. The system will go live for everyone at the same time when each wave is released – all bookings are first come first served.

If you wish to change who arranges these meetings please email [lucinda.springgett@ubmaviation.com](mailto:lucinda.springgett@ubmaviation.com) before Friday 23<sup>rd</sup> March. The person who books your meetings does not have to also partake in the meetings – any VIP badge holder from your company may take a meeting.

## Advance Buyers List

The nominated organizer will also receive a list of Buyers registered to date. In 2012 this information will also include operating information for the airline.

## Words of advice

Irrespective of whether you have been doing this for years, or it's your first time at this 'speed dating' form of networking, please bear the following advice in mind:

*"The purpose of a meeting is to get another meeting"* – you only have 10 minutes and at least 2 of that will be taken up with introductions and the civilised pleasantries of business. Using the remaining time to 'pitch' your business/product/service is probably going to be counterproductive. Use your time wisely:

- Establish if the person you're dealing with has any connection to the decision making / supply chain of what you have to offer. If they don't, do they know who does and can they effect an introduction. If they can – job done and mission achieved. If they can't, get an introduction to the most senior person they're willing to share with you and follow up another day.
- If they are involved in the decision making / Supply Chain, are they locked into any long term agreements which would make further discussion pointless at this time? If they are, at least you know and you've made a useful contact for the future. If they aren't (or if they are due for renewal soon). Make arrangements to follow up at a later date – job done and mission achieved.
- Avoid the "I'm not bothering with him, he's the wrong job title/division/function" fallacy. You only have ten minutes – your goal is to be able to follow up with them after the show. So what if he's in Line maintenance and you sell MRO software, or he's in Repair Warranty management and you offer Heavy Maintenance Services. There's a very good chance they'll know someone who'll know someone who can help you.
- With anything up to 100 Buyers and 300 Vendors expected, generating up to 1,800 meetings, we cannot 'police' every meeting – we rely on all of you to behave in a fair manner and to some extent police yourselves.
- When your meeting ends (there will be screens up and a speaker system to inform you of each slot change), please leave the table as others will almost certainly be waiting.
- If someone is sat talking to your Buyer during one of your time slots, KICK THEM OUT (politely). They may be over running, they may have gotten their schedule mixed up, or they may have opportunistically sat down when they thought no one was going to come. Whatever the reason, if it is your meeting, take it. If they refuse to budge, or claim that they have the slot and you are in error, you can call on one of our staff to help.

## HOTEL ACCOMMODATION

We have negotiated a special EXPO rate at some of the nearby hotels. Details of how to book at the negotiated rate are below.

→ 0.2 miles [Hilton London Olympia](#) **Sunday 1<sup>st</sup> April**

380 Kensington High Street, London, W14 8NL  
Tel: 44 (0) 207 856 1925, Fax: 44 (0) 207 856 1906

We have negotiated room rates on the nights of 1<sup>st</sup> and 2<sup>nd</sup> May

To book a room at the Hilton Olympia please use the link below  
[http://www.hilton.com/en/hi/groups/personalized/L/LHROLHN-AUBM-20120501/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/L/LHROLHN-AUBM-20120501/index.jhtml?WT.mc_id=POG)

Rates: Double/Twin or Single Occupancy £164  
Double Deluxe Room £189

Rates include breakfast and are exclusive of VAT

→ 0.5 miles [K West Hotel & Spa](#) **Monday 2<sup>nd</sup> April**

Richmond Way, London, W14 0AX  
Tel: 44 (0) 208 008 6600, Fax: 44 (0) 208 008 6650

We have a special discount rate from 30th April to 3rd May

Single Occupancy £157  
Double/Twin Occupancy £177  
Deluxe Double / Twin Room £197

Those prices include VAT and breakfast (either Continental Breakfast at the K-West hotel, or a carry-out breakfast box if you're running late)

The booking reference code is "Airline Purchasing 12". To book contact Georgina Ainsworth on +44 (0) 20 8008 6605 or email her at [ga@k-west.co.uk](mailto:ga@k-west.co.uk)

→ 1 mile [Hilton Kensington Hotel](#) **Saturday 17<sup>th</sup> March**

179-199 Holland Park, London, W11 4UL  
Tel: 44 (0) 207 603 3355, Fax: 44 (0) 207 605 7675

We have a special discount rate for the 1st - 4th May

Single Occupancy £183 plus VAT  
Double/Twin Occupancy £193 plus VAT

Inclusive of Breakfast

Guests can quote the above code and book through

- Our website: [www.hilton.com/kensington](http://www.hilton.com/kensington) (in the promotional code write GUBMA)
- Our central reservations: 0870 5 90 90 90 (from the UK) / 00800 4445 8667 (Outside the UK)