



AIRLINE PURCHASING & MAINTENANCE EXPO

Exhibitor Guide

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

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INTRODUCTION & EVENT OVERVIEW



UBM Aviation

Dear Exhibitor

Welcome to your Exhibitor Pack!

You should have already received your Exhibitor Booking Overview, with details of your exhibit package. If you have not received this please email lucinda.springgett@ubmaviation.com.

Please ensure that this manual is read thoroughly.

This manual is split into six sections:

- Event Overview
- Organising the Booth
- Event Registration(including Meet the Buyers)
- Marketing
- Attendee Guide

Each section can be downloaded separately and you will notice that information may be repeated if it is relevant to multiple sections. We strongly urge that you give this manual, or the relevant section, to those having responsibility for participation in the show.

On Pages 4 & 5 you will find a full schedule for the event. When changes to this schedule are made we will update the manual downloads from the website and post a message on the Exhibitor Manual page, as well as alert you in Colin Hall's next Exhibitor Update Newsletter

On Page 7 there is a checklist of deadline dates. You can use this sheet to tick off tasks as you complete them. The mandatory tasks are highlighted for your attention. Unfortunately, if these deadlines are missed it could result in exclusion from the EXPO Guide, given out to all attendees, or even prevent you from being permitted on site.

Some of the tasks have forms that can be filled out & faxed or emailed back either direct to the contractor or to the organizers. Other tasks need to be completed online; there are links included in the manual to direct you to the correct web page.

The services and contractors listed are the recommended show contractors; some of these companies have the monopoly distribution at Olympia, and their section will be labeled as such. We advise you use the recommended contractors for efficiency and ease during the set up & break down periods.

All order forms and tariff sheets are at the back of each section and can be downloaded from the Exhibitor Zone homepage.

Should you have any questions, please do not hesitate to contact myself or your account manager. We will be happy to assist you in any way we can

Kind Regards



Lucinda Springgett
Event Operations & Marketing Manager

EVENT SCHEDULE

Below you will find all the dates & times for the event. Please be aware that some of the times may be subject to slight changes. When changes to this schedule are made we will update the download from the website and post a message on the Exhibitor Manual page, as well as alert you in the next Exhibitor Update Newsletter

Monday 30th April	
Contractor Build Period <i>please contact us to confirm that your contractor requires access</i>	9am – 6pm

Tuesday 1st May	
Contractor Build Period please contact us to confirm that your contractor requires access	8am – 9pm
Conference plenary sessions, Hilton Hotel	8.15am – 5pm (timings TBC)
Exhibitor Set Up Period	2pm – 7pm
Badge Collection	2pm – 5.30pm
Meet the Buyers bookings / changes	2.30pm – 5.30pm
Welcome Reception at the Royal Garden Hotel <i>Delegates, Speakers & VIP badge holders ONLY</i>	7.30pm – 9.30pm

Wednesday 2nd May	
Access to the exhibit hall for Exhibitors & Contractors for set up. <i>No deliveries will be brought to the stand after 9am</i>	8am – 9.30am
Morning Refreshments in the VIP Lounge	8.15am
Conference Workshops	9am – 5pm (timings TBC)
Visitor Hours	9.30am – 5pm (last admission 4pm)
Meet the Experts Seminars & Airline Briefings	10am – 5pm (timings TBC)
Meet the Buyers session 1	2pm – 3.30pm
Refreshments in the VIP Lounge	3.30pm – 4pm
Meet the Buyers session 2	4pm – 5.30pm
Reception in the Exhibit Hall <i>Delegates, Speakers & VIP badge holders ONLY</i>	5pm – 7pm
The ATEM Awards Gala Dinner, sponsored by Engine Lease Finance Company (ELFC) Tickets Booking Form	7.30pm

Thursday 3rd May	
Access to the exhibit hall for Exhibitors & Contractors for set up. <i>No deliveries will be brought to the stand after 9am</i>	8am – 9.30am
Morning Refreshments in the VIP Lounge	8.15am
Conference Workshops	9am – 5pm (timings TBC)
Visitor Hours	9.30am – 3pm
Meet the Experts Seminars & Airline Briefings	10am – 5pm (timings TBC)
Meet the Buyers session 3	11.30am – 1pm (timings TBC)
Break Down Period	3pm – 9pm

ap&m europe deadlines

Download your Exhibitor Manual from www.apmexpo.com/EZONE



You should think about...!

Before this date

Manual Section

Done!

Complete Website Company Profile

ASAP

Marketing



EXPO Guide Profile Submission

Friday 24th February

Marketing



Early Bird Conference Delegate Rate

Friday 24th February

Event Registration



Advert in EXPO Guide (purchase)

Friday 9th March

Marketing



Hilton Kensington Hotel at Special Rate

Saturday 17th March

Event Registration



Logo in EXPO Guide

Friday 9th March

Marketing



Advert in EXPO Guide

Friday 9th March

Marketing



Custom Build Plans & Risk Assessment

Friday 23rd March

Organising the Booth



Hilton Olympia Hotel at Special Rate

Sunday 1st April

Event Registration



K-West Hotel at Special Rate

Monday 2nd April

Event Registration



Furniture & Electrics, Stanco

Friday 6th April

Organising the Booth



Telephone & Internet Orders, EForce

Sunday 8th April

Organising the Booth



Upgrading to Deluxe Shell Scheme

Friday 13th April

Organising the Booth



Shell Scheme Risk Assessment

Friday 20th April

Organising the Booth



Register VIP and non-VIP Exhibitor Passes

Friday 20th April

Event Registration



Conference Workshop and Day One Pass

Friday 20th April

Event Registration



Audio Visual Orders, Blitz

Tuesday 24th April

Organising the Booth



Read Venue H&S and Evacuation info

Pre-Show

Attendee Guide



Booth Catering Orders, Leith's

Pre-show & On-site

Organising the Booth



Deliveries & Freight, Agility/ICD

Pre-show & On-site

Organising the Booth



Please note that if you do not complete orders by the deadline date you may incur a surcharge

Got a question? Contact Me...

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