

The BIG Futures Show

Exhibitor Manual 2018



Tuesday 24 April 2018
Eastbourne Sports Park, Eastbourne
www.bigfuturesshow.org.uk

Last updated 5 October 2017

Thank you for exhibiting at the BIG Futures Show 2018. This manual is your essential guide to help you prepare for the Show.

Show Team

Your key named contacts are listed below but in the first instance email hello@bigfuturesshow.org.uk with any enquiries.

Tim Sorensen	tim@eastbournebp.org.uk	07890 388624
Kerry Barrett	kerry.barrett@lewes-eastbourne.gov.uk	07951 480996

Venue Address

Eastbourne Sports Park
Cross Levels Way
Eastbourne
BN21 2UF

To Confirm Your Booking

Make sure you have fully completed your booking form and submitted a print quality (300 dpi) logo 200px square as a jpeg (unless previously supplied) to hello@bigfuturesshow.org.uk.

Your booking will be publicly confirmed on the Show's website and social media accounts. The Show team will verify your stand number and size.

To be included in the Show Guide the deadline for booking and submitting your logo is Friday 16 February 2018.

Make your Stand Interactive

A key aim of the event is for visitors to have an interactive hands-on and inspiring experience. In return, you're more likely to be remembered.

The best ideas will be promoted in the run up to the Show via social media to help with promotion. Do let us know what you plan to do.

Visitors will be voting for the best stand. The winner will get a free standard 4m² exhibitor stand at BFS 2019.

Also aim to treat your stand as a window display of your business with a clear message on what services and products you offer. Use 'student friendly language' on signage and to explain what your business does. Visitors to previous Show's tended to walk past stands where this wasn't clear.

Freebies such as pens and mugs are valued as a way to draw visitors in, although wristbands are not liked by schools.

Your Space

Each stand can have access to one power point at an additional cost of £25 plus VAT (no charge for sponsors). If you require extra power points or anything more than 230 volts then make this clear on your booking form.

If you need power, you will need a 5m extension lead.

- Make sure it is in good condition, the cable is not damaged and it is correctly fused.
- Do not use leads wound on a drum - uncoil them.
- Do not trail leads across walkways or emergency exits.

There will be no chairs but there will be a breakout area for exhibitors only.

5ft x 2.5ft trestle tables will be available for all exhibitor and charity stands (not market place). White paper tablecloth will be available but for a more professional look please bring your own.

There is no wall space to stick any materials too.

Your stand number will be sign-posted at your designated space.

Any food or drink offered to delegates must be for sampling purposes only and is subject to completing a Food Waiver Form for gaining venue permissions. All food and drink for sampling must have its ingredients and allergens clearly labelled. Please advise organisers of any demonstration catering arrangements beforehand.

Sponsors floor space allocation is 8m² (4m x 2m). Exhibitor and charity exhibitor space allocation is 4m² (2m x 2m). Market place exhibitor space allocation is 2m² (1m x 1m). On arrival your space will be marked out but don't expect that to last beyond set up. Please do not spill onto adjacent spaces or into the aisles.

Extra floor space can be negotiated.

Event Timetable

Setting Up and Breaking Down

You can set up on Monday 24 April between 12pm – 5pm, and Tuesday 25 March between 8am-9am.

You can breakdown your stand on Tuesday 25 April between 4.45pm and 6pm, and Wednesday 26 March between 8am to 12pm.

As with any exhibition, access for setting up and breaking down is restricted and will be in demand. Please note space here is limited so will necessitate quick drop off/collection (following complete breakdown) and immediate removal of vehicle(s). We ask you not to assemble or dismantle while there are visitors in the building and only start removing materials once the halls have been cleared of visitors.

Opening Times

The Show is targeted at Year 10 and 11 and college students with their school or college but also students as general visitors; teachers and career advisors; parents, carers and guardians; and anyone looking for work or training are welcome too. The Show is open to all visitors between 9.30am-4.30pm.

Entry with Show Guide costs £3 (individual or family). Schools and colleges need to contact the Eastbourne Education Business Partnership direct to organise group bookings.

The final schedule of school bookings and numbers will be shared with you before the event to allow you to plan appropriate cover for your stand.

What to Expect on the Day

Each exhibitor will receive a Day Pack which will contain blank name badges, a pen, a Show Guide and the final exhibitor sitemap.

Show Hosts from Sussex Downs College will be on hand again on the day to help you with setting up and familiarisation of the venue.

Parking

Exhibitors can park on the tarmacked area of the running track. Please observe any restrictions on the day.

Catering

Exhibitors are invited to partake of a bacon roll and a tea or coffee before the show starts (available only between 08:15 – 09:30). The Sponsor of the breakfast will be confirmed.

Complimentary tea and coffee is available to exhibitors during the course of the day. If another beverage is preferred, exhibitors will have to pay the difference between a complimentary tea or coffee at a value of £1 and the other item.

There will be a pay as you go café on site and Sainsbury's is a short walk or drive away.

Wi-Fi

There is free Wi-Fi at the venue. Log in details can be provided on the day from the Show team help desk in the reception or Show Hosts.

Cleaning

Rubbish bags will be provided. Please help us and use them for your own and any rubbish that collects near your space. Leave them for collection by the exit door as you leave.

Safeguarding

Do not ask students to give you their personal contact details. They can have yours, they are in the guide, or you can contact them through their school or if they are with parents through them.

Do not take or use specific photos of children without permission or guidance.

BFS Extra

For 2018, the Show is offering something a little 'extra' again. BFS Extra is taking place on Tuesday 20 March 2018 starting at 2.30pm at The View Hotel, Eastbourne and is a pre-show event to bring together exhibitors and educators to ensure both are prepared for the actual Show.

BFS Extra is free to exhibitors, 2 tickets for an exhibitor stand and 1 for a marketplace or charity stand. Others not exhibiting at BFS are welcome to attend at a fee of £25 plus VAT per delegate.

The full programme will be available on the official website early 2018.

Marketing Toolkit

We encourage exhibitors to promote their involvement in the Show for the mutual benefit for all. Once your booking is confirmed do share the good news with your colleagues, clients and social media connections. There are plenty of things you can do to promote your presence and help attract visitors to your stand such as:

- Put a website button or text on your website
- Include editorial in your newsletters or internal communications
- Put the event logo and your stand number on your email signature leading up to the event
- Promote your attendance at other events in the lead up, distributing posters and leaflets that can be requested from the Show Team
- Ask your PR person to send out details to their media contacts

- Include interesting details about your stand in your social media campaign via Facebook, LinkedIn, Instagram or Twitter

You can also follow the BIG Futures Show on Facebook and Twitter.

Facebook: BIGFuturesShow Twitter: BIGFuturesShow #BIGFS2018

Generic marketing text is available below for your use.

The BIG Futures Show

The annual 'BIG Futures Show' is set to return to Eastbourne on Tuesday 24 April 2018.

The Show is the largest employability and skills event in the area and is aimed at students from across East Sussex as well as parents and anyone looking for work or training.

All 1,500 plus visitors will experience an interactive and inspiring Show but pre-booked student groups will benefit from a preparation pack and follow-up materials. This is to ensure that students get the most out of the Show, and ultimately guide them toward their 'BIG Future'.

"I really enjoyed my visit, there was a real buzz about the place and I got some great information that is going to help me choose my career path", said one student after visiting the Show.

Student groups, parents and other visitors, and exhibitors can find more information at www.bigfuturesshow.org.uk.

The BIG Futures Show is organised by the Eastbourne Education Business Partnership in association with Eastbourne Borough Council and Sussex Downs College.

Facebook: BIGFuturesShow

Twitter: BIGFuturesShow #BIGFS2018

Terms and Conditions of Booking

The terms and conditions of booking are available on the official website.