

21 & 22 MAY 2024

HILTON BIRMINGHAM METROPOLE

Exhibitor Manual



Venue information

Hilton Birmingham Metropole

NEC, Pendigo Way, Birmingham B40 1PP

Just off the M42, connected to the NEC and within walking distance of Resorts World Arena. Birmingham Airport BHX and Birmingham International Rail Station are just two miles away.

Parking is available at the front of the hotel. You can pre-register your number plate online [here](#) or pay at the hotel. Use event code: 'GOOGP' for a discounted rate.

During build/breakdown, vehicles arriving to load/unload should use the barrier intercom to contact Security, who will guide them to the appropriate loading door.



Growing our company as a force for good

At IVC Evidensia, caring is what we do and it's who we are. We work to protect the health and happiness of customers and their pets, while reducing our impacts to help promote a cleaner and more sustainable environment. Our Positive Pawprint strategy helps us to do this.

In line with our *Caring for Planet* pillar, we will be providing complimentary local and secure storage for our partners attending both our UK Leaders' Forum (21-22 May) and Graduate Academy Congress (5-6 June) at the Hilton Birmingham Metropole.

[SB Global Logistics](#) will collect your kit directly from your stand during the UK Leaders' Forum breakdown on Wednesday 22 May and transport it to a secure warehouse in the Midlands. It will be stored safely before being returned to your new stand location during the Graduate Academy Congress build on Tuesday 4 June.

Times and dates

Monday 20 May – Build Day

10:00 – 15:00 Space only build

15:00 – 20:00 Stand dressing (space only and shell scheme)

Tuesday 21 May – Day One

Palace and Kings open to exhibitors from 08:00

09:00 – 09:45 Delegate registration and refreshments in Palace and Kings

10:00 – 12:50 All delegates in Monarch theatre

12:50 – 13:45 Delegates in breakout sessions, including exhibition

13:45 – 14:45 Lunch in Palace and Kings

14:45 – 15:35 All delegates in Monarch theatre

15:35 – 17:35 Delegates in breakout sessions, including exhibition

17:00 – 18:00 Partner's drinks reception in Millers Bar

19:00 – 00:00 Gala dinner and Brilliant People Awards ceremony

Wednesday 22 May – Day Two and Breakdown

Palace and Kings open to exhibitors from 08:00

08:30 – 08:45 Delegate refreshments in Palace and Kings

09:00 – 10:40 All delegates in Monarch theatre

10:40 – 13:50 Delegates in breakout sessions, including exhibition

13:50 – 14:30 All delegates in Monarch theatre

14:30 – 15:30 "Grab and Go" lunch in Palace and Kings

15:30 – Breakdown

**Exact timings subject to minor change*

Partner's Drinks Reception

17:00-18:00 | Millers, Hilton Birmingham Metropole

On Day One, partners are invited to attend a drinks reception and company update, hosted by Duncan Phillips and Phil McNally. Please note, invitations are limited to one per partner due to space constraints.

Gala dinner

Our diamond, platinum and gold packages include tickets to the Brilliant People Awards and gala dinner. The dress code is Dress to Impress. This includes (but is not limited to) cocktail and black tie.

Accommodation

The Hilton Birmingham Metropole is fully booked from 20 - 21 May, however there are plenty of hotels in the area within walking distance of the venue.



Exhibitor badges

A form will be sent to you to obtain these details closer to the event. Badges will be delivered to your stand on Build Day.

Badges per package			
Silver	2	Inclusive of Brilliant People Awards ticket	X
Gold	3		✓
Platinum	4		✓
Diamond	6		✓

Pre-event delivery of items

If you wish to send any items ahead of the event, please note that smaller items can be delivered from Friday 17 May. Larger items such as pallets may be refused if they arrive earlier than Monday 20 May. A delivery label can be found on the [webpage](#).

Silver stands

Included in the silver package is a 2x4 shell scheme stand with trestle table, 2x chairs, nameboard and essential electrical package included. Overall height of stand 2.5m.

Gold stands

Included in the gold package is a 2x6 shell scheme stand with trestle table, 2x chairs, nameboard and essential electrical package included. Overall height of stand 2.5m.

Platinum stands

Included in the platinum package is a 6x4 space only stand or 6x2m shell scheme stand. For stands over 3m high, please contact Hilton events team.

Diamond stands

Included in the diamond package is a 6x4 space only stand. For stands over 3m high, please contact Hilton events team.

Room heights (m)	
Palace	4.3
Kings	4.6

Electrics

Shell scheme packages include an essential electrical package comprising of x1 500W socket and x1 track with x3 LED spotlights.

Space only packages: please contact [Ford & Barley](#) for a bespoke quote.

Additional items

Additional items such as carpet, furniture and graphics are available from [Ford & Barley](#) on request. Order forms are available on the [webpage](#), including for your nameboard and additional electrics (if required). Please ensure these forms are completed and returned by the deadlines on the form.



Questions for Ford & Barley?

Email ford.barley@fordbarleyexhibitions.co.uk

Collection of items after the event

Once the event has ended, we kindly ask you to take all items with you to avoid incurring disposal charges from the venue.

For those Partners making use of our storage offer between the UK Leaders' Forum and Graduate Academy Congress, please ensure all items are labelled and left in a clear position on your stand for collection by SB Global Logistics. A label will be provided closer to the event.

Catering

As outlined in the Partnership Packages brochure, catering and refreshments are included.

Venue floorplan

