



Vertikal
days

SILVERSTONE
24TH 25TH MAY
2017



EXHIBITOR
INFORMATION PACK



www.vertikaldays.net

Cranes, Access Platforms, Telehandlers and everything in between



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WHY YOU SHOULD EXHIBIT...



0 to **10** in sixty seconds

1 Most comprehensive display of Lifting Equipment outside of Bauma

2 The best value event, with the lowest overall costs

3 Specialist and highly targeted

4 Networking for professionals with purchasing influence

5 Forum for industry knowledge, supported by IPAF and CPA

6 You can demonstrate your equipment, it's not a static event

7 Simple and easy to set up

8 Industry trained Organiser Team

9 The most hospitable industry event

10 Growing year on year





CONTACTING THE VERTIKAL DAYS TEAM

The Vertikal Days team will be on site from 7.30am on Monday 22nd May through to Friday 26th May.

Vertikal Press Office UK +44 (0)8448 155900

Pam Penny
Event Organiser
UK Office
Direct: +44(0)1902 851334
Mobile: +44(0)7917155657
Fax: +44(0)1902 533151
Email: pp@vertikal.net

Leigh Sparrow
UK Office
Direct: +44(0)1295 768340
Mobile: +44(0)7785258065
Fax: +44(0)1295 786223
Email: lws@vertikal.net

Nicole Engesser
German Office
Mobile: +49 (0)1788877977
Germany +49(0)7618978660

Website www.vertikaldays.net



HOW TO FIND SILVERSTONE



Silverstone, Towcester, Northamptonshire NN12 8TN
Phone: **0844 372 8200**

Silverstone is conveniently situated right in the heart of the UK, approximately 90 minutes north of central London and 60 minutes south of Birmingham. Road access is exceptionally easy along the A43 dual carriageway from either the M40 or M1.

By public transport the nearest stations are Northampton, Banbury or Milton Keynes all of which offer fast connections to destinations throughout the country.





EVENT PROGRAMME

Vertikal Days Times & Dates

Build Up (Outdoor Area)

Monday 22nd May

2.00pm to 6.00pm

Tuesday 23rd May

8.00am to 6.00pm

Build Up (Marketplace Indoor Stands)

Tuesday 23rd May

12 noon to 6.00pm

Event Opening Times

Wednesday 24th May

10.00am to 5.30pm

Thursday 25th May

10.00am to 4.30pm

Breakdown

Thursday 25th May

5.00pm to 8.30pm

Friday 26th May

8.00am to 2.00pm

NETWORKING EVENING AT THE SILVERSTONE WING

Wednesday 24th May 2017

7.00pm to 11.00pm





EXHIBITOR INFORMATION SERVICES

VEHICLE MOVEMENT

IMPORTANT CHANGES for Delivery and Collection Drivers.

Delivery and collection vehicles will need to show their Delivery/Collection pass to Silverstone main security and have this displayed in the windscreen. Passes will be sent to exhibitors by Friday 31st March.

Under 44 Tonnes

Vehicles under 44 tonnes can use the main Silverstone entrance and proceed over the bridge to the holding area where traffic management will advise when it's safe to drive to the show site.

Over 44 Tonnes

Vehicles over 44 tonnes and those low to the ground will be directed to an alternative access route with access times agreed beforehand.

An access route plan will be published and sent to exhibitors in due course.

All drivers will be requested to complete a PARKING PERMIT on arrival at the show site giving their contact details.

Unloading

There will be an un-loading ramp available on site from 9am on Monday 22nd May to noon on Friday 26th May. The ramp is provided on a first come first served basis and has a maximum unloading capacity of 7 tonnes.

There will also be a forklift available on site from 9am Monday 22nd May to noon on Friday 26th May. The forklift is provided on a first-come, first-served basis and has a maximum lifting capacity of 5 tonnes.

Lorry Parking On-site

Lorries, vans and trailers may be parked on site in the designated parking areas.

NEW Exhibitor Car Parking Area

Due to increasing visitor numbers to the event, we are introducing a separate car parking area for Exhibitors for 2017 situated in the Copse Corner area of the show site.

Exhibitors will need to display their EXHIBITOR PARKING permit in their windscreens. The permits will be forwarded to all exhibitors by Friday 31st March.

STANDS

Stand Clearance

The deadline for clearing of stand spaces and demonstration area is 2pm on Friday 26th May. Exhibitors are responsible for leaving their stand space as clear as they found it.

Rubbish Clearance

Exhibitors must remove packing and wrapping materials plus all left over scrap and debris from their stand. Skips will be provided on site.

Services

There are no water or electrical services on exhibitors' individual stands.

Water Stand Pipes

Stand pipes are located by the Operations Office for minor cleaning tasks and to fill containers. Note this is not drinking water.

Generators

Generators can be hired direct from A-Plant, the show sponsor at discounted rates.

Exhibitors who need electricity to power audio-visual equipment are permitted to bring their own generator if required but this must be fitted with a Silent Pack.

Equipment Washing

Exhibitors should wash equipment prior to arriving on site if possible. However, there is the opportunity for wash-down at Silverstone. Further details will be sent to exhibitors once available.

Insurance

Exhibitors are required to have a minimum of £10million public liability and products liability insurance covering the entire period they are at the event, including set-up and breakdown.

Exhibitor Badges

Exhibitor badges will be provided for Exhibitor staff. Exhibitor badges can be pre-printed from the Vertikal Days website from Friday 31st March.

SAFETY ON-SITE

All cranes, access and handling equipment must be displayed and operated within the current health and safety regulations and industry best practice.

Risk Assessment

ALL EXHIBITORS MUST PROVIDE A RISK ASSESSMENT for both build-up, breakdown and event days. Your risk assessment must cover any significant risks that your operators and contractors could create. **IMPORTANT! Companies who do not provide Risk Assessment Forms will not be permitted to exhibit at the event.**

Equipment Demonstrations

Equipment must only be operated by trained and qualified personnel. Demonstration of equipment on individual stands must be supported by a risk assessment document and liability lies solely with the Exhibitor. Separate demonstration areas are available for those wishing to operate larger equipment.

Site Security

A security service will operate each night from 5.30pm to 10.00am the following morning. This will be in operation from Monday 22nd May to Friday 26th May. The Organisers cannot be held responsible for any loss or damage to exhibitors' property during build-up, during the event, or during breakdown.

Operator Safety

In order to encourage operator safety, harnesses with short lanyards **MUST** be worn by anyone operating a boom-type aerial work platform.

Outrigger Mats

Any machine using outriggers **MUST** be equipped with a suitable set of outrigger mats.

First Aid

A First Aid service will be located close to the Marketplace throughout the opening hours of the event and on Thursday during main breakdown hours. At all other times First aid kits are available at the organisers office, in the Marketplace and the Entrance pavilion.

Toilets

Toilets are situated close to the Entrance, Marketplace and the Organisers office.



**44 TONNES
MAXIMUM
WEIGHT**



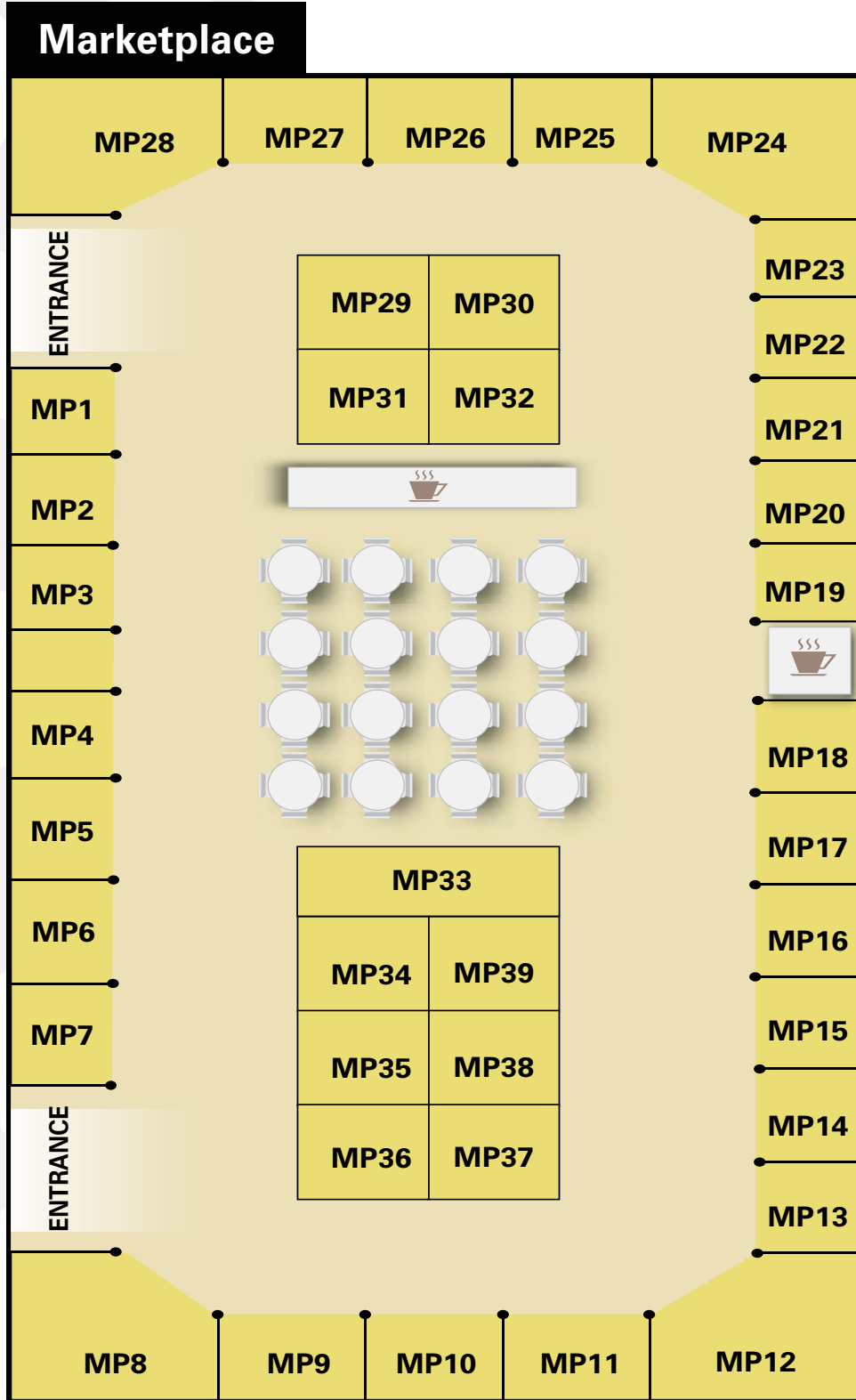


Outdoor Site Plan





MARTKETPLACE INDOOR SITE PLAN



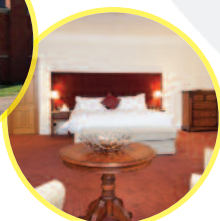


ACCOMMODATION

Hotel	Postcode	Distance	Telephone	Website
Whittlebury Hall Single occupancy £125, Double occupancy £145	NN12 8QH	4.3	01327 857857	http://booking.whittleburyhall.co.uk/packages/278/ Promotional Code is Vertikal
After 15th December 2016 rooms will be released for public sale. Full payment at booking stage, 8 rooms maximum booked at one time. Bookings of more than 8 rooms will need to be made using multiple bookings on the website or guests can contact Marie Hardy in the Conference & Events team.				
Premier Inn Silverstone Hotel	NN13 5TX	2.6	0871 527 8976	www.premierinn.com/en/hotel/SILGRE/silverstone?cmp=GLBC
Travelodge Hotel, Towcester Silverstone	NN12 6TQ	4.7	0871 984 6112	www.travelodge.co.uk
Vine House Hotel and Restaurant, Paulerspury	NN12 7NA	6.3	01327 811 267	www.vinehousehotel.co.uk
Plum Park Hotel, Plum Park, Towcester	NN12 6LG	6.8	01327 811 515	www.plumpark.co.uk
White Hart Pub, Buckingham	MK18 1NL	6.8	01280 815 151	www.whitehart-pub.co.uk
Villiers Hotel & Restaurant, Buckingham	MK18 1BS	6.9	01280 822 444	www.villiers-hotel.co.uk
Travelodge, Buckingham	MK18 1SH	7.7	0871 964 6087	www.travelodge.co.uk/hotels/272/Buckingham-hotel
Crown Hotel, Brackley	NN13 7DP	7.81	01280 702 210	www.thecrownhotelbrackley.co.uk
Best Western, Buckingham	MK18 1RY	7.9	0844 387 6218	www.bestwestern.co.uk/hotels/best-western-buckingham-hotel-83812
Crown Hotel, Weston	NN12 8PX	9.9	01295 760 310	www.thecrownweston.co.uk
The Walnut Tree Inn, Blisworth	NN7 3DS	10.15	01604 859 551	www.walnut-tree.co.uk
Farthingstone Hotel and Golf, Towcester	NN12 8HA	11.8	01327 361 291	www.farthingstone.co.uk
The Narrow Boat Inn, Stowe Hill, Weedon	NN7 4RZ	12.2	01327 340 333	www.narrowboatatweedon.co.uk
Kingfisher Country Club	MK19 6JY	12.8	01908 562 332	www.kingfishercountryclub.co.uk
Horwood House, Milton Keynes	MK17 0PH	15.4	01296 722 100	www.horwoodhouse.co.uk
Holiday Inn Express, Northampton	NN4 5EZ	15.6	0871 902 1627	info@expressnorthampton.co.uk
Northampton Marriott Hotel	NN4 7HW	15.6	01604 768 700	www.northamptonmarriott.co.uk
Fawsley Hall	NN11 3BA	16.0	0845 072 7482	www.fawsleyhall.com
Park Inn by Radison	NN1 2TA	16.3	01604 739 988	www.parkinn.co.uk
Holiday Inn, The Hub in Milton Keynes	MK9 2HQ	16.7	0871 942 9007	www.himiltonkeyneshotel.co.uk
Jurys Inn Milton Keynes, The Hub in Milton Keynes	MK9 2HP	16.7	01908 843 700	www.jurysinns.com/milton-keynes
Hellidon Lakes Golf and Spa	NN11 6GG	18.5	01327 262 550	www.qhotels.co.uk
De Vere Venues Staverton Park	NN11 6JT	18.8	0871 222 4816	www.deverevenues.co.uk
Hilton by Doubletree Milton Keynes	MK7 6HL	20.3	01908 694 433	www.Hilton.com/Milton-Keynes
De Vere Venues Chicheley Hall	MK16 9JJ	21.8	01234 868 650	www.deverevenues.co.uk



Whittlebury Hall



Premier Inn Silverstone Hotel

Nearby Train Stations

Milton Keynes Station - 15 miles away from Silverstone
Northampton Station - 14.8 miles away from Silverstone
Banbury Station - 16.6 miles away from Silverstone

Transport (Minibuses/taxis/coaches)

SMSX Travel
6 Park St, Towcester,
Northamptonshire NN12 6DQ
T. 01327 353118

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To exhibit, email the Vertikal Days team at:
info@vertikaldays.net or call **+44 (0) 8448 155900**



CATERING

The catering at Vertikal Days is provided centrally and is included in the price you pay for your stand. It is available for your staff and for your customers. During your visit you can enjoy the following -

- Tea, coffee, water, pastries and biscuits are served in the Marketplace all day.
- Hot lunches are served each day between 12.30 and 14.30 in the Catering Pavilion.
- The BBQ and sandwich bar is open each day between 12.30 and 14.30 and is located next to the Marketplace.
- The main bar facility is located at the Catering Pavilion and is available from 12 noon to 14.30.

Exhibitor Express - Pre-order Sandwich Bar

Barry Miles and his catering team will provide exhibitors with a pre-order service for sandwiches on show days. This is for those exhibitors who do not wish to leave their stand during the lunchtime.

Note: We want to encourage networking throughout the event and having centralised quality catering brings everyone together both in the Marketplace when sharing a coffee and in the main Catering Pavilion at lunchtimes.

Exhibitors are therefore requested not to bring in their own catering. Flasks of coffee are available from the caterers to take to individual stands.





STAND PAYMENT

DEPOSITS

The following deposits will be required within one month of booking to secure the stand.

- Outside Area Stands **£1500 +VAT**
- Marketplace Stand **£750 +VAT**

Note: All deposits are non-refundable.

PAYMENT INSTRUCTIONS

Terms: Strictly 30 days net from the invoice date unless otherwise agreed in writing. All stands booked after 1st March must be paid in full at time of booking. Bank transfer details will be provided on the reverse of your invoice.

VAT (Value Added Tax) is chargeable at the rate prevailing and is subject to change according to legislation. The standard terms and conditions of The Vertikal Press Ltd apply.

We reserve the right to charge interest and collection charges if the invoice is not paid within credit terms. Vertikal Press, PO Box 6998, Brackley, NN13 5WY, UK. Tel: +44 (0)8448 155900, Fax: +44 (0)1295 768223 (Vertikal Press Ltd. Registered Office in England, 18 Cross Lane, Helmdon, NN13 5QL, Registered No: 3766294)

CANCELLATION POLICY

The following cancellation policy applies to all exhibitors:

- All deposits are required within one month of the booking and are non-refundable
- Cancellations received prior to 31st December 2016 - 50% of total stand cost payable
- Cancellations received after 1st January 2017 - 75% of total stand cost payable
- Within eight weeks of the event - 100% of total stand cost payable





STAND INFORMATION & PRICING

OUTDOOR AREA

	Early Booking Price Before 1st November 2016	Standard Price After 1st November 2016
Basic Stand - Space only 10m frontage x 15m depth <ul style="list-style-type: none"> • 150 VIP entrance tickets • 2 networking party tickets <p><i>Note: Exhibitors taking basic stands need to provide their own gazebo with maximum dimensions of 6m x3m. Hospitality trailers are not permitted.</i></p>	£3,750	£4,150
Fully Inclusive Stand - 10m frontage x 15m depth <ul style="list-style-type: none"> • 3m x 3m standard gazebo with floor • White plastic furniture pack (table and four chairs) • Trestle Table • 150 VIP entrance tickets • 4 networking party tickets 	£4,150	£4,450
Fully Inclusive Stand - 15m frontage x 15m depth <ul style="list-style-type: none"> • 3m x 3m standard gazebo with floor • Furniture Pack (table and four chairs) • Trestle Table • 150 VIP entrance tickets • 4 networking party tickets 	£5,150	£5,410
Fully Inclusive Supersize Stand - 10m frontage x 25m depth <ul style="list-style-type: none"> • 3m x 3m standard gazebo with floor • White plastic furniture pack (table and four chairs) • Trestle Table • 150 VIP entrance tickets • 4 networking evening tickets 	£6,950	£7,250
Fully Inclusive Small Trade Stands - 5m frontage x 10m depth <ul style="list-style-type: none"> • 3m x 3m standard gazebo with floor • White plastic furniture pack (table and four chairs) • Trestle Table • 150 VIP entrance tickets • 2 networking evening tickets 	£2,050	£2,250



STANDARD GAZEBO



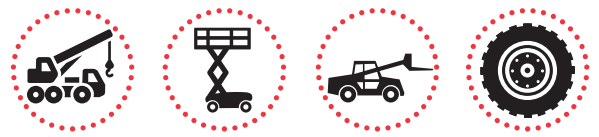
UPGRADE TO A PAGODA STYLE GAZEBO

3m x 3m	+£400
4m x 4m	+£530
5m x 5m	+£700
6m x 6m	+£900

INDOOR MARKETPLACE STANDS

2.9m frontage x 2.5m depth £1,895 <ul style="list-style-type: none"> • 2 x trestle tables with white table cloth • 2 x chairs • Electrical supply plus 2 x sockets 	Corner Stands - 3m x 4m £2,200 <ul style="list-style-type: none"> • 1 x literature rack • 150 VIP entrance tickets • 2 networking evening tickets
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MARKETING & PROMOTION

The Vertikal Press will be working with exhibitors to promote the event heavily through its network of successful medium and social networking sites to attract lifting equipment professionals, fleet owners, rental companies and major end users.

New Vertikal Days Website

Our new website has a host of new features to help you promote your products and services. We have included a new Exhibitor Page that will allow you to upload up to 50 words of text plus up to 3 images and your website address.

- NEW Exhibitor Page
- NEW online rotating banners
- NEW credit card payment facility using the PAYPAL account

Promotional Website Banners

Promotional online banners on the new Vertikal Days website will be available to all exhibitors at a cost of £150 per month. The banners rotate, can include flash and are 150 pixels wide x 200 pixels high.

Visitor VIP Invitations

Available in html, pdf and printed formats. Each exhibitor will be given 150 printed visitor VIP tickets for distribution to their customer base. Additional tickets are available so please speak to the Vertikal Days team. Each ticket will entitle visitors to:

- Entry to the event
- Car parking
- Hospitality (Hot lunch and refreshments)
- Copy of Cranes & Access Magazine plus Vertikal Days guide

Vertikal.net

Vertikal Days will be promoted heavily on the Vertikal.net website which attracts in excess of 26 million hits every month. There is a link from the main Vertikal Press site to the Vertikal Days website.

Advertising

Cranes & Access has the UK's and Ireland's largest circulation for any lifting equipment magazine and is circulated to 8,500 named readers. An additional 8,000 readers of the digital version worldwide create a huge readership opportunity for advertisers. Be sure to book your space in good time to promote your stand at Vertikal Days.

Information on Vertikal Days will be run in key industry trade publications including Cranes & Access, Cranes Today, Executive Hire News, the CPA bulletin, Rentit, Kran & Bühne and Movicarga. We will also be working with selected end user trade publications.

PR

Press material will be sent to industry and end-user trade publications. If you have early notice of new product launches please send them to us for inclusion.

Trade Events

The event will be promoted at targeted industry events including those organised by IPAF and the CPA.

Associations

We will be working with Industry associations such as the CPA, IPAF, Access Link and ALLMI to promote the event to their membership and to hold meetings and seminars alongside Vertikal Days.

Promotional E-signature

E-signatures will be available for all Exhibitors from November.

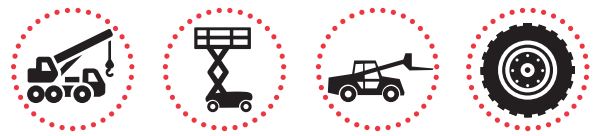


Promotional E-Signature

Visitor VIP Invitations



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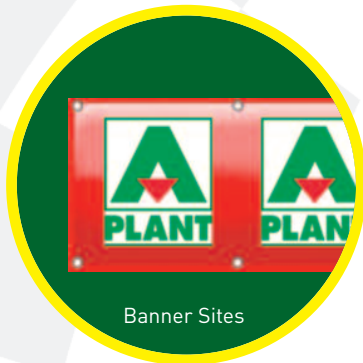
SPONSORSHIP

Sponsorship

Promote your company at Vertikal Days with one of our sponsorship opportunities.

Types of Sponsorship Available

- Online banner - on Vertikal Days homepage - 3 months minimum @ £150 each
- Visitor Bags - 2000 required with Vertikal Days logo on one side
- Visitor Lanyards - 2500 required double sided with safety release and Vertikal Days logo on one side
- Bottled Water - 2500 required, 300-400ml
- Banner Sites - situated on permanent fencing
- Marketplace Napkins
- Vertikal Days Guide to the Event - full page advertising in 24 page pull-out guide plus shortened guide at the visitor entrance



Banner Sites



Online Banner



Vertikal Days Guide



Bottled Water



Visitor Bags



Marketplace Napkins



Lanyards

For further information and pricing please contact **Pam Penny - pp@vertikal.net**

