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## Deadlines and Checklist

- Order passes for your staff by the 31<sup>st</sup> of October, to have them posted to you
- Order electricals before 31<sup>st</sup> October (after which a 25% surcharge is added)
- Order Furniture and any stand additions.
- Know your location / stand number, stand size and layout
- Check that your online entry matches your expected nameboard presentation by the 1<sup>st</sup> of November

About your stand:

What is Shell Scheme?

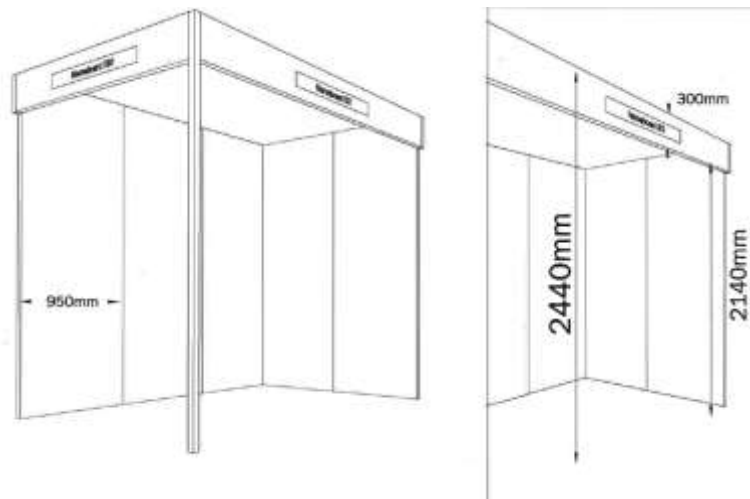
*Shell scheme refers to the stand that we will build for you. It includes a carpeted area, walls and a fascia with nameboard. The walls are hard wood covered in grey fabric. We **do not** provide furniture, storage, lighting or power as standard.*

What are the dimensions?

*Shell schemes are made of panels that are 2440mm in height, 950mm in length and 50mm width. The fascia board is 30mm in height.*

How can I display items on the walls?

*You may display items in several ways. The simplest method is to pin or use hook & loop systems on the wall. If you need something more hard wearing, you may screw or drill into the shell scheme, if you do not permanently damage or tear the fabric. 'S' hooks bridging the 50mm gap are also a good way to hang items without significant impact to the walling.*



# USEFUL INFORMATION / HELPING YOU PLAN

This Exhibitor Manual provides forms and contractor details, so you can order what you require to ensure your successful participation in The Knitting & Stitching Shows.

## TERMS AND CONDITIONS

This Exhibitor Manual forms part of the Terms and Conditions that you have agreed to on signing your contract for stand space. Please note that you may be excluded from occupying your stand if full payment has not been made in accordance with the payment structure as laid down in your contract.

### Upper Street Events:

twistedthread / Upper Street Events Ltd,  
58 White Lion Street, London, N1 9PP  
Tel: +44 (0)20 7688 6830  
Fax: +44 (0)20 7288 6446

**Event Director: Katie Ventresca**

[katie.ventresca@upperstreetevents.co.uk](mailto:katie.ventresca@upperstreetevents.co.uk)

**Director of Content: Helen Marriott**

[helen.marriott@upperstreetevents.co.uk](mailto:helen.marriott@upperstreetevents.co.uk)

**Sales Director: Agnes Hankowska**

[agnes.hankowska@upperstreetevents.co.uk](mailto:agnes.hankowska@upperstreetevents.co.uk)

**Sales Manager: Michelle Prah**

[Michelle.prah@upperstreetevents.co.uk](mailto:Michelle.prah@upperstreetevents.co.uk)

**Sales Executive: Janaka Managai**

[janaka.managai@upperstreetevents.co.uk](mailto:janaka.managai@upperstreetevents.co.uk)

**Senior Marketing Executive: Chloe Georgiou**

[chloe.georgiou@upperstreetevents.co.uk](mailto:chloe.georgiou@upperstreetevents.co.uk)

**Marketing Assistant: Lois Wright**

[lois.wright@upperstreetevents.co.uk](mailto:lois.wright@upperstreetevents.co.uk)

**Workshop Director: Wendy Gardiner**

[wendy.gardiner@upperstreetevents.co.uk](mailto:wendy.gardiner@upperstreetevents.co.uk)

**Operations Director: Mike Welsh**

[mike.welsh@upperstreetevents.co.uk](mailto:mike.welsh@upperstreetevents.co.uk)

## CONTRACTOR DETAILS

### Shell Scheme:

Exclusive Ex Ltd  
Llantarnam  
Sarum, Pentre Lane  
Cwmbran, NP44 3AP

Les Wade

Tel: +44 (0)1633 874 241

Email: [lesjwade@gmail.com](mailto:lesjwade@gmail.com)

### Electrics and Lighting:

Start Lighting  
Tregonna  
Little Petherick  
Wadebridge  
Cornwall, PL27 7QT

Simon Trevan

Tel: +44 (0)1841 541 441

Fax: +44 (0)1841 540 156

Mob: +44 (0)7785 735 945

Email: [sctrevan@aol.com](mailto:sctrevan@aol.com)

### Shipping and Freight Forwarding

Bill Bowden Event Logistics

Unit 4 The Bell Centre

Newton Road  
Crawley  
West Sussex RH10 9FZE

Tel: 020 3475 2700

Email: [bill@billbowden.co.uk](mailto:bill@billbowden.co.uk)

Website: [www.billbowden.co.uk](http://www.billbowden.co.uk)

# GENERAL INFORMATION

## STAND AREA

The Knitting & Stitching Shows are very busy events and it is important that all items are kept within your stand area as indicated by your contract. Items protruding from your stand can become trip hazards or may potentially cause injury in other ways. The Venue's Safety Officers will monitor stands for protruding items so please ensure that you have planned how much stock can sit within the stand safely, while allowing you to service your customers. You may be liable to pay additional charges for use of space outside of your contracted agreement.

## RESTOCKING

Please remember you can restock in the evenings for one hour after the shows close (Thursday – Saturday) and again in the morning prior to show opening 08:30 to 10:00.

## ELECTRICAL ITEMS

Exhibitors taking electrical items on site MUST ensure that they have been PAT tested and carry a current test label. If any item is found without a test label, they will have to be PAT tested and the cost to be covered by the exhibitor is £20.00 per item (subject to the electrical contractor having the time to carry out testing). Exhibitors who use their own prefabricated electrical fittings on their stands should be aware that if the electrical supply to a block of stands is being disrupted due to a fault with their electrical fittings, they may have their electrical supply disconnected.

## LOST PROPERTY

Lost property should be taken to and collected from the Organisers Office. Any items of lost property left at the end of the show will be handed over to the venue.

## DISTRIBUTION OF PROMOTIONAL MATERIAL

Exhibitors can only conduct business and distribute literature from their stands. You are not allowed to do so in the gangways or any other part of the halls or adjacent outside areas.

## INSURANCE

It is a contractual requirement for you to have public liability cover for your attendance at the event for a minimum of £2million. As set out in our terms and conditions, our specialist insurance broker (Inevexco Limited) will be / have been in contact with you and all queries regarding insurance should be directed to them. Their contact details are: 01732 757616 - [info@inevexco.co.uk](mailto:info@inevexco.co.uk) - <http://www.inevexco.co.uk/>. If you have not arranged or provided proof of insurance cover to Inevexco Limited via the unique links in their e-mails to you, this will be checked onsite and proof of cover is required prior to set up – you will not be permitted to exhibit without this cover in place.

The Financial Conduct Authority (FCA) regulations stipulate that any business selling insurance must be an FCA authorised company. As a result, the organisers of the event can no longer offer exhibition insurance to you nor can we provide this as part of a package. However, it is a requirement of the exhibition that each exhibitor has insurance cover in force and you must provide evidence of this prior to the event. Whilst every reasonable precaution is taken, the organisers of the exhibition cannot accept responsibility for damage to stands or loss of any property on any stand or anywhere else in the event, or in any course of its delivery or removal from the building from any cause whatsoever.

The organisers are not responsible for any loss sustained by exhibitors from fire, theft, damage or for personal injury or loss to or by any person employed by the exhibitor or third parties.

## **HOTEL ACCOMMODATION**

For booking accommodation, we've partnered with HotelMap. Please visit <https://www.theknittingandstitchingshow.com/harrogate/accommodation/> for information and to book your stay. Discounts are pre-applied.

## **MARKETING PROMOTIONS**

### **SUPPORT OUR MARKETING EFFORTS**

To complement the marketing activity being undertaken by the Organisers, there are additional things you can do to ensure maximum impact of your products and services:

Please include the show's logo on any advertising, websites, emails or promotional materials you are creating to announce your presence at the show.

The logo is available on the e-zone, or it can be obtained by contacting [lois.wright@upperstreetevents.co.uk](mailto:lois.wright@upperstreetevents.co.uk)

Place an advertisement in the show guide. We offer various packages to suit your budget – please email: [agnes.hankowska@upperstreetevents.co.uk](mailto:agnes.hankowska@upperstreetevents.co.uk)

Highlight your presence at The Knitting & Stitching Shows on YOUR website to encourage clients to visit. Consider running a special promotion that can only be redeemed by coming to the show. Please use your social media sites to talk about the show and what you'll be doing there.

Contact your local press about your involvement in the event; it is a great way for you to get publicity in your local area.

We are happy to provide you with leaflets for the show, so that you can either hand out or send to your clients. Please email [lois.wright@upperstreetevents.co.uk](mailto:lois.wright@upperstreetevents.co.uk) or call 020 7688 6830 to let us know how many you need.

## **PRESS INFORMATION**

We need stories with which to engage the press – new products, services, human interest ideas etc. If you have any interesting stories including new products and show special offers, please send a Word document (clearly stating your company name and stand number) and couple of high res images as jpeg files.

### **The Knitting & Stitching Show Press Office**

Numerous media and press visit to research stories and spot new products and trends. The Press Office will be in the Organiser's Office and you're welcome to leave up to 20 press packs for them to take away.

## TICKETS TO THE KNITTING & STITCHING SHOW

You will be sent complimentary tickets 6 weeks before the show. The number of tickets you receive is based on the size of your stand.

These will be allocated on a size of stand basis, which is as follows:

- Up to 8 sqm – 6 tickets
- 9-16 sqm – 8 tickets
- 17-30 sqm – 10 tickets
- 30+ sqm – 12 tickets

You can also purchase additional tickets at a discounted price, please call 0844 581 1302 to book.

## ADVERTISING PACKAGES

We have a wide range of advertising packages which can be tailored to suit your needs. Choose from a display advert in the show guide, a story in our e-newsletter, adverts on digital screens (part of our onsite You Are Here Boards) or web banners on our new websites.

Please contact Agnes Hankowska to discuss your individual requirements on 020 7688 6834 or email:

[agnes.hankowska@upperstreetevents.co.uk](mailto:agnes.hankowska@upperstreetevents.co.uk)

# HARROGATE INTERNATIONAL CENTRE VENUE INFORMATION

## BUILD UP

### Build Up (Halls C & M\*) \*textile gallery

Tuesday 20<sup>th</sup> November 14:00 – 19:00

### Build Up (Halls A, B, & Q)

Wednesday 21<sup>st</sup> November 08:00 – 19:00

## BREAKDOWN

Sunday 25<sup>th</sup> November 17:30 – 20:00

## SHOW OPEN TIMES

Thursday	22 <sup>nd</sup> November	10.00 - 19:00
Friday	23 <sup>rd</sup> November	10.00 – 17:30
Saturday	24 <sup>th</sup> November	10.00 – 17:30
Sunday	25 <sup>th</sup> November	10.00 – 17:00

## Venue Address

If you are sending parcels by courier, please ensure they arrive from Tuesday 20<sup>th</sup> November. Address them to:

Company Name / Stand Number  
The Knitting and Stitching Show, Hall  
(Either A, B, C, M or Q)  
Harrogate International Centre  
Kings Road  
Harrogate HG1 5LA

Organisers Office Telephone number 01423 537341 / 2  
(From Wednesday 21<sup>st</sup> of November)

## Restocking

Exhibitors can access the hall from 08:00 on open days.  
The link way between the HIC Car Park to the halls will be open between 08:00 and 09.45 for re-stocking.

## Exhibitor Passes

Exhibitor passes can be ordered in advance by visiting <https://ttfexpo.com/knittingandstitchingshow-harrogate/>

Please note that if you do not order in advance, you may have to queue for your passes at the venue. We therefore urge you to order in advance, so your passes can be posted to you.

If you wish to pick them up on site, you can do so from the Exhibitor Badge Point which is located at the Box office at the entrance to Hall M (replacement badges can also be collected from here).

## **Your Welcome Pack**

Please collect your Welcome Pack from the Organisers Office on Wednesday 21<sup>st</sup> November (build-up day). Your pack will include your 2019 contract, and your show guide.

## **Telephone Line / Wi-Fi**

A telephone line (with handset) costs £150 and wireless broadband costs £250 for the duration of the event. To order please visit the e-zone to download the form.

## **Parking**

Harrogate International Centre is in the town centre and parking is therefore limited.

The venue offers a limited number of free spaces for exhibitors which are allocated in the HIC Car Park with restricted height (accessed from Kings Road) on a first-come-first-served basis. We strongly recommend that you park at your hotel wherever possible.

Exhibitors must remove their vehicles from the HIC Car Park at night as overnight parking is subject to a charge. The HIC Car Park will be available for use by exhibitors exclusively on Sunday for breakdown.

## HARROGATE BREAKDOWN INSTRUCTIONS

Following the problems experienced during breakdown in previous years, the organisers are working hard to ensure a robust system is in place. We politely ask all exhibitors to co-operate getting everyone away as quickly, safely and efficiently as possible.

### **Please think ahead of time about your own breakdown procedure.**

For example, how long will it take for you to dismantle your stand? Please do not begin queuing in your vehicle until your stand is fully packed up and ready to be loaded.

### **Please take note of the following information:**

#### **Hall Q**

This year we will be using Hall Q rather than E and F which will give us more space on the back-access road and we will also be able to use **both levels of the HIC Car Park** during breakdown.

If you are using **Hall Q**, you will have direct **access to the car park via several lifts**. Please make full use of this facility rather than moving your vehicle into the main traffic flow.

#### **Breakdown via HIC Car Park**

On Sunday exhibitors will be given exclusive use of the HIC car park, so if you have a car and are using **the rear of Halls A, B & C**, you will **save time by using the HIC Car Park** for breakdown.

Exhibitors who are **unable to use the HIC Car Park** for breakdown will need to **report to the Dragon Road Traffic Control** point for breakdown

Vehicles arriving after 8pm may gain direct access to the halls subject to availability of space.

#### **Monday Breakdown**

A small number of exhibitors will be to pick up from the back of Hall C on Monday morning. There are limited spaces available for this, please contact [Mike.Welsh@upperstreetevents.co.uk](mailto:Mike.Welsh@upperstreetevents.co.uk) if you are interested in this breakdown option.

#### **Trolleys / Porters**

We will provide storage of trollies and cages, etc. on site. Please email [Mike.Welsh@upperstreetevents.co.uk](mailto:Mike.Welsh@upperstreetevents.co.uk) to discuss.

Porters are on site to assist with exhibitors in removing goods to their vehicles. Please give clear instructions to porters and be careful not to overload trollies as the loading areas are not level.

**Further details will be sent via email closer to the show.**



# VEHICLE PASS



## TEMPORARY VEHICLE PASS

HIC, Harrogate

22<sup>nd</sup> – 25<sup>th</sup> November 2018

Company Name:	
Contact Name:	
Stand Number:	
Mobile Number:	

This pass is to be **exchanged** for a colour coded Timed Delivery Pass at the Dragon Road car park, on either Tuesday 20<sup>th</sup> or Wednesday 21<sup>st</sup> November.

Timed Delivery Passes will also be valid for restocking and for breakdown on Sunday 25<sup>th</sup> November.

PLEASE PRINT WITH THE FOLLOWING PAGE, COMPLETE AND DISPLAY IN YOUR VEHICLE WINDOW

