

Digital manual for exhibitors

ELECTRONICS **& APPLICATIONS**

14 T/M 16 MEI 2019 JAARBEURS UTRECHT



Dear exhibitor,

This manual provides detailed information about participation in the Electronics & Applications 2019 exhibition.

This document will help you prepare for your participation in the exhibition and contains information about the location of the exhibition complex, opening times, registering stand personnel, logistics and the visitor registration system. In addition, it provides further explanation of the login codes and emails sent by the organisation.

You can use the handy checklist to view the preparations item by item and check them off following completion.

If you have any questions, please contact FHI by telephone on +31 33 465 75 07, or by email via info@eabeurs.nl.

Good luck with the preparations!

Kind regards,

Project team E&A

Contents

Checklist	4
General exhibition information	5
Exhibition dates	5
Opening hours for visitors	5
Opening hours for exhibitors	5
Location	5
How to reach the Jaarbeurs	5
Attracting visitors	5
Post your own exhibitor news items on www.eabeurs.nl	5
Your unique exhibitor's page on www.eabeurs.nl	5
Your visitor registration link and free admission vouchers	5
Exhibition banner	6
Arti '70	6
Stand construction options	6
Marvel	6
Jaarbeurs online shop	7
Logistics	7
Stand construction and dismantling periods	8
Deposit	8
Login details	8
Dates on which the organisation sends information by email	9

Checklist

Check	What needs to be done?
	Stand construction
	Inform Arti '70 for the company name on the fascia and your choice of colour for the carpet tiles.
	Order addition electricity (additional to the standard 1 kW connection) from Arti '70 (optional).
	Provide details of additional stand construction options: logo/colour for walls and/or fascia (optional).
	Promotion
	Update your exhibitor profile on eabeurs.nl.
	Place news items on eabeurs.nl.
	Invite customers/business relations using your unique registration link or relation code.
	Visitor registration system/stand staff
	Order badges for stand staff (via Marvel).
	Indicate your choice of visitor registration system (via Marvel).
	Miscellaneous
	Place orders for facility services/items via the Jaarbeurs online shop; e.g. parking tickets, catering, waste disposal, water (optional).
	Exhibition
	Collect the exhibitors' badges from the entrance of hall 8 on Monday 13 May.
	Collect the visitor registration system from Marvel's stand on Monday 13 May.

General exhibition information

Exhibition dates

Tuesday 14 May - Thursday 16 May

Opening hours for visitors

Tuesday 14 May 9.30am – 5.30pm

Wednesday 15 May 9.30am – 5.30pm

Thursday 16 May 9.30am – 5.30pm

Opening hours for exhibitors

Tuesday 14 May 8am – 6.30pm

Wednesday 15 May 8am – 6.30pm

Thursday 16 May 8am – 6.30pm

Location

Jaarbeurs Utrecht

Hall 7

Jaarbeursplein

3521 AL Utrecht

How to reach the Jaarbeurs

If you come by **car**, follow the blue signs marked 'Jaarbeurs' from the ring road around Utrecht. The Jaarbeurs is also easy to reach by **train** as it is located directly next to the main railway station in Utrecht (Centraal Station Utrecht). From Centraal Station Utrecht, follow the signs marked 'Jaarbeursplein' and you will reach the Beatrixgebouw or the Jaarbeurs exhibition hall complex in just minutes. Click this link to plan your journey using [public transport](#).

Attracting visitors

In collaboration with the exhibitors at E&A, we want to attract as many visitors as possible to the exhibition. So we have prepared a number of advertising tools for you. The organisation will send invitations to previous E&A exhibition visitors in week 11. If you wish to be the first to inform your business relations of the exhibition, you should act now!

Post your own exhibitor news items on www.eabeurs.nl

Use your personal login credentials to post your own exhibitor news items on the exhibition website. This online promotional tool is offered free of charge and allows you to share knowledge with website visitors and show them your items of product news and videos. Any news that you post on www.eabeurs.nl is automatically linked to the exhibition's Twitter and Facebook pages.

Your unique exhibitor's page on www.eabeurs.nl

A [list of all exhibitors](#) is available on the exhibition website. All the exhibitors are included in this list, with a link to their own exhibitor's page. Each exhibitor's page is unique and is automatically filled with the information provided to us, or information from the exhibitor's own website. As an exhibitor, you can log in using your personal login codes and change/make additions to this information.

Your visitor registration link and free admission vouchers

We offer you a unique visitor registration link and relation code for Electronics & Applications 2019. Use these tools to ensure that the registration system records which registrations were made via your own website and/or as a result of your promotional email campaigns. When you use this link OR relation code in your promotional activities, visitors can register for free admission to the exhibition. The free admission voucher is a standard invitation that encourages the recipient to visit the exhibition; you only need to add the relation code and your logo. You can send the free admission voucher online to your business relations, or print them and hand them out when visiting customers. An updated list of the top 20 companies that invite the most visitors is soon available on the website.

Download the relation card [here](#).

Exhibition banner

You can also download the banner displaying the E&A 2019 exhibition graphic [here](#). For example, you can add the exhibition banner and link to your email signature in the email web app on your website.

Arti '70

The end of March, Arti'70 will send you a form so that you can submit your choice of colour for the carpet tiles and the organisation name for the fascia board. Standard the organisation name and stand number are displayed on the fascia board. The fascia board is supplied in blue, unless you select the 'different fascia colour' stand construction option (at extra cost).

The stand is delivered as follows.

- 250 cm high partition walls, white modular elements
- Carpet tiles (various colours available)
- Blue fascia board with the organisation name in white
- Lockable storage room (2 m x 1 m), in the case of stands with a floor area of less than 21 m²: (1 x 1 m)
- 1 spotlight per 4 m²
- Electricity; 1 kW supply
- 1 double wall socket
- Power required for spotlights and double wall socket



Stand construction options

You can upgrade the standard stand construction at additional cost by adding extra stand construction options. If you haven't filled in your preferences at the registration form yet, please send an email to info@eabeurs.nl, at least 1 month before the fair starts.

1. Different fascia colour instead of standard blue. (€7.50 per metre of fascia board)
2. Display company logo on fascia. (€50 per logo)
3. Different colour for the walls. (€35 per modular wall)
4. Ceiling (cheese cloth) above the stand. (€9.50 per square metre)

You can download the stand construction regulations for Electronics & Applications 2019 [here](#).

Marvel

You can login via RegResult (www.databadge.net/eena2019/dating) to register your stand personnel and view the results of your unique registration link or relation code. Please register your stand personnel before the start of the fair.

A visitor registration system is included in the stand amount for exhibitors at Electronics & Applications 2019. Marvel offers 3 different visitor registration systems for scanning the visitor badge. This gives you rapid access to all the visitor data. Marvel must be informed of your choice of registration system latest **May 10**. You should submit your choice via RegResult.

The three options are:

1. Databadge Reader
2. Wireless Lead Tablet
3. Lead Scanner App

Databadge Reader

You can read, save and print the data on a badge directly using the Marvel Databadge Reader. After scanning, this reader automatically prints a clear contact form containing the visitor's scanned data.

Immediately after the exhibition has ended, you receive an email containing all the leads that you registered with the Databadge Reader. This file also indicates which people received an invitation from you as an exhibitor. If you use this system, details of all the visitors who registered using your invitation and/or visited your stand will be sent to you after the exhibition has ended.

The Databadge Reader requires a power supply (220 V).

Wireless Lead Tablet

You can read and save the data on a badge and directly make changes using the Wireless Lead Tablet. This device gives you on-the-spot access to all your visitors data. You can use the tablet to add additional notes to the visitor's scanned data.

During the exhibition, you can download a file containing all the leads collected using the Wireless Lead Tablet via RegResult (your exhibitor portal). This file also indicates which people received an invitation from you as an exhibitor. Use of this system gives you access during the exhibition to a summary of all the visitors whose badges have been scanned on your stand. You can extend the functionality of your Wireless Lead Tablet by adding your own promotional codes and programming your stand staff.

Lead Scanner App

You install this app on your own smartphone or tablet in order to scan and store visitor information using your own device. A QR code is displayed on all visitor badges. After scanning the QR code, you can immediately view and edit all the visitor's data, and also add other information such as promotional codes and notes. You can view the scanned information directly in the app and add your own notes.

The leads are available online during the exhibition via RegResult (your exhibitor portal). This file also indicates which people received an invitation from you as an exhibitor. Use of this system gives you access during the exhibition to a summary of all the visitors whose badges have been scanned on your stand.

If you lost your Marvel login codes, please send an email to info@eabeurs.nl.

Jaarbeurs online shop

You can quickly and conveniently order everything you require for a successful participation in Electronics & Applications 2019 via the [Jaarbeurs online shop](#). For example; catering, parking tickets, a water connection and various other facility items/services.

You can place your order up to one week prior to the exhibition. In the case of orders placed less than one week prior to the exhibition, the Jaarbeurs may not be able to guarantee delivery and/or may apply a last-minute surcharge.

The Jaarbeurs will send you an email in mid-March. This email contains a link for setting up your login codes for the online shop.

Logistics

To ensure efficient and safe vehicle flows during the stand construction and dismantling periods for Electronics & Applications 2019, we will send you an advance email containing information about stand construction and dismantling, service passes and routing information for Jaarbeurs Utrecht. The most important information is summarised below.

Jaarbeurs route

A signposting system has been set up around the exhibition complex; this system is based on numerical codes. The route that you, your employees or your freight company should take to reach your stand is indicated by a three-digit code (route 100, route 200, etc.). In addition, all the halls, goods access doors and elevators in the Jaarbeurs complex are identified by a numerical code. Signs that guide you to the appropriate routes have been put up in the direct vicinity of the Jaarbeurs.

Please use route 100 when constructing and dismantling your stand.

Follow Route 100 until the loading and unloading zone of hall 7. **Exhibitors who have a stand in rows A up to and including C (f.e. 7A021, 7B018, 7C026) can make use of entrance doors 401 till 404. Exhibitors from rows D up to and including E (f.e. 7D017, 7E006) can make use of entrance doors 114 till 116.**

Stand construction and dismantling periods

Stand set-up/construction period

Monday 13 May 7am – 11.30pm

Dismantling day

Thursday 16 May 17:30 – 24.00 hour

17.30 - 19.00 hour Removal of light items, such as hand baggage

19.00 - 24.00 hour Removal of goods and disassembly of stands (cars and fork-lift trucks allowed)

19.00 - 24.00 hour Access to the loading and unloading area for trucks

For the loading and unloading the following times apply:

Cars and light vans max. 60 min. loading and unloading

Trucks and Lorries max. 120 min. loading and unloading

Deposit

During the build-up times you can go directly to route 100. You will receive a ticket at the porter's lodge, as you approach the site. To enter the loading and unloading zone for the build-up, you have to **pay a cash deposit of € 50.-**. This is necessary to ensure a good flow around the halls.

The ticket indicates the deadline for departure. The € 50,- deposit will be paid back when the driver leaves the terrain within the agreed time. **This deposit regulation does not apply during the dismantling period.**

If you have any small goods to supply during fair days you have to pay a deposit. Follow route 100 to get a deposit card of € 50,-. Herewith you are allowed to park directly around the halls for 1 hour. When you leave the site in time the deposit is instantly refunded.

If the service entrance or lift is closed when you arrive, simply contact the organization (organization office at the right end of hall 7)

Parking truck and lorries

Trailers cannot be detached within the Jaarbeurs grounds, and during the trade show days trucks and lorries cannot be left in the car park. For trucks and lorries you can use **during the fair days and for the dismantling on Thursday afternoon** the following locations:

- Vlampijpstraat, Tractieweg and Gietijzerstraat at the Cartesiusweg industrial estate
- Industrial estate Lage Weide
- Industrial estate Kanaleneiland-Zuid

For the dismantling trucks and lorries are allowed to enter the loading- and unloading zone from 19:00 hours.

For more information about these routes and any other related matters please contact Jaarbeurs Customer Service on telephone number +31 (0) 30 295 29 99.

Login details

We will sent several login codes prior to the exhibition. If you lost these login codes, please send a notification to the following email address.

For www.eabeurs.nl (exhibitor's page and posting news), please send an email to info@eabeurs.nl.
For Marvel's RegResult portal (badges and registration link), please send an email to info@eabeurs.nl.

For the Jaarbeurs (online shop), please send an email to service@jaarbeurs.nl.

Dates on which the organisation sends information by email

We will send you information by email during the run-up to the exhibition and after the exhibition. The schedule below lists these emails by subject, sender and week number.

Mail	From email address	Will be sent in week
Draft floor plan	Electronics & Applications 2019 (info@eabeurs.nl)	Already sent
Mailing in preparation for exhibition participation <i>This email provides information about promotional possibilities, the registration system and exhibitor badges.</i>	Marvel (eena2019@databadge.net)	Week 9
Final floor plan <i>In addition to the final floor plan, this email also includes the stand construction regulations.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 11
Jaarbeurs online shop (webshop.jaarbeurs.nl) <i>You can place additional orders via the online shop for stand furniture, catering and parking tickets, etc.</i>	Jaarbeurs (service@jaarbeurs.nl)	Week 12
Stand construction email <i>This email contains a reply form for stating the name on the fascia board and indicating the colour of the carpet tiles. If you have booked extra stand construction options, this email also contains the delivery specifications.</i>	Wilfred Bron (wilfred@arti70.com)	Week 13
HBR brancheverzekeringen <i>In collaboration with HBR brancheverzekeringen, FHI offers exhibitors the opportunity of taking out special exhibition insurance.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 13
Reminder email, subject stand construction	Wilfred Bron (wilfred@arti70.com)	Week 15
Reminder email, subject online shop	Jaarbeurs (service@jaarbeurs.nl)	Week 16
Logistics email <i>The logistics email contains information about stand construction and dismantling (including the digital service pass) and route information for Jaarbeurs Utrecht.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 16
Visitor updates (3/4 times) <i>These emails update exhibitors by providing current information about the number of registered visitors and activities that focus on attracting visitors.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 16 - 20
Reminder regarding stand staff and the choice of badge reader (only applicable if not yet indicated)	Marvel (eena2019@databadge.net)	Week 17
Reminder email regarding logistics	Electronics & Applications 2019 (info@eabeurs.nl)	Week 18
Exhibition	-	Week 20
Digital exhibition survey <i>We would like you to inform us of your opinion of the exhibition and put forward suggestions for improvements.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 21
Visitor database available on request <i>After the exhibition has ended, exhibitors can request a copy of the visitor database, subject to signature of the usage agreement. This is free of charge for members and available to non-members after payment of a fee.</i>	Electronics & Applications 2019 (info@eabeurs.nl)	Week 22