

ORGANISERS' CONTACT DETAILS

| Brand Events History Ltd Sales & Marketing Team | | |
|--|--|---|
| Charlotte Campion | Show Manager charlotttec@brandevents.co.uk | Brand Events History Ltd 2 nd Floor Earls Court Exhibition Centre Warwick Road London SW5 9TA Tel: +44 (0) 20 7471 1099 Fax: +44 (0) 20 7471 1090 Website: www.whodoyouthinkyouarelive.co.uk |
| Alison Tweedlie | Marketing Executive alisont@brandevents.co.uk | |
| Kate Marsh | Sales Manager katem@brandevents.co.uk | |
| Operations Team | | |
| Viv Orchard | Operations Manager viv.orchard@vivevents.co.uk | Viv Orchard Event Management Ltd The White Lodge Magna Carta Lane Wraysbury Middlesex TW19 5AF Tel: +44 (0) 1784 482 860 Fax: +44 (0) 1784 482 975 |
| Joanne Hickman | Operations Assistant joanne.hickman@vivevents.co.uk | |
| Show Organisers Office | | |
| The office will be open throughout the Show, including Build-up and Breakdown. We will be pleased to assist you and your contractors with any queries or problems. | | Who Do You Think You Are? LIVE National Hall Olympia Exhibition Centre Hammersmith Road London W14 8UX Tel: +44 (0) 20 7598 6540 Fax: +44 (0) 20 7598 6543 |

EVENT TIMETABLE

| BUILD-UP | SCHEDULE | ACCESS TIMES |
|----------------------|---|--|
| Wed 24 February | Construction of Space-only stands | 0800 – 1800 hrs |
| Thursday 25 February | <p>Space-only stands - construction and delivery</p> <p>Shell Scheme stands - construction and delivery/set up and dressing of all stands</p> <p>Society of Genealogists Family History Show* – dressing of Tables</p> | <p>0800 - 2200 hrs</p> <p>0800 - 2200 hrs</p> <p>1400 - 2100 hrs</p> |

ALL Stands must be completed and excess products and materials removed from the hall by 2200hrs on Thursday 25 February, in order to allow stands and the hall to be cleaned over night. Please ensure that you allow ample time to load and unload vehicles. Please note access gates into the hall will not be open on Friday morning. Under no circumstances will any vehicle be permitted into the hall to unload during build-up.

| OPEN PERIOD | SHOW OPEN HOURS | HALL OPEN HOURS |
|----------------------|-----------------|-----------------|
| Friday 26 February | 1000 – 1830 hrs | 0800 – 1900 hrs |
| Saturday 27 February | 0930 – 1800 hrs | 0800 – 1830 hrs |
| Sunday 28 February | 0930 – 1700 hrs | 0800 – 2200 hrs |

Restocking deliveries should be made between 0800 hrs and half an hour before the show opens. You must ensure staff are present to receive deliveries and provide your own trolleys or speak to Sensible Wine Services Ltd (SWS) to co-ordinate unloading of any pallets or bulky items. No trolleys may be used once the public are in the hall.

Breakdown will not commence until all visitors have left the hall

| BREAKDOWN | SCHEDULE | HALL OPEN HOURS |
|--------------------|--|--|
| Sunday 28 February | <p>All Stands Commence removal of exhibits from 1730 hrs</p> <p>Shell scheme stands - to be completed by</p> <p>Society of Genealogists Family History Show* - to be completed on Sunday 28 February by</p> | <p>1730 – 2200 hrs</p> <p>2200 hrs</p> <p>2000 hrs</p> |
| Monday 1 March | Space-only stands – removal of remaining stands to be completed by | 0800 - 1400 hrs |

Please note:

- Shell scheme stands will be dismantled from 2200 hrs on Sunday; therefore all products must be cleared from all shell scheme stands by this time.
- All stand fitting and exhibits must be clear of the halls by 1400 hrs on Monday 1 March when tenancy of the hall ends. Anything left on a stand after this time will be deemed as rubbish and disposed of by the halls. Charges to Exhibitors for this service are high.

**EXHIBITS AND STAND EQUIPMENT CANNOT BE STORED ON-SITE
AFTER 1400 HRS ON MONDAY 1 MARCH 2009**

** The rest of this manual deals only with Shell Scheme and Space-only stands.*

We have issued a separate manual if you are exhibiting in

The Society of Genealogists Family History Show, with a table.

If you have any queries please call the Operations Team on +44 (0) 1784 482 860.

CONTRACTOR DETAILS

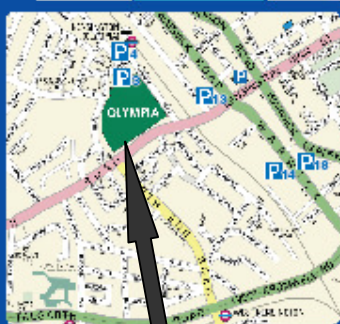
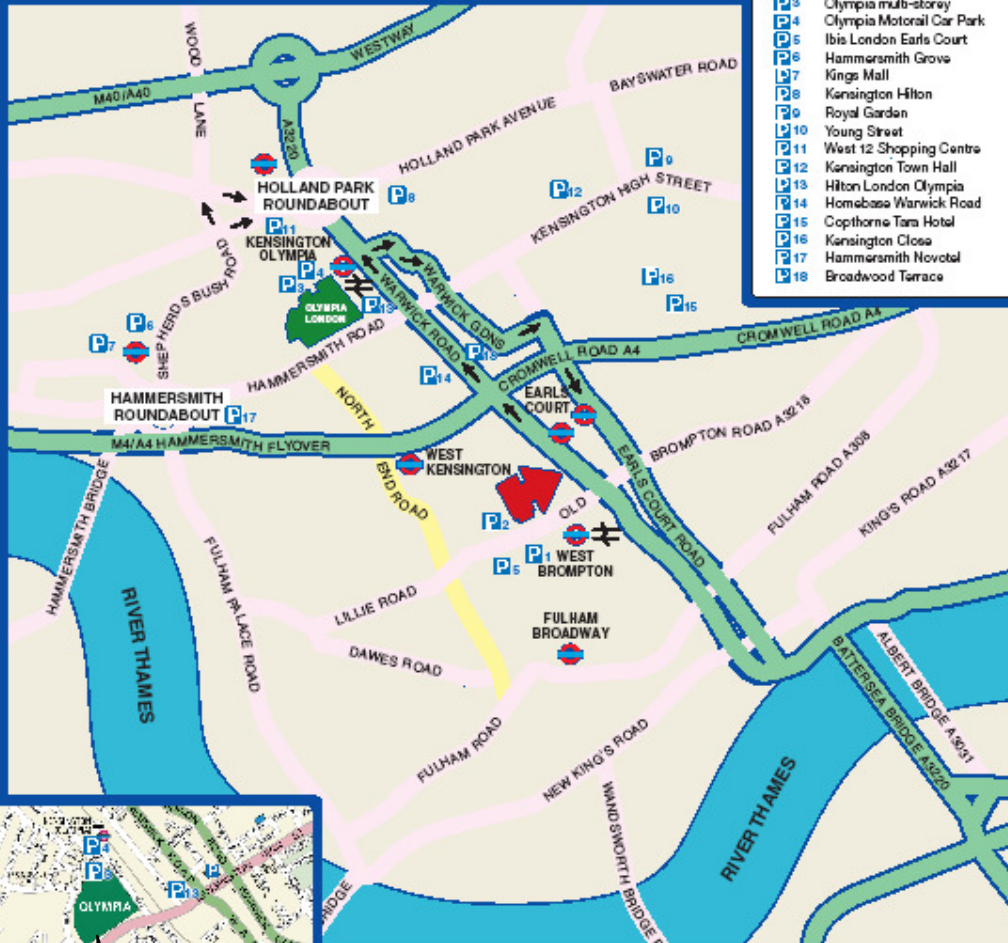
| SERVICE | COMPANY | ADDRESS | PHONE, FAX AND E-MAIL |
|--|--|---|--|
| Audio Visual | Alison Garratt Aventeq Ltd | Aventeq House 5 Thornhill Road Solihull West Midlands B91 2HB | T: +44 (0) 845 900 0606 F: +44 (0) 121 711 3139 E: agarratt@aventeq.co.uk www.aventeq.co.uk |
| Business Equipment | Alison Garratt Aventeq Ltd | Aventeq House 5 Thornhill Road Solihull West Midlands B91 2HB | T: +44 (0) 845 900 0606 F: +44 (0) 121 711 3139 E: agarratt@aventeq.co.uk www.aventeq.co.uk |
| Car Parking | ECO Car Parks | Earls Court Exhibition Centre, Warwick Road, London, SW5 9TA | T (UK): +44 (0) 871 871 9809 (overseas) : +44 (0) 207 598 2515 www.eco.co.uk |
| Catering/ Stand Orders | Paul Prestige Leith's | Earls Court & Olympia Warwick Road, London, SW5 9TA | T: +44 (0) 20 7370 8156/58 F: +44 (0) 20 7370 8166 E: paul.prestige@compass-group.co.uk www.exhibitormanual.com/leiths |
| Electrical and Lighting | Nia Owen Early Action Group | Bedlam House Oldfield Road Salford, Manchester M5 3SR | T: +44 (0) 161 874 5100 F: +44 (0) 161 874 5102 E: no@earlyactiongroup.co.uk |
| Exhibitor, Contractor and Vehicle Passes | Joanne Hickman | The White Lodge Magna Carta Lane Wraysbury Middlesex TW19 5AF | T: +44 (0) 1784 482 860 F: +44 (0) 1784 482 975 E: joanne.hickman@vivevents.co.uk |
| Floral | Hire Department Expo Flora | The Tree House Charlecote Warwick CV35 9GZ | T: +44 (0) 1789 470 847 F: +44 (0) 1789 470 897 E: sales@efg-europe.com www.expofloraonline.com |
| Freight, Lifting and Storage | Mark Homer Sensible Wine Services Ltd (SWS) | Unit 7 Underlyn Farm Underlyn Lane Marden Kent TN12 9BQ | T: +44 (0) 1622 832 640 F: +44 (0) 1622 832 641 M: +44 (0) 7917 352 171 E: mark@sensiblewine.com |
| Furniture | Lawrence Okomayin Camden Exhibition Services | Unit C 125 Brantwood Road Tottenham London N17 0DX | T: +44 (0) 20 8801 4444 F: +44 (0) 20 8801 4445 E: lawrence@thorns.co.uk www.thorns.co.uk |

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| Hotel Accommodation | Jigsaw Conferences Ltd | Quote Event Code: WHODOYOUTHINK YOUARELIVE | T: + 44 (0) 870 752 0433 F: + 44 (0) 870 750 1534 www.jigsawconferences.co.uk/ whodoyouthinkyouarelive.aspx |
| Insurance | Hiscox.co.uk | Event Insurance Hiscox House Sheepen Place Colchester Essex CO3 3XL | T: +44 (0)845 213 8444 www.hiscox.co.uk/events/2855 |
| Security | Liz Turner Event Exhibition Partnership | Zeal House 8 Deer Park Road Wimbledon SW19 3UU | T: +44 (0) 20 8543 5588 F: +44 (0) 20 8543 7268 E: info@theeventpartnership.co.uk |
| Shell Scheme | Nia Owen Early Action Group | Bedlam House Oldfield Road Salford, Manchester M5 3SR | T: +44 (0) 161 874 5100 F: +44 (0) 161 874 5102 E: no@earlyactiongroup.co.uk |
| Show Guide | Andy Healy BBC Magazines | 14th Floor Tower House Fairfax Street Bristol BS1 3BN | T: +44 (0) 117 314 8790 F: +44 (0) 117 934 9008 E : andyhealy@bbcmagazines.com |
| Stand Plan Approval / Risk Assessments | Joanne Hickman | The White Lodge Magna Carta Lane Wraysbury Middlesex TW19 5AF | T: +44 (0) 1784 482 860 F: +44 (0) 1784 482 975 E: joanne.hickman@vivevents.co.uk |
| Telephones, Faxes and Internet Access | Dan O'Connell E-Force | Room 419 Earls Court Exhibition Centre Warwick Road London SW5 9TA | T: +44 (0) 20 7370 8400 F: +44 (0) 20 7370 8405 E: sales@eforce.co.uk www.eforce.co.uk |
| Water & Waste, Gas | Steve Smith Opex Exhibition Services | Exhibition Centre Warwick Road London SW5 9TA | T: +44 (0) 20 7370 8145 F: +44 (0) 20 7370 8181 E: steve.smith@opex.co.uk |

How to get here...

Key to Parking

-  P1 Earls Court Seagrave Road
-  P2 Earls Court Road
-  P3 Olympia multi-storey
-  P4 Olympia Motorail Car Park
-  P5 Ibis London Earls Court
-  P6 Hammersmith Grove
-  P7 Kings Mall
-  P8 Kensington Hilton
-  P9 Royal Garden
-  P10 Young Street
-  P11 West 12 Shopping Centre
-  P12 Kensington Town Hall
-  P13 Hilton London Olympia
-  P14 Homebase Warwick Road
-  P15 Copthorne Tara Hotel
-  P16 Kensington Close
-  P17 Hammersmith Novotel
-  P18 Broadwood Terrace



How to get here

It's quicker and easier to travel to Olympia via public transport

Underground

Kensington
Olympia Station
(District Line) is
adjacent to the
venue

Bus

Hammersmith Road 9, 10, 27, 28
Holland Road 49
North End Road 391
London Transport Info: 020 7222
1234

Rail

Kensington Olympia mainline
station provides direct services to
Clapham Junction, Gatwick Airport,
Brighton & Walford Junction
Rail information: 08457 48 48 60

Air

Heathrow Airport 0870 80 80 123
Gatwick Airport 0870 809 2488
Stansted Airport 0870 80 80 303
City Airport 020 7846 0688
Luton Airport 01525 2405 100

If you do travel by car ECO Vanlines strongly advise that you pre-book parking to guarantee a space.
Book online at www.eco.co.uk or contact Business Services on 0871 871 9800.



www.ple.completedirections.com/eco/earls court www.ple.completedirections.com/eco/olympia



FREQUENTLY ASKED QUESTIONS

Exhibiting at Who Do You Think You Are? LIVE

1. I have a Shell Scheme stand – what is included with this?

Carpet, walls (as many as are required to separate your stand from neighbouring stands), a ceiling grid, fascia and a name panel sign. Please note that electrics and lighting are **NOT** included in your stand and must be ordered separately using Form 12. Please complete and return Form 4 to ensure your Name Panel details are correct and see 'Shell Scheme Stand' section for further information.

2. If I want to order additional fittings for my Shell Scheme stand, where do I go?

Early Action Group (EAG) is the appointed stand contractor for shell scheme stands. You can order electrics, lighting and additional shell scheme items using the individual forms from EAG.

3. I have a Space-only stand – what is included with this?

A Space-only stand means exactly that – an area marked out on the floor. Space-only Exhibitors may wish to order carpet from our recommended carpet contractor, EAG. Please contact them for further details. You must provide all stand-fitting, electrics, carpet, signage etc, for your stand. See the Space-only Information section for further information.

4. Do I have to do a Risk Assessment?

All Exhibitors are legally required to complete a Risk Assessment for the show, see the Show Health & Safety section for more information. Space-only Exhibitors should submit two Risk Assessments (one for build-up and breakdown; and one for show open) when sending in their stand design for approval; Shell Scheme stands may be asked to submit theirs by the organiser or the venue depending on your planned activities.

5. How do I book electrics?

Please contact EAG who are the appointed electrical contractor. Space-only stands may pre-fit their own electrics, but only EAG can work with the mains supply to make the stand 'live', please see Form 12. Shell scheme Exhibitors can order additional electrics from EAG via Form 12.

6. If my electrics fail on site, how do I contact the electrician?

During build up, EAG will have a service desk set up at the front of the venue. During the Open Period, please contact the Organisers Office, and we will get an electrician to come to your stand.

7. How do I book a telephone, internet connection or isdn line?

E-Force are the venue communications partner, please use Form 15 to order telephones and internet connections in advance. You may bring your own computer, but if you would like to hire one, contact AventeQ Ltd, Form 16 or eForce, Form 15.

8. How does my stand get cleaned?

Our approved Cleaning Contractor, CCS, will clean all stand carpet automatically. If you have additional cleaning requirements, please contact the Organisers.

9. Is there a rubbish collection service?

Rubbish will be cleared from the gangways each night, so please place your rubbish outside your stand when you leave each evening. We would ask that you do NOT place rubbish in the gangways in the morning. Please read 'Waste Disposal and Skip Hire' in A-Z Directory of Services.

10. What do I do about accommodation?

We have negotiated special rates for you through a hotel booking agency, Jigsaw Conferences Ltd, who work with a large number of local hotels. Details of all hotels can be found on the website at www.jigsawconferences.co.uk/whodoyouthinkyouarelive.aspx or via Form 11.

11. I plan to offer food/drink samples to the public – do I have to do anything special?

Occasionally, ECO may (at its sole discretion) permit Exhibitors to provide samples of food/drink. If you intend to offer samples in this way, you must obtain prior permission from the Organiser by informing the Operations Team, in writing, of this activity **immediately** and include this on Form 1 (and Form 8 for Alcohol). Please email viv.orchard@vivevents.co.uk. Exhibitors must be willing to abide by the Food & Drink Hygiene and Health & Safety Regulations set out under UK and EU Legislation and ECO.

12. I plan to sell food/drink for consumption at the show – what do I have to do?

If you wish to offer food or drink for sale to visitors for consumption at the venue you must obtain prior permission from the Organiser by informing the Operations Team, in writing, of this activity **immediately** and include this on Form 1 (and Form 8 for Alcohol). Please email viv.orchard@vivevents.co.uk. Any Exhibitor selling food/drink for on site consumption may be liable to pay a concession fee. Exhibitors must be willing to abide by the Food & Drink Hygiene and Health & Safety Regulations set out under UK and EU Legislation and ECO. It is not permissible to retail alcohol for consumption on site unless an accompaniment within a restaurant setting. Permission must be sought from ECO as special criteria apply.

13. Will there be 24hr security?

Yes there is, but it is designed to deny access to the building to intruders, NOT to protect goods on individual stands.

14. Can I book security just for my stand?

Yes, if you contact The Event and Exhibition Partnership they can arrange for you to have a dedicated security guard on your stand 24hrs a day. Please contact them direct for a quote.

15. Is my stock insured?

This is your responsibility. You must check with your own insurer to make sure you are covered for your own property and stock and that you do not need additional cover. You are responsible for insuring against legal liability incurred in respect of bodily injury to third parties or damage to property belonging to third parties. In addition to this, you should protect your expenditure against Cancellation and Abandonment or Curtailment of the event due to reasons beyond our control. The Financial Services Authority regulations do not permit us to advise you on any insurance matter, however you may wish to consider a specific insurance for Exhibitors offered by Hiscox.co.uk, see A-Z Directory of Services.

16. What time does the hall open in the morning, and close each evening?

For Show and Hall open times please refer to page 5, where you will see the Event Timetable.

17. How do my staff get into the National Hall?

Please use Form 3 to apply for Exhibitor and Vehicle passes. These will be sent to you prior to the Show as long as you have returned your Health and Safety Declaration (Form 1) and full payment has been made. In the interests of security, all Exhibitors and contractors must wear identity passes at all times during the build-up, breakdown and open periods of the Show. Security staff will not allow you or your staff to enter the exhibition without a valid pass.

18. Can I get additional Exhibitor passes once we are on site?

Yes, the Organisers Office will be able to issue your staff with additional Exhibitor passes if required.

19. How do my contractors get access to the hall?

There are contractor passes available that allow access to the hall during build-up and breakdown but not during the open period. Entrance will be via B Gate on Olympia Way. Passes will be issued by our security staff at the venue. To obtain a Pass, contractors will need to notify security of the company and stand number of the stand on which they are working.

20. How do I get into the National Hall venue with my vehicle?

With the Exhibitor passes that you have requested on Form 3, we will send two vehicle passes. These passes must be shown in the window of your vehicle/s. You must go to Olympia Way where you will be directed by traffic marshals to the nearest loading bays and vehicle access gates. More details of this system can be found in the Delivery & Removal of Goods section.

21. Are there trolleys available on site?

No. You should provide your own trolleys or speak to SWS Ltd to co-ordinate unloading of any pallets or bulky items. For those Exhibitors that need assistance, please contact SWS Ltd, or see Form 10.

22. When unloading, is there a time limit before I have to move my vehicle?

You are generally allowed around 30 minutes, but if you need to take longer please let the traffic marshals know. Once you have unloaded, you must remove your vehicle. Please note our aim is to ensure vehicles that have finished unloading do not take up valuable space around the building. Please be prepared to move your vehicle to allow continual ease of access for others.

23. Where can I store packing materials?

There is no storage available on site, however, SWS Ltd can provide this service for you at a cost. If required, please see Form 10.

24. Once I have unloaded where do I take my car/vehicle?

There is multi-storey car park (P3) which is accessed from Maclise Road. The Olympia Motorail Car Park (P4) can accommodate cars, vans and lorries up to and including 7.5 tonnes. You must pay for parking during build-up, show open and breakdown. There is no free car parking available. Car Parking can be booked on-line at www.eco.co.uk or call +44 (0) 871 871 9809 for more information. Please see the Delivery & Removal of Goods section and Car Parking in the A-Z Directory of Services section for more details.

25. Who is my point of contact on site?

Please report any problems to the Organisers Office where staff will be happy to help you with any queries you may have. The Organisers Office is located off the main foyer and will be signposted.

26. Where can I eat?

There will be a number of restaurants and/or venue cafés open during the last day of build-up and during show open. All Exhibitors have access to the Club Room on the Gallery Level for the duration of the event – no catering will be available in this area, however you are welcome to eat in this area.