BELFAST Holiday World Show

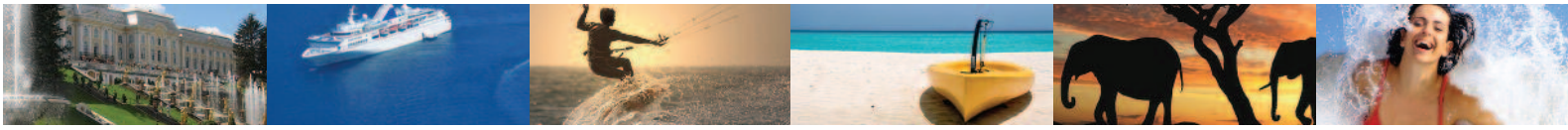
IN ASSOCIATION WITH

IRISH FERRIES

BELFAST

Dates: January 8/10, 2027

Venue: Waterfront - International Convention Centre Belfast
2 Lanyon Place
Belfast, BT1 3WH
w: iccbelfast.com



Exhibitors Information Manual

Organised by
Business Exhibitions (N.I.) Limited
59 Rathfarnham Road, Dublin D6W AK70, Ireland
t: +353 (0)1 295 7418
www.holidayworldshow.com

BizEx
BUSINESS EXHIBITIONS LIMITED

IMPORTANT
PLEASE CHECK PAGE 3
FOR CRITICAL DEADLINES

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IMPORTANT - READ ME FIRST!

Checklist and Important Dates

Exhibitor Badges will be available from the Organiser's Office from January 7th.

Deadline Date	Description	Page No	Action Taken
Act now	Return Stand Booking Form including Name Panel (Shell Scheme Exhibitors only)	**16**	
Act now	Find out what is included in your Stand	**6**	
Act now	Send list of Stand Partners. Each Partner will be listed in the Official Catalogue		
Act now	Book Travel and Accommodation		
Act now	Seek sponsorship opportunities	**13**	
Dec 01	4 Options to pre-promote your presence at the Show	**11**	
Dec 01	Return the following Order Forms		
	Furniture	**17/18**	
	Exhibition Stand Fittings	**17/18**	
	Additional Electrics	**20/22**	
	Audio Visual	**23**	
	Exhibition Stand Graphics	**24**	
	Risk Assessment Form	**25/26**	
		9	
Dec 01	Take out insurance cover	**13**	
Dec 01	If you are building your own stand, send drawings for approval	**-**	
Dec 01	Organise Staff training	**-**	
Dec 01	Book Freight Forwarder	**-**	
Dec 01	Make final stand payment		
Jan 01	Prepare stand graphics, flyers, brochures, giveaways etc.	**11**	
Jan 01	Plan post-show follow-up activities	**10**	
Jan 08	All stands should be completed by 6.00pm	**-**	

If an Exhibitor has a problem during the Show which cannot be resolved by the appropriate service contractor, the Exhibitor should come to the Organisers Office for assistance. All too often, the Exhibitor will write after the Show about a problem which could have been corrected at the time it occured.

Venue/Date/Times

VENUE

International Convention Centre Belfast
2 Lanyon Place, Belfast, BT1 3WH, Northern Ireland
w: www.iccbelfast.com

DATE AND TIMES

Friday	January 8	10.00am - 12.30pm	Trade and Media
Friday	January 8	12.30pm - 5.00pm	Trade and Public
Saturday	January 9	10.00am - 5.00pm	Trade and Public
Sunday	January 10	10.00am - 5.00pm	Trade and Public

BUILD-UP TIMES

SPACE ONLY EXHIBITORS

Wednesday	January 6	12.00pm	9.00pm
Thursday	January 7	8.00am	9.00pm

SHELL EXHIBITORS

Thursday	January 7	2.00pm	9.00pm

DISMANTLING TIMES

Sunday	January 10	6.00pm	10.00pm

Clearance of exhibits may begin once the show has closed on Sunday January 10. It is not possible to provide effective security during the dismantling of the Show. We would ask you to remove products,dressing, equipment etc. before leaving on Sunday evening. Ensure that you have organised forklift facilities, if required.

EXHIBITOR BADGES

On arrival at International Convention Centre please call to the Exhibition Organiser's Office and collect your Exhibitor Badges and information pack.

GENERAL ENQUIRIES

BEFORE SHOW

Business Exhibitions (NI) Ltd.,
59 Rathfarnham Road, Terenure, Dublin D6W AK70, Ireland
t: +353 (0)1 295 7418
e: shane@bizex.ie

DURING SHOW

Organisers Office, International Convention Centre, 2 Lanyon Place, Belfast, BT1 3WH, Northern Ireland, t: +353 (0)87 255 1675, e: shane@bizex.ie

BANK DETAILS

AIB Bank, St Helens, 1 Undershaft, London EC3A 8AB
A/C Name: Business Exhibitions (N.I.) Ltd.
IBAN: GB47 AIBK 2385 9004 9750 01 SWIFT: AIBKGB41UND

Contact Us

CONTACTS

		Direct Line	email
Angela O'Rourke	**Bus. Develop. Mgr**	**+353 (0)1 291 3705**	**angela@bizex.ie**
Shane Hourican	**Sales Manager**	**+353 (0)87 255 1675**	**shane@bizex.ie**
Maria Hourican	**CEO**	**+353 (0)1 291 3707**	**maria@bizex.ie**

ORGANISERS

Business Exhibitions (N.I.) Limited
59 Rathfarnham Road, Terenure
Dublin D6W AK70
t: +353 (0)1 295 7418
w: www.holidayworldshow.com

PRESS OFFICE

Located on the floor of the Exhibition Hall.

TAXI NUMBERS

Valu Cabs
16 Wellington Park, Belfast BT9 6DG
t: 028 90 80 90 80

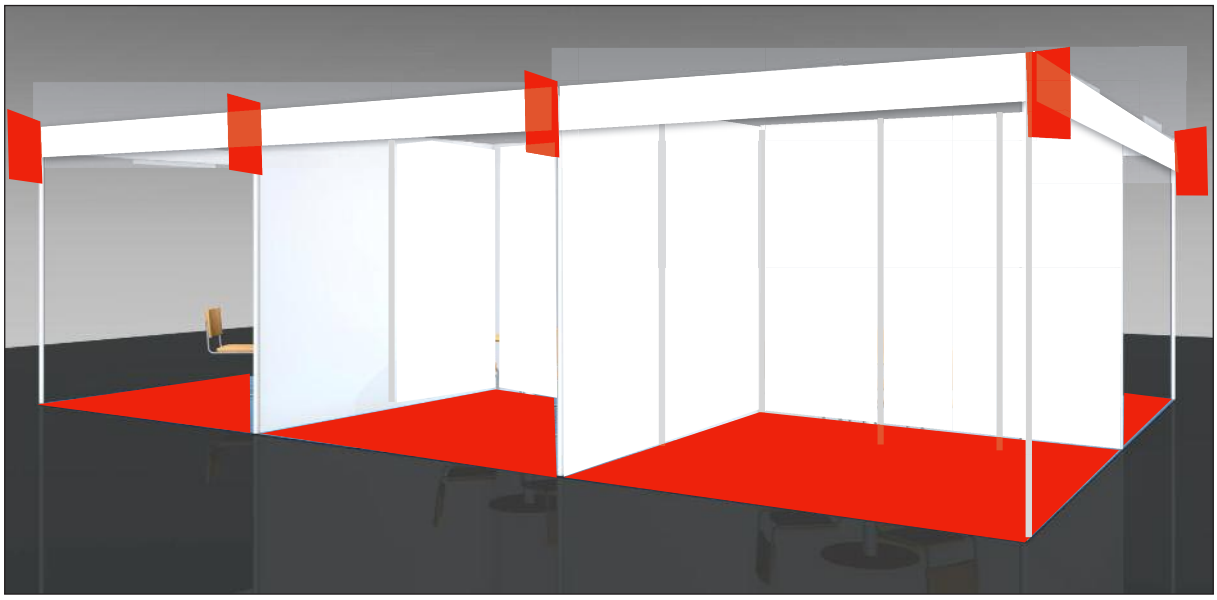
ACCOMMODATION

Special exhibitors rates have been organised with the following hotel:-
Hilton Belfast, beside ICC, Lanyon Place
Please click on this link to avail of the special rates
https://www.hilton.com/en/book/reservation/rooms/?ctyhocn=BFSHITW&arrivalDate=2027-01-08&departureDate=2027-01-10&groupCode=ABIZEX&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2CEN%2CDirectLink

HOW TO GET TO THE INTERNATIONAL CONVENTION CENTRE

Log onto www.iccbelfast.com for maps, full directions and public transport details.

Shell Scheme Stand - what's included



- Divider Walls
- One 150 watt Spotlight per 6 sq m (min 2)
- Carpet
- Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

What is not included in a Shell Scheme Stand

- Stand Furniture
- Power Socket

To order stand furniture or power sockets log on to your Exhibitor Area on www.holidayworld-show.com or complete and return forms in this manual to Shane@bizex.ie.

Panels Fixing Exhibits

- The use of nails, screws, staples, etc., is not permitted to the standard wall panels. When fixing exhibits to White Foamex Panels, use two-part Velcro, blutack or double-sided sticky pads can be used to fix light exhibits.
- Heavier display items, smaller than 1 metre wide, can be hung from the top of the stand walls using picture wire and hooks
- Please note that between each wall panel there is an upright pole giving a 20mm protrusion from the infill panel, which means that, displays wider than 950mm will not fit flush to the stand walls. For items wider than 990mm, fixing clips can be supplied.
- Octanorm is a very versatile system which can be enhanced WITH A RANGE OF OPTIONAL EXTRAS to create a professional stand for displaying your products and making you stand out from the competition. These OPTIONAL EXTRA include graphics, stand furniture, stand storeroom, shelving, literature dispensers, counters etc.

To learn more contact, Tony O'Brien, Managing Director
O'Brien Expo Services
The Coach House, 1 Warwich Terrace, Appian Way, Ranelagh, Dublin 6.
t +353 (0)1 614 4700
m +353 (0)87 249 2489
e tony@obexpo.ie

OFFICIAL CONTRACTORS

Permission must be sought from the Organisers to use a contractor other than the official contractors listed below. You may find Order Forms at the back of this Manual.

AUDIO VISUAL

BUSINESS EXHIBITIONS LIMITED, 59 Rathfarnham Road, Terenure, Dublin D6W AK70
t: +353 (0)87 255 2675, Contact: Shane Hourican, e: shane@bizex.ie

CATERING

ICC BELFAST, 2 Lanyon Place, Belfast, BT1 3WH.
t: +44 (0) 7835 053966, Contact: Pete Taylor, e: taylorpeter@iccbelfast.com
Please email Peter for all your catering needs.

ELECTRICAL

MULVANEY & FLANAGAN, Unit 8 Sunshine Ind. Estate, Crumlin, Dublin 12
t: +353 (0)1 453 7422/442 f: +353 (0)87 250 4060
Contact: David Orange, e: mulvaneyandflanagan@gmail.com

STAND CONSTRUCTION

O'BRIEN EXPO SERVICES, 1 Warwick Terrace, Appian Way, Ranelagh, Dublin 6.
t: +353 (0)1 614 4700, m: +353 (0)87 249 2489, Contact: Tony O'Brien e: tony@obexpo.ie

RIGGING

EMERALD ISLE RIGGING, Unit 4, Cornerpark Farm, Peamount Road, Newcastle, Co Dublin
t: +353 (0)1 539 2778, e: niall@castlestagehire.com, Contact: Niall Greene, Rigging Operations.

WI-FI

There is free WiFi available throughout the Venue. Should you require a Wired Internet Connection or a SSID Line, please email shane@bizex.ie or the below contact to arrange same.

ICC BELFAST, 2 Lanyon Place, Belfast, BT1 3WH.
t: +44 (0)28 9033 4400 ext. 1135, Contact: Peter McVeigh, e: mcveighp@waterfront.co.uk

FAQ's

BANK DETAILS

AIB Bank, St Helens, 1 Undershaft, London EC3A 8AB
A/C Name: Business Exhibitions (N.I.) Ltd.
IBAN: GB47 AIBK 2385 9004 9750 01
SWIFT: AIBKGB41UND

BROCHURE STORAGE

We have a Brochure Storage Area for surplus brochures. Please note that brochures must NOT be delivered before **Thursday 7th January 2027**. When sending your brochures or stand equipment to the Venue please show the correct address, (see below), Exhibitor Name and Stand Number and a contact name and number of the person responsible for the stand. No excess stock, literature or packing cases may be stored on, around or behind your stand.

VENUE ADDRESS:
The Holiday World Show,
International Convention Centre, Belfast,
2 Lanyon Place,
Belfast BT1 3WH
Northern Ireland

BUSINESS CENTRE

The Business Centre is located in the Organisers Office

CHILDREN

For Health and Safety reasons children under the age of 16 will not be allowed gain entrance to the hall during the build-up or break-down period.

COMPETITION PRIZES

Part of the publicity campaign will involve a series of competitions and special promotions for which we will be offering **'FREE HOLIDAYS'** as prizes. We invite your participation in this scheme and we are accepting offers on a date received basis. The pay-off to the participating Exhibitor is the free listing of the prize and your logo on our website in advance of the show.

CUSTOMS & EXCISE- Non European Community Exhibitors

Arrangements can normally be made for goods to be imported without paying duty, under the Temporary Importation of Goods for Exhibition or Meeting Regulations. Your forwarding agent will be able to make all the necessary arrangements on your behalf.

The exhibition halls are not a bonded area. Exhibits from non-European Community countries consigned to the hall need clearance by the local Customs Inspector. A minimum of 48 hours notice is required by the Customs and Excise office. Further information should be obtained direct from

HM CUSTOMS & EXCISE
39 Corporation Street
Belfast
t: +44 (0)28 9023 4466

FAQ's

EXHIBITOR BADGES

A reasonable quantity of badges will be supplied to the Exhibitors at the Organiser's Office. These are not transferable and it is requested that special care be exercised to prevent them getting into unauthorised hands.

FIRE EXTINGUISHERS

No Exhibitor may light a fire, gas or oil appliance or stove or boiler of any description for any purposes whatsoever, unless he has the authority of the Organisers to do so. Exhibitors using Bottled Gas, Fuel Oil, Petrol, Hay, Straw and other inflammable material must provide in all cases fire extinguishers designed to deal with the risk involved and have the approval of his own insurers of his arrangements. All materials used in the decoration of the Stands, of offices therein, must be non flammable.

FIRST AID

First Aid Facilities are located beside the Organisers Office.

FURNITURE HIRE

Please log onto your Exhibitors Area on www.holidayworldshow.com or complete the forms in this manual and return to:
"BUSINESS EXHIBITIONS (N.I.) LTD, 59 Rathfarnham Road, Dublin D6W AK70
t: + 353 (0)1 295 7418 - e: shane@bizex.ie
Contact: Shane Hourican - m: +353 (0)87 255 1675

HEIGHT RESTRICTIONS

Any Exhibitors planning to build a stand in excess of 2.5 metres must send detailed plans to the Organisers for their approval.

INSURANCE

Exhibitors are advised to take out adequate insurance cover against the kinds of risks they could incur in connection with the Show, especially

- Public Liability
- Employers Liability
- Personal Accident to Staff
- All Risks to
  a) Exhibitors property at Show
  b) Property on loan or hire to them

In addition, Exhibitors may wish to take out insurance for losses and wasted expenditure in the event of the Show being abandoned or curtailed.

It is possible that Exhibitors' existing policies will extend to cover them at the Show and verification of this should be obtained from the exhibitor's insurance company.

Ensure that any incident involving a possible claim on insurance is reported to the Organiser's Office as failure to do so could result in insurance companies refusing to meet claims.

FAQ's

MUSIC ON STAND

Exhibitors who intend having music on their stands, even for demonstration purposes only, should be aware that an Performimg Rights Society Licence is necessary in law to authorise such use of its international copyright musical repertoire. Licences can be obtained for the duration of the Show from the following at a charge to be determined by the Performance Rights Society.

PERFORMING RIGHTS SOCIETY LTD
29 - 33 Berners Street, London W1T 3AB
t: +44 (0)20 75 805 544 w: www.prsformusic.com

NOISE

All exhibitors wishing to use recorded or live presentations should submit a detailed description of their planned activity for Show Management approval. Noisy equipment used in demonstrations should be operated intermittently. Exhibitors may be requested to discontinue any noise which becomes objectionable to neighbouring exhibitors and interferes with the effectiveness of their exhibits.

ORGANISERS OFFICE

The Organisers Office will be located at the entrance to the Venue. **On your arrival please call to this office to collect your Exhibitors Pack which will contain exhibitor badges and other relevant event information.**

PARKING

The Exhibitor parking is available in the Lanyon Place Car Park. Parking must be pre-booked a minimum of 2.5 hours ahead of the time you would like to park. If you are not in a position to book ahead the night before or minimum 2.5 hours in advance, please download the app, which will allows you to book if space available. There is a parking discount available at this Lanyon Place Car Park through the pre-book system.
To book:
1. use this link https://citycentre.apcoa.co.uk/carpark/belfast/lanyon-place/142/
2. Choose the date and time and use the Promo Code **CON10**.
3. Follow instructions to complete vehicle details and payment.
The Car Park is barrierless and, when pre-booked, no contact or ticket display is required during your visit. For further assistance, the car park can be contacted on +44 7966 284022.

PHOTOGRAPHY

For Photography needs please contact our PR Consultants:
Duffy Rafferty Communications
18 Heron Road, Belfast, BT3 9LE
Tel: +44 (0)28 9073 0880, e: michael@duffyrafferty.com, Contact: Michael Rafferty, Director

POST SHOW FOLLOW-UP - TURNING LEADS INTO SALES

Plan for your post show follow-up and put all the pieces of your plan in place before you leave for the show. Studies reveal that 80% of exhibitors do not follow up, so take your competitors' customers and increase your show's Return on Investment!

Sort your leads according to their business potential (A, B or C leads) or type of information requested. Hold your staff accountable by requiring a written record of each lead's status.

Research also shows that 50% of attendees who passed your stand without stopping nonetheless took away an impression of your exhibit. Keep show information on your internet site for three months after the event.

FAQ's

4 OPTIONS TO PRE-PROMOTE YOUR PRESENCE AT THE SHOW

1. **SHOW SUPPLEMENT:** We will be producing an Official Show Supplement, printed in-paper in advance of the Show and also available to Show-goers. We want you to make the best opportunity so, if you have

   • a newsworthy story (with support photos) about your destination or service

   OR

   • a competition prize you'd like to give away (aside from any on your stand)

   ...we'd urge you to get in touch with Holiday World Belfast's PR Consultants, Duffy Rafferty & Elevator Promotional Marketing ASAP (see contacts below). Space is first come first served, but as a guide conside **Friday 6 December, 2024** the deadline for offers of editorial submissions/prizes for the Supplement

2. **MEDIA COMPETITION PRIZES:** Duffy Rafferty will also be happy to advise you on the exposure that you can achieve for exhibitors who are prepared to offer significant (£1k) prizes for reader competitions for use whether in the Supplement or run of paper.
   Prizes of smaller values may still be welcomed by other media, with exposure offered in line with perceived retail value - here again Duffy Rafferty/Elevator Promotional Marketing can help advise and place on your behalf, without additional cost. Please ensure you contact them with any prize offer before the forthcoming festive holidays.

3. **ON-STAND PRIZES:** If you plan to give away a prize on your stand at the Show (rather than in the press, in advance), remember to provide the agency with your logo, stand number and a line or two about the prize so they can have it listed as early as possible on the Holiday World website. A link to the 'Belfast Prizes' webpage will be shared via the Show's social media ahead of the event.

4. **SHOW PRESS OFFICE:** Do continue to keep Duffy Rafferty informed of any news you have right up to Show time. Even after the Supplement's deadline, the team can make use of news on the Show's digital platforms and in the event of hard news being announced, assist you in ensuring all relevant NI media know about it. It is always advisable to make printed copies of recent news releases available for visiting media to the Show. Please note, printed Media Packs/Releases should be left to the Press Office by 10.00am on Opening Day. We suggest a minimum of 20 per exhibitor.

DUFFY RAFFERTY COMMUNICATIONS

18 Heron Road, Belfast, BT3 9LE
t: +44 (0)28 9073 0880, e: Michael@duffyrafferty.com, Contact: Michael Rafferty, Director

ELEVATOR PROMOTIONAL MARKETING

2 Pilot's view, 18 Heron Road, Belfast, BT3 9LE
t: +44 (0)28 9073 0894, e: sarac@elevatorpromotions.com, Contact: Sara Callanan, Managing Director

PUBLIC ADDRESS

The public address system is provided for the use of the Organisers and is not available to Exhibitors or Visitors except in emergencies.

PUBLICITY MATERIAL DISTRIBUTION

Exhibitors are not allowed to distribute leaflets, etc., anywhere within the Exhibition premises or grounds, except at their own stands, and they must not for this or any other purpose encroach upon the aisles or open spaces or do anything which may cause obstruction.

FAQ's

REMOVAL OF EXHIBITS

All portable exhibits, valuable items and any graphics or artwork required for future use, should be removed from the Hall immediately at official closing time in order to safeguard against theft. Special instructions will be issued to cover the late night break-down period.

UNDER NO CIRCUMSTANCES ARE EXHIBITORS PERMITTED TO REMOVE ANY GOODS FROM THEIR STAND BEFORE THE SHOW CLOSES AT 5PM.

RESTOCKING & SERVICING OF STANDS

Exhibitors may re-stock their stands and service their equipment not later than 1 hour before Show opens. If they wish to remove any of their exhibits from the hall during the open days of the Show they must obtain written permission from the Organisers.

RIGGING

Exhibitors must use our appointed Rigger in order to coordinate Rigging Services in the Exhibition Hall. See contact details on page 7.

RISK ASSESSMENT

Exhibiting companies must submit a Risk Assessment to the Organisers for their approval and the Local Authority, forms can be found on pages 27-28 in this manual.

RULES AND REGULATIONS

Please see pages 31-34 in this manual for the Rules and Regulations.

SAMPLING FOOD AND BEVERAGE PRODUCTS

ICC Hospitality offers on-stand delivery services and can accommodate a wide range of bespoke catering options for exhibitors. For more information, please reach out to info@hospitalitybelfast.com.
If exhibitors or organizers wish to sample external products, the following guidelines must be adhered to. Failure to comply will result in permission being refused.
Sampling for Immediate Onsite Consumption: Policy and Guidelines

1. Nuts: Nuts are strictly prohibited on site.
2. Wrapped Sweet Samples:
    - No fee for wrapped sweet samples.
    - No prior notice is required.
    - Allergy information must be available upon request for anyone consuming these.
    - Correct liability insurance must be in place for the supply of food items.
    - No equipment will be supplied by ICC Belfast.
3. Unwrapped Sweet Samples:
    - A £25 processing fee applies for paperwork.
    - Unwrapped sweet samples must not be brought onto the site.
4. Bottled Drinks:
    - Pricing for bottled drinks is POA (Price on Application).
    - This excludes alcoholic beverages.
5. Alcohol:
    - Alcohol is not permitted on-site due to licensing laws.
    - Non-compliance will result in a fee of £5,000 + VAT.
6. Other Food Items:
    - For any other food items, please provide all relevant information 2 months in advance of the intended sampling date for review and pricing.

FAQ's

SECURITY

Exhibitors are reminded that although the Organisers take every precaution to ensure the security of the Show, they or any of the contractors cannot take responsibility for losses or damage that occur during build-up, open hours or dismantle. Any items belonging to Exhibitors which are required for future use should be removed from the hall immediately after the Show closes.

Exhibitors who leave any exhibits or valuables, such as coats, wallets, purses, laptops or other electronic devices, on their stand are strongly advised to arrange for a security guard to man their stand until the exhibits and valuables are removed from the hall.

Exhibitors are reminded that vehicles and their contents are at risk in the Car Park area and that, in particular, care should be taken not to leave vehicles with valuable contents unattended during build-up or at anytime during the Show.

Please ensure that any incident involving the loss of property is reported to the security or Organisers Office. Failure to do so could result in insurances companies refusing to meet claims.

Please check with your insurance company prior to build-up that your exhibits are adequately covered againt loss or damage while thay are at the exhibition or in transit.

SHELL SCHEME ADDITIONS

Please log onto you Exhibitor Area on **www.holidayworldshow.com**, or complete the forms in this manual and return to:

BUSINESS EXHIBITIONS (N.I.) LTD, 59 Rathfarnham Road, Terenure, Dublin D6W AK70
t: + 353 (0)1 295 7418, e: shane@bizex.ie
Contact: Shane Hourican, m: +353 (0)87 255 1675

SHELL SCHEME STANDS

Included in the price of SHELL SCHEME STANDS are dividing walls (2.5m high), carpet, name panel and 150 watt spotlight per six square metres with a minimum of two spots per stand. Stands are constructed of modular framework in widths of 950mm. Stand furniture and power points are not included in the price.

SPACE-ONLY STANDS

Should you propose to build a stand with height dimensions of more than 2.5 metres, 2 scaled copies of the proposed plan must be submitted to the Organisers 30 days prior to the opening of the exhibition. Please note that approval for such plans must be agreed by the Organisers and such approval shall be notified in writing. Such stands may be built to a maximum of 4m.

SPACE-ONLY STANDS ADJOINING A SHELL SCHEME STAND

Any walls that are built above the height of the Shell Scheme Stand (2.5m) must be finished to an acceptable standard on both side of the walls.

SPONSORSHIP OPPORTUNITIES

There are a variety of different sponsorship opportunities available at the Show. Details of these opportunities are available on request from the organisers.

FAQ's

STAND APPEARANCE

In general stands should not exceed 2.5 metres in height and all materials used must be inherently non-flammable. Access to essential hall services must be left clear and all divider walls must be backed-up and present a clean appearance from the aisles and any adjoining stands. In particular enclosed structures should be so designed as not to detrimentally effect surrounding stands or the entire lay-out.

Some stands contain permanent structural features, i.e. PILLARS and others may contain amendments based on operational requirements. Any such variations are generally shown on the stand layout and Exhibiting Companies should note that stands are bought as seen and/or described. If you require a detailed drawing of your stand please ask.

In the event of a space only exhibitor wishing to make use of a neighbouring exhibitor's shell scheme wall, he must first obtain permission from the Shell Scheme contractor.

STAND APPROVAL

It is important that space only Exhibitors submit 2 copies of their stand floor plans to the Organisers for approval one month before Show opens.

STAND BOOKING FORM

Completed Stand Booking Forms (which includes Shell Scheme Stand Name Panel) must be returned to the Organisers immediately after stand location and size is agreed.

STAND DRESSING

For quick and simple stand dressing it is best to use Velcro (hook & loop) fasteners. Simply apply the velcro tabs (male and female) to your graphic panel and fix directly to the stand walls. Velcro can be purchased in most stationers or art supply shops. You can also order some directly from O'Brien Expo Services e: tony@obexpo.ie and of course they will also have some available for sale on site. Doublesided tape, glue or staples may not be used to fix graphics to the stand walls.
For heavier panels constructed of plywood or chipwood, we strongly recommend the purchase of special mild-steel straps, supplied complete with nuts and bolts. These straps will allow you hang your own panels on top of the stand walls. These straps may be purchased from the shell contractor, O'Brien Expo in advance of the show. Please contact them directly e: tony@obexpo.ie.

Under no circumstances may any display be nailed or screwed on the basic walls. Also panels may not be damaged with permanent self adhesive stickers or lettering. Any lettering or vinyl applied must be removed after the exhibition. A charge of £50 per panel will be made to cover the replacement cost of any panels damaged.
If you have any queries regarding stand dressing, please contact O'Brien Expo directly at tony@obexpo.ie.

FAQ's

SUB-LETTING

The Exhibitor shall not assign the Contract, sub-let, share with his site or stand or any portion of it without prior written consent from the Organisers. Similarly, without such written consent from the Organisers, no name other than that of the Company or firm which entered into the Contract with the Organiser may be displayed on the site or stand, nor may any literature in respect of goods other than those of the Exhibitor be displayed or distributed.

TAXIS

Valu Cabs +44 (0)28 9080 9080

TRADE/MEDIA MORNING

PLEASE NOTE THE TRADE & MEDIA MORNING TIMES AND DATES FOR 2027.

Friday 8th January 10.00am - 12.30pm Trade/Media Only

The Trade & Media MORNING will be comprehensively promoted to Media & Travel Agents throughout the country with free admission and special facilities provided. The 2027 Trade & Media morning is kindly supported by

BELFAST iNTERNATiONAL AiRPORT

TRAINING - HOW TO EXHIBIT

Maximise the power of exhibitions and make them work for you. Log onto www.holidayworldshow.com/how to exhibit.

VALUE ADDED TAX

- If an Exhibitor from another European Member State has a valid VAT number your invoice will not be subject to VAT. **Please Note** your VAT number **must** be the one allocated to the company booking the stand.
- If an Exhibitor has not a valid EU VAT number please contact VATit, who will assist you in reclaiming the VAT charged on this event. For details contact: VATit, Tel: + 44 20 2961 7500 email: info@vatit.com, www.vatit.com

WI-FI

There is free WiFi available throughout the Venue. Should you require a Wired Internet Connection or a SSID Line, please email shane@bizex.ie or the below contact to arrange same.

ICC BELFAST, 2 Lanyon Place, Belfast, BT1 3WH.
t: +44 (0)28 9033 4400 ext. 1135, Contact: Peter McVeigh, e: mcveighp@waterfront.co.uk

BELFAST

STAND BOOKING FORM 2027

PLEASE USE BLOCK CAPITALS

CATALOGUE DETAILS

Company Name | Stand No.

Address

Postcode

Contact Name | Job Title

t (incl. STD Code) | w

m | e

Letter under which you wish your company to be identified in alphabetical listing

Each partner represented on your Stand may have a SEPARATE CATALOGUE ENTRY.
Please copy this Form for EACH PARTNER and fill in this section.

Are you: Tour Operator/Travel Agent ❑ Cruise/Ferry ❑ Adventure Travel ❑ Wedding/Honeymoon ❑ Escorted Tours ❑ Home Holiday ❑
Camping Abroad ❑ Sun & Beach Holidays ❑ Golf Holidays ❑ Spa & Wellness ❑ 50+ Tourism ❑ City Breaks ❑ Accommodation ❑
Tourist Organisation ❑ Bus/Coach/Car/Rail ❑ Airline ❑ Other (specify) _____

Region: Asia/Pacific ❑ Africa / Middle East ❑ Britian ❑ Australia ❑ Canada ❑ Europe/Mediterranean ❑ North America ❑
Northern Ireland ❑ Republic of Ireland ❑ South America ❑ The Americas ❑ USA ❑ Other (specify)

INVOICE DETAILS

PLEASE COMPLETE THIS INVOICE SECTION IF DIFFERENT FROM THE CATALOGUE DETAILS ABOVE

Company Name | Stand No.

Address

Postcode

Contact Name | Job Title

incl. STD Code | w

m | e

STAND DETAILS & VAT

Purchase Order: _____

SPACE + SHELL £339 per metre^2

SPACE ONLY £290 per metre^2

PAYMENT SCHEDULE:
*50% Deposit is due upon booking
•Balance due 1/11/26

Stand No.	Total Metres	Metres Front	Metres Depth	Total £

VAT No: _____ or VAT @ 20%

TOTAL

PAYMENT OPTIONS

1. CHEQUE & BANKERS DRAFT
   Our Bank: AIB Bank, St Helens, 1 Undershaft, London EC3A 8AB, United Kingdom
   Cheques/Bankers Drafts: Please Make payable to Business Exhibitions (NI) Ltd
2. ELECTRONIC TRANSFER IBAN: GB47 AIBK 2385 9004 9750 01 SWIFT: AIBKGB41UND
3. CREDIT CARDS

❑ Visa ❑ Mastercard Amount £

Card No | Expiry Date / | CCV Code

Cardholder Name | Signature | Date

STAND NAME PANEL (Shell Scheme Exhibitors Only)

We agree to take the stand detailed above in accordance with the Event Rules and Regulations, a copy is available upon request

Signature | Title | Date

HOLIDAY WORLD SHOW BELFAST 2027

FURNITURE
Pre-payment Order

THE DEADLINE FOR ORDER & PAYMENT IS 01/12/2026

Exhibitors who do not return this form will NOT have furniture delivered to their stand.

NO ORDERS WILL BE TAKEN ON SITE. THIS FORM NEEDS TO BE FILLED IN AND RETURNED WITH PAYMENT

Send to: Shane Hourican, Business Exhibitions NI Ltd.,
59 Rathfarnham Road, Dublin D6WAK70.
t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS

STAND NUMBER:

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs First Name Surname

Job Title

Invoice Address

Country e

t m

DESCRIPTION	PRICE	QUANTITY	TOTAL
White Demo Counter 1m x 1m x 500mm & Stool	£200.00		
White Furniture Pack - Round Table & 3 Chairs	€145.00		
Beech Furniture Pack - 750 diam. round table + 3 beech veneer chairs	£135.00		
Executive Furniture Pack - 750 diam. round table + 3 blue upholstered chairs	£152.00		
Meeting Table - 750mm diam. white meeting table, chrome legs	£50.00		
Simple Chair - beech chair on chrome frame	£52.00		
Executive Chair - blue upholstered chair on chrome frame	£59.00		
Poseur Set - pod table with 3 high stools	£205.00		
Volt Stool - Black/White on chrome frame	£68.00		
High Bar Stool - with back support on chrome frame (black or white)	£56.00		
High Bar Pedestal Table - Chrome Finish	£65.00		
Waste Paper Bin	£32.00		
Expo Trestle Table - with 1 Chair	£105.00		
		Sub Total	
		VAT@20%	
		TOTAL	

CREDIT CARD DETAILS

☐ Visa ☐ Mastercard Total £ CCV

Card No Expiry Date /

Cardholder Name Signature Date

Address

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO BUSINESS EXHIBITIONS NI LIMITED

HOLIDAY WORLD SHOW BELFAST 2027

FITMENTS
Pre-payment Order

THE DEADLINE FOR ORDER & PAYMENT IS 01/12/2026

Exhibitors who do not return this form will NOT have fitments delivered to their stand.

NO ORDERS WILL BE TAKEN ON SITE. THIS FORM NEEDS TO BE FILLED IN AND RETURNED WITH PAYMENT

Send to: Shane Hourican, Business Exhibitions NI Ltd.,
59 Rathfarnham Road, Dublin D6WAK70
t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS

STAND NUMBER:

PLEASE COMPELTE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs First Name Surname

Job Title

Invoice Address

Country e

t m

DESCRIPTION	PRICE	QUANTITY	TOTAL
Wall Panel to match existing Shell Scheme - layout plan required	POA		
Lockable Door Section - forming 1m x 1m store - layout plan required	£330.00		
Simple Storeroom - curtain forming 1m x 1m store - layout plan required	£160.00		
Lockable Door Section - forming 2m X 1m store - layout plan required	POA		
Angled Shelf - 990m wide x 300mm deep	£55.00		
Flat Shelf - 990m wide x 300mm deep	£55.00		
Freestanding Literature Dispenser - 5 x A4 pockets	£102.00		
White Demo Counter - with storage and sliding doors, 1000 x 900 x 450	£170.00		
Low Wall Panel - 1300mm high	POA		
Printed Wall Panel - various colours	POA		
Fixing client's own display panel on site - Infill per linear mtr	£110.00		
Fixing client's own display panel on site - per 3 mtr wall banner	POA		
		Sub Total	
		VAT@20%	
		TOTAL	

CREDIT CARD DETAILS

☐ Visa ☐ Mastercard Total £ CCV

Card No Expiry Date /

Cardholder Name Signature Date

Address

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO BUSINESS EXHIBITIONS NI LIMITED

HOLIDAY WORLD SHOW BELFAST 2027

FURNITURE & GRAPHIC EXAMPLES



1 - DEM COUNTER WITH STOOL
hite demonstration counter with high stool
iding doors and shelf (not lockable)
)cm high x 90 cm w x 45 cm deep



F2 - EXECUTIVE FURNITURE PACK
Table 90cm diameter with 3 chairs



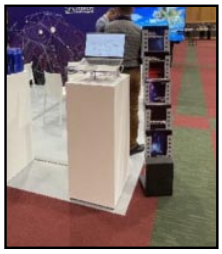
F3 - EXPO FURNITURE PACK
round table 70cm with 3 expo chairs



F4 - POSEUR SET -
high bar table with 3 high back stools



F5- PREMIUM LOCKABLE COUNTER



F9 PC / TV BASE PLINTH
50cm w 60cm d x 100cm h



F10- EXPO TRESTLE TABLE
(150 CM X 50 CM)



F5 - FLAT SHELVING
99cm wide x 30 cm deep in white laminate finish - can be continuous or individual



F11 -LOCKABLE DOOR / STOREROOM



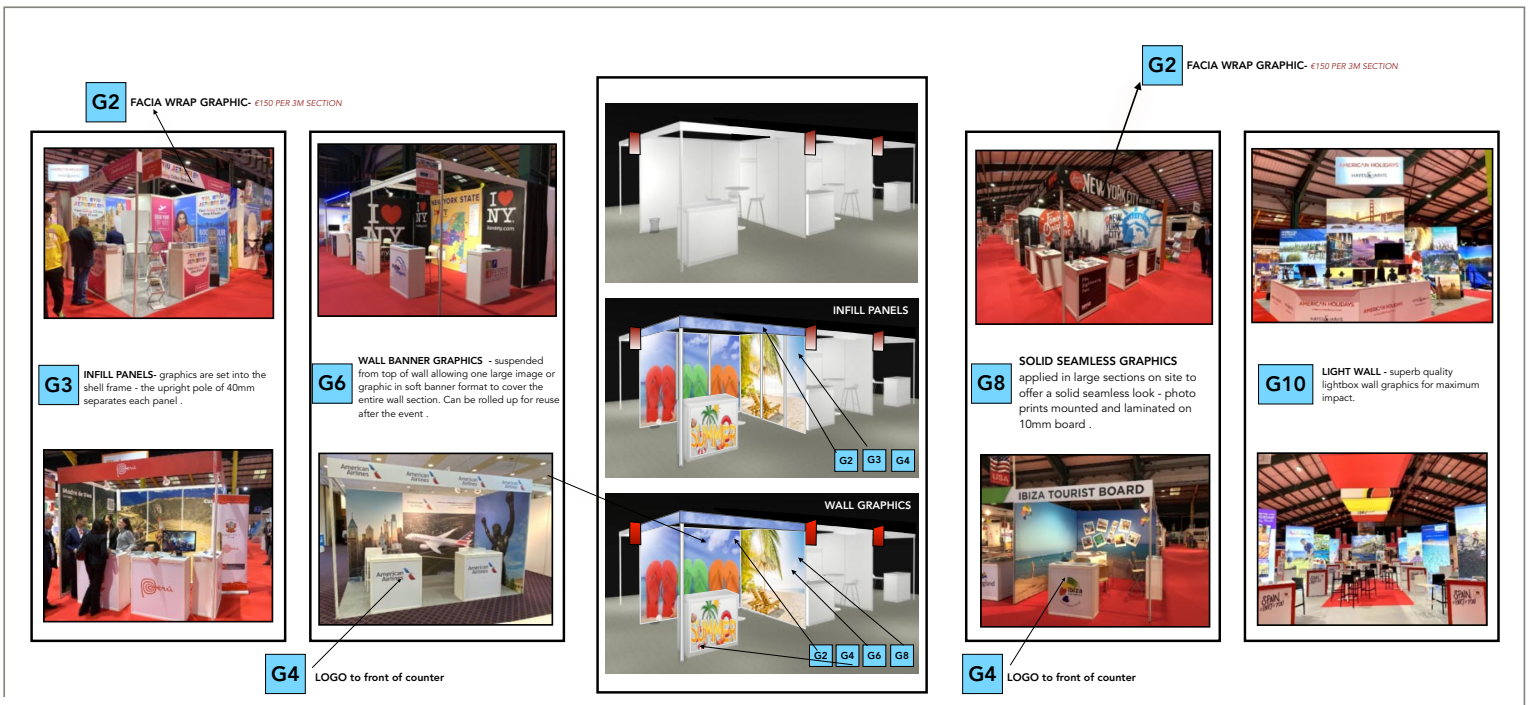
F12 - LEAFLET DISPENSER
5 pocket freestanding



AV7 - WALL MOUNTED MONITOR PANEL



AV8- FREESTANDING MONITOR STAND



HOLIDAY WORLD SHOW BELFAST 2027

ADDITIONAL ELECTRICS
Pre-payment Order Form

THE DEADLINE FOR ORDER & PAYMENT IS 1/12/26

Exhibitors who do not return this form will NOT have electrics delivered to their stand.

NO ORDERS WILL BE TAKEN ON SITE. THIS FORM MUST BE FILLED IN and returned with PAYMENT IN FULL (including 20% VAT)

Send to: Shane Hourican, Business Exhibitions (N.I.) Ltd., 59 Rathfarnham Road, Dublin D6W AK70

t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS | STAND NUMBER

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs First Name Surname

Job Title

Invoice Address

Country e:

t: m:

CODE	DESCRIPTION	PRICE	QTY .	TOTAL
OPTION A - Shell Scheme Exhibitors - No fuse board required				
E02	13 amp Double Socket (max load 1Kw)	£82.00		
E03	LED Spotlight on Track (Each)	£58.00		
E04	5' Tube Light	£59.00		
E05	LED Long Arm Spotlight	P.O.A.		
E06	LED Floodlight	£85.00		
E10a	Special Connections (To own appliance)	P.O.A.		
OPTION B - Space only Exhibitors - Mains Supply required				
E08	20 amp Single Phase Mains Supply (4Kw)	£122.00		
E11	30 amp Single Phase Mains Supply (6Kw)	£129.00		
E13	20 amp Three Phase Mains Supply (12Kw)	£166.00		
E09	30 amp Three Phase Mains Supply (18Kw)	£172.00		
E02b	13 amp Double Socket (max load 1Kw)	£82.00		
E03b	LED Spotlight on Track (Each)	£58.00		
E04b	5' Tube Light	£59.00		
E05b	LED Long Arm Spotlights	P.O.A.		
E06b	LED Floodlight	£85.00		
E07b	24hr Supply (inc. 20 amp Mains)	P.O.A		
E010b	Special Connections (To own appliance)	P.O.A.		
			VAT @ 20%	
			TOTAL	

ORDER INSTRUCTIONS AND CREDIT CARD DETAILS FORM ON FOLLOWING PAGE

HOLIDAY WORLD SHOW BELFAST 2027

ADDITIONAL ELECTRICS
Pre-payment Order Form contd.

ORDER INSTRUCTIONS

220 VOLT POWER DELIVERY:
The cost of 13amp 220-Volt outlets includes delivery to one location in island stands and to one location at the rear of regular in block stands. If you require the outlets to be distributed to any other location, complete and return this Electrical Order Form along with a floor plan layout of your stand space indicating outlet locations.

HIGHER VOLTAGE SERVICES:
If you require off standard voltages or higher services, please call for a quote. Our electricians must make all high voltage connections and disconnects. Please complete the Electrical Labor Order Form to schedule your estimated connection time and return it with this order form.

24 HOUR SERVICES:
Electricity will be turned on within 30 minutes of the show opening and off within 30 minutes of show closing, show days only. If you require power at any other time order 24 hour power.

LIGHTING:
Standard lighting is supplied as per agreed show package (detail in exhibitor manual). Long arm lights can only be installed on a hard wall structure. Time and material applies to all other locations.

CREDIT CARD DETAILS

☐ **Visa** ☐ **Mastercard** **TOTAL £** _____ **CCV** ☐☐☐

Card No ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ **Expiry Date** ☐☐ / ☐☐

Cardholder Name _____ **Signature** _____ **Date** _____

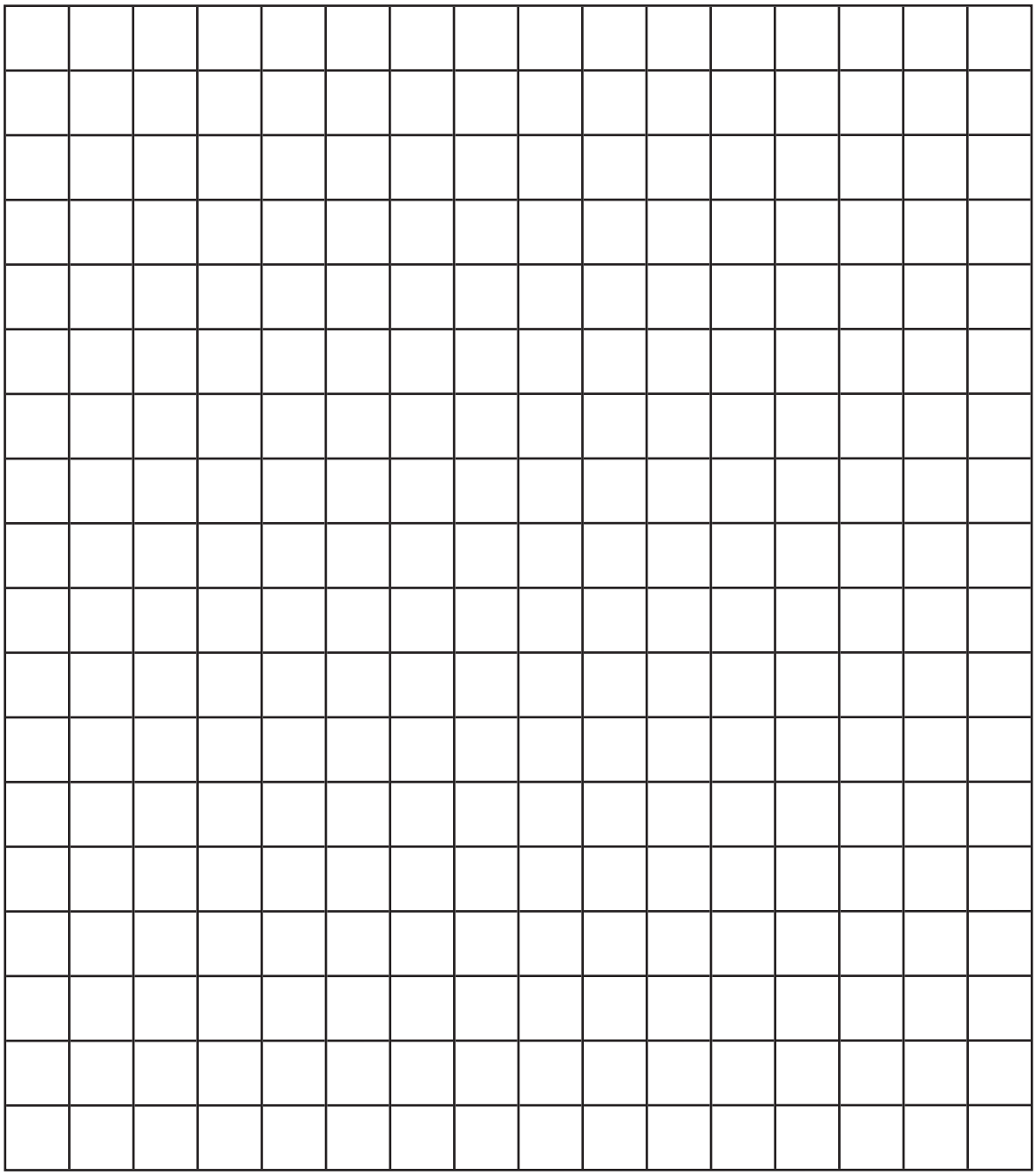
Address _____

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO: BUSINESS EXHIBITIONS (N.I.) LTD

STAND GRID LAYOUT

INDICATE STAND FRONTAGE & ORIGINATION IN RELATION TO ADJACENT STANDS OR OTHER FEATURE / LANDMARK

PLEASE MARK ELECTRICAL / AUDIO-VISUAL REQUIREMENTS ON THIS GRID KINDLY SCALE OR SUBMIT A SCALED DRAWING



NOTE: FITTINGS ARE GENERALLY ERECTED TO THE PERIMETER OF STANDS WITH SOCKETS MOUNTED ON WALLS OR SUPPORT POSTS & LIGHTING BEHIND THE FACIA(WHERE SUPPLIED). YOU ARE RESPONSIBLE FOR PROVIDING SUITABLE SUPPORT TO MOUNT ELECTRICAL FITTINGS.

PLEASE REMEMBER TO TAKE A COPY OF THIS FOR YOUR RECORDS

HOLIDAY WORLD SHOW BELFAST 2027

AV RENTALS
Pre-payment Order Form

THE DEADLINE FOR ORDER & PAYMENT IS 1/12/26

Exhibitors who do not return this form will NOT have AV Equipment delivered to their stand

NO ORDERS WILL BE TAKEN ON SITE. THIS FORM MUST BE FILLED IN and returned with PAYMENT IN FULL (including 20% VAT)

Send to: Shane Hourican, Business Exhibitions (N.I.) Ltd.,
59 Rathfarnham Road, Dublin D6W AK70
t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS | STAND NUMBER

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs First Name Surname

Job Title

Invoice Address

Country e

t m

CODE	DESCRIPTION	PRICE	QTY.	TOTAL
AV1	32" TV (HDMI/VGA/USB)	£360.00		
AV2	42" TV (HDMI/VGA/USB)	£400.00		
AV3	48" TV (HDMI/VGA/USB)	£450.00		
AV4	55" TV (HDMI/VGA/USB)	£560.00		
AVPP	Plasma Panel (Must be ordered if TV to be wall mounted in shell scheme)	£180.00		
AVST	TV Freestanding Stand (Can be used with all TVs)	£180.00		
AV5	DVD Player	£190.00		
			Sub Total	
			VAT @ 20%	
			TOTAL	

All orders must be placed by 1st December 2026

CREDIT CARD DETAILS

☐ Visa ☐ Mastercard TOTAL £ CCV

Card No Expiry Date /

Cardholder Name Signature Date

Address

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO: BUSINESS EXHIBITIONS (N.I.) LTD

HOLIDAY WORLD SHOW BELFAST 2027

EXHIBITION STAND GRAPHICS
Pre-payment Order Form

THE DEADLINE FOR ORDER & PAYMENT IS 1/12/26

Exhibitors who do not return this form will NOT have exhibition stand graphics delivered to their stand.

NO ORDERS WILL BE TAKEN ON SITE. THIS FORM MUST BE FILLED IN and returned with PAYMENT IN FULL (including 20% VAT)

Send to: Shane Hourican, Business Exhibitions (N.I.) Ltd., 59 Rathfarnham Road, Dublin D6W AK70
t: +353 (0)1 295 7418 m: +353 (0)87 255 1675 e: shane@bizex.ie

EXHIBITOR DETAILS | STAND NUMBER

PLEASE COMPLETE IN BLOCK CAPITALS

Company Name

Mr/Ms/Mrs **First Name** **Surname**

Job Title

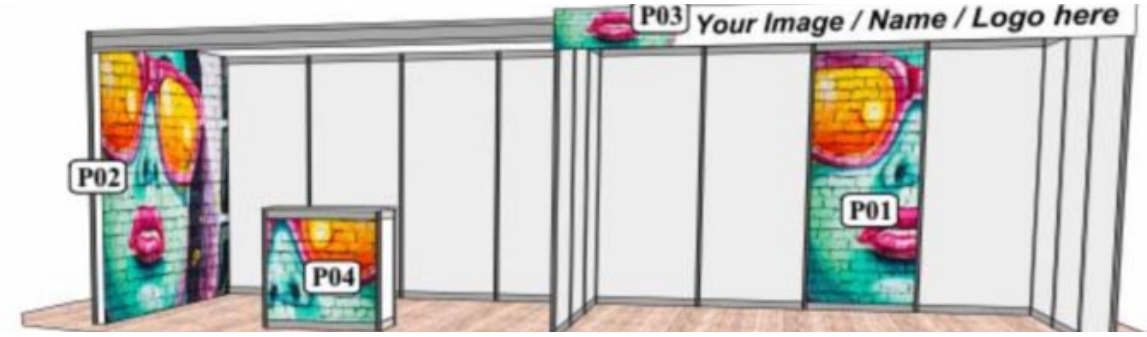
Invoice Address

Country **e:**

tt: **m:**

CODE	DESCRIPTION	COST	QTY.	TOTAL
P03	G2 Facia Wrap Graphic - per linear metre	£67.00		
P01	G3 Graphic Infill Panels - 970 X 2360	£235.00		
P04	G4 Graphic Counter Infill Panel	£125.00		
P02	G6 Wall Banner Graphic - per 3m	£790.00		
G8	G8 Solid Seamless Graphic - per 3m	£1,150.00		
			Sub Total	
			VAT @ 20%	
			TOTAL	

All Prices include installation and are subject to VAT @ 20%
Above are sample prices - Please contact us (see details above) for full quotation for your stand



CREDIT CARD DETAILS

☐ Visa ☐ Mastercard TOTAL £ CCV

Card No Expiry Date /

Cardholder Name Signature Date

Address

CHEQUES SHOULD BE CROSSED AND MADE PAYABLE TO: BUSINESS EXHIBITIONS (N.I.) LTD

RISK ASSESSMENT FORM

This form **MUST BE** completed by all exhibitors applying for space at the Show.

Using the guidelines below, please consider the risk to those building and dismantling your stand(s) and to members of the public during the Show. Overleaf, outline the steps you propose to take to minimise that risk.

If you have any queries about completing the form overleaf, please contact the Organisers.

HAZARD Think about possible hazards which you could reasonably expect to result in significant harm.	**WHO IS AT RISK?** There is no need to list individuals by name - just think of groups of people who may be affected.	**ACTION TO CONTROL RISK** For the hazards listed, what precautions have you taken?
• Slipping & Tripping • Fire (flammable materials or electrics) • Chemicals (bleach or cleaningmaterials) • Moving parts of machinery • Work at height (ladders etc.) • Pressure systems • Vehicles, forklifts etc. • Electricity • Dust (from grinding etc.) • Fumes • Manual Handling • Noise	• Staff / visitors • Members of the public • Maintenance personnel • Contractors • Operators • Cleaners **Pay particular attention to:** • Staff with disabilities • Visitors • Inexperienced staff • Lone workers - they may be more vulnerable	• Meet the standards set by a legal requirement? • Comply with a recognised industry standard? • Represent good practice? • Reduce risk as far as reasonably practicable? **Have you provided:** • Adequate information, instruction or training? • Adequate systems or procedures?

COMPANY DETAILS: (this address and contact details will appear in the show catalogue and on invoices).

PLC ❍ Charity ❍ Sole Trader ❍ Partnership ❍ Limited ❍

Name of Business

Contact (Responsible Person)

Address

Post Code

Date Assessment Undertaken Signature of Assessor

Stand Number Items to be Displayed on Stand

RISK ASSESSMENT FORM

Likelihood of Happening

1 - Unlikely to happen.

2 - May occur at some time.

3 - Likely to occur at some time.

4 - Very likely to occur.

Extent of Possible Injury

1 - Remote possibility of harm.

2 - Slight injury, minor first aid.

3 - Some injury, not too serious.

4 - Serious injury or damage.

5 - Could cause death or serious injury.

Hazard	Likelihood of Happening	Extent of Possible Injury	Person at Risk	Controls to Minimise Risk
Slipping/Tripping	*2*	*2*	*Staff, General Public*	*Covered possible trip hazard or highlighted with fluorescent tape*

HOLIDAY WORLD SHOW BELFAST 2027

RULES AND REGULATIONS

The Terms and Conditions contained in this Licence shall be deemed to form part of any contract made between APPLICANTS for stand space (hereinafter called 'Exhibitor') on the one part and THE ORGANISER having its registered office at 59 Rathfarnham Road, Terenure, Dublin D6W AK70 (hereinafter called "Organiser') of the other part.
(a) The Organisers empowered to grant Licences to Exhibitor's for stand space.
(b) The grant of a Licence for stand space to an Exhibitor shall be subject to and upon the terms and conditions and the Rules and Regulations as herein set out.

1.00 - DEFINITIONS
In this Licence and in these Rules and Regulations, the expressions which appear in the Definitions Schedule hereto shall have the meanings ascribed to them thereto.

2.00- LICENCE
2.1 Grant of Licence
The Organiser HEREBY GRANTS to the Exhibitor for the Licence fee stated in the Space Application Form and outlined in Clause 6 below the Licence set forth in Clause 2.2:
2.2 The Exhibitor shall have the exclusive right to stand space at the Exhibition in the position shown in the floor plan subject to the provisions of clauses 4.3 to 4.6 hereof inclusive. The Licence shall be for the period specified in the Space Application Form. The Exhibitor shall be a Licensee only and shall not have any estate, right or interest in the said stand space or any part thereof nor shall the relationship of Landlord and Tenant exist or arise or be deemed to exist or arise between the parties.
2.3 The Exhibitor shall have the right to market, promote, display and sell any of its products at the Exhibition which products shall have been first approved by the Organiser upon the application by the Exhibitor in the Space Application Form for the grant of the Licence.
2.4 The Exhibitor shall have the right to market, promote, display and sell any other products at the Exhibition whether as agent, distributor or otherwise, PROVIDED HOWEVER that the name or names of the said agent, distributor or otherwise on behalf of whom the Exhibitor wishes to market, promote, display and sell products shall be stated upon the Space Application Form by the Exhibitor.
2.5 The Organiser shall have the absolute right to require an Exhibitor to remove any products or exhibits at the Exhibition which have not previously been approved by the Organiser in accordance with Clause 2.3 and 2.4 hereof.
2.6 The Organiser shall have the absolute right to refuse an application for the Grant of a Licence for stand space at the Exhibition.

3.00 RULES AND REGULATIONS
3.1 Obligations of the Exhibitor
The Licence granted herein is subject in all respects to and must be exercised in accordance with the rules and regulations of the Exhibition as herein set out.
3.2 Public Authorities etc.
The Exhibitor shall comply with the requirements of all Public Authorities and the owners of the Exhibition premises.
3.3 Insurance
The Exhibitor shall effect and maintain at all times throughout the period of the Licence in an Insurance Office of repute the insurance cover specified at Clauses 3.4 and 3.5 hereof.
3.4 Third Party Claims The Exhibitor shall indemnify and hold harmless the Organiser with respect to all claims of, and liability to, third persons for injury, death, loss, or damage of any type arising out of or in connection with, the exercise of the Licence howsoever arising.
3.5 Exhibitors Staff & Exhibits at the Exhibition
The Exhibitor shall indemnify and hold harmless the Organiser with respect to all claims of, and liability to servants, agents, invitees or licensees of the Exhibitor howsoever caused and for the loss of or damage to Exhibits or to other property of the servants, agents, invitees or licensees of the Exhibitor, howsoever caused and shall maintain in force throughout the period of the Licence reasonably adequate insurance against the foregoing claims, loss and damage which the Exhibitor is obliged to insure against under this clause.
3.6 Exhibitor to Produce Policies of Insurance
The Exhibitor shall produce to the Organiser on request the policies in relation to the insurances specified in clauses 3.4 and 3.5 above together with evidence of payment of the premium in respect of the said policies.
3.7 Exhibitor to Notify
The Exhibitor agrees to provide prompt notice to the Organiser of any such claims which shall arise under clause 3.4 and 3.5 above.
3.8 Conduct of Exhibitors
The Exhibitor shall ensure that the stand is open to view and staffed by competent representatives during Exhibition hours. In the event of an Exhibitor failing to open the stand or to uncover Exhibits the Organiser may do so or arrange for the stand and Exhibits to be removed and the Exhibitor shall be liable for the costs and expenses incurred by the Organiser in respect of same.
3.9 The Exhibitor shall provide samples of products which are to be promoted and sold where appropriate and upon request to establish and confirm the quality, style and appearance of the products is in accordance with the standards set from time to time by the Organiser.
3.10 The Exhibitor shall ensure that the products promoted or sold where appropriate shall be of a high standard and not less than the quality, style and appearance of the approved samples stated at Clause 3.9 above.
3.11 The Exhibitor, its servants, agents, invitees or licensees shall conduct.themselves in a proper manner and shall not cause any nuisance or disturbance to any other Exhibitor or Exhibitors, employee or visitor or to the Organiser. Any person failing to behave himself in a proper manner may be removed from the Exhibition premises and refused re-admission during the period of the Exhibition.
3.12 The Exhibitor shall conduct its business only from its own stand and shall not, under any circumstances carry on business in any other part of the Exhibition premises.
3.13 Damage to Buildings
The Exhibitor shall not cause or permit any damage to the Exhibition premises or any part thereof or to any of the fixtures and fittings therein, and any such damage occurring during the Licence period in breach of its regulation shall immediately be made good by the Exhibitor, who shall reimburse the Organiser for such sums. Without derogating from the generality of the foregoing, no nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the Exhibition premises.
3.14 Fire Precaution
The Exhibitor shall not do or permit any act to be done (upon the Exhibition premises) which may endanger the safety or stability of the premises, which may make void or voidable any in surance policy of the owners of the Exhibition premises and shall comply with the requirements of the Fire Officer or other relevant authority.
The Exhibitor shall observe the following provisions:
(i) Fire Proofing
All display materials shall be made from fire proofed materials to the satisfaction of the Fire Authorities. Cloth materials used in the decoration of stands must be non-flammable and stretched against solid backing.
(ii) Counter Backs and Curtains
Curtains shall be cut off at least 6 inches clear of the floor.
(iii) Inflammable Goods
The Exhibitor shall not store or place any inflammable dangerous or explosive substance, liquid or gas upon the Exhibition premises, but celluloid or articles mainly consisting of that material may be shown in glass show cases or otherwise protected from risk in an approved manner.
(iv) Naked Lights
No naked lights or lamps may be used during the period of the Exhibition or the periods of fitting up or dismantling, except where permission is given in writing by the Organiser after o btaining approval of the Local Authorities and owners of the Exhibition premises.
(v) Fire Extinguishers
An Exhibitor demonstrating shall erect in a permanent position on the stand an approved pattern fire extinguisher of two gallon capacity, complete with full working instructions and shall also be responsible for ensuring that at least two persons on the stand are familiar with and understand the use of such extinguisher, and are acquainted with the position of the nearest fire alarm station at the Exhibition premises.
(vi) Breach of Fire Precaution
An Exhibitor committing a breach of any of the foregoing clauses shall indemnify the Organiser for all claims, losses and damage caused in respect thereof.
3.15 Stand Cleaning and Aisles
The Exhibitor shall keep the aisles in front of the stand free from obstruction and ensure that the stand is maintained in a clean and tidy state throughout the Exhibition hours.
3.16 Operating Machinery or Exhibits
(i) Moving machinery shall, at the expenses of the Exhibitor, be installed and protected to the satisfaction of the Organiser and the owners of the Exhibition premises. If such machinery shall, in the opinion of the Organiser, be too noisy or cause annoyance to other Exhibitors or to visitors, it shall be switched off on request by the Organiser.
(ii) No motors, engines, furnaces, contravences or power driven machinery may be exhibited in operation without adequate protection against fire risk and without the written

permission of the Organiser. Such permission may be withheld or withdrawn at any time should such operating exhibits be of a nature likely to causes danger, annoyance or inconveniences to other Exhibitors or visitors.
(iii) Safety devices may be removed only when the machines are not in operation and not connected to the source of power and only for the purposes of showing a visitor the design and construction of the uncovered part or parts. In such a case, however, the safety devices which are removed must be placed immediately beside the machine.

3.17 Advertising
(i) All hand bills advertisements, photographs and printed matter are subject to the approval of the Organiser and the Exhibitor shall not paste or otherwise affix, exhibit or distribute advertisements anywhere in the building except on or from the Exhibitor's own stand.
(ii) The Exhibitor shall fully and effectively indemnify the Organiser against all costs claims, demands, proceedings and losses whatsoever made against or incurred by the Organiser as a result of the Exhibitor exhibiting or advertising any goods or service at the Exhibition.

3.18 Cinematography. Displays and Amplifiers
Cinematography, photographic slides, radio, television, video tapes, tape recorders, gramaphones or any form of sound amplification may not be used without the written consent of the Organiser and subject to the following conditions:
(i) Only non-inflammable film must be used and the project housing and covering must be of non inflammable material in accordance with the requirements of the Local Authorities and the owners of the Exhibition premises. Where sound film is used, adequate sound proofing must be carried out and any seating must be in accordance with the Local Authority regulations.
(ii) Details of final arrangements must be submitted to the Organiser for approval not later than one month before the opening day of the Exhibition and before any work is put in hand. The Organiser will not give permission for any installation which, in its opinion, may either cause annoyance to neighbouring Exhibitors or render the main public address system in the Exhibition premises inaudible. Should the Organiser consider the sound to be excessive, the Exhibitor undertakes to reduce the volume to an acceptable level or switch off completely if required.

3.19 Sales Promotion
(i) All efforts to advertise, promote sales and operate Exhibits must be conducted so as not to cause any annoyance or inconvenience to other Exhibitors and visitors.
(ii) All solicitations (in person or by any sound process) above the ordinary speaking tone of voice, any practice resulting in a complaint from an Exhibitor or visitor, which, in the opinion of the Organiser, exposes them to annoyance or danger are expressly prohibited.

4.00 - ORGANISERS OBLIGATIONS

4.1 Obligations of the Organiser
The Organiser shall use its best endeavour to obtain wide media exposure for the Exhibition. The Organiser shall not be held responsible for the failure of all or any other contracted exhibitor to attend the Exhibition or the failure of any number of attendees to attend the Exhibition for any reason beyond the reasonable control of the Organiser.

4.2 Stand Space
The Organiser shall provide the stand space granted by the Licence and defined by the floor plan, subject to the provisions of 4.3 to 4.6 hereof inclusive.

4.3 Alteration of space allotted
The Organiser shall have the right at any time and from time to time to make such alterations on the Floor Plan of the Exhibition as may in its opinion be necessary in the best interests of the Exhibition and may alter the shape, size or position of the space allowed to the Exhibitor. PROVIDED HOWEVER that if as a result of any such alterations by the Organiser the space allocated to an Exhibitor shall be reduced from the space originally allotted in the Floor Plan allowance will be made to the Exhibitor proportionate to the amount of space reduced. No alteration to the space allotted will be made in such a way as to impose any increase in the Licence fee payable by the Exhibitor.

4.4 Occupation and Completion of Site
The Exhibitor, its servants, agents, employees and contractors may enter the Exhibition premises for the purpose of erecting the stand and preparing Exhibits during the build up period of the Exhibition allowed by the Organiser. The Exhibitor undertakes that the site or stand will be ready, occupied and all Exhibits installed and arranged thereon for displays and all arrangements in connection therewith completed by 10.00 pm on the evening before the opening of the Exhibition.

4.5 The Exhibitor shall not be permitted to erect or occupy a stand or site until the Licence fee is paid. If an Exhibitor shall default in payments of the Licence fee, the Exhibitor shall be prohibited from occupying the site or stand and the stand or site shall be reallocated to a third party. The Exhibitor shall be liable for any expenditure incurred by the Organiser together with all losses incurred by the Organiser by reason of the Exhibitors failure to pay the Licence fee or any part thereof.

4.6 All exhibits and property of the Exhibitor must be removed from the Exhibition premises prior to the expiry of the Licence period. The Organiser shall have the right to remove and dis patch such Exhibits and property (at the risk and expense of the Exhibitor) to the address of the Exhibitor stated herein in the event of the Exhibitor failing to comply with this condition.

5.00 TERM

5.1 This Licence shall commence on the date specified in the Space Application Form.

6.00 LICENCE FEE

6.1 The Exhibitor shall pay to the Organiser the Licence fee together with Value Added Tax there on in the manner following: (i) 50% of the Licence fee upon the acceptance by the Organiser of the completed Space Application Form; and (ii) the balance shall be payable not less than six weeks before the opening of the Exhibition. If the Exhibitor shall default in making any of the said payments, the Licence shall be terminated forthwith by notice in writing from the Organiser to the Exhibitor. All sums paid shall be forfeited and the balance of the Licence fee shall become due and payable forthwith. Such termination shall not prejudice any rights or claims by the Organiser against the Exhibitor in respect of any antecedent breach.

7.00 TERMINATION

7.1 This Licence shall be terminated with immediate effect in the event that the Exhibitor shall commit a material breach of any of its obligations hereunder and shall not remedy such breach (if the same is capable of remedy) within 8 hours of being required by written notice so to do. For the avoidance of doubt it is hereby expressly agreed that breaches for which the Organiser shall be entitled to terminate this Licence forthwith on notice to the Exhibitor shall include without being limited thereto the following:
(a) If he acts in bad faith or otherwise engages in any conduct seriously prejudicial to this Licence, or the Organiser, or
(b) If he is guilty of fraud or misconduct, or
(c) If he, being an individual. becomes bankrupt or being a Company ceases to carry on business. has a receiver or administrator appointed over all or any part of its assets or under taking, enters into any composition or arrangement with its creditors or takes or suffers any similar action in consequence of a debt or other liability, or undergoes any process analogous to the foregoing in any jurisdiction throughout the world.
(d) If the Exhibitor becomes involved in a trade or industrial dispute whether such action be official or otherwise. the Organiser reserves the right to close without notice the stand or stand space that is involved either directly or indirectly in the dispute and to restrain the Exhibitor from occupying the stand space before, or for part or for the duration of the Exhibition and to terminate this Licence. The Organiser in such an event shall not be liable for any loss or damage consequential or otherwise occasioned by such action or shall not be liable to pay any compensation or refund any monies to the Exhibitor involved in the trade or industrial dispute.

7.2 All sums paid by the Exhibitor to the date of termination shall be forfeited and the balance, if any, due hereunder shall be payable forthwith. Termination of this Licence shall operate without prejudice to any rights which may have accrued to either party hereunder.

8.00 - CANCELLATION AND POSTPONEMENT OF EXHIBITION

8.1 Covid-19
(a) The Organiser shall be entitled (at its sole discretion) to terminate or reschedule the term of this Licence with immediate effect if a Covid-19 Public Health Event interferes with the performance of its obligations under this Licence.
(b) If the Licence is cancelled in full (and not rescheduled) due to a Covid-19 Public Health Event, the Exhibitor will be entitled to a full refund of the licence fee paid by the Exhibitor. If one or more days of the Exhibition (but not all of the days) are cancelled due to a Covid-19 Public Health Event, the Exhibitor will be entitled to a proportionate partial refund of the licence fee paid by the Exhibitor.
(c) If the Exhibition is rescheduled due to a Covid-19 Public Health Event, the Exhibitor's licence will remain valid for the rescheduled date of the Exhibition (subject to availability of capacity). If the Exhibitor notifies the Organiser within a specified deadline (and no later than 8 weeks before the rescheduled date of the Exhibition) that they no longer want to attend the rescheduled Exhibition, the Exhibitor will be entitled to a full refund of the licence fee paid by the Exhibitor.
(d) The Organiser shall be under no further liability to the Exhibitor in respect of any actions, claims, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor, as a result of any full or partial cancellation of the Licence due to a Covid-19 Public Health Event.

8.2 Other Force Majeure Events
If the Exhibition is abandoned for any reason (other than a Covid-19 Public Health Event) which is an event of force majeure (more particularly defined at clause 10.3 hereof) or if the Exhibition premises shall become wholly or partially unavailable for the holding of the Exhibition for whatsoever reason, not within the control of the Organiser, whether ejusdem generis or not (but excluding if as a result of a Covid-19 Public Health Event), the Organiser at its entire discretion may repay the licence fee paid by the Exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such rental and shall be under no liability to the Exhibitor in respect of any actions, claims, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor, as a result of the happening of any such events.

9.00 - LIMITATION OF LIABILITY

9.1 Notwithstanding anything in this Licence to the contrary insofar as the Exhibitor may have any claim from damages against the Organiser at law, the same shall preclude damages for indirect or consequential loss and in the case of the other damage to which legal liability is established subject to the terms of this Licence the Organisers liability shall be limited to:

9.2 The repayment of all sums then paid to the Organiser by the Exhibitor which have not already been spent or incurred or accrued by the Organiser so that it can not avoid such expenditure without itself being in breach of contract.

9.3 Return all Exhibitor products not consumed or which have not been legally committed to be consumed so that such consumption cannot be avoided by the Organiser without itself being in breach of contract.

10.00 -FORCE MAJEURE

10.1 If by any reason of any event of force majeure either of the parties to this Licence shall be delayed in or prevented from, performing any of the provisions of this Licence then such delay or non performance shall not be deemed to be a breach of this Licence and no loss or damage shall be claimed by either of the parties hereto from the other by reason thereof.

10.2 Should the exercise of the rights and obligations under this Licence be materially hampered, interrupted or interfered with by reason of any event of force majeure, then the obligations of the parties shall be suspended during the period of such hampering, interference or interruption consequent upon event or events and shall be postponed for the period of time equivalent to the period or periods of suspension, and the parties hereto will use their best endeavours to minimise and reduce any period of suspension occasioned by any of the events aforesaid.

10.3 The expression “an event of force majeure” shall mean and include fire, flood, casualty, lock-out, strike, labour disputes, industrial action of any kind, unavoidable accident, break down of equipment, national calamity or riot, act of God, pandemic, epidemic, public health advice, the enactment of any act of An Oireachtas or the act of any other legally constituted authority, any cause of event arising out of attributable to war, or any other cause or event (whether of a similar or dissimilar nature) outside the control of the parties hereto other than a shortage or lack of money.

11.00 - GENERAL PROVISIONS

11.1 No Assignment

The Exhibitor may not assign the benefit of this Licence without the prior consent in writing of the Organiser.

11.2 Copyrights, Patents, Trademarks, Passing Off

The Organiser shall not be liable for any damages to the Exhibitor, its servants or agents may sustain in respect of the infringement of any of its copyrights, patents or trademarks arising out of its participation in the Exhibition. It shall be a matter for the Exhibitor to protect new inventions or designs before exhibiting same. The Organiser shall not be liable for any damages the Exhibitor, its servants or agents may sustain as a result of a Passing Off by another Exhibitor in the Exhibition. It shall be a matter for the Exhibitor to protect its proprietary rights to its goodwill.

11.3 Payment of Music or Film Royalties

The Exhibitor shall obtain an appropriate Licence if it proposes to have music or show films on its stand whether for demonstration purposes or otherwise and it shall indemnify the Organiser against any claim for non-payment of Royalties in respect of any sums due to any organisation or body that is empowered to collect Royalties for music or film.

11.4 Rights of the Organiser and Owners of the Exhibition Premises

The Organiser and owners of the Exhibition premises and those authorised by them respectively shall have the right to enter the Exhibition premises at any time to execute works, repairs, and alterations and for any other purposes.

11.5 Failure of Services

The Organiser shall use its best endeavours to ensure the supply of the services of the owners of the Exhibition premises or other suppliers and of those mentioned in the Exhibitors Manual, but as the supplies of such services are not within the control of the Organiser, it shall not incur any liability to the Exhibitor for any loss or damage if any such service shall wholly or partly fail or cease to be available nor shall the Exhibitor be entitled to any allowance in respect of sums due or paid under this Licence.

11.6 Administration to the Exhibition

The Organiser shall have the right in its absolute discretion to exclude or remove from the Exhibition any person whose presence is or is likely to be undesirable and the Organiser may exercise such rights notwithstanding that any person is the servant or agent of the Exhibitor or otherwise in any way connected or associated with the Exhibitor.

11.7 Construction and erection of stands and offices

Shell Stands

(a) Where Shell stands are provided by the Organiser, they shall be in accordance with the specification and conditions governing all additional constructional work contained in the Exhibitors Manual.

Space only sites

(b) All stands on space only sites shall be subject to the prior approval of the Organiser which must be obtained at least 28 days prior to the commencement date of the Exhibition.

(c) The Organiser shall have the right to issue an official catalogue. The Organiser shall not accept responsibility for any omissions, misquotations or other errors which may occur in the compilation of the catalogue.

11.8 Notices

Notices given hereunder or to be served by either of the parties hereto on the other may be made by delivering same by hand or by sending the same through the post in a pre-paid letter addressed to the relevant party hereto at its respective address aforesaid. If delivered by post shall be deemed to be served on receipt and in any event no later than 5 working days after the time of posting and in proving such services, it shall be sufficient to show that the letter containing the notice was properly addressed, stamped and put into the Post Office. If delivered by hand, it shall be deemed to be served when handed to the other party.

11.9 No Variation

The term of this Licence shall not be varied nor the Licence terminated orally and none of the terms hereof shall be deemed to be waived or modified except by an express agreement in writing signed by the party against whom such waiver or modification is sought to be enforced.

11.10 Licence and Rules and Regulations

This Licence and the Exhibitors manual constitutes the entire agreement between the parties regarding the subject matter hereof as at the date hereof all prior understanding (oral or written) if any having been superseded thereby.

11.11 General Lien

All Exhibits are subject to a General Lien in favour of the Organiser for all sums whether for unpaid Licence fees or otherwise due from an Exhibitor to the Organiser.

11.12 Waiver

A waiver by the Organiser of any breach by the Exhibitor of any of the terms and conditions contained in this Licence or of any of the Rules and Regulations herein contained or the ac quiescence of the Organiser in any act (whether of commission or omission) which but for such acquiescence would be a breach as afore said, shall not constitute a general waiver of such terms, provision, condition, rule, regulation of or any subsequent act contrary thereto.

11.13 Governing Law

This Licence and the Rules and Regulations contained herein shall be governed by and construed in accordance with the laws of the Republic of Ireland and each of the parties hereto irrevocably submits to the non-exclusive jurisdiction of the High Court of Ireland.

12.00 - PAYMENT TERMS

12.1 Payment by the Exhibitor will be due as to half within four weeks from the date of the Order and as to the remainder on or prior to the date eight weeks before commencement of the Exhibition.

13.00 -EXHIBITOR CANCELLATION

13.1 Cancellation by the Exhibitor will only be effective if sent by mail to the Organiser at its address on the Order Form. In the event of cancellation, the Organiser may arrange for the space to be provided to another exhibitor and the following cancellation charges will apply:

Cancellation notice received prior to the date 8 weeks before commencement of the Exhibition: half of payment due.

Cancellation notice received on or after the date 8 weeks before commencement of the Exhibition: full payment due.

It is agreed that the cancellation charges are a genuine estimate of the Organiser’s resulting costs and losses.

SCHEDULE

Definitions:

"Exhibit"	The property of the Exhibitor which is used for the Promotion ol the Exhibitors Products.
“Exhibition premises"	The Premises referred to in the Space Application Form;
"Exhibitors manual"	The manual provided for each Exhibitor;
"Floor Plan"	The stand space defined in the Plan contained in the Exhibitors manual,
"Insurance"	The insurance to be taken out by the Exhibitor for the benefit of the Exhibitor and the Organiser covering third party claims and the Exhibitors staff and Exhibits at the Exhibition
“The Licence"	The Exhibition Licence granted by the Organiser to the Exhibitor for the Period specified in the Space Application Form.
"Licence Fee"	The fee Payable by the Exhibitor and stipulated in the Space Application Form.
"Product"	The Products and services displayed by the Exhibitor.
"Rules and Regulations"	The rules and regulations contained in this Licence; Space Application Form" the form to be completed by the Exhibitor when applying to the Organiser for a Licence for stand space
"Stand/Stand Space"	The stand space Provided in accordance with the floor plan as defined in the Exhibitors manual.
“Covid-19 Public Health Event”	Any law, restriction or action made, imposed or taken by a government in response to COVID-19.

30 Secrets to Exhibiting Success

1. On average 75 per cent of visitors to an exhibition are there to buy or plan to buy in the future.
2. Exhibiting is the most cost effective way of getting your products and services in front of customers.
3. Exhibiting is the only medium which allows you to interact with potential customers, using all the five senses.
4. Decide why you are exhibiting and what you wish to achieve. Have some specific, measurable targets in mind. For example, get 300 qualified sales leads or conduct 50 research interviews.
5. Design your stand to help deliver your objectives.
6. Have one person in charge of every aspect of the exhibition.
7. 80 per cent of stand success is down to staff, so train them.
8. If you can invite people, do. If you don't your competition will.
9. Formulate a plan to categorise leads for follow up.
10. At the show, let people know you are there, advertise.
11. Don't ask closed questions.
12. Keep your conversations with clients short and concise.
13. Turn off your mobile phone.
14. Focus, get all the details you can from your prospect.
15. Make a rota, so everyone knows where he or she is and what he or she is doing, when.
16. Make eye contact and smile.
17. Listen to your prospect and sell benefits not features. For example, this is good for you because...
18. Go for it! Have staff whose presence says "Hi, how are you?".
19. You and your staff need to look fresh and feel fresh.
20. Use all five senses to attract people to your stand.
21. Have daily team debriefs.
22. Classify all leads.
23. Don't eat whilst on the stand.
24. Don't get into conversations about products you do not know, ask another team member to help/demonstrate.
25. Remember why you are there, stay focused on your objectives.
26. Talk less listen more.
27. Conduct a show debrief with the stand team.
28. Follow up leads, you will need to contact them at least six times.
29. Make use of all the information you have gathered.
30. Book early for next year.