
Exhibition Guide - Content

	Page
1. Organization	2-4
1.1 Contact details	3
1.2 Supporting organizations	3
2. General exhibition details	5-6
2.1 Dates and times	5
2.2 Entrance doors	5
2.3 Set-up and break down passes	5
2.4 Parking / Loading and unloading (expedition)	5
2.5 Break down / Clearing stand space	6
2.6 Security	6
3. A-booth	7
3.1 Waste disposal during set-up and break down period	7
3.2 Stand cleaning	7
3.3 Hanging ropes	7
3.4 Stand design approval	7
4. Entrance passes and tickets	8
5. Services	8
4.1 Catering	8
4.2 Flowers and stand decoration	8
4.3 AV equipment	8
4.4 Hotel accommodation Belgium	8
6. Stand construction	9-11
6.1 Comfort packages	9
6.2 Tailor made stand construction - Eventive	9
6.3 Technical instructions	11
7. Stand activity regulations	12
7.1 Noise pollution prevention	12
7.2 Activities at Infosecurity.be and Storage Expo exhibition 2010	12
8. Press and Promotion	13
8.1 How to attract more visitors to your stand	13

Disclaimer:

In this Exhibition Guide the information has been admitted as known to us at the time of production. We will have the right to make changes in organization, logistics or conditions even in case this Guide states differently. Even though this Guide has been composed with the utmost precision, the organization may not be held responsible for direct or indirect damage arising from its information. No rights or claims can be derived from the content of this Exhibition Guide

1. Organization

You will exhibit at the exhibition of Infosecurity.be en Storage Expo 2011. For the best results, you would like to be well-prepared for your participation. As an exhibition organizer, we are happy to assist you with this.

Exhibition Guide

The organization and promotion of Infosecurity.be and Storage Expo is owned and handled by VNU Exhibitions Europe. This Exhibition Guide contains the key information about the organization, preparation and marketing of Infosecurity.be and Storage Expo.

A-booth

The exhibition will take place at Brussels Expo. The technical facilities are managed by A-booth. All services which A-booth can supply, including technical facilities, parking, security, etc. can be ordered online through A-booth digital handbook through the client portal. You will receive a username and password from VNU Exhibitions Europe which you can also use for the digital handbook.

We wish you all the best at Infosecurity.be and Storage Expo!

On behalf of VNU Exhibitions Europe,
The Exhibition Team of Infosecurity.be and Storage Expo

Sander van Kilsdonk, Sales & Account Manager
Kristel De Swert, Sales & Account Manager
Martine Fonville, Project Coördinator
Richard Koppen, Project Manager

1.1 Contact details

Please contact the Infosecurity.be and Storage Expo Exhibition Team at VNU Exhibitions Europe for information about the exhibition. For all your exhibition questions you can contact our Exhibitor Phone +31 30 – 295 2999.

Postal address:
P.O. Box 8800
3503 RV Utrecht
The Netherlands
Phone +31 30 – 295 2776 / 2726
Fax +31 30 – 295 2837
www.vnuexhibitions.com

Visitor address:
Jaarbeursplein 6, Beatrix building
3521 AL Utrecht
The Netherlands

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Richard Koppen

+31 30 – 295 2730
richard.koppen@vnuexhibitions.com

Sales & Account Manager
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sander.van.kilsdonk@vnuexhibitions.com

Sales & Account Manager
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+32 473 93 83 35
kristel.de.swert@vnuexhibitions.com

Project Coördinator
Martine Fonville

+31 30 – 295 2850
martine.fonville@vnuexhibitions.com

Content & Press Coördinator
Erwin van der Does

+31 30 – 295 2625
erwin.van.der.does@vnuexhibitions.com

Campaign Manager
Maartje Jansen

+31 30 – 295 2316
maartje.jansen@vnuexhibitions.com

1.2 Supporting organizations

For all your technical questions and stand facilities you can contact A-booth.

Postal address:
Industrieterrein Westerspoor-Zuid
1507 CD Zaandam
The Netherlands
Phone +31 75 – 622 55 81
Fax +31 75 – 622 55 82
E-mail info@a-booth.nl
www.a-booth.nl

Project Manager A-booth
Jaap Kees Snoeij

+31 (0)75 – 622 5581
jaap-kees@a-booth.nl

HORETO Catering Services

Postal address:

Place de Belgique
1020 Bruxelles
Belgique
Phone +32 2 474 88 88
Fax +32 2 474 83 95
vss@horeto-expo.com

First Aid

+ 32(0)2 474 8232

The Ziegler Group

Expedition, loading and unloading, storage, fork-lift trucks, customs.

Postal address:

Parc des Expositions
1020 Brussels
Tel : +32 2 475 45 40
Fax : 32 2 475 45 69
E-mail: alain_moerenhout@zieglergroup.com

Promotion and Advertising

Information about advertising and promotion can be found on our website www.infosecurity.be and www.storage-expo.be under the tab "Promotion". You can also contact our Sales & Account Managers for more information.

Sander van Kilsdonk

+31 30 – 295 2819

sander.van.kilsdonk@vnuexhibitions.com

Kristel De Swert

+31 (0)6 – 5133 1683

kristel.de.swert@vnuexhibitions.com

2. General exhibition details

2.1 Dates and times

Exhibition dates

Wednesday 23 March 2011

Thursday 24 March 2011

Location

Brussels Expo, Palace 8

Opening hours for visitors

Wednesday 23 March 2011 10:00 -17:00 hrs

Thursday 24 March 2011 10:00 -17.00 hrs

Opening hours for exhibitors

Wednesday 23 March 2011 08:00 -20:00 hrs

Thursday 24 March 2011 08:00 -24:00 hrs (from 18.00 hrs onwards start break down)

Set-up period

Tailor made/ own stand construction

Monday 21 March 2011 10:00 -22:00 hrs

Tuesday 22 March 2011 06:00 -20:00 hrs (from 18.00 hrs only at the stand)

Break down period

Thursday 24 March 2011 18:00 -24:00 hrs

Friday 25 March 2011 07:30 -12:00 hrs

On Thursday 24 March 2011, it is not allowed to start with the break down before 18:00 hrs. Visitors will still be in the hall. Be polite and patient, wait until 18:00 hrs!

2.2 Entrance doors

Entrance to the exhibition grounds during exhibition days is only possible via the escalator.

Please, look at the website www.infosecurity.be and www.storage-expo.be under the tab 'exhibition Info' or 'participate' where you can find the escalator.

2.3 Set-up and break down passes

During the set-up and break down period you need to have the correct passes with you at all times. Based on your stand location size you will receive a number of these passes. Extra passes can be ordered for free via the website www.klantenportaal.vnuexhibitions.com.

2.4 Parking / Loading and unloading (expedition)

For building up and break down days, you can report yourself at 'Gate G'. When you have shown your building up and breakdown pass you can drive further to '8B'. At that place you have the possibility to load and unload.

2.5 Break down / Clearing stand space

Clearance of the stands and removal of goods is possible on Thursday 24 March 2011 from 18:00 hrs onwards, after the exhibition has been closed for visitors. Comfort package stands must be completely empty on Thursday 24 March (you have until 24:00 hrs to empty the stand). Other stands and locations need to be emptied Friday 25 March before 17:00 hrs (you need to remove carpet, floors, tape and all other material). If you do not follow these regulations we will have to charge you for cleaning and damages. Please make sure you take all your valuables with you.

2.6 Security

Our exhibition complex is very large and we do our utmost to secure it all and its contents. For our security staff it can, however, be challenging to estimate ownership proportions, especially after closing hours and during construction periods.

To guarantee security as much as possible, our security staff will check all entrance passes and tickets (i.e. exhibitor, set-up and break down passes). We do advise you never to leave valuables unattended (mobile phones, laptops, etc). Apparent storages are also not secure enough, since many of them are opened with skeleton keys.

Attention! Please make sure that you always have someone to watch over your valuable items, because VNU Exhibitions Europe is not responsible.

3. A-booth

3.1 Waste disposal during set-up and break down period

Every exhibitor or hired stand supplier is responsible for the disposal of waste/ brochures/ stand material of their booth. For this, you are able to hire a waste container through A-booth (www.a-booth.nl). Onsite you may also contact A-booth.

3.2 Stand cleaning

Sanivest handles the stand cleaning for exhibitions at Brussels Expo. You can order their services via the digital manual from A-booth or via www.sanivest.be. If you have ordered a comfort package stand construction the stand cleaning is arranged for (only the initial cleaning is included).

3.3 Hanging ropes

To hang up lighting equipment or banners on a truss construction, please contact A-booth. They handle the installation as well as the material for you. More information can be found through www.a-booth.nl.

3.4 Stand design approval

Your stand design must be approved by A-booth before the set-up period begins. A-booth will look at your design, technical aspects, your location and possible factors in the surrounding of your stand before giving you the approval in writing. You can send your stand drawing to A-booth. We advise you to make sure your stand designer or builder sends the drawing to us in time. Make sure you have approval months in advance so you need not to worry about extra costs or a disappointment onsite.

Postal address:

Industrieterrein Westerspoor-Zuid
1507 CD Zaandam
The Netherlands
Phone +31 75 – 622 55 81
Fax +31 75 – 622 55 82
E-mail info@a-booth.nl
www.a-booth.nl

Project Manager A-booth
Jaap Kees Snoeij

+31 75 – 622 5581
jaap-kees@a-booth.nl

4. Entrance passes and tickets

A few weeks before the exhibition you will receive a number of exhibitor passes, set-up and break down passes automatically. These passes are meant for you, your staff and your construction suppliers. The quantity you receive is determined by your stand location space.

How can I order extra passes?

If you do not need any extra passes, you do not have to take action. If you do need extra exhibitor passes, you can order these from our website www.clientportal.vnuexhibitions.com.

What is the difference?

The exhibitor passes are meant for you and your stand staff and are only valid on 23 and 24 March 2011. Please make sure your staff only uses the exhibitor passes during these days and not the invitations. These invitations should only be handed out to your clients. The use by stand staff will disturb the composition of exhibition visitors. Furthermore, it is not possible to re-enter the exhibition with a used invitation nor is it possible to enter outside of visitor opening hours. The set-up and break down passes are meant for you and your suppliers (stand builders, transport, etc.). The passes are only valid during set-up and break down period (see chapter 2.1). During this construction period each person must carry a set-up and break down pass. G4S (Group 4 Securicor) staff will check these passes.

Invitations

You will receive 100 invitations from us by normal post. If you would like to order free extra invitations, you can order these from our website www.clientportal.vnuexhibitions.com.

5. Services

5.1 Catering

During the exhibition you can order catering via HORETO for tailor made stand catering. If you want to order stand catering, you can go to the website www.horeto.com.

5.2 Flowers and stand decoration

If you want to order some flowers or other decoration, you can contact ExpoFlora via phone +31 348 – 40 0559 or via www.expoflora.nl

5.3 AV Equipment

For all your AV equipment you can contact Showrent via phone +31 23 – 5282 351 or via www.showrent.nl

5.4 Hotel accommodations Belgium

- Hotel Ibis Brussel Expo-Atomium – Romeinse steenweg 572, Brussel. Phone +32 2 461 0484. www.ibishotels.com
- De Waerboom – Jozef Mertensstraat 140, Groot Bijgaarden. Phone + 32 2 463 1500. www.waerboom.com.

6. Stand construction

6.1 Comfort packages

At Infosecurity.be and Storage Expo exhibition 2011 several stand construction packages, the so-called comfort packages, are available. Check our website www.infosecurity.be and www.storage-expo.be for the most recent packages and prices.

Changes

All your specifications, changes and supplemental orders need to be placed through www.a-booth.nl.

Orders

If you are interested in a comfort package stand, contact your Sales & Account Manager Sander van Kilsdonk. Phone +31 30 – 295 2819 or via sander.van.kilsdonk@vnuexhibitions.com Kristel De Swert. Phone +31 (0)6 – 5133 1683 or via kristel.de.swert@vnuexhibitions.com

6.2 Tailor made stand construction – Eventive

One of the most important aspects of your exhibition participation is your booth. The right character in combination with your presentation is of the utmost importance in the realisation of your goals. In case you would like to have more than a standard stand, Eventive can offer you the possibility of a tailor made construction. Please, check our website www.infosecurity.be or www.storage-expo.be under the tab 'preparation' – Event Assistant for more information.

Building Londen
Burgemeester Stramanweg 102 B
1101 AA Amsterdam Zuidoost
Phone: +31 (0)20 409 4787
Fax: + 31 (0)20 409 4782
E-mail: info@eventive.nl

Minimum stand construction demands

Each exhibitor with a tailor made construction is compelled to place separation walls at the back of the stand and on the sides of another stand. You may not, in any circumstance, use the walls of your neighbours. Separation walls need to be 2,50 metre high. You also need to make sure that the floor is completely covered. Note that when you use a levitated floor and you place separation walls on that floor, the maximum stays 2.50 metre high. When placing a higher floor you have to deduct that difference from the height of the walls. Make sure you do not have a wall above 2.50 metre!

Height

Depending on the height in the halls it is possible to build a construction higher than 2.50 metre, provided that you have a written approval by the Infosecurity.be and Storage Expo Exhibition Team. This is essential because the halls vary in height.

At the interest of your neighbouring stands, you may only build higher than 2.50 metre at one metre distance in your own stand. The separation walls have to be 2.50 metre. This is to prevent unhappy surprises both to you as well as your neighbour.

Only if you have a written approval from your neighbouring stand you may deviate from this regulation. Again, you also have to have a written approval from the exhibition organization. The back side of the higher walls needs to be neatly finished.

You can also find the height of the hall on the online floor plan. Should you have any doubts, please contact A-booth by phone to check the height +31 75 622 5581.

Walls

Especially exhibitors with an island location or a head location sometimes lack wall space. Extra wall space can be created by placing a wall next to the aisles. A logical solution, but it also makes your stand less noticeable to visitors and your neighbours are confronted with an empty side. This is not very convenient. Should you need extra wall space, you can also think of creating smaller walls in your booth. Do not place these directly next to the aisle but at 1 metre from the side. This way, you keep an open character.

Note: each aisle side of a stand location can only be build for 50% with a wall of 5 metre high, unless you have a written approval from VNU Exhibitions Europe. The organization may, even without notice, change the regulations at any time. Make sure you have read our General Terms & Conditions carefully (this document can also be downloaded from www.infosecurity.be and www.storage-expo.be).

Obstructions

We advise you to check the floor plans for markings that indicate possible obstacles or obstructions in or around your location, i.e. columns or electricity boxes. You might want to take these into account in your stand design.

Together with your participation confirmation you have received a floor plan. You can always check the most recent version of the floor plan online on our website www.infosecurity.be and www.storage-expo.be under the tab "Participate". Possible obstructions are indicated on these floor plans as well.

You are allowed to build around hall obstacles, provided that you leave reels of fire-hoses visible and accessible. You may not attach any items or objects to hall obstacles. Please contact A-booth by phone at +31 375 – 622 5581 for more information.

Building extra levels

If you would like to build an extra level or storey on top of your stand, you have to build higher than 2.50 metre. This is allowed, provided that your stand is separated for at least one metre from your neighbour's location. The use of an extra stand level is not free of charge; 50% of the net metres of the extra level will be charged.

Please note that you have to receive a written approval from the Infosecurity.be and Storage Expo Exhibition Team for building extra levels. The contact data can be found on page 3 of this document. Besides this, you also need to ask for permission by A-booth/Brussels Expo.

Aisles

Stand construction outside of your location metres and in the aisles is not permitted without mutual agreement. You also have to limit your activities to and place displays and products within your own stand space. You must not impede the flow of visitors and you are obliged to aid the security of both visitors and exhibitors.

6.3 Technical instructions

Technical hall specifications

You can request the hall specifications with A-booth (phone number +31 75 – 622 5581). Furthermore, our floor plans will provide you additional information about the possibilities and limitations of your stand location.

Technical facilities

Technical facilities (i.e. electricity, water, pressed air) are drained from chutes or pits in the floor. Mind their locations within your stand space to prevent needless pipelines in your stand. A possible solution would be to place a levitated floor, where the lines could be placed under and out of sight. On the floor plans (www.infosecurity.be and www.storage-expo.be) you can find the locations of chutes and pits. You can also contact A-booth and ask for advise. Make sure the facilities are accounted for in the stand design.

Completion comfort package stands

If you have ordered a pre-built stand from VNU Exhibitions, you can start filling the space from Tuesday March 22, as from 02.00 PM. Before that time, the stand is not yet ready and it is not possible to have goods delivered to your stand. The comfort stand will not be finished before this time and delivery of goods will not be possible before this. We strongly advise you to arrive on time, because this is the busiest day for set-up. On Tuesday 23 March 2011 setting-up is **no longer permitted**; your stand must be completely finished!

7. Stand activity regulations

7.1 Noise pollution prevention

Make sure that visitors and other exhibitors are not disturbed by your activities. Especially inconvenience caused by noise can be very disturbing for others who are having important conversations. Warn your immediate neighbours about your activities before the exhibition. If you intend to use live or amplified audio, you need to request permission with the organization of Infosecurity.be and Storage Expo via martine.fonville@vnuexhibitions.com. During the exhibition you might be requested to show a written approval. The organization will keep the right to withdraw permission at all times. Bear in mind that noises may not exceed 70 decibel.

The use of alcohol on stands

Serving alcoholic drinks is often a hospitable service that exhibitors like to offer. We ask you to stimulate the responsible use of alcohol and make sure your guests get home safely.

7.2 Activities at Infosecurity.be and Storage Expo exhibition 2010

Activities at your booth

Will there be live music? Or did you hire a speaker? Or will there be other special activities? Please contact the Project Coördinator, Martine Fonville (via phone +31 30 – 295 2850 or via Martine.Fonville@vnuexhibitions.com). We would like to prevent similar activities from happening at nearby booths at the same time. We will take your location and surrounding activities into account before granting permission.

After-hours activities

Would you like to organize an activity at your booth after the exhibition has closed? Please contact the Project Coördinator, Martine Fonville (via phone +31 30 – 295 2854 or via e-mail Martine.Fonville@vnuexhibitions.com)

Certain activities are bound to the closing times of the halls (see also *Opening hours for exhibitors* in chapter 2 of this document). Other exhibitors may not be disturbed by your activity. Should there be any complaints, VNU Exhibitions will have the right to take measures. You will be responsible for the smooth running of your reception, your visitor's behaviour and the hiring of a security guard after 18:00 hrs. You can order security staff via www.a-booth.nl.

Activities outside of your booth

Promotional activities outside of your stand location is only allowed after and with written approval of the exhibition's Exhibition Team. To make your presence more visible to visitors we offer a variety of promotion possibilities.

On our website www.infosecurity.be and www.storage-expo.be, under the tab "Promotion", you can read about our possibilities and place your orders. You can also contact your Sales & Account Managers for more information.

8. Press and Promotion

8.1 How to attract more visitors to your stand

A busy stand is important to any exhibitor. With our Visitor Campaign we do our utmost to realize this for you. But you also have the possibility to stimulate traffic to your stand. What are your options?

Digital catalogue and press room

It is important that your company details are mentioned correctly in our system. We will use this to inform both visitors as well as press about our exhibitors. This way, you will not only attract more visitors of good quality but will also increase your own opportunity of free publicity by the press. VNU Exhibitions might also use interesting news from in the **Digital Press Room** for our website or to inform journalists.

To ensure a correct mentioning of your company name and details, you need to fill in the Exporoute. For both applications you can use your personal username and password which you have received from VNU Exhibitions. You can log in at www.customerportal.vnuexhibitions.com.