

EXHIBITORS MANUAL

Jaarbeurs Utrecht | 13 & 14 November 2024



13 & 14 NOVEMBER 2024, JAARBEURS UTRECHT

Exhibitors Manual

Mobility Hub Experience 2024

- Fleet Expo
- Mobility Energy Expo
- OV Expo
- Taxi Expo

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Dear Exhibitor,

Welcome to Fleet Expo, Mobility Energy Expo, OV Expo and Taxi Expo 2024, 13 and 14 November 2024 at Jaarbeurs Utrecht. We present the exhibitors manual containing all the information for an optimal exhibition participation to make it a successful exhibition together. If you still have questions after reading this manual please do not hesitate to contact us.

Points of attention:

- There are 2 webshops:
 - **Building related services:** [Webshop Jaarbeurs Utrecht](#)
 - **Event related services:** [ProMedia Events Webshop](#)
- We are situated in different halls this year (**Hall 7 & 8**). These halls are better accessible during build up and dismantling and have less poles to bother you.
- All exhibitions are 2 days.
- To be of better service we decided to work with **2 event managers**:
 - Taxi Expo and OV Expo: Larissa van Heiningen
 - Fleet Expo and Mobility Energy Expo: Robbert van Dijk

Exhibition organisation



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Table of content

1. Planning	4
1.1. DATES AND TIMES	4
1.2. DEADLINES	4
2. Own booth construction	5
2.1. MINIMAL STAND REQUIREMENTS	5
2.2. HEIGHT	5
2.3. WALLS	5
2.4. ELECTRICITY	5
3. Standard booth	6
3.1. BOOTH	6
3.2. CARPET	6
3.3. ELECTRICITY	6
3.4. LIGHT	6
3.5. FURNITURE	6
3.6. STAND CREW AND CATERING	6
4. General booth information	7
4.1. WEBSHOP OF JAARBEURS UTRECHT	7
4.2. PROMEDIA EVENTS WEBSHOP	7
4.3. ELECTRICITY	7
4.4. WATER CONNECTION	7
4.5. RIGGING	7
4.6. INTERNET	7
4.7. BOOTH CONDITIONS	7
4.8. BOOTH CATERING	8
4.9. NETWORKING DINNER	8
4.10. REGISTRATION BOOTH EMPLOYEES	8
4.11. FLOOR PLAN	8
4.12. BOOTH CLEANING	8
4.13. NOISE	8
4.14. SECURITY	8
4.15. INSURANCE	8
5. Transport and logistics	9
5.1. RULES FOR CONSTRUCTION AND DISMANTLING	9
5.1.1. CONSTRUCTION	9
5.1.2. DISMANTLING	9
5.2. LOGISTIC SERVICES	10
5.3. EMERGENCY DOORS	10
5.4. WASTE	10
5.5. DISPLAYING VEHICLES	10
5.6. ROUTE	10
5.7. PARKING	10
6. Publicity	11
6.1. EVENT WEBSITES	11
6.2. COMPANY PROFILE EVENT WEBSITE	11
6.3. ARTICLE EVENT WEBSITE	11
6.4. PROMOTIONAL OPPORTUNITIES	11
6.5. EXTRA BRANDING IN AND AROUND JAARBEURS UTRECHT	11
7. Other information	12
7.1. WORKSHOPS	12
7.2. NETWORKING PLATFORM	12
7.3. CHECKLIST - ARE WE READY?	12

1. Planning

1.1. DATES AND TIMES

Date exhibition	13 and 14 November 2024
Location	Hall 7 and 8, Jaarbeurs Utrecht Jaarbeursplein 3521 AL Utrecht
Build up own booth	11 November from 12:00 till 18:00 12 November from 08:00 till 18:00 13 November from 07:00 till 10:00 <i>*NB: Please adhere to the start time of 12:00 on 11/11 as it is of no use to be present earlier as there first is an internal construction with regard to carpet / electricity / water / rigging connections etc..</i>
Build up standard booth	12 November from 12:00 till 18:00 13 November from 07:00 till 10:00
Dismantle standard booth	14 November from 17:00 till 19:00 <u>Your booth needs to be empty, apart from the rented materials, at 19:00</u>
Dismantle own booth	14 November from 17:00 till 22:00 15 November from 08:00 till 14:00 <u>Your booth needs to be fully dismantled at 14:00, 15 November.</u>
Opening hours exhibition	13 November from 11:00 till 19:00 (networking drinks 18:00 - 19:00) 14 November from 11:00 till 17:00

1.2. DEADLINES

<u>What:</u>	<u>When:</u>
Receive your login code for the ProMedia Event webshop	Explanation
Log in for the first time to the Jaarbeurs Utrecht webshop	Expoanation
Hand in company information and logo for the website (high resolution)	As soon as possible
Hand in stand design own booth construction (for approval)	27 September
Registration stand crew	30 October
Closing Webshop Jaarbeurs Utrecht (+25% price increase after this date)	23 October
Closing ProMedia Events Webshop (+25% price increase after this date)	23 October

2. Own booth construction

For setting up your own booth you must first submit a booth design to the exhibition organisation **no later than 27 September 2024**. This does not apply to standard booth construction, not sure? Contact the exhibition organisation.

2.1. MINIMAL STAND REQUIREMENTS

Each exhibitor is required to place separation walls. The number of separation walls depends on the type of location provided:

- For an aisle location there are 3 separation walls required (one rear wall and two side walls).
- For a corner location are 2 separation walls required (one rear wall and one side wall)
- For a peninsula stand located at the end of a row one separation wall is required.

Walls must have a minimum height of 2.50 metres. You can not use the back and / or side wall(s) of your neighbouring stand(s). Island type booths have no wall placement requirements.

2.2. HEIGHT

The prescribed height of walls and objects in your stand is 2.50 metres. Building higher than 2.50 metres is only allowed after written approval from the organisation. Walls up to 4 metres are usually approved immediately, the height limit is 8 metres in these halls. In your design, take into account the maximum height of the hall at your rented stand location. Walls higher than 2.50 metres must be finished neatly on both sides. It is not allowed to place your logo on the back of your wall(s) unless you have written permission from the organisation. If you want to place an object higher than 2.50 metres in your stand, the rule applies here that this object is placed at least 1 metre from the walls with your neighbouring stand(s). Placement within 1 metre of the walls with the neighbouring stand(s) is only possible after written approval from the organisation.

2.3. WALLS

Exhibitors with an island or peninsula booth sometimes lack wall space. It is not allowed to create extra wall space by placing a wall along the aisle. Other exhibitors and visitors are then confronted with a view of a blank wall. If you are short of wall space, you can create additional walls within your stand space at 1 metre within the building line of your stand. This way your stand will keep an open character.

Note: Each aisle side of a stand location may be closed off for a maximum of 50%, with a maximum of 5 metres.

2.4. ELECTRICITY

Free metres intended for own stand construction do not include electrical connections. To order electrical connections, please visit [the webshop of Jaarbeurs Utrecht](#).

3. Standard booth

Standard booth construction includes backwalls, carpet, electricity and lighting. A change from previous editions is that we changed the logo on the back wall to a sign hanging at the aisle of the booth with your company name and logo of the specific exhibition.

3.1. BOOTH

The side and back walls of the stand consist of white panels of 2,5 metres high and 1 metre wide. The back wall is provided with your company logo. The panels are not suitable for writing, drilling or nailing. An alternative is to use a steel suspension wire used for paintings. Damaged panels must be reimbursed by the exhibitor.

3.2. CARPET

Standard booths are equipped with needle felt carpet. Own booth construction is not, unless otherwise discussed. You can order carpet via the [ProMedia Events Webshop](#). If you have ordered carpet, you can choose a colour at the bottom of the homepage in our webshop. Click on the OI-0000... number on the line of 'Needle Felt Carpet'.

4	OI-0002502	RTE large standard stand construction		1	€0.0000	▼
5	OI-0002503	Booth Construction - Lockable pantry		1	€0.0000	▼
6	OI-0002504	Needle Felt Carpet	Anthracite (2211)	24	€0.0000	▼
7	OI-0002505	Electrical Connection - 230v 3kW (with socket)		1	€0.0000	▼

When you click on the number you will see the possibility to change the colour of your carpet. When you select your desired colour, click on the button 'next' to confirm and save.

3.3. ELECTRICITY

Each standard stand has a 230V power connection with a capacity of 3 kWh. To order additional electrical connections, please visit the [webshop of Jaarbeurs Utrecht](#).

3.4. LIGHT

Each standard stand is equipped with pendulum spotlights. The number of spots depends on the stand size. Would you like to have something special highlighted? This is possible by means of spots on truss feet. Order this in the [ProMedia Events Webshop](#) or contact the exhibition organisation for more information and the possibilities.

3.5. FURNITURE

In the standard booth package the furniture is not included. You can order furniture in the [ProMedia Events Webshop](#). The furniture will be ready for you at the start of the build up.

3.6. STAND CREW AND CATERING

Included in your participation package are exhibitor badges including coffee, tea and water and networking drinks on the first exhibition day. There is **no** lunch included.

4. General booth information

4.1. WEBSHOP OF JAARBEURS UTRECHT

Jaarbeurs Utrecht is responsible for all building-related services before, during and after the event. Therefore you order directly from Jaarbeurs Utrecht.

The first time you enter the webshop, you have to make an account by clicking on 'Sign up'. After registering the first time, you can login with your email address, password and booth number. We would like to emphasise that ordering electricity, water, internet, parking, catering etc. is solely possible directly from Jaarbeurs Utrecht.

Problems entering the Jaarbeurs Webshop? Contact: service@jaarbeurs.nl or call 030-2952999.

4.2. PROMEDIA EVENTS WEBSHOP

On the same day as your welcoming email, you have received an email from costumerdesk@promedia.nl to log into the [ProMedia Events Webshop](#). This is also the case when you used the webshop in previous events. The email may be in the spam box. If you have not received an email, please contact the organisation.

4.3. ELECTRICITY

Electricity connections can be ordered via the [webshop of Jaarbeurs Utrecht](#). No changes and/or adjustments may be made to the existing cabling/wiring. A standard 230V power connection with a capacity of 3 kWh includes a 3-way socket.

4.4. WATER CONNECTION

A water connection can be ordered via the [webshop of Jaarbeurs Utrecht](#).

4.5. RIGGING

Rigging points are available on request. please visit the [webshop of Jaarbeurs Utrecht](#) for a quotation.

4.6. INTERNET

At Jaarbeurs Utrecht, you can use the open Wi-Fi. If you need a cabled internet connection or a more stable wireless connection, please visit the [webshop of Jaarbeurs Utrecht](#).

4.7. BOOTH CONDITIONS

Sides of the stand adjacent to the aisle may not be built. At least 50% of the aisle side of the stand must be open. All presentations must be within your own stand space, the aisles must remain free. It is not permitted to exhibit products and/or advertisements outside your stand space, unless agreed otherwise with the exhibition organisation in writing.

Exhibitors are not permitted to distribute promotional material or to advertise in any other way, or to draw attention to the company, business activities or other products outside their own stand, unless expressly agreed otherwise with the exhibition organisation.

The fire reels must always be freely accessible and visible. Emergency exits must be kept clear at all times, both on the inside and outside.

4.8. BOOTH CATERING

You can order catering via the webshop of Jaarbeurs Utrecht prior to the exhibition. If you would like to offer extensive catering, please contact hospitality@jaarbeurs.nl for all possibilities. Take a look in the [brochure](#) for the possibilities.

On the exhibition days it is possible to order via the app 12waiter, instructions will be waiting for you at your booth.

4.9. NETWORKING DINNER

On November 13 we will organise a networking dinner to bring the different fields together and to expand your possibilities to network with your relations. Reserve your ticket during [registration](#) for the exhibition or contact the exhibition organisation.

4.10. REGISTRATION BOOTH EMPLOYEES

Register your employees via the link below.

- [Fleet Expo](#)
- [OV Expo](#)
- [Mobility Energy Expo](#)
- [Taxi Expo](#)

4.11. FLOOR PLAN

[Download the floor plan here](#). This plan changes daily.

4.12. BOOTH CLEANING

One-time cleaning before the first day of the event is included. Cleaning of your stand on the second day can be ordered in the [webshop of Jaarbeurs Utrecht](#) for € 1,70,- p/sqm.

4.13. NOISE

The noise level of an audiovisual presentation may not cause noise nuisance to the surrounding stands.

4.14. SECURITY

You can hire security for your stand via the [webshop of Jaarbeurs Utrecht](#).

4.15. INSURANCE

Booth materials, booth construction and packaging materials in the building of Jaarbeurs Utrecht are for the cost and risk of the exhibitor. Exhibitors are required to insure their booth, booth design and packaging against liability and against damage and theft for the exhibition, setup and dismantling days. The registration for renting square metres in one of the Jaarbeurs Utrecht areas doesn't exempt the exhibitors from insurance obligations. Jaarbeurs Utrecht and the exhibition can not be held liable for any damages or other misappropriation, whatsoever. We advise exhibitors to order specific exhibition insurance for your stand.

5. Transport and logistics

5.1. RULES FOR CONSTRUCTION AND DISMANTLING

For extra information consult [this form](#) or contact the exhibition organisation.

5.1.1. CONSTRUCTION

4 weeks at the latest before the event, you will receive a link through which you can reserve a timeslot during build up. That is the only way to park next to the exhibition halls 7 and 8.

For construction, you or your suppliers/stand builders can register at P2 upon presenting a construction pass (entry route EB, Truus van Lierlaan, 3527 KZ Utrecht).

You may then load and unload for a limited amount of time at the halls.

- Vehicles with a maximum height of 2.70 metre have max. 60 minutes to load and unload.
- Vehicles with a height of 2.70 metre and higher have max. 120 minutes to load and unload.

Extra time will be charged with a € 120,- fee by Jaarbeurs Utrecht.

Note: No trucks or detached trailers may be left behind in the parking lot. They will be removed and the associated expenses will be charged. During the event, trucks can be parked at the following locations:

- Streets: De Vlampijpstraat, Tractieweg and Gietijzerstraat at the Cartesiusweg
- Business park Lage Weide
- Business park Kanaleneiland-Zuid

5.1.2. DISMANTLING

Low traffic for removal is welcome at P2 (entry route EB) immediately after the trade show closes. Freight traffic (higher than 2.70 metre) may only arrive at P2, 2 hours after the trade show is closed. Vehicles arriving too early are not allowed to enter the premises. Parking or waiting on public roads until you have access to the premises is not allowed.

Public roads must always remain clear.

Are you an exhibitor, manning your own stand and using your own vehicle for deconstruction? Park at P2 in the morning and purchase an exit pass at the ticket machine.

Vehicles less than 2.70 metre	After closing exhibition welcome
Vehicles more than 2.70 metre	2 hours after closing exhibition welcome

5.2. LOGISTIC SERVICES

DB SCHENKER *fairs & events* is the official logistic partner of the exhibition and can provide the following services:

- transport of the goods from the company to the event and vice versa
- unloading and/or reloading the goods at the venue
- temporary storage of the goods before or after the event
- storage of empty packing material during the event
- renting out various types of equipment (for example genie material lifts, etc.)

Do you have any questions about the logistical services before, during and/or after the event? Don't hesitate to contact DB Schenker. Fill in [this form](#) to order directly.

DB Schenker Logistics Nederland B.V.

Fairs, Events & Special Logistics
Fentener van Vlissingenkade, Route 200
3521 AB Utrecht

Tel. +31(0)30 410 0450

Mail: fairs.utrecht@dbschenker.com

5.3. EMERGENCY DOORS

The emergency doors may not be used for supply and removal during the event. As soon as these are opened, a very loud alarm will sound.

5.4. WASTE

Waste at the exhibition must be removed by yourself. Please visit the [webshop of Jaarbeurs Utrecht](#).

5.5. DISPLAYING VEHICLES

When displaying vehicles in the exhibition hall, you must take into account the maximum floor load of 2,500 kg/m². In addition, vehicles may contain a maximum of 5 litres of fuel in the tank and the engine must be disconnected from the battery.

Always inform the organisation about the placement of vehicles.

5.6. ROUTE

[Here you can find the directions to Jaarbeurs Utrecht.](#)

5.7. PARKING

For parking during the exhibition you can purchase a parking ticket at the [webshop of Jaarbeurs Utrecht](#).

6. Publicity

6.1. EVENT WEBSITES

We publish all exhibition news, reactions, videos and a photo report on our event websites www.fleet-expo.nl, www.ov-expo.nl, www.mobility-energyexpo.nl and www.taxi-expo.nl. The event website is promoted on our professional websites fleet-mobility.nl, www.automotive-online.nl, www.carwashpro.com, www.mobilityenergy.nl, www.taxipro.nl and www.mobiliteut.nl by means of a widget on the homepage, a banner and in the newsletters.

6.2. COMPANY PROFILE EVENT WEBSITE

Your logo, company profile and website will be placed on www.fleet-expo.nl, www.ov-expo.nl, www.mobility-energyexpo.nl or www.taxi-expo.nl for promotion.

Please send these three things as soon as possible to robbert.van.dijk@promedia.nl or larissa.van.heiningen@promedia.nl.

Logos must be supplied in EPS or AI with a resolution of at least 300 dpi.

6.3. ARTICLE EVENT WEBSITE

We give all of our exhibitors the opportunity to post an article at the event website. Email your content (text + picture) to:

- Fleet Expo: [Romy Wielinga](#)
- OV Expo: [Kim de Vos](#)
- Mobility Energy Expo: [Febe Hendriks](#)
- Taxi Expo: [Kim de Vos](#)

6.4. PROMOTIONAL OPPORTUNITIES

For all promotional opportunities inside the exhibition hall, please contact your account manager.

Fleet Expo: [Frank van Montfort](#), [Christian van Essen](#) and [Ruud Mosetti](#)

Mobility Energy Expo: [Niels Singeling](#) and [Yannick Omgba](#)

Taxi Expo and OV Expo: [Patrick van Tilburg](#)

6.5. EXTRA BRANDING IN AND AROUND JAARBEURS UTRECHT

During the exhibition we offer several extra promotional opportunities outside of the exhibition hall. Take a look in [the brochure](#) and ask for possibilities and prices at the exhibition organisation.

7. Other information

7.1. WORKSHOPS

It is possible to organise a pitch in the pitch theatre. To book a workshop or for special requests, please contact the exhibition organisation.

7.2. NETWORKING PLATFORM

During Fleet Expo, OV Expo, Taxi Expo and Mobility Energy Expo we will make use of an online event app that will show information about visitors and the program. More information about the use of the event app will follow later. You will receive an email about this.

7.3. CHECKLIST - ARE WE READY?

We have added a checklist for you to make sure you have got everything for your participation. Every point is handled in this manual.

- [Ordered furniture](#)
- Submitted booth design (own booth construction)
- [Changed carpet colour](#) (standard booth construction)
- [Registered booth staff](#)
- Ordered all the extras, for example: full colour back walls, electricity or TV screen
- [Ordered catering](#) (for your staff or visitors)
- Ordered booth cleaning for day 2
- Ordered waste service
- Registered for the networking dinner
- Reserved build up slot (4 weeks prior to event)
- Marketing:** we make the exhibition successful together! Make sure to share your personal banner and link online!