

EXHIBITOR MANUAL

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1 Practical Information

Dear Exhibitor,

The following information has been put together to assist in planning your participation at our SME Day – “Small Companies, Big Ideas”.

1.1 Dates

- Monday 4 June 2007: Exhibition open 11.30-17.00
- Tuesday 5 June 2007: Exhibition open 09.00-18.00

1.2 Venue

Microsoft Executive Briefing Centre
Avenue des Nerviens, 85
1040 Brussels

1.3 Parking

Parking will be provided in the underground parking lot beneath the Microsoft Executive Briefing Centre. See map (p.9) for directions. For further information, please contact Patsy Leemans from DDMC on patsy@ddmc.be.

1.4 Registration

Please confirm your participation by replying to exhibition@smeday.eu by 18.00, Friday 18 May.

1.5 Travel and Accommodation

If you are exhibiting, your travel and accommodation expenses will be covered (one representative per company and up to two representatives under certain circumstances). The SME Day organisational team will handle all bookings and reservations.

Please contact Inneke Didden from DDMC on travel@smeday.eu to organise your travel and accommodation.

NB: No travel or accommodation expenses incurred without prior approval from the SME Day organisational team will be reimbursed. All payments must go through the organisers.

2 Deadlines and Timing

What	Deadline	Page	Contact
Confirm your attendance	Friday 18 May, 18.00	p. 2	exhibition@smeday.eu
Ensure that your company details are in the Exhibition Guide – send us your logo, text and participant list.	Friday 18 May, 18.00	p. 4	exhibition@smeday.eu
Stands: tell us what you need	Wednesday 23 May, 18.00	p. 4-5	exhibition@smeday.eu
Internet connection	Friday 25 May, 12.00	p. 7	exhibition@smeday.eu
Ensure you have contacted Inneke Didden regarding travel and accommodation	Friday 25 May, 18.00	p.2-3	travel@smeday.eu
Pick up badges	Monday 4 June	p. 6-7	
Advance delivery of materials for stands	Wednesday 30 May - Friday 1 June	p. 6	patsy@ddmc.be philippe.elebaut@projuice.be
Set up of stands	Monday 4 June 08.00-11.00	p. 7	-
SME day	Monday 4 & Tuesday 5 June		-
Takedown of stands	Tuesday 5 June 18.00-20.00	p. 7	-

3 Exhibition Guide

What: Upon arrival, all participants will be handed an exhibition guide which will list all exhibitors and stands. More than 500 copies will be printed. Your company/ organisation will be presented in this guide.

When: Send all material – listed below – by 18.00, Friday 18 May.

Materials: Please provide us with the following:

- A high resolution logo of your company in **.eps** format
- A short paragraph describing your company (maximum 100 words)
- The names and contact details of your exhibitors

Contact: Joanna Meade
exhibition@smeday.eu

4 Exhibition Stand

What: We will provide you with a ready-made stand for you to display and present your products and services. Please refer to the dimensions below. If you wish to display anything that does not fit the stand, please contact Joanna Meade at exhibition@smeday.eu and we will try to accommodate you.

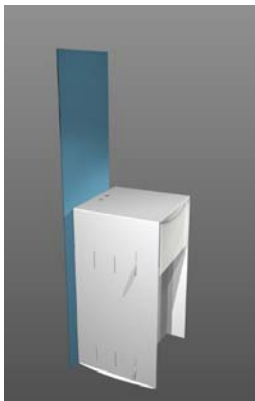
You will also be provided with the following:

- Signage- We can produce one poster (A1 size) for you to put your company logo on your stand. Please supply us with a high resolution logo (in .eps format)
- electricity (16A, 220V) + junction box (3 sockets)
- 2 barstools
- 1 spotlight

When: Please let us know your needs by 18.00, Wednesday 23 May.

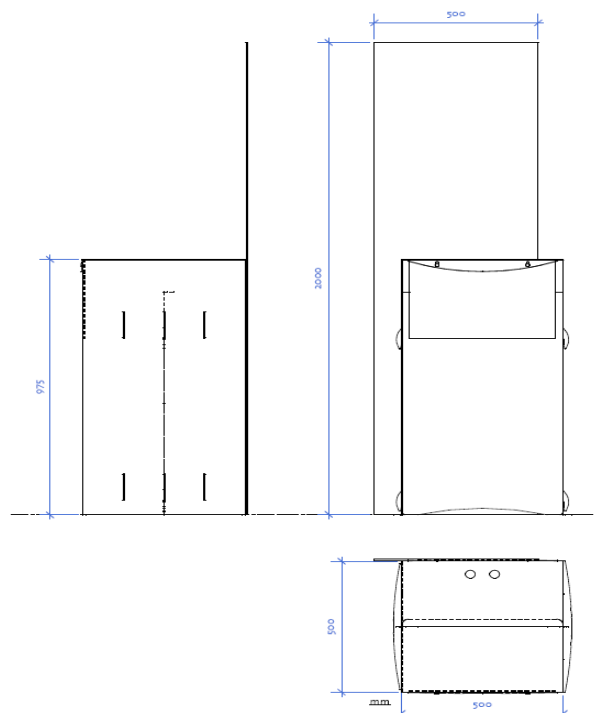
Contact: Joanna Meade
exhibition@smeday.eu

Details:



Dimension of the back panel: 200 x 50 (free space for logo 70 x 50)

Dimensions exhibition stand: 50 x 50 x 100 (hight)



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5 Delivery of Materials, Set-up & Take-down of Exhibition Stands

5.1 Delivery of material ahead of the event

When: If you would like to send materials ahead of the event, please advise [Patsy Leemans](#) of DDMC and [Philippe Elebaut](#).

Where: SME Day
Chaussée de Tubize, 483 C
1420 Braine-L'alleud
Belgium

Contact : Patsy Leemans
+32 (0)478 602 541
patsy@ddmc.be

Philippe Elebaut
0032 (0)475 736 981
philippe.elebaut@projuice.be

Note: Before shipping, please send an email with following information to patsy@ddmc.be and to philippe.elebaut@projuice.be

- Company name sender
- Name of the booth (if different than name sender)
- Number of packages and content
- Value of the material
- Address and contact where we have to return the material / invoice details

Make sure that the boxes are clearly identified when sending them over.

5.2 Set-up of material

When: You will be able to set up your stand on
Monday 4 June between 08:00 and 11:00

There will be IT and logistics assistance on site to help you set up your stand.

DO NOT leave any small valuables such as laptops, mobile devices etc. in the Exhibition hall overnight. Microsoft and the event management company DDMC decline any responsibility in case of theft of any valuable device that you might have left on your stand.

Where: Microsoft Executive Briefing Centre
1st Floor
85 Ave. des Nerviens
1040 Brussels

5.3 Take-down of material

When: Tuesday 5 June 2007
18.00-19.00

6 Internet Access

Please let us know by Friday 25 May 2007 if you would like to have an internet connection. Please send your request to exhibition@smeday.eu

7 Contact Details

For specific queries, please do not hesitate to contact us directly.

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Travel
Accommodation

