

# CRAFT

Redefining Handmade  
a new trade event for the UK

12-14 January 2014, Earls Court, London  
Co-located with Top Drawer and Home



December 2013

Dear Exhibitor,

As we are less than a month away from this year's Top Drawer, the team want to make sure you are equipped with everything that you will need to go onsite.

In this letter you will find your show build-up instructions and some other reminders. Also enclosed in this pack are:

- Traffic and Parking Information
- Advanced Breakdown Instructions
- Vehicle Identification Pass with Directions to Earls Court
- Venue Emergency Procedures
- Security Information

## Contact Us

If you wish to get in contact with us in the meantime please don't hesitate to – we are always happy to help!

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Kirstie Livings – Operations Executive  
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Sadie-May Westwood – Marketing Communications Executive  
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We wish you a Merry Christmas and look forward to seeing you onsite in the New Year!

Kind regards,

The Craft Operations team

## Build-up Instructions and Reminders

	Thursday 9 <sup>th</sup> January	Fri 10 <sup>th</sup> January	Saturday 11 <sup>th</sup> January
<b>Traditional Shell Scheme Exhibitors</b>	NO ACCESS	08.00 – 18.00	08.00 - 22.00
<b>Space Only Exhibitors</b>	08.00 – 18.00	08.00 – 18.00	08.00 – 18.00

**There will be no exhibitor access before your allocated time above. If you arrive onsite before this time you will be turned away.**

**Under no circumstances are children of 16 years and under allowed in the hall during build-up and breakdown.**

### Vehicle Identification Pass & Access Instructions

Vehicle passes are required during loading and unloading. They do not allow parking during the rest of build-up, breakdown or show open.

Using the enclosed vehicle identification pass, you must firstly report to Seagrave Road car park to be registered. You will then be marshalled forward as space becomes available. Passes must be displayed in your vehicle windscreen at all times. Further details are included in this pack.

### Parking

Parking is issued on a first come, first served basis. We recommend you pre-book in order to guarantee availability. This can be done either online at [www.eco.co.uk](http://www.eco.co.uk) or by telephone on +44 (0)207 598 2515.

### Exhibitor Guide & Forms

If you haven't already done so, please access the online Exhibitor Guide and complete all of the compulsory forms\*. If you have misplaced your login details please contact Tiffany or Kirstie in the Operations team.

### Directory Listings

The official deadline for the exhibitor directory listings has now passed. If you have not already done so, please update your website listing within the next 24 hours to ensure you are included. Please note: It is your responsibility to update the website to ensure your directory listing is accurate. Clarion Events will not be held responsible for any errors.

### Onsite Wristbands and Exhibitor Badges

Wristbands will be provided onsite by security and must be worn throughout build-up and breakdown by any personal working on your stand.

You can apply for your exhibitor badges through your online guide. Please ensure you bring your registration number on your confirmation email in order to print your badges when you arrive. We will be able to start issuing badges on Saturday 11th January from around 2pm in the registration area. For security purposes exhibitor badges must be worn throughout the show.

### **Late Stand orders**

For information regarding any build or decoration for your stand that you have already ordered, please directly contact Freeman UK on +44 (0)1495 273667 or email [Leeanne.Brown@freemanuk.com](mailto:Leeanne.Brown@freemanuk.com) or [Sophie.Watkins@freemanuk.com](mailto:Sophie.Watkins@freemanuk.com) Please be aware that any orders made onsite will be subject to a 20% surcharge.

### **Trolleys**

It is recommended that you bring your own trolley(s) to transport goods to and from their stands. This will reduce the amount of time it takes to load and unload. There will be no trolleys available at the venue.

Trolleys are not allowed in the hall during open hours of the show. If you need to make any deliveries while the show is open, please arrange for them to be carried to your stand by hand. Deliveries may be made by trolley between 8am-9am show days. Trolleys are strictly forbidden in the registration foyer at any time.

### **Security**

Please read the Security Notice contained in this pack. It contains some valuable advice to minimise the risk of theft on your stand. Random bag searches will also be made by security staff when entering or exiting the hall.

## Car parking & Traffic Marshalling

Please ensure that you have read the build-up times detailed on the Exhibition Timetable to ensure that you arrive on the correct day and time.

To assist with access to the hall loading bays, for unloading and deliveries during build-up, Earls Court Exhibition Centre operates a Traffic Marshalling system.

All vehicles travelling to Earls Court for the purpose of build-up should kindly note the following:

1. Access to the hall loading bays are via Seagrave Road Car Park.
2. On arrival at Seagrave Road, vehicles must display a valid site access document – your Vehicle Identification Sheet - this should be displayed at all times.
3. On entering Seagrave Road Car Park you will be directed to the Marshalling Zone where you will be registered and able to wait free of charge until you are called forward to the hall for unloading.
4. Once you have off-loaded your vehicle you must return to Seagrave Road Car Park or leave the site immediately.
5. Parking charges will apply for the remainder of the build-up and show-open period.
6. Car drivers wishing to return to the car park should re-enter using the right-hand entrance and follow the signs for 'Car Park'.
7. Drivers of lorries (7.5 tonnes and above, including artics) returning to the car park should re-enter using the left hand entrance and follow the marshalling traffic lane. At the stop point a traffic marshall will direct you to the parking area reserved for larger vehicles.

We will endeavour to allow access as soon as you arrive, however, we reserve the right to delay access if necessary.

## How to get here

If you are using a Sat Nav, please use the following address:

Seagrave Road, London Borough of Hammersmith and Fulham, London SW6 1RX

# How to get here...

**Key to Parking**

- P 1 Earls Court Seagrave Road
- P 2 Earls Court Red
- P 3 Olympia multi-storey
- P 4 Olympia Motorail Car Park
- P 5 Ibis London Earls Court
- P 6 Hammersmith Grove
- P 7 Kings Mall
- P 8 Kensington Hilton
- P 9 Royal Garden
- P 10 Young Street
- P 11 West 12 Shopping Centre
- P 12 Kensington Town Hall
- P 13 Hilton London Olympia
- P 14 Homebase Warwick Road
- P 15 Copthorne Tara Hotel
- P 16 Kensington Close
- P 17 Hammersmith Novotel
- P 18 Broadwood Terrace

**How to get here**  
 It's quicker and easier to travel to Earls Court via public transport

<p><b>Underground</b>              Earls Court (Piccadilly &amp; District Lines) and West Brompton (District Line) are less than a minute's walk from the venue</p>	<p><b>Bus</b>  <b>Warwick Road</b>              4, 328, C1, C3, N31  <b>Lillie Road</b>              190              London Transport              Information: 020 7222 1234</p>	<p><b>Rail</b>              West Brompton (for Earls Court) mainline station provides direct services to Clapham Junction, Gatwick Airport, Brighton &amp; Watford Junction              Rail Information: 08457 48 49 50</p>	<p><b>Air</b>              Heathrow Airport 0870 90 90 123              Gatwick Airport 0870 900 2468              Stansted Airport 0870 90 90 303              City Airport 020 7646 0088              Luton Airport 01582 405 100</p>
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If you do travel by car EC&O Venues strongly advise that you pre-book parking to guarantee a space.  
 Book online at [www.eco.co.uk](http://www.eco.co.uk) or contact Business Services on 0871 871 9809.

## Advanced breakdown instructions

The show closes at 1700 hrs on Tuesday 14<sup>th</sup> January (the main entrance foyer doors will close as soon as all visitors have left the hall)

**Breakdown will not commence until the hall is clear of visitors. Once the hall is clear of visitors, breakdown will be announced over the public address system.**

Trolleys are not permitted in the entrance foyer at any time, to avoid injury or damage to the halls. Exhibitors carrying goods down to the Red Car Park must therefore leave via the fire or cargo doors.

	Tuesday 14th January	Wednesday 15th January
<b>Traditional Shell Scheme Exhibitors</b>	17.30 - 22.00	<b>NO ACCESS</b>
<b>Space Only Exhibitors</b>	17.30 - 22.00	08.00 – 12.00

As with build-up, a Traffic Marshalling System will be in operation to assist with access to the hall loading bays, for loading and collections, at the end of the show.

All vehicles travelling to Earls Court for the purpose of break-down should kindly note the following:

1. Access to the hall loading bays are via Seagrave Road Car Park.
2. On arrival at Seagrave Road, vehicles must display a valid site access document – your Vehicle Identification Sheet - this should be displayed at all times.
3. Vehicles can arrive at Seagrave Road Car Park 15.00hrs on Tuesday 14<sup>th</sup> January. You will be directed to the Marshalling Zone where you will be registered until you are called forward to the hall

All goods & products must be removed from stands by 2200 hrs on Tuesday 14th January. We cannot be held responsible for any items left unattended. After this time all items will be deemed as rubbish and thrown away. Costs for the removal of all items including floor coverings and stand fittings will be chargeable directly to the exhibitor.

Agility, the shows official lifting and forwarding contractor, will be available to remove packed items off site and store if required. Please contact them on T: +44 (0) 121 780 2627.

Exhibitors and contractors must arrange the removal of materials and waste produced by working demonstrations of exhibits and stand fitting materials, crates and exhibits abandoned within Earls Court. The cleaning of exhibits is not included.

**Charges will be made direct to the exhibitor for the removal of excess waste. Please call ISS on 0207 370 8848 if you wish to order waste removal for your stand.**

## Emergency Procedures

There are four emergency procedures at Earls Court, of which exhibitors and contractors should be aware. You are asked to check for suspect packages/vehicles both morning and evening and to ensure that briefcases and bags are kept safely locked away at all times to prevent causing unnecessary concern. Please be aware of the location of the nearest fire extinguisher and nearest emergency exit. Please brief all your staff on these procedures.

**- ALL EMERGENCY TANNOY MESSAGES ARE PRECEDED BY CHIMES -**

### 1. FIRE

If you discover a fire, or a fire is reported to you, operate the nearest fire alarm call point FIRST, then inform Control on **020 7370 8888** (internal **8888**).

### 2. SEARCH ("Staff Call 100")

In the event of a bomb threat, you will hear the announcement (or receive the telephone call) as follows:

**"ATTENTION PLEASE. ATTENTION PLEASE. STAFF CALL 100"**

Do not leave the building. Inform your colleagues, and then assist in searching for suspicious objects in your work area. If you find a suspicious object, do **NOT** touch or move it. Clear the area of people calmly. Report to Control on **020 7370 8888** (internal **8888**) giving the exact location of the object. Please do not cause undue concern to visitors at this stage.

If you receive a bomb threat directly on the stand, please obtain as many details as possible, and then inform Control on **020 7370 8888** (internal **8888**).

### 3. EVACUATION

If evacuation is necessary, you will hear the following announcement:

**"ATTENTION PLEASE. ATTENTION PLEASE. HERE IS AN IMPORTANT ANNOUNCEMENT. IT IS NECESSARY TO ASK EVERYONE TO LEAVE THE BUILDING. PLEASE MAKE YOU WAY CALMLY TO THE NEAREST EXIT. EVERYONE WILL BE RE-ADMITTED AS SOON AS POSSIBLE."**

Please leave the building by the nearest exit and assemble on the Warwick Road Forecourt, or in the event of a wider cordon, on Olympia Way outside Olympia Exhibition Centre. Exhibitors and contractors should account for all their staff and report to Control on **020 7370 8888** (internal **8888**)

### 4. STAND DOWN

The signal for a return to work is made by the cancellation of emergency procedures.

The fire procedure is cancelled by the announcement:

**"ATTENTION PLEASE. ATTENTION PLEASE. MR GOODFELLOW IS CANCELLED."**





## IMPORTANT INFORMATION ABOUT YOUR BELONGINGS AND STAND EXHIBITS

At every exhibition there is a risk of theft, both to your personal belongings and also your products.

Please help to minimise these risks by remembering the following easy guidelines:

- **Don't leave your stand or any valuable items unattended at any time.**
- **Lock away all personal property** such as coats, briefcases, handbags, mobile phones, laptop computers etc. away when not in use.
- **Don't ever think you have nothing worth stealing;** you will be surprised at what some people will take! This can include credit cards, products etc.
- **Lock valuable items away overnight** or take them away with you.
- **Consider using night sheets to act as an overnight deterrent.** You can order these from Freeman UK if you don't have your own.
- **Challenge anyone behaving suspiciously on your stand** or report it immediately to security or the organiser's office
- **Always report any thefts** to G4S or a member of Clarion staff and get an incident report sheet from the security team.
- **Don't leave anything in plain view in your car** while parked in the car parks.

**Please remember to wear your onsite wristband or exhibitor badge at all times. If you do not wear these, security have the right to remove you from the site or refuse you access into the hall.**

The official Security supplier for Craft London 2014 is G4S Events. They are Europe's largest independent event security company. G4S are here to help you and your clients have a safe and enjoyable visit to the event.

**G4S, Clarion Events and Earls Court will take all reasonable precautions during build-up, open days and breakdown. However, you are asked to please use the above steps to protect your property as we cannot take responsibility for any loss, damage or theft of any goods at any time during the show.**

**If you require any advice on securing your stand, please do not hesitate to contact the G4S Event Operations Manager Christina Tola on +44 (0) 7841 967 465.**





## Vehicle Identification Pass

**TRADITIONAL SHELL SCHEME / SPACE ONLY  
(DELETE AS NECESSARY)**

EXHIBITING COMPANY NAME: \_\_\_\_\_

STAND NUMBER: \_\_\_\_\_

DRIVERS NAME: \_\_\_\_\_

DRIVERS PHONE NUMBER: \_\_\_\_\_

### Dates Valid:

#### Build Up

	<b>Thurs 9th January</b>	<b>Fri 10th January</b>	<b>Sat 11th January</b>
<b>Traditional Shell Scheme Exhibitors</b>	<b>NO ACCESS</b>	08.00 - 18.00	08.00 - 22.00
<b>Space Only Exhibitors</b>	08.00 - 18.00	08.00 - 18.00	08.00 - 22.00

#### Break Down

	<b>Tues 14<sup>th</sup> January</b>	<b>Weds 15<sup>th</sup> January</b>
<b>Traditional Shell Scheme Exhibitors</b>	17.30 - 22.00	NO ACCESS
<b>Space Only Exhibitors</b>	17.30 - 22.00	08.00 - 12.00

This pass is not transferable and if it is altered or defaced in any way or if it is presented for admission by anyone other than the authorised user it will be confiscated. Issued subject to exhibition regulations. When not delivering or collecting goods, the vehicle must be removed from the building and access road.

**THIS PASS IS ONLY VALID FOR BUILD UP AND BREAKDOWN.  
PARKING CHARGES APPLY ONCE YOU HAVE  
LOADED/UNLOADED YOUR VEHICLE.**