

LONDON FASHION WEEKEND

BROUGHT TO YOU BY



Exhibitor Manual

September 2011

BRITISH
FASHION
COUNCIL

WELCOME TO VODAFONE LONDON FASHION WEEKEND SEPTEMBER 2011

This manual will help you plan for the exhibition at Vodafone London Fashion Weekend. Please read the entire manual as it contains all the information you need to have a successful show.

Vodafone London Fashion Weekend Sept 2011 will take place in the following areas of Somerset House:

- The Ground Floor (South Wing Terrace & Courtyard Rooms)
- The First Floor (Portico and Navy Board Rooms)
- The Embankment Galleries (Level 1 & Level 2)
- The Courtyard Tent
- The East Wing
- The River Terrace Huts

Please ensure you return your stand package order form as soon as possible. Failure to do so will result in NO furniture (rails or shelves) on your stand.

May we draw your attention to the access information, check list & forms, health & safety and insurance sections of this manual. We remind you that Somerset House require ALL exhibitors to have a minimum of **£5million Public Liability Insurance** cover to exhibit in the show.

The British Fashion Council team wish you a very successful show at Vodafone London Fashion Weekend September 2011.

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Vodafone London Fashion Weekend Key Information

London Fashion Weekend dates:

22nd - 25th September 2011

Organiser's Contacts

Caroline Reader	Event Manager	Caroline.reader@britishfashioncouncil.com	+44 (0) 20 7759 1971
Georgina Riley	Production Manager	Georgina.riley@britishfashioncouncil.com	+44 (0) 20 7759 1967
Liv Newiss	PR & Marketing Manager	liv.newiss@single-market.co.uk	+44 (0) 20 7886 3070
Jennie Becker	Sponsorship Assistant	Jennie.becker@britishfashioncouncil.com	+44 (0) 207 759 1988
	Events Assistant	weekend@britishfashioncouncil.com	

Key Contractor Contacts

Emma Barrow	VENUE – Somerset House	Emma.Barrow@somersethouse.org.uk	+44 (0)20 7845 4618
Millie	FURNITURE – Penny Banks	millie@pennybanks.co.uk	+44(0)1480 498 498
Amanda Hyde	SIGNAGE – Pertons Signs	Amanda@pertonsigns.co.uk	+44(0)20 8992 5775

Checklist

Please note:

- All exhibitors must complete the Checklist below before they arrive onsite.
- Stand furniture changes will not be permitted on site. You must pre-order your stand furniture BEFORE you arrive onsite. This is due to time constraints.

FORM NUMBER	TO DO	REQUIRED	DEADLINE	RETURN TO	SENT
1	Stand Package Order Form	Compulsory	2 nd Sept	Penny Banks T: 01480 498 498 F: 01480 498 499 E: lfwe@pennybanks.co.uk Add: 2 Bank Rd, St. Ives, Cambridge, PE27 3EZ	
2	LFWE Exhibitor Form a. Nameboard b. Electrical outlet order c. Health & Safety Declaration d. Company info	Compulsory	2 nd Sept	Events Assistant British Fashion Council	
3	Proof of £5million Public Liability Insurance (PLI).	Compulsory	2 nd Sept	Events Assistant British Fashion Council	
4	Insurance Application for £5million PLI. <i>NB. If you are an exhibitor at London Fashion Week and Weekend, Robertson Taylor will insure you for £5million PLI for both events.</i>	If required	28 th August	Robertson Taylor T: +44 (0)20 7510 1234 F: +44 (0)20 7510 1134 E: enquiries@rtib.com Add: Lloyd's & International Brokers, 33 Harbour Exchange Square, London, E14 9GG	
5	PPL Application – if playing music on your stand	Optional		www.ppluk.com	
6	PRS License – if playing music on your stand	Optional		www.prsformusic.com T: 0800 068 4828 E: musiclicence@prsformusic.com F: 020 7598 3640	

Event Schedule – Load In / Load Out

EXHIBITOR LOAD IN

Wednesday 21 st Sept	1pm –4pm	Priority Load In ONLY
Thursday 22 nd Sept	10am – 3pm	Exhibitor Load In

Please note:

- You will be allocated a specific loading time slot depending on the location of your stand. YOU MUST COMPLY with this because access to the venue becomes very crowded. If you miss your slot, you will have to wait for another slot to become free.
- Please come prepared and with help as our porters are in high demand.
- During buildup/breakdown all persons must wear appropriate clothing and suitable shoes, open toe shoes must not be worn and there is strictly no children under 16 on site at these times.
- Never leave your stand unattended for security reasons.
- Please be aware that exhibitors will be held liable for any damage they incur to the building.

ALL STANDS MUST BE COMPLETED BY 1600 ON THURSDAY 22nd SEPT. DOORS OPEN TO THE PUBLIC AT 1700.

SHOW OPENING TIMES

Thursday 22 ND Sept	5pm – 10pm	SHOW OPEN
Friday 23 rd Sept	11am – 10pm	SHOW OPEN
Saturday 24 th Sept	9.30am – 7pm	SHOW OPEN
Sunday 25 th Sept	9.30am – 6pm	SHOW OPEN

EXHIBITOR LOAD OUT

Sunday 25 th Sept	6pm-9pm	Exhibitor Breakdown
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Please note:

- You may begin break down after the venue is clear of visitors. No contractors or elements of break down should commence before the venue is cleared of all visitors.
- No children (under 16) on site during build up and break down. This is for health and safety reasons and must be strictly adhered to.
- Make sure that you take everything with you. Anything left behind will be disposed of and you may be asked to cover disposal costs.
- Again, we suggest that you bring enough help as porters will be in high demand.

THE SITE WILL CLOSE AT 10pm. ALL EXHIBTIORS AND COLLECTIONS MUST BE OFF SITE BY 9pm.

Loading Information

ACCESS INTO THE SOUTH WING – FIRST FLOOR ROOMS

- The **NAVY BOARD ROOMS** and **PORTICO ROOMS** are located on the first floor of the South Wing.
- If your space is located in these rooms, please load from the **WEST SERVICE YARD** (via West Water Gate, Victoria Embankment, London, WC2R 1LA).
- Access to the rooms is gained directly via the goods lift (lift 1) or via the Nelson Stairs (up three flights). SEE SITE PLAN. You will be greeted and guided to your space on arrival at the entrance to the venue.

ACCESS INTO THE SOUTH WING – GROUND FLOOR ROOMS

- The **TERRACE ROOMS & THE COURTYARD ROOMS** are located on the ground floor of the South Wing.
- If your space is in these rooms, you need to load in from the **COURTYARD** (via the Strand Entrance).
- You will be guided by traffic marshals when you arrive at the entrance. The Courtyard will be extremely busy so please adhere to the advice you are given.

ACCESS TO THE EMBANKMENT GALLERIES – LEVEL 1 AND LEVEL 2

- If your space is located in the **EMBANKMENT GALLERIES** you will need to load from the **VICTORIA EMBANKMENT LOADING BAY** (via the Embankment Great Arch entrance to Somerset House). You will be guided by traffic marshals on arrival at the entrance to the venue.
- Loading times at this entrance are strictly enforced by Westminster council. It is imperative that you adhere to the time slot allocated to you and that you load as quickly as possible into the entrance.

ACCESS TO THE COURTYARD TENT

- If your space is located in the **COURTYARD TENT** then you need to access the site through the Strand Entrance.
- Traffic at this entrance will be extremely busy so you **MUST** adhere to the time slot that is given to you.

Please ensure that your vehicle will fit inside the entrance you have been asked to use.

ENTRANCE to venue	LEADING TO	ACCESS FOR	MAX VEHICLE HEIGHT	MAX VEHICLE WIDTH	MAX VEHICLE WEIGHT
The Strand Entrance	Courtyard	Courtyard Tent	4m	2.5m	10 tonne per axel
West Water Gate, Victoria Embankment	West Service Yard	First Floor: Navy Board & Portico Rooms	3m	2.75m	2 tonne per axel
Victoria Embankment loading bays	Somerset House Embankment Galleries Entrance	Embankment Galleries	n/a	n/a	n/a

Vehicle Access and Passes

Please note:

- There are multiple entrances to Somerset House. You will be told which one to use, depending on where your stand is located.
- You will be sent your vehicle pass by EMAIL. You will not be allowed to access the site unless this is displayed in your vehicle.
- There is NO PARKING available on site.
- If you have a preferred loading time, please email your request to weekend@britishfashioncouncil.com BEFORE 29th AUGUST to arrange.
- Loading slots and vehicle passes will be sent via email prior to the event – YOU MUST COMPLY with this time and entrance.
- You, or your driver, will be given directions by traffic marshals. You must remove your vehicle immediately after unloading, so that other vehicles can unload.
- Please bring lots of help, as the porter service is always in high demand.

Your Stand

The construction of our stand dividers, hanging rails and display shelves have been designed to complement the unique surroundings of Somerset House.

Exhibitors' stands will be separated by t-section panels where necessary, to distinguish one stand from the next (each panel of the t-section is 1m width x 2.5m high). Freestanding units (rails, shelves, tables, plinths and changing rooms) can then be positioned within the space as the exhibitor wishes. Some exhibitors will be allocated complete rooms allowing them the freedom to personalise their space.

Below is an illustration showing an example of the stand furniture available to hire.



STAND FURNITURE PACKAGES

Each exhibitor is entitled to an allocation of furniture units, in accordance with the size of their stand:

STAND SIZE	No OF UNITS ALLOCATED
Up to 4 m sq	3
5 - 8m sq	4
9 – 13 m sq	5
14 – 18 m sq	6
18 – 24 m sq	7
24 m sq +	7

Each item of furniture is worth a number of units:

ITEM	UNIT VALUE
1200mm Riley Rail	1 x unit
1200mm Set of Shelves (3 or 2 shelves)	2 x units
Changing Room (1m x 1m)	2 x units
Screen	2 x units
Trestle table with black cloth (not shown in pic)	1 x unit
Odessor mirror (not shown in pic)	1 x unit

EXAMPLE : I have a 9msq stand. Therefore, I am entitled to 5 units. I can have 2 sets of shelving (worth 2 units each) and 1 rail (worth 1 unit) OR 5 rails, OR 2 trestle tables (worth 1unit each), 1 rail and 1 set of shelves etc.

Please note:

- You will be charged for any furniture on your stand that has not been paid for in advance through the order form.
- A two meter gangway MUST remain wherever traffic is flowing through the room and must not block stairwells or corridors, whether fire exits or otherwise.

STAND LIGHTING

- Our specialist supplier will provide an overall lighting state for each area throughout Vodafone London Fashion Weekend to achieve a bright and balanced lighting state for your collection. This will ensure all exhibitors' areas are well lit and in-keeping with the space.



Example of a well-dressed stand

Stand Dressing Regulations

Please remember that as an exhibitor at Vodafone London Fashion Weekend, you are representing the British Fashion Council. We therefore remind you that it is extremely important that ALL exhibitors keep their stand exceptionally well presented, tidy and clean at all times throughout the show.

We encourage you as exhibitors to be as creative with your space as possible by using plinths, mannequins and props. We ask you to dress your stand as if it was your showroom or a concession in a premium department store.

Please note:

- We encourage visual merchandising: bring props, use mannequins and plinths to dress your stand and to show off the collection. Colour co-ordinate your rails.
- Ensure that you have enough staff on your stand to keep the stand well presented, neat and tidy at all times, even when you are extremely busy
- Dress you stand well, as if it was your shop or your showroom. It should represent your brand.
- You should bring your own coathangers. Always use matching coat hangers. Branded coat hangers are acceptable.
- Do NOT use your changing room as a stock room. *Please keep it clear for customer to try on clothes*
- Do NOT over stock you stand. No more than 20-25 garments per rail. *The venue will be open an hour before the show opens every morning so you can re-stock.*
- Ensure there are NO visible cardboard boxes on your stand at any time.
- Do NOT eat or drink on your stand. *This looks unprofessional and sloppy.*
- No hand written, paper or printed signs. *Only cardboard, branded and professionally printed signs are permitted.*
- You should make every effort not scratch the stairs, doors, walls or floors.



FLOOR PLAN

You will be sent the floor plan and informed of your stand location by the end of August. The decision of your stand location is made at the discretion of the British Fashion Council.

Somerset House

STORAGE SPACE

Please note:

- There will be NO extra storage for exhibitors other than within your allocated stand space.
- Please ensure that any stock stored on your stand is neat and tidy. We strongly recommend using a trestle table with cloth which you can order as part of the stand package or as a stand extra.

RESTRICTIONS

Somerset House is a grade one listed building, there are specific operational standards for all activities taking place here.

Exhibitors shall be liable for the cost of any damages they (themselves or their representatives) cause to any Vodafone London Fashion Weekend venue. Exhibitors must comply with organisers regulations and requirements and ensure that all local building and fire regulations are fully observed. The organiser will not be held responsible for damages and any resulting costs caused by the exhibitors non-compliance with these regulations. The designer shall indemnify and keep indemnified the organiser and any licensee of the organiser against any claim in relation to the same.

Please note:

- Equipment MUST be kept a safe distance from the walls, panelling and low hung paintings.
- No item of equipment may be leant against the walls or doors.
- NO tape or Blu/White tac/Velcro is to be used on the floor, walls doors or any spaces at Somerset House.
- All equipment and containers must be lifted, not dragged along the floor or down stairs.
- No naked flames are permitted within the venue.
- Utmost care is to be taken not to damage the stairs, doors or walls.
- Any spillage must be immediately cleared and the incident reported to a member of Event Staff.
- All exhibitors MUST hold £5million Public Liability insurance, to ensure they are covered against any damage to the venue. Please send a copy of the certificate to the British Fashion Council before the event.
- The FIRE ALARMS are extremely sensitive. If you are using a STEAMER please ensure you are near an OPEN window.

P.A.T. TESTING & ELECTRICAL EQUIPMENT

Please note:

- All electrical equipment you bring to the site must be P.A.T. tested and carry a certificate with the date the test was carried out. Any class-3 qualified electrician can undertake a P.A.T. test for you.
- Exhibitors and their representatives are responsible for ensuring that these tests have been carried out. Our health and safety staff reserve the right to spot check electrical equipment. Please note that faulty electrical equipment can cause power loss to the building.

Exhibitor Insurance

IMPORTANT NOTICE TO ALL EXHIBITORS

Please note that our Exhibitors' Contract requires you to have **£5million Public Liability Insurance**. This must cover you for organized events taking place outside your business premises. We request that you send a copy of this to us before the event. You should note that this is NOT the same as Employers' Liability insurance, which is mandatory in the UK.

We strongly recommend that you check that your insurance covers for both Public Liability and other risk is sufficient in order to avoid being penalized due to under-insurance in the event of claim.

Robertson Taylor Insurance Broker can offer the Public Liability cover needed for taking part in Vodafone London Fashion Weekend. You can apply for cover via the form attached to this manual. Please return this to:

Robertson Taylor

T: +44 (0)20 7510 1234

F: +44 (0)20 7510 1134

E: enquiries@rtib.com

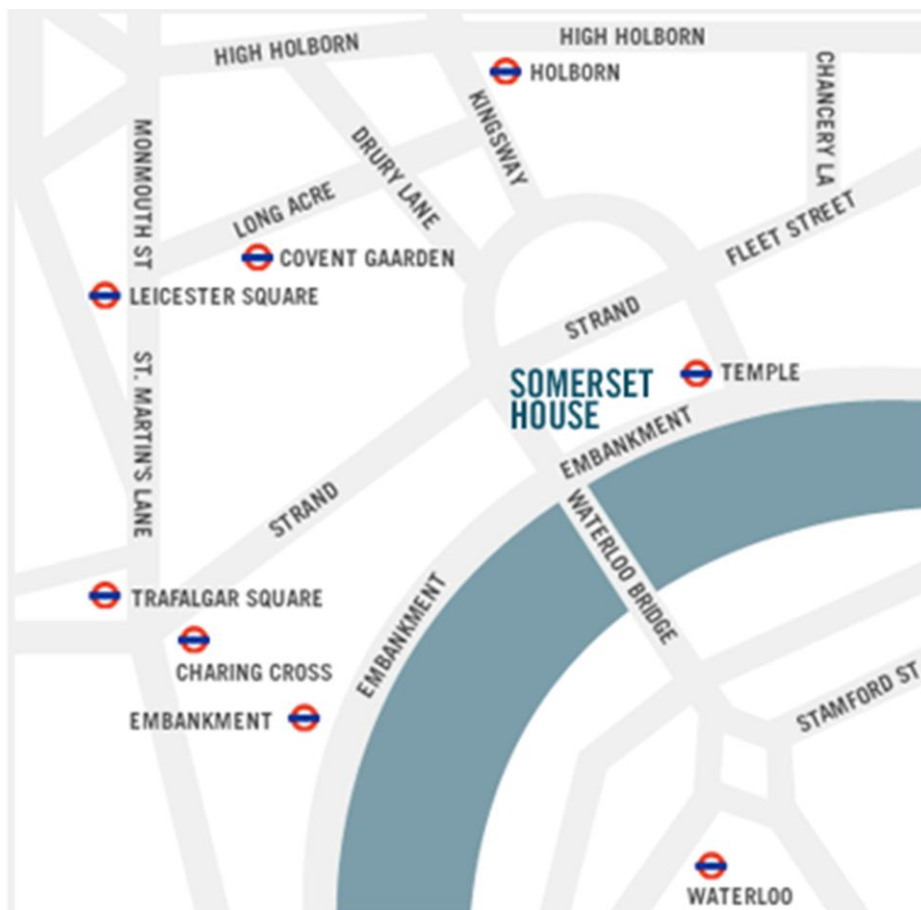
Add: Lloyd's & International Brokers,
33 Harbour Exchange Square,
London, E14 9GG

*NB. If you are an exhibitor at **London Fashion Week AND Vodafone London Fashion Weekend**, Robertson Taylor will insure you for £5mill P.L.I. for both events.*

Travel and Transport

- **BY TUBE:** The nearest tube stations are Temple (District and Circle Line), Holborn (Central & Picadilly Line), Covent Garden (Picadilly Line), Charing Cross (Nothern & Bakerloo Lines), Embankment (Bakerloo, Nothern, District & Circle Line).
- **BY RAIL:** The nearest mainline rail stations are Charing Cross, Waterloo and Blackfriars.
- **By BUS:** Buses servicing the Strand include numbers 6, 9, 11, 13, 15, 23, 77a, 91 and 176, while the River Bus Service can be taken to Embankment and Savoy piers.
- **BY FOOT:** Pedestrian access to Somerset House is from the Strand and Victoria Embankment.
- **BY CAR:** There is NO PARKING on site. There are meter Pay and Display charges on the road side on the Embankment and on Waterloo Bridge (Sunday Only) as well as others near to the Strand.
The nearest CARPARKS are:
Newport Place (Westminster Carpark), WC2H 7PU
0800 243 348 / 0207 641 3291 (24 hours/7days)
St Vincent House, Orange Street London (LPC Carpark), WC2
0845 8800 197 (24 hours/contract only)

London Transport Travel info +44 (0)20 7222 1234
British Rail Travel Information +44 (0)8457 48 49 50



Docket & Retail Information

Each exhibitor will be allocated numbered, triplicate, carbon-backed dockets onsite.

The number on the dockets are specific to your stand. Please do not give them to a different stand.

HOW TO COMPLETE A DOCKET

1. Put your company name and room /stand number on each docket.
2. List each item sold, showing the quantity, description, item and item price and total.
3. Ask the customer to complete the name & email address section: this will help with collection of purchase.
4. Each docket has 3 parts.
5. Attach the bottom (pink) copy to the goods and put it safely to one side.
6. Give the customer the top two copies (blue & white) and direct them to the nearest till point.
7. At the till, the cashier will retain the top copy (white) for reconciliation purposes. A till receipt will be attached to the blue copy and given back to the customer. The customer will also receive a copy of the till receipt.
8. On returning to the stand, check the receipt attached to the blue docket is for the correct amount and has your company name on it.
9. When you are sure the receipt is correct, give the customer back the bag of goods with the pink docket and ask the customer to give you the blue copy with the receipt attached.
10. You retain the blue copy and receipt for your records.

Please note:

- Every purchase is to be written by your staff on a docket.
- Dockets must be completed legibly to ensure sales are recorded accurately.
- You must write your company name on the dockets.
- Please make sure you write the email address of the visitor.
- Cashiers cannot process illegible or incomplete dockets.

TILL RECEIPTS - IMPORTANT

Please note:

- It is your responsibility to check that the company name on the till receipt is your own. If the company name on your till receipt is different to your own you must contact Buntsy Francis from the organisers desk in the Seaman's Hall or the Organisers Office. Otherwise, the cash will be paid to the company name on the till receipt.
- Designers are responsible for checking the amount on the receipt matches the docket before they hand over the merchandise.
- Only if the docket has a receipt has the item been paid for.
- Match the customer's docket number and details to the docket with the goods.
- Any errors are the responsibility of the designer

REFUNDS & EXCHANGES

Refunds and Exchanges will be at the discretion of each designer.

AFTER THE SHOW:

- Any refund required AFTER the show will be entirely at the full cost of the individual designer. The organisers cannot refund their 22% share of sales after the show.

DURING THE SHOW

- In the event of a refund, retain the goods. Each designer will be given an individual refund code number at the show. Complete a docket as for a sale, but write "REFUND" and your code across the whole face of the docket, together with the original docket number. Direct the customer to the nearest till point with the blue docket and till receipt.
- In the event of an exchange where the items are of different value, follow the procedure for a refund, (above) for the full amount. Then write a docket for the new purchase as normal. Send your customer to the till point with the TWO relevant dockets.
- Equal exchanges do not need to be processed through the tills. Note the exchange on the customers receipt. You may wish to make a note on your docket copy for stock records.

PLASTIC BAGS

We will distribute plastic bags to all stands before the show opens on the first night (THURS 22nd). Please collect your plastic bags from the Organisers Office from then onwards as you require.

Emergency Procedures

ALL MEMBERS OF STAFF MUST BE BRIEFED ON THE EMERGENCY PROCEDURES BELOW

SUSPECT PACKAGE OR BOMB THREAT

- Upon discovery of a suspect package on your stand or a bomb threat, DO NOT TOUCH, please alert a member of the front of house staff or security immediately.
- When leaving your area each night, please ensure that appliances are switched off and your stand is checked for potentially dangerous items

FIRE PROCEDURES

There are portable fire extinguishers situated around the venue, please make sure you familiarise yourself and your team with the positions as well as locating all the fire exits when you first come onsite.

In the event of a fire emergency on your stand:

- Calmly notify adjoining exhibitors of the situation and the nearest security guard or the organisers's office/or a team member.
- Clearly state the location and situation.
- Do not jeopardise your own safety and ensure you always have a clear evacuation route in mind.

EVACUATION PROCEDURE

Somerset House has a fully automated voice annunciation Fire Alarm system. When you are told to evacuate the building:

- Do not stop to collect personal belongings.
- Close all doors behind you.
- Follow the green man signs for your nearest exit.
- Do not panic – there is ample time to evacuate.
- Do not run, you may fall or push other people.
- Help others if you can but do not take risks.
- Do not smash break glass panels on your way out.

Organisers cannot accept responsibility for damage, loss or injury however caused. Exhibition staff are requested to assemble on the Upper Terrace (off the Strand) and the Embankment Great Arch entrance. There will be security and organisers directing you of the way out wearing high visible vests but please ensure you and your staff familiarise yourselves with these routes.

Security

GENERAL SECURITY

We take security at this event very seriously. Internal security patrols will be carried out, along with spot checks and bag searches. Individual rooms will be locked when exhibitors leave and opened daily when cleaned under the supervision of a security guard. We strongly recommend that you bring your own lockable bags or cupboard for items of high value. THE ORGANISERS CANNOT ACCEPT ANY RESPONSIBILITY FOR ANY ITEMS THAT ARE LOST, STOLEN OR DAMAGED WHILST ON-SITE. It is the responsibility of the Exhibitor not to leave their stand unattended and to protect their products during the show. We specifically recommend the following precautions:

- Wear your exhibitor's pass at all times and do not give it to others.
- If you were an exhibitor at London Fashion Week, you must ensure that ALL STOCK IS TAKEN AWAY WITH YOU BETWEEN THE TWO SHOWS.
- Do not leave handbags, mobile phones or other valuables unattended on your stand.
- Secure garments in lockable bags at night. You will need to bring your own.
- PLEASE DO NOT LEAVE STOCK UNATTENDED ON YOUR STAND. The organisers cannot accept responsibility for stock or items that are lost, stolen or damaged whilst on-site.

Official Passes

During build up, break down and throughout the show open period of the exhibition, admittance will be refused to anyone who cannot produce an official exhibition pass. Please ensure that you and your staff carry their passes at all times. THE PASSES ARE STRICTLY NON-TRANSFERABLE.

Health & Safety

We are committed to providing and promoting the highest standards of health, safety and welfare at all of our events. Exhibitors and Contractors have a legal duty under the Health and Safety at Work Act 1974 (and any concurring legislation) to ensure that all persons are responsible, so far as reasonably practical, for the health, safety and welfare of themselves and their employees. This includes providing information, supervision and training as appropriate, so that your staff can carry out their work safely. You are asked to have in your possession a copy of your own Health & Safety documents in respect of any contractor you employ.

Included in this pack is a Health and Safety Declaration Form, this must be completed and returned to the British Fashion Council.

STAND SAFETY

Stands will be inspected during build-up and the Fire Officers may refuse any offending materials, or close down a stand if regulations are not met.

- All materials used on your stand must be made of non-flammable material.
- Textiles used to decorate your stand must be fixed taught (not draped), and fixed to a solid backing and secured above floor level, not touching light fittings.
- No explosives, inflammable fluids or combustible materials may be used on any stand.
- Materials should comply with British Standard Numbers BS476-Part 7 and/or BS5570 and/or BS3120

ACCIDENTS & DANGEROUS OCCURANCES

Please contact the Organisers Office, giving the exact location of the accident or dangerous occurrence. Where an accident or dangerous occurrence, which is reportable under the Reporting of Injuries, Diseases and Dangerous Occurrence Regulations 1995, occurs on site the Trust representative must be notified immediately. A copy of the Report made to the Health and Safety Executive (via the incident Reporting Centre) must be made available to the Somerset House Trust trust.

MEDICAL EMERGENCIES

In cases of medical emergency, please contact the Organiser's Office or a member of the organising/security team, giving the exact location of the casualty and details of the injury.

HEALTH & SAFETY DO'S AND DON'TS....

DON'Ts:

- Don't use flammable materials in your displays. Such as plastic flowers, polystyrene etc.
- Don't have overloaded or insecure displays. Stands and displays can be knocked by visitors and must be safe and secure.
- Don't bring children or animals onto the site during build up or break down.

DO's:

- Keep all gangways stairwells and corridors clear at all times, whether fire exits or otherwise.
- Brief all staff on fire and evacuation procedures and locations of all exits.
- Apply caution and control when working at high levels using ladders or scaffolding.
- Take all possible measure to limit the effect of your operations on the environment.
- Treat all cables as if they were live.
- Ensure that all packaging and rubbish from your stand is removed from site. It must not be stored on your stand during the show.
- Ensure that all hazardous waste is disposed of safely. Please note that florescent tubes contain hazardous materials.
- Provide adequate breaks for all staff and contractors.
- Make sure you complete and adhere to all necessary paperwork for Health & Safety regulations.
- Make sure that you have the correct insurance for the exhibition.
- Provide suitable training for your staff and contractors regarding the on-site risks in order for them to understand and fulfill their responsibilities.
- Plan your time during build-up and break-down.

Press and Public Relations

VODAFONE LONDON FASHION WEEKEND POSTCARDS

If you would like postcards to send to your customer database please contact: Liv Newiss liv.newiss@single-market.co.uk +44 (0) 20 7886 3070

PR CAMPAIGN

Both in the run up to the show and throughout it, an extensive PR & Marketing campaign will be carried out to ensure that Vodafone London Fashion Weekend receives maximum exposure. We will be organising reader offers in fashion publications and daily newspapers, finding suitable feature opportunities and making the most of broadcast media to raise the profile of the event in general and the designers in particular. Please contact Liv Newiss liv.newiss@single-market.co.uk or on +44 (0) 20 7886 3070 with any press worthy stories or features.

SHOW BAG PRODUCT PLACEMENT

9K Show Bags are sold at London Fashion Weekend and 600 VIP bags are given to our Club Lounge customers. This is a fantastic way to directly target your audience. If you are interested in providing a sample or branded product for either bag please don't hesitate to contact Georgina Riley on Georgina.riley@britishfashioncouncil.com or on +44(0)20 7759 1967.

ADVERTISING PANELS

Prominent Advertising on 1mx2m as panels onsite are available at a cost of £500. Please contact Jennie Becker on Jennie.becker@britishfashioncouncil.com or on +44(0)20 7886 1988.

PROMOTIONAL COMPETITIONS

We run a number of promotions in various publications and through our e-newsletter. We are always keen to include different prizes so if you have a new product you are promoting please don't hesitate to get in touch with Liv on liv.newiss@single-market.co.uk or on +44 (0) 20 7886 3070/

DESIGNER NEWS

E-newsletters are sent out in the run up to the show and we are happy to mention any big news or launches you have coming up. Obviously our readers are always keen on a discount or offer if you are able to provide this!

Useful Items to bring Onsite

Below is a checklist of items that could be useful for you while on site. Please note that Vodafone London Fashion Weekend does not provide these items for you.

- Calculator
- Pens
- Collapsible Boxes
- Lockable garment bags
- Hangers
- Ticket Gun and Kimball Tags
- Props – mannequins, rugs, display units, props and plinths
- Lockable bags or a lockable cupboard

Useful Contacts

INSURANCE

Robertson Taylor Insurance Broker can offer the Public Liability cover needed for taking part in Vodafone London Fashion Weekend. You can apply for cover via the form attached to this manual. Please return this to:

Robertson Taylor

T: +44 (0)20 7510 1234

F: +44 (0)20 7510 1134

E: enquiries@rtib.com

Add: Lloyd's & International Brokers,
33 Harbour Exchange Square,
London, E14 9GG

*NB. If you are an exhibitor at **London Fashion Week AND Vodafone London Fashion Weekend**, Robertson Taylor will insure you for £5mill P.L.I. for both events.*

MANNEQUIN HIRE

Tanya Reynolds - Proportion London

Tel : +44 (0)20 7251 6943 e-mail: info@proportionlondon.com

COURIERS

TNT	Tel: +44(0)121 643 2222	Fax: +44 1827 301 301
Federal Express	Tel: +44(0)845 607 0809	
Davis Shipping	Tel: +44(0)20 7231 9340	

LABEL SUPPLIERS

Adastra Labels	Tel: +44(0)20 7278 8029
Nilorn Calmon Uk	Tel: +44(0)1535 673 500
Willeringhaus & Co Ltd	Tel: +44(0)1483 723 158

HANGER SUPPLIERS

Mainetti	Tel: +44(0)1835 865 000
H&L Russel Ltd	Tel: +44(0)1268 889 000
Morplan	Tel: +44(0)1279 435 333