

EXHIBITORS MANUAL

Jaarbeurs Utrecht | 15 & 16 November 2023



ALLES VOOR TANKEN EN LADEN

TAXI EXPO 23

15 NOVEMBER 2023, JAARBEURS UTRECHT

Exhibitors Manual

Mobility Hub Experience 2023

- Fleet Expo
- Tankstation Vakbeurs
- Taxi Expo

ProMedia Productions B.V.
Weena 505 B18
3013AL Rotterdam

VAT Number: NL.805.795.376.B01
C. of C. Number: 20129682

Dear Exhibitor,

Welcome to Fleet Expo, Tankstation Vakbeurs and Taxi Expo 2023, 15 and 16 November 2023 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 me.

Points of attention:

- There are 2 webshops:
 - Building related services: [Webshop Jaarbeurs Utrecht](#)
 - Event related services: [ProMedia Events Webshop](#)
- Deadlines can be found on the last page
- Tankstation Vakbeurs is 2 days(15&16). Fleet Expo and Taxi Expo are 1 day(15)

Exhibition organisation



Robbert van Dijk
Event Manager Mobility & Automotive
+31 (0)6 391 86 307
robbert.van.dijk@promedia.nl

Date exhibition	15 and 16 November 2023
Location	Hall 3 and 4, Jaarbeurs Utrecht Jaarbeursplein 3521 AL Utrecht
Build up own booth	13 November from 12:00 till 18:00 14 November from 08:00 till 18:00 15 November from 07:00 till 09:00 <i>*NB: Please adhere to the start time of 12:00 on 13/11 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	14 November from 12:00 till 18:00 15 November from 07:00 till 09:00
Dismantle own booth	15 November from 19:00 till 22:00 (Fleet Expo en Taxi Expo) 16 November from 07:00 till 22:00 (Fleet Expo and Taxi Expo) 16 November from 16:00 till 22:00 (only Tankstation Vakbeurs) 17 November from 08:00 till 14:00 <u>Your booth needs to be fully dismantled at 14:00. 17 November.</u>
Dismantle standard booth	15 November from 19:00 till 20:00 (Fleet Expo and Taxi Expo) 16 November from 16:00 till 19:00 (only Tankstation Vakbeurs) <u>Your booth needs to be empty, apart from the rented material, at 20:00</u>
Opening hours exhibition	15 November from 10:00 till 17:00 (network drinks till 19:00) 16 November from 10:00 till 16:00 (only Tankstation Vakbeurs)

Table of content

1. Own booth construction	4
1.1 MINIMAL STAND REQUIREMENTS	4
1.2 HEIGHT	4
1.3 WALLS	4
1.4 ELECTRICITY	4
2. Standard Booth	5
2.1 BOOTH	5
2.2 ELECTRICITY	5
2.3 LIGHT	5
2.4 CARPET	5
2.5 STAND CREW AND CATERING	5
3. General booth information	6
3.1 ELECTRICITY	6
3.2 WATER CONNECTION	6
3.3 RIGGING	6
3.4 INTERNET	6
3.5 BOOTH CONDITIONS	6
3.6 BOOTH CATERING	6
3.7 REGISTRATION BOOTH EMPLOYEES	7
3.8 FLOOR PLAN	7
3.9 NOISE	7
3.10 BOOTH CLEANING	7
3.11 SECURITY	7
3.12 INSURANCE	7
4. Transport and Logistics	8
4.1 RULES FOR CONSTRUCTION AND DISMANTLING AT JAARBEURS UTRECHT	8
4.1.1 CONSTRUCTION	8
4.1.2 DISMANTLING	8
4.2 LOGISTIC SERVICES	8
4.3 WASTE	9
4.4 EMERGENCY DOORS	9
4.5 DISPLAYING VEHICLES	9
4.6 ROUTE	9
4.7 PARKING	9
5. Publicity	9
5.1 EVENT WEBSITES	9
5.2 COMPANY PROFILE EVENT WEBSITE	9
5.3 ARTICLE EVENT WEBSITE	10
5.4 VIDEO INTERVIEW	10
6. Other Information	10
6.1 WORKSHOP	10
6.2 LEAD RETRIEVAL APP	10
6.3 GET MORE OUT OF YOUR PARTICIPATION	10
6.4 CHECKLIST DEADLINES	11

1. Own booth construction

For setting up your own booth you must first submit a booth design to the exhibition organisation **no later than 29 September 2023**. This does not apply to standard booth construction, not sure? Contact the exhibition organisation.

1.1 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.

1.2 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, higher walls need to undergo a technical inspection (extra costs can be charged for this inspection). 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. The maximum height of your stand can not exceed 5 metres.

1.3 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.

1.4 ELECTRICITY

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

2. Standard Booth

Standard booth construction includes backwalls with logo, carpet, electricity and lighting.

2.1 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. Damaged panels must be reimbursed by the exhibitor.

2.2 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](#).

2.3 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.

2.4 CARPET

Unless otherwise discussed with the exhibition organisation, carpet is not included in the stand. You can order carpet via the [ProMedia Events Webshop](#). If you have ordered carpet, you can choose a colour on the homepage in our webshop. At the bottom of the page you will find an overview of the products in your package. 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.

2.5 STAND CREW AND CATERING

Included in your participation package are exhibitor badges including lunch packages. Packed lunches will be delivered to your booth. Extra exhibitor badges can be ordered in the [ProMedia Events Webshop](#). Lunch is not included for visitors.

Package	12 m2	15 m2	18 m2	24 m2	30 m2	36 m2	Own booth
Badges	2	2	3	4	4	5	5
Furniture	1 high table, 2 high chairs	1 high table, 2 high chairs	1 high table, 2 high chairs	2 high tables, 4 high chairs	2 high tables, 4 high chairs	2 high tables, 4 high chairs, 1 presentation desk	none

3. General booth information

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.

3.1 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.

3.2 WATER CONNECTION

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

3.3 RIGGING

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

3.4 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](#).

3.5 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.

3.6 BOOTH CATERING

It is possible to bring or hire a refrigerator and coffee machine for your stand. This way you can offer your customers something to drink at your booth. If you want to offer extensive catering at your booth, we can get you in touch with the caterer. Discuss the possibilities with the exhibition organisation.

Via the [webshop of Jaarbeurs Utrecht](#), you can order all of the catering you need during the exhibition days.

3.7 REGISTRATION BOOTH EMPLOYEES

Register your employees via the link below. You have the amount of booth employees giving at [paragraph 1.6](#). Extra exhibitor passes including lunches can be ordered in the ProMedia event webshop.

[Fleet Expo](#)

[Tankstation Vakbeurs](#)

[Taxi Expo](#)

3.8 FLOOR PLAN

When organising the exhibition floor plan, your individual wishes are taken into account as much as possible. The exact locations and dimensions of the stands are marked on the floor.

[Download floorplan](#)

3.9 NOISE

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

3.10 BOOTH CLEANING

One-time cleaning before the first day of the event or/and the cleaning of your stand during the entire event period can be requested through the [webshop of Jaarbeurs Utrecht](#).

3.11 SECURITY

You can hire security for your stand. For inquiries, please visit the [webshop of Jaarbeurs Utrecht](#).

3.12 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.

4. Transport and Logistics

4.1 RULES FOR CONSTRUCTION AND DISMANTLING AT JAARBEURS UTRECHT

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

4.1.1 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 3 and 4. For construction, you or your suppliers/stand builders can register at P2 upon presenting a construction pass (entry route EB or route 200, 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

4.1.2 DISMANTLING

Low traffic for removal is welcome at P2 (entry route EB or 200) immediately after the trade show closes. Freight traffic 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

4.2 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

4.3 WASTE

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

4.4 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.

4.5 DISPLAYING VEHICLES

When displaying vehicles in the exhibition hall, you must take into account the maximum floor load of 2,000 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.

4.6 ROUTE

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

4.7 PARKING

For parking during the exhibitions you can purchase a parking permit or parking ticket at Jaarbeurs Utrecht. For information and rates please visit the [webshop of Jaarbeurs Utrecht](#).

5. Publicity

5.1 EVENT WEBSITES

We publish all exhibition news, reactions, videos and a photo report on our event websites www.fleet-expo.nl, www.tankstationvakbeurs.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.tankpro.nl and www.taxipro.nl by means of a widget on the homepage, a banner and in the newsletters. All articles, videos, etc. will remain permanently available on the event websites. We also send newsletters from our news websites with articles from exhibitors, exhibition and conference news, etc.

5.2 COMPANY PROFILE EVENT WEBSITE

Your logo, company profile and website will be placed on www.fleet-expo.nl, www.tankstationvakbeurs.nl or www.taxi-expo.nl for promotion. Please send these three things as soon as possible to robbert.van.dijk@promedia.nl.

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

5.3 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](#)

Tankstation Vakbeurs: [Anouk de Groot](#)

Taxi Expo: [Marith van der Hoek](#)

5.4 VIDEO INTERVIEW

The editorial team will be present at the exhibition for a report of the event. It is possible to reserve an interview slot. You will then be guaranteed of your own news article on TankPro.nl, Fleet-Mobility.nl or TaxiPro.nl in the form of a video interview. For more information, contact

Fleet Expo: [Frank van Montfort](#), [Leonore Wijsmuller](#) en [Ruud Mosetti](#)

Tankstation Vakbeurs: [Niels Singeling](#)

Taxi Expo: [Patrick van Tilburg](#)

6. Other Information

6.1 WORKSHOP

It is possible to organise a pitch in the pitch theatre. Between two pitches, there is enough time for switching speakers, presentation, audience and for disinfecting the chairs. Make sure that your pitch does not run late, so the next speaker has enough time to prepare the next session. Laptop, beamer and screen are available. Sound amplification is also available in large workshop rooms. To book a workshop or for special requests, please contact the exhibition organisation.

6.2 LEAD RETRIEVAL APP

During Tankstation Vakbeurs, Taxi Expo and Fleet Expo we will make use of an online event app that allows exhibitors to view information about the event and make appointments with visitors and other exhibitors. More information about the use of the event app will follow later. You will receive an email about this.

6.3 GET MORE OUT OF YOUR PARTICIPATION

- [Furniture](#), practical desks or eye-catching sofas - ask for the furniture brochure
- [Full-color walls](#), stickers or printed on reusable cloth frame: €125, - / sqm
- [Advertisement](#) in exhibition catalogue: contact your sales representative
- [Promotion licence](#) for promotion and sampling outside your stand: on request
- [Workshop 25 min](#): contact your sales representative
- Let your clients and employees know that you are taking part in the exhibition this year and use your personal banner in your e-mail communication and on your website (see exhibitors portal for the Social Media kit)
- Follow the latest news through social media:
 - **Taxi Expo: #TaxiExpo #NationaalCongresContractvervoer #TaxiPro**
 - **Fleet Expo: #FleetExpo #FleetMobility**
 - **Tankstation Vakbeurs: #TankstationVakbeurs #TankPro**
- Invite your contacts through your unique registration link

6.4 CHECKLIST DEADLINES

Below you will find the important information and deadlines for your participation as exhibitor.

What:	When:
Receive your login code for the ProMedia Event webshop	In a separate mail
Log in for the first time to the Jaarbeurs Utrecht webshop	As soon as possible
Hand in company information and logo for the website (high resolution)	As soon as possible
Hand in stand design (for approval)	29 September
Registration stand crew via the Exhibitors Portal Note that: extra exhibitor badges need to be ordered in the ProMedia Events Webshop	16 Octobre
Deadline orders Webshop ProMedia Events	16 Octobre
Deadline orders Webshop Jaarbeurs Utrecht	7 November