



# Exhibitor Information Pack



# Digital Excellence (2025)

## Contents

Section 1: Conference Venue	3
Section 2: Pre-Event Marketing Timeline	4
Section 3: Exhibitor Passes	5
Section 4: Furniture & AV Equipment Hire	5
Section 5: Badge Scanning and Conference App	6
Section 6: Couriers and Dropping Off at Venue	6
Section 7: Making the Most of DX 2025	7
Section 8: Venue Access and Set Up	7
Section 9: Day of the Conference	8
Section 10: Restrictions and Exhibitor Conduct	10
Section 11: Event Insurance	10
Section 12: After the Conference	11
Section 13: Dates and Deadlines	11
Delivery / Collection Label Templates	12

## Introduction

Welcome to your *Digital Excellence (2025) Exhibitor Info Pack*. It should contain all the details you need to make the most of the day. It's worth a full read through even if some of it may seem like common sense, and even if you've done plenty of exhibitions in the past. If you have any questions that are not answered by this pack, then please email us.

## Section 1: Conference Venue

Novotel London West,  
1 Shortlands,  
London,  
W6 8DR

Nearest tube stations: Hammersmith / Barons Court  
Nearest train station: Kensington Olympia / Paddington

### Hotel Floor Plan



### Hotel accommodation

The MemberWise Network has negotiated a discounted rate of £199 B&B (single occupancy) including VAT for a Superior Queen Room for delegates/stakeholders. You can book online using this direct link [here](#). Double occupancy is available for all options @ £15.

Room upgrade options are available including Executive Queen Room Upgrade (+£20), Premium Executive Room Upgrade (£30) and Executive Suite (£100). If you wish to book a room higher than a Superior grade, you can book a Superior room online (using the link above) and then contact the hotel with your reference number and advise what room you would like to upgrade to and they will manage accordingly.

**The discounted room rates are available until Sunday 13<sup>th</sup> April.**

### Parking

The hotel has limited on-site car parking spaces. If you are staying at the hotel the residential parking rate is £1.50 per hour. Non-residential parking rate is £3.50 per hour and payment is made at the main hotel reception desk. You can also pre-book parking online to get a better rate than paying on the day. [Find out more.](#)

## Section 2: Pre-event Marketing Timeline & Toolkit

We want you to gain maximum exposure in return for your investment as an exhibitor (both before and on the day). So, we have compiled some practical marketing recommendations that you can action (including a suggested marketing timeline).

- As soon as you are confirmed as an Official Exhibitor you should promote this to your colleagues, clients and prospects. It immediately shows/evidences the active role your play within the Membership & Association Sector.
- If you have an Industry Expert session on the day, you should promote this in advance of the conference to your mailing list of clients and prospects. This content could be promoted via any omni-channel marketing campaign.
- Put your Official Exhibitor badge on staff email signatures, post on your online social channels, and showcase on your website, perhaps with an article or short overview.
- 8 weeks (ideally) before the event schedule a structured social media campaign – LinkedIn especially. Use our official hashtag: #DX2025 and don't forget to mention @MemberWise so we can re-tweet your posts.
- 6 weeks before the event send an email to your prospects who work for membership organisations – a good call to action could be to arrange a demonstration meeting/needs analysis at the conference if they choose to attend. This is a great chance to get your potential clients a step further down the sales pipeline.
- 4 weeks before the event send an email to contacts who work within client and prospect membership organisations – a good call to action would be to arrange a catch-up or account management meeting on the day of the conference. This could save significant time/effort, as a critical mass will be in one place on the same day.
- 1 week before the event – Remind clients and prospects of your Official Exhibitor status and share your stand location. E.g. "We're exhibiting at Stand Space A4 (just on the right as you walk into the trade exhibition). Pop by and say hello".
- The day before – Share your final preparations ahead of attending the event via your online social channels. E.g. "We are getting all packed up and ready to exhibit at #DX2025. We'll see you there!"
- On the day – Share your experience via online social media. Take and share a photo of colleagues on the stand/networking with colleagues. Take a photo of a session/speaker you find particularly interesting and/or perhaps may be a client.

A Suggested Timeline Example:

- 17<sup>th</sup> March – Promote end of Early Bird Ticket Promotion Ends Friday 21<sup>st</sup> March
- 31<sup>st</sup> March – Promote Secret Exhibitor Discount Code ticket offer (code will be sent to you closer to the time)
- 15<sup>th</sup> April – Only a month to go – We're getting excited
- 30<sup>th</sup> April – It's not too late to book your ticket!
- 8<sup>th</sup> May – Share Exhibition Stand Number
- 14<sup>th</sup> May – We're getting prepared online social posts
- 15<sup>th</sup> May – On the day promotion

## Free Marketing Toolkit

To help/support this process we have created a marketing toolkit (containing a personalised Official Exhibitor Badge (in various sizes for online social use), photographs from previous conferences, social media cards and the official conference logo to help you showcase the profile of your exhibitor status/the event.

[Access the DX 2025 Marketing Toolkit here.](#)

## Section 3: Exhibitor Passes

All stakeholder bookings include a set number of Exhibitor Passes. You need to register the names of all staff you intend to have working at the conference directly in Eventbrite. You will receive an email with a code or link to register your staff passes.

Misuse of codes will result in ticket cancellations. E.g. Registering representatives from third party companies not exhibiting. If you do not register your Exhibitor Passes in advance you WILL NOT be able to get access to the venue on the day of the conference or to the exhibitor login functionality of the conference app. Passes will be waiting for you on your stand during set up.

Your booking form allowed you to request additional passes to be added to your invoice total. If you need to purchase additional Exhibitor passes and didn't specify this on the booking form, please email us asap.

You must register your passes by **Friday 25<sup>th</sup> April 2025 at the latest.**

If you require supplementary passes, these are available to purchase at £460 (excluding VAT). Please contact [info@memberwise.org.uk](mailto:info@memberwise.org.uk) for more information.

## Section 4: Furniture and AV Equipment Hire

### Furniture Hire

You have already been able to request a 4ft table and 2 chairs from the venue for your stand at no additional cost. However, if you are looking for adding prominence, furniture is available to hire at specially negotiated rates with conference partner, HireIT. Items available include poset tables, bar stools, chairs and other items. See [individual items here...](#)

We have created 8 helpful pre-selected poset table/bar stool packages that you can order at specially negotiated prices. [See here for more info...](#)

The items will be delivered/picked up to/from the exhibition hall direct and will be available ahead of the exhibition opening at 08:30am.

To order your package (or individual items) please contact Ellie Goldsmith, from HireIT ([ellie@hireit-eventfurniture.com](mailto:ellie@hireit-eventfurniture.com)) CC: [info@memberwise.org.uk](mailto:info@memberwise.org.uk) into this email.

*Note: Each order includes a £30 (excluding VAT) delivery fee and the furniture is hired by exhibitors directly with HireIT. Hire terms and conditions (including service) are directly between the hirer (exhibitor) and HireIT directly.*



## **Audio-Visual Hire**

We work closely with our Audio Visual company to provide exhibitors with the opportunity to optimise their exhibition space. A great way to do this is to showcase products/services via a large LCD screen.

LCD Screens (including cables/media player/stand) are available to hire (excluding VAT):

- 85" LCD screen (inc cables/media player) @ £975 (excluding VAT)
- 65" LCD screen (as above) - £500 (excluding VAT)
- 55" LCD Screen (as above) - £350 (excluding VAT)
- PAR 18 Wall Uplighter - £30 (excluding VAT)

If you would like to hire any of the above, please contact [info@memberwise.org.uk](mailto:info@memberwise.org.uk)

## **Section 5 - Badge Scanning and Conference App**

Delegate badge scanning will be enabled via the MemberWise Conferences event app.

All registered exhibitor staff will receive an email with instructions for how to log in and access the exhibitor portal on the app. A live webinar/video explaining how to use the scanning feature will be available ahead of the event, and our conference app provider, RD Mobile, will be available in the exhibition to help you if you have any problems on the day.

In addition, we will provide each exhibitor with a QR code that you can use on your stand for delegates to scan from their own mobile devices using the app. This will add them to your lead capture list. We suggest you have a free resource or similar reason, such as a prize draw, to encourage delegates to scan your QR code.

We will also be running a competition via the app for delegates to gain points each time they scan, are scanned, or exchange business cards, with a prize for the highest score.

Instructions on how to do this will be sent nearer to the event.

## **Company profile on the DX 2025 App**

You can create, edit and update your company profile directly in the app when logged in with your exhibitor login (provided you have registered via Eventbrite using the code sent). Instructions on how to do this will be sent nearer to the event.

## **Section 6: Couriers and dropping off at venue**

### **Couriered Items**

The hotel will accept couriered items from **Tuesday 13th May**. Please ensure all items are labelled as per the instructions in this Information Pack. We take no responsibility for items labelled incorrectly. Event staff will not have time to help you search for missing items.

### **Drop-offs**

Between 9am and 9pm on **Wednesday 14th May** (the day prior to the conference) exhibitors can drop-off materials. Please ensure every item contained in your delivery is labelled as per the instructions in this Information Pack and is dropped off at the Loading Bay located at the

back of the hotel. We cannot take responsibility for undelivered items or items not sent to the correct location.

**All incoming boxes must be clearly labelled.**

Please use the label template at the end of this pack for all deliveries (either dropped off or couriered), ensuring your **contact details are included and items are numbered.**

Security at the Hotel reserves the right to refuse delivery should they deem the information on the items to be insufficient; this is for obvious security reasons. There is also a label template for items to be collected after the event.

## Section 7: Making the Most of DX 2025

### MAKE SURE YOUR STAND DISPLAY SAYS WHAT YOU DO!

Delegates are more likely to want to talk to you if your banner / backdrop clearly says what it is you do, or how you can help them, in as few words as possible.

We recommend that you measure out the size of your stand space in the office and test the position of your banners, props, furniture etc to make sure they all fit how you want them to. Pop-up banners work best at the back of the stand space so that you can conceal walls, or the back of neighbouring exhibition stands.

Demonstrate your product or service, using a laptop or tablet and maybe set it up at a table and chairs. You could use a screen to show a carousel of slides or a demo video. But, remember you can't hold formal demonstration sessions using PA equipment on the stand, or anything that disturbs neighbouring exhibitors, or blocks/restricts access to walkways.

The Bolt-On Demo Booth option should be considered if you wish to showcase your product/solution to up to 10+ delegates at a time.

Soft/comfortable seating can create a space to chat with current/potential clients.

## Section 8: Venue access and set up

Stand set up will commence from 6am until 8:15am on the morning of the conference. If we gain access to the venue the day before for early set-up we will notify you as soon as possible.

## Section 9: Day of the Conference

### 9.1. Key contacts on the day

Exhibition Hall / Wifi	Emma O’Leary, MemberWise Event Coordinator
Audio Visual	Two Audio-Visual staff will be available during set-up and throughout the day.
Power	A GES Technician will be available during set-up and throughout the day.

### 9.2. Setting up your stand

- On arrival to set up your stand you will find a label with your stand number and company name on the floor or table of your stand space.
- The space will have tape marking the edges. Some tape will be removed just before registration opens to delegates. Other tape will remain to designate spaces/corners.
- You need to keep activity within your stand space and not block walkways.

### 9.3. Power for your stand

- You should have requested power on your booking form. Each stand is provided with a socket and is able to take one extension cable of 4 sockets. No further extensions can be attached, however supplementary power can be requested (at a fee). Contact [info@memberwise.org.uk](mailto:info@memberwise.org.uk) for more information.
- The power for your stand is supplied by Global Experience Specialists (GES) Limited. GES will be available on the day to make sure that the power to your stand is working, appropriate for use and safe.

### 9.4. Exhibitor badges and registration

Your Exhibitors Badges will be waiting for you on your stand. Please kindly note all those who do not have a badge when the exhibition is open will be asked to leave the event areas.

### 9.5. Set up your Wi-Fi connection

Exhibitors have exclusive access to a dedicated high-speed Wi-Fi connection/channel during the conference.

Username: DX2025 Exhibitor

Password: STAKEHOLDER

The MemberWise Network will not be held responsible for any Wi-Fi connectivity or speed issues during the event, so we always recommend you have contingency in place e.g. a hard drive, mobile internet connection, USB stick or hosted version of a demonstration and/or presentation slide deck.



## 9.6. Exhibition timings

The exhibition hall will be open to delegates all from 08:30 until 16:00, so while it will be quieter during the session times, delegates may be in the hall at any time. There will also be demonstrations scheduled at any stands with the Demo Booth bolt-on package.

### **The busiest periods will be**

08:30 to 09:50 - Registration

11:10 to 11:50 - Morning break

13:00 to 14:10 - Lunch

15:20 to 16:00 - Afternoon break

## 9.7. Pack Down / Move Out (from 16:00 to 18:00)

The exhibition hall will start to pack down once the afternoon break finishes at 16:00. Please DO NOT pack down your stand before this time.

The networking drinks reception will take place on the first floor, between the auditorium and the breakout rooms, from 17:00. This is a great time to continue talking to delegates and to make the most of being at the event. Make sure you have finished packing down your stand before coming up to the first floor.

### **Couriers collecting items**

If you have items that you wish a courier to collect from the venue, please label the boxes carefully after the event for pick up and leave them at your stand.

All materials must be clearly labelled, ready for collection. The venue will not accept responsibility for boxes that are left unattended and items not labelled will be disposed of in the hotel general refuse.

Where a courier has been organised, it is the responsibility of the exhibitor to ensure that all relevant documents are attached to the item, if this is not the case, the courier company may refuse pick up and client will need to rearrange collection.

**All items must be collected from the venue by Saturday 17<sup>th</sup> May at the latest.**

## Section 10: Restrictions and Exhibitor Conduct

- **DO** make sure you are all set up by 8.15am on the day, or you may be subject to removal and will still be liable for the exhibition fee.
- **DO** keep all activity within your stand space so that it doesn't disturb neighbouring stands or hinder movement of delegates around the hall. The MemberWise Exhibition Manager may move furniture/displays if you are over, or too close to, the edge of your allocated stand space.
- **DO** make sure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed. All materials used on stands should be made of fire-retardant materials and be certified as flame retardant.
- **DO** safely dispose of any rubbish or waste you generate on the stand during set up, break down, or throughout the day. You are responsible for clearing and removing all rubbish, refuse and other materials not belonging to the hotel from the premises at the end of the event. If MemberWise incurs any expenses as a result of clearing items or rubbish, this will be recharged to the stakeholder.
- **DON'T** distribute marketing material anywhere other than at your exhibition stand. No marketing materials should be placed on poseur tables or serving tables.
- **DON'T** use amplifiers, microphones, musical performances or any sound generating equipment. Using laptop speakers is permitted but the sound should not disturb neighbouring stands.
- **DON'T** use torches or revolving light equipment. Lights from one stand should not disturb neighbouring exhibitors or delegates.
- **DON'T** bring any alcohol into the Trade Exhibition, unless it is a competition prize and remains sealed.
- **DON'T** give out any food or drink from your stand, either as competition prizes or as additional refreshments. Promotional merchandise is obviously acceptable.

MemberWise reserves the right to restrict or remove exhibits or exhibitors, which in its sole judgment, detracts from the character of the conference or deviates from the exhibitor code of conduct.

## Section 11: Event Insurance

Public Liability and Event Insurance is in place (for this event) with Hiscox Limited. The policy does not include COVID-19/communicable disease related cover and/or cover for national/local public transport strike action.

We recommend checking with your own insurance provider that your organisation has full public liability/employer liability cover is in place. Hiscox also provide insurance specifically for exhibitors that covers cancellation, property and public liability.

## Section 12: After the Conference

### 12.1. Exhibitor Feedback

We will email you shortly after the conference with some feedback questions to get your views on the event and to help us improve the trade exhibition at the next conference.

### 12.2. Delegate List

All exhibitors can request a copy of our Final Delegate List from **Monday 19<sup>th</sup> May**.

Nobody likes being cold called or marketed at after attending a conference; it doesn't look good for you, and it damages our reputation (not to mention generating complaints to us). Please use this list sensibly as a tool to follow up with people you spoke with, to check details, or to make reasonable follow up contact.

Although delegates can opt out of having their details shared, not opting out DOES NOT imply consent to be added to your mailing list or similar, and you will need to comply with your own GDPR policies.

The list remains the property of the MemberWise Network and MUST NOT be shared with any third party, parent, partner, or subsidiary entity. Sharing or improper use of the delegate list risks your participation in future MemberWise activity (including the Recognised Supplier Directory) being restricted or rejected.

We will email you on **Monday 19<sup>th</sup> May** to reiterate the conditions for receiving this list and then send it to you on your reply confirming you accept those conditions.

## Section 13: Key Dates & Deadlines

25th April	Deadline to register names for Exhibitor Passes & Top Ups
1 <sup>st</sup> May	Exhibitor Optimisation Webinar
13 <sup>th</sup> May	Couriered items can be sent to hotel from this date
14 <sup>th</sup> May	9am to 6pm: Drop off items to hotel loading bay
15 <sup>th</sup> May	6am to 8.15am: Exhibition/Stand set up
	8:30am: Delegates start arriving
	4pm to 7pm: Pack up stands / Networking Drinks Reception
17 <sup>th</sup> May	Courier items to be collected by this date

## Delivery label template

Delivery to:	<b>Novotel London West Convention Centre, 1 Shortlands, LONDON, W6 8DR</b> Tel. 020 8741 1555	
Event Name	DX 2025 / MemberWise	
Event Date	Thursday 15 <sup>th</sup> May 2025	
Exhibitor (Company Name)		
Stand Number		
Representative attending event & collecting package		
Meeting Room	Chablis Suite	
Total no of boxes (e.g. 1 of 8)		
Sender contact name		
Sender phone number		

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## Collection / return label template

Delivery to:	<b><i>Enter your company address here for the items to be returned to</i></b>	
Event Name	DX 2025 / MemberWise	
Event Date	Thursday 15 <sup>th</sup> May 2025	
Exhibitor (Company Name)		
Stand Number		
Meeting Room	Chablis Suite	
Total no of boxes (e.g. 1 of 8)		
Sender contact name		
Sender phone number		