



2025 MX

MEMBERSHIP EXCELLENCE

27th November 2025
Novotel London West



Exhibitor Information Pack



Official MemberWise Network Partners 2025

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Section 1: Introduction & Conference Venue

Introduction

Welcome to your **Membership Excellence 2025 Exhibitor Information Pack**. Inside you will find everything you need to prepare for a successful exhibitions experience. Including, key deadlines, delivery instructions, venue access times and post event delegate list.

Whether you're a first-time exhibitor or a regular participant, we recommend reading through the entire guide as some details may have changed since the last event. If anything's unclear or you can't find the answer you need, don't hesitate to get in touch with us via [email](#).

Conference Venue

Novotel London West, 1 Shortlands, London W6 8DR

Nearest tube stations: Hammersmith / Barons Court

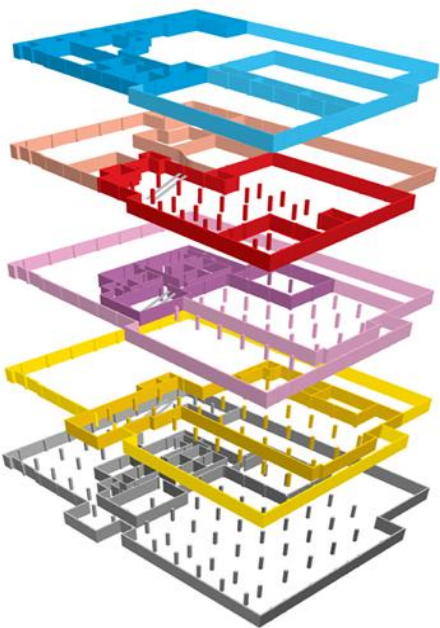
Nearest train station: Kensington Olympia / Paddington

Hotel Accommodation

We have secured a special B&B rate of £199 inc VAT (single occupancy) for a Superior Queen room. Book online [here](#). Double occupancy is available for £15.

Upgrades: Executive Queen: +£20; Premium Executive: +£30; Executive Suite: +£100

To upgrade, book a Superior room online, then contact the hotel with you reference number and request an upgrade.



2nd Floor
17 meeting rooms

2nd Floor - Not in use

Champagne Suite
1726 sqm floor space

Champagne Suite - All Session Rooms & Networking Drinks Reception

Mezzanine Floor
6 meeting rooms

Mezzanine Floor - Not in use

Chablis Suite
1360 sqm floor space

Chablis Suite - Entrance, Registration Desk, Exhibition, Refreshments & Lunch

Car Park
240 spaces

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

Key Marketing Tips

To get the most from your investment, follow these marketing steps before and during the event:

Following confirmation: Announce your Official Exhibitor status to colleagues, clients and prospects to highlight your industry involvement.

Industry Expert Session/Demo Zone: If speaking at the event, promote your session/s to your mailing list and through omni-channel marketing campaign.

Add visibility: Use the Official Exhibitor badge on email signatures, social media and your website; perhaps with an article or short overview.

8 weeks out: Launch a structured LinkedIn campaign. Use #MX2026 and tag @MemberWise so we can reshare your posts.

6 weeks out: Email prospects within membership organisations; suggest demonstrations/meetings at the event.

4 weeks out: Email contacts from client and prospect membership organisations; suggest scheduling a catch up or account review meeting at the event.

1 week out: Remind contacts about your exhibitor status and stand location. E.g. “We’re exhibiting at Stand A4; pop by and say hello”.

Day before: Post about your final event preparations on social media.

Event day: Share live updates – photos of your stand, team and sessions you attend.

Suggested Timeline Example

- | | |
|-------------------------|--|
| • 29 th Sept | Promote end of Early Bird Ticket Promotion Ends Friday 3rd October |
| • 13 th Oct | Promote Secret Discount Code ticket offer (code to be sent closer to the time) |
| • 27 th Oct | Only a month to go – We’re getting excited |
| • 12 th Nov | It’s not too late to book your ticket! |
| • 20 th Nov | Share Exhibition Stand Number |
| • 26 th Nov | We’re getting prepared online social posts |
| • 27 th Nov | On the day promotion |

Free Marketing Toolkit

To support your promotional activity, we have created a Marketing Toolkit containing the following:

- Official Exhibitor badge (in multiple sizes)
- Social Media cards
- Event branding/logos
- Photos from past conferences

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

Section 3: Exhibitor Passes

Exhibitor Pass Registration

Your stand booking includes a set number of Exhibitor Passes. You will receive an email with your unique booking code and registration link in order to register your passes on Eventbrite. All staff must be registered in advance in order to access the venue and the official MemberWise Conferences app (provided by Official Partner, [RD Mobile](#)).

Important:

- Pass misuse will result in cancellations (e.g. registering reps from third party companies not exhibiting)
- All passes must be registered by **Friday 7th November**
- Passes will be ready at your stand during setup.

Additional Exhibitor Passes

If you require additional exhibitor passes and you have not already requested them, please email info@memberwise.org.uk. Additional passes are £460 +VAT each.



Section 4: Furniture & AV Hire

Furniture Hire

Each exhibitor is entitled to a 4ft table and two chairs at no extra cost. You had the option to request these on the exhibitor booking form. If you didn't do so and would like to request them now, please contact us at info@memberwise.org.uk.

If you are looking to enhance your stand's presence, additional furniture is available to hire at exclusive rates through Hirelt.

We have created 8 pre-selected furniture packages (consisting of poseur tables and bar stools) available at specially discounted prices.

View package options [here](#).

You can also hire a range of individual items [here](#).

All hired items will be delivered directly to the exhibition hall and will be ready for you when exhibitor setup commences.

To place an order: Email - Ellie Goldsmith - Hirelt – ellie@hireit-eventfurniture.com

Please CC: info@memberwise.org.uk

AV Hire

We work closely with our AV company to help exhibitors make the most of their exhibition space. A great way to attract attention and showcase your products/services is by using a large LCD screen.

LCD screens (including cables, media player, and stand) are available to hire at exclusive rates (ex. VAT):

- **85" LCD Screen** – £975
- **65" LCD Screen** – £500
- **55" LCD Screen** – £350
- **PAR 18 Wall Uplighter** – £30

To place an order: Email – info@memberwise.org.uk



Section 5: Badge Scanning & Conference App

Delegate Badge Scanning

Delegate badge scanning will be available via the **MemberWise Conferences app**. All registered exhibitor staff will receive log in details and access to the exhibitor portal.

Full instructions will be shared closer to the event.

To help you get the most out of this feature, you're invited to attend our free Supplier Experience Optimisation Webinar on **Thursday 13th November at 3pm**.

[Register here for the Webinar](#)

We will also provide each exhibitor with a QR code for delegates to scan using their own devices, automatically adding them to your lead list. To boost engagement, consider offering a prize draw or free resource.

Company Profile on Conference App

You can create, edit and update your company profile via the exhibitor portal (provided you have registered your exhibitor passes via Eventbrite using the code sent).

Full instructions will be shared closer to the event.

Section 6: Courier & Drop-Off Guidelines

Couriered Items

The hotel will accept couriered items from **Tuesday 25th November**. All items must be clearly labelled as per the instructions below. Please note: incorrectly labelled items are the responsibility of the sender, event staff will be unable to assist in locating missing packages. .

Drop-Offs

You can deliver materials in person on **Wednesday 26th November, 09:00 – 21:00** via the loading bay at the rear of the hotel. As with couriered items, everything must be clearly labelled. We cannot accept responsibility for items that are mislabelled, undelivered or dropped at the wrong location.

Labelling Requirements

You All items must be clearly labelled using the template at the end of this pack, including your contact details and numbered boxes. Hoel security may refuse deliveries that are not properly labelled.

A separate label template is provided for post-event collections.

Section 7: Making the Most of MX 2025

Your Exhibition Stand

MAKE SURE YOUR STAND DISPLAY SAYS WHAT YOU DO!

Delegates are far more likely to engage if your banner or backdrop clearly communicates what you do or how you can help — in as few words as possible.

We recommend measuring out your stand space in advance (e.g. in your office) to test the layout of banners, props, and furniture. Pop-up banners work best positioned at the back of your stand to hide venue walls or neighbouring displays.

If you're demonstrating a product or service, consider using a laptop or tablet on a table with chairs. A screen showing a slide carousel or demo video can also work well. However, formal demos with PA systems or disruptive activity are not permitted — please keep neighbouring exhibitors and walkways clear.

If you'd like to present to multiple groups of up to 10 delegates, consider booking a Bolt-On Demo Booth.

Section 8: Venue Access & Set Up

Set Up Times

Stand set-up will take place on the **morning of the conference from 06:00 - 08:15**. If we gain access to the venue the day before, we will notify you as soon as possible to allow for early set-up.

Section 9: Day of the Conference

Stand Set-Up & Exhibitor Badges

- Your stand will be marked with a label showing your company name and stand number
- Stand boundaries will be marked with tape
- Please keep all activity within your allocated space and do not block walkways
- Badges will be waiting for you at your stand; anyone without a badge will be asked to leave event areas

Power Supply

- Power must be pre-booked
- Each stand includes 1 plug socket with 1 four-way extension lead
- Additional power can be arranged for an additional fee, contact – info@memberwise.org.uk
- Power is managed by Global Experience Specialists (GES), who will be on-site for support

Dedicated Exhibitor Wi-Fi

Username: MX2025 Exhibitor – **Password:** Stakeholder

MemberWise is not responsible for connectivity issues, we recommend having a back (e.g. mobile hotspot or offline content)

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 - 09:50	Registration
11:10 - 11:50	Morning Break
13:00 - 14:10	Lunch
15:20 - 16:00	Afternoon break

Pack Down

Pack-down begins after the afternoon break at 16:00, please do not pack up earlier.

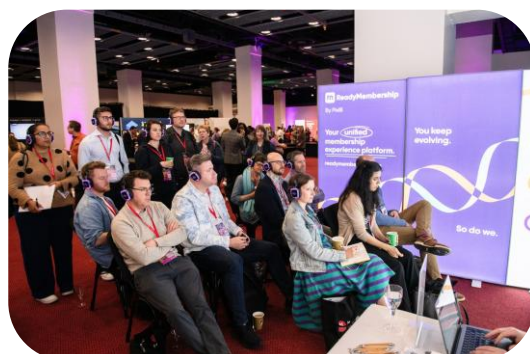
The Networking Drinks Reception starts at 17:00 on the first floor (between the keynote room and breakout rooms). It's a great chance to continue conversations with delegates — just ensure your stand is fully packed down before joining.

Couriers Collecting Items

If you're arranging a courier to collect items post-event, please ensure all boxes are clearly labelled and left at your stand. Unlabelled or unattended items will be disposed of with hotel refuse, and the venue cannot accept responsibility for them.

Exhibitors are responsible for attaching all necessary courier documentation. Without the correct paperwork, couriers may refuse collection, and you will need to reschedule.

All items must be collected by Saturday 29th November at the latest.



Section 10: Restrictions & Exhibitor Conduct

Exhibitor Do's & Don'ts

- **DO** ensure your stand is fully set up **by 08:15**. Late setup may result in removal and will still be liable for the exhibition fee.
- **DO** keep all activity within your designated space to avoid disturbing neighbours or blocking delegate flow around the hall. MemberWise may adjust your setup if it exceeds your allocated area..
- **DO** make sure that any display fixtures such as tables, racks, or shelves are designed and installed properly. 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 materials outside of your stand – including poseur or catering tables.
- **DON'T** use microphones amplifiers or sound generating equipment. Low volume laptop speakers are allowed if they don't disturb nearby 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.

Please note: MemberWise reserves the right to restrict or remove any exhibit that, in its view detracts from the event or violates this code of conduct.

Section 11: Event Insurance

Public Liability & 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

Feedback

We will email you shortly after the conference for feedback to get your views on the event and to help us improve the trade exhibition for future conferences.

Delegate List

All exhibitors can request a copy of our Final Delegate List from **Monday 1st December**.

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 1st December** 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

Key Exhibitor Dates & Times

We will email you shortly after the conference for feedback to get your views on the event and to help us

13th Nov	MX 2025 Supplier Experience Optimisation Webinar
7th Nov	Final deadline to register names for Exhibitor Passes
25th Nov	Hotel begins accepting couriered items
26th Nov	09:00 – 21:00: Drop-off window for items at hotel loading bay
27th Nov	06:00 – 08:15: Stand setup 08:30: Delegates arrive 16:00 – 19:00: Stand pack-down & Networking Drinks Reception
29th Nov	Deadline for courier collections from venue

Delivery / Collection Label Templates

Delivery to:	Novotel London West Convention Centre, 1 Shortlands, London, W6 8DR Tel. 020 8741 1555	
Event Name	MX 2025 / MemberWise	
Event Date	Thursday 27 th November 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		

Collection / Return Label

Delivery to:	<i>Enter your company address here for the items to be returned to</i>	
Event Name	MX 2025 / MemberWise	
Event Date	Thursday 27 th November 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		