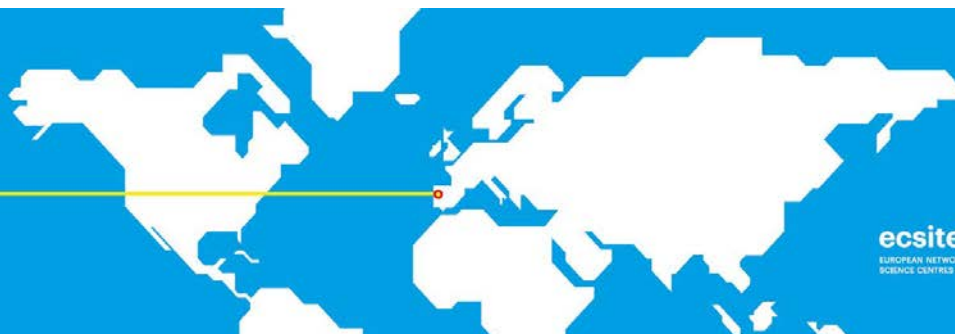


**2017 Ecsite Annual  
Conference**  
Porto, Portugal  
15-16-17 June

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# Exhibitors Manual

## 2017 Ecsite Business Bistro

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Venue	Alfândega Convention Centre	
Address	R. Nova da Alfândega 4400 Porto, Portugal	
Location in the venue	West ground floor	
Exhibition setting up	Wednesday 14 June 2017	08.30 – 22.00
	Thursday 15 June 2017	08.00 – 10.30
Exhibition dismantling	Saturday 17 June 2017	16.30 – 23.00
	Sunday 18 June 2017	8.00 – 19.00
Contact Ecsite	Raquel da Cunha ( <a href="mailto:rdacunha@ecsitemuseum.eu">rdacunha@ecsitemuseum.eu</a> )	
Contact Alfândega	Mrs. Albina Pereira Centro de Congressos da Alfândega do Porto <a href="mailto:albinapereira@amtc.pt">albinapereira@amtc.pt</a> +351 223403000	

## Your check list

### Before the conference:

- ☑ Book your booth with [Raquel](#);
- ☑ Sign the Agreement Form;
- ☑ Pay your booth (check our Terms and Conditions); **DEADLINE: 14 AFTER INVOICE DATE**
- ☑ Upload your company's description and logo for the final printed programme; **DEADLINE: 28.04.2017**
- ☑ Consider [other types of advertisement](#) at the conference;
- ☑ If applicable, [register your staff](#); **DEADLINE: 26.05.2017**
- ☑ [Give your booth a special touch](#) to attract our delegates;
- ☑ [Order all the furniture you will need](#); **DEADLINE: 31.05.2017**
- ☑ If needed, [ship your goods on time](#); **MUST ARRIVE BETWEEN 5-9 June 2017**
- ☑ [Get ready for the Happy Hour!](#)

### At the conference:

- ☑ [Get your badge](#) at the Registration Desk;
- ☑ [Set up your booth](#); **DEADLINE: 15.06.2017 (BEFORE 10.00)**
- ☑ [Join us at the Exhibitors Fraternity Snack](#);
- ☑ Make contacts!
- ☑ [Enjoy our Happy Hour](#) and all other social events!

### After the conference:

- ☑ [Dismantle your booth](#); **DEADLINE: 17.06.2017 (BEFORE 23.00)**
- ☑ Don't forget anything behind;
- ☑ Give us your feedback;
- ☑ Keep in touch!

*Find all the information you need below in this document.*



## Business Bistro opening hours

The Business Bistro will officially open on Thursday 15 June and will close its doors on Saturday 17 June. These are the opening times:

Thursday	15 June 2016	11.00 – 17.30
Friday	16 June 2016	10.00 – 19.15
Saturday	17 June 2016	10.00 – 16.30

## Business Bistro official opening

The Opening Ceremony and all conference sessions will take place in the same building as the Business Bistro. After the Opening Ceremony, all delegates will gather at the Business Bistro for the first coffee break. Be sure to be ready with your booth!

## Getting your badge

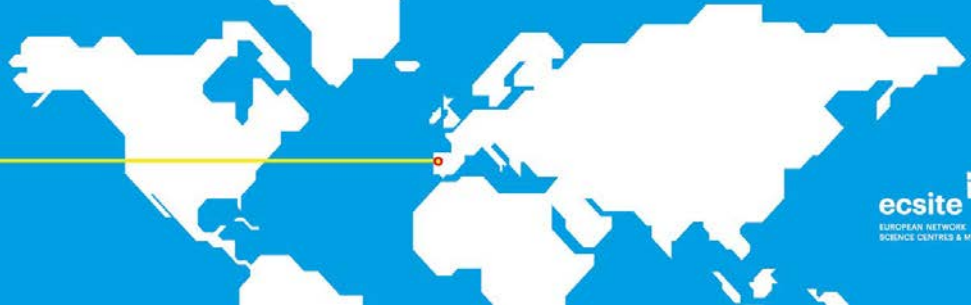
Depending on your package, you will receive one or more free registrations. Your free registration(s) allow for free access to the entire conference, including all social events. Please note that you still need to register ahead of the conference, using a special code sent together with your invoice. **Extra tickets for social events can be purchased onsite.**

You are allowed to have **staff** at your booth, free of charge and separate from the free conference registration(s) you are entitled to as part of your package. Please contact [Raquel](#) to register your staff (deadline: 26.05.2017). Staff will have access to the Business Bistro venue and lunch venues only.

Get yours and your staff badges at the reception, before entering the Business Bistro area.

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## The Exhibitors Fraternity Snack

Last year we kicked off our first “reception” for exhibitors only and it was a success:

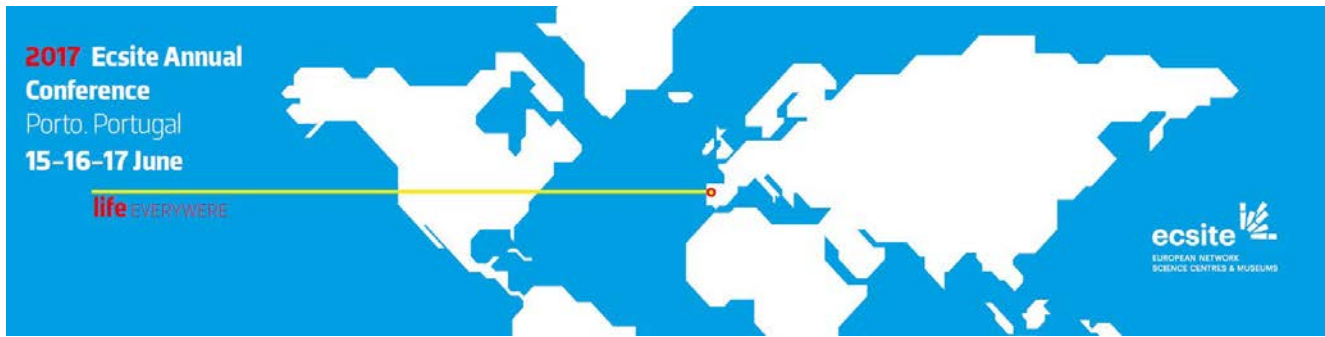


**Raquel da Cunha** @RaquelCCunha · Jun 8

First exhibitors snack is a success! Fuel to keep setting up booths #ecsité2016 #BB



We want to thank your presence at the Business Bistro with a simple gathering on the Wednesday evening during the exhibition set up at 18.30. Fueled by a drink and snacks, this is your chance to relax, informally meet each other and exchange experiences and ideas. Don't miss it!



## The Business Bistro Happy Hour

The popular Happy Hour event will also take place at the Business Bistro, on Friday 16 June from 18.00 to 19.00. This is your opportunity to attract participants by offering special and typical snacks and/or drinks.



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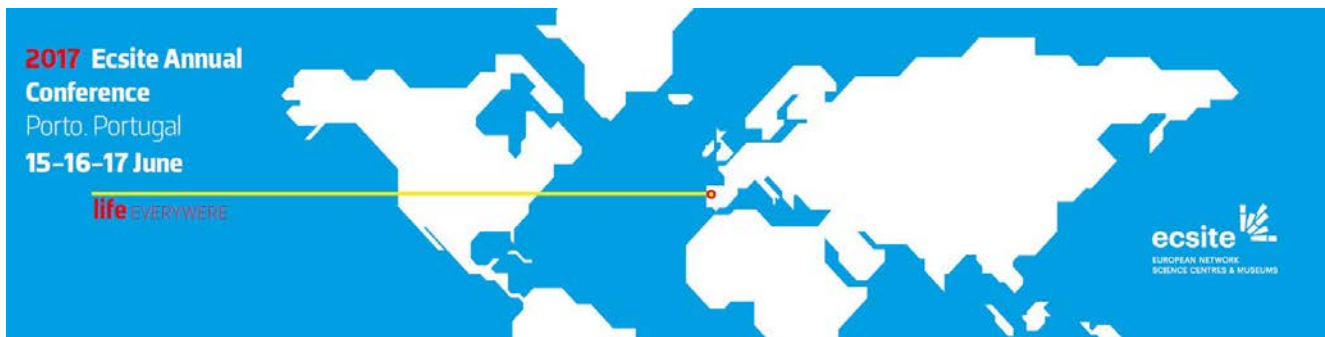
In previous Happy Hour editions, some exhibitors were very good at attracting participants to their booth. Their secret:

- They brought **traditional drinks and/or snacks** - everyone is curious to try out different things!
- They had **something fun to do/talk about** at their booth
- They hung **festive flags** / put on some **music** / distribute fun and attractive **giveaways...**

We listened to exhibitors request and we will not provide additional alcoholic drinks. Yes: **thirsty and hungry participants will need to come to your booth to try your offers, and network!**

**But we do help you out with:**

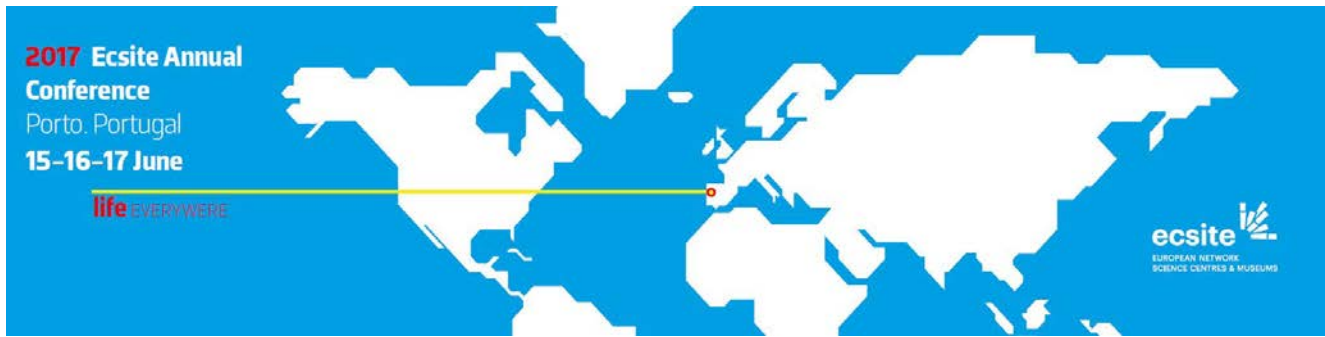
- **Fridge space:** to store your snacks and drinks from 14 June at 8.00 till the Happy Hour time. Just ask me onsite where to find them!
- **Wine glasses:** we'll distribute about 15 glasses per exhibitor ahead of the Happy Hour (if you wish to order more and/or different type of glasses, please [contact the caterer](#) directly).
- **Dishes & cutlery:** to cut that hard cheese or display delicious traditional chocolates! You'll just need to ask the staff on site.



## Coffee breaks & lounge areas at the Business Bistro

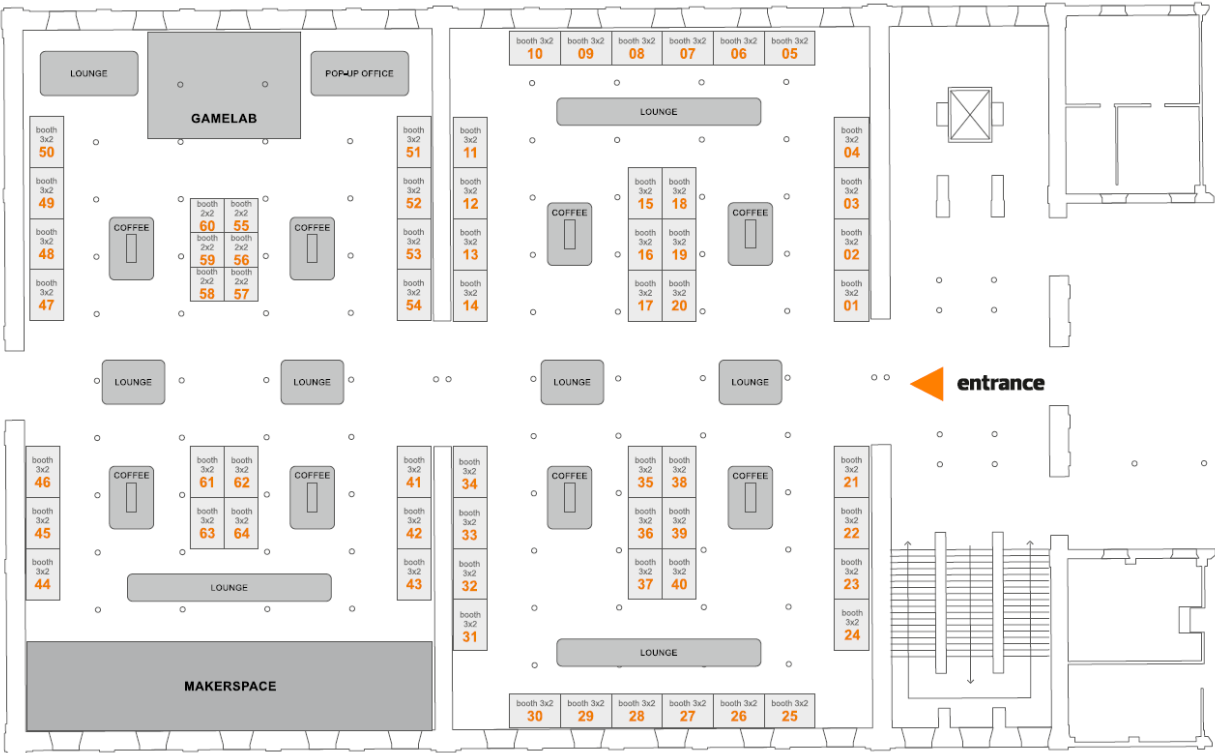
Coffee and water will be available at all times in the Business Bistro, and dedicated coffee breaks for the participants will take place at the trade fair too, as usual. There will also be lounge areas, a pop-up office, a GameLab and a MakerSpace, creating a constant flow of participants in the Business Bistro venue.





## Venue and floor plan

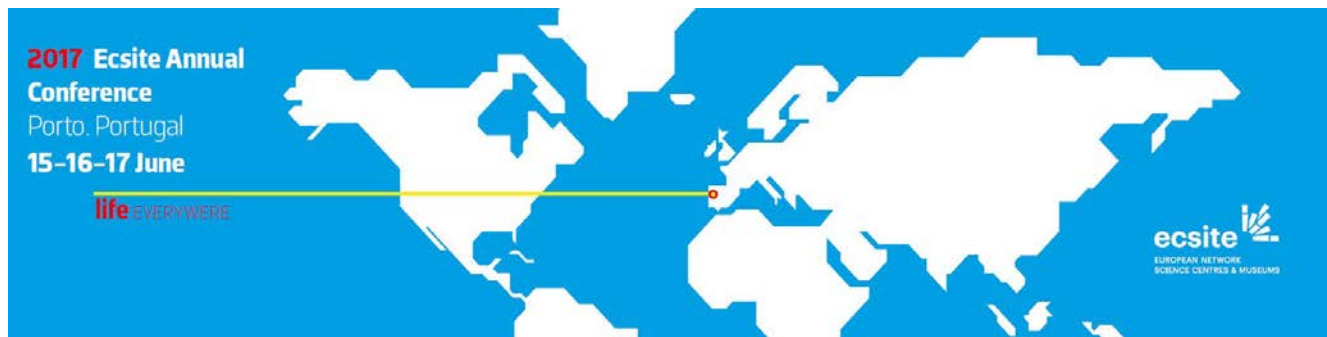
The Business Bistro will be located in the west ground floor of the Alfândega Congress Centre. The venue is spacious and with a high ceiling (see appendix 1 for pictures). Please see a technical map below. You can [download it as a large file](#).



## Internet connection

There will be WiFi in the Business Bistro. It allows you to check websites and emails, but might not be enough to stream movies or download very heavy documents. A cable connection will be available (price: €350 excl VAT), please contact [Raquel](#) to request one.





## Basic stand construction

Your shell scheme package consists of the following items:

- 3 x 2 m or 2x 2 m stand;
- Pre-wall sections white, height 2.50 m;
- Dark grey carpet;
- Two identification panels 200 x 40 cm incl. booth n°, company name and logo (digital print);
- One round, high table xx x xx cm, white;
- Two upholstered stools, white;
- Two LED 100W spotlights, single-light, rotating and pivoting;
- Two earthed socket installed at the floor, 3-sockets/220 V.

Impression of your booth:



**Company name tag:** Your booth will have a sign with your name. We will use the name and logo provided in your registration form for the name signs. Like last year, the logo will be printed on your name panel **free of charge!**

## Give your booth a boost!

Ecsite participants are a fun and creative crowd eager to get inspired by new projects, exhibitions, techniques, products and services. You will capture their attention by having an attractive and resourceful spot at the conference. See the appendix 2 for tips to boost your booth!



## Renting extra material, printing and mounting panels

All exhibitors have the possibility to rent extra equipment or materials to customise their booth. Bruno Gomes ([bruno.gomes@cbs.pt](mailto:bruno.gomes@cbs.pt); +351 936 262 606) from CBS Creative Solutions is your contact for this. See the list in appendix 3, at the bottom of this document. **Deadline for your order is 31 May 2017.**

CBS also offers to print and mount specially designed panels for you. If you're interested and would like further information, please contact Bruno Gomes directly. **Deadline for your order is 15 May 2017.**

## Delivery and storage of goods

You have the following options:

**OPTION 1:** Delivery to and from the congress centre (via your own transporter)

*Only possible on 14 to 18 June*

PROS: No extra charge

CONS: There won't be any manpower or materials to help you with it. You would be on your own.

*Address:*

**Alfândega Congress Centre**

Rua Nova da Alfândega

Edifício da Alfândega

4050-430 Porto, Portugal

Please mention "2017 Ecsite" and your stand's name, on each part/package of the delivery, *All goods have to be collected on 17 or 18 June.*

*Contact person:*

You're on your own. Our team will be onsite between 14 and 17 and will do their best to help you with questions.



**OPTION 2:** Delivery to and from the Forwarding Agency Spedy Cargo Transitários  
*Possible from 5 June*

**PROS:** They are a professional company who can handle everything since the arrival of your goods in Portugal and they'll ship them back too. They will ensure delivery at the Congress Centre on the desired date.

**CONS:** Extra cost, depending on the type of materials you're sending. They can charge you for any manpower they might have to use, any tax that might apply, and the transport to and from the convention centre. For an estimation of the cost, please contact the agency (details below)

*WARNING: this agency is located 25km away from the congress centre. Therefore they need to charge for this extra transport from the agency to the congress centre. We understand you haven't been warned about this situation and therefore the Host team negotiated a much lower price for this service.*

*Address:*

**Spedycargo Transitários SA**  
Office and Warehouse  
Via Central de Milheirós, 726  
4475-330 Maia  
Portugal

*Contact person:*

[helder.lobo@spedycargo.pt](mailto:helder.lobo@spedycargo.pt)

+351 229 993 650

+351 912 578 138

Please mention "2017 Ecsite" and your stand's name, on each part/package of the delivery, The forwarding agency will ensure delivery at the Congress Centre on the desired date.  
*All goods have to be collected within 2 working days after the end of the event.*

**OPTION 3:** combine option 1 and 2, as long as you respect the dates (the congress centre doesn't allow deliveries before 14 June and pick-ups after 18 June).

**Storage during the conference (14 to 17 June):**

There is a warehouse at your disposal to store packaging material and pallets. The storage will be kept locked at all times.

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## Pallets, trolleys and forklifts

Transpallets will be available to move your goods (by your own hand). In case you need a forklift, you can rent one through the forwarding agency (contact above).

*Note: like mentioned above, if you are sending your goods directly to the exhibition place, please note that there is nobody responsible for the reception and handling of those.*

## Access to the Alfândega Convention Centre

[See map](#) on the [Ecsite website](#) for the loading area, access and parking for cars and trucks.

## Contact:

For any questions regarding the Business Bistro, please contact:

**Raquel da Cunha**

Events and Communications Officer

[rdacunha@ecsitem.eu](mailto:rdacunha@ecsitem.eu)

Mobile phone: +32 471 49 07 02

Ecsite Executive Office

Avenue Louise 89/7

B-1050 Brussels, Belgium

Tel : +32 2 649 73 83

Fax : +32 2 647 50 98

[www.ecsitem.eu/annual-conference/exhibit](http://www.ecsitem.eu/annual-conference/exhibit)

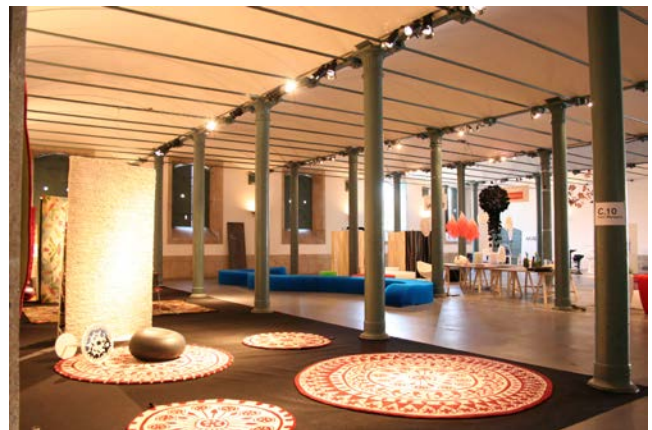
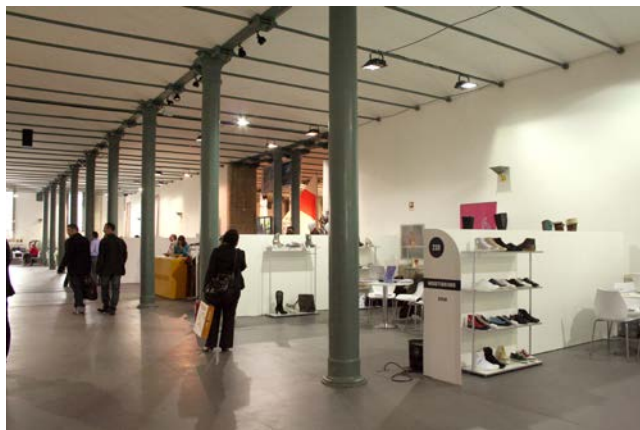


## Appendix 1

### Pictures of the location

The 2017 Business bistro location will be in the ground floor of the convention centre where also coffee and lounge areas, the pop-up office, MakerSpace and GameLab will take place.

Sessions will take place in the main auditorium and breakout rooms on the second floor of the same building.



## Appendix 2

### Tips to boost your booth!

BE:	WHY?	HOW?
CLEAR	Focusing on <b>specific aims</b> enables you to be effective. Lack of objectives costs time, money and energy.	<ul style="list-style-type: none"><li>- Establish 1 to 3 priorities</li><li>- Discuss with your team</li><li>- Decide how to achieve them</li></ul>
ATTRACTIVE	People will come to your booth if you <b>spark their attention</b> . A good design can do so very effectively and should be treated with utmost care.	<ul style="list-style-type: none"><li>- Think of colours and lightning</li><li>- Have various display options</li><li>- Have signs for offers</li></ul>
FRIENDLY	Design might attract, but <b>booth hosts make people stay</b> . The host should embody the company and convince potential customers.	<ul style="list-style-type: none"><li>- Be approachable</li><li>- Be professional</li><li>- Be pro-active</li></ul>
GENEROUS	Giving away small goodies is a great mean to draw customers to you. Goodies are good conversation starters and, more importantly, <b>make you memorable</b> .	<ul style="list-style-type: none"><li>- Snacks and drinks</li><li>- Live show of your products</li><li>- Long-lasting gadgets, such as mugs, bags, etc</li></ul>
INTERACTIVE	The more interactive, the <b>more enticing</b> . Even the most uninterested person can be attracted to an interactive product. And these people can help you create momentum and attract potential clients.	<ul style="list-style-type: none"><li>- Think of quizzes, games, small contests.</li><li>- Bring products that people can touch and interact with</li></ul>
HIGH-TECH	Technology can be extremely useful to entertain customers, show products, <b>convey a sense of modernity</b> and display your presence on internet.	<ul style="list-style-type: none"><li>- Bring professional videos</li><li>- Have a plan B if low-internet</li><li>- Use Smart Phone and tablets</li></ul>
CONNECTED	The use of <b>social networks</b> is perhaps the cheapest and easiest way to engage with customers before, during and after the conference. Did you know that more than 2000 tweets were exchanged with #Ecsite2015?	<ul style="list-style-type: none"><li>- Find and use the conference hashtag</li><li>- Be active on Twitter</li><li>- Post testimonies and pictures</li></ul>

There are many **easy and budget-friendly** ways to boost you booth:

- Use social media extensively to raise your brand awareness;
- An amiable host generates more leads than free goodies;
- "Less is more" effective and appealing design does not need to be expensive;
- Think out of the box and adapt your booth to your goals, your products and your target audience.

**Inspiring examples from 2015 Ecsite Business Bistro**



**ATTRACTIVE**

**INTERACTIVE**

**GENEROUS**

**FRIENDLY**

**INVITING**

**HIGH-TECH**

(Unfortunately we cannot use all examples of the funny and interactive efforts our previous exhibitors. But if you'd like to share your examples with the other potential exhibitors, please email [Raquel!](mailto:Raquel@ecsitemuseum.org))