

Fertility 2022

Rising to global challenges

5 - 8 January 2022
ACC Liverpool



Exhibitor Information

www.fertilityconference.org

 #Fertility2022  Fertility2022

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QUICK LINKS

- [EXHIBITOR INFORMATION FORM](#)
- [SHELL RISK ASSESSMENT FORM](#)
- [CONCEPT FURNITURE HIRE ORDER ONLINE](#)
- [ACC ONLINE ORDERING INFO](#)
- [ONLINE ORDER](#) Event ID **44542**
- [STAND CATERING ORDER FORM](#)
- [COVID DECLARATION FORM](#)

INTRODUCTION

This exhibitor manual is intended to make your participation at the Fertility 2022 Annual Conference and Exhibition as smooth and productive as possible. You will find a great deal of valuable information and useful forms. Along with a list of required actions. The manual contains important information so we ask you to share it with all personnel involved in your stand planning and construction for space only stands.

The team at Profile will be happy to help with any queries. If you wish to speak to us please call **+44(0)20 3725 5840**

- Email general enquiries fertility@profileproductions.co.uk
- Sales enquiries, Conference Director sue.elcock@profileproductions.co.uk

There will be a desk specifically for Exhibitor queries open throughout the Conference.

CORONAVIRUS INFORMATION

Fertility 2022 has taken the decision to verify attendee COVID-19 status to include delegates, exhibitors, contractors, speakers, venue and organiser staff. This means all attendees need to be double vaccinated or to have proof of a negative lateral flow test within 24 hours of arrival. A testing facility will also be available onsite.

Our highest priority is to ensure the safety of all participants at the event. We want to make sure that everybody feels comfortable inside the venue.

We are a mask friendly event. Although it is not currently mandatory to wear masks, we do encourage all attendees to consider wearing masks, especially when in enclosed or crowded spaces. All event staff including security, catering, stewards and organisers will be masked.

Keeping in mind that we all have now very different perceptions of personal comfort zone, we would like to recommend the following:

- Respect others' preference in keeping social distance
- Wash your hands regularly and use the sanitisation units on entering the venue, ensure you have hand sanitiser on your stand
- Encourage no-contact greetings (ie no hand shaking)
- Leave enough space for others to move freely and keep a reasonable/safe distance.

Should any of your staff or contractors be displaying any COVID-19 symptoms (a high temperature, new and persistent cough, or a loss of/change in sense of taste or smell), even if these symptoms are mild they should not attend the event.

We therefore require all exhibitors to complete a [COVID declaration form](#)

EXHIBITOR CHECK LIST

COMPULSORY ACTIONS

- Return the [exhibitor information form](#) including
 - exact wording for your stand name board
 - 100 word Conference handbook entry and website logo
 - health and safety and insurance declaration
 - artwork for advertising (if booked)
 - Space only designs and RAMS

DEADLINE

6 December 2021

- Return the [Risk Assessment form](#) for shell scheme

6 December 2021

- [COVID declaration form](#)

17 December 2021

- [Email](#) the names and job titles of stand personnel

17 December 2021

- Pay any outstanding balances.

21 December 2021

Exhibitors that have not made full payment by 21.12.21 will not be allowed to exhibit

- Check that you have adequate insurance in place

OPTIONAL ACTIONS

- Order additional shell scheme items
- Book conference handbook advertising
- Book furniture for your stand
- Order catering
- Order AV equipment or internet for your stand
- Book accommodation (early booking strongly recommended)

DEADLINE

6 December 2021

6 December 2021

6 December 2021

6 December 2021

6 December 2021

**failure to provide information by the action deadlines indicated may result in your details being omitted from Conference materials*

EXHIBITION TIMETABLE

	Space only	Shell
Wednesday 5 January	12.00 - 20.00 <i>Build</i>	14.00 - 20.00 Stand set-up
Thursday 6 January	EXHIBITION OPEN 08.15 - 19.15	EXHIBITION OPEN 08.15 - 19.15
Friday 7 January	07.45 - 16.00	07.45 - 16.00
Saturday 8 January	08.30 - 13.30	08.30 - 13.30
	14.00 - 24.00 Breakdown	14.00 - 24.00 breakdown

ALL STAND construction-up must be complete by 07.30 on Thursday 5 January and stand dressing must be complete when the exhibition opens at 08.15.

ALL STANDS must remain intact until the exhibition has closed at 14.00 on Saturday 8 January.

There is no access to the venue before 12.00 on Wednesday 5 January due to another event occupying the building on the previous days. Exhibition Hall 2 will be open to all space only contractors from 12.00 and shell scheme exhibitors from 14.00 to dress their stands. Please pick up your badge from registration or collect a wristband from security. You may be required to show proof of double vaccination or a negative lateral flow test within 48 hours. The exhibition is open for the full three days and breaking down or packing up early not only impinges on venue health and safety regulations but is detrimental to the quality of the event for other exhibitors and delegates. Exhibitors who do breakdown early may not be permitted to exhibit at future events and could be fined.

VENUE

The ACC Liverpool is a uniquely flexible venue. It houses a 1,350 seat auditorium, 18 breakout rooms and so can accommodate the event easily. The exhibition will be located in Hall 2 of the ACC. The ACC provides excellent information for organisations exhibiting at the ACC [see here](#).

The venue sits at the heart of the city on Kings Waterfront, alongside the Grade I listed Albert Dock and adjacent to the World Heritage site at Pier Head.

ACC Liverpool is one of the most sustainable venues in Europe. Designed to reduce CO2 emissions by half, the cutting-edge design includes a raft of green innovations, from sensor-controlled lighting and rooftop rainwater harvesting to riverside wind turbines. For further information please visit www.accliverpool.com

UNLOADING

ADDRESS

ACC
 Kings Dock
 Liverpool Waterfront
 Liverpool
 L3 4FP
 United Kingdom

UNLOADING

Exhibitors & Contractors are requested to report to the vehicle holding area (VHA) within Loading Bay 2 indicated on the map. Vehicles will be parked in the holding area in a queuing system and once suitable space for your vehicle is available, you will be advised to proceed to Loading Bay 2, via Keel Wharf.

Once at the gatehouse to Loading Bay 2, all vehicles must follow the instruction of the traffic management team.

Please note the height of the Loading Bay is 4.3 metres and the speed limit is 5mph. You are required to unload your vehicle within a 30 minute period.

Please note that ACC Liverpool do not provide trolleys or pump trucks. Forklifts are available to hire in advance subject to availability via our Freight partners CEL.

All personnel are required to high vis jackets during the build to show you are entitled to be in the building. No contractors' vehicles are permitted in the halls (except mobile units who have booked space).

Loading Bay Access at ACC Liverpool



DELIVERIES

Deliveries will only be accepted from **Wednesday 5 January** until **Saturday 8 January** between the hours of 08.00 to 18.00.

DELIVERIES THAT ARRIVE BEFORE WEDNESDAY 5 JANUARY 2022 WILL BE TURNED AWAY.

All deliveries must be clearly marked with the following label information. Drivers should report to the Loading Bay 2 on arrival. Owing to the very high volume of deliveries, the organisers and the venue cannot be held responsible for loss or damage of items. We advise exhibitors to be onsite to receive their goods themselves to ensure safe delivery. On arrival to the ACC, drivers should report to loading bay 2. **All deliveries must be clearly marked with the following information:**

<Exhibitor name> and <stand number>
 FERTILITY 2022 Conference, 5-8 January 2022
 c/o Carmel Baines
 Hall 2B, Loading Bay 2
 ACC Liverpool
 Kings Dock
 Liverpool
 L3 4FP

BREAKDOWN

Exhibitors & Contractors are requested to report to the vehicle holding area (VHA) indicated on the map. Vehicles will be parked in the holding area in a queuing system and once suitable space for your vehicle is available, you will be advised to proceed to Loading Bay 2, via Keel Wharf.

All stands must be broken down and items ready to load before vehicles are permitted to enter the loading area. Please inform a member of the team once you are ready to begin your load out and your vehicle will be directed from the vehicle holding area to a loading zone when a space becomes available.

- 15 minutes before event close all exhibitors with cars and small vans allowed access to the Loading Bay.
- Once all delegates have left the hall(s) roller shutters raised to allow access for load out.
- Stand builders and contractors in larger vans and vehicles allowed into the loading bay 1 hour after event close to breakdown.
- Articulated vehicles will be allowed access once the goods are ready to be loaded onto the vehicle.

COLLECTIONS

Please ensure that any left items are taken with you or collected no later than **22.00 on Saturday 8 January**. Please leave items for collection clearly labelled with the delivery name and address, the name, company and stand number of the sender, and also the name and telephone number of the courier company instructed to collect. Any items not collected will be deemed as waste and disposed of. As breakdown is on Saturday we recommend using Cameron Events Logistics (see details below)

PARKING

Any large vehicles that exceed the height restrictions of car parks can be parked at the Vehicle Loading area or in car parks 2 and 3 which are **£18** per day.

Please [click here](#) for more information on other car parks in the local area.

FREIGHT FORWARDING, STORAGE AND LIFTING

There is no storage available at the ACC however our logistics partner, Cameron Event Logistics Limited(CEL) can help with storage, delivery and collection of items as well as forklifts for pallets and heavy equipment. They can receive your items well ahead of the event dates, where they will be sanitized upon arrival and safely stored. CEL will then deliver everything to the ACC sanitizing again before delivering directly to your stand. With breakdown on a Saturday, your packages can be collected promptly and held off-site until the next working day or when you require.

Use their [ENQUIRY FORM – CLICK HERE](#)

Contact info@cameronlogistics.co.uk or call +44 (1) 355 238 559 or +44(0) 7973 504 492.

AISLES

All building materials and flight cases **MUST** be moved from the aisles by **07.45am on Thursday** when the aisle will be cleaned in advance of the opening. Please move all equipment either on to your stand or to Hall 2 storage area.

CLEANING

A full COVID specified clean of the exhibition hall will take place before opening on Thursday, Friday and Saturday. Please note, cleaners will vacuum the floor and remove waste which is clearly marked but will not clean any tables or exhibits on any of the stands. Should you require further stand cleaning services, this is at an additional cost. Tel: +44 (0)151 239 6001 or email businesscentre@accliverpool.com to request a stand cleaning order form.

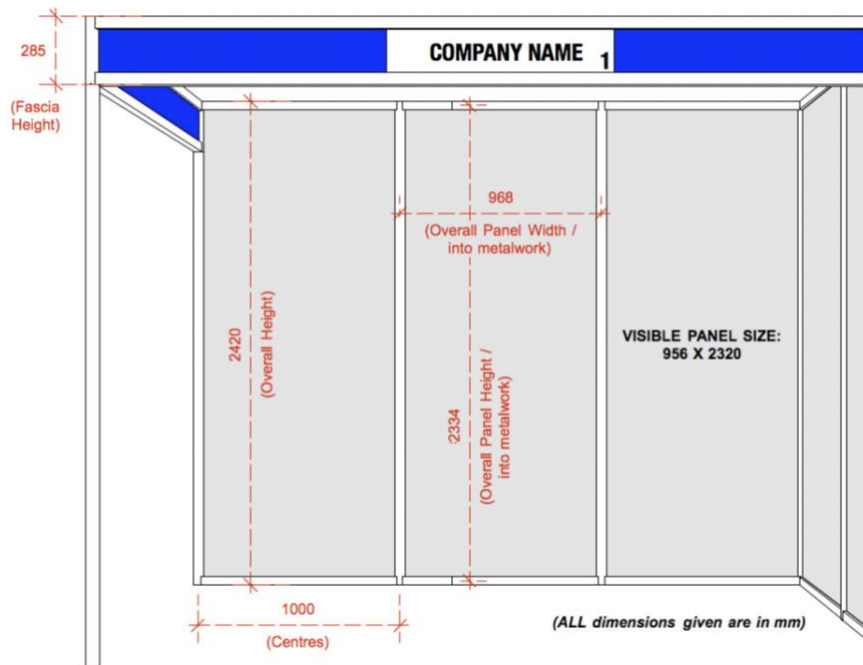
SHELL SCHEME STANDS

Each shell scheme stand comes with the following:

- Velcro compatible walling in grey nylon loop
- Fascia nameboard with ORGANISATION and STAND NUMBER
- 1 power socket and 2 spotlights

The shell scheme is constructed of light grey loop nylon covered panels fixed in an aluminium post and rail system. Blue laminate fascia name boards with aluminium rails will be fitted to open sides. Shell scheme panels should be carefully treated to avoid damage and care should be taken when mounting display panels.

Light material may be attached by the use of **Hook** Velcro pads. If you need to fix heavy items to the walls, a pendant panel fitted with a plywood infill should be used – this will accept most kinds of fixing. The hall is carpeted with charcoal grey carpet tiles.



JNM Exhibitions have a wide range of products which could enhance your presence within the exhibition, helping you to maximise your brand exposure.

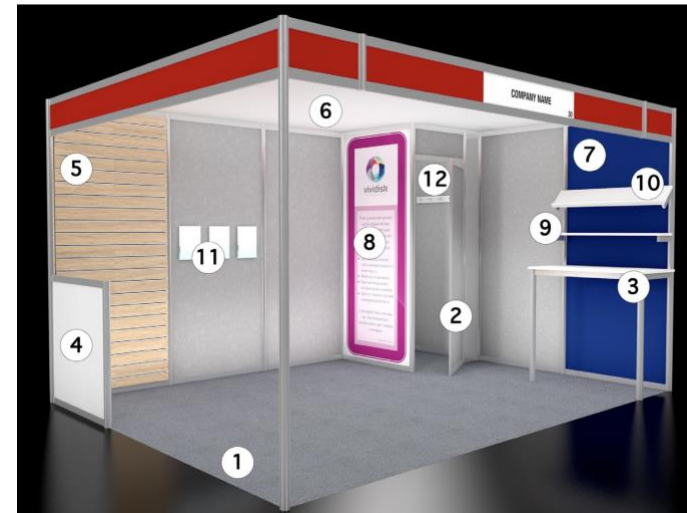
You will find examples and further details on these options below.

To order please use the **links** below and also fill out the payment form.

[Additional shell scheme order form](#)

by 6 December

If you have any bespoke requests, please contact JNM Exhibitions directly via info@jnmexhibitions.co.uk or 01423 320777 and a member of the team will be happy to help.

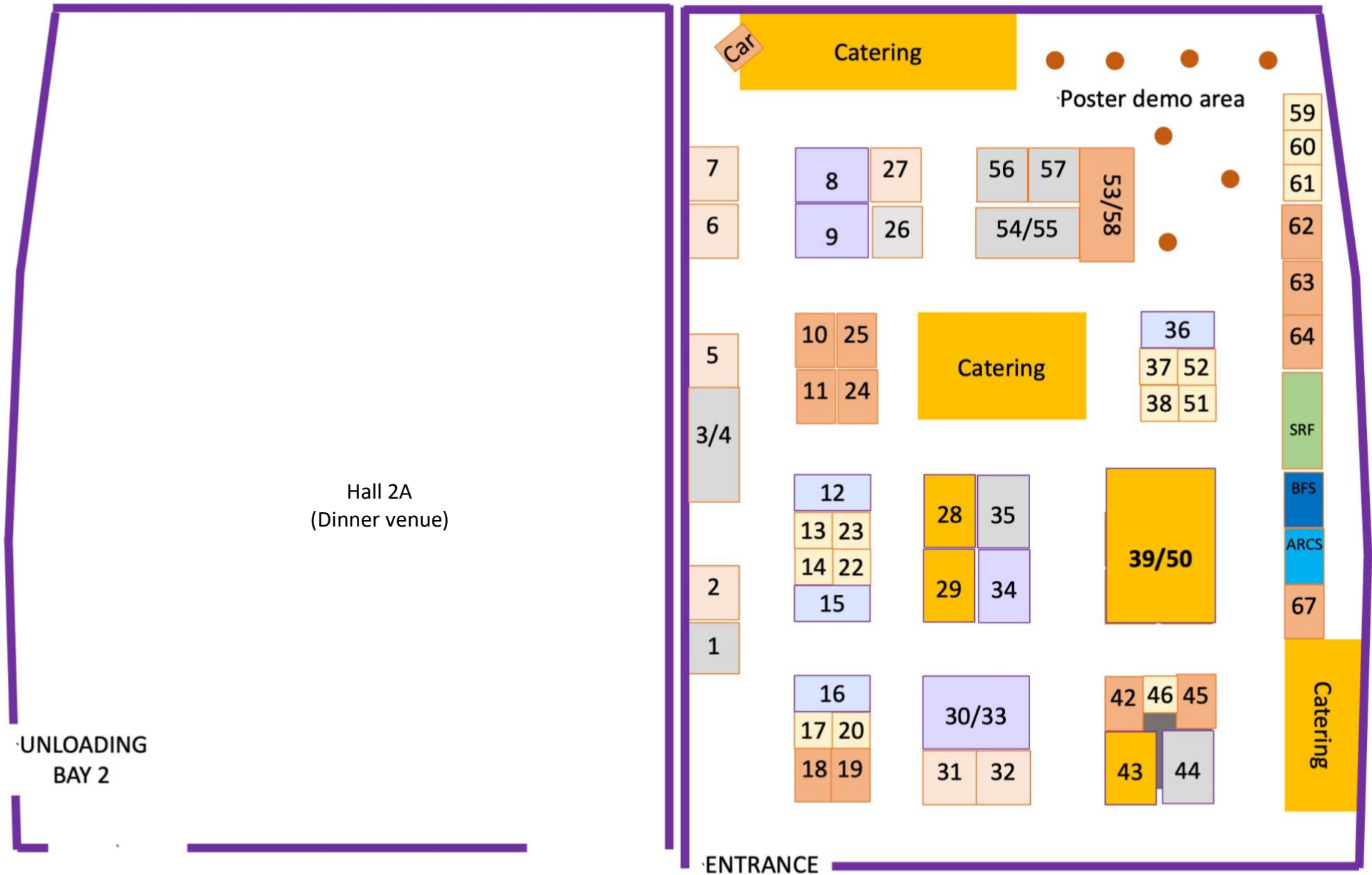


GUIDE

- 1/1a Carpet colour change
- 1b Platform flooring
- 2. Lockable store
- 3. Workbench
- 4. Dwarf wall
- 5. Slat wall panel
- 5a. Column for plasma
- 6. Muslin ceiling (white or black)
- 7. Change colour of infill panels
- 8/8a. Graphic panels
- 9/10. Shelving options
- 11. Clear wall mounted literature pockets
- 12. Coat hooks



EXHIBITION PLAN. Hall 2 A & B ACC



ELECTRICS AND LIGHTING

Shell scheme stands will be provided with one 500w power socket and two spotlights. If you have large equipment or more than one item to power it is essential you check you have sufficient power requirements with The Exhibition and Events co.

Shell scheme who require additional electrical equipment should refer to “Shell Scheme” section in this manual as well as the [Exhibition and Events co Electrical Services Shell Scheme Extra order form](#). Orders must be placed by **10 December 2021** to avoid a late surcharge.

Space only exhibitors should order electrical equipment and mains electrical supply. Please refer to the [Exhibition and Events co Electrical Services order form](#). Orders must be placed by **10 December 2021** to avoid a late surcharge.

Please note the following guidelines:

1. It is not permissible for exhibitors’ own lights to be powered from a socket, except for bespoke fittings made for ‘pop up’ style displays, when there must be separate sockets for lighting and power.
2. No electrical wiring will be permitted to cross aisles, walk areas on stands, or run to adjoining stands.
3. Socket load must not exceed the ordered rating.
4. Socket outlets must be at least 2m from a sink.
5. 4-gang extension leads may not exceed 2m length and 500w load. There must be no more than one plug per socket and no multi-way adaptors may be used.
6. Extension leads on reels/drums/coils of flexible cable are not permitted.
7. Plug tops must comply with British Standards and be suitably fused.
8. The maximum length of flexible cable to an appliance is 2m.
9. It is a legal requirement that all plug-in items and associated wiring are PAT tested and test labels attached with certificates available for inspection.
10. All cable joints must be protected.
11. Light fittings must comply with all regulations and be suitable for their use.
12. Long arm lights must not encroach on the gangway.

Any **24 hour** supplies must be pre-ordered and cannot be arranged at short notice.

Space only exhibitors are permitted to carry out their own electrical work but final circuit connections and power circuits must be wired and supplied via The Exhibition and Events co.

Only fully qualified/competent electricians are to be used and must adhere to:

- IEE 17th Edition Electrical Regulations
- The Health & Safety at Work etc Act 1974
- Electricity at Work Regulations 1989
- Local Authorities and applicable Acts
- Venue regulations

Light fittings supplied by exhibitors stand builders must be suitable for purpose and comply with all current regulations. Any fittings or equipment that do not comply with Health & Safety requirements or are a possible fire risk will not be energised.

The contractor must use a suitable mains board (BS 7671) with a 30mA RCD, providing separate power and lighting circuits. The mains board must be accessible at all times and if locked in a cupboard, The Exhibition and Events co must be given a key.

The electrical installation must be tested and recorded on test sheets supplied by The Exhibition and Events co. The venue inspector will then check results and test prior to the stand being energised. **Testing is a venue requirement and if not met in full the stand will not be energised.**

Contractors requiring power for tools/testing purposes during build up should liaise with the ACC to order a temporary supply (chargeable), or ascertain the nearest supply and length of extension lead needed.

Downloads

[SHELL SCHEME ORDER FORM](#)

[SPACE ONLY ORDER FORM](#)

RISK ASSESSMENT AND METHOD STATEMENT

ALL exhibitors are required to complete a risk assessment. Even if no risks are involved, exhibitors will need to confirm this in writing to the organisers

Shell scheme exhibitors should complete the [Shell scheme Risk Assessment form](#) by **6 December 2021**

Space only exhibitors should complete the [Exhibitor information form](#) which includes upload of risk assessment and stand plans

HEALTH AND SAFETY

ACC has adopted the industry wide Health and Safety [VENUE E-GUIDE](#). It is the exhibitors' responsibility to ensure that their staff and contractors are fully compliant with the mandatory requirements:

- The Health and Safety at Work Act, etc, 1974 (HASAWA74)
- The Management of Health and Safety at Work Regulations 1992
- The Manual Handling Operations Regulations 1992
- The Personal Protective Equipment at Work Regulations 1992
- The Workplace (Health, Safety and Welfare) Regulations 1992
- The Provision and Use of Work Equipment Regulations 1998
- The Control of Substances Hazardous to Health Regulations (COSHH) 1999
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995
- The Building Regulations 1991 (England & Scotland)
- Environmental Protection Act 1990
- Cinematography Acts 1909 – 1982
- Food safety act 1990 and relevant statutory provisions
- Food safety (general food hygiene) regulations 1995
- Food safety (temperature control) regulations 1995
- Health and safety display screen equipment regulations 1992
- Personal protective equipment at work regulations 1992
- Lifting operations and lifting equipment regulations 1998
- Electricity at work regulations 1989

Personnel present during build and breakdown, when dangerous construction and vehicle movement is taking place, are required to wear a hi-vis waistcoat or jacket and appropriate footwear. All portable power equipment must be used only for the purpose for which it was designed and the correct safety guards and devices must be fitted and used. Trailing power leads must be kept to a minimum and not run across gangways. Petrol powered equipment must not be used onsite. Fire exits and gangways should be kept free of obstruction at all times. Display of heaters, heat producing apparatus, naked flames, toxic and flammable substances is prohibited.

ALL exhibitors must complete the Health and Safety and insurance declarations on the Exhibitor Information forms which you should already have received.

SECURITY

At the end of the day, when the exhibition areas are to be vacated, ACC Security will be informed so that these areas can be secured. Please ensure that your stand personnel take all personal belongings with them at the end of each day. The organisers and the venue cannot accept responsibility for any damage to and/or loss of any property introduced by exhibitors or contractors. Please ensure that all electrical equipment has been turned off before leaving the exhibition hall at the end of each day.

OVERSEAS EXHIBITORS

Exhibits from non EU countries consigned to the exhibition hall will need clearance by the local Customs Inspector. Please ring the Advice Service on **Tel +44(0) 845 010 9000** or visit www.hmrc.gov.uk Exhibitors from overseas are entitled to reclaim the VAT paid on many costs. To get the relevant forms, please contact Inland Revenue on **Tel +44 (0)1744 621 002**. ACC cannot take responsibility for any issues exhibitors may have with HMRC. Please also be aware of any COVID entry requirements for international stand personnel

INSURANCE

The Organisers and ACC cannot be held responsible for any loss or damage to stands, exhibits, property or equipment. Exhibitors are responsible for insuring against any legal liability incurred in respect of injury or damage to persons or property belonging to themselves or third parties. In addition to this, exhibitors should protect expenditures against abandonment and cancellation or curtailment of the event due to reasons beyond our control. If you do not have insurance in place, Heartland Event Insurance will be able to help on **Tel +44 (0)1926 420 555**.

ON-STAND CATERING

Complimentary tea and coffee will be served from the exhibition hall and there will be cash catering outlets offering hot and cold food when the exhibition is open.

On-Stand catering such as drinks and nibbles are also available to book during the event. All catering at the venue is provided by Centerplate and you are able to book directly with them for stand catering requests. Please download the [catering booking form](#) which details what is available and pricing. The contact at Centerplate is Lisa Hughes LHughes@Centerplate.co.uk, who will be happy to help.

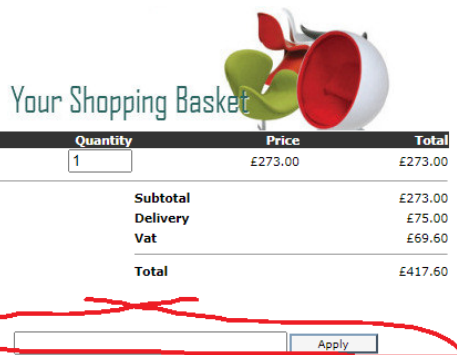
If you are looking to provide your own food or drink from an external source, this must be approved by Centerplate prior to the conference. Any requests will need to be sent directly to the Centerplate team *Should any exhibitor attempt to provide their own food, beverages or catering equipment, they will be asked to remove it or pay a facility fee for it.*

FURNITURE

Furniture is not included with any shell scheme or self-build stands and so must be arranged separately if required.

Concept Furniture are the official furniture contractor. They have a selection of furniture and display products. You can view the range and order [online](#).

When you check out use the code **FREETRAN** in the promotional code box and tick apply
As per image below

Your Shopping Basket

Item Name	Quantity	Price	Total
DR24: Loft Sofa (White Vinyl) (remove)	1	£273.00	£273.00
Subtotal			£273.00
Delivery			£75.00
Vat			£69.60
Total			£417.60

Current shipping is Delivery & Collection

Your Location : UNITED KINGDOM- change
Currency is British Pound
Click on the 'Checkout' button to pay for these items

If you have a Promotional Code please enter it in this field and click on the 'Apply' button

Contact Lyndsey Hill +44 (0)1299 254097 lyndsey@conceptfurniture.co.uk

Orders must be placed by **10am Wednesday 22 December** to guarantee delivery.

The ACC also offer a basic trestle and 2 chairs package for hire – this can be ordered online via <http://orderonline.accliverpool.com/selectsop/>
Fertility 2022 event ID is **44542** which must be entered so you can gain entry into the online ordering portal.

AUDIO VISUAL EQUIPMENT

Should you require any audio-visual equipment on your stand such as plasma screens, printers, projectors and laptops these can be supplied by the ACC technical team this can be ordered online via <http://orderonline.accliverpool.com/selectsop/>

Fertility 2022 event ID is **44542** which must be entered so you can gain entry into the online ordering portal.

Please order 21 working days in advance of the event.

FLORAL ARRANGEMENTS

A local company **Verdure** can assist you. Tel **+44 (0) 1613 334 556** or email Kai.leek@verdure.co.uk

INTERNET ACCESS

Free Wi-Fi is available and is sufficient for checking emails or low level browsing only. Exhibitors are strongly advised to order a secure line for a faster, more reliable connection if intending to download large amounts of data or stream video and audio.

Various types of lines and premium Wi-Fi options can be ordered online via <http://orderonline.accliverpool.com/selectsop/> Fertility 2022 event ID is **44542** to gain entry into the online ordering portal. Please order 21 working days in advance of the event. **Late orders will be subject to a surcharge of 20%.**

CONFERENCE HANDBOOK AND WEBSITE ENTRY

Please send your 100 word company profile and logo via the online form here [exhibitor information form](#) Contact details will not be included unless specified in the copy you send. Failure to provide copy by **6 December** may result in your profile being omitted.

CONFERENCE HANDBOOK ADVERTISING

If you have booked an advert in the Conference guide or have one included in your sponsorship package you must submit artwork as a high resolution pdf. Please use the following format:

- Full page: 210x297mm portrait with 3mm bleed
- Half page: 148.5x210mm landscape with 3mm bleed

Please send artwork to Fertility@Profileproductions.co.uk Failure to provide copy or artwork by **8 DECEMBER 2021** may result in your advert being omitted.

Advertising costs

<input type="checkbox"/> Full page colour advert	£ 995
<input type="checkbox"/> Half page colour advert	£ 795
<input type="checkbox"/> Quarter page colour advert	£ 695

DIGITAL DELEGATE PACK

Due to the Coronavirus and the number of touch points which a physical delegate bag creates. This year we are sending a Digital Delegate Pack in advance to all delegates. This

will include product or service information from exhibitors, information about their attendance, delegate list, poster display links along with information from the College. This presents an opportunity to run competitions or get attendees to browse your products and services in advance of the event and invite them to your stand. The items can be a document or interactive pdf or link to a product portal or webpage. Inclusion in the pack must be booked and provided by **6 December 2021**.

Costs	
1 item	£195.00 plus VAT
2 items	£295.00 plus VAT

EMAIL FOOTER

If you wish to advertise the Conference in your emails please feel free to use the email footer which you can [download](#) – just edit the image with your stand number if you wish and then insert into your email footer



EXHIBITOR NAME BADGES AND EVENT ENTRY

Exhibitors will be able to register and collect their badges onsite from the registration desk. They will be available from **10.00am on Wednesday 5 January 2022**. Exhibitors will be issued with official Fertility 2022 name badges that will allow them access to the exhibition. These badges should be worn at all times as they are the only proof that you are entitled to be in the exhibition hall. Individual company badges will not be accepted. There is no charge for these and exhibitors can ask for as many as needed for all staff who will be working on your stand.

Exhibitor badges allow entry into the exhibition, Society lectures and exhibition lecture sessions only - they **DO NOT** give access to other Conference sessions. Please email names and job titles of all stand personnel to Fertility@profileproductions.co.uk by **17 December 2021**

SPONSOR MINI SESSIONS

The mini session gives sponsors the opportunity to present a 15 minute session in a dedicated conference room, programmed during the delegate breaks. The presentation titles and times are placed in the conference programme, on the conference website, and will be displayed within the exhibition hall and venue screens. Presenters will have access to a fully AV equipped room with laptop, screen and PA system. The mini sessions are fully booked. If you are hosting a session, please contact sue.elcock@profileproductions.co.uk for available timings and to provide topic and speaker information.

NETWORKING EVENTS

Thursday 6 January – Welcome reception

The welcome reception will take place in the exhibition hall on Thursday evening. All attendees are invited to attend free of charge. This event will offer exhibitors an excellent networking opportunity to meet with delegates over a glass of wine or non-alcoholic beverage.

Friday 7 January – Conference dinner

The ever popular Conference Dinner will take place in the Hall 2A on Friday evening. All tickets are pre-booked and limited. Tickets are £65.00 plus vat and include drinks reception, 3 course dinner with wine and after dinner entertainment. To book please email fertility@profileproductions.co.uk

ACCOMMODATION

Liverpool offers a wide range of accommodation to suit all budgets and requirements with two hotels onsite and over 2000 bedrooms within 15 minutes' walk. Hotel reservations are being handled through our specialist accommodation agency, Reservation Highway or you can use your own inhouse agencies, booking.com or similar sites

Reservation Highway have negotiated special rates for the duration of the event.

View hotels and book at: www.reservation-highway.co.uk/fert22

Tel: +44 (0) 1423 525 599

Email: admin@reservation-highway.co.uk

Beware of Imposters and unofficial vendors

In the months leading up to the Conference, sometimes exhibiting companies are contacted by individuals that claim to represent Fertility 2022 – often stating they are the “official” accommodation provider or selling advertising in fake show dailies or offering “attendee lists” for sale. Don't be tricked!

Here's what you should look for:

- Emails from Fertility 2022 will come from the domain "@Profileproductions.co.uk" – if someone contacts you from an unfamiliar domain, please check it against our list of suppliers or forward the email to Fertility@profileproductions.co.uk to verify.
- Fertility 2022 does not share attendee contact information so our registration lists **cannot** be purchased. As such, beware of any company that promises to sell you an attendee list.

TRAVEL

Liverpool is well served by rail, air and road networks.

DIRECTIONS BY CAR

- **For satellite navigation apps please use L3 4BX**
- **From the North** - Leave the M6 at junction 26 and follow signs for M58 Liverpool. At the end of M58 take signs for A59 Liverpool. Follow Liverpool City Centre until picking up signs for the Waterfront.
- **From the South** - Leave the M6 at junction 21A and take the M62 to Liverpool. At the end of the M62 follow signs for Liverpool City Centre along Edge Lane, picking up and following signs for Waterfront.
- **From Wales, Wirral and the M25:** Leave the motorway at Junction 3 signposted Birkenhead and follow the A552 for the Birkenhead (Queensway) Tunnel and Liverpool City Centre.

BUS AND COACH

- Many local buses call in at either Queen Square bus station which is a 15 minute walk or shuttle bus connection also the Liverpool ONE Bus Station, which is only a five minute walk away from the ACC Liverpool.
- Queen Square bus station, James Street rail station and Liverpool ONE Bus Station are all linked by City Link Route C4 shuttle bus. This services operates every 30 minutes, seven days a week between the times of 7am-8pm. Merseytravel prepaid tickets, National Concessionary bus passes and Arriva day tickets are valid on this service.

TRAIN

- Trains run hourly from London Euston to Liverpool Lime Street taking just over two hours. Links from all other cities run to Liverpool Lime Street. Liverpool Lime Street station is a short bus-ride or taxi away from ACC Liverpool

AIR

- The nearest airport is the Liverpool John Lennon Airport offering links to many major European cities. The ACC is a 20 minute taxi ride away. Manchester Airport has a direct rail link to Liverpool and the journey takes around an hour.

We look forward to welcoming you to Liverpool in January!

TIPS AND ADVICE FOR A SUCCESSFUL EXHIBITION

Now that you have booked your stand, we would like to ensure that you get the most out of your investment in the exhibition and maximise the number of delegates you will meet:

PRE EVENT

- Ensure you have clear and achievable objectives
- Ensure you have fully briefed your onsite team and drawn up a staffing rota
- Have procedures in place for measuring your success against your objectives
- Allow plenty of time for designing your stand, particularly if using a stand designer
- Tell clients, press, colleagues and guests that you are exhibiting via social media, website, advertising or even direct mail
- Put an incentive scheme in place for your onsite team to help encourage sales
- Consider sponsorship opportunities to increase your exposure and stand out from other exhibitors
- Literature in the digital delegate bags or advertising in the Conference handbook are effective ways to highlight your products or services
- Consider including space for a demonstration area and a more relaxed space to talk to delegates
- A moving exhibit attracts attention so consider including lighting or audio-visual displays on your stand
- Use twitter **#Fertility2022** to let delegates know where you are and what you are doing

DURING THE EVENT

- Have free samples, branded gifts or literature on display
- Have hand sanitiser on your stand
- Run competitions or free prize draws
- If you are launching a new product or service ensure that you label this on your stand
- Wear name badges at all times so delegates know who they are talking to
- Ask delegates to complete an enquiry form so you can collate contacts and follow up later
- Add 'fluffies' to your stand such as wrapped sweets, chocolates or flowers
- Ensure you have clear and consistent branding and keep messages brief
- Use lots of bold images, photos, logos and large text
- Use twitter **#Fertility2022** to let delegates know where you are and what you are doing

POST EVENT

- Collate new leads and follow up within two weeks of the event
- Draw up a report on any research carried out
- Report your experience to media, colleagues, staff and guests
- Evaluate your achievements against your objectives