

PARTICIPANTS GUIDE

April 18-20, 2017

International Convention Centre
Broad St
Birmingham B1 2EA, United Kingdom

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For further questions, please contact:

Lilian Heemstra

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lheemstra@advbe.com

Organized by:



Endorsed by:



In partnership with:



In association with:



EVENT SCHEDULE & AGENDA

Tuesday, April 18, 2017

10.00am – 12.30pm – MAA International Conference
 12.30pm – 02.00pm – Lunch break
 02.00pm – 05.00pm – MAA International Conference
 02.00pm – 05.00pm – Booth set-up (if applicable)

Wednesday, April 19, 2017

07.30am – 08.30am – Booth set-up (if applicable)
 08.30am – 12.30pm – BtoB Meetings & Workshops
 12.30pm – 02.00pm – Lunch
 02.00pm – 06.00pm – BtoB Meetings & Workshops
 07.00pm – 10.00pm – Cocktail Reception

Thursday, April 20, 2017

08.30am – 12.30pm – BtoB Meetings & Workshops
 12.30pm – 02.00pm – Lunch
 02.00pm – 06.00pm – BtoB Meetings & Workshops
 06.00pm – 06.30pm – Materials removed from booth
 06.30pm – 07.30pm – Materials to be picked up by carrier

RECEPTION DESK

Upon arrival at the ICC, all participants must go to the reception desk and collect their participant folders. The participant folder contains the following items:

- Schedule of Meetings
- Event Program
- Name tags
- Floor Plan & More





BOOTH SET – UP

AEF Birmingham offers hard walled booths. **We strongly recommend you to bring graphics to customize your space, or order custom-printed wall and fascia panels for a more professional appearance.** Noisy machines or sound systems are not allowed. Also ensure that all equipment and graphics you'll bring can actually fit in your booth.

Set up time will be running from 02.00pm to 05:00pm on Tuesday April 18th, 2017. For exhibitors unable to make it on Tuesday, it is recommended to arrive at the ICC at 07.30am on Wednesday, April 19th to complete the set up and personalization of their booths.

BOOTH DETAILS

Each wall panel measures 89-1/4" x 36-1/3". Exhibitors are welcome to bring pop-up stands, rollups and other graphics as long as they fit within the dimensions of the selected booth and do not stick out. **Custom wall and fascia panels may also easily be ordered by using the link below.**

Basic Package 4sqm (2m x 2m)	Basic Package Plus 8sqm (4m x 2m)	Deluxe Package 8sqm (4m x 2m)	Deluxe Package Plus 24sqm (6m x 4m)
			
<ul style="list-style-type: none"> - Carpeting - White panel walls - Header with company name printed in black - 1 table - 3 chairs - 1 waste basket 	<ul style="list-style-type: none"> - Carpeting - White panel walls - Two headers with company name printed in black - 2 tables - 3 chairs - 1 waste basket 	<ul style="list-style-type: none"> - Carpeting - 3 front identifications - 2 round tables cherry top - 1 counter - 4 high stools - 2 waste baskets 	<ul style="list-style-type: none"> - Carpeting - 2 round tables cherry top - 1 counter - 4 high stools - 2 waste baskets

Note: All the pictures above are for reference only and subject to modifications.

For a detailed description of the features of each booth see the following link: <http://birmingham.engine-meetings.com/images/downloads/furniture-booth.pdf>

EXTRA FURNITURE

All additional furniture & printed materials must be ordered through our official supplier, LIGN'EXPO. Please visit the last page of this document or order online at www.lignexpo.eu Please be sure to go to page 6 of this guide before ordering your furniture online.

For special requests or questions please contact Isabelle Helayel at +33 05.62.75.97.85 or isabelle@lignexpo.com

BOOTH PANELS

Your booth is made of hard walls that can be personalized with your own graphics. You would just need to supply your ready-to-print artwork.

- Panel dimensions: 2450mm x 967mm
- Actual/visible dimensions: 2265mm x 922mm

Your electronic artwork must be a high resolution file suitable for printing.

Rates

1 panel: 2500 mm (high) x 1000 mm (width) held = €280 excl. taxes

How to place an order?

Inform Lilian Heemstra that you wish to place an order at your earliest convenience.

All artwork must be received by March 31, 2017.

For further questions, please contact Lilian Heemstra via email lheemstra@advbe.com or telephone: +33 1 41 86 41 43

AUDIOVISUAL RENTAL

Audiovisual requests may be ordered through the ICC. To place an order, please use the following link: <http://onlineordering.theicc.co.uk/icc/login.aspx?oc=20&cc=EX> Pass code is: 66953

For inquiries, please contact the Ben Prior at +44 (0) 121 644 6023 or email ben.prior@theicc.co.uk

LUNCH

A seated business lunch will be catered on April 19 and 20, 2017 for those who have **pre-paid** for the lunch option during the original registration process. Access to the lunch area will be denied to those who did not pre-pay.

If you have not purchased lunch and would like to do so, urgently email Lilian Heemstra at lheemstra@advbe.com. A minimum of 10 working days prior to the event is required to notify ABE to add the lunch option. **It will not be possible to purchase lunch after April 1st, 2017.** Please specify the number of days and number of guests in your email.

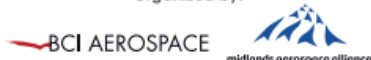
INTERNET ACCESS

Internet services may be ordered from the ICC in two different ways. To place an order in advance for hardline or wireless connections, please use the following link: <http://onlineordering.theicc.co.uk/icc/login.aspx?oc=20&cc=EX> Pass code is: 66953

Complimentary Wi-Fi is available throughout the convention center. To access the internet, you can connect to “_The ICC Free WiFi” when you arrive and then open a browser on your device. You will then need to complete an online form in order to access the free delegate Wi-Fi.

For inquiries, please contact the Ben Prior at +44 (0) 121 644 6023 or email ben.prior@theicc.co.uk

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CATERING AT YOUR BOOTH

If you require any catering on your stand, please book it on-line via our web site <http://www.theicc.co.uk/the-exhibitor/online-ordering> Simply click 'The Exhibitor' – 'Online Ordering' – 'Order Exhibitor Services' – 'Place Orders' and type in the pass code 66953.

Alternatively, Should you require anything over and above the web site choice, please contact Catering Support on catering.support@theicc.co.uk or on +44 (0)121 644 5132, who will be happy to assist you with your requirements

POWER SUPPLY

None of the packages include electrical outlets. Power supply has to be ordered separately. Non-UK companies will be billed by advanced business events and UK companies by the Midlands Aerospace Alliance:

- £110 (excl. VAT) per outlet for UK companies
- €125 (excl. VAT) per outlet for non-UK companies

To place an order, please send an email with your request to Lilian Heemstra: lheemstra@advbe.com

ABE will not supply power strips/bars, electrical adapters, tapes or any other materials. Be sure to bring all necessary materials to set up your booth.

SHIPPING & HANDLING

Use your own carrier and ship your materials directly to the ICC. Be sure to have your materials delivered on April 18, 2017 ONLY. Any earlier deliveries will not be received and stored. Send them to the address below and add the name of the event as well as your company name on the label:

Company Name / AEF Birmingham / THE ICC - GOODS INWARDS/ BAY B - CAMBRIDGE STREET –
BIRMINGHAM - B1 2NP – UNITED KINGDOM

When shipping your goods to the ICC, please be sure to use this label: <http://birmingham.engine-meetings.com/images/downloads/delivery-instructions-icc.pdf>

- o Questions on domestic and international shipments please contact Lucy Millington of the ICC at lucy.millington@theicc.co.uk or +44 (0) 121 644 5111

COCKTAIL RECEPTION

The Midlands Aerospace Alliance and BCI Aerospace are delighted to invite you for a cocktail reception on April 19th, 2017 from 7.00pm in Hall 4 at the ICC.

You must carry your AEF Birmingham name tag as you'll be requested to show it to gain access.

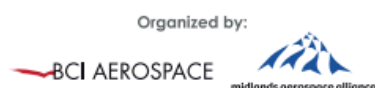
MOVE-OUT

All exhibitor materials must be removed from the exhibit hall on Thursday April 20th, 2017 by 8.00pm. Please note that UPS Ground, FedEx Ground and DHL do NOT pick up from the show floor. Any freight left on the show floor will be re-routed via the ICC or returned to the warehouse at exhibitor's expense.

HOTELS & ACCOMODATION

BCI Aerospace has negotiated the best rates for your accommodation related to AEF Birmingham 2017. We strongly recommend you make all your bookings through our partners as this is the best way for you to save a great amount of money.

Use the following link for a full list of hotels (and preferential rates) and to proceed with your booking:
<http://booking-birmingham-engine-meetings.europa-organisation.com/>



ACCESS TO THE VENUE

The ICC is located centrally in Birmingham city centre and is easily accessible by road from all over the UK. If you choose to drive, and park at the Barclaycard Arena, it is a short walk along the canal to the Brindleyplace side entrance to the ICC. If arriving by train you can enjoy a short ten min walk from Birmingham new street station, taking in some of the sights of Birmingham.

Car Parking

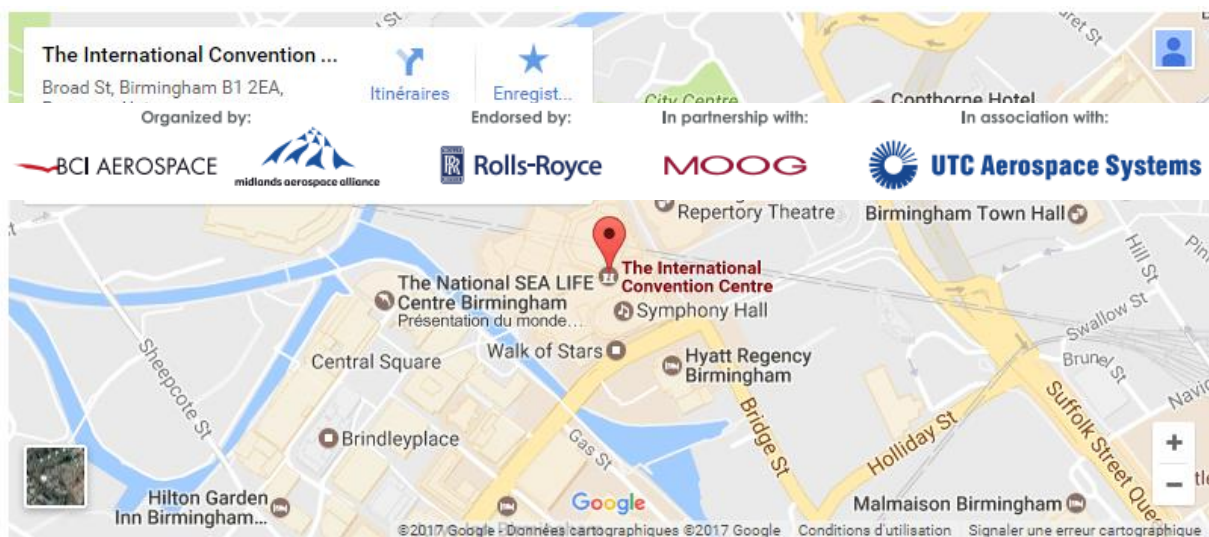
The nearest car parks to the ICC are located at sister venue the Barclaycard Arena. The North car park is closest or alternatively simply follow the road around on to St Vincent Street for the West car park or carry on further around to Sheepcote Street for the South car park. Current charges are from £2.30 for up to 2 hours to £8.00 for 24 hours. Payment can be made by coin or card at the Pay and Display machines or via the Parkmobile App. Full car park charge details can be found here. Alternative parking is located at Brindleyplace or Paradise Circus.

Flying to Birmingham?

Birmingham International Airport is one of the best connected airports in Europe. Over 50 airlines operate scheduled and charter services to more than 100 destinations including Europe, North America, the Middle East and the Indian Sub-Continent. The airport is just 8 miles from the city centre and is directly linked to Birmingham International Railway Station via an Airlink Shuttle.



International Convention Centre
Broad St
Birmingham B1 2EA, United Kingdom








FURNITURE ADDITIONAL REQUEST

Fax us this document
Fax. +33 (0)5 62 75 99 39

Catalogue on www.lignexpo.com

ITEM	VISUEL	REF.	PRICE HTU	QTY	TOTAL excl. tax.
VALENTINE CHAIR		1224	15,00 €		
DOTATION TABLE		8021	45,00 €		
BLACK TABLE		80923	60,00 €		
BLACK STOOL		4215	30,00 €		
BLACK COUNTER		8011	90,00 €		
VERTICAL DISPLAY MARINE		4049	55,00 €		
SHOWCASE / COUNTER ALU		810	180,00 €		
SHOWCASE HT 180 X 50 X 50		850	190,00 €		
SHOWCASE HT 180 x 100 x 40		860	250,00 €		
COFFEE MACHINE 200 doses, tumblers, spoons and sugar included.		0401	200,00€	Deposit 350€	
WATER FOUNTAIN Fresh and moderate water. 2 demijohns 18,9 L + 200 tumblers		1500	130,00€	Deposit 300€	
Date - Signature - Good for agreement - Commercial Seal			TOTAL excl. taxes		
			VAT 20,00%		
			TOTAL incl. taxes (**)		
			(**) Terms of settlement. No orders will be taken if it is not accompanied by payment with order LIGN'EXPO		

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Compagny		Stand N°	
Contact		Phone	
Adress			
E-mail		Fax	