

# EXHIBITOR CHECKLIST

	Who	Action	Deadline Date	✓
February	MSH / SH	Book flights and accommodation – Plan your stay with HotelMap	Available Now	
	MSH / SH	Login to the Exhibitor Portal - That's your platform to manage your participation. Make sure to update your company profile. This will be featured in the online Exhibitor Directory and the official Event Guide.	Available Now	
	MSH / SH	Register your Sharers - Make sure to register your sharers to give them access to the Exhibitor Portal to update their company profile and manage their participation. Make sure to add the email address of the most relevant Sharer contact. A	Available Now	
	MSH / SH	Take advantage of Sponsorship Opportunities available at Infosecurity Europe	Available Now	
	MSH / SH	Add your events to Infosecurity Week -a hub that gives you, our exhibitor, the opportunity to promote any activity during the week of Infosecurity Europe 2020. Access now through the Exhibitor Portal	Available Now	
	MSH / SH	Follow us on Twitter and join us on Facebook and LinkedIn to keep up to date with news from the show team and the industry, and to reach out to our audience. Tag #infosec20 & #infosec15 when you promote your presence.	Available Now	
	MSH / SH	PR Opportunities – from featuring on the Infosec Blog, to social media promotion and booking a Vox-pop interview at the show, take full advantage of the opportunities available to you to maximise your presence before and during the show	Available Now	
	MSH / SH	Download show logos from our website and get free banners to use in your email signatures, website and promotional materials. Contact Infosecurity.help@reedexpo.co.uk	Available Now	
	MSH / SH	☆ Visa applications – If you require a Visa, you can simply request this in the Badging section within the Exhibitor Portal. This will be available once badging is live.	Available Now	
March	MSH	☆ Consult the Exhibitor Manual for information on stand build regulations, place orders for onsite facilities etc. – the manual is available here	09-Mar	
	MSH	Place your on-site orders for AV, Floral etc. through the Exhibitor Manual. Order forms accessible here	Deadlines vary ~check manual	
	MSH	Deadline for space only and shell scheme exhibitors to get the early bird rate on their on-site orders placed through the Exhibitor Manual accessible in the Exhibitor Portal	Deadlines vary ~check manual	
	MSH / SH	Invite your Clients – With FusionExhibit, you will can access this via the Exhibitor Portal. Simply send your unique link to your clients via email and welcome them to your stand on exclusive by-invitation-only	09-Mar	
	MSH / SH	Book advertising in the Infosecurity Magazine, email james.ingram@reedexpo.co.uk. Download the media pack for pricing and options here.	09-Mar	
April	MSH / SH	Attend Exhibitor Masterclass - Designed to cover all of the topics you need to know about and introduce you to some key faces, & provide take-away insights for our exhibitors.	08-Apr	
	MSH	Change stand build type from space only to shell scheme, or shell scheme to space only by emailing abiola.agbalaya@reedexpo.co.uk	08-Apr	
	MSH	☆ Deadline for submitting SPACE ONLY stand plans for approval to http://exhibitor.standplans.co.uk/	06-Apr	
	MSH	Deadline to book advertising in the Event Guide, email editorial@showtimemedia.com	17-Apr	
	MSH / SH	Submit your Event Guide editorial to Showtime Media by contacting editorial@showtimemedia.com.	17-Apr	
	MSH	Registration of stand sharers to appear on the Preview. To add sharers to your stand at a cost of £485 per sharer. Email: infosecurity.help@reedexpo.co.uk	17-Apr	
	MSH / SH	Submit your Show Preview Magazine editorial Infosecurity Magazine by contacting infosecurity.magazine@reedexpo.co.uk	13-Apr	
May	MSH / SH	☆ Official Infosecurity Europe Event Guide deadline – Please ensure your company's description, product categories, videos, PDFs, your social media and other links details are up-to-date in the Exhibitor Portal. This profile will be used for your entry in the Event Guide. To check what is showing	04-May	
	MSH	To book a meeting or presentation room at the show contact: abiola.agbalaya@reedexpo.co.uk	05-May	
	MSH / SH	Download Matchmaking App – Our new meetings organiser, book your meetings in advance with potential new and current clients to have a successful experience at Infosecurity Europe 2020. Please note - you need to register for a badge first before accessing the system.	05-May	
	MSH	Arrange your freight with our official freight forwarder: Agility Fairs & Events at tmarchant@agility.com and josmith@agility.com. Shipping instructions can be found here.	21-May	
	MSH / SH	Submit your electronic Press Pack to infosec2020@origincomms.com (we no longer accept hard-copy press packs at the press office on-site)	29-May	
May On Site	MSH / SH	Build-up: Space Only Stand Construction Saturday 30th May - 08.00am – 6:00pm Sunday 31st May - 08.00am – 8:00pm	30 - 31-May	
June On Site	MSH / SH	☆ Deadline for ordering exhibitor badges via the Exhibitor Portal	01-Jun	
	MSH / SH	You can pick up badges from 1:00pm – 7:00pm on Monday 1st June from the Exhibitor Registration Desk, Exhibitor Badge at B-Gate.	01-Jun	
	MSH / SH	Build-up: Space Only & Shell Scheme Stand Dressing Monday 1st June - 08.00am - 10.00pm	01-Jun	
	MSH / SH	Infosecurity Europe 2020 opens its doors for business!	02-Jun	
	MSH / SH	Halls open to exhibitors 07:30am – 5:30pm Show opens to visitors 09:30am – 5:30pm	02-Jun	
	MSH / SH	Halls open to exhibitors 08:00am – 17:30pm Show opens to visitors 09:30am – 17:30pm	03-Jun	
	MSH / SH	Halls open to exhibitors 08:00am – 4:00pm Show opens to visitors 09:30am – 4:00pm Breakdown 4:15pm – 6:00pm - Removal of portable exhibits and displays Breakdown 5:00pm – 10:00pm - General dismantling of standfitting	04-Jun	
	MSH / SH	Breakdown 08:00am – 12:00pm - General dismantling of standfitting	05-Jun	
	June Post Show	MSH / SH	Make the most of your attendance at Infosecurity Europe by following up your leads	Post Event
MSH / SH		Create a database of leads to add to your prospect database and follow up with a post event email	Post Event	
MSH / SH		Take part in the show survey and provide us with your feedback on the show	Post Event	

Key	
Operations	
Marketing & PR	
Travel	
On Site	
Sales	
Main Stand Holder	MSH
Stand Sharer	SS
☆	Mandatory

**Need help?**  
Forgotten your password for the Exhibitor Portal?  
Need other assistance?  
Contact: Customer Services  
+44 (0)2082712130  
infosecurity.help@reedexpo.co.uk  
[www.infosecurityeurope.com](http://www.infosecurityeurope.com)

## Accommodation and Travel

-Adam / HotelMap  
+44 20 7292 2320  
[adam@hotelmap.com](mailto:adam@hotelmap.com)

## Audio/Visual Contractor

-Aztec Communications  
Tel: +44 (0)20 7803 4000  
Email: [sales@aztecuk.com](mailto:sales@aztecuk.com)  
-DB Systems Ltd.  
Tel: +44 (0)8 4522 63083  
Email: [hiredesk@dbsystems.co.uk](mailto:hiredesk@dbsystems.co.uk)

## Badge Scanners

-Reed Exhibitions  
[infosec.operations@reedexpo.co.uk](mailto:infosec.operations@reedexpo.co.uk)

## Catalogue / Preview Advertising

-Showtime Media Services  
+44 (0) 1462 420009  
[editorial@showtimemedia.com](mailto:editorial@showtimemedia.com)

## Catering

-Levy Restaurants  
Tel: +44 (0)207 598 5700  
Email: [OlympiaHospitality@compass-group.co.uk](mailto:OlympiaHospitality@compass-group.co.uk)

## Cleaning

-Olympia Cleaning  
Tel: +44 (0) 207 598 2510  
Email: [Kristina.Jearrad@olympia.London.com](mailto:Kristina.Jearrad@olympia.London.com)

## Exhibitor Badges

-Cirodata  
+44 (0) 1635588490  
[exhibitors@cirodata.com](mailto:exhibitors@cirodata.com)

## Electrics

-Global Experience Specialists (GES) Ltd  
Tel: +44 (0)20 7069 4255  
Email: [electricssouth@ges.com](mailto:electricssouth@ges.com)

## Freight Forwarding

-Agility Fairs & Events  
Tel: +44 (0) 121 780 2627  
Email: [tmarchant@agility.com](mailto:tmarchant@agility.com)

## Floorcovering

-Global Experience Specialists (GES) Ltd  
Tel: +44 (0) 2476 380 180  
Email: [customerservice@ges.com](mailto:customerservice@ges.com)

## Floral

-Oldacre Event Florist  
Tel: +44 (0)20 7069 4235  
Mob: +44 (0)7785 266 541  
Email: [info@oldacre.co.uk](mailto:info@oldacre.co.uk)

## Graphics

-Insite Graphics  
Contact: Hannah Logan  
Email: [hannah@insitegraphics.co.uk](mailto:hannah@insitegraphics.co.uk)

**Hotel Accommodation:** <https://bit.ly/2W8p6hB>

## Infosecurity Europe Operations Team

[infosec.operations@reedexpo.co.uk](mailto:infosec.operations@reedexpo.co.uk)

## Internet

-eForce  
Tel: +44 (0)20 7370 8400  
Email: [sales@eforce.co.uk](mailto:sales@eforce.co.uk)

## Official Stand Contractor

-SMARTSPACE  
+44 (0)208 910 5682  
[smartspace@reedexpo.co.uk](mailto:smartspace@reedexpo.co.uk)

## PR and Press

-Origin Communications  
+44 (0)20 3814 2940  
[infosec2019@origincomms.com](mailto:infosec2019@origincomms.com)

## Rigging

-Outback Rigging Ltd  
Rob Fitzgerald  
Tel: (0)208 993 0066  
Email: [rob@outbackrigging.com](mailto:rob@outbackrigging.com)

## Storage

-Agility Fairs & Events  
Contact: Tim Marchant  
Tel: +44 (0) 121 780 2627  
Email: [tmarchant@agility.com](mailto:tmarchant@agility.com)

## Shell Scheme

-Global Experience Specialists (GES) Ltd  
Tel: +44 (0)2476 380 180  
Email: [customerservice@ges.com](mailto:customerservice@ges.com)

## Special Furniture Rental

-Global Experience Specialists (GES) Ltd  
[customerservice@ges.com](mailto:customerservice@ges.com)  
-Concept Furniture International Ltd  
[tammy@conceptfurniture.co.uk](mailto:tammy@conceptfurniture.co.uk)  
-Thorns Group  
[mollie@thorns.co.uk](mailto:mollie@thorns.co.uk)

## Temporary Staff

-Bond Associates  
+44 (0)8 4513 04548  
Email: [info@bondassociates.co.uk](mailto:info@bondassociates.co.uk)

**Travel:** <https://bit.ly/2JpQJRP>

## Water, Waste, Air & Compressed Gas

-Freeman Venue Services  
Olivia Smith  
+44(0)207 598 5500  
[Olivia.Smith@freemanco.com](mailto:Olivia.Smith@freemanco.com)