

Exhibitor & Sponsor Information for
eyeforpharma's Sales Force Effectiveness Europe
27th – 29th March, 2012 - Barcelona

Exhibiting will enable you to network and give a space to hold brief meetings with the high level professional attendees. The busiest times in the exhibition area are during the conference breaks (when all the conference attendees will be within this area), as well as during the two Networking Parties, being held on Tuesday 27th & Wednesday 28th March.

To receive the most up to date information on the conference and exhibition please refer to the website at: <http://www.eyeforpharma.com/sales/> and <http://www.eyeforpharma.com/sales/exhibitor-and-sponsor-manual.php>

CONTENT

- Your Contacts
- The Venue
- Exhibition Floorplan
- Stand Allocations
- Exhibition Package
- Exhibition Staff/Pass Details
- Exhibition Times
- Set-up Times
- Break-down Times
- Exhibition Extras
- Accommodation
- Directions to PCC (Palau de Congressos de Catalunya)
- Shipping – RESA Expo Logistics
- Company Overview & Logo
- Advertisements
- Inserts for Delegate Packs/Bags
- Insurance
- Deadlines
- Finally

YOUR CONTACTS

There is an eyeforpharma team working on your event:

Exhibition, Sponsor, Production & Adverts:

Phil Chadney +44 20 7375 7524 phil@fcbusinessintelligence.com

Event Venue, Logistics & Hotels:

Francisco Porcel +44 20 7375 7155 francisco@fcbusinessintelligence.com

SFE Event Director:

Thushani Kumarasinghe +44 20 7375 7509 thushani@eyeforpharma.com

SFE Event Director:

Marc Singh-Jones +44 20 7375 7502 mjones@eyeforpharma.com

Sponsorship & Exhibition Sales:

Richard Ellis +44 20 7375 7170 rellis@eyeforpharma.com

Sponsorship & Exhibition Sales:

Ed Harris +44 20 7375 7173 eharris@eyeforpharma.com

Client Services

Amanda Solosy +44 20 7375 7554 asolosy@fcbusinessintelligence.com

THE VENUE

The Conference and Exhibition are being held all on Level -1 of the Palau de Congressos de Catalunya, which is the conference venue of the Hotel Rey Juan Carlos. Please refer to the [venue floor plan \(click here\)](#) for more details.

You can also obtain more details from the Venue:

Address:

Hotel Rey Juan Carlos
Av. Diagonal, 661-671 08028 Barcelona SPAIN
T +34 933 644 040 F +34 933 644 264
<http://www.hrjuancarlos.com/>
hotel@hrjuancarlos.com

Venue Contact:

M^a Angels Mañach

Coordinadora de Eventos
Events Coordinator

Palau de Congressos de Catalunya

Tel. + 34 93 364 45 55 (Ext. 8660)

Fax. + 34 93 364 42 64

mariaangels.manach@pcongresos.com

EXHIBITION FLOORPLAN

Please [click here to view the exhibition floorplan](#).

For your reference, the exhibition room space is called 'H3J'.

STAND ALLOCATIONS

The eyeforpharma team works on a first come first serve basis of package (starting with Global, Platinum and Gold sponsors then working through the list as and when your company signed). Where possible, eyeforpharma will try to give you your first choice but if this is not available we will offer you the next best alternative.

EXHIBITION PACKAGE

The following is included in your eyeforpharma package:

- Fire-proof carpet (blue)
- "Octanorm" walling system which is a combination of white melaminated hard-board panels supported by white aluminium bars and rods.
- Fascia board 40 cm high – to run along the top front and top lateral sides of the stand on which the company name will be attached.
- Company name to be printed onto black vinyl using standard letters 10cm high. 20 letters each.
- Lighting: 1 300W halogen spotlight for each 3sqm area.
- 1 main fuse box for each stand which comes with a 1000W-220V socket.

Also included is:

- Exhibitor Staff passes (access to exhibition area only; however, these include lunch). The number of passes may differ depending on what was agreed in your exhibition/sponsorship contract. Please contact Ed Harris or Richard Ellis (details above) if you have any questions regarding the number of staff passes. Alternatively, please refer to your signed contract.
- Company Overview (100 -150 words), Logo (EPS format) & URL in Show Guide

Additional equipment orders, telephone and hard-line internet connection, furniture, as well as audio visual equipment need to be **ordered separately** with the PCC.

NOTE – you do not need to order and pay for the PCC shell scheme / stand modular, as eyeforpharma will be providing this.

The exhibition space is yours to do with as you choose. Some exhibitors will bring pop-up stands of their own. The only restriction is that whatever you bring must fit within your allocated space.

Please note the ceiling height is 4 meters!

EXHIBITION STAFF/PASS DETAILS

As an exhibitor, you are also given Exhibit Staff Passes to allocate to those you intend to man your stand. **Please note these do not include access to the main conference.** Lunch is included for exhibition passes.

Please inform Amanda Solosy (details above) of the;

- **Full name**
- **Job title**
- **Company Name**
- **Email address**

of the people from your company obtaining these tickets so that we can send them confirmation. If we do not receive the names by **Monday 12th March** then there will be no badges available at the registration desk which in turn will not grant entry into the exhibition area.

Should you require additional exhibit passes, these will be charged per additional person. Please contact Richard Ellis or Ed Harris on the details above for more information.

EXHIBITION TIMES

Please find below the exhibition opening times for all delegates. These may change slightly closer to the event; however, eyeforpharma will inform you of any changes via an email.

Tuesday 27th March

08:00 – 19.30

Wednesday 28th March

09:00 – 19.30

Thursday 29th March

08:00 – 14.00

For your information, the busiest times will be during the coffee breaks (i.e. before the plenary sessions commence, the morning and afternoon breaks), lunches and during the two networking drinks receptions when conference attendees are able to walk the Expo floor. A timed program with exact timing of the breaks will be sent to you closer to the event.

SET UP TIMES

Monday 26th March

12:00 - 19:00 (for security purposes the venue must lock the doors at 19:00)

Tuesday 27th March

07:00 – 8:00 (additional set up)

Please note that **no** exhibitors or visitors will be granted access before these times.

Tuesday 27th March is an additional set up morning to allow exhibitors to finish up. All exhibitors are required to begin set up on Monday 26th March and all exhibits **must** be set by 08:00 on Tuesday 27th March to be ready for the delegates to arrive.

If you are shipping packages in advance it is advisable that you or a colleague arrives in advance, to ensure everything you have sent has arrived. It is important to bring the tracking numbers, in the unlikely event a package needing be traced by RESA International (the shipping handling company appointed by the PCC).

BREAK DOWN TIMES

Thursday 29th March 14:00 – 17:00

The area must be cleared of equipment and rubbish by 17:00 on Thursday 29th March. Anything left after this time may be disposed of by the facility unless prior shipping arrangements have been made.

Important: In fairness to your fellow exhibitors and Expo attendees, and in the interest of maintaining the integrity of eyeforpharma exhibitions, no one will be permitted to disassemble or remove their exhibit in whole or in part prior to the scheduled beginning of break down on Thursday 29th March.

EXHIBITION EXTRAS

AUDIO VISUAL EQUIPMENT, FURNITURE, PHONE & HARD INTERNET LINES

Please note that there will be complimentary wifi for all visitors and exhibitors. However, should you need to order a hard line, please order directly with the RCC on the details below.

FURNITURE - Can be ordered directly with The Catalonia Palace of Congresses (**PCC**). The **furniture catalogue, order forms & price list** are available to download under the **PCC Order Forms** header at <http://www.eyeforpharma.com/sales/exhibitor-and-sponsor-manual.php>

Furniture Contact:

Idil Criado

Events Manager

The Catalonia Palace of Congresses (**PCC**)

idil.criado@hrjuancarlos.com

Tel; +34 93.364.45.55 Ext: 8026

ELECTRICITY – you will be provided with 1 main fuse box as part of your exhibition shell scheme package, however PCC allows a maximum of 150w per m2 for electricity power supplied during the

event to the exhibitor stand. If you need more electricity you can order this using the **Furniture Price List** form – [please click here](#) (see page 6). Please return the form to mariaangels.manach@pcongresos.com

NB. Additional phone, internet, catering, hostesses, etc. will be charged extra to the exhibiting company. Please complete the 'Exhibitor Order Form' in the **PCC Order Forms** header which can be found by [clicking here](#).

Please ensure you supply credit card details when placing your order.

SEND THESE FORMS TO: Maria Angels at mariaangels.manach@pcongresos.com
no later than **Monday 27th February**

AV EQUIPMENT HIRE – Should you wish to have any AV equipment in your booth, please contact Idil on the details below to place your order;

Idil Criado
Events Manager
The Catalonia Palace of Congresses (**PCC**)
idil.criado@hrjuancarlos.com
Tel; +34 93.364.45.55 Ext: 8026

Please ensure orders are made by **Monday 27th February**

ACCOMMODATION

Please note, unfortunately the hotel Rey Juan Carlos I is now fully booked over the event dates. We will be in touch shortly to inform you of suitable alternatives, at a special eyeforpharma rate.

DIRECTIONS TO PCC (Palau de Congressos de Catalunya)

From the airport: Aeropuerto Barcelona El Prat (11 km)

By car/taxi: Leaving the airport take B-17, direction Barcelona 5 Kilometers further, follow the signs B-20, Ronda de Dalt (blue). Once on the B-20, go until the exit 11 (Les Corts - Zona Universitaria) where you shall get out. From there you have a visual reference of the Hotel. Drive 200 meters on the right hand side of the Diagonal Avenue and take the second turning on the right to get to the Hotel. (Travel time: around 15 min. Taxi Approx 25€)

By train/metro: You will find the railway station directly next to the airport. Take the train until the main station of the city called Sants Estació. When you get there take the metro line number 3 (green line) and get out at the stop called Zona Universitaria (2 minutes walking distance from the hotel). (travel time: around 40 min.)

The aerobus is a shuttle bus service that links Barcelona airport to the most important places of the city centre. You can catch the aerobus directly in front of the airport (in all 3 terminals). For going to the Hotel, get out at Plaça Espanya (first stop). Take the metro line 3 (green line) and get out at the stop called Zona Universitaria (2 minutes walking distance from the hotel). (Travel time: around 40 min.)

SHIPPING – RESA Expo Logistics

All shipping is to be organised and paid independently by the exhibitor. If you are shipping in advance it is **STRONGLY ADVISED** to pre-arrange for return shipping from the venue, before attending the exhibition. It is also important to bring **TRACKING NUMBERS** with you in the unlikely event a package needs to be traced. Please also bring all necessary packing and shipping materials with you.

It is not the responsibility of eyeforpharma to arrange shipment although we will be on hand to offer advice.

All shipping handling should be done through **RESA EXPO LOGISTICS**. Please read the [Shipping Manual \(click here\)](#) carefully and the [Tariffs \(click here\)](#) associated with the shipping handling company.

If you have any queries about the shipping handling process, please contact;

Aurelie Sivadier
RESA EXPO LOGISTIC
+ 34 93 233 47 45
asivadier@resainternacional.com

C/ Ciencias, Entrada no 1
Recinto Ferial Gran Via M2
P.O Box / Apartado de Correos 2045
08908 Hospitalet – (Barcelona) - Spain

The PCC will not accept deliveries from exhibitors as there is NO storage area or parcel reception. Any shipping that has not been paid for in advance will not be delivered to your booth ready for set-up at midday on Monday 26th March, so please submit credit card details when placing your order using the Credit Card Authorization Form.

Please complete the [Credit Card Authorization Form \(click here\)](#)

Delivery deadlines to RESA EXPO LOGISTICS:

Exhibition Stand Material Shipment - Thursday 22nd March [\(click here to download shipping label\)](#)

Inserts into delegate packs - Friday 16th March [\(click here to download shipping label\)](#)

For your convenience I have created a **Shipping Label**, which must be printed out and attached to all exhibition material boxes (see above links to download these labels).

Alternatively, if you are based in the UK, France or Germany, Mail Resources can delivery your equipment along with the eyeforpharma equipment being sent from London.

Should you wish to discuss the details & price, please contact;

Nick Bevan

Mail Resources

nick@mailresource.co.uk

Tel; +44(0) 208 897 9002

COMPANY OVERVIEW & LOGO

Exhibitors each get a 100-150 word overview and their company logo in the eyeforpharma Show Guide.

OVERVIEW

The idea of the overview is to simply give a brief description of your company 'products & services'.

COMPANY LOGO

Your company logo must be saved in an EPS format and saved in outlines.

If you haven't already done so, please submit your company overview together with your company logo to Phil Chadney at phil@fcbusinessintelligence.com as soon as possible but before Monday 13th February at the very latest.

eyeforpharma will not be responsible if your logo and overview is not received in time or in the right format. We also reserve the right to change your company overview if it is longer that 150 words.

ADVERTISEMENTS

Please refer to your contract to see if you are eligible for submitting an advert in the showguide.

The Show Guide will be produced in **A4 (297mm x 210mm)**; our designer has asked that all artwork be produced to this size. Please supply electronic artwork as a Press Optimized PDF with the fonts embedded.

Also note the following:

If the advertisement is to cover the overall page, it should be supplied with crop marks and bleed of at least 3mm.

Delivery address for electronic files: phil@fcbusinessintelligence.com

Deadline for receiving artwork is **Monday 13th February**

If we do not receive your advert by the deadline stated or in the wrong format, we cannot ensure it will be in the showguide.

INSERTS FOR DELEGATE PACKS/BAGS

If you have opted for an insert as part of your Expo package, please note that they must be **either sent to RESA Expo Logistics for delivery no later than 5.00pm Friday 16th March or be hand delivered to Phil Chadney at the PCC no later than 1.00pm on Monday 26th March. After this time the delegate packs will be prepared & inserts will not be accepted. [Please view RESA's Insert Instructions by clicking here.](#)**

Please print off the Inserts [shipping label \(click here\)](#) and attach to any packages sent to eyeforpharma at the PCC. Please note: The PCC is unable to accept deliveries of material. If you are unable to hand delivery your material by 13:00 on Monday 26th March directly to a Phil Chadney, or a member of the eyeforpharma team, then you will have to use the expo logistics company (RESA Expo Logistics) – details found in the Shipping section (above).

If we do not receive the inserts by the date and time stated, we cannot guarantee they will be placed in the Expo/Conference attendee packs.

It is also important to bring the TRACKING NUMBERS with you in the unlikely event a package needs to be traced. If you are unsure whether your package includes an insert, then please refer to your contract, or contact Richard Ellis or Ed Harris.

Please note that companies are not permitted to put USB keys, pens and notebooks, etc. as inserts. The insert should be a single piece of paper (back to back is possible) no larger than A4 size. Please consult Phil Chadney should you have any queries.

INSURANCE

Whilst we will take every precaution to protect your property during the event, we are not responsible for any loss or damages and recommend that you obtain insurance coverage.

Such insurance is available through our insurer, Hiscox, who will be happy to provide you with a quote. You may contact Elaine Osborne on +44 (0)1206 773942 or at elaine.osborne@hiscox.com.

You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties, and you may wish to protect your investment against abandonment, cancellation or curtailment of the event due to reason beyond our control.

DEADLINES

For your convenience I have put together a Check List with exhibition deadlines. It is important that you work to these deadlines:

	Due Date
Accommodation	ASAP – no later than Friday 24 th February
Company Logo (eps format)	ASAP - no later than Monday 13th February
Company Overview (100 words)	ASAP - no later than Monday 13th February
Advertisement	ASAP – no later than Monday 13th February
Exhibitor Extras	ASAP – no later than Monday 27 th February
Exhibitor Pass Details	Monday 12 th March
Exhibition Stand Material Shipment	Thursday 22 nd March
Inserts into delegate packs/bags	Friday 16th March

FINALLY

Please remember to send any order forms (i.e. Telephone/Internet Connection, Electricity, AV etc.) to the PCC as soon as possible, but no later than Monday 27th February, as well as coordinating the shipping handling directly with RESA International.

We are very excited to have you participate in eyeforpharma's 10th Annual Sales Force Effectiveness 2012 and the team wish you the very best of success at the event!

Best Wishes,



Philip Chadney
International Events Manager
FC Business Intelligence Ltd.
7-9 Fashion Street
London E1 6PX
t. +44 (0)20 7375 7524
f. +44 (0)20 7375 7200
e. phil@fcbusinessintelligence.com