

# NisaExpo

**28 & 29 SEPT 2021**

PLATINUM

## EXHIBITOR GUIDE

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## WELCOME

Welcome to the Nisa Expo 2021 Exhibitor Event Guide. This document aims to provide you with all the information you need regarding the event, from registration to supplying all the content for your virtual exhibition stand.

All exhibitor information is available to download in the exhibitor area of the event website.

Website: [www.nisaevents.co.uk](http://www.nisaevents.co.uk)

Password: 2021SUPPLIER

If you have any further questions, please contact [nisa@xsem.co.uk](mailto:nisa@xsem.co.uk).

## KEY DATES

ITEM	START	FINISH
Registration opens for supplier stands	w/c 24 May	13 August
Supplier staff registration open	w/c 24 May	27 September
Suppliers stand and page assets to be submitted	-	27 August
Supplier on-boarding sessions	6 September	10 September
Submission of main stage advertisements & a synopsis of your group appointment content	-	10 September
Completed stands are available for review	10 September	14 September
Portal opens for pre-booking one-to-one appointments	20 September	27 September
Live event	28 September	29 September
'On Demand' content available	28 September	27 October
Post event analytics	5 October	2 November

# EXHIBITOR INFORMATION

## REGISTRATION

You need to register to confirm your exhibition stand and all your attendees at the event. If you have not already registered and need details on how to do this, please contact us at [nisa@xsem.co.uk](mailto:nisa@xsem.co.uk).

You are permitted a maximum of 6 staff registrations per stand.

The lead registrant can provide the names during registration or provide the names at a later date. Please ensure that a unique email address is supplied for each registered member of staff.

## BUILDING YOUR STAND

All exhibition stand content should be submitted by Friday 27 August\* and sent to [nisa@xsem.co.uk](mailto:nisa@xsem.co.uk).

Documentation and artwork can be sent via email, WeTransfer or Dropbox.

Documentation must be correctly sized and labelled as outlined on **Image Sizes and Accepted Formats** (page 10).

*\*failure to submit content within the required dates, will result in a late release of your stand.*

## REVIEWING YOUR STAND

During the stand review period (10 - 14 September) you will be required to log in to your stand and check that all information and artwork is displaying correctly. We ask that any required amends to your stand are submitted to the team **before 5pm on Tuesday 14 September**.

## ACCESSING THE PORTAL

From Monday 13 September all registered members of staff from your company will receive an email containing instructions on how to access the event portal.

## COMPETITIONS

Competitions and prize draws are permitted however it is your responsibility to ensure that you comply with all relevant statutory provisions. Please note that the Nisa Events Team need to be informed if you plan to run a competition during the event. The competition must be managed by yourself, if you would like to send us a link to add to your stand please ensure that you include this in your stand content submission form.

## **POLL QUESTIONS**

You have the opportunity to ask a poll question on your stand. Please supply your question with your stand content. Poll questions should be closed questions with multiple choice answers (up to 5 answers) and attendees can select one answer only.

## **VIDEO APPOINTMENTS**

Pre-bookable one-to-one video appointments will be available with partners during the event. Appointments booking opens one week ahead of the live event.

As part of your package, you will also have the opportunity to have group appointments with up to 15 partners in the form of a workshop or presentation to present brands, share insight and launch NPD. Group appointments are 20 minutes in length, and you will be given 4 slots over the two live event days. You are required to submit a synopsis of your planned content by Friday 10 September.

## **LIVE MESSAGING**

During the event, partners and the Nisa PSC team will be able to chat online with exhibitors during the live days of the event. Please note that exhibitors are not required to be online and available to chat for the full event duration.

## **SECURITY**

The portal is an 'invitation only' platform. All attendees will be sent a unique log in code only once they have registered to attend. If you require log in codes for additional members of staff, you can add them to your registration, or they will need to request to register by emailing [nisa@xsem.co.uk](mailto:nisa@xsem.co.uk). Please note that access details should not be shared.

## **CONTACTING THE ORGANISERS DURING SET UP AND THE LIVE EVENT**

The Nisa Events Team will be available via email on [nisa@xsem.co.uk](mailto:nisa@xsem.co.uk) or by telephone between the hours of 09.00 – 17.30 on 0113 394 6130.

## EXHIBITOR PACKAGE INCLUSIONS

The following elements are included in your Platinum package:

AREA	INCLUSIONS
<b>Exhibition Stand</b>	Header Board Video
	1 x Logo
	10 x Product or Brand Areas with clickable content (pdfs, jpegs, videos, weblinks)
	3 x Banner Images
	3 x Text Areas
	1 Stand Poll Question
	6 x Additional Download Documents
<b>Event Inclusions</b>	4 x 20-minute Group Appointments with partners
	One-to-one Appointments with partners
	Instant Messaging
	1 Global Poll Question (on the main event poll page)
	1 Advertisement of up to 60 seconds on Main Stage
	Logo on Registration Website

## VIRTUAL EXHIBITION STAND DETAILS

Your virtual stand is your opportunity to showcase product imagery, NPD, video content, TV adverts, competitions, deals and more. It is the virtual equivalent of your stand as it would be at a live event.

To get the most out of your attendance we highly recommend that you start thinking about your stand content as soon as possible and involve your marketing and brand teams to ensure content is appealing and engaging for Nisa partners.

The below information will help you get the most out of your virtual stand.

### STAND HEADER (1)

Customise your stand with our template featuring a header video or scrolling images.

This is the first part of your stand that partners will see so it is important to make this area bold and eye catching. We recommend keeping text simple and large enough to be readable – there is plenty of opportunity for more detailed imagery further down on your stand page.

### STAND LOGO (2)

The logo you choose to be displayed on your exhibition stand will also be displayed in our Expo Hall.

The background of the page will be white; if you have a version of your logo on a coloured background, consider using it here to make it really stand out on the page.

### PRODUCTS, BRANDS AND OFFERS SECTION (3)

The page background is white, so consider using coloured backgrounds on your thumbnails for maximum impact.

Display your products, brands, deals or anything else you think may be relevant for your brand to communicate to partners using the carousel feature located at the top of your page.

Please see the package inclusions section for details of content limits. Your deals will be displayed on a separate tab of your stand however any imagery you would like to promote the deals should be used here.

The thumbnail images should be accompanied with a title and description, or you may prefer to create thumbnails images with the wording included in the image.

Each thumbnail should link to either PDF content, a video, imagery or a link.

Consider what information partners may ask for at an event and aim to include this on your stand.

## TEXT BOX WITH ACCOMPANYING IMAGE (4 - 9)

Space for you to share information about your company with partners. There is no character limit on this section, and you can include hyperlinks to external content which will open in a new window.

Your accompanying image can be anything you feel relevant and could be a product line photo, image of your HQ, advert for your social media page or competition.

We highly recommend running a competition on your stand to increase engagement. We can include a hyperlink to an external web page, or instructions of how partners can enter.

## DOWNLOADABLE DOCUMENTS (10)

In addition to the documents linked to your products and brands thumbnails, you can also display extra downloadable documents. This might be a brochure, pricing information, or any other materials you would ordinarily distribute to partners at a live show.

## CONTACT US

A contact form that partners can use to get in touch with your company. Emails will be sent to the lead contact from your company, unless otherwise specified.

## DEALS

A link to the deals agreed with your Nisa trading contact will be displayed on a tab on your virtual exhibition stand and is where partners will view deals and place orders. Please note that the link takes partners directly to Nisa's order system so you will not be able to view your deal via this link. To check your deal details, please contact your Nisa trading contact.

## STAND POLLS

Set questions for partners to answer whilst visiting your stand. It's a great way to capture feedback and also helps make your stand more engaging.

## SAMPLE REQUEST

As we know, Nisa Expo regulars love a sample! Partners can request a sample from your stand by selecting the required product from a drop down and completing their details which will then be sent to you post-event. Please note that distribution of product samples will need to be fulfilled by yourselves. A list of all samples that will be available for partners to request should be submitted along with your stand content by no later than **Friday 27 August**. Please ensure you let us know the maximum number of samples available so we can set a limit for you.



EXAMPLE STAND DESIGN & PAGE LAYOUT

Reception

Stages

On Demand


Supplier Zone

Calendar

Dashboard

Games Room

1



10

Back

Book Appointment

View Deals


Sample requests

Polls


Download product info

Contact Us

2




3a



Title

A brief explanation of this part of the site Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam [read more](#)


3b



Title

A brief explanation of this part of the site Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam [read more](#)


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Title

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About us

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[Read More](#)

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Show deal

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[Read More](#)

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7 additional banner image (off page)

9 additional text area (off page)

## IMAGE SIZES AND ACCEPTED FORMATS

Please refer to the stand and page mock-up image on the previous page for the numbers.

On submission, please complete the **Supplier Text and Content Checklist**, found in the supplier area of the website.

NO	ARTWORK ITEM	ACCEPTED FILES FORMATS	IMAGE SIZE & DETAILS
1	Stand Header	<b>Video:</b> MP4  <b>Images:</b> JPG, JPEG or PNG	<b>Video size: Maximum size 64mb</b> <b>Image Size:</b> 2285(w) x 945(h) px landscape
2	Logo	JPEG	The logo you provide will also be displayed in the directory of the Expo Hall.  We recommend where possible to provide a logo on a coloured background for maximum impact.  <b>Image Size: 355 x 460 px (portrait)</b>
3 a-j	Products, brands and offers	JPEG  Link behind image: JPEG / MP4 Video (maximum size 64mb) / PDF / Website	Images appear on a rotating carousel. Maximum of 10 images  Each image can be linked to one additional file; JPEG, PDF brochure, video link or external website.  <b>Image Size: 355 x 460 px (portrait)</b>
4	About Us Text	Text	<b>Title:</b> About Us <b>Text:</b> must not exceed 250 words.
5-7	Banner Images	JPEG or MP4 Video (maximum size 64mb)	Please provide 3 x artwork images or videos. These could be deals, promotions, competitions, brands or information.  <b>Image Size: 1520 x 710 px (landscape)</b>
8-9	Text areas	Text	<b>Title:</b> must not exceed 100 characters. <b>Text:</b> must not exceed 250 words.
10	Downloadable Documents	PDF	Each file size must not exceed 500mb