



SHARED
KNOWLEDGE DAY

Exhibitors' Information Pack



TIME AND PLACE

- The event will take place in the **Westminster Ballroom** of the **Park Plaza Westminster Hotel** on Friday, the **29th March 2019**.
- The event space is on the Lower Ground level **-3**.
- There are stairs and lifts available to access the event space.
- **Cloakroom** will be available at the main lobby located on the **Ground Floor**.
- Facilities are accessible on the event's floor level.



THE PROGRAMME

- The event will start at **9am** and is expected to finish at around **5pm**.
 - Stall-holders can arrive from **7am** to set up, and Sebastian together with London's Committee will be on hand to help.
 - There will be **60 stands**, a fashion show, 1 main speaker, a discussion panel and 2 presentations/workshops scheduled throughout the day.
- Housekeepers, Hotel Managers and General Managers will be allowed to come **from 9am**, Deputies and Assistants **from 1pm**.
 - Food and beverages will be served throughout the day, including **breakfast**, finger **lunch buffet** and afternoon **refreshments**.
 - Every guest will be provided with a "visitor card" with all your logos and space for stickers (or stamps). Guests will be encouraged to visit every stand of yours in order to take part in a raffle at the end of the event. Only cards with 30+ stickers/stamps will be allowed. I will provide you with the stickers/stamps on the day.



BOOKING A STALL

- In order to participate in the event, every exhibiting company **must be a member** of the UKHA. If you're not one, please visit our website www.ukha.co.uk/join-ukha and sign up for an **Associate Membership** valid from **April 2019** for a period of one year. A separate invoice will be sent for the membership fee, which needs to be paid before booking of the stall.
- To book the space, please fill in a booking form available on our website and send it back to sebastian@ukha.co.uk.
 - The cost of 1 stall on **Early Bird** offer is **£625** if booked and paid in full before the **31st December 2018**. For stalls booked or paid after the **1st January 2019** the price is **£700**.
 - The size of the stall space is **4 square meters** and it contains a 6ft table and 2 chairs (if required). Please see the picture on the left as a reference.
 - An **additional floor space** in front of the stall can be purchased at **£300** per 4 square meters.
 - Each exhibitor has a right to book up to 2 stalls and 2 additional floor spaces (in total **up to 16 square meters**).
 - Due to high demand, stalls will be granted on **first-come/first-serve basis**.
 - Stalls have **no dividing walls**, so these are not enclosed boxes.
 - Exhibitors can bring banners, decorations, stands, etc., as long as they're **contained within purchased space**.
 - Unfortunately, the hotel's policy doesn't allow anything to be attached to the walls or doors.
 - You can request for additional chairs, table removal, extension cords, etc. in the booking form or on the day.

- Please note, that any stalls from the same industry (companies offering similar products or services) will be **distributed evenly** throughout the room to promote diversity. We also reserve **limited number of stalls** for each industry, so the show still proves interesting and it doesn't create sense of competitiveness.
- A **full list of exhibitors** will be posted on the UKHA website prior to the event.
- All stall will be allocated **on the day of the event** and according to the following criteria:
 - size of the booked space
 - specified preferences (i.e. neighbouring company, required equipment, etc.)
 - number of companies from the same industry
 - alphabetically (should none of the above criteria apply)
- Stall holders **cannot pre-book a specific space** and will not receive location of their stalls until the day of the event.
- For inspiration on how your stall could look like, please [click here](#) to see our photo and video gallery from 2018 event, or [click here](#) to watch our promo video on YouTube. You can also see few examples below.



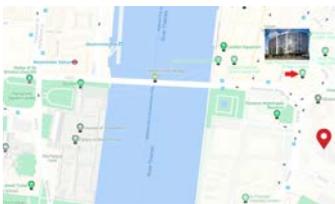
PAYMENT AND ATTENDANCE REGULATIONS

- Only a **received payment** is a guarantee of the booking, otherwise a reservation is treated only as **tentative** and can be cancelled at any time.
- A maximum of **2 representatives per stand** are allowed, and unfortunately, we will be very strict on that rule. Accordingly, if an exhibitor purchased 2 stalls, then a total of 4 representatives will be allowed to attend.
- Any extra representatives can be added at a **£75 Delegate rate**, but they wouldn't be allowed to actively seek sales opportunities. **Delegate's privileges** are limited to observing or participating in lectures and workshops, networking with exhibitors and guests, and simply enjoying the event. Food and drinks are included in the price.
- Any cancellations reported minimum **7 days before the event** will result in return of **50% of the fee** in a form of **credit** (to be used for any future payments for UKHA events or memberships). Cancellations made outside this notice period (including no-shows) won't be refunded. Special circumstances might be considered though.
- There will be an invoice provided with all payment details on it, hence please remember to provide **any special instructions** for the invoices in the booking form (only if required). Received invoices can be paid via:
 - **bank transfer** to Barclays Bank Plc for UKHA London (Sort Code: 20-69-15 | Account Number 70458457 | Swift Code: BARCGB22 | IBAN: GB55 BUKB 20691570458457)
 - **cheques** made to UK Housekeepers Association London & South-East, posted to Sebastian Dabrowski, at 56 Convent Court, Hatch Lane, Windsor SL4 3QR
 - **online payment** link attached to the invoice email for credit card and PayPal payments
- Please note, that UKHA is a **non-profit organisation** and it's **not VAT-registered**, therefore all mentioned prices in this document and any provided invoices will not outline tax.



BOOKING A HOTEL ROOM

- We negotiated a **preferential room rate** for the nights of **28th and 29th March** (if required). The price for a single room with breakfast is **£159**, and for a double occupancy it's **£169**. Prices exclude VAT.
- However, UKHA will not be taking part in the process of the booking, payment or cancellation of required rooms.
- All you need to do is [click here](#) to book it according to your needs. Please ensure though, that you set the date to either **28th or 29th March 2019**, otherwise the preferential rates will not display.
- You can also call Park Plaza Central Reservations on 0333 400 6112 and quote **UKHA28032019** code to book your room at the above rates. Should you need to cancel your booking, it has to be done **min 7 days** prior to your stay.
- Mentioned offer will be available only between **1st December 2018** and **17th March 2019**, so book quickly, as there's a limited availability.
- Only participants of the event are allowed to use the above offer.



PARKING RESERVATION

- The hotel offers a **valet parking** at £45 for 24 hours.
- Alternatively, there is **Britannia** parking 5 minutes' walk from the hotel at £20 for 24 hours (Upper Marsh, SE1 7EL).
- Please [click here](#) to book your space.



DELIVERIES AND CONTACT INFORMATION

- From early morning you can arrive at the **loading bay** of the hotel to unload your items, from where they will be taken up to the function room. [Click here](#) to see the loading bay's location.
- Any smaller items can be taken through the guest entrance.
- Any large items (i.e. beds, mattresses, large boxes, pallets, etc.) can be sent a day or two before the event to: **Aurelie Radureau, Park Plaza Westminster Bridge Hotel, UKHA Shared Knowledge Day event, 200 Westminster Bridge Road, Lambeth, London SE1 7UT** with a clear note UKHA Shared Knowledge Day. Any pick-ups after the event can be organised accordingly with Sebastian or Melanie on the day.
- **Sebastian and Melanie** will be available to assist you until **11pm** on the night before the event, and in the function room from **7am** on the day of the event. If you have any questions or need any help before you arrive, please call Sebastian on **07594 334 971**. Any less urgent enquiries can be also sent to sebastian@ukha.co.uk.



MARKETING AND EXPECTATIONS

- A personalised invitation cards will be sent to over **400 Housekeepers, General Managers and other senior managers working within hotel industry throughout the UK**. A number of confirmed RSVPs will be checked on a weekly basis.
- Further marketing invitations will be sent **electronically**, and resent to those who didn't open their emails, as our system provides us with such information.
- Starting from **November 2018**, we will also run an **intensive marketing campaign** via social media (Linked In, Facebook, Instagram, etc.).
- A **list of all attendees** will be provided after the event. However, due to data protection policy, **no contact details** will be provided. Hence we encourage all stall-holders to obtain business cards of the visiting guests in order to obtain their contact details.
- In order to make this event even more successful and exciting, you are encouraged to bring forward any **new products and technologies** you're introducing or planning to introduce to the market. It is imperative that the event doesn't feel repetitive, otherwise it might have an impact on the future attendance levels.



RAFFLE PRIZES FOR VISITORS

- Every stall-holder is requested to bring a quality **raffle prize**, preferably something representing their business.
- **Other options** might include: theatre, shopping or dining vouchers, appliances, electronics, etc. There's no minimum or maximum value of the raffle prize, but we simply recommend they're **attractive enough** to keep our guests anticipating the draw.
- **High-value raffle prizes** will receive special recognition and will be announced as the last ones. Every year we are blessed with generosity of many of our exhibitors providing such prizes as beds, TVs, laptops, tablets, vacuums, etc.
- Please ensure that your **business card** is firmly attached to the prize, as every single one will be mentioned prior to every dip.
- All items need to be brought **to the event**, therefore please do not send them before. Raffle prizes will be collected on the day by **Melanie**, or another assigned representative of the UKHA Committee.



SPECIAL PRIZE DRAW FOR EXHIBITORS

- This year we introduce a **special prize draw for exhibitors**, who invite and sponsor minimum **2 new qualifying members** (working Housekeepers or higher).
- To enter the draw, please visit our website www.ukha.co.uk/join-ukha and sign them up for a **Housekeeper Membership**.
- Please ensure to mention in the notes the name of the company paying for their memberships and to send a quick email to sebastian@ukha.co.uk to inform about your sponsorship.
- Every newly signed-up member represents one ticket for the exhibitor's draw. Hence the more Housekeepers you introduce, the more chances of winning!
- It would also be great if your newly signed-up members attend the Shared Knowledge Conference, but it's not mandatory.
- An **incredible prizes** for the winning companies will be sponsored by the UKHA and the winners will be announced during the main raffle draw.