

# EXHIBITOR MANUAL

---

Tuesday 28<sup>th</sup> May 2024 10am – 6pm

Wednesday 29<sup>th</sup> May 2024 10am – 6pm

Thursday 30<sup>th</sup> May 2024 10am – 4pm



# Contents

---

<b>1. KEY CONTACTS .....</b>	<b>5</b>
<b>2. MOVE IN / MOVE OUT .....</b>	<b>6</b>
<b>Contractor Custom Stand Build Move in.....</b>	<b>6</b>
<b>Exhibitor Staff Registration / Products / Personnel Move-in.....</b>	<b>6</b>
<b>Contractor &amp; Exhibitor Move-out .....</b>	<b>7</b>
<b>Forklift and Materials Handling Bookings.....</b>	<b>7</b>
<b>3. ESSENTIAL INFORMATION .....</b>	<b>8</b>
<b>Accommodation.....</b>	<b>8</b>
<b>Account Card .....</b>	<b>8</b>
<b>Announcements.....</b>	<b>8</b>
<b>Apps and Social Networking .....</b>	<b>8</b>
<b>ARBS App.....</b>	<b>8</b>
<b>Social Networking .....</b>	<b>9</b>
<b>ARBS Exhibitor Portal .....</b>	<b>9</b>
<b>ARBS Organiser Office.....</b>	<b>9</b>
<b>Awards .....</b>	<b>9</b>
<b>Nominations &amp; Submissions.....</b>	<b>9</b>
<b>Awards Gala Dinner .....</b>	<b>10</b>
<b>Banners and Signage/Rigging .....</b>	<b>10</b>
<b>Business/Media Centre .....</b>	<b>10</b>
<b>Children .....</b>	<b>10</b>
<b>Cleaning and Rubbish Removal .....</b>	<b>10</b>
<b>Move in/Move out .....</b>	<b>10</b>
<b>During the exhibition .....</b>	<b>10</b>
<b>COVIDSafe.....</b>	<b>11</b>
<b>Custom Stands and upgrades .....</b>	<b>11</b>
<b>Deliveries .....</b>	<b>13</b>

**Electrical Services** .....13

**Electrical Testing and Tagging** .....13

**Exhibitor Cocktail Party** .....13

**Exhibitor Hospitality Lounge**.....13

**Exhibitor Listings**.....14

**Exhibitor Marketing & Promotions** .....14

**Fire Awareness**.....15

**First Aid and Evacuation**.....15

**Food and Beverage**.....15

**Alcohol** .....15

**Café and Kiosk**.....16

**Catering** .....16

**Cooking of Food on Stand** .....16

**Furniture Rental**.....16

**ICC SYDNEY Exhibitor Services**.....16

**Insurance** .....16

**Internet, WIFI and AV**.....16

**Invitations and Trade Passes** .....17

**International Visa Applications**.....17

**Lead Management**.....17

**Media & Business Centre**.....17

**Meeting Rooms**.....17

**Motor Vehicles**.....18

**Newsletters, Media Releases** .....18

**Pit Access**.....18

**Presentation Theatres**.....18

**Private Cars and Hand Trolleys** .....18

**Restrictions and Special Approvals**.....19

**Safety**.....19

**Safety Induction**.....19

<b>Safety Vests and Closed Toe Shoes</b> .....	19
<b>Seminar Series</b> .....	20
<b>Shell Schemes Stands</b> .....	20
<b>Specialised Forklifts, Cranes and Repositioning</b> .....	20
<b>Space Only Stands</b> .....	20
<b>Sponsorship</b> .....	21
<b>Tradeshow Training</b> .....	21

Welcome to the ARBS 2024 Exhibitor Manual. This is to be read in conjunction with the ICC Exhibition Manual and the [Exhibitor Toolkit](#) on the ICC Sydney Website for links to relevant forms and permits.

# 1. KEY CONTACTS

Contact Name	Enquiry	Contact
<b>EVENT ORGANISER - ARBS</b>		
Brenda Macdonald	General enquiries, invoicing/accounts, meeting rooms, presentation theatre, update contact details	+613 9002 4099 <a href="mailto:admin@arbs.com.au">admin@arbs.com.au</a>
Amanda Searle	Stand enquiries, custom stand approvals, operations, logistics, contractor enquiries	+613 9002 4099   +61 423 121 747 <a href="mailto:arbs@arbs.com.au">arbs@arbs.com.au</a>
Julie Kerr	Seminars and speaker series, IB Tech, Awards submissions	+613 9002 4099 <a href="mailto:seminars@arbs.com.au">seminars@arbs.com.au</a> <a href="mailto:arbsawards@arbs.com.au">arbsawards@arbs.com.au</a>
Monique Morris	Marketing & Promotions, Sponsorship, Awards dinner	+613 9002 4099 <a href="mailto:marketing@arbs.com.au">marketing@arbs.com.au</a>
Sarah Ewenson	Public Relations/Media	+613 9002 4099 <a href="mailto:media@arbs.com.au">media@arbs.com.au</a>
<b>STAND CONTRACTOR – Harry the Hirer Official shell scheme builders and electrical suppliers for ARBS 2024.</b>		
Corinne Thomas	Shell Scheme Builds, Signage	+613 9429 6666 <a href="mailto:corinnet@harrythehirer.com.au">corinnet@harrythehirer.com.au</a>
Travis Wall	Rigging, Power, Lighting and Audio Visual	+61 425 781 166 <a href="mailto:travisw@harrythehirer.com.au">travisw@harrythehirer.com.au</a>
Eamon Harvey	Custom Stand Builds	+613 9429 6666 or +61412 046 846 <a href="mailto:eamonh@harrythehirer.com.au">eamonh@harrythehirer.com.au</a>
<b>FURNITURE CONTRACTORS</b>		
Harry the Hirer	Furniture contact - Corinne Thomas	+613 9429 6666 <a href="mailto:corinnet@harrythehirer.com.au">corinnet@harrythehirer.com.au</a>
<b>FORKLIFTS, FREIGHT/TRANSPORT &amp; LOGISTICS CONTRACTOR – The Move In / Move Out of exhibitor goods/equipment (that requires forklifts/cranes) will be coordinated by our materials handling contractors. Exhibitors MUST book with GEL events for delivery of goods to stand.</b>		
Gel Events	All forklift, freight, storage and crane bookings click - <a href="#">ARBS Freight and Logistics Online Quotation Form</a>	Matt Verdolini P: 1300 013 533 or +61 401 094 681 <a href="mailto:matt@gelevents.com.au">matt@gelevents.com.au</a>
<b>RIGGING CONTRACTORS</b>		
Travis Wall	Rigging, Power, Lighting and Audio Visual	+61 425 781 166 <a href="mailto:travisw@harrythehirer.com.au">travisw@harrythehirer.com.au</a>
Kiri Ngarotata	Clifton Productions	0403 730 260 or <a href="mailto:kiri@cprig.com.au">kiri@cprig.com.au</a>
Darrell & Dale	D & D Rigging	0481 114 706 <a href="mailto:ddexporigging@inet.net.au">ddexporigging@inet.net.au</a>
<b>VENUE – International Convention Centre, Sydney - All queries regarding ICC services, including parking, exhibitor accounts, catering, internet and on stand food and beverage should be directed to the ICC Exhibitor Services.</b>		
ICC Exhibitor Services	<a href="#">ICC Exhibitor Toolkit and ICCS Exhibitor Ordering Portal</a>	<a href="mailto:exhibitionsservices@iccsydney.com">exhibitionsservices@iccsydney.com</a> +61 (2) 9215 7373
<b>LEAD MANAGEMENT &amp; REGISTRATION</b>		
Karen Tancred	Regonsite	<a href="mailto:helpdesk@regonsite.com">helpdesk@regonsite.com</a>

## 2. MOVE IN / MOVE OUT

---

Strict guidelines apply to stand construction and move in / move out times to ensure that all stands are completed in a safe and timely manner ready for the opening of the show. The Organisers reserve the right to alter the hours of admission and access at any time.

**Please note the following during move in/move out times:**

- **All personnel within the exhibition halls must wear a high visibility safety vest and closed toe shoes.**
- **Children under the age of 15 are NOT permitted within the exhibition halls.**
- **Alcohol is NOT permitted on the premises.**

### Contractor Custom Stand Build Move in

Custom Stand (Space only) Builders will move in and build on **Saturday 25<sup>th</sup> May 2024 from 12:00hrs (midday)**. All move in times must be booked with GEEvents to ensure access and reduce waiting times.

Dates	Time
Start – Saturday 25 <sup>th</sup> May	12:00pm (midday)
Finish – Monday 27 <sup>th</sup> May	6:00 pm

Daily extended hours are by application only – please phone 03 9002 4099 to arrange.

Exhibitor personnel are NOT permitted to enter during this time.

### Exhibitor Staff Registration / Products / Personnel Move-in

Exhibitor registration, move in and set up access begins on **Sunday 26<sup>th</sup> May 2024 from 12:00hrs (midday)** for portable products and personnel. Exhibitor staff will not be admitted to the venue before this time.

Exhibitors/contractors who are required for custom stand builds prior to this time must have completed the ICC Site Induction and have prior approval to access the site. Please contact [inductions@iccsydney.com](mailto:inductions@iccsydney.com)

Dates	Exhibitor Access	Open Hours
Sunday 26 <sup>th</sup> May 2024	12.00pm – 6.00pm	Closed
Monday 27 <sup>th</sup> May 2024	8.00am – 6.00pm	Closed
Tuesday 28 <sup>th</sup> May 2024	8.00am – 6.00pm	10.00am – 6.00pm
Wednesday 29 <sup>th</sup> May 2024	8.00am – 6.00pm	10.00am – 6.00pm
Thursday 30 <sup>th</sup> May 2024	8.00am – 5.00pm	9.00am – 4.00pm

# Contractor & Exhibitor Move-out

All goods requiring forklifts and access to the loading dock must be booked with GELevents and will be arranged according to the following schedule.

Dates	Time	Move out details
Thursday 30 <sup>th</sup> May 2024	4.00pm – 5.00pm	Exhibitor Staff, products, valuables and portable items only to begin move out
Thursday 30 <sup>th</sup> May 2024	5.00pm	Custom & shell stand build contractors begin dismantling
Friday 31 <sup>st</sup> May 2024	Completed by 7.00pm	All dismantling and move out must be completed

Removal of products and exhibits will commence from 5pm on Thursday 30<sup>th</sup> May 2024 one hour after the close of the Exhibition. Exhibitors are advised to remove all valuables and portables from 4pm. Exhibits will be dismantled and removed as soon as possible after 5pm.

## Forklift and Materials Handling Bookings

All *standard* forklift and other materials handling equipment will be operated by Gel events. Included (FOC) in the cost of exhibitor participation is the use of a *standard* forklift and driver to unload from your delivery truck and place the equipment on to the stand. The reverse applies after the show for move out. This does not include re-positioning.

All move-in and move out of exhibitor goods/equipment that requires forklift delivery and access to the loading dock **must be booked in with GELevents before 12<sup>th</sup> April 2024**. GELevents will then deliver goods from the dock to the exhibitors stand ready to be unpacked. If you require a quotation for heavy forklifts, crane or freight please use this link - [ARBS 2024 Sydney - GEL Request for quote](#)

Once all bookings have been received, GELevents will provide exhibitors with a move-in schedule for goods delivery. All bookings will be moved in according to a pre-booked schedule.

Exhibitors requiring a forklift who have not booked will be required to wait until all other bookings have been met, which may attract higher costs and cause long delays in setting up the exhibitor stand as all bookings will be given priority. Exhibitors and stand builders are not permitted to bring their own forklifts – only the appointed logistics provider can provide forklifts for the event.

# 3. ESSENTIAL INFORMATION

---

## Accommodation

ARBS 2024 has negotiated special accommodation rates for exhibitors and visitors. Only bookings via OzAccom+ will obtain the discounted rate. View prices or book ARBS Travel & Accommodation options online through [Ozaccom+](#).

## Account Card

Prepaid account cards for onsite food and beverage purchases at all ICC Sydney Cafes and Bars are available to Exhibitors. This service is facilitated using a QR Code which is provided by email prior to the Exhibition. To set up a pre-paid account, complete the [Kiosk Account Order Form](#) via the Exhibitor Services Team 14 days in advance of the Exhibition.

## Announcements

Announcements will be limited to important events and times during the exhibition to avoid unnecessary interruptions. The ARBS App will be used to send notifications to attendees for all other activities and events. Exhibitors will also be able to use the Eventstream within the ARBS App and social media platforms for promotions and announcements. It is strongly recommended that all exhibitors and staff download and engage with the ARBS App.

## Apps and Social Networking

The ARBS Media team will also promote the exhibition through various channels including press releases, ARBS website, Industry News, printed and radio advertising and all social media including Facebook, X (Twitter), Instagram and LinkedIn. Visit <https://www.arbs.com.au/> for details.

### ARBS App

All registered attendees will have complementary access to the ARBS 2024 App. The App will be available to download on phones and tablets before the show opens. We strongly encourage exhibitors to ask customers to download and use the App to ensure they are getting the most out of their visit to ARBS.

This will allow attendees to:

- View the Exhibitor List.
- See the floor plan of the Exhibition.
- View the Seminar, IB Tech Program & Product Presentation Theatre Agendas by date / day.
- View a speakers list for the Seminar & IBTech program.
- Learn about our Sponsors.
- See up to date and real-time news alerts.

In addition to this it is essential for exhibitors to use the app as all leads and contacts will all be managed through the App.



To set the app up Exhibitors should:

- download and install the app from Google Play or Apple iOS,
- enter the event code that will be provided, and
- Login using your email and PIN that will be provided as soon as the app is available.

Make sure to tick **OPT IN** under the App Visibility button to experience all the App features.

## Social Networking

The ARBS Media team will also promote the exhibition through various channels including press releases, ARBS website, Industry News, printed and radio advertising and all social media including Facebook, X (Twitter), Instagram and LinkedIn. Visit <https://www.arbs.com.au/> for details.

## ARBS Exhibitor Portal

ARBS 2024 will provide a link to our Exhibitor Portal that will allow you to manage your booking, leads and give you access to all necessary forms and links for services you may require.

The Exhibitor portal is accessed via a link sent to the primary contact person and will enable exhibitors to manage online profiles, download the Exhibitor manual, register exhibitor staff and access other exhibitor services to make participation run smoothly. You will be required to log in and create a password.

## ARBS Organiser Office

The ARBS Organiser office is located near the Entrance to the Exhibition (on the right as you walk in) and ARBS staff will be available to assist with any enquiries during and leading up to the exhibition.

## Awards

The ARBS 2024 Industry Awards showcase the skills, products and performance of industry participants in all sectors of the HVAC&R and building services industry, and enable the industry to identify, encourage and congratulate the talent within. The awards for 2024 are as follows:

- Young Achiever Award
- Product Excellence
- Software/Digital Excellence
- Project Excellence
- Outstanding Industry Education/Training
- Hall of Fame

## Nominations & Submissions

A panel of industry experts evaluate the nominations based on various criteria such as leadership, sustainability, performance and innovation.

Nomination forms and Submission templates, along with all the evaluation criteria and terms and conditions can be found on the [ARBS website](#).

## Awards Gala Dinner

The award winners are honoured at a gala dinner to be held on Wednesday 29<sup>th</sup> May at ICC Sydney Grand Ballroom. Tickets are available to purchase online or from [admin@arbs.com.au](mailto:admin@arbs.com.au).

## Banners and Signage/Rigging

Exhibitors requiring large banners or signage above their stands will need to provide the Organiser with a drawing or picture together with dimensions for approval. All banners or signage must stay within the boundaries of the exhibitor's stand. For further information, please refer to the [ICC Sydney Safety Guidelines](#).

To arrange Banners and Signage contact [our rigging contractors](#).

Rigging services can be arranged with Harry the Hirer or Clifton Productions.

## Business/Media Centre

A fully serviced Media Centre for accredited media representatives will be located inside the exhibition in the hospitality suites at the rear of the halls. The representatives are drawn from local and interstate trade and consumer media groups. Photocopier facilities will be available free of charge.

To further promote your new product releases, you are invited to prepare a press release or media kit, which will be made available to accredited media through the Media Centre.

## Children

Any person under the age of 15 is prohibited from accessing the loading docks or entering the exhibition halls during move-in and move-out times. Please don't bring your kids to the build, move-in or move-out as they will not be permitted to enter, and you will be required to return them home. In addition, small children under 12 years and prams and pushers will not be allowed access during the open days.

## Cleaning and Rubbish Removal

### Move in/Move out

All exhibitors and contractors must remove all construction materials and stand rubbish. Exhibitors must ensure no item is attached to the venue walls, doors, glass and floors etc. The ICC Sydney and ARBS will not take any responsibility for goods left on the premises after the exhibition period. All packaging or other items left on the dock will be treated as rubbish and disposed of accordingly at the exhibitor's expense.

All stands or stand construction material must be dismantled and removed by the exhibitors and their contractors at the end of the exhibition period. Any stand or stand material left behind will be disposed of and the exhibitor will be charged directly.

### During the exhibition

During the exhibition all common areas (such as aisles, foyers, lounges, meeting rooms etc) will be cleaned by ICC staff. A range of additional cleaning and waste removal services are available to all exhibitors via the [ICC Exhibitor Services team](#). For a quote for this service please contact the ICC

## COVIDSafe

See the latest COVID regulations and requirements at the ICC Sydney venue website.

## Custom Stands and upgrades

ICC Sydney requires that structures built for the exhibition comply with relevant legislation, Australian standards and codes of practice and is legally obliged to provide a safe environment for all employees, contractors and visitors. Please review the guidelines below or contact us for more information.

Restrictions include areas pertaining to the following:

Stand design	Restrictions
Height	<ul style="list-style-type: none"> <li>• All custom stands with a height greater than 2.4m must be pre-approved with the organiser</li> <li>• Two storey stands must be accompanied by an engineering certificate both prior to and post build.</li> <li>• Due to fire engineering restrictions, the maximum permissible stand height is five (5) metres in the lower exhibition halls</li> </ul> <p>Dimensioned plans, including cross-sectional and elevation views, must be supplied for all custom-built stands. Stand builders should submit them to <a href="mailto:arbs@arbs.com.au">arbs@arbs.com.au</a> in the first instance.</p> <p>Details of construction materials and methods may also be required. Artist's impressions of stands are helpful, but not sufficient. These plans will be viewed by the Organiser and the Venue's Risk and Safety Manager to ascertain if the stand will comply with minimum safety standards. This appraisal does not include any measure of structural design or integrity.</p> <p>The stand builder is responsible for ensuring that each stand has suitable clearance height below the existing ceiling and that the stand is of the correct dimensions to fit the allocated floor area.</p> <p>Where any stand/exhibit has a second story construction, the design showing all features, including access/egress points and stairways, a full dimensional plan including elevations and engineer's certification must be provided to the Organiser eight (8) weeks prior to the event for assessment and written approval. A certificate from a structural engineer identifying the integrity of the structure is also required. A structural engineer's inspection and further certification is required once the stand is completed on site.</p>
Stand Design	<p>Important considerations for a safety-conscious stand design include the following:</p> <ul style="list-style-type: none"> <li>-Structures in the lower exhibition halls do not exceed 5m in height.</li> <li>-Strict compliance with the National Construction Code 2022 (NCC) and all other relevant Australian Standards.</li> <li>-Procedures are in place for safely erecting and dismantling the stand once on site, within the allocated time frame.</li> <li>-Stand dimensions fit the allocated space with sufficient clearance.</li> <li>-Materials used for stand construction comply with fire hazard properties set out in the NCC 2022.</li> <li>-All materials used for lining, drapes, backdrops, blinds or overhead structures, signs, banners, theming, or - similar for displays or any part available to the public are to be fire retardant as per the National Construction - Code 2022 (NCC) requirements and other relevant Australian Standards.</li> <li>-ICC Sydney will request submission of all information or documentation confirming the retardant capabilities of the materials.</li> <li>-Use materials that do not cause dampness, stain, not readily ignitable or capable of emitting toxic fumes in case of ignition.</li> <li>-All two storey custom stands will require an engineer's certification on completion.</li> <li>-Plywood, hardwood, pulp board or fibreboard are to be rendered flame-resistant by a process deemed acceptable by fire authorities.</li> <li>-When decorating or theming, materials such as crepe paper, corrugated cardboard, straw, hay bales, untreated hessian, or PVC sheet (except on floors as a protective membrane) are not to be used without prior ICC Sydney</li> </ul>

	<p>approval.</p> <p>-Sawdust, tan bark, or wood chips of a reasonable size may be used to decorate floors, provided a protective membrane is laid first and chips are kept slightly moist at all times. Cleaning charges will apply.</p>
Stand Construction	<p>ICC Sydney requires temporary structures built for exhibitions or events to comply with relevant legislation and are constructed with utmost concern for the safety of the public, employees and contractors.</p> <p>Due to fire engineering restrictions, the maximum permissible stand height is five (5) metres in the lower exhibition halls.</p> <p>To meet fire safety and National Construction Code (NCC) requirements, please pay careful attention to the following:</p> <ul style="list-style-type: none"> <li>-A stand with a roof or ceiling is required to provide additional fire protection equipment, such as a smoke detector and portable CO2 or dry chemical extinguisher. Stands with enclosed areas of greater than 36m2 may require a fire engineers report to be completed, at the exhibitor's expense.</li> <li>-LED lights are to be used on stands where lighting is required. Halogen lights shall not be used.</li> <li>-All temporary spotlights or the like are to be a minimum of 300mm from the partitions or combustible goods.</li> <li>-Any custom-built stand with a floor area of more than fifty (50) square metres is to be provided with at least one (1) alternative means of egress to the walkways.</li> <li>-Doors built into a stand need to comply with the requirements of an exit door i.e. open outwards with a push bar or lever handle.</li> <li>-Any door incorporated into the stand and not providing an alternative means of egress is to have a NO THOROUGHFARE sign affixed.</li> <li>-Barriers incorporated into a custom-built stand are to be designed so that they yield to pressure without toppling.</li> <li>-A maximum average fuel load height of 5m is permitted from ground level to its highest point for the lower exhibition halls e.g. it is acceptable for lighting, cables and lightweight banners to be located at high level near the trusses but not densely stacked combustible products and stands. All custom stand plans require approval from ICC Sydney prior to construction.</li> <li>-Double storey stands require an engineer's certificate prior to construction and an engineer's signoff once constructed to ensure compliance with certification.</li> </ul>
Flooring	<p><b>RAISED FLOOR, STEPS AND RAMPS</b></p> <p>Stand construction and access must be constructed as per the requirements outlined in the National Construction Code 2022 (NCC). The following is a summary of additional requirements, which must be met by designers and builders to ensure adequate access, mobility and to reduce the likelihood of slip and trip incidents:</p> <ul style="list-style-type: none"> <li>-All raised floor sections or ramped edges are to be free of sharp or dangerous edges and anything that poses a trip hazard.</li> <li>-Edges of thin decorative flooring such as carpet, vinyl, matting, wood or the like, are to be taped down or firmly secured.</li> <li>-Flooring such as bark, pebbles, soil, railway sleepers and other loose materials are to be steady under foot and not cause a trip hazard. Regulations apply to the installation and removal of these materials from the venue floor. For more details, please consult with your dedicated ICC Sydney event manager.</li> </ul> <p><b>RAISED FLOORS UNDER 115MM IN HEIGHT</b></p> <ul style="list-style-type: none"> <li>-Ensure all raised floors with a height of less than 115mm have a clearly distinguishable ramped edge.</li> <li>-To prevent trip hazards on standard 32mm high raised floors, ramped edging with a gradient no less than 1:3 is generally acceptable in the exhibition industry; however, please note that a 1:3 ramped edge does not constitute a disabled access ramp. For raised floors above 32mm and below 115mm it is recommended that the gradient of the ramped edging be decreased to 1:8.</li> <li>-All ramped edges are contained within the contracted space.</li> </ul>
Other	<p><a href="#">ICC Sydney Safety Guidelines</a></p>

**All custom build stands and upgrades must be approved by ARBS and the ICC Sydney prior to the exhibition.**

Exhibitors and/or stand contractors must provide the Organiser with the following:

- Detailed stand designs/drawings and plans, including elevations.
- Contractor public liability insurance and workers compensation certificate of currency

Exhibitors who have booked a custom-built stand must email the full plans to [arbs@arbs.com.au](mailto:arbs@arbs.com.au) for approval before 12<sup>th</sup> April 2024. Once the design has been approved by the Organiser, it will be forwarded to ICC Sydney for final approval.

## Deliveries

To assist with deliveries to the venue, exhibitors must use the [Loading Dock Delivery Label for ICC Sydney](#) to prevent delays and returns.

Goods will not be accepted unless a delivery label and an exhibitor representative or their contractor is present to accept deliveries. The Organisers or the ICC will not accept delivery of any goods on behalf of clients or exhibitors nor is the venue responsible for safety of items delivered.

Goods must not be sent to the venue or its loading dock before or outside scheduled move in times and all goods must be collected by the end of the official move out time. Any goods or stands left behind without prior approval from the Organiser will be disposed of at the exhibitor's expense.

## Electrical Services

Lighting, and electrical services can be arranged through [Harry the Hirer](#) who are the appointed contractors.

## Electrical Testing and Tagging

All electrical equipment (including brand new items) brought on site must be tested and tagged in accordance with *NSW Work Health and Safety regulations 2011, Codes of Practice and Australian Standards* prior to use.

Exhibitors must ensure that all loose cables are secured to avoid tripping hazards and should avoid the following:

- Use of damaged electrical leads or untagged/out of date tools, or equipment.
- Placement of electrical leads where they may be damaged,
- Overloading electrical circuits and double adaptors
- Use of modified tools or equipment.

A contractor will attend all stands to check all equipment prior to opening. Please ensure all equipment is available for inspection.

## Exhibitor Cocktail Party

The ARBS 2024 cocktail party will be held within the exhibition hall Café closest to the entry on Tuesday 28<sup>th</sup> May 2024 from 6.00pm until 7.00pm. This event is open to Exhibitors (and exhibitor staff) only and designated VIP Guests (with a VIP Pass). All visitors will be cleared from the halls prior to commencement. As this is an exhibitor only event, exhibitors are requested not to invite visitors or clients.

## Exhibitor Hospitality Lounge

The Exhibitor hospitality lounge will be available for use by exhibitors providing light refreshments and a lounge for exhibitor staff meetings and discussions or just to relax in a quiet setting.

# Exhibitor Listings

All Exhibitors will have the opportunity to be listed in both the ARBS 2024 Printed Exhibition Directory and ARBS 2024 Online Directory via the ARBS website and the ARBS 2024 App. These are free benefits provided within the cost of your stand.

1. **Printed** Exhibition Directory: The Exhibition Directory is distributed to all visitors via the ARBS 2024 show bag as they enter the Exhibition Hall and includes a brief Company profile (maximum 50 words) along with contact details for each Exhibitor.
2. **Online** Exhibitor Directory: The Online Exhibitor Directory is available to view on the ARBS website and the ARBS 2024 App and includes a Company profile and logo along with contact details for each Exhibitor.

Listing	Action	Due Date
Printed Directory	Exhibitors can submit the relevant information via a link in the Exhibitor Portal titled Exhibitor Directory Listing	23 February 2024
Online Listings	Exhibitors can complete the relevant information via a link to the Exhibitor Portal that will be sent to the primary account contact by email. Company information can be managed and updated at any time by exhibitors via this portal. <i>Note this is not completed or updated by ARBS so it is important that you keep it up to date to allow attendees to access your information.</i>	update anytime

## Exhibitor Marketing & Promotions

A range of sponsorship packages are available for the exhibition, please see more information and our brochure online at [ARBS Sponsorship Opportunities](#).

### Promotions before the show

To take advantage of ARBS promotions and opportunities available, please provide:

- Your logo in JPEG or EPS format
- One or two high resolution images (for example, new product images, previous ARBS show images or executive photos)
- A 300-word description of what you will be exhibiting at the show (new products or technologies)
- Any additional information such as personalities who will be on your stand, competitions, hospitality opportunities such as cocktail events, giveaways or novelty stand design and/or components
- Video footage

You can provide this material any time up to six weeks before the show, but we recommend that you provide the material as early as possible to maximise opportunities.

ARBS suggest that you provide copies of any media releases, to leverage them in pre-show publicity. There is no charge for this service providing it contributes to general promotion of the show. Our PR consultant can also provide quotes or referrals for other personalised services if required.

# Fire Awareness

It is illegal to block or congest any emergency exits or access routes to an exit, store equipment or any other items in fire stairs or to block open fire or smoke doors. In addition to this, no emergency or exit signs can be obscured or covered and any time.

## First Aid and Evacuation

The ICC Sydney has fully equipped first aid centres and security and risk personnel are trained as first responders for fire/safety and first-aid emergencies. Emergency evacuation procedures can be reviewed via the [ICC Sydney](#) website.

First Aid can be accessed via the Security staff onsite or via the Organiser's office. Please ensure you are familiar with the location of the Organiser office located near the Entrance to the Exhibition. There will be 24/7 coverage by ICC Sydney guards. In the event of an emergency, please follow the directions of ICC Sydney staff.

## Food and Beverage

### Alcohol

Alcohol is not permitted on the premises during move in and move out at ICC Sydney. All service of alcohol must cease 30 minutes prior to scheduled move out time.

Exhibitors are not permitted to serve alcohol on their stands until after **4pm daily**. Exceptions may be permitted for stands that have an area for service that is screened from public view, in which case alcohol may be served from 2pm. Please obtain prior written approval from the Organiser. When serving alcohol as on-stand hospitality, exhibitors are urged not to cause any obstruction or inconvenience to other exhibitors in the immediate vicinity. Please do not block the aisles or other stands.

**All exhibitors serving alcohol must advise the Organiser in writing and will be advised of the following:**

- The exhibitor must observe regulations for the responsible serving of alcohol at the stand. A person with the required certification in Responsible Service of Alcohol is required to be on the stand.
- Alcohol will be served within a specified area
- Guests, visitors, exhibitor staff must not stand in the aisles and block through traffic
- Regular security checks will ensure all rules and regulations are observed

Please note ICC Sydney retains the sole rights for the sale and distribution of food/beverages for consumption on site. No food/beverages are permitted without prior approval. ICC Sydney is a fully licensed venue and exhibitors are not permitted to bring alcohol onto the premises. All alcohol must be sold and supplied by ICC Sydney. Detailed catering guides and order forms are located via [ICC Exhibitor Services](#).

## Café and Kiosk

Cafes and food and beverage outlets inside the ICC Sydney within each exhibition hall. Exhibitors must ensure food scraps and container rubbish is removed from your stand regularly to maintain a clean and professional appearance. For Accounts, please see [Account Card](#).

## Catering

ICC Sydney provides a wide variety of food and beverage services, from refreshment breaks to on-stand catering and they have sole catering rights to the venue.. All catering must be organized through the ICC Sydney via the Exhibition Services Team or completing a [Stand Catering Form](#).

## Cooking of Food on Stand

The Organiser and ICC Sydney permission is required to cook food on a stand. Please complete the [Food Cooking/Preparation Permit Form](#) to request approval.

## Furniture Rental

Furniture requirements can be obtained through Harry the Hirer.

## ICC SYDNEY Exhibitor Services

ICC Sydney provide a range of services for exhibitors during the exhibition. These services include:

- Food and beverage
- Account cards
- Internet and communication
- Water and waste facilities
- Stand cleaning

To see a complete list of services, refer to the ICC Sydney [Exhibitor Toolkit](#).

To assist with any last minute requests or general enquiries please contact the Organiser Office or the Exhibitor Service desk situated at the southern end of level two of the Exhibition Centre.

## Insurance

All exhibitors are strongly advised to obtain their own Public Liability Insurance. This will be an additional option available with your current insurance policy, so please contact your insurer to arrange. If a person trips or falls whilst visiting your stand your public liability insurance should be in place to cover any costs.

## Internet, WIFI and AV

ICC Sydney provides basic free venue WIFI service for visitors and exhibitors. For additional internet and Audio-Visual services contact [ICC Exhibitor Services](#) to complete an [Internet Services Order Form](#) at least 14 days prior to the move in date.



## Invitations and Trade Passes

Trade Invitations are provided free of charge to exhibitors. Large quantities are available, and exhibitors are encouraged to maximise the use of these invites. A standard quantity of 100 will be sent to all exhibitors initially and more can be ordered as needed. ARBS highly recommend that exhibitors:

- Ensure sales personnel distribute trade invitations to clients
- Mail or email invitations to clients and accounts to encourage visitors to attend and visit your stand
- Place invitations on the reception desk or exhibitor sales/administration areas for collection by clients

Both Digital and hard copies will be available for use.

## International Visa Applications

We strongly urge Exhibitors requiring visas to apply well in advance of their intended date of travel to Australia. All visitors should apply for a visa at least two months prior to their intended date of departure, and four months prior for people with character or health concerns. ARBS may provide a letter of invitation to assist the process as required, to arrange email [admin@arbs.com.au](mailto:admin@arbs.com.au)

## Lead Management

Having lead scanning set up and working properly is vital for all exhibitors. We understand its importance in driving your success, so we have put together clear instructions on how to set it up, test it, and ensure your team understands both how to access the data and who can access the data.

Please download the Lead Management Instructions [here](#) and ensure you share this with your team. This document is also saved in the portal under Exhibitor Information and Lead Management.

For personalised support on lead scanning, please reach out to Regonsite at [helpdesk@regonsite.com](mailto:helpdesk@regonsite.com).

## Media & Business Centre

A fully serviced Media and Business Centre for accredited media representatives will be located inside the exhibition in the hospitality suite. Representatives attend from local and interstate trade and consumer media groups. Complimentary photocopying facilities will be available in the Centre. For full details see the [Exhibitor Marketing and Promotion](#) details in this manual.

## Meeting Rooms

Meeting rooms at ICC Sydney are available for exhibitors to use for internal or client meetings during the exhibition. These rooms are booked on a first in basis and may be configured for meeting purpose and size. Standard AV equipment will be supplied with the room and any additional AV or catering requirements will need to be arranged directly with the [ICC Sydney Exhibitor Services](#) at exhibitor's own cost. Additional meeting rooms will be located at the rear of the exhibition halls. Please contact [admin@arbs.com.au](mailto:admin@arbs.com.au) to make a booking.

## Motor Vehicles

Motor vehicles (including for catering purposes) that come on-site require prior approval from the Organiser and must adhere to safety guidelines listed in the [ICC Safety Guidelines](#).

## Newsletters, Media Releases

ARBS will continually release newsletters, press/media releases and industry news updates leading up to the show. For full details refer to the News tab on the [ARBS website](#).

## Pit Access

ICC Sydney is the exclusive provider of water and drainage services within the venue. Due to restricted access to water supply on the exhibition floor, it is crucial that all plumbing requirements are ordered well in advance of the move in date. ICC Sydney provides required water and drainage connection points in the nearest pit or trench. It is the responsibility of the exhibitor to arrange connection from the service pit to equipment as well as any requirement for self-contained sinks. Plumbing services are not available in any ballroom, meeting room or pre-function space. Drains are exclusively provided for the drainage of grey water. Using drains for the disposal of grease, solids, solvents, hazardous materials, or organic materials is not permitted. Please contact ICC exhibitor services to be connected with the venue's approved plumbing provider.

[Plumbing Works approval](#)

[Utilities Order Form](#)

## Presentation Theatres

The Exhibitor Presentation Theatre will provide exhibitors with the opportunity to deliver short presentations, such as product demonstrations/infomercials, technical talks, or training to visitors during the 3 days of the exhibition. It will be located in the Exhibition Hall and will host up to 50 visitors (seated). The theatre provides a stage, lectern and A/V facilities free of charge to exhibitors.

Bookings for the Presentation Theatre will be taken on a first in, first served basis and the duration of each presentation must be no longer than 20 minutes. They will start each hour and half hour with 10 minutes set up. Eg **11:00**-11:20 (10 mins set up) **11:30** – 11:50 (10 mins set up) and so on.

Please note, presentations held in these venues will not be promoted as part of the ARBS Seminar Program, however they will be listed in the ARBS App, ARBS website and promoted via the daily newsletter given out to all attendees. There will also be alerts and information within the ARBS App which will be available free to all visitors. Exhibitors are strongly encouraged to promote their involvement directly to all their customers via the ARBS App and other social media platforms.

Contact [admin@arbs.com.au](mailto:admin@arbs.com.au) for details to book via the Presentation Theatre Booking Form.

## Private Cars and Hand Trolleys

Private cars and delivery vehicles can enter the loading dock but must adhere to the parking restrictions posted. Vehicles left unattended will be towed. Alternatively, portable items can be brought in via the car park.

All access onto the loading dock must be scheduled through GEL events. Hand trolleys are available for use from GEL events desk at the loading dock.

Please see the Loading Dock Maps via the [ICC Exhibitor Toolkit](#).

## Restrictions and Special Approvals

Restrictions may apply and separate approval will be required for exhibitors using any of the activities/items listed below. In some cases, separate permits may be required.

- Gas cylinders
- Naked flames
- Flammable substances
- Discharge of noxious waste
- Welding or cutting equipment
- Catering and external food and beverage supply
- Lotteries
- Banners and Signage
- Motor vehicles
- Smoke machines
- Running of combustion engines
- Motor vehicles
- Lasers
- Dangerous goods
- Helium
- Animals

For full details and approval forms refer to the [ICC Exhibitor Permit forms](#) or contact ARBS.

## Safety

In accordance with relevant legislation, Australian standards and codes of practice, there are stringent safety procedures and policies that must be followed by Event Organisers, Exhibitors and Contractors.

## Safety Induction

If you fall into any of the following categories, you are required to complete the ICC Sydney Induction prior to commencing work at ICC Sydney:

- Event Organisers directly managing event contractors.
- Event contractors prior to commencing any works at ICC.
- Exhibitors building or constructing their stand during the exhibition build prior to exhibitor access times.
- Exhibitors installing equipment required on the stand prior to Exhibitor move in times (Sunday 26<sup>th</sup> May midday) or those using equipment for demonstration purposes during the exhibition.

Every exhibitor/contractor listed above requires ICC confirmation prior to starting work. Please contact the ICC Inductions team at [inductions@iccsydney.com](mailto:inductions@iccsydney.com) to register.

**If you do not fall into any of the above categories, then it is not necessary for you to complete the induction module.**

## Safety Vests and Closed Toe Shoes

It is mandatory for all exhibitors and contractors to wear footwear that is fully enclosed, clean, worn with socks if suitable and in good repair. Specific tasks and Safe Work Method Statements (SWMS) guidelines require regulation footwear e.g., steel capped.

Approved safety vests are to be worn at all times during move-in and move-out periods prior to the show opening. High Visibility items are to comply with Australian Standards for day and night high visibility safety garments AS/NZS 4602:1999. Vests are to be worn over polo shirt, t-shirt or long-sleeved garment. Offensive slogans or images are not permissible.

Safety vests are available from the ARBS Organisers office or at the registration area upon entering the venue. We suggest you equip your staff with vests for the duration of their attendance at ARBS.

## Seminar Series

The 2024 Seminar Programs will host a collection of seminars, case studies and panel sessions focusing on innovative technologies and emerging trends in the built environment.

The seminars will run across all three days of ARBS and are a key component of the exhibition, providing leading-edge education and networking for HVAC&R and building services trade and professionals.

## Shell Schemes Stands

Premium or Standard shell stands are prebuilt for you by our contractors and will be ready for you to begin adding your products and promotional materials from **midday on Sunday 26<sup>th</sup> May 2024**.

Harry the Hirer has been appointed as the official shell scheme stand supplier. You will receive a link to an exhibitor portal which will include a temporary password integrated into the link for you to gain access. After that, you will be asked to change the password. Within the portal you will be able to confirm your exhibition booth inclusions including fascia signage, standard power and lighting and order any extra requirements for the exhibition (at your own expense) e.g. furniture, additional lighting and power, audio visual and custom display requirements.

## Specialised Forklifts, Cranes and Repositioning

All use of specialised forklifts or cranes used for heavy equipment, the repositioning or relocation of equipment and movement of custom stand contractor equipment/construction materials will be at the exhibitors' own expense and is not included in the stand cost. All use of specialised forklifts and cranes must also be booked with [GEL events](#).

## Space Only Stands

ARBS 2024 exhibitors can choose a range of stand options including shell schemes and space only/custom stands. The ARBS team can help exhibitors choose the right options and ensure all special approvals, additional services and safety requirements are confirmed prior to the exhibition.

Space Only stands are floor space only, which is available in multiples of 9m<sup>2</sup> (3 x 3m) and comes fully carpeted if required. A minimum size of 9m<sup>2</sup> applies. A blank canvas where exhibitors arrange to have their own stand design custom built by a nominated stand builder. All custom stands must be approved by both the Organiser and ICC. Plans and drawings must be submitted prior to 12<sup>th</sup> April, 2024.

**ARBS and ICC Sydney reserve the right to request modifications or refuse any stand build which is deemed to be a safety hazard or doesn't conform to the rules and regulations.**

# Sponsorship

As a sponsor Exhibitors get access to a highly targeted and influential audience through our extensive marketing, promotional and public relations campaign. Marketing mediums include a dedicated website, social media platforms, electronic and printed newsletters, print media and radio advertising and editorial articles in industry relevant publications.

A select range of exclusive partnership opportunities are available for ARBS 2024. :

- The ARBS Seminar Series
- ARBS Exhibitor Marketing Package
- The ARBS Showbag Insert
- The ARBS Awards Events Partner
- The ARBS Awards Dinner Partner

To take advantage of this offer complete the [Sponsorship Booking Form](#) or contact Monique at [marketing@arbs.com.au](mailto:marketing@arbs.com.au) .

## Tradeshaw Training

ARBS will be conducting a Tradeshaw Training Webinar to give tips and advice on how to maximise your involvement with ARBS 2024. The webinar will cover the exhibitor portal, exhibitor listing, lead scanning and management, stand builds, stand information, bump in/bump out logistics and deliveries, exhibitor presentation theatre, managing/leveraging your stand, marketing and PR and social events.

In addition, Russell McIntosh from Tradeshaw Training has kindly put together the following tips. Russell can be engaged for pre-show training for your team.

### **Russell McIntosh, Trade Show Training**

Mob: 0431 334 856

[Russell.mcintosh@tradeshawtraining.com.au](mailto:Russell.mcintosh@tradeshawtraining.com.au)

Below is an informative set of guidelines to help steer your preparation between you signing up for the show, through to following up your leads at the conclusion of the event in May 2024.



It is good to realise that preparation for any trade show is a long process and not something you need to knock over in a few days. Far better to do a few hours a week with six months to go than to try and accomplish 25 hours a week in the month leading in.

**With this in mind, let's walk you through the process.**

### 1. Confirm what comes as part of your stand....and what doesn't?

- Is it a bare space stand which requires you to organise all of the inclusions? Or have you got an option that comes with some/all inclusions?

*Tip: Read your confirmation email from the organiser and diarise any key dates mentioned in this email such as deadlines for advertising material, staff badge names, furniture orders, etc.*

### 2. Goals – These drive all of your actions and will act as the 'floorplan' for your preparation

- The goals should follow the SMART method (Specific, Measurable, Attainable, Realistic, Timely)
  - 'To achieve 50 leads' – **FAIL**
  - 'By the end of the show, we will achieve 50 leads. A lead is when a potential client has been spoken with, contact details are taken down and a sales brochure provided' – **PASS**
  - Please add in the word '**Harmony**' to this acronym. Harmony is ensuring that the goals you set are easily understandable by all members of the team.

### 3. How can we design a stand to look good without breaking the bank?

- Can we put a design together without using an external provider (eg – stand builder)?
- If not, and require a custom made stand, you should contact 2-3 stand builders to obtain quotes.

*Tip: Have you got space at your factory/office/home to do a mock-up of the stand. This will allow you to see the stand before you arrive onsite and allow you to risk manage any potential problems with it.*

### 4. Staff requirements

- Look at your goals. What number of leads are you trying to achieve and what sort of resources will your other goals require (staff-wise) to achieve?
- What's the best balance of staff you require to achieve your goals? Sales/Ops/Management?
- How will we prepare the staff? (e.g. - Training Session, Staff briefing – pre-show & at-show)
- How will the staffing choices effect our budgets and should we get staff there a little earlier than normal to ensure we are ready and not rushing?
- How can we introduce new staff and use this as a great learning/orientation tool for them?

*Tip: Do you get danger music in your brain when thinking about a particular member of staff coming to the show? Leave them at home because they WILL prove your brain correct. They are just there for the fun!*

## Early February 2024

### Your Stand

- Re-check your booking form and get 'exact' stand measurements to ensure things will fit.
- Get the latest floor plan and see if anything has changed (entry position, etc).
- Do a mock layout of your stand in the office (if able) to have a trial run/fitting.

### Pre-Show Marketing

- Decide on how to promote your involvement in the show to your target market.
- Plan your social media approach – Which platforms and how much on each?
- Decide on any show specific marketing items you require and order these.

**2-Months Out:      Key: Act now to ensure everything will be ready on time**

**Administration**

- Re-Read the Exhibitor Manual and ensure all the important deadline dates are diarised.
- Finalise staffing needs and communicate their travel and training dates.
- Get sizing information and order staff uniforms and accessories.
- Ascertain any AV and technical requirements and buy/rent the items you will need.
- Plan show move-in and out with staff and contractors – create a basic run sheet.

**1-Month Out:      Key: Leave strategy behind and focus on the tactical stuff**

**Staff**

- Review decisions on staff numbers/choices and adjust (if req) - over-staff rather than under-staff.
  - Double check travel bookings to align with who/when you need staff at the event.
- Train/brief staff – Ideally in one location and provide an information pack to refer to post training.
- Do a roster to ensure the stand is well staffed with the right balance of personnel.

**At-Show & Post-Show Marketing Preparation**

- Compile your daily social media posts so only a few details are required to add during the show.
- Compose emails and other comms for post-show use. Don't leave this until after the show.

**2-Weeks Out: Key: Full show focus – Double check all suppliers / relieve anxiety**

**Administration**

- Re-check move-in and move-out times and be clear on addresses for freight/deliveries.
- Which suppliers are you waiting on and are they aware of your needs/deadlines/etc

**Marketing**

- Pre-show marketing to kick off. Emails, social media, snail mail – Come and join us at the show!

***For further tips, or to arrange pre-show training for your team, call Russell at Trade Show Training on 0431 334 856 or email [russell.mcintosh@tradeshowtraining.com.au](mailto:russell.mcintosh@tradeshowtraining.com.au)***