



How to organize your pavilion at WindEurope Electric City 2021?

To make your life easier, we put together this short guide. It's all that you need to know to organize and manage a successful pavilion at our event.

Below you will find list of sections explaining different topics – from the pavilion definition, through registration of your co-exhibitors to different ways we can work with you to make the preparations to the event a smooth process for you and your clients.

You can read it all, or just click on the section listed below to jump directly to the content you are interested in.

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2. What is a Pavilion?
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5. Communication.
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7. Extra visibility options.
8. Contacts.



Sections 3,4 and 5 require action on your side!

1. Tools and resources

Approximately 6 months before the event, in September 2020, all registered exhibitors and co-exhibitors will get access to:

- [Exhibitor Zone](#) – password protected info hub, with everything that exhibitor needs to know. From here you will be able to access your stand booking details, your company profile, your exhibitor registration account, all online forms, and information about official suppliers. This is also the website where we share tips for exhibitors and news about any relevant webinars.
- Exhibitor manual – this is the document that has absolutely all the information that there is for exhibitors. Here you will find overview of deadlines, contact details, rules and regulations for different types of stands.

What about companies that are not yet confirmed exhibitors? Or stand contractors that want to put a budget together when working on a proposal for a client?

We have a separate page for that – have a look at our [guidelines for stand contractors](#).

Please keep in mind that it takes a few days to create accounts for exhibitors, as it is not an automatic process.

2. What is a Pavilion?

Wind energy associations, national governments or agencies and entities may organize pavilions to host companies on the same stand surface. The following rules apply to organisers of pavilions and to co-exhibitors within a pavilion:

1. The organiser of a pavilion is responsible for coordinating the stand, which includes, but not limited to:



- Canvassing the space within the stand
 - Constructing the stand
 - Registering each co-exhibitor to the stand
 - Paying for the stand and for the co-exhibitor's fee.
2. The pavilion organiser shall be charged, in addition to the stand, €400 per each co-exhibitor to cover for administration costs and for the listing of the co-exhibitor's name and trade activity in the online exhibitor list. The total co-exhibitor fees will be charged to the pavilion directly.
 3. The minimum stand surface available at the Event is 6 m² per exhibitor / co-exhibitor.
 4. A comprehensive list of co-exhibitors shall be submitted to the Organiser at least 2 months prior to the event in order to include the full list of co-exhibitors in the event publication.
 5. The organiser of a pavilion may only resell space to co-exhibitors having a connection (membership, regional or national identity, etc.) with the organiser of the pavilion.
 6. The organisers of pavilions are subject to the same policies as regards to cancellation and downsizing, unless specifically stated differently in a specific written addendum to the Exhibition Contract with WindEurope prior to the initial reservation of the space.
 7. A unique "branding identity" must be respected inside a pavilion. This branding will place a specific emphasis on the region being represented and not on individual corporate brands or branding.
 8. The organiser of a pavilion commits to a total size of space in the Exhibition Contract. Additional aisles inside the space which may be created at a later stage by the organiser of the pavilion and will be considered as part of the space reserved and invoiced accordingly.
 9. Should the organiser of a pavilion wish to put carpet between two stands of his pavilion, the organiser shall pay a visibility fee of 50€ /m² (carpet to be provided by the organiser of the pavilion).

3. Things you need to know

1. All co-exhibitors need to be registered (see next section on how to register them)
2. All co-exhibitors have to fill in their exhibitor profile once they have access to the Exhibitor Zone
3. All co-exhibitors have to fill in **Health and Safety Declaration** and ensure appropriate **liability insurance** coverage.

Why?

Public Liability Insurance that we request even from co-exhibitors is not related only to stand build or having a complex stand structure. It is a measure to protect WindEurope as the event organizer, but also you, as pavilion organizer.

Imagine a simple situation – at your pavilion, in one of the areas for your co-exhibitors, a participant trips and falls. There was a roll up banner bag lying next to the table of one of your co-exhibitors. The participant breaks his leg and takes you to court. Who is responsible for the accident?

It is not a stand builder's fault – the accident was not related to the construction of the stand. It is not your fault as such, so your insurance does not want to pay for the claim. In this case, it is the responsibility of the co-exhibitor, as they placed the bag on the floor. But... if they have insurance, the case will proceed quickly. However, if they are not covered, you are going to be involved in this case for longer than you wish.



4. Co-exhibitor registration

Why?

Timely registration of your co-exhibitors gives them an opportunity to benefit from prolonged online exposure as well as possibility to use extra visibility options.

Only by registering your co-exhibitors, you can ensure that your co-exhibiting company will benefit from a separate entry in the WindEurope Electric City 2021 online exhibitor list and appear in the interactive floorplan when the stand is clicked on.

Fee per co-exhibitor (to cover visibility benefits and administration costs): 400€, excl. VAT

By default, if not agreed differently, the full registration costs will be billed to the pavilion organizer.

How?

There are two ways you can register your co-exhibitors, depending on the size of your pavilion:

- a) For **up to 10 co-exhibitors** – please use the online stand booking platform to add your co-exhibitors.
 - i. All you need to do is to go to your account in the online stand booking platform (or access your profile from the Exhibitor Zone) and select Stand Share Management tab. There you can add all your co-exhibitors. Do not forget to assign the stand to each company and save the changes!
- b) For pavilions that have **more than 10 co-exhibitors** – you can use the [Excel template](#).
 - i. Please fill in carefully **all compulsory fields** in the file – without that we will not be able to import it for you!
 - ii. Once your file is complete, please send it to the WindEurope team

5. Communication

Different pavilion organizers have different ways of communicating with their co-exhibitors, you have the choice of centralising all the communication or letting us get in touch directly with your co-exhibitors. The choice is yours. In either case, it is important that key information reaches each and every company in the Pavilion.

What?

During the preparation period before the event our exhibitors receive different types of emails from WindEurope and our event partners, such as:

- Emails with login details and access to the Exhibitor Zone, registration account etc.
- Emails with reminders about deadlines, from our official suppliers – i.e. reminding you that after certain deadlines rates will be higher,
- Emails with practical information, updates, but also tips sent by the WindEurope team.

How?

We can manage the communication in 2 ways:

	A. Everybody's in the loop	B. Only one contact point
Who gets emails?	Everybody – you and your co-exhibitors get the same email, as all our exhibitors	Only you receive the information form us



	<ul style="list-style-type: none"> • Pavilion organizers • Co-exhibitors • Regular exhibitors 	<p>WindEurope Pavilion organizer Co-exhibitors</p>
What's good about it?	You do not need to forward any news, updates etc. All your co-exhibitors got already email about i.e. free press services directly from WindEurope.	You are in control of all information that your co-exhibitors receive.
To keep in mind	Your co-exhibitors will have various points of contact for one event.	Closer to the event, you will have a lot of emails and communication to share. Some will be time sensitive, so you need to be following your emails closely.
What is your choice?		

6. Free pass management

What?

- The amount of free exhibitor staff passes indicated in the main exhibitor/pavilion organizer registration account is based on the size of the booked space.
- It is NOT linked to the number of registered co-exhibitors.
- All these passes will be reflected in your exhibitor registration account.

Default status:

Pavilion organizer



All free passes based on the total space booked for the pavilion

Co-exhibitor at the pavilion



No free passes from WindEurope



How?

There are two ways to manage free passes and your co-exhibitor’s expectations:

	A. Everybody’s on their own	B. Only one free passes list
Where are all free passes?	Based on the split of free passes requested by the pavilion organizer, free passes are allocated to co-exhibitors and encoded in their individual registration accounts	All free passes are encoded in the pavilion organizer’s registration account.
What’s good about it?	<ul style="list-style-type: none"> • You do not need to get involved in your co-exhibitor registration. • You do not need to handle any name changes, questions etc. - all can be managed by the WindEurope Registration Team. • Your co-exhibitors can easily register more staff and pay for additional registrations, without your involvement. 	<ul style="list-style-type: none"> • You are in touch with your co-exhibitors and you know who is registered, who has already used free passes etc.
To keep in mind	You need to send a split of free passes between your co-exhibitors to WindEurope as early as possible.	It takes a great amount of time to follow up on all emails related to registration: to collect names of your co-exhibitors’ staff that should be registered, manage their conformations, name changes etc.
What is your choice?		

If you, or your co-exhibitor needs any additional passes, it is possible to purchase them in the exhibitor registration account, accessible through the Exhibitor Zone.



7. Extra visibility options



Each pavilion organizer will receive an extra, **free entry for the online list of exhibitors** for the association / entity that organizes the pavilion. This way, your main profile, dedicated to the pavilion, can list all stands and present the whole pavilion to exhibition visitors. To benefit from the free profile for the organizer, all you need to do is to register the organizing company as co-exhibitor in the pavilion. We will not charge you for that entry.



Don't miss the opportunity to use our **free press services for exhibitors**, as they are all complimentary to all exhibitors! You can leave a press kit in the press room during the event, and approximately 1 month before the event you will be able also to post your press release on the event page.

You will find more details about both options in the Exhibitor Zone.



Depending on your pavilion layout, if you booked more than two stands, it might be possible for you to put your **carpet** between these stands. The options are subject to WindEurope approval and there is a cost of 50 EUR/ sqm attached to it.

Please note that it does not allow you to use gangways as part of your pavilion. Gangways always need to stay clear due to safety regulations. No furniture, exhibits or handing out marketing materials is allowed in the gangways.



We prepared some **great extra visibility options** you can have a look at them in our [sponsorship catalogue](#). Think what an impact you can have by holding one of the official stand parties, promoted to all participants. Or why not drive traffic to your pavilion by sponsoring the networking plan? Let us know how we can support you.



Once we open the registration, you and your co-exhibitors will be able **to invite your clients and VIPs** to come and visit your stand! We offer two options:

- Free discount code which will grant your clients with a discount for their visitor pass
- Invitations for your VIP guests, which you can order before the event and pay for after, once you know how many were used.



8. Contacts

If you have any questions, do not hesitate to contact us!



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