

Wind ●
EUROPE

ANNUAL EVENT
2025
COPENHAGEN
8-10 APRIL

EXHIBITOR MANUAL

WELCOME!

Dear Exhibitor,

We're very excited to welcome you to **WindEurope's Annual Event 2025** – back once again in the lively, sustainable city of Copenhagen from 8-10 April. The last time we were here in 2023, we were joined by over 500 exhibitors and nearly 16,000 attendees – our biggest event yet. You can expect the same in-depth, wide-ranging conference and exhibition this time too – and with major political changes across Europe and beyond in recent months, we'll certainly have a lot to talk about.

This event is a chance to take stock of where we are as an industry – halfway through the 2020s, with our climate and energy goals looming. And as we push to deliver an energy transition made in Europe, we'll be looking at how to trigger the scale-up we need to create a green and locally sourced energy system – backed by wind.

This manual takes you through **everything that every exhibitor needs**: our event timelines, build-up and dismantling regulations, health and safety rules, deadlines and relevant contact details – all essential event information in one place to help you prepare for the event.

You can also check out the section on **sustainability** that we've put together for you - A set of ideas that we encourage you to implement as part of your preparation before, during and after the event.

There are various **branding and networking opportunities** to help enhance your companies' positioning across the industry. And you can also mark yourself as a shaper of the industry's future – by getting involved in the Student Day and checking out wind energy newcomers at the Startup Pavilion.

As always, we are here to help you on this journey so don't hesitate to reach out!

See you in Copenhagen!

Kind regards,

Aleksandra Nowak, Senior Events Manager, WindEurope

Wind[•]
EUROPE

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CONTACTS

Stand booking, sponsorship opportunities

WindEurope Sales Team
sales@windeurope.org

Official freight forwarder – shipment, forklift, storage

CEVA team
WindEurope@cevalogistics.com

General enquiries

Aleksandra Nowak
Senior Events Manager
aleksandra.nowak@windeurope.org

Hotel booking for groups and individuals

Accommodation team
Kuoni Tumlare Congress
windeurope2025@kuonitumlare.com

Meeting rooms rental

Nutcha Mabillard
Senior Events Officer / WindEurope
nutcha.mabillard@windeurope.org

AV, catering, electricity, furniture, graphics, internet, rigging, water

Bella Center Exhibitor services
windeuropeexpo@bellacenter.dk

Technical questions, stand plans approval, health and safety regulations

Dianne Wright
Exhibition Operations / Inside Events
operations@windeurope.events
Tel.: +44 24 76 51 00 15

Registration questions, registration invoices, badges changes etc.

Registration Team
D2i Systems
registration.windeurope@d2isystems.com

EVENT TIMETABLE

Build-up

Day	Schedule	Hall opening hours
04.04.2025 Friday	Basic package stands of more than 50 sqm construction starts	08.00 – 20.00
05.04.2025 Saturday	Basic package stands of 50 sqm or less construction starts	08.00 – 20.00
06.04.2025 Sunday	Basic package stand construction	08.00 – 20.00
07.04.2025 Monday	Basic package stand - dressing	08.00 – 18.00
	Full package exhibitors	10.00 – 18.00

Event days

Day	Hall opening hours for visitors	Hall opening hours for exhibitors
08.04.2025 Tuesday	09.00 – 18.00	08.00 – 20.00
	Lunch	12.00 – 14.00
	Stand parties	16.00 – 18.00
	Opening reception	18.00 – 20.00
09.04.2025	09.00 – 18.00	08.00 – 19.00
	Lunch	12.00 – 14.00
	Stand parties	16.00 – 18.00
10.04.2025 Thursday	09.00 – 16.00	08.00 – 22.00
	Lunch	12.00 – 14.00

Break down

Day	Schedule	Hall opening hours
10.04.2025 Thursday	End of the event	16.00
	Removal of Full package stands	18.00 – 22.00
	Commence dismantling of all Basic package stands	18.00 – 22.00
11.04.2025 Friday	Basic package stands	08.00 – 20.00
	Collection of exhibits and stand-fittings only	
	No access for Full package stands	
12.04.2025 Saturday	Basic package stands	08.00 – 18.00
	Collection of exhibits and stand-fittings only	
	No access for Full package stands	

EVENT TIMETABLE – RELEVANT NOTES

Build-up

- Access to the halls during the build-up will vary depending on the stand size:
 - **Stands bigger than 50 sqm** can access the hall on **Friday 04.04.2025**
 - **Stands of 50 sqm or smaller** can access as from **Saturday 05.04.2025**
- For any exceptions from this access rule exhibitors should apply to operations team, providing the following information: stand design details and reason why more time is required, stand contractor name and estimated size of the working crew. Requests need to be evaluated before any permission is granted.
- Stand builders constructing several stands should plan their transport in a way that considers the access restrictions.
- Stands must be completed, and excess products and materials must be removed from all halls **no later than 17:30 on Monday 7 April 2025** – please allow time to load and unload vehicles.
- During build up and breakdown, contractors and exhibitors are required to wear build up/breakdown wristbands and Personal Protective Equipment and to always comply with the Health and Safety regulations of the venue.
- Any shipment sent to the venue needs to be delivered within the tenancy days stated above, not before. **Shipment arriving before 04.04.2025 will not be accepted by the venue.**
- For details on the unloading your freight, please refer to the CEVA shipping instructions.

Break down

- For safety reasons, breakdown cannot start before the official end of the show and until all visitors have left the hall;
- **CEVA Storage Instruction Summary:**
- Priority Empty Case return service begins at 18:00 and will end at 20:00 on Thursday 10th April
- Next Day Empty Case return service begins at **20:00 and will end at 08:00 on Friday 11th April**
- Freight collections and reloading service will commence from 08:00 on Friday 11th April
- Vehicles with a height exceeding 2.7 metres which carry exhibitor's own empty cases are only permitted to enter Bella Center **from Friday 11th April.**
- All vehicles MUST report via P2/P3 marshalling yard. Please note: the storage and return of cases is not based on "first in., last out"
- During build-up and breakdown, contractors and exhibitors are required to wear build-up/breakdown wristbands and Personal Protective Equipment and to comply with the Health and Safety regulations of the venue;
- **All exhibits and stand equipment must be removed from the halls by 16.00 on Saturday 12.04.2025. Any remaining items will be removed as waste at the exhibitor's expense.**

DEADLINES

1

14 February 2025

Exhibitor profile entry deadline – **compulsory for all exhibitors**

After this date changes will appear only in the online profile. See Exhibitor Zone dashboard to access the form

2

21 February 2025

Health and safety Declaration online form – **compulsory for all exhibitors**

Stand plans submission online form / Risk Assessment / Method statement / Structural calculations

For more details, please refer to Compulsory tasks section of the manual.

3

27 February 2025

Bella Center services order deadline

After this date, surcharge will be applied, and delivery of services will depend on availability

4

7 March 2025

Stand activities notification online form submission deadline **compulsory for all exhibitors**

See Exhibitor Zone dashboard to access the form

5

20 March 2025

CEVA services orders deadline – freight/storage/forklifts

After this date surcharge will be applied.

VENUE

- **Bella Center**
- Center Boulevard 5
- DK – 2300 Copenhagen S
- Denmark

HOW TO GET THERE

- By taxi: Bella Center is just a 10-minute taxi drive from Copenhagen Airport and it costs approximately DKK 200-250 (app. €27 - 35).
- By public transport: Bus line 30 runs between Vesterport Station (via the central station) and Bella Center. Bus line 4A runs from Svanemøllen Station to Sundbyvester Plads via Valby Station and Sjælør Station.
- The metro line M1 runs between Vanløse and Vestamager (West Amager). The metro station is located next to Bella Center's east entrance.



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CENTER**
COPEN
HAGEN

VENUE ACCESS

PARKING / ACCESS DURING THE BUILD UP / BREAK DOWN

- Regular cars and small vans can park on P1 and in the 2 car parks – please see the plan below. Parking tickets are purchased at the machines on the premises. There is also an app that can be used instead of the machines. The parking spaces are managed by APCOA
- Parking website info: <https://www.apcoa.dk/all-locations-by-city/koebenhavn-s/bellakvarter-terraen/>
- There is no free parking offered to exhibitors.
- There is no parking space for trucks close to the venue.
- Directions and instructions given by staff of BC Traffic Management should be strictly obeyed.
- [PARKING / UNLOADING PLAN](#)
- **Access during the build up / break down:**
- Access to the halls is limited to people of 16 years and older.
- Build-up and breakdown wristbands will be issued from the exhibition operations office located in the registration area in entrance 6, providing all compulsory forms have been submitted.
- In order to guarantee a safe working environment, during build-up and breakdown days, Health & Safety Floor Managers will be performing regular checks to make sure that exhibitors and contractors are in compliance with event safety regulations.
- All personnel entering the halls will be required to wear and be in possession of suitable footwear and a hi-visibility vest during build-up days and breakdown.

LOADING / UNLOADING / DELIVER OF GOODS

- All vehicles (trucks, cars, vans) must arrive at the Standby area where access is coordinated with the Freightier and Security – see loading/unloading plan.
- NO PARKING ON INTERNAL AREA.
- [PARKING / UNLOADING PLAN](#)
- Traffic marshals will direct you to the nearest unloading/loading area upon your arrival as soon as a space is available.
- Only CEVA Logistics can use forklifts in the hall, so if you have booked lifting or require lifting from your vehicle into the hall, please check- in to the CEVA Logistics site office, which is in hall B.
- Neither the organiser nor Bella Centre can sign on behalf of any exhibitors or take responsibility for any items of post.

VENUE TECHNICAL INFO / EXHIBITOR SERVICES

VENUE TECHNICAL INFORMATION

- **Venue technical info** document below presents all the relevant details of the halls, including the floor weight limits. For the build restrictions and how high you can build and hang the banners above your stand, please refer to the technical venue plan provided by WindEurope (see link below) and the restrictions marked there.
- **Hall A** is already fully carpeted, and no stand can be built directly on the carpet – therefore special protective layer needs to be provided by the exhibitor for their stand surface.
- Gangways in Hall D will not be carpeted.
- **Pillars:** There are 0.4 x 0.8 m concrete pillars in halls C1 – C4 and free-standing concrete pillars at the northern end of hall E (0.4m x 0.4m or 0.4mx0.8m). Concrete pillars in halls C1-C4 with dimensions 0.6 m x 1 m can be clad / boxed. Smaller pillars, in Hall E, with dimensions 0.6 m x 0.6 m can be clad / boxed around.
- Please refer to the current WindEurope 2025 exhibition floor plans and to the detailed information about the hall to see if the pillars are next to your stand.
- It is possible to brand pillars located within your stand up to the height of your stand. Special restrictions apply to the pillars with fire equipment and IT cabinets on them, these cannot be obstructed.
- [VENUE TECHNICAL INFO](#)
- [HALL A CONSIDERATIONS](#)
- [PILLARS CLADDING IN HALLS C](#)
- [TECHNICAL VENUE PLAN](#)

EXHIBITOR SERVICES

Most of the services can be ordered through Bella Center web shop, if not stated otherwise.

Please refer to section [How to order services with Bella Center on page 14 for detailed instruction](#).

Please note that in 2025 price list for services offered by Bella Center team will be updated. Web shop will be closed on 1 April 2025.

Audio Visual equipment

- Please be aware that AV and PC orders are always delivered to the stand on the last day of build-up. This is to ensure that Exhibitors are instructed in the best possible way upon receipt of the equipment on hire

Catering

- If you would like to serve food and /or drinks on your stand you will need to purchase all goods from Bella Center web shop. BC catering services are exclusive service provider of catering in the venue. If you wish to bring any food/ beverage from outside - i.e. your regional specialities – please contact Bella Center team to agree on that, as additional fee – ‘corkage’ fee – might apply.

Cleaning

- Full package stands will be vacuumed prior to the show opening and then on a daily basis.
- Basic package / space only stand exhibitors / contractors should order preliminary cleaning and / or daily stand cleaning through the BC Exhibitor Services.
- For practical reasons only BC containers are allowed in and around the building. Rubbish and waste left behind on location will be removed at the expense of the Exhibitor.
- Waste removal bins and any specific cleaning requirements can be ordered directly with BC Exhibitor Services.
- For details on waste during the build-up and break down period, please refer to [Waste paragraph of this section](#).

EXHIBITOR SERVICES (2/4)

Electricity

- As the electricity network is divided into sections, for safety reasons the current for the respective sections cannot be connected until all the installations in the same block have been made. Only electrical power sockets that have been ordered can be used.
- Basic package stands: For further information, please refer to the “Basic package stand” section, “Electricity” paragraph of this manual.
- Full package stands: For detailed information about the electricity on your stand, please refer to the “Full package stand” section of this manual.

Furniture

See *Furnishing the booth* section of Bella Center web shop.

Floor covering

- Full package stands: Exhibitors can change the colour of the carpet (standard: needle felt/ light grey – see sample below) at an additional cost. For colour options please refer to Bella Center web shop



Graphics

- Please refer to *Signage, foil and banners* section of Bella Center web shop for any branding of your stand. If you are interested in banners across the venue and extra visibility options, please refer to the [Extra visibility section of this manual](#).

Hostesses

- Agency recommend by Bella Center is Moving Talents. You can request an offer by contacting Stig Thorsteinsson: eventstaffing@movingtalent.eu , +45 29 72 5683

Internet

- Service must be contracted through Bella Center web shop. **Important!** If you want to establish your own wireless network on the stand, it must be approved by Bella Center Copenhagen IT. IT connections supplied by Bella Center Copenhagen must not be shared with a third party there. There is a limited number of SSID. If it is not strictly required, please order cabled internet.

Photography

- See in Bella Center web shop for recommendations of local photographers.

Rigging

- All rigging will be undertaken solely by the venue contractor at a cost to the exhibitor. Any rigging will be subject to sufficient time being available to carry out such operations.
- Banner, lighting trusses or any other rigging from the hall roof will be treated as part of the exhibitors’ design and must be approved along with stand plans.
- Only the official contractor will undertake rigging. Offer can be prepared once you fill in the special form for rigging – available in Bella Center web shop – and send it to the exhibitor services team: wineuropeexpo@bellacenter.dk

EXHIBITOR SERVICES (3/4)

Waste

To ensure a more efficient and sustainable waste management at the event, the event venue has a new process in place for the exhibitor waste handling depending on the stand type:

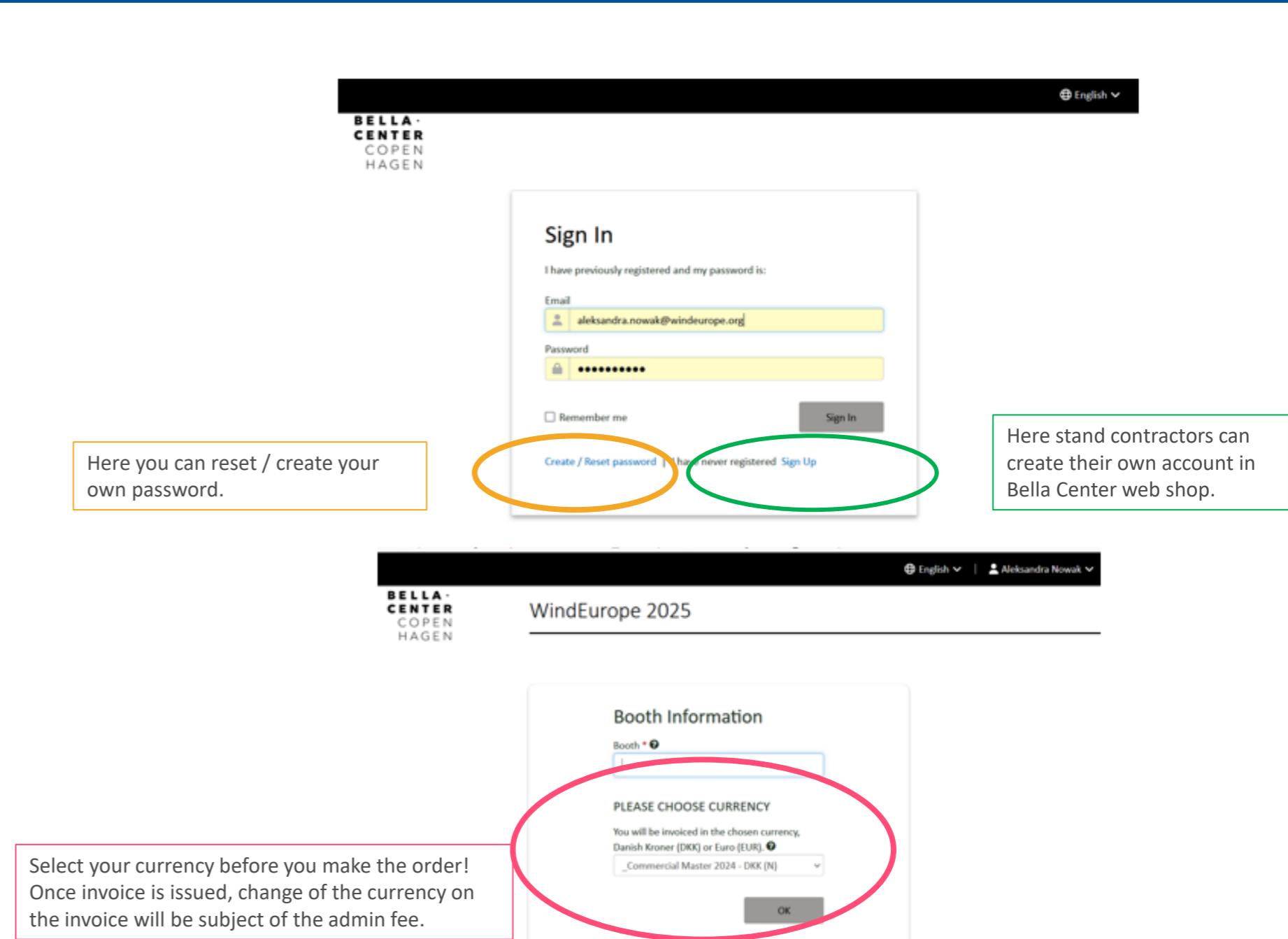
- **Full-package stands:**
 - The venue takes care of the stand build and the waste generated by their stand builders during the build-up period.
 - Any waste generated by the exhibitor during the build-up or breakdown period, such as packaging of the material and similar, will be subject to additional charges.
 - Full-package stand exhibitors should contact the onsite waste management team to purchase a container or a waste bag depending on the amount of waste they need to discard.
- **Basic -package stands:**
 - For all waste generated by the basic-package stand exhibitors a general waste handling fee applies.
 - **The fee of 3.25 EUR / per sqm is compulsory and it is capped at the maximum of 550 EUR per stand/pavilion.**
 - The general waste handling fee covers general waste generated from the build-up and breakdown. This includes items such as: foil from wrapping or transport or folded cardboard boxes.
 - This fee must be added to your order in the Bella Center web shop. All exhibitors with up to 165sqm total surface should fill in the exact surface of their stand in the order form. All exhibitors with more than 165sqm surface, should fill in 165 as their stand surface in order to benefit from the capped fee.
 - If you wish to discard elements not covered by the general waste handling fee (see table), you should contact the Bella Center Exhibition Team for a custom solution. Large waste items will be charged at the price of 271 EUR m3 if the order is placed by the deadline.
 - The Bella Center team will be present in the halls during the build-up and break down to monitor the waste handling. Should you have missed to order the appropriate waste handling services, you can do so by contacting this team on spot or the exhibitor service counter which will be open during the build-up days.
 - **Please note that the onsite the price of the onsite order increases with 50% per sqm exhibition space and the maximum pay per stand/pavilion is approximately EUR 800.**

What is included in the general waste handling fee?	What is not included in general flat fee?
Foil from wrapping of transport	Decorative elements of the stand
Folded cardboard boxes	Partial or whole stand constructions
	Signage, branding elements
	Flooring, carpeting
	Stand walls
	Broken furniture
	Excessive number of printed publications, brochures, reports etc.

EXHIBITOR SERVICES (4/4)

How to order services with Bella Center.

- **How to access Bella Center web shop?**
- [Link to Bella Center web shop here](#), or through [the Exhibitor Zone, step 3 'Order services for your stand'](#)
- Access: all exhibitors have already their client accounts created. To access the web shop – please use your email address and reset your password (see **orange circle** on the image on the right). Suggestion: to make it easier - use the same password as the one you have for Exhibitor Zone.
- Before you enter Bella Center web shop make sure you select currency you want to be billed in (see **pink circle**).
- **Important! Be careful and revise all the information before you submit your order. Changes in the invoice issued by Bella Center will trigger admin fee of app. 70 EUR.**
- **For exhibitors with basic package stand** – if your stand builder is supposed to order some services for you, they will need to create their own account at Bella Center web shop. They can do it by using **Sign Up** link (see **green circle** on the image on the right)
- It is important that the order is submitted from correct client account in the first instance (exhibitors or stand builder) as once the invoice is issued, any changes to invoices will trigger an administrative fee of app 70 EUR issued by Bella Center.
- **Orders made by the stand builder**
 - Ensure that the stand number is entered at the beginning of the session correctly.
 - **Stand Builders - Multiple Stand Orders:**
 - Stand builders ordering services for multiple stands will be required to use one session on the web shop per stand. That means that after ordering services for the stand A-A1, you will need to log out, then log in again, add the next stand on the home page - for example A-B1, and proceed with orders.
 - As the stand builder you will be required to log in, place your order and log out for each stand.
 - The exhibitor will not see in their web shop account orders made for the stand by the stand builder.



SHIPMENT AND STORAGE

Shipment and deliveries

- **Shipment sent by courier**
If you are planning to use a courier, **please do not send it directly to the venue and your stand.** If the shipment is sent by courier, it will likely be lost and difficult to trace back. Very often the boxes are dropped at the gates with no clear information about who signed for the shipment. The venue does not offer a handling service for courier shipment. WindEurope and CEVA cannot be held responsible for the delivery if the shipment is sent by courier without prior arrangement with CEVA. If the shipment is sent directly, the responsibility is solely on the exhibitor.
- It is important that there is no shipment arrives at the venue before 04.04.2025 and all deliveries are to be agreed with CEVA.
- WindEurope does not rent any space in the venue that can store your goods in advance, and it is crucial that the shipment is delivered on the days, when WindEurope / CEVA has access to the venue.
- If you have a small shipment and you want to use courier services, please consider 2 options:
- Delivery to your hotel – if the package is small, you can bring it with you to the venue. You do need to agree that with the hotel reception upfront, so they are not surprised.
- CEVA will advise you address of the details that should be on the label and help you with tracking your delivery.

CEVA services

- CEVA Showfreight are appointed as the sole official logistics contractor at WindEurope 2025 Annual Event.
- CEVA is the only company that is authorised to provide onsite handling of forklift trucks, mechanical lifting equipment, as well as the storage facilities inside the halls.
- If you are planning to bring any big equipment for your stand, CEVA needs to be notified as soon as possible, so placement in the hall can be planned carefully.
- Please read carefully [CEVA SHIPPING INSTRUCTIONS](#)
- Deadline for orders: **20 March 2025**
- Contact in case of questions: WindEurope@cevalogistics.com

INFORMATION FOR THE PAVILIONS, MAIN EXHIBITORS AND CO-EXHIBITORS

Co-exhibitors registration

- An exhibitor may grant each registered co-exhibitor of its stand a minimum of 6 sqm stand surface. As a consequence of that rule, the maximum number of co-exhibitors per exhibitor will be calculated depending on the total surface of the stand. For example, a stand of 30 sqm can have a maximum of 5 exhibiting companies (1 exhibitor and 4 co-exhibitors).
- Please declare details of any company/organisation sharing your stand at WindEurope 2025 by completing the following:
 - Access the online booking platform (you can do it by clicking on [‘Your stand booking’ button, in step 1, in the Exhibitor Zone](#))
 - Click on the “Stand Share Management” tab
 - Add your co-exhibitor detail, allocate the stand they will be occupying and save the page
- Only by doing the above can you ensure that your co-exhibiting company will benefit from a separate entry in the WindEurope 2025 online exhibitor list, printed publication, mobile app. and appear in the interactive floor plan when the stand is clicked on.
- Fees per co-exhibitor (to cover visibility benefits and administration costs) is 440€, excl. VAT.
- Please register your co-exhibitors by the very latest 14.02.2025 . Registering them a month before the deadline will allow time for creating their online accounts.

Practical info for co-exhibitors

- Each co-exhibitor is granted individual access to the Exhibitor Zone, company online profile and exhibitor registration account. For access to Bella Center web shop co-exhibitor will need to create their account directly on the web shop page and they can do it by using **Sign Up** link (*see green circle marked on the visual on page 14*)
- Co-exhibitors can purchase their passes directly in their registration accounts.
- **Free passes** – WindEurope does not grant free exhibitor staff passes to co-exhibitors, all allocation of free passes is linked to the main exhibitor.
- If there are any arrangements regarding the distribution of free passes between main exhibitor and co-exhibitors, WindEurope can help with reflecting free passes in the individual registration account of co-exhibitors, however the split of free passes needs to be communicated when co-exhibitors are being registered.
- **Health and Safety Declaration** is compulsory also for co-exhibitors.
- **Public Liability Insurance** is required from all exhibitors, also from co-exhibitors.
- Co-exhibitors who wish to order services at Bella Center web shop will need to refer to the stand number that is indicated in the welcome email with the Exhibitor Zone login details.

INFORMATION FOR STARTUPS

Practical info for exhibitors at Startup Pavilion

- Startup Pavilion packages are offered to companies that qualified under specific startup criteria.
- Startup Pod includes the following services:
 - Complimentary passes for full event: 1 full exhibitor staff pass, 1 full conference pass,
 - Stand surface: 6m²
 - Furniture: 1 welcome counter and 2 chairs,
 - Your logo and company name on one of the panels as part of the general Startup Pavilion branding (see the **green frame** indicated on the visual on the right side),
 - Services: light points, electricity, carpet.
- Screen or additional branding of the second panel (see the **orange frame** indicated in the visual to the right side) can be ordered at additional cost. To order one of these, please refer to Bella Center web shop:
 - Screen 43" (max size) - can be found in section *AV, PC equipment and network* section of the web shop. Screen can be mounted on the panel, but then an additional order for *Technical assistance* needs to be added in the order (one hour).
 - Extra foil branding, size 1x1 m – can be found in *Signage, foil and banners* section of the web shop. Please select product called 'Printed foil, price per sqm'
- Please be mindful of the space that is dedicated to your company.
- **IMPORTANT !** For the compulsory forms and tasks that Startup Pavilion exhibitors need to follow – please refer to the list and deadlines overview indicated in the **Full Package Stands** section of the manual.



VISA, WORK PERMIT AND RUT REGISTRATION

Register Your Company in RUT

- Any foreign company working in Denmark you must comply with Danish regulations on occupational health and safety and taxation, among others.
- In order for Danish authorities to supervise and inspect your business, you must notify the Register of Foreign Service Providers (RUT).
- If your business is going to perform work temporarily in Denmark, you must notify the Register of Foreign Service Providers(RUT) about your company and its services. This also applies to self-employed contractors without employees and businesses that have no actual activities in their home country.
- **This registration is compulsory to all stand contractors that are not based in Denmark.**
- Please note that the registration is mandatory. If you fail in registering your company and there will be control in the venue during the build up / break down, you might face a fine of more than 1 000 EUR.
- [Access RUT website here.](#)
- [User Guide can be found here.](#)

Visa and Work Permit

- **VISA**
- [Check here](#) which countries are visa-free, and which require visa in order to enter Denmark.
- Visit [New to Denmark website](#) to read more about short term visa applications to Denmark.
- For stand contractors and exhibitors, ensure you have the necessary work permits if you will be contributing to the company's output in Denmark.
- An invitation letter will only be provided to registrants who have registered and paid the required registration fees.
- Registrants who need an official invitation letter in order to obtain a visa should ask this immediately after the registration process by visiting the Registration Guest Portal with the following information: registration number, first name, last name, birth date, passport number and passport expiry date.
- **WORK PERMIT**
- Do you need work permit? What kind of job will you perform at the event? [Read carefully the info about the work permit and step by step guide.](#)
- If you need a work permit, apply through [the Pay Limit Scheme](#) or the Supplementary Pay Limit Scheme.
- [Use the AR1 application form](#)
- Need more info? Have a look on the page we prepared for you: <https://windeurope.org/annual2025/exhibition/visa-application-guidelines/>

Who to contact for questions?

For questions about visa rules and work permits, contact **the Danish Agency for International Recruitment and Integration (SIRI)** or the Danish Immigration Service

For assistance with RUT registration, contact the Danish Business Authority call centre at +45 72 20 00 30 or email rut@erst.dk

COMPULSORY TASKS

FULL PACKAGE STANDS

BASIC PACKAGE STANDS

WHAT ALL EXHIBITORS NEED TO KNOW

REGISTRATION / PASSES

STANDS

CHOOSE YOUR STAND PACKAGE:



BASIC PACKAGE

Exhibition space only

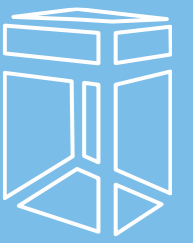


FULL PACKAGE

Shell scheme stand



FULL PACKAGE STAND – WHAT’S INCLUDED



Stand size in sqm	Full service package
Up to 17 sqm	<ul style="list-style-type: none"> • A white fascia name board including dark blue vinyl letters direct to fascia (for your company name and stand number), • Carpet (light grey, needlefelt) • 3 light spots, 1 socket of 2.3 kW • 1 table , 2 chairs, • 1m x 1m Storeroom, • Cleaning
18 – 26 sqm	<ul style="list-style-type: none"> • A white fascia name board including dark blue vinyl letters direct to fascia (for your company name and stand number), • Carpet (light grey)* • 6 light spots, 2 sockets of 2.3 kW, • 2 tables, 4 chairs, • 1m x 1m Storeroom, • Cleaning
27 – 35 sqm	<ul style="list-style-type: none"> • A white fascia name board including dark blue vinyl letters direct to fascia (for your company name and stand number), • Carpet (light grey)* • 9 light spots, 3 sockets of 2.3 kW, • 3 tables, 6 chairs, • 1m x 1m storeroom, • Cleaning



Items used in the full package stand

FULL PACKAGE STAND – TECHNICAL DESCRIPTION:

- White walls in aluminium framing, visible panel sizes are 956mm wide (968 mm), 2,400mm high (2,412 mm). Visible size of the panel is always a bit smaller than the art work size, as it's reduced by the frame holding panels together.
- White fascia board in aluminium framing brings the total height to 2,500 mm.
- A company name with stand number on each open side in Helvetica Capital, dark blue, 100 mm high
- **Carpet: light grey.** If you wish to change the colour – you will need to order and pay for new carpet. You can see other carpet colours options in Bella Center web shop.
- Note: Hall A is already carpeted with dark blue carpet. Full-service stands will be placed directly onto the hall carpet. If you wish add an additional layer of the carpet in different colour, please note you will need to additionally order protective floor cover.
- **Furniture:** If you need more furniture – please order it through Bella Center web shop, which you can access from the Exhibitor Zone dashboard, *step 3. Order services for your stand.*
- If you want to have different furniture on your stand: Please inform Bella Center team that you do not want furniture from the full package and order new furniture. Please note that there will be no reimbursement or discount on the standard furniture that comes with the stand.

How to brand your stand walls?

1. Branding of your walls is not included in the full package. It can be ordered with Bella Center exhibitor services, at a cost.
2. First check how many walls you have and where the storage room is located. If you have a stand that is open on two sides, we will normally place the storage in the corner of the two walls. If you have any doubts about this – please contact WindEurope or Bella Center team.
3. **What are the branding options?** There are 2 main options:
 - Branding with printed foil, which is applied on each panel. Here the metal connections between panels will be visible.
 - Branding with overlay ('Graphic wall made from print proof file') – this is a foam panel placed in front of the shell panels that are forming the construction of your stand. The size of the overlay will depend on the size of your wall.
4. What is the size of the artwork? It will depend on the branding option you select.
5. You can see [the size of individual sections of the stand here](#). Please check the final dimension of the artwork first with Bella Center team: windeuropeexpo@bellacenter.dk
6. What is the deadline? Order and send the artwork **before 27.02.2025**
7. If you do not want to use Bella Center services for branding options, and you are thinking about attaching your own posters to panels – please make sure that you do not damage panels. For damaged panels there will be a fee charged to exhibitors.





- The full package stand price includes all cables running to the stand for the lighting.
- If an exhibitor needs more electrical power, please order additional power in Bella Center web shop or contact windeuropeexpo@bellacenter.dk for any requests or enquiries.

Socket is suitable for:

- Audio/Sound small set 200w watt
- Halogen Spotlight 50w
- Laptop 50 watt
- Water Cooler 80 watt
- Floodlight = 1000 watt
- TV & DVD = 300 watt
- Projector = 400 watt
- PC = 150 watt
- Refrigerator = 400 watt
- Plasma screen = 600 watt
- Coffee machine = 1100 watt
- Electric kettle = 2000 watt
- Microwave = 1600 watt

Socket is NOT suitable for:

- Coffee Machine 3000 watt (depending on the type!)
- Kettle 3000 watt
- Boiler 3000 watt
- (predominantly anything that involves heating elements)
- Dish washer = 2300 watt
- Table with fridge = 5100 watt

The socket provided is 2.3 kW.

For an accurate measure of the wattage required by the appliance in question, please refer to the associated manual /contact the relevant manufacturer or contact Bella Center Exhibitor Services for advice.

COMPULSORY TASKS WITH DEADLINES



1

14 February 2025

Exhibitor profile entry deadline – compulsory

Access the form from the dashboard of the Exhibitor Zone.

Company name indicated as marketing name in the Exhibitor Profile form (access from the Exhibitor Zone dashboard) will be used on fascia board of the stand and in all printed materials.

2

21 February 2025

Health and safety Declaration online form – compulsory

Access the form from the dashboard of the Exhibitor Zone.

3

7 March 2025

Stand activities notification online form submission deadline - compulsory

See Exhibitor Zone dashboard to access the form

4

28 March 2025

Advised date by when to allocate names to your free staff passes - recommended

Please note that free passes do have to be assigned to the person and there will be no desk onsite to make this arrangement.

Access to your registration account will be possible from the Exhibitor Zone dashboard, as from the beginning of January 2025

5

Tasks listed below are not compulsory, however relevant for most of the full package exhibitors:

- **27 February 2025**
- Bella Center services – such as **graphics and branding on your panels** - order deadline
- After this date surcharge will be applied, and services depend on availability.
- **17 March 2025**
- **Registration** deadline to purchase additional passes and **pay by bank transfer / invoice**.
- After this date only payment by credit card will be allowed.
- **20 March 2025**
- CEVA services orders deadline – freight/storage/forklifts
If you are planning to send any of your materials by Fedex / DHL or any other courier – please also reach out to CEVA to help you with receiving the package onsite.
- After this date surcharge will be applied.



- A basic package / space only stand is an area, which **does not include the construction of a modular stand or any other extras.**
- As a Basic package exhibitor, you will need to order the following for your stand: carpet / flooring and electricity and ensure that you have walls / structure that responds to your needs. The majority of basic package exhibitors mandate their own stand constructor to build their stand. Please keep in mind that you also need to book waste handling fee if you have a basic package stand.
- We split compulsory tasks between exhibitors and their stand contractors based on our experience, however if you have any doubts about who should manage certain tasks, or fill in some of the forms – please reach out to Aleksandra Nowak, Aleksandra.Nowak@windeurope.org
- Basic package exhibitors should also remember to fill in:
 - Exhibitor profile entry
 - Stand activities notification online form
- All exhibitors must read and abide by all exhibition and venue rules. It is the responsibility of each exhibitor to make sure that all safety and fire regulations are being respected by its staff and contractors.

Documents you need to submit:

- The following documents are mandatory and should be returned to Exhibition Operations Team: operations@windeurope.events by: **21 February 2025**
- 1. Stand plans submission online form**
 - 2. Stand plan** for approval
 - 3. Risk assessment / Method statement**
 - 4. Health and Safety Declaration online form**
 - 5. Structural calculations** for stands over 4m in height, double deckers, heavy suspended items, complex structures*
 - 6. Stand contractor staff registration** (by 13 March 2025)
 - 7. Copy of stand contractor Public Liability Event Insurance**, cover up to €1,500,000
- In case any of these documents is missing, delay in build-up might occur.



Stand plans submission

- All basic package/space only exhibitors must submit stand drawings, including:
 - Plan views
 - Dimensions
 - Elevations
- Stand should be designed fully in line with the stand design rules as outlined in the Rules Book.
- All plans must be accompanied by :
 - Risk assessment and Method Statement
 - Risk copy of stand contractor public liability event insurance and
 - Complete STAND PLAN SUBMISSION FORM (see Exhibitor Zone dashboard)
- Only once all documents are submitted, will the approval will be forwarded to all non-complex stands.
- Structural calculations may be required for some stands.
- For complex stands, final approval will be given, once stand plans, risk assessment and method statement, along with any necessary structural calculations have been received and the venue and structural engineers have given final approval.
- The venue reserves the right to proceed with additional inspections and ask for any modifications they consider useful or necessary in accordance with safety regulations.

Structural calculations

- Please submit drawings (pdf) and calculations, as it is necessary to assess the structure with all details of the build. Drawings should contain enough detail to show exactly how the stand will be constructed, including base fixing, bracing and connection details. Please forward to the Exhibition Operation Team.
- Structural calculations are required to prove that the stand is stable and capable of supporting relevant loads i.e. lights, speakers, plasma screens etc.
- The floors of the halls can bear loads of up to 4000kg./m2 (please refer to the Venue Technical Info document, for exact details of your hall). Manhole covers over service ducts may not be used as point load bearing areas.
- A technical floor plan showing the position of any service duct on your stand can be requested from the Exhibition Operations Team.
- Complex stands (over 4m high) require an approval by Campbell Reith Structural Engineers.
- Exhibitors / contractors will receive final approval once the stand plans and accompanying documents have been checked. Additional costs for this service will be charged directly to the exhibitor/contractor. Single-storey (over 4m) stand - £380 + VAT, Two-storey stand - £530 + VAT.

For detailed overview of rules and regulation, as well as stand design rules - please see [the Rules Book](#).



Risk Assessment / Method Statement

- There is no online form that can replace Risk Assessment or Method Statement documents.
- Most stand contractors have these documents already as they reflect their work practices, as well as the structure / materials used for each specific stand build and all precautions that needs to be taken, to provide a safe working space.

[RISK ASSESSMENT & METHOD STATEMENT EXAMPLE](#)

- If you want to learn more about the Risk Assessment, please have a look on the resources below:
- **British Safety Council web:** <https://www.britsafe.org/training-and-learning/find-the-right-course-for-you/informational-resources/risk-assessment/>
- **CCOHS web:** https://www.ccohs.ca/oshanswers/hsprograms/hazard/risk_assessment.html
- **HSE web:** <https://www.hse.gov.uk/simple-health-safety/risk/index.htm> ,
- <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm>



COMPULSORY TASKS WITH DEADLINES



- 1** **14 February 2025**
Exhibitor profile entry deadline – compulsory
 Access the form from the dashboard of the Exhibitor Zone.
 Company name indicated as marketing name in the Exhibitor Profile form (access from the Exhibitor Zone dashboard) will be used on fascia board of the stand and in all printed materials.
- 2** **21 February 2025**
Health and safety Declaration online form – compulsory for the exhibitor
 Access the form from the dashboard of the Exhibitor Zone.
- 3** **7 March 2025**
Stand activities notification online form submission deadline - compulsory
 See Exhibitor Zone dashboard to access the form
- 4** **17 March 2025**
Registration deadline to purchase additional passes and pay by bank transfer / invoice.
 After this date only payment by credit card will be allowed.
- 5** **28 March 2025**
Advised date by when to allocate names to your free staff passes - recommended
 Please note that free passes do have to be assigned to the person and there will be no desk onsite to make this arrangement. Access to your registration account will be possible from the Exhibitor Zone dashboard, as from the beginning of January 2025

Tasks compulsory for your stand builder:

- 14 January 2025**
 Stands plans submission for complex structures such as double decker level stands– **recommended**
- **21 February 2025**
 - Stand plans submission online form – **compulsory for the stand contractor.**
 See Exhibitor Zone dashboard to access the form
 - Stand plans submission documents – stand plans, with dimensions, elevations, and visuals; Risk Assessment; Method Statement and Structural Calculations if applicable
 All documents should be sent by email to operations@windeurope.events
- **27 February 2025**
 - Bella Center services – such as i.e. electricity - order deadline
 - **New! Deadline for ordering compulsory waste handling service.**
 - After this date surcharge will be applied, and services depend on availability.
- **13 March 2025**
 - Registration of the stand contractors' teams for the build up / break down – **compulsory for the stand contractor.**
 - Access to the registration will be sent to stand contractors only once all stand plans documents and online form is submitted.
- **20 March 2025**
 - CEVA services orders deadline – freight/storage/forklifts
 After this date surcharge will be applied.



Registration for the build-up / break down

- **Stand contractors:** All stand contractors need to register their team members before the event with the following details: first and last name, passport number, date of birth.
- Individual links to the registration account will be sent to all contractors, who submitted **the Stand Plans Submission online form** (accessible from the Exhibitor Zone) **by 21.02.2025**. Without this form WindEurope cannot create the dedicated registration account.
- **The registration should be completed by 13.03.2025.**
- Please keep in mind that your team working onsite should respect Danish regulations for hours shifts, and sufficient rest time between shifts.
- **Stand contractors onsite:** Wristbands for your team should be collected from the Exhibition Operations Office, located in front of the entrance to hall E. One person can pick up all wristbands. Not all team members need to be present in operations office.
- Wristbands must be worn during the build-up and breakdown period. They do not grant access to the exhibition during the event days.
- For any onsite name changes and additional registrations, please approach the dedicated host at the Exhibition Operations Office.
- Exhibitors: Exhibitors arriving on Monday 07.04.2025 can use their event badge to access the halls and do not need a wrist band for that day.

Registration for the event days

- **Stand contractors:**
- If a case stand contractor needs to access the exhibition hall during event days – the regular event badge will be required.
- Exhibitor should register their stand contractor in the registration account for exhibitor staff pass, which gives early access to the exhibition hall (in comparison to visitor pass, which allows access as of 9.00)
- **Exhibitors:**
- If case exhibitors need to access the exhibition hall before official opening hours, an exhibitor staff pass (or conference pass) are advised. **Visitor pass will not allow for early access to the hall.**

REGULATIONS

Walls and the stand design – relevant to all

- As we strive for respectful and friendly exhibition, it is important that there is no exhibitor facing a long, solid, massive wall built by another exhibitor.
- With this idea we put in place stand design rules – applicable to full package and basic package exhibitors. that try to tackle it. The simplified version of the rule is.
- The simplified version of the rule is:
 - At least 50% of each stand side needs to be open.
 - In addition, there should be no solid wall longer than 3 meters.
- You can read more about this and other stand design rules, as well as view on some examples of plans in the Rules Book.
- If you have any concerns about the stand design, you would like to have – please reach out as soon as possible to the Exhibition operations team for advice:
operations@windeurope.events

Health and Safety

- It is important for all exhibitors to read and comply with WindEurope Regulations & Fire and Safety Regulations.
- It is mandatory for all exhibitors and co-exhibitors to complete the online **Health & Safety Declaration** by **21 February 2025**, confirming that they have read and received the manual.
- Health & Safety Declaration form is an online form that can be accessed from the Exhibitor Zone dashboard. It should be completed by the exhibitor, not a stand contractor.
- Companies which have not returned their forms will not be allowed to enter the hall and to start building their stand.

For detailed overview of rules and regulation, as well as stand design rules - please see [the Rules Book](#).

INSURANCE

Every exhibitor / co-exhibitor needs to have public liability insurance.

- Public liability is a type of insurance for businesses of all sizes, across a variety of industries. It covers you if a client or member of the public claims they have been injured, or their property damaged, because of your business activities.
- This type of insurance is designed to protect business owners against claims that result in legal proceedings. If a claim does become a legal matter, a policy will cover the cost of these expenses, including any compensation you are required to pay.
- Public liability claims can arise from several circumstances, but negligence is the main trigger. A customer might trip on an uneven surface at your stand or a member of the public could injure themselves on a piece of your equipment. It will also cover claims of property damage. For instance, if you accidentally knock over a mug of coffee, damaging a client's laptop during a meeting, your policy will cover the associated compensation costs.

What does that mean in practice for you?

- You /your co-exhibitors would normally have coverage for activities in your office / regular workplace. Events – where you are outside of the office – might need extra coverage, as that's 'unusual' activity for your business (unless you exhibit a lot on trade shows).
- The amount we indicate is the coverage required. It does not mean you need to pay that much to your insurance company; they should be able to prepare a quote for you that will cover you for this amount in case something happens.
- We would ask you to have a copy of insurance with you in case it is needed onsite.
- If the insurance company that you / your co-exhibitors are using does not have a public liability in the offer – ask if they recommend you a local broker. The company WindEurope is working with can only offer services to Belgian-based entities.

EMERGENCY

First Aid

- The Medical Centre is open throughout the tenancy period of the event. It is in entrance 6 to the venue, in front on the entrance to hall E.
- **In a medical emergency telephone: +45 32 47 24 20.** You will also see it printed on the back of your badge.
- In case of a medical emergency, you should contact the telephone number shown above or speak to a member of the WindEurope Team / security.
 - Identify yourself;
 - Give details of the place, nature and importance of the incident.
- In case of fire:
 - Keep calm do not shout or run. Do not use the lifts (elevators);
 - If your clothing catches fire, fall to the ground and roll;
 - If there is a lot of smoke, crawl;
 - Do not go back to pick up personal belongings;
 - Follow the instructions of Bella Center security.
 - If you detect any suspicious item: Do not touch it, keep away from it and call the emergency telephone number or contact the WindEurope Team / security.

TYPES OF PASSES

Free passes:

- All exhibitors will receive by email the amount of free passes along with the instructions on how to allocate them. Our Registration team will share these details in January 2025.
- Free passes included with your stand:**
 - 1 free exhibitor staff pass for full event per 9 sqm booked.
 - 1 free conference pass for full event for up to 50 sqm booked, plus 1 free conference pass for each additional 50 sqm booked.
 - Example: stand of 15 sqm will have 1 exhibitor staff pass and 1 conference pass.
- Complimentary passes are assigned only to main exhibitors. It is the entire responsibility of the main exhibitor to assign complimentary passes to co-exhibitors according to their bilateral agreements. Each co-exhibitor receives a login and password to access the WindEurope 2025 Exhibitor Registrations from where they will be able to purchase passes for their staff.

Exhibitor staff pass	Conference pass	Exhibition visitor pass
Exhibitor registration account	Exhibitor registration account	Regular registration page
<p>Included:</p> <ul style="list-style-type: none"> Early access to the exhibition halls. Access to free coffee stations and lunch Networking App Access to Opening reception (3-day and Tuesday passes only) Access to stand parties in the exhibition halls on selected day(s). 	<p>Included:</p> <ul style="list-style-type: none"> Access to the conference and exhibition for the specific day(s) purchased. Access to free coffee stations and lunch, Networking App Online conference proceedings (3-day conference passes only), Access to Opening reception (3-day or Tuesday passes only) Access to stand parties in the exhibition halls on selected day(s). <p>NOTE: Staff members registered for a conference pass do not need to purchase a separate exhibitor staff pass.</p> <p>Exhibitors with the conference delegate pass will be able to access the exhibition hall before the official opening hours. Please advise to security your stand number when entering the hall.</p>	<p>Included:</p> <ul style="list-style-type: none"> Access to exhibition in the official opening hours. Access to free coffee stations Networking App Access to Opening reception (3-day and Tuesday passes only) Access to stand parties in the exhibition halls on selected day(s). <p>Not included:</p> <ul style="list-style-type: none"> Lunch Early access

GREEN TIPS

YOUR STAND

CATERING

TRAVEL , ACCOMMODATION AND GIFTS

SERVICES FOR YOUR STAND

YOUR STAND

- Your stand represents your company, your brand. It's a platform where you present your services and products, it is a meeting place for your colleagues and clients and ultimately, it showcases your company values. What can you do to keep the quality you want, but the same time be more sustainable?
- Choose your stand contractor wisely – check references, ask for certifications, enquire about details of how they can help you deliver sustainable stand.
- Design your stand with **reusability** in mind.
Even if you are going from show to show and your stand surface is not always the same, a well-designed stand can be reused multiple times. Make sure this is part of your request to your stand contractor. An honest discussion with your stand designer at the beginning of the process can help you not only save money, but also find even more ways of creating a greener stand.
- What's your construction? Try using solutions that are **modular, easy to re-use and re-configure**. If you want to use wood, ask for certified lumber. If you use aluminium and steel for your construction - will your stand contractor recycle it after? Look for alternatives – maybe certified, sustainable bamboo can be used as a support frame? Try to use **recycled and recyclable materials**.
- When you consider shipment of your stand avoid airfreight, if possible, as it has a highest CO2 impact, comparing to truck, ocean freight or train.
- If you are participating in many shows with the same stand - think if show-to-show shipment is not better, rather than out & back option, where your stand always comes back to the warehouse before next exhibition.

Resources and useful links

1. To read more about sustainable exhibiting - read 'The Green Edge' by Tom Bowman,
2. Greenhouse Gas Equivalent calculator: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

CATERING

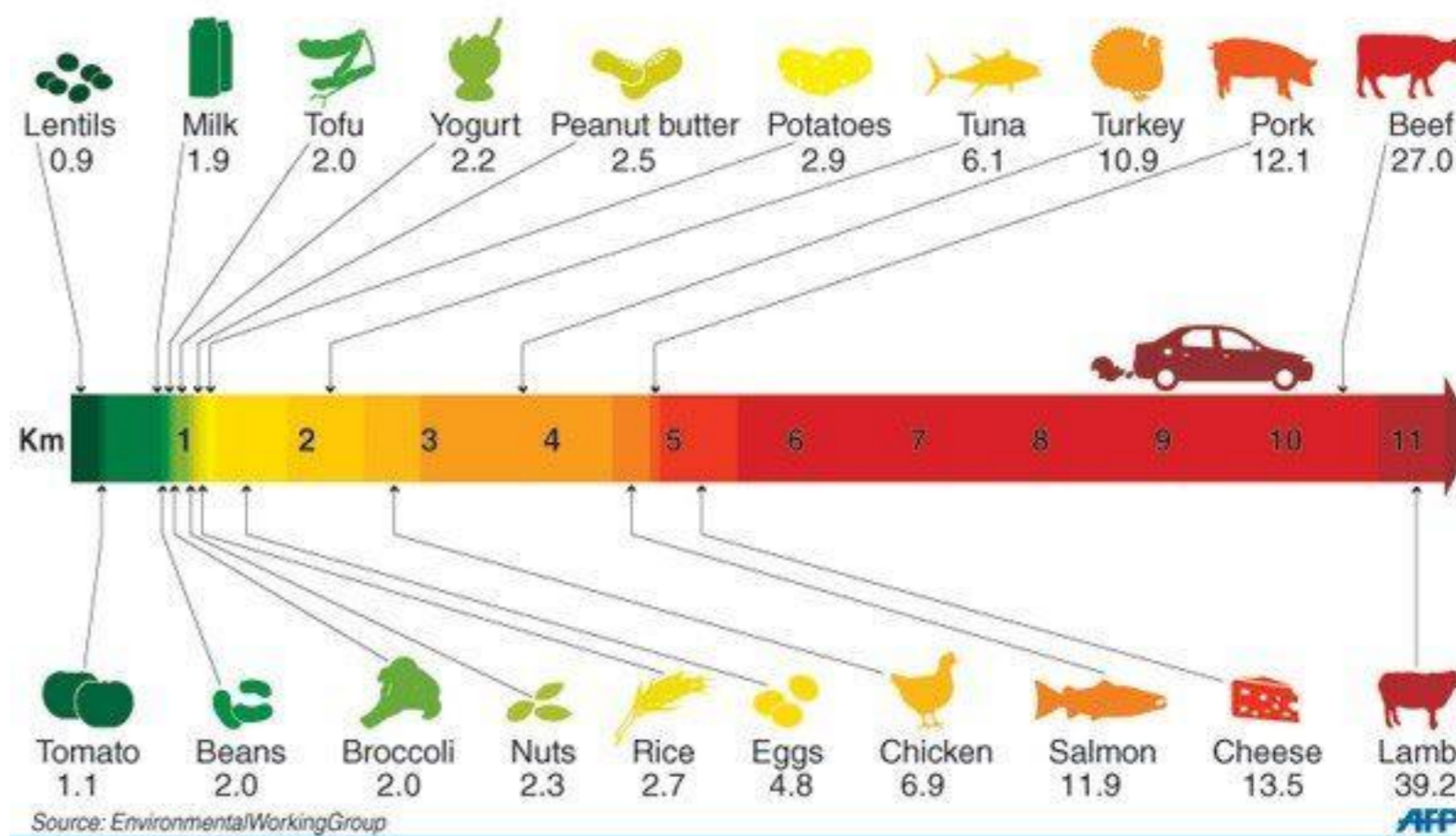
- When selecting what you serve on your stand prioritise seasonal products sourced locally. Ingredients / products that have travelled from afar add to their CO2 footprint.
- If you want to go a step further, please consider the CO2 and water footprint of products you want to serve. Vegetarian options will have significantly lower impact on environment, compared with meat. You can find more resources on that in the box below.
- Don't order too much. Nobody likes to see wasted food. If you are not able to estimate accurately, select options that can be easily stored and served later / next day.
- Bring your reusable water bottle. There will be water fountains across the venue where you can refill your bottle.
- Check how the food will be served. Does it come wrapped in individual, plastic packaging? Is coffee served in crockery or single use cups?

Carbon footprint of what you eat

Calculations of greenhouse gas emissions from the production, processing and transportation of specific food items

■ Main chart compares 110g of food against a journey in a mid-sized car

■ Number shows kg of carbon dioxide equivalent produced per 1kg of food



Do you want to know more? Please check these websites:

On food footprint: <https://www.bbc.com/news/science-environment-46459714>

On water footprint: <https://www.waterfootprint.org/water-footprint-2/what-is-a-water-footprint/>

TRAVEL, ACCOMMODATION AND GIFTS

Travel and accommodation

- **Travel:**
- Think about your staffing strategy and consider low-emission transport if possible.
- If the travel to the event is a short-distance – see if people can carpool or take the train, as these options are better than taking a flight.
- **Accommodation:**
- Chose a hotel that is a walking distance from the venue or has an easy connection to public transport. You can see that easily on KUONI hotel booking page.

Do you want to get involved?

- Share with us your story, your efforts and all actions you are already taking to be a green exhibitor! We will share it with other exhibitors and visitors in the exhibition section of the event website!
- We can all learn from each other and support sustainable business practices. When it comes to sustainability, we are playing in the same team!
- Are you ready to share? Please contact: Aleksandra Nowak, Senior Event Manager, aleksandra.nowak@windeurope.org

Gifts, giveaways, gadgets:

- We all love them. At least in our first years in the exhibition industry. After a while, when we accumulate a collection of hundreds of pens, stress balls and USBs the novelty of the giveaway is lost. If you have fans of Marie Kondo in the office, with their support you can decide not to have giveaways in general. However, if you still want to have something for your clients, here are some ideas:
- Local food – see if you can find some typical, local snacks that you can share with your clients or give them away. Choose food that is easy to share and avoid beverages as gifts (think about carry-on luggage liquid limits!) . Personally, I would vote for chocolate. Always works.
- Choose gifts that are sustainable and practical. Select gifts that will be useful to your contacts even after the event. A notepad that has discreet logo will go places with your client, as well as wooden name tag...

SERVICES FOR YOUR STAND (1/2)

Graphics

- We cannot avoid graphics on the stand. We all use graphics for messaging, to announce new products or just to 'refresh' visuals that we are using on the stand.
- What would be the best way to tackle branding and various artwork on the stand in sustainable way?
- Avoid plastic, or where you cannot avoid it – try to use less of it. Acrylic and PVC are the most common plastics in exhibition. If your graphic panels are mounted to a sheet of PVC – try to use them as long as possible. You can try to use the same design or mount new graphics to old PVC panels.
- Think if / where you can reuse the graphics substrates.
- Consider the material. You can replace plywood and hardboard substrates with FSC-certified equivalents. For fabric banners – use recycled PET which allows vibrant colours. Organic cotton cloth could also be an option, but keep in mind wrinkles and less intensive colour outcome.
- Can you use AV for content that is likely to change, and print only the general branding items? It will allow you to accommodate more messages in your content and last-minute changes while reducing the amount of printed graphics.

Flooring / Lighting / Electronics

- **Flooring:**
- Consider rapidly renewable and recycled materials, such as bamboo, cork, non-petroleum linoleum
- If you go for the carpet – use recycled PET carpet or carpet tiles, that can easily be re-used.
- **Lighting:**
- Use LED bulbs. They are energy efficient, they do not get hot as regular bulbs do and come in all the shapes and sizes you might need.
- **Electronics and appliances:**
- Choose certified energy-efficient options.
- Switch off your screens and any electricity consuming devices at the end of the day. Do you really need to keep it all up and running all night?
- Select equipment that is energy efficient. It's worth sometimes to replace older appliances with new models which consume less energy.

SERVICES FOR YOUR STAND (2/2)

Paper

- How many times have you returned to your hotel room and gone through all the brochures you collected during the show just to bin them all? It's too heavy for your carry-on bag or there is not enough space in your bag as you still need to fit the extra pair of shoes you always take to exhibitions. How many times have you actually dragged the bag of brochures with you, just to put it somewhere in the office and ultimately, when needed, you just emailed the contact person asking for the same materials in digital form, as you couldn't find the brochure anymore?
- Here is my simple advise – go paperless, go digital.
- Save money and always share updated materials with your clients. Scan visitors that come to your stand, so you can keep the track of their requests and send them all materials that are interested in by email. They will appreciate the email and come back with more questions!

Waste

- It is the best place to start any considerations about 'going green'. The idea is simple: create less waste.
- Speak with your stand builder how to design the stand to avoid waste from construction.
- Look at the giveaways, leaflets and other items that you are producing for the event. Is all that really needed? Are you using a sustainable material and your gadgets / publications easy to recycle?
- Avoid extensive packaging whenever possible.
- Follow advice from the organiser and the venue on waste management when onsite. Waste management systems will be different, depending on the venue and waste management system of the city.

PROMOTION AND EXTRA VISIBILITY

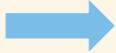
YOUR COMPANY VISIBILITY

PROMOTION MATERIALS

HOW TO INVITE YOUR CLIENTS

QUICK VIEW ON HOW TO PROMOTE YOUR COMPANY

YOUR COMPANY VISIBILITY

- Each exhibitor has a **free entry in the online exhibitor list** and event app.: Please make final updates in your Exhibitor profile **by 14.02.2025**
- After this date, only the online list of exhibitors will be updated, we will not make any changes in printed materials, floorplan boards, mobile app. etc.
- You can access your profile from the Exhibitor Zone dashboard.
- You can add different levels of visibility for you online profile. You can see three options in your Exhibitor Profile platform, just click on the tab called “Visibility” – see here 
- If you are interested in more visibility options – please check the event [THE SPONSORSHIP CATALOGUE](#)
- If you have other ideas, please reach out to WindEurope sales team: sales@windeurope.org

You are logged in as **weur7646** [Back to Organiser login](#)

[Floorplan](#)
[Stand Status](#)
[Booking Status](#)
[Stand Share Management](#)
[Visibility](#)
[My Profile](#)
[Logout](#)

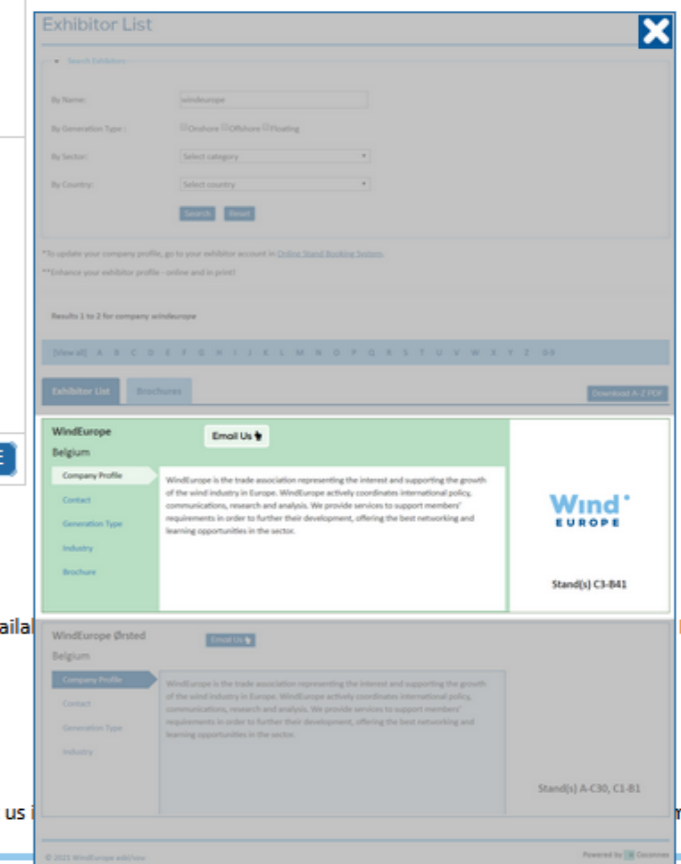
Visibility Packages

To promote your presence at WindEurope Annual Event 2025, there are a variety of option to choose from. You will find here under the three main categories.

Category 1 - Online Visibility Options

Online Exhibitor List	Rate (excl.VAT)
<input type="radio"/> Your logo on your online exhibitor profile	€ 390.00
<input type="radio"/> Your logo on your online exhibitor profile Tinted panel on your online exhibitor profile Brochure upload on your online exhibitor profile	€ 770.00
<input checked="" type="radio"/> Your logo on your online exhibitor profile Tinted panel on your online exhibitor profile Brochure upload on your online exhibitor profile Exclusive sector highlight: Your online exhibitor profile highlighted at the top of the list of the sector of your choice – if still available	€ 1050.00

[CONTINUE](#)



The screenshot shows a search interface for the Exhibitor List. It includes filters for 'By Name', 'By Generation Type', 'By Sector', and 'By Country'. Below the filters, there are instructions to update the company profile and enhance the exhibitor profile. A search result for 'WindEurope' is displayed, showing its company profile, contact information, and a promotional banner for Stand(s) C3-B41. The banner includes the WindEurope logo and a description of the organization's role in the wind industry.

Category 2 - Online Banners

As you may have seen on our booking platform, we have two promotional banners available to have your own promotional banners placed there, please [contact us](#).

Category 3 - Onsite Sponsorship

By clicking [here](#) you will access our Sponsorship Catalogue. Do not hesitate to contact us

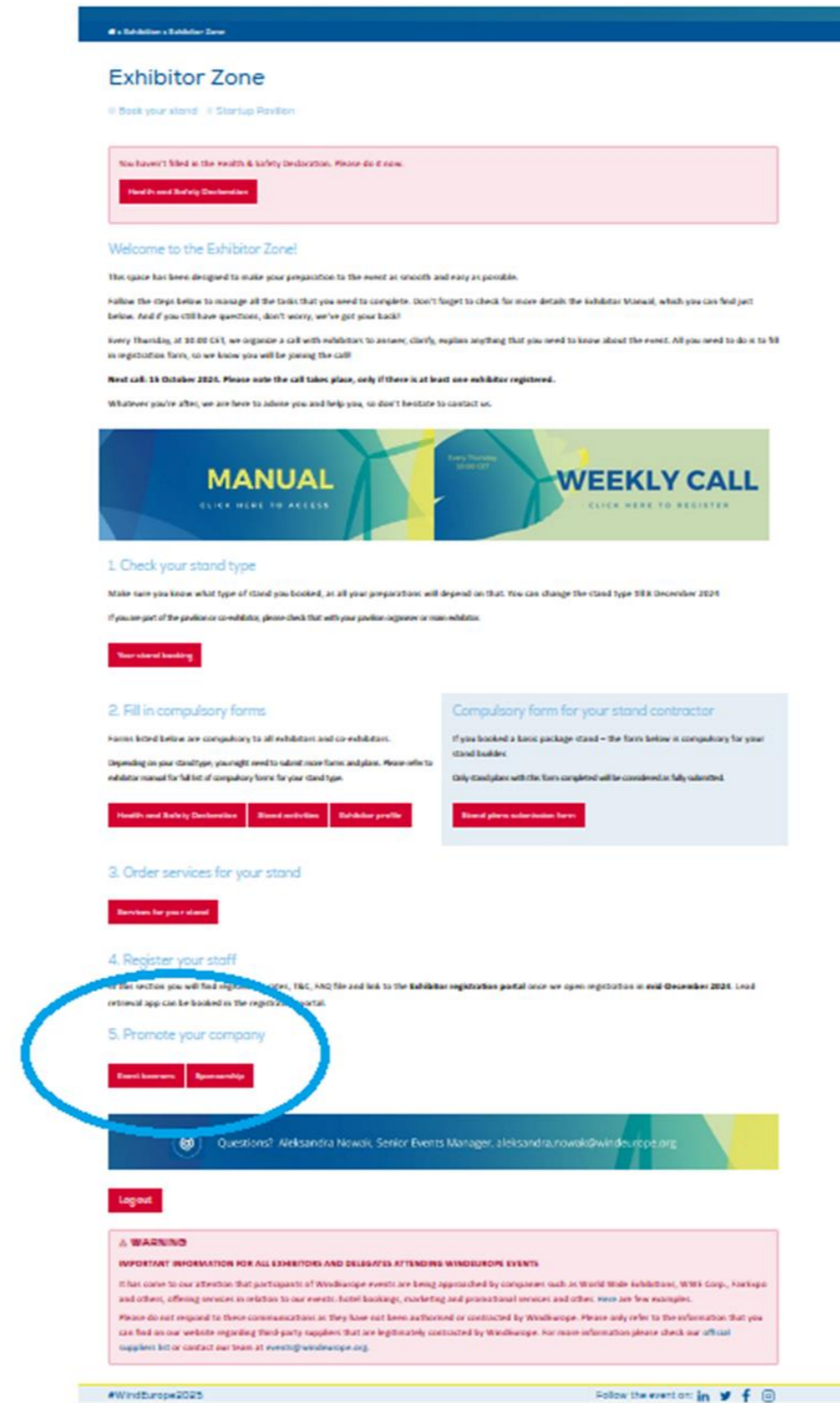
if you would like

isable.

PROMOTION MATERIALS

Event logo and banners

- You can download the event logo and create customised banners of different sizes from the Exhibitor Zone.
- Select Step 5 'Promote your company' on the dashboard and click on 'Event banners'



Exhibitor Press Release

- One month before the event exhibitors will be able to upload their press release.
- We will add extra an button, in the Exhibitor Zone dashboard (see step 5)
- Press releases will be published on **the Media & Press section** of the event website.
- Please allow up to 2 working days for your press release to be checked before publishing online.
- Tips on content: make your press release short (one page) and relevant. Commercial presentations are not interesting materials for the press, so please focus more on new products, new research, innovation etc. Add contact details – in case any journalists would like to reach out and discuss it further.

HOW TO INVITE YOUR CLIENTS?

- There are two ways you can invite your clients:
 - Exhibition visitor invitations
 - Discount code
- The most relevant question to decide which tool to use is to decide who will be paying for these passes?
 - If it is you to cover the cost, please use exhibition invitations,
 - If it is your client covering the cost, it is best to share discount code with them.
- **Do not use invitations to register your colleagues.**
- There is a significant difference between exhibitor staff pass and the exhibition visitor pass (the pass that is linked to invitation):
 - Exhibitor staff pass has lunch included whereas the exhibition visitor pass doesn't have access to lunch area,
 - Exhibitor staff pass allows early access to the hall

	Exhibition visitor invitations	Discount code
Valid for:	Exhibition only pass	Exhibition only pass
Target group:	Your VIP clients	All your clients
Registration fee for your clients:	None. Your client will pay only for extra options – like the gala event ticket.	<ul style="list-style-type: none"> •Discount code offers 20% on non-member exhibition only pass. • Exact rates will be announced when registration opens in January 2025
Your cost:	Exact rates will be announced when registration opens in January 2025 Note that credit card guarantee will be requested for this order. Invoice issued only for redeemed invitation codes, after the event.	None. Your client still pay for the pass, although at a reduced rate.
Code:	Range of unique codes	One code per exhibiting company
Registration:	Online only	Online only , before 24 March 2025
How to order:	Order exhibition invitations in your registration account: Exhibitor registration portal	Create your own discount code in your registration account, in Orders and Invoices tab.
	WindEurope Registration Team c/o D2i Systems Tel: +44 151 649 5159 E-Mail: registration.windeurope@d2isystems.com Customer support hours: Monday to Friday 9:00 – 17:00 CEST	

QUICK VIEW ON HOW TO PROMOTE YOUR COMPANY

Basic option - 'I have no additional money to spend'

- There are several actions that exhibitors can take to promote their company without impacting their budget:
- Update **your exhibitor profile**.
- Use **free press release upload** option.
- Use **event banners and #WindEurope2025** to promote your presence at the event on social media.
- Request a **discount code for exhibition visitors** and share it with your network, mail to your current and prospective clients.
- Come prepared - use **the event mobile app**. to connect with other participants before coming to Copenhagen! The app will be live few weeks before the event.
- Join networking events during the event, such as opening reception.
- Collect business cards from your new contacts and notes for the follow up after the event. Then do follow up shortly after!

Medium option - 'I can invest a little bit'

- Cover all points listed in the Basic option.
- Consider online visibility options – you can upgrade your exhibitor profile in the online listing, so your company name stands out.
- Think how you invite your client to the event – you can cover the entrance fee for your VIP visitors, by using the invitations function in your exhibitor registration account.
- In [THE SPONSORSHIP CATALOGUE](#) you will find options with online banners placed on high traffic pages.
- Think about renting a badge scanner, which will help you to follow up with all the visitors to your stand. You will find more info about that in your exhibitor registration account.

Advanced option - 'I have a dedicated budget'

- Cover points from Basic and Medium options.
- Consider a sponsorship option that reflects your company objectives.
- Do you want your brand to be more recognisable and more visible?
- Do you want to make sure that visitors know where is your stand?
- Maybe you want to show your company expertise in a particular topic and you are more interested in a sponsored side event?
- Have a look at [THE SPONSORSHIP CATALOGUE](#), but don't hesitate to contact the WindEurope Sales team: sales@windeurope.org - they can advise you the best way to reach your goal.

THANK YOU

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ANNUAL EVENT
2025
COPENHAGEN
8-10 APRIL

windeurope.org/annual2025



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