

# EUROPEAN SEATING SYMPOSIUM

7<sup>th</sup> ESS Conference



**EUROPEAN SEATING SYMPOSIUM**  
INCORPORATING ASSISTIVE TECHNOLOGY  
CROKE PARK STADIUM | DUBLIN | 15-18 JUNE 2021



15 – 18 June 2021

Croke Park Stadium  
Dublin, Ireland



EXHIBITOR MANUAL

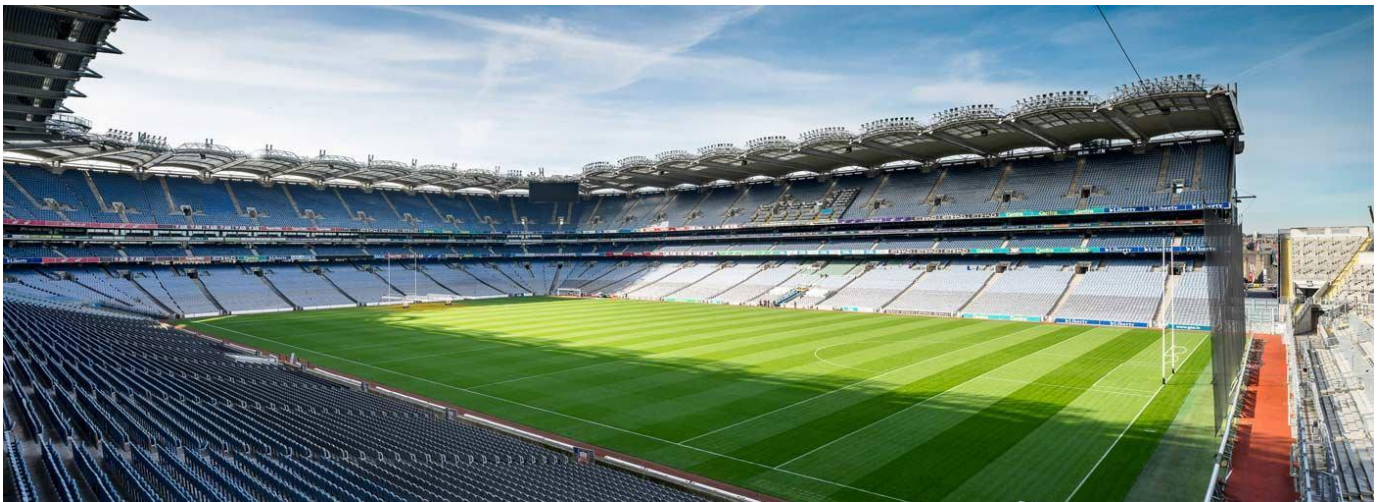
## VENUE

### Croke Park Stadium

Dublin • Ireland

The ESS 2021 venue is the infamous Croke Park, the home of Ireland's exhilarating Gaelic Games. More than a stadium, Croke Park is Ireland's greatest amphitheatre. It features 110 meeting and event spaces, a 232 bedroom hotel and is ideally located close to Dublin Airport and city centre.

Croke Park Meetings & Events Centre is one of the world's most unique and versatile venues to bring people together to be inspired and entertained.



**The Exhibition will be held in Hogan Suite and Foyer (5<sup>th</sup> Floor, The Hogan Stand)**

The main meeting rooms and registration areas are located within The Hogan Stand.

Tea and coffee will be served in the exhibition areas during the conference breaks.

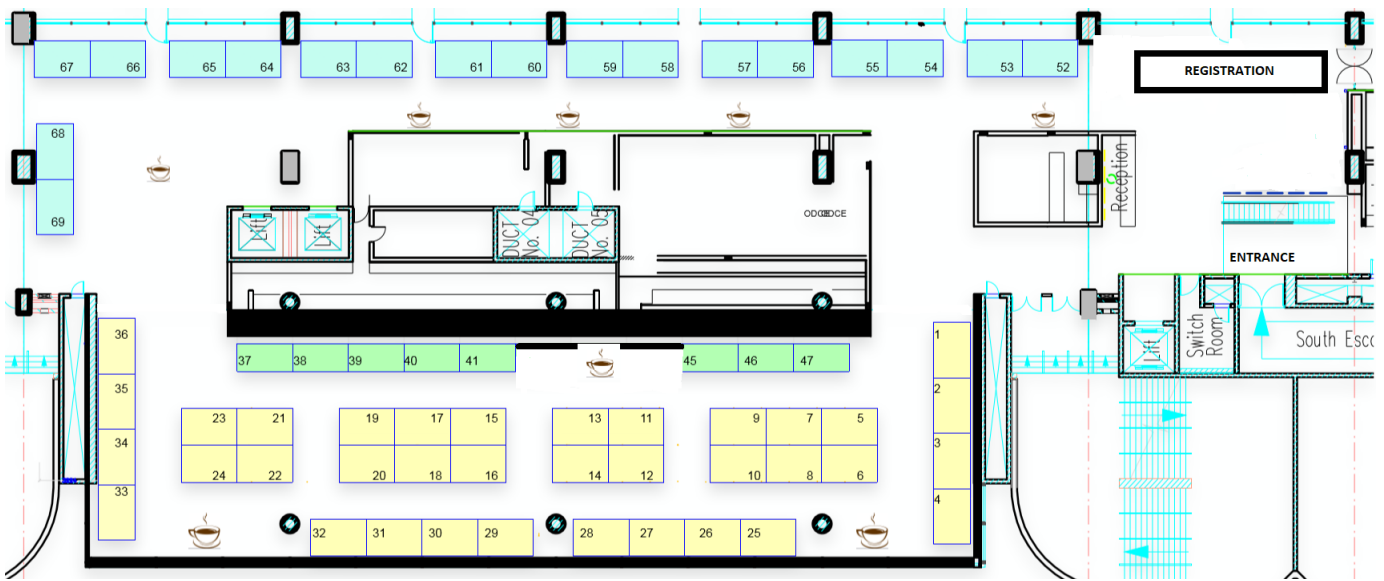
## EXHIBITION

The Exhibition will be an integral part of the conference

Tuesday 15 June	Exhibition Set-up:14.00-20.00
Wednesday 16 June	Exhibition: 08.00-17.00
Thursday 17 June	Exhibition: 08.30-17.00
Friday 18 June	Exhibition: 08.30-15.30 & Exhibition Dismantling 15.30-17.00

Exhibitors are responsible for costs regarding transportation, set-up and storage of any additional exhibition material.

## LAYOUT OF EXHIBITION SPACE



\* The Exhibition Layout is not final and may be subject to change

## EXHIBITION INFORMATION

### Exhibition Booth

Each Exhibition Booth will consist of:

- Wall Panels\*: The shell scheme stand is constructed using white Modular System comprising of 2.35m high walls\*\* with 3mm thick infill in white vinyl. Graphic overlays may be applied using Velcro tabs (hook & loop). The width between the exhibition stand uprights is 950mm and the height is 2350 mm.  
\*If you do not require wall panels then please advise us as soon as possible or prior to 3 May 2021 at [events@conferenceorganisers.ie](mailto:events@conferenceorganisers.ie)  
\*\*Please note that stands 52-69 have a maximum height restriction of 2.35metres
- Fascia Board: Each stand will have a single sided fingerpost style name board indicating exhibitor name and stand number. Text will appear in a plain font.
- Electrical: Each stand will be provided with 2 spotlights and 1 twin socket (500 watt max). 2 x Electric Sockets (voltage - 230V). Additional electrics may be ordered from [O'Brien Expo Services LTD](#)
- Furniture: Each exhibit will be supplied with a furniture pack consisting of one counter and two stools. Additional furniture may be ordered from [O'Brien Expo Services LTD](#).

### Set up & Breakdown Times

Stand Set-up*	Tuesday 15 June 2021	14.00-20.00
Stand Break-down**	Friday 18 June 2021	15.30-17.00

\* Exhibitors will not be allowed to block any fire exits and any items found blocking exits will be removed immediately.

\*\*Exhibitors are responsible for the breakdown of their own stands and the removal of all rubbish and materials.

### Set up

The exhibition area will be accessible on Tuesday 15 June for you to set up your exhibition stand at 14.00. All displays must be fully set up by 20.00 on Tuesday 15 June. The Stadium will be locked in the evening and will not reopen again until the following morning when the conference will commence.

Please note trolleys are not available onsite and must be provided by the exhibitor.

### Storage

There are no storage facilities available onsite so we would advise exhibitors to remove their boxes for safekeeping. All items left behind after events by exhibitors will incur a disposal charge which will be added to the exhibitor bill.

## Delivery Instructions

Please ensure all items for delivery are [clearly labelled](#) with as much information as possible regarding the senders and conference details. Packages cannot be accepted prior to Monday 14 June 2021.

Delivery address: ESS 2021, c/ o Croke Park Stadium  
Suite 673, Level 6, Meetings & Events,  
Croke Park Stadium, Jones Road, Dublin 3

**\*\*\*Please complete the [Croke Park Delivery Label](#) and include on all deliveries\*\*\***

Please note:

- There must be a delivery label per package
- Any deliveries sent to the stadium without a label will not be accepted
- Packages cannot be accepted prior to Monday 14 June 2021
- Any deliveries requiring a signature must be sent within Monday Friday from 08.00 to 17.00
- Croke Park does not assume responsibility for the damage or loss of any articles, products or equipment left in the Conference Centre before, during or after an event.

## Loading and Unloading on-site

Access for exhibitors with standard deliveries is through the main entrance on Jones Road. Lifts and escalators are available and The Hogan Suite and Foyer are on the 5<sup>th</sup> floor.

For pallets and large deliveries, the exhibition staff will need to access Croke Park [through the tunnel](#), directions are available [HERE](#) and access is via the Cusack Stand entrance.

Please note that the access will need to be pre-approved by the Stadium.

To request approval, please complete the request form [HERE in advance of 24 May 2021](#).

\*Please note access at all times is not guarantee and subject to works carried out in the Stadium and on the pitch.

## Parking

Complimentary parking is available in The Davin Car Park which is located off North Circular Road and accessed via St Margaret's Avenue. There is pedestrian access from the car park onto Jones' Road / Russell St for the main entrance to the Hogan Stand (on Jones' Road, opposite the Croke Park Hotel). More information [HERE](#).



## Breakdown

Dismantling of your display or stand is not permitted before 15.30 on Friday 18 June 2021. Stand contractors will not be permitted access to the exhibition areas until this time. Under no circumstances can exhibits be removed from the exhibit floor during conference hours. The organisers cannot be responsible for materials left at Croke Park. Any items to be collected after the conference, should be clearly labelled and left for collection in Suite 673.

Goods will have to be collected before COB on Friday 18 June 2021.



## Collection

All goods must be packaged, [clearly labelled](#) and placed for collection in suite 673. All packages must be collected before COB on Friday 18 June 2021.

## Exhibition Dates & Times

Exhibition staff will be required to staff their booth at the following opening times:

Wednesday	16 June	08.00 – 17.00
Thursday	17 June	08.30 – 17.00
Friday	18 June	08.30 – 15.30

## ACTIONS FOR EXHIBITORS

### Exhibitor Presentations

We are offering exhibitors the chance to deliver presentations to delegates during breaks at the conference; these presentations will be written into the final conference programme. We have a limited number of slots available, so they will be allocated on a first come first served basis.

Please complete the form to apply for a slot [HERE](#) in advance of 2 April 2021.

### Exhibitor Quiz

In order to gain as much footfall as possible to each exhibition stand, we will be running an Exhibitor Competition at ESS 2021. The Conference App will include a question on each participating exhibitor and delegates will be asked to visit each stand in order to gain the answer to the exhibitor specific question. The delegate with the most correct answers at the end of the conference will win an amazing prize. The competition will be designed to encourage delegates to visit sponsor stands and find out more about your products and services.

Please submit your quiz question and answers for inclusion on the Conference App [HERE](#) in advance of 3 May 2021.

### Company Information

If you have not already done so, please send your company logo, a short company summary and the company website address for use on the [ESS Website](#) and Conference App to [events@conferenceorganisers.ie](mailto:events@conferenceorganisers.ie)

- A short company summary (max 200 words)
- Company logo (JPG)
- Company website address

### Conference Inserts

Delivery address: Croke Park Stadium Meeting & Events, Joes Road, Drumcondra, Dublin 3 and inserts must be delivered by Friday 11 June 2021, marked for the attention of **ESS 2021, c/o Corina Garcia Conference Organisers**, with your company name and 'ESS 2021 Insert' clearly marked on the package(s).

## Registration

Please register all (including complimentary) attendees via the [Online Registration System](#)

As an ESS 2021 Exhibitor, you are entitled to the following per stand:

1 complimentary Exhibition Only pass which includes lunch and coffee breaks, for staff manning the exhibition stand.

The nominated attendee is liable for their own accommodation and travel expenses.

Additional staff members must register as conference delegates (a reduced registration fee of €450 is available up to 4 additional attendees).

### Complete the registrations

Please visit the [Online Registration System](#) before 2 April 2021.

Ensure to use the sponsoring/exhibiting company as the company name.

\*Complimentary Registrations will be tracked so please do not exceed the above allowance\*

All badges must be personalised in advance with the names of your personnel.

Each registration must be made separately, and each should have a unique email address. We recommend that you proceed with the online registration as soon as possible, in order to reserve and guarantee accommodation at the Croke Park Hotel.

Registrations should be completed no later than 2 April 2021.

## Lunch and Refreshments

Catering will be offered only to registered delegates wearing conference badges. No other personnel will be permitted access to the conference or exhibition areas.

## Accommodation

If you wish to book [accommodation](#) onsite there are rooms available at the Croke Park Hotel.

There is also Student Accommodation available at the DCU St. Patrick's Campus which is a 15-minute walk from the conference venue.

Please reserve your accommodation during the registration process on the [Online Registration System](#).

## ESS Party Night in Dublin City

A conference party with entertainment is being held in Medley on the evening of Thursday 17 June. This is an ideal opportunity for you to mix and mingle with delegates. The cost per ticket is €50 and can be purchased via the [Online Registration System](#). Note that capacity is limited so please ensure to book early.

There is an opportunity available to become one of the party sponsors, the cost is €1,000 and includes 10 complimentary tickets to the event. To avail of this opportunity please contact [events@conferenceorganisers.ie](mailto:events@conferenceorganisers.ie)

## Attendance at the conference

Exhibition Only attendees are not allowed to attend the scientific programme without first registering for the conference. A special rate of €450 is available to exhibitors (up to a maximum of 4) who wish to attend the conference which is a considerable discount on the list price.

## GENERAL INFORMATION

### Cleaning

It is the Exhibitor's responsibility to maintain the stand in a clean condition at all times.

### Damage

Please remember that you are responsible for any damage, caused by you or the staff working on your behalf at Croke Park Stadium. In your own interest, you should satisfy yourself as to the condition of your exhibition site before you set up your stand/exhibits. Floors, walls, roof and other parts of the exhibition area may not be damaged in any way by the drilling of holes or with nails, paint, glue etc. Exhibition Insurance is recommended.

### Insurance

While we take every precaution to protect your property during the event, we are not responsible for any loss or damage. Please ensure that all exhibits are insured and note that you are also responsible for insuring against any legal liability incurred in respect of injury to or damage to property belonging to third parties.

### Lost Property

Please report any lost items to the Organiser's Office.

The Organisers take no responsibility for any lost items during the conference.

### Security

While every precaution is taken to ensure the safety and security of personnel and equipment, we cannot accept any responsibility whatsoever for any injury, loss, damage or any consequential losses which may befall your personnel and their property. We recommend that valuables, particularly of a portable nature, are not left unattended on your stand at any time.

Please note:

- The exhibition space will not be locked during the night however the stadium will be locked in the evenings.
- CCTV cameras are in the conference and exhibition spaces
- The stadium has 24/7 security onsite

The Conference Organisers cannot guarantee full security when the building is closed and take no responsibility for the contents of the exhibition stands at any time.

### Smoking

Smoking in the Croke Park Stadium is forbidden by Irish law. Smoking areas are available outside of the stadium at Level 2 on Jones Road.

### Hazardous Equipment

Any exhibitor proposing to exhibit equipment, using gases (including compressed air), laser equipment, radiological equipment, or biohazards should provide details in advance to the Exhibition Organiser, for approval by the Safety Officer.

### Exhibition Rules and Regulations

1. All stand structures, signs, exhibits etc, must be contained within the area allotted and may not project into or over the gangways.
2. The standard name boards are not to be covered.
3. No signs, graphic panels, banners or other exhibits or display equipment may be fixed or attached to any part of the building. All displays must be free standing or attached to the display system or structure.
4. Work on all stands must be completed no later than 20.00 on Tuesday 15 June 2021.
5. No work, erection, decoration or writing may be undertaken on the stands once the exhibition is open.
6. Excessive noise or loudspeakers are not permitted as these cause interference with other stands.
7. In the Interest of security, fire doors may not be used by exhibitors once the exhibition is in operation. Fire doors must remain unobstructed at all times.
8. Exhibitor badges should be worn at all times.
9. Exhibitors should familiarise themselves with the location of emergency exits and fire-fighting equipment within the hall. All security risks should be reported to the organiser's office.
10. Children under the age of 16 years are not permitted within the complex during construction or dismantling of any event.

## Additional Stand Requirements

For additional stand requirements, please contact [O'Brien Expo Services LTD: tony@obexpo.ie](mailto:O'Brien Expo Services LTD: tony@obexpo.ie)

## Cancellation Policy

Cancellations should be sent in writing to [events@conferenceorganisers.ie](mailto:events@conferenceorganisers.ie)

After the Sponsorship Application Form has been signed, the company agrees to pay the amount in full. No refunds will be given in respect of any cancellations.

The organiser may cancel or reschedule the event in its sole discretion. Should the event be cancelled, the organiser agrees to refund the company in full. Should the event be postponed, the sponsorship will automatically transfer to the new date.

Bank service charges and all administration fees will be deducted from all conference refunds.

## Conference Language

The official language of the conference is English.

## CONTACT

If you have any queries, please don't hesitate to contact us:

### Conference Secretariat

Conference Organisers Ltd.

T: +353 1 2859033

E: [events@conferenceorganisers.ie](mailto:events@conferenceorganisers.ie)

W: [www.conferenceorganisers.ie](http://www.conferenceorganisers.ie)



### Conference Venue

Croke Park Stadium – Meetings and Events

T: +353 1 819 2957

E: [fcronin@crokepark.ie](mailto:fcronin@crokepark.ie)

### Expo Services

O'Brien Expo Services LTD

E: [tony@obexpo.ie](mailto:tony@obexpo.ie)

W: [www.obexpo.ie](http://www.obexpo.ie)