



# Worth Knowing for exhibitors

(Exhibitors guide)

Practical information for exhibitors at Danmarks Læringsfestival/The Danish Learning Festival 2018.

Opening hours for the Festival: 9am to 5pm

Opening hours for the EXHIBITION: 9am to 4pm

## NEW IN 2018

- In 2018, we will produce a **Festival GUIDE** to be handed out to all visitors. This is where you can advertise for your stand, and any presentations or events. The Festival GUIDE will include a map and the programme for the Festival.
- **Presentations**: please note that in 2018 you decide the time slot and room size.
- Exhibitors networking event: Tuesday after closing time, you have the opportunity to network with other exhibitors and DKLF employees. Snacks and a beer/wine will be served. Please note: this event is only for exhibitors and DKLF employees.
- If you want to hand out free beverages and snacks at your stand, you **MUST** send an email to [f&b.orders@bellacenter.dk](mailto:f&b.orders@bellacenter.dk), regarding what you will be handing out, your stand number and name.

## Before the Festival

### How to place your order

Place your order on [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk).

Orders are accepted from Monday, September 11, 2017 at 12 noon.

In the order system, you can order:

- Your stand, size and placement. Price: DKK 1.850 per m2 ex. VAT.
- Presentation slots, please note that in 2018 you decide the time slot and room size. Sizes vary from 39 to 93 participants - and prices vary from DKK 2280 to DKK 4290 ex. VAT per room.
- Advertisement in the Festival GUIDE (see sizes and prices in the appendix). Price: DKK 1500-9000 ex. VAT.



- Coffee tickets (for getting coffee at the cafés; both for you and for giving out to your guests). Price: DKK 20 ex. VAT.
- Tickets for the exhibitors networking event, Tuesday after closing time for exhibitors and DKLF employees. Price: DKK 150 ex. VAT.
- Tickets for the networking dinner, Tuesday night for exhibitors, conference attendees, and DKLF employees. Price: DKK 400 ex. VAT.
- Exhibitors App, which allows you to register the guests at your stand (more information at [danmarkslaeringsfestival.dk](http://danmarkslaeringsfestival.dk)). Price: DKK 1000 ex VAT.

#### PLEASE NOTE:

All exhibitors, guests, and visitors must wear a name tag during the Festival. You can print name tags for free at [danmarkslaeringsfestival.dk/for-udstillere/navneskilte](http://danmarkslaeringsfestival.dk/for-udstillere/navneskilte).

**Deadline for placing your order is Friday, January 19, 2018.**

**Please note that your order is final.** You will be billed for:

50% of the price of your stand and any presentation slots you have ordered if you cancel *before* January 19, 2018 - and 100% of the price of your stand and any presentation slots you have ordered if you cancel *after* January 19, 2018. You will be billed for 100% for any advertisements you have ordered.

## Stands

Price per square meter: DKK 1,850 ex. VAT.

The price includes white walls, shelves, lights, wireless Internet connection, and electricity (230V incl. 0,8 kW.). The stand will be built by [Bigini.dk](http://Bigini.dk) who will contact you in December with a drawing of your stand. You will also receive an order form where you can order additional equipment, e.g. carpet, cable Internet connection, and a locker.

## Stands map

You can see the stands map on [danmarkslaeringsfestival.dk](http://danmarkslaeringsfestival.dk). When you have placed your order, you will receive a confirmation email where you can see your stand number and order.

Please note the number of your stand, and refer to it if you have questions and need to contact us. We recommend that you mention the stand number in your advertising.

## Presentations

The duration of a presentation is 45 minutes. Sizes vary from 39 to 93 participants - and prices vary from DKK 2280 to DKK 4290 ex. VAT per room:



Time/Room	Room 5 (max 93 p.)	Room 6 (max 65 p.)	Room 7 (max 39 p.)	Room 16 (max 46 p.)	Room 17 (max 46 p.)
09:15	4290	3450	2670	2880	2880
10:15	4290	3450	2670	2880	2880
11:15	4290	3450	2670	2880	2880
12:15	4290	3450	2670	2880	2880
13:15	4290	3450	2670	2880	2880
14:15	4290	3450	2670	2880	2880
15:15	3360	2800	2280	2420	2420

Presentations are free to attend. There are no presentation tickets, so all presentations are run on a first come, first served basis.

Deadline for ordering presentation slots is January 19, 2018.

Deadline for description of your presentation is February 5, 2018.

If you choose to book a presentation slot, please send a brief description of your presentation (270 characters maximum, including title and name of exhibitor) to Tine Longfors Lauritsen, [tll@pha.dk](mailto:tll@pha.dk).

We advertise the presentations on [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk) and in the Festival GUIDE.

All presentation rooms are fully equipped with a projector, screen, audio, and computer. If you need other technical equipment please contact Jens Røgen, [jro@pha.dk](mailto:jro@pha.dk). A presentation host and an IT support will be present and available to help at every presentation.

We recommend that the speaker is present at your stand following the presentation.

## Advertisement

You can download the DKLF logo at [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk).

You can place an advertisement in the Festival GUIDE. See advertisement sizes and prices in the appendix.

**The deadline for ordering is January 19, 2018.** Print ready advertisements must be sent to Merete Watson,



[mwa@pha.dk](mailto:mwa@pha.dk) by February 5, 2018. Print ready advertisements must be sent as pdf files optimised for offset print - PDF/X-3, .jpg, .tiff or .eps (CMYK), resolution: min. 300 dpi. Remember to check to size of your advertisement!

## Catering

Bella Center handles orders and payment for catering at Danmarks Læringsfestival. Please contact [F&B.orders@bellacenter.dk](mailto:F&B.orders@bellacenter.dk) before and during the Festival for all questions regarding catering.

In January 2018, you will receive an email with the catering order form, which will also be made available on [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk).

## Arrival and setup

The address is Bella Center, 5 Center Boulevard, 2300 Copenhagen S.

[See map of delivery/pick-up at Bella Center for exhibitors \(pdf\).](#)

**Please note that you must pay for parking in the surrounding parking areas.**

Stands will be set up by [Bigini.dk](http://Bigini.dk).

Materials for your stand can be delivered from Wednesday, February 28, 2018 at 8am. [See map of delivery for carrier \(pdf\)](#), where you can pick up your materials upon arrival. Remember to put your stand number on the materials! If you would like your materials to be delivered earlier, Bella Center has an arrangement with DSV who will receive your materials before the Festival and deliver them to your stand. Please contact DSV at +45 3247 3017 or [expo@dk.dsv.com](mailto:expo@dk.dsv.com).

**You have access to Bella Center from Monday, March 5, 2018 at 4pm** (some exhibitors may have made individual arrangements). Your stand will be ready with walls and shelves from Monday at 4pm. Additional equipment such as electricity and tables will be ready Tuesday, March 5 at 8am at the latest.

When you arrive at the Festival, you will be met by your area host who will give you their phone number and other relevant information, should you need assistance. **Please talk with your area host during the Festival to solve any challenges which may arise.** Your area host will be available from Monday, March 5 at 4pm to Wednesday, March 7 at 5.30pm.

Tickets for coffee and the networking events, hangers for your name tags etc. can be picked up at the EXHIBITORS INFO/UDSTILLERINFO stand which is placed in the exhibition hall. Catering tickets can be picked up at the Orang Utan Café which is open until 9pm on Monday.

We ask that you keep your exhibition within the area of your stand, in consideration of the fire regulations and neighbouring stands.



You must have finished setting up your stand on Monday, March 5 at 9pm. If this is not possible, please contact Merete Watson, [mwa@pha.dk](mailto:mwa@pha.dk).

## During the Festival

### On your stand

You may sell teaching materials etc. on your stand.

If you want to hand out free beverages and snacks at your stand, you MUST send an email to [f&b.orders@bellacenter.dk](mailto:f&b.orders@bellacenter.dk), regarding what you will be handing out, your stand number and name.

PLEASE NOTE:

All exhibitors, guests, and visitors must wear a name tag during the Festival. You can print name tags for free at [danmarkslaeringsfestival.dk/for-udstillere/navneskilte](http://danmarkslaeringsfestival.dk/for-udstillere/navneskilte).

### Stand events

You can have a poster or similar put up at the entrance of the exhibition hall, to advertise events on your stand. Please contact Marie Kjær Christiansen, [makc@pha.dk](mailto:makc@pha.dk). This is a free service - just print your poster and bring it to the Festival.

### Water

During the Festival, the people working on your stand will be given bottled water. You can trade empty water bottles for full ones at UDSTILLERINFO.

## Practical information during the Festival

Bella Center opens at 8.30am, and the exhibition opens at 9am.

**REMEMBER to print and wear your name tags, so you can enter the exhibition hall before the visitors.**

Opening hours for the Festival are 9am to 5pm both days. The EXHIBITION closes at 4pm.

Stands and aisles will be vacuumed, and trash cans will be emptied on Monday and Tuesday nights.

You can store additional sales materials in a storage room inside the exhibition hall. You are not allowed to store empty packaging, pallets, cardboard boxes, transportation boxes, etc. in Bella Center due to risk of fire. **Empty packaging must be stored outside Bella Center or disposed of in Bella Center trash containers.** Trash containers are placed outside the exhibition hall - see map (pdf) - *coming soon*. Bella Center has an



arrangement with DSV who can store empty packaging during the Festival. Please contact DSV at +45 3247 3017 or [expo@dk.dsv.com](mailto:expo@dk.dsv.com).

## Insurance

Exhibitors are solely responsible for any necessary insurance, including liability and theft.

## Networking events

### Exhibitors Networking Event

NEW: Exhibitors and DKLF employees can participate in the exhibitors networking event on Tuesday, March 6 at 4.15pm. Snacks and a beer/wine will be served.

Price: DKK 150 ex. VAT per person. The exhibitors networking event will take place by the exhibition hall.

Please order your tickets for the exhibitors networking event when you place your order.

### Networking Dinner

You can participate in the networking dinner on Tuesday, March 6 at 5.30pm.

Other participants include conference attendees, exhibitors, and DKLF employees and management.

Programme:

At 5.30pm: Tapas

At 6.30pm: Dinner & coffee

At 8.00pm: "Beer pub"

Price: DKK 400 ex. VAT per person. The networking dinner will take place at Bella Center.

Please order your tickets for the networking dinner when you place your order.

## After the Festival

### Packing up

Your stand must remain open during the opening hours of the Festival: 9am-4pm.

Your stand must be cleared of **materials and trash** after the end of the Festival on Wednesday, March 7 at 4pm. Trash containers can be found here (pdf) - *coming soon* as well as inside the exhibition hall after the end of the Festival. Your area host will be available until Wednesday at 5.30pm.



You can arrange for a carrier for pick up and shipping after the end of the Festival. You can pack the materials, ready for shipping, and leave them on your stand – remember to tell the carrier the number of your stand. Materials must be picked up by Thursday, March 8 at 4pm.

## Practical information

### Invoice

You will receive an invoice for your stand, presentations, advertisements, tickets for coffee and the networking events after Danmarks Læringsfestival.

Bigini will send the invoice for additional stand equipment.

Bella Center will send the invoice for catering.

Please note that your order is final. You will be billed for 50% of the price of your stand and any presentation slots you have ordered if you cancel *before* January 19, 2018 - and for 100% of the price of your stand and any presentation slots you have ordered if you cancel *after* January 19, 2018. You will be billed for 100% for any advertisements you have ordered.

### About Bella Center

Bella Center is located at 5 Center Boulevard, 2300 Copenhagen S.

Please note: There are no ATMs in Bella Center.

See [the Bella Center website](#) for information about parking. Please note, you must pay for parking.

A staffed wardrobe is available from 8am to 5pm during the Festival. Price: DKK 20 per item. Wardrobe tickets can be purchased at UDSTILLERINFO.

### Force majeure

In case of unexpected events outside the control of Danmarks Læringsfestival, such as but not limited to strike, lockout, blockade, fire, or terror, Danmarks Læringsfestival will not be held responsible for any lack or delay in the fulfilment of the Festival in relation to the exhibitor. The exhibitor cannot demand compensation for expenses regarding the stand, building the stand, advertisement, etc. if unexpected events necessitate cancellation.

### Important dates

September 11, 2017 at 12 noon: Orders are accepted at [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk)



January 19, 2018: Deadline for ordering stands, presentation slots, and advertisements

February 5, 2018: Deadline for delivery of advertisements and presentation descriptions

## Contact

Lisbeth Kjær, project manager, [lk@lisbethkjaer.dk](mailto:lk@lisbethkjaer.dk), +45 4018 8381.

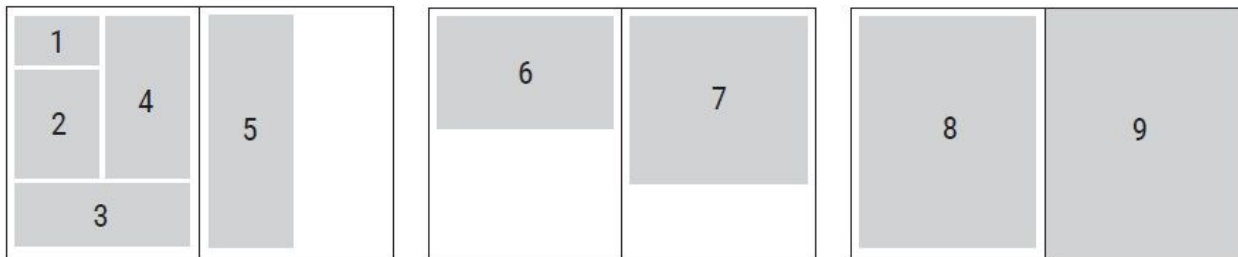
Marie Kjær Christiansen, project coordinator, [makc@pha.dk](mailto:makc@pha.dk), +45 7248 1458.

Merete Watson, project coordinator, [mwa@pha.dk](mailto:mwa@pha.dk).

*Updated January 23, 2018*



Appendix: Advertisement sizes and prices



Nr.	Størrelse	Bredde	Højde	Pris
1	1/8 side	92,5 mm	59 mm	1,500 kr.
2	1/4 side	92,5 mm	118 mm	2,600 kr.
3	1/4 side	190 mm	60 mm	2,600 kr.
4	3/8 side	92,5 mm	182 mm	4,700 kr.
5	1/2 side	92,5 mm	247 mm	4,700 kr.
6	1/2 side	190 mm	121 mm	4,700 kr.
7	3/4 side	190 mm	182 mm	8,000 kr.
8	1/1 side	190 mm	247 mm	9,000 kr.
9	1/1 side til kant + 3-5 mm til beskæring	210 mm	274 mm	9,000 kr.

**Tryklare annoncer modtages som:**

pdf-filer optimeret til offset-tryk, tiff, eller eps-filer. (CMYK), opløsning min. 300 dpi.

Deadline for bestilling af annoncer på [danmarkslæringsfestival.dk](http://danmarkslæringsfestival.dk) er 19. januar 2018

Deadline for aflevering af annoncer er 5. februar 2018

Send annonce til Merete Watson, til [mwa@pha.dk](mailto:mwa@pha.dk), og kontakt Merete hvis der er spørgsmål vedrørende annoncerne.