

# EXHIBITORS MANUAL

Expo Greater Amsterdam | 21 & 22 September 2023

# CAR WASH SHOW EUROPE

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21 & 22 SEPTEMBER 2023 • AMSTERDAM

Exhibitors Manual  
**Car Wash Show Europe 2023**  
**Standard Booth Construction**

ProMedia Productions B.V.  
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Dear Exhibitor,

Welcome to the Car Wash Show Europe 2023, 21 and 22 September 2023 at Expo Greater Amsterdam. We present the exhibitors manual containing all the information for an optimal exhibition participation to make it a successful exhibition together. If you still have questions after reading this manual please do not hesitate to contact me.

## Exhibition organisation



Robbert van Dijk  
Event Manager Mobility & Automotive  
+31 (0)6 391 86 307  
[robbert.van.dijk@promedia.nl](mailto:robbert.van.dijk@promedia.nl)

Date	21 and 22 September 2023
Location shipments	Expo Greater Amsterdam - <b>HAL 1 and Foyer</b> Stelling 1 2141SB Vijfhuizen, The Netherlands
Location suppliers and build up	Expo Greater Amsterdam - <b>HAL 4, doors 34 - 39</b> Stelling 1 2141SB Vijfhuizen, The Netherlands
Build up standard booth	20 September from 14:00 till 20:00 21 September from 07:00 till 08:30
Dismantle standard booth	22 September from 16:00 till 20:00 <u>Apart from the rented furniture, your booth must be completely empty at 8:00 PM.</u>
Opening hours exhibition	21 September from 10:00 till 17:00 22 September from 10:00 till 16:00

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## 1. Standard booth

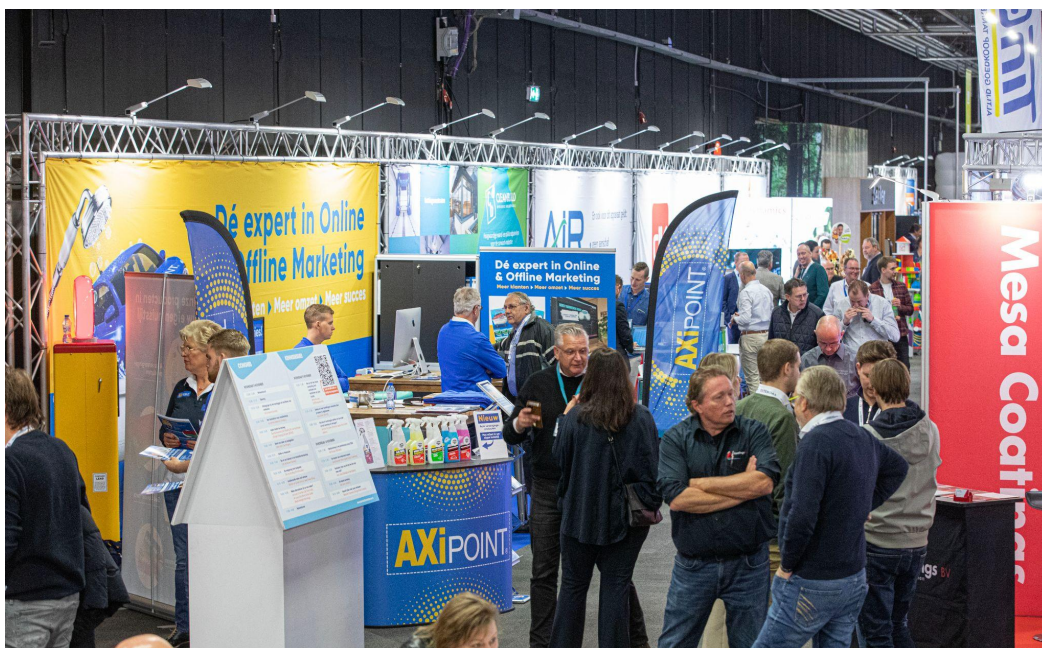
Standard booth construction includes backwalls with logo, carpet, electricity and lighting.



### 1.1 BOOTH - TRUSS CONSTRUCTION

This year we will be working with a **new stand concept for standard stand construction**, namely truss constructions. The truss stand is equipped with:

- Self-designed back wall (banner cloth), you will find the template for this with the exact dimensions and in which file type it should be in the welcoming email. Please note that this banner/back wall is yours afterwards and don't forget to take it with you.
- Carpet (anthracite grey is included as standard, a different colour is possible on request, you can change this [yourself in the webshop](#))
- Electricity (1x 3kwh with 3 sockets)
- Lighting (pendant spotlights to remove the lights from the rear wall)
- Furniture (1x high table and 2x high chairs)



## 1.2 CARPET

The standard booths are fitted with needle felt carpet. You can choose a colour on the homepage in our webshop. At the bottom of the page you will find an overview of the products in your package. Click on the OI-0000... number on the line of 'Needle Felt Carpet'.

4	<a href="#">OI-0002502</a>	RTE large standard stand construction	1	€0.0000	▼
5	<a href="#">OI-0002503</a>	Booth Construction - Lockable pantry	1	€0.0000	▼
6	<a href="#">OI-0002504</a>	Needle Felt Carpet Anthracite (2211)	24	€0.0000	▼
7	<a href="#">OI-0002505</a>	Electrical Connection - 230v 3kW (with socket)	1	€0.0000	▼

When you click on the number you will see the possibility to change the colour of your carpet. When you select your desired colour, click on the button 'next' to confirm and save.

## 1.3 ELEKTRICITY

Each standard booth has a 230V power connection with a capacity of 3 kWh and equipped with 3 sockets. To order additional electrical connections, please visit our webshop.

## 1.4 LIGHT

Each standard booth is equipped with pendulum spotlights. The number of spots depends on the booth size. Would you like to have something special highlighted? This is possible by means of spots on truss feet. Order this in the webshop or contact the exhibition organisation for more information and the possibilities.

## 1.5 FURNITURE

Furniture is included in the participation package. This furniture is hired for you by the exhibition organisation. For additional furniture, you can visit our webshop.

## 1.6 STAND CREW AND CATERING

Included in your participation package are exhibitor badges including lunch packages according to the size of the stand package. Packed lunches will be delivered to your booth. Extra exhibitor badges including lunch can be ordered in the webshop. Lunch is not included for visitors.

Pakket	Innovation Alley	Small	Medium	Large	Extra Large
Badges/Lunch packages	2	3	3	4	5
Standard furniture	1 high table, 2 high chairs	1 high table, 2 high chairs	1 high table, 2 high chairs	1 high table, 2 high chairs	1 high table, 2 high chairs
Networking dinner	2	2	3	4	4



## 2. Webshop

ProMedia uses its own webshop which is open till 24 August 2023. Here you can go for hiring:

- Furniture
- Carpet
- Additional stand construction options
- Electricity and other facilities
- Plants
- Promotional Activities
- AV such as screens and laptops
- Etc

You will receive your login details for the webshop via a separate email.

## 3. General booth information

Deadline for ordering electricity, water, rigging and internet is 1 August 2023.

Deadline for ordering catering and extra exhibitor badges is 24 August 2023.

### 3.1 ELEKTRICITY

Electricity connections can be ordered via the webshop. No changes and/or adjustments may be made to the existing cabling/wiring. A standard 230V power connection with a capacity of 3 kWh includes a 3-way socket.

### 3.2 WATER CONNECTION

A water connection is to be ordered via our webshop.

### 3.3 RIGGING

Rigging points can be ordered on request, contact the organisation for more information.

### 3.4 INTERNET

At Expo Greater Amsterdam you can use the free WiFi. For other connections you can visit our webshop.

### 3.5 BOOTH CONDITIONS

Sides of the stand adjacent to the aisle may not be built. At least 50% of the aisle side of the stand must be open. All presentations must be within your own stand space, the aisles must remain free. It is not permitted to exhibit products and/or advertisements outside your stand space, unless agreed otherwise with the exhibition organisation.

Exhibitors are not permitted to distribute promotional material or to advertise in any other way, or to draw attention to the company, business activities or other products outside their own stand, unless expressly agreed otherwise with the exhibition organisation.

The fire reels must always be freely accessible and visible. Emergency exits must be kept clear at all times, both on the inside and outside.

### 3.6 BOOTH CATERING

It is possible to bring or hire a refrigerator and coffee machine for your stand. This way you can offer your customers something to drink at your booth. If you want to offer extensive catering at your booth, we can get you in touch with the caterer. Discuss the possibilities with the exhibition organisation.

### 3.7 REGISTRATION BOOTH EMPLOYEES

Register your employees via the link below. You have the amount of booth employees giving at [paragraph 1.6](#). Extra exhibitor passes including lunches can be ordered in the webshop. <https://www.carwashshoweurope.com/exhibitors-portal/registration/>

### 3.8 FLOOR PLAN

When organising the exhibition floor plan, your individual wishes are taken into account as much as possible. The exact locations and dimensions of the stands are marked on the floor. [Download floorplan](#)

### 3.9 NOISE

The noise level of an audiovisual presentation may not cause noise nuisance to the surrounding stands.

### 3.10 INSURANCE

Stand material, stand design and packaging material in the Expo Greater Amsterdam building are at the expense and risk of the exhibitor. Exhibitors are obliged to insure their stand, stand construction, stand layout and packaging material against third-party liability and against damage, theft and the like for the duration of the trade show and the duration of the construction and dismantling period. The trade show registration form for renting square metres in one of the areas of Expo Greater Amsterdam does not release the exhibitor from his obligation to take out proper insurance. Expo Greater Amsterdam and the trade show cannot be held liable for any damage or other malpractice whatsoever. We advise exhibitors to make use of insurance options developed specifically for exhibitions.

## 4. Logistics

### 4.1 CONSTRUCTION AND DISMANTLING

During the construction and dismantling of the exhibition, you can unload and load your materials through the transport doors of **Hall 4, door numbers 34 - 39**. After unloading/loading your materials, you must move your vehicle to the parking lot so that others have space to unload/load and thus avoid congestion. Loading/unloading during the exhibition is not allowed. All vehicles must be removed from the Halls during the exhibition.

### 4.2 LOGISTICS SERVICES

CEVA is the logistic partner of the Car Wash Show Europe and can provide the following services:

- unloading and/or reloading the goods at the venue
- storage of empty packing material during the event
- renting out various types of equipment (for example genie material lifts, forklifts, etc.)

**Note: it is only possible to use a forklift or any other equipment via CEVA.**

Do you have any questions about the logistical services before, during and/or after the event? Don't hesitate to contact CEVA Logistics.

Please note: We don't take responsibility for your actions. Agreements will be made between CEVA Logistics and the exhibitor.

Contact information for CEVA Logistics:

Domestic team CEVA Showfreight

[Events.nl@cevalogistics.com](mailto:Events.nl@cevalogistics.com)

0031 88 028 31 00

#### 4.3 EMERGENCY DOORS

The emergency doors may not be used for supply and removal during the event. As soon as these are opened, a very loud alarm will sound.

#### 4.4 MATERIALS

If you want to have materials delivered to Expo Greater Amsterdam, please contact the organisation in advance for the possibilities.

#### 4.5 WASTE

You must remove waste on the exhibition floor yourself. If you want to use the waste disposal service, please contact the organisation.

#### 4.6 DISPLAYING VEHICLES

When displaying vehicles in the exhibition hall, you must take into account the maximum floor load of 2,000 kg/m<sup>2</sup>. In addition, vehicles may contain a maximum of 5 litres of fuel in the tank and the engine must be disconnected from the battery.

**Always inform the organisation about the placement of vehicles.**

#### 4.7 PARKING

At Expo Greater Amsterdam there is enough parking space. During build up the parking is free of charge. You will get **2 tickets** from the organisation for the event days.

### 5. Publicity

#### 5.1 EVENT WEBSITES

We publish all exhibition news, reactions, videos and a photo report on our event website [www.carwashshoweurope.com](http://www.carwashshoweurope.com). The event website is promoted on our professional websites [www.carwashpro.com](http://www.carwashpro.com) and [www.tankpro.nl](http://www.tankpro.nl) by means of a widget on the homepage, a banner and in the newsletters. All articles, videos, etc. will remain permanently available on the event websites. We also send newsletters from [www.carwashpro.com](http://www.carwashpro.com) and [www.tankpro.nl](http://www.tankpro.nl) with articles from exhibitors, exhibition and conference news, etc.

#### 5.2 COMPANY PROFILE EVENT WEBSITE

Your logo, company profile and website will be placed on <https://www.carwashshoweurope.com/> for promotion. Please send these three things as soon as possible to [robbert.van.dijk@promedia.nl](mailto:robbert.van.dijk@promedia.nl).

Logos must be supplied in EPS, AI or PDF with a resolution of at least 300 dpi.



### 5.3 ARTICLE EVENT WEBSITE

We give all of our exhibitors the opportunity to post an article at [www.carwashshoweurope.com](http://www.carwashshoweurope.com). Email your content (text + picture) to [Anouk de Groote](mailto:Anouk.de.Groote@carwashshoweurope.com).

## 6. Other Information

### 6.1 PITCH THEATRE

It is possible to organise a pitch in the pitch theatre. Between two pitches, there is enough time for switching speakers, presentation, audience and for disinfecting the chairs. Make sure that your pitch does not run late, so the next speaker has enough time to prepare the next session. Laptop, beamer and screen are available. Sound amplification is also available in large workshop rooms. To book a workshop or for special requests, please contact the exhibition organisation.

### 6.2 LEAD RETRIEVAL APP

During Car Wash Show Europe 2023 we will make use of an online event app that allows exhibitors to view information about the event and make appointments with visitors and other exhibitors. More information about the use of the event app will follow later. You will receive an email about this.

### 6.3 MEASURES COVID-19

To ensure the safety of all visitors, exhibitors and organisations during the event, we will follow the guidelines of the RIVM. Check our website for the current measures:

<https://www.carwashshoweurope.com/covid-19/>

### 6.4 CHECKLIST DEADLINES

Below you will find the important information and deadlines for your participation as exhibitor.

<b><u>What:</u></b>	<b><u>When:</u></b>
Receive your login code for the webshop	In a separate mail
Hand in company information and logo for the website (high resolution)	As soon as possible
Deadline request water and electricity via the webshop	1 August
Deadline request rigging <a href="#">via email</a>	1 August
Hand in design for the back wall	24 August
Closing webshop (deadline orders for carpet/furniture etc..)	24 August
Request extra stand catering delivered by Expo Greater Amsterdam	8 September
Registration stand crew via <a href="#">this link</a> Note that: extra exhibitor badges need to be ordered in the webshop	8 September