

OPTOMETRY TOMORROW 2022

Trade Exhibition Briefing

Key dates

Exhibitor set up: Saturday 18 June 12pm to 7pm (unless another time has been agreed)

Conference & exhibition: Sunday 19 and Monday 20 June

Breakdown: Monday 20 June, 4pm – 9pm

Venue address

The Telford International Centre

St Quentin Gate

Telford

Shropshire

TF3 4JH

Tel: 01952 281500

Web:

<https://www.theinternationalcentretelford.com/>

Virtual tour of venue:

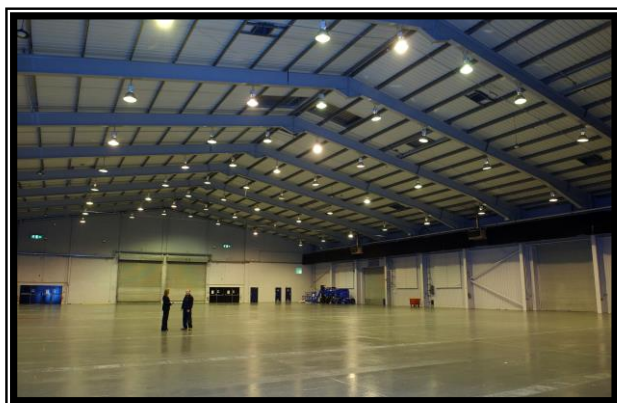
<https://my.matterport.com/show/?m=X3qYEzicKvo>



Deliveries, access and set-up

The Optometry Tomorrow exhibition will be held in Hall 3 of the Telford International Centre (TIC). You will be able to set up between 12 noon and 7pm on Saturday 18 June.

Please note that all stands must be set up by 7pm as the hall will be locked at that time.



All items that are delivered to the TIC **must** be labelled using the **delivery label attached to the email accompanying this briefing note. Items may not be accepted if they are labelled incorrectly.**

Please label each item 1 of 'X' (however many boxes you have). Please advise your courier that they must quote the event name on arrival, along with the quantity of items they are delivering and contents.

Deliveries will only be accepted on **Friday 17 June** between **8.30am and 5pm**. The College is not responsible for any items which do not arrive.



The TIC has forklift services but these would need to be booked in advance and paid for by the exhibitor. Attached to this document are the forklifting disclaimer and order form for any exhibitors who may need this service. These forms will need to be returned to Nathan Fishburn at SCUUK nathan.fishburn@stagecraftuk.com 01952 561777.

Pallet deliveries can be accepted on the Friday as long as a forklift has been booked.

Note that there are no trolleys available – if required please bring your own.

Companies using stand-builders, please ensure the workers wear high-visibility jackets during set-up and breakdown.

There is a loading bay for Hall 3. If driving, head to Gate B and report to the security gatehouse on arrival and have the TIC Vehicle Pass (at end of document) displayed on your windscreen. There will be spares at the security gate for anyone who has forgotten. Exhibitors will be directed by security to the loading bay at the back of Hall 3. You can leave boxes in the back section of Hall 3. Please bring a trolley with you to move heavy/bulky equipment within the TIC.

There will be a TIC staff member at the loading bay to manage queuing and unloading on the Saturday. It is a large service area and easy for loading.

All rooms relevant to sponsors and exhibitors are on the ground level, so lifts will not be required.

Please note: Any small materials to be couriered to the venue (*not bulky equipment*) must be sent to the TIC on **Friday 17 June between 8.30am and 5pm only**. Items will be stored (at exhibitors' own risk) until the set-up day on Saturday 18 June.

On Saturday, your allocated exhibition space will be clearly marked with your organisation name and stand number. College staff will be available if you have any questions and there will be floor plans around the hall.

Access to the TIC for exhibitors arriving on foot on Saturday 18 June is via the E3 entrance.

On conference days (Sunday 19 and Monday 20 June) you can access Hall 3 from 7am.

Breakdown

Exhibitors may break their stands down on Monday 20 June after the final coffee break which ends at 3.40pm.

Exhibitors must clear all of their goods from Hall 3 by 9pm on Monday 20 June.

If you have any items that will be collected by a courier on Tuesday 21 June, these must be collected between 9am and 5pm. The returns label (attached to the email accompanying this briefing note) must be completed and attached to all items. **Exhibitors will need to leave their items clearly labelled on their stands and these will be collected by TIC staff and moved to stores ready for courier collection.**

Items left at the venue must be collected between 9am and 5pm on Tuesday 21 June. All items must be clearly labelled with the date and time of collection, item type (box, wheel trolley), quantity and a forwarding address. Please note that all items are left at your own risk.



Any leaflets or flyers **MUST** be taken away and may not be left on site for the venue to dispose of.

Exhibition stand furniture and WiFi

A table, tablecloth and chairs will be provided for your stand, **if previously requested**. Electrical sockets will be provided **if previously requested**. Please note that extension leads will not be provided.

Wifi is available free of charge for exhibitors and there will be signs around the venue detailing the network to join. Please be aware that all delegates and exhibitors will be using shared access to the wifi. The venue **does not** have internet access facilities for streaming films or downloading very large files.

Note for stands 12-20: it is a partition curtain rather than a solid wall at the back of those stands, so please bear that in mind when considering your pull-ups or exhibition collateral.

Virtual platform and scavenger hunt

The virtual platform hosts all the information attendees need for Optometry Tomorrow. Programme details, speaker biographies, sponsors and exhibitors, CPD information, list of attendees, activity feed, handouts and presentations, and floor plans and delegates can use the platform to submit questions to speakers and take part in polls. It's the essential tool of the event and can be accessed at **virtual.optometrytomorrow.org**. We aim for the platform to go live on **Friday 10 June** and we will send a message to all users on that date to let them know it is available.

As part of the platform, we are running a pre-event and at-event scavenger hunt whereby attendees can answer questions, submit codes and use the platform to earn points and make their way up the leader board. Prizes are on offer and it's a great way to increase engagement with attendees and get them used to using the platform.

Registration

On Saturday 18 June, you will find a welcome pack on your stand. The welcome pack will contain:

- exhibitor briefing information i.e. this document
- information about the scavenger hunt (if taking part)
- conference brochure (which includes venue floor plan, exhibition floor plan and conference programme)

We are not providing delegate bags this year and will simply be giving delegates their name badge, their conference brochure and a pen upon arrival. If you have stock of bags to give away, I'm sure they'd be appreciated!

Please collect your name badges from the registration desk on Sunday morning which is located outside Hall 3.

If you have any queries during the conference please see College staff at the registration desk at any time – it will always be manned.

Valuables and storage

Please do not leave anything valuable unattended on your stand. We recommend that any moveable small items are removed for security reasons. Any equipment left on your stand is



left at your own risk. Hall 3 will be locked at the end of the day on Saturday and Sunday. Please do not leave any equipment in the Beckbury rooms (sponsor streams) as they are **not lockable**. You are responsible for bringing a risk assessment for your exhibition space with you to the conference and this must be kept on your exhibition stand at all times.

If you need to store any boxes / packaging throughout the conference please leave these in the back section of Hall 3 behind the partition. TIC or College staff can direct you to this area. A floor plan of the TIC is included with the email accompanying this briefing document.

Lunch and refreshment breaks

Lunch for exhibitors will be available 30 minutes before the main conference lunch break. The bento box lunch along with refreshments during the morning and afternoon breaks will be served in Hall 3. Exhibitors are welcome to help themselves to tea and coffee during the morning and afternoon breaks and there will also be free-flowing tea and coffee solely for exhibitors in the servery within Hall 3. There is also a Costa Coffee kiosk in the main foyer of the venue.

We are expecting over 500 attendees (400 paying delegates and 100 Council members, facilitators and speakers). Including staff and exhibitors the total figure is likely to be around 600. All delegate refreshment breaks and lunches take place in Hall 3. Exhibitors can expect to have high footfall during the following peak times:

Sunday 19 June

8am – 9.15am	Delegate registration
11.45am – 12.10pm	Morning coffee break
1.10pm – 2.10pm	Lunch break
4.15pm – 4.40pm	Afternoon coffee break
5.45pm – 7pm	Networking reception (OptomFest)

Monday 20 June

8am – 9am	Delegate registration
11.05am – 11:30am	Morning coffee break
12.30pm – 1.30pm	Lunch break
2.45pm – 3.15pm	The College of Optometrists' Annual General Meeting
3.15pm – 3.40pm	Afternoon coffee break

President & CEO exhibition tour

During the conference the College President, Colin Davidson and CEO, Ian Humphreys will be doing a tour of the exhibition.

Networking reception (OptomFest) – Sunday 19 June

The networking reception (OptomFest), including drinks and nibbles, takes place from 5.45pm-7pm on Sunday 19 June within the exhibition space, and exhibitors may attend on a complimentary basis. We are expecting an attendance of around 300 delegates and encourage all exhibitors to man their stands during this time.

OptomFest will feature the following:

- An OCT demo with participating exhibitors
- Topic tables in the lobby
- Drinks and nibbles for all attendees



Restaurants nearby

There is a large complex opposite the TIC, a few minutes' walk away, which comprises several restaurants including Pizza Express, Zizzi, TGI Fridays, Miller & Carter, Wagamama, Bella Italia and Nando's.

Accommodation

There are over 550 bedrooms on site or within a minute's walk of the venue. There are 1,000 bedrooms within a ten minute drive. Click [here](#) to view alternative options. The Holiday Inn and The International Hotel are located next to the conference centre however, we have been advised that the hotel is fully booked.

Covid-19 measures

With the return of face-to-face events following the easing of government restrictions, the College of Optometrists will be taking the following precautions at all events going forward:

- Our venues are committed to undertaking regular cleaning and sanitising of all communal/public areas and strongly encourage their staff to follow strict handwashing and personal hygiene measures.
- Where possible, air conditioning and/or ventilation is in place.
- If you feel more comfortable wearing a face covering, you'll find masks at the registration desk.
- You will also find hand sanitizing gel on the registration desk and throughout the venue.
- We encourage you to socially distance as and where appropriate, or as you feel comfortable.
- We ask all event attendees not to attend events if they have tested positive for Covid, are feeling unwell or have any Covid-related symptoms.

Sustainability

We are conscious of the environmental impact an event of this size can have and are putting measures in place to address this. We hope to improve on these year on year. If you have any ideas of ways in which we can improve our sustainability measures please get in touch.

- No delegate bags, therefore no delegate bag inserts – items of this nature can be stored electronically on the virtual platform on your company profile page
- Going paperless where possible with all handouts on the virtual platform
- We're asking all sponsors and exhibitors to list your own green credentials on your company profile page on the virtual platform to encourage others to think about what they can do
- Encouraging delegates and exhibitors to bring reusable water bottles and use the water stations at the venue.

Special notice

During any on-stand sessions, please keep noise to a minimum and be respectful of the sessions taking place. The interactive sessions take place on Sunday at 3.15pm -4.15pm and Monday at 10.05am-11.05am, and the OCT demos take place during OptomFest from 6pm.



Twitter & Instagram

We are using the hashtag #OptometryTomorrow for the conference. We encourage you to join the conversation. The College's Twitter account is @CollegeOptomUK and Instagram account is collegeofoptometrists.

Conference website: www.optometrytomorrow.org

Virtual platform: virtual.optometrytomorrow.org – we require name and email address of all users of the platform to set them up as users. Please ensure we have this information.

Conference contact

If you have any questions before the conference please contact Cecile Ithurbide or one of the events team by email sponsorship@college-optometrists.org. The events team will be in Telford from Friday 17 – Monday 20 June and can be reached during this time on 07889 728227 or 020 7766 4386.

Thank you for your support. We look forward to seeing you in Telford for what is sure to be another successful, long-awaited conference.

