



STARTUP EXHIBITORS MANUAL

Jaarbeurs Utrecht | 28, 29, 30 March 2017



Startup Exhibitors Manual RailTech Europe 2017

ProMedia Europoint BV
Willemstraat 5
4811AH Breda

BTW Nummer: 8176.35.002.B01
KvK Nummer: 20129682

Dear startup exhibitor,

Welcome to RailTech Europe 2017. The startup exhibitors manual contains all the information needed to ensure your optimal participation in the event and also a successful common collaboration. If you have any questions that were not addressed in this manual, please contact me:

EXHIBITION ORGANISATION

Kristi Seaby - Project Manager
+31 (0) 7 6206 3202
+31 (0) 6 248 53620
kristi.seaby@railtech.com



Date	28 - 30 March 2017
Location	Hal 3 + 4, Jaarbeurs Utrecht Jaarbeursplein 3521 AL Utrecht
Setting up own booth	26 March 08:00 - 18:00 27 March 08:00 - 18:00
Furnishing standard booth	27 March 13:00 - 17:00
Dismantle booth	30 March 18:00 - 21:00
Dismantle own booth	31 March 08:00 - 17:00
Opening time for visitors	28 March 10:00 - 18:00 29 March 10:00 - 20:00 30 March 10:00 - 18:00

Table of content

1.	<i>Standard Booth</i>	
1.1.	<i>Booth</i>	3
1.2.	<i>Carpet</i>	3
1.3.	<i>Electricity</i>	4
1.4.	<i>Lighting</i>	4
1.5.	<i>Furniture</i>	4
2.	<i>General Booth Information</i>	4
2.1.	<i>Electricity</i>	4
2.2.	<i>Water Connection</i>	5
2.3.	<i>Rigging</i>	5
2.4.	<i>Internet</i>	5
2.5.	<i>Conditions Prior to the Presentations</i>	5
2.6.	<i>Catering In Your Booth</i>	5
2.7.	<i>Registration Employees/Visitors</i>	5
2.8.	<i>Floor plan and Booth number</i>	6
2.9.	<i>Sound and Volume</i>	6
2.10.	<i>Booth cleaning</i>	6
2.11.	<i>Security</i>	6
2.12.	<i>Insurance</i>	6
3.	<i>Transport and Logistics</i>	7
3.1.	<i>Rules for Construction and Removal stand.</i>	7
3.1.1.	<i>Construction</i>	7
3.1.2.	<i>Removal</i>	7
3.2.	<i>Wastes</i>	7
3.3.	<i>Route</i>	7
3.4.	<i>Parking</i>	8
4.	<i>Publicity</i>	8
4.1.	<i>Railtech.com</i>	8
4.2.	<i>Video Interview</i>	8
4.3.	<i>Exhibition Catalogue</i>	8
4.4.	<i>Article on Railtech.com</i>	9
5.	<i>General Information</i>	9
5.1.	<i>Workshops</i>	9
5.2.	<i>Awards</i>	9
5.3.	<i>Demonstration Areas</i>	9
5.4.	<i>Get more out of your participation</i>	10
6.	<i>Startup Pitch Event</i>	
6.1.	<i>Judging Criteria</i>	11
6.2.	<i>Pitch Presentations</i>	11

1. Standard booth

Standard booth(s) can be set up from **Monday, March 27th at 13:00 hours.**

Rear panels, electricity, lighting, carpet, furniture and a TV (with necessary cables) are included in the stand. Please find more information about the features and specifications of the standard booth construction below.

2.1 BOOTH

The side and rear walls of the stand consists of black curtains. For a 3x2 meter booth the side curtains will cover 1.5 meters of your booth and the carpet will extend out 2 meters. For a 3x3 meter booth the side curtains will cover 2.5 meters and the carpet will extend out 3 meters. The rear wall curtain will feature your company logo.

2.2 CARPET

All of the standard booths include carpet. You may pick from the following except those that have an X:



In addition, a wide range of colors are available. For a different color, please contact the exhibition organisation.

2.3 ELECTRICITY

Each standard booth includes a power supply that will be enough for your laptops. For ordering additional electrical connections, please contact the exhibition organisation.

2.4 LIGHTING

Each standard booth is equipped with pendulum spots. The number of spots depends on the stand size. Do you want to highlight your product? This is possible through truss spots on feet. For more information, contact the exhibition organisation.

2.5 FURNITURE

Each standard booth has a furniture set of one high table and two high stools. Please see the photo as an example:



2. General Booth Information

2.1 ELECTRICITY

An electrical connection can be ordered through the exhibition organisation. A standard power supply of 230V with a power of 3 kWh includes a 3-socket. Costs are €134, - extra power consumption will be charged after the exhibition. To order a standard or more heavy electrical connections, contact the exhibition organisation.

2.2 WATER CONNECTION

Water connections and any additional materials can be ordered from the exhibition organisation. For rates and availability please contact the exhibition organisation.

2.3 RIGGING

Rigging points are available on request. Please contact the exhibition organisation.

2.4 INTERNET

At Jaarbeurs Utrecht, you can use the open Wi-Fi. If you need a cabled internet connection or a more stable wireless connection, please contact the organisation.

2.5 CONDITIONS PRIOR TO THE PRESENTATIONS

Sides of the booths should not be built close to the aisle. At least 50% of the aisle side of the stand must be open. All presentations should be kept within their own booth space and the aisles must be kept free. It is not allowed for products and / or advertising messages to be exhibited outside the fixed stand, if not explicitly agreed otherwise with the exhibition organisers.

It is not allowed for exhibitors outside their own booth and in and around Jaarbeurs Utrecht to hand out promotional materials, or other advertising efforts for the company to attract business, provided that these promotional efforts are otherwise expressly agreed with the exhibition organisers.

The existing fire reels should always be freely accessible and visible. Emergency exits should remain at all times free, both on the inside and outside.

2.6 CATERING IN YOUR BOOTH

It is possible for your organisation to bring/ hire a refrigerator and coffee machine. So you can offer refreshments to your customer within your own booth. You can discuss these possibilities with the exhibition organisation.

In January, you will receive a personal login code for Jaarsbeurs Utrecht, that you can use for ordering all of the catering during the exhibition days.

If you are planning on using a different caterer, please fill out the form which you can find on www.railtech.com/railtech-2017/exhibitors-info/.

2.7 REGISTRATION EMPLOYEES / VISITORS

The link for the exhibitors registration and the link for the personal invitation for visitors will be available in January. There you can also register for the dinner and award show where various awards will be handed out. For more information about the dinner and award ceremonies, you can visit www.railtech.com/railtech-2017/awards/.

2.8 FLOOR PLAN AND BOOTH NUMBER

When laying out the floor plan, we take individual needs into consideration. The exact locations and dimensions of the stands are marked on the floor. You will receive the final floor plan with your booth number four weeks before the exhibition. The floor plan is also downloadable on the Exhibitors page www.railtech.com/railtech-2017/exhibitors-info/

2.9 SOUND AND VOLUME

When using audio-visual presentations keep in mind it does not cause any noise disturbance to the surrounding booths.

2.10 BOOTH CLEANING

One-time cleaning before the first day of the event or/and the cleaning of your stand during the entire event period can be requested through the exhibition organisation. Costs from €0,81 per m² per day.

2.11 SECURITY

You can hire security for your stand. Costs from €26.25 per hour (with a minimum of 4 hours). For inquiries, please contact the exhibition organisation.

2.12 INSURANCE

Booth materials, booth construction and packaging materials in the building of Jaarbeurs Utrecht are for the cost and risk of the exhibitor. Exhibitors are required to insure their booth, booth design and packaging against liability and against damage and theft for the exhibition, setup and dismantling days. The registration for renting square meters in one of the Jaarbeurs Utrecht areas doesn't exempt the exhibitors from insurance obligations. Jaarbeurs Utrecht and the exhibition can not be held liable for any damages or other misappropriation, whatsoever. We advise exhibitors to order specific exhibition insurance for your stand.

3. Transport and Logistics

3.1 RULES FOR CONSTRUCTION AND REMOVAL OF YOUR STAND

3.1.1 CONSTRUCTION

You or your suppliers/stand builders need to register at P2 when first arriving. As soon as there is space next to the halls, you can drive to the hall with your vehicle. You may then load and unload for a limited amount of time at the halls.

Passenger vehicles and small vans max. 60 minutes.

Light commercial vehicles max. 90 min.

Trucks max. 120 min.

After loading/unloading you can park your vehicle in P2.

Note: No trucks or detached trailers may be left behind in the parking lot. They will be removed and the associated expenses will be charged. During the event, trucks can be parked at the following locations:

- Streets: De Vlampijpstraat, Tractieweg and Gietijzerstraat at the Cartesiusweg business park
- Business park Lage Weide
- Business park Kanaleneiland-Zuid

3.1.2 REMOVAL

All construction traffic must first register at P2 when arriving. This is possible as of 7 AM. Immediately after the exhibition, first passenger cars and vans are allowed near the halls. As soon as the large transport gates are open (1 hour after the end of the trade show) freight traffic will be directed to the halls from P2 in a regulated manner.

Parking or waiting on public roads until you have access to the premises is not allowed. Public roads must always remain clear. It is not allowed to park or wait on the public road until they can access the grounds. Public roads must remain free at all times.

3.2 WASTE

Waste at the exhibition must be removed by yourself. You can contact the exhibition organisation if you want to use the waste disposal service.

3.3 ROUTE

For direction to Jaarbeurs Utrecht visit www.jaarbeurs.nl/10/route .

3.4 PARKING

For parking during RailTech Europe you can purchase a parking permit or parking ticket at Jaarbeurs Utrecht. For information and rates please contact the exhibition organisation.

4. Publicity

4.1 RAILTECH.COM

On www.railtech.com we publish all the exhibition related news, comments, videos and a photo report. The event website will be promoted on SpoorPro.nl through a widget on the homepage, a banner and newsletters. All articles, videos and so forth will remain permanently available on SpoorPro.nl. Participating exhibitors get a license to distribute the media productions through their own media channels.

4.2 VIDEO INTERVIEW

The editorial team of SpoorPro.nl will be present at the fair for a report of the event. It is possible to reserve an interview. You will then be guaranteed of your own news article on SpoorPro.nl in the form of a video interview. Please send in your request for a video interview to the exhibition organisation.

4.3 EXHIBITION CATALOGUE

Each exhibitor gets an attribution in the exhibition catalog with company description and logo, which should be provided by the exhibitor. The text for the business description can contain **up to 50 words**. For more information, please contact the exhibition organisation. Please add to your profile in which category we can classify your business:

- Infrastructure & Construction
- Rolling Stock
- Technologies & Information Systems
- Public Transport
- Rail Freight

It is possible to purchase additional advertising space in the exhibition catalogue by contacting the exhibition organisers.

Providing business information and advertising material for the exhibition catalog can be done until **February 3, 2017**.

!! PLEASE NOTE: If the material is not in before the deadline, only your logo, company name and website will be mentioned in the exhibition catalogue.

All images must be in EPS or PDF formats and must be supplied with a minimum resolution of 300 dpi.



4.4 ARTICLE ON RAILTECH.COM

RailTech Europe 2017 offers exhibitors the opportunity to publish news on Railtech.com twice a year. For conditions and specifications of the articles, please see the exhibitors page www.railtech.com/railtech-2017/exhibitors-info/.

5. General information

5.1 WORKSHOPS

There is time scheduled in between two workshop sessions for the next speaker to prepare their presentation and gather the audience. Make sure your workshop doesn't have any delays, so that the next speaker has enough time to prepare before the next workshop starts. Laptop, projector and a screen are available. Sound is also available in the large workshop spaces. In order to conduct a workshop or take special requests, please contact the exhibition organisation.

5.2 AWARDS

There are three railway awards at RailTech Europe 2017:

- **Innovation Award**; best innovative product or service
- **Young Innovation Award**; best innovative product or service by persons under the age of 30 years
- **Startup Award**; young company with the latest and most innovative development, product or service

All Startup Exhibitors will be entered into the Startup Award. Please fill in the application form at <http://www.railtech.com/railtech-2017/awards/>

5.3 DEMONSTRATION AREA

At RailTech Europe 2017 there are two demonstration areas, one with the theme Tools & Equipment and one with the theme Maintenance. Each participant will be assigned one or more timeslots per day to give a demonstration.

Before January 31 you can indicate your interest whether you want to take advantage of this free opportunity. We will need to receive some extra information about what you want to demonstrate. We want to emphasize that you need to take care of the necessary materials and products yourself. Regarding to the fire and location requirements we may ask you for a detailed explanation.



5.4 GET MORE OUT OF YOUR PARTICIPATION:

- Furniture, practical desks or eye-catching sofas - ask for the furniture brochure
 - Lighting, spotlights on truss frame with base plate: on request
 - Advertisement in exhibition catalogue: on request
 - Promotion licence for promotion and sampling outside your stand: on request
 - Workshop 30 min.: € 1000, -
 - Additional power: on request
-
- Let your clients and employees know that you are taking part in RailTech Europe 2017 and use the RailTech Europe 2017 banner in your e-mail communication and on your website (the media kit can be found on www.railtech.com/railtech-2017/exhibitors-info/).
 - Follow the latest news through social media: #RailTech2017
 - Attract more customers by using brochures, business cards and an eye-catching company presentation
 - Entertainment options to get the attention of visitors, think of a magician, a photographer or a giveaway. Please contact us for more options.
 - Invite your contacts through your unique registration link
 - Send in your article for www.RailTech.com

6.0 Startup Fest Pitch Event

6.1 JUDGING CRITERIA

Here are 11 points that the judges will be evaluating during the pitch competition:

1. Target Market
2. Problem or Need
3. Solution
4. Industry Knowledge
5. Competitive Advantages
6. Revenue Model
7. Strategy: Key Expenses / Time efforts
8. Financial Projections
9. Exit Opportunity
10. Investment Terms
11. Economically Friendly

6.2 PITCH PRESENTATIONS

The Startup Fest Pitch Event will take place on Tuesday, March 28th 2017. A specific time will be announced at a later date. All startups exhibitors are automatically signed for the pitch event. Here are the guidelines for your presentation:

- Maximum 10 minutes to present your startup
- Include a powerpoint presentation (deadline below when to hand-in)
- Presentation is in English
- Cover all 11 points above during the presentation

The winner of the Startup Award will be announced at the Rail Awards Dinner on Tuesday, 28th March at the Janskerk in Utrecht. It is mandatory to attend the awards dinner in order to be eligible for the award.

The winner of the Startup Award will receive 1 workshop session of 30 minutes on Wednesday, 29th March. Time is to be announced at a later date.



For more information and ordering additional items please contact:

Kristi Seaby - Project Manager
+31 (0)6 24853620
kristi.seaby@railtech.com

Manouk Brouwers - Senior Project Manager
+31 (0)6 27841198
manouk.brouwers@railtech.com

DEADLINES
Submit company information (max. 50 words) and logo (no later than February 3, 2017) to kristi.seaby@railtech.com
Submit company logo in high resolution (no later than February 3, 2017) to kristi.seaby@railtech.com
Submit Startup Award Application (no later than February 10, 2017) http://www.railtech.com/railtech-2017/awards/
Submit Powerpoint Presentation for Pitch Event (no later than March 5, 2017) to kristi.seaby@railtech.com
Sign-up booth employees (no later than March 5, 2017)