



Exhibitor Guide & FAQs

The following guide contains useful info to help you get organised ahead of the 2025 Trade Show.

Included also are key timings for your reference, FAQs and a list of key contacts you can reach out to for any questions.

Any updates to this document will be circulated via tradeshow@culturalenterprises.org.uk

Key Timings

Monday 30th January

Deadline for all Exhibitor Info to be submitted to the Cultural Enterprises Team via the [Online Form](#)

Tuesday 11th February

Deadline for any shell scheme graphics via [Pickards](#)

Tuesday 28th February

Deadline for any shell scheme extras for your stand via [Pickards](#) (e.g. shelving and electricals)

Monday 3rd March

Deadline for any catering options to be provided to your stand via [ACC Liverpool](#) (e.g. canapes, drinks, sweet treats to be offered as samples)

Wednesday 5th March

Deadline for any AV services to be provided to your stand via [ACC Liverpool](#) (e.g. LED screens, PA system etc)

Friday 7th March

Deadline for any IT services to be provided to your stand via [ACC Liverpool](#) (e.g. hard wired internet. Complimentary free WiFi will be available)

Monday 10th March

Courier deliveries accepted to the ACC

Shell scheme set up by Pickards

Tuesday 11th March

9:00 - 17:00 Trade Show Set Up

14:00 Exhibitor Welcome Coffee with the Cultural Enterprises Team

Wednesday 12th March

9:00 - 17:00 Conference & Trade Show open. Full timings TBC.

Thursday 13th March

9:00 - 15:00 Conference & Trade Show open. Full timings TBC.

No display material, fixtures or fittings may be removed from the trade show before the official closing time in any circumstances. There will be penalties for any exhibitor who does this.

Timings subject to slight change.



Key Timings

Monday 10th March

Courier deliveries accepted to the ACC
Shell scheme set up by Pickards

Tuesday 11th March

9:00 – 17:00 Trade Show Set Up
14:00 Exhibitor Welcome Coffee with the
Cultural Enterprises Team
7pm Welcome Drinks World Museum

Wednesday 12th March

8:00 Exhibitors On-Site
8:15 Delegate Registration / Trade Show Opens
9:00 Conference Sessions Begin
12:10 Exhibitors Lunch Served
12:30–13:30 Delegates Lunch within the Trade
Show Hall
13:30–15:15 Conference Welcome & Key Note
17:30 Day One Ends
19:30 Awards Party Museum of Liverpool

Thursday 13th March

8:25 Exhibitors On-Site
8:30 Trade Show Opens
9:00 Conference Sessions Begin
12:10 Exhibitors Lunch Served
12:30–13:30 Delegates Lunch within the Trade
Show Hall
14:45–15:45 Conference Close & Key Note
15:00–17:00 Trade Show closes – Break down
15:00–20:00 Courier Collections window.
Anything scheduled to be collected later than
this time slot may be destroyed.

No display material, fixtures or fittings may be removed from the trade show before the official closing time in any circumstances. There will be penalties for any exhibitor who does this.

Timings subject to slight change.



Checklist

These are the items you **must** submit to us no later than **30th January 2025**. Please contact us if you have missed the deadline.

- **Health & Safety** – example form included. Upload to Exhibitor Info Form when completed
- **Food Sampling** – applicable to those offering food and/or beverage samples only; example form included. Upload to Exhibitor Info Form when completed
- **Fascia Name Board** – complete this online form, via the Pickards Online Portal. More details can be found on page 5
- **Public Liability Insurance** – Please upload the most recent copy of your liability insurance to the Exhibitor Info Form
- **Risk Assessment** – example form included. Upload to Exhibitor Info Form when completed
- **Exhibitor Team Member Details** – please upload all details for each team member in Section 2 of the Exhibitor Info Form



What does my exhibitor package include?

Have a look at the following furniture list and think about any extras you may require for the event.

Pickards are able to add graphics to your walls, offer extra electrical items, shelving and accessories for your stand. This can be ordered directly via the Pickards Online Portal. Details on how to order on **pages 5-7**.

Liverpool ACC have furniture and hard wired internet options available. Details on how to order on **pages 8-9**.

Furniture included:

- 5' LED strip
- 500w Plug socket
- Electrical testing
- Fully carpeted shell scheme
- Stand name board
- Wall panels 3mm Foam PVC
- Tables and chairs are **NOT** included. Order [here](#).

Opportunities and extras included:

- Showcase your brand via your digital booth in the Conference app
- Your company will be listed on the Conference website
- Delegate list with pre- and post-event networking via the app
- Welcome Drinks Reception for up to two members of staff
- Refreshments and lunch for two members of staff on each day
- Access to a wide variety of seminars



What is not included?

Have a look at the following list and think about any extras you may require for the event.

- Shelving
- Table and Chairs
- Reinforced Panels
- Graphics
- Additional walls
- Hard wired internet
- Electrics - if different from the standard package

Pickards have the ability to add graphics to your walls, provide you with extra electrical items, shelving and accessories for your stand.

Order online [here](#) by 28th February 2025 to secure early booking prices. More details on **pages 5-7**.

ACC Liverpool also has a whole host of additional extras for your stand to easily order online.

From catering, AV, hard wired internet to trestle tables and porters or equipment to help transport goods to your stand.

Order online [here](#) by 3rd March 2025. More details on **pages 8-9**.



Online Ordering Portal – Pickards

You are **required** to create an online account with Pickards, our shell scheme provider in order to share the name you wish to be printed on your Fascia Name Board.

You can also use this online portal to order any additional plug sockets, lighting, graphics for your stand.

Please note, if you change the electrical package you will be required to cover the cost of the electrical charges.

Follow this [link](#) to register your account and/or log in to your account.



LOGIN

Username or email address *

FI@CULTURALENTERPRISES.ORG.UK

Password *

.....

LOG IN

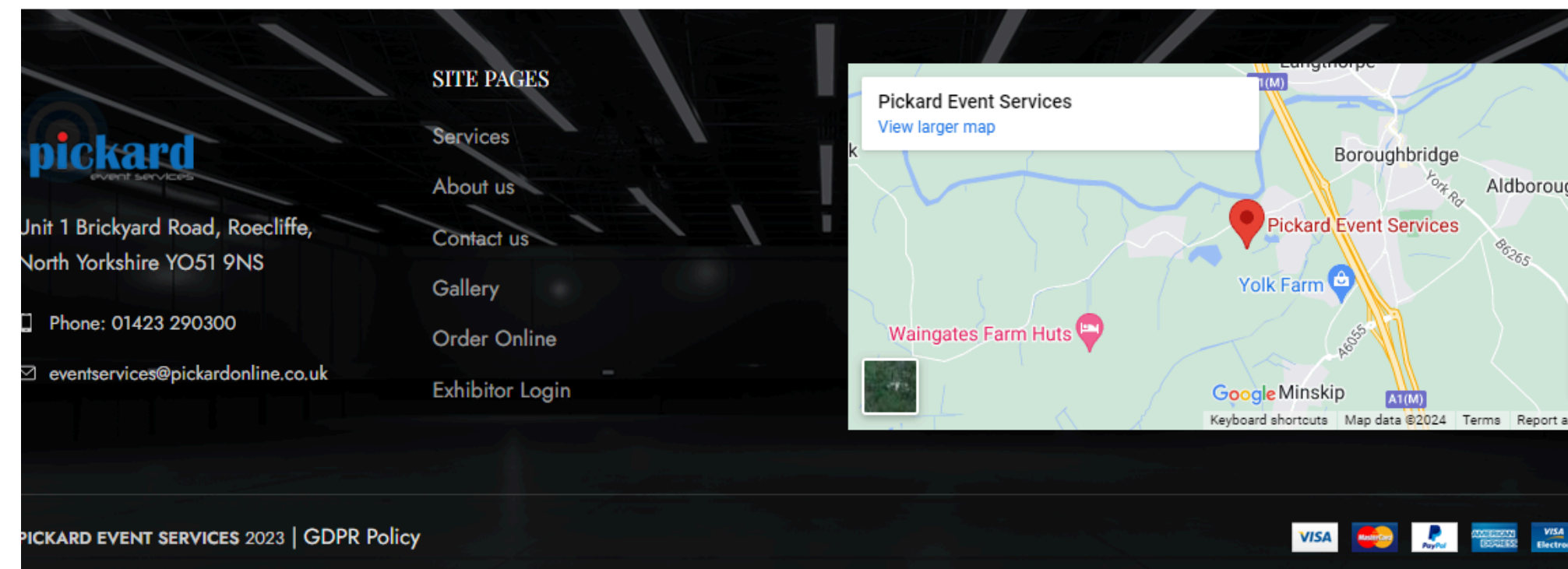
☐ Remember me

[Lost your password?](#)

REGISTER

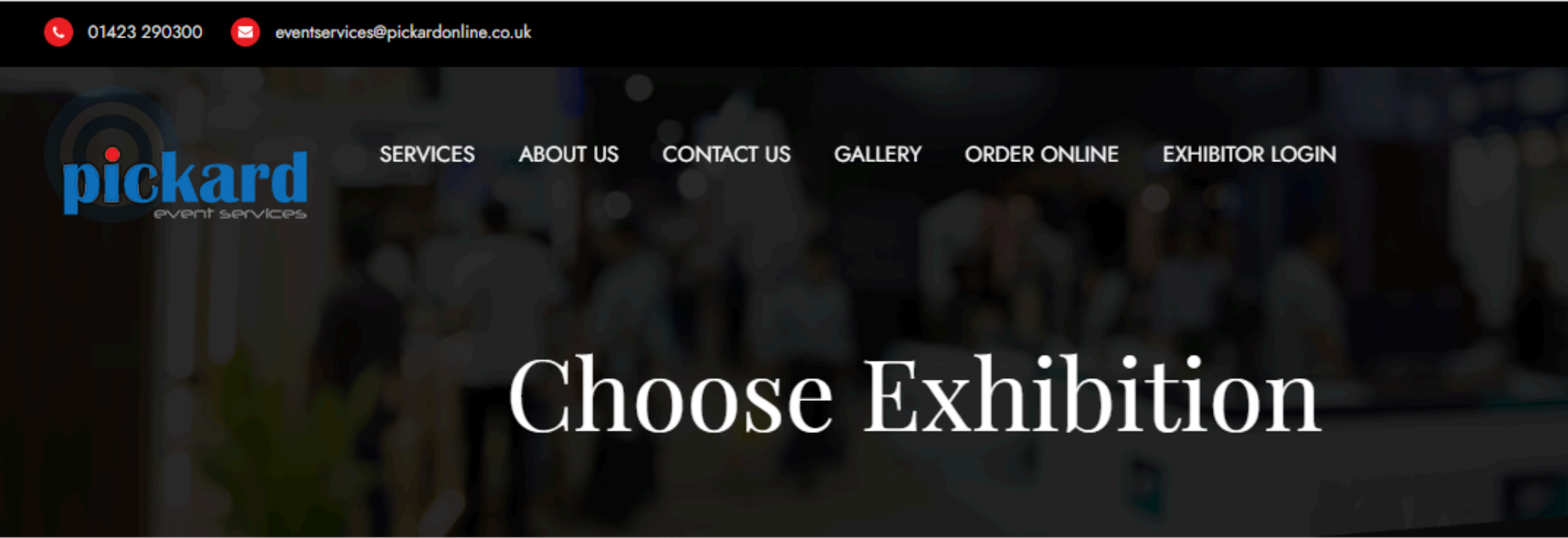
Registering for this site allows you to access your order status and history. Just fill in the fields below, and we'll get a new account set up for you in no time. We will only ask you for information necessary to make the purchase process faster and easier.

REGISTER



Online Ordering Portal – Pickards

You will be asked to enter an Exhibition Code, this is **ACE25**



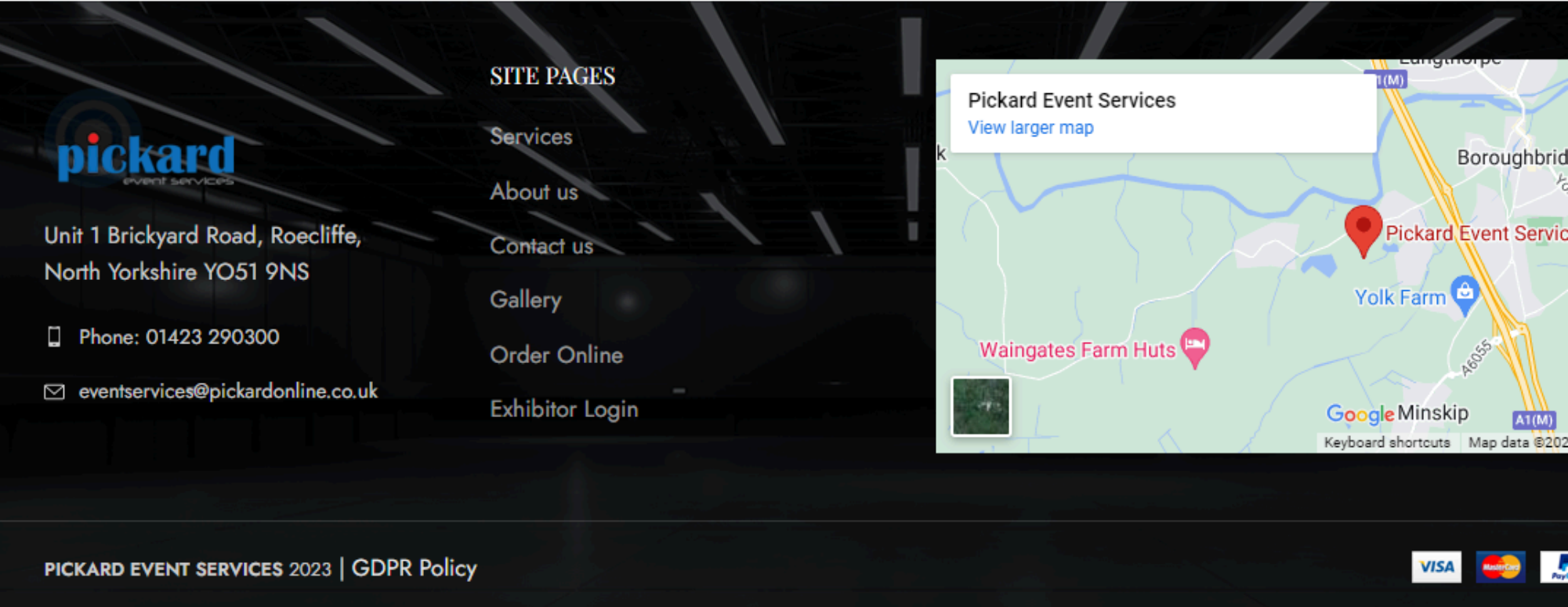
Please select a previous exhibition below.

Cultural Enterprise Conference 2025 - Liverpool

Or enter your exhibition code below and click continue.

Exhibition Code

CONTINUE



Online Ordering Portal – Pickards

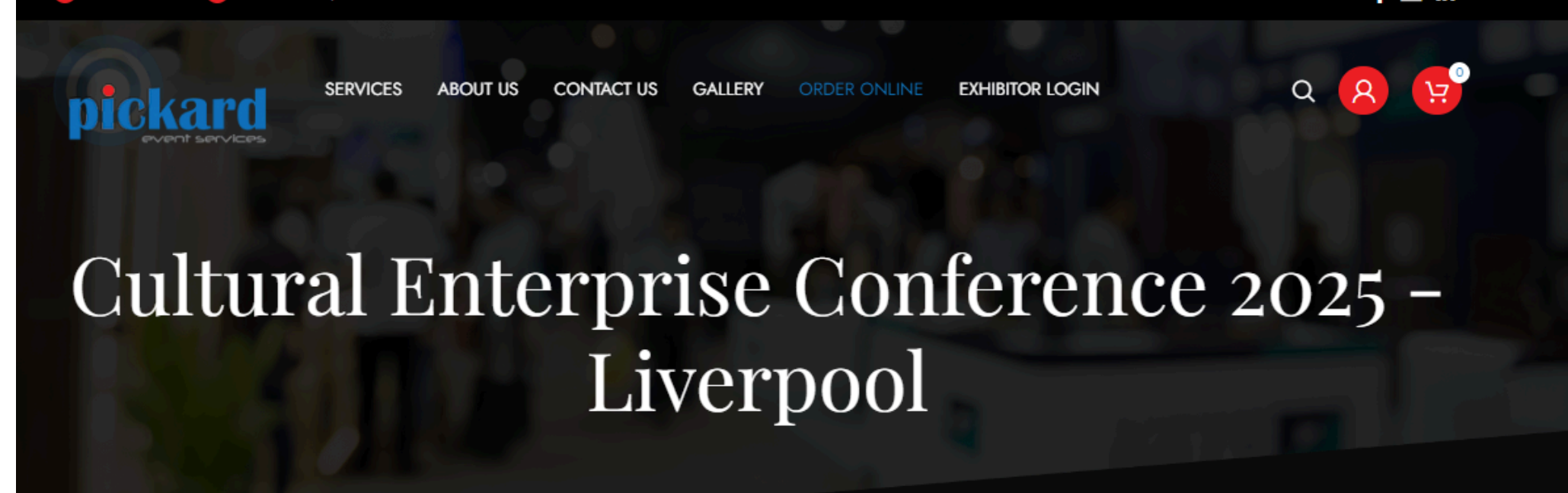
Please complete the **Details Tab**, pictured here so that Pickards have the correct name, as you wish it to be displayed on your Fascia Name Board.

You can navigate across the different tabs to order any additional electrics, shell scheme accessories like shelving or reinforced wall panels and graphics that you may require for the Trade Show.

An automatic invoice will be generated. Your order will **not be complete** until you have made this payment.

Early bird pricing closes **28th February 2025**.

For any questions please reach out to the Pickards Team on eventservices@pickardonline.co.uk or **01423 290 300**



Details	Electric	Shell Scheme	Misc	Graphics
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Details

Stand Number*

Contact Name*

Contact Email*

Contact Phone*

Name Board*

IMPORTANT – NAME BOARD

Please fill in your company name as you wish it to appear on the fascia board attached to your stand. Unless otherwise stated by the organiser please make clear any requirement for UPPER - or lower-case character, dots or dashes ----- e.g. (Subject to organiser's requirements)

Maxium number characters including spaces is 24.

FAILURE TO COMPLETE THIS FORM WILL RESULT IN YOUR COMPANY NAME APPEARING AS LISTED IN THE EXHBITOR LIST.

SAVE DETAILS

Online Ordering Portal – ACC Liverpool

You can easily order up any additional requirements for your exhibition stand online.

The online portal provides our exhibitors with the most frequently ordered items but if you require something more bespoke contact the ACC team and they will be happy to help.

These services include, stand cleaning, stand catering, exhibition furniture, IT orders and stand AV.

These services **do not** include any graphics, electrics or changes to your shell scheme.

To make an order you will be required to input the **event ID, 52000**. You will also be required to input your stand name and number and you will then be taken to an additional page, pictured here where you will be given a list of items or services that you can select from.

The screenshot displays the ACC Liverpool online ordering portal. At the top, a red header bar contains the ACC Liverpool Group logo, a dropdown menu for 'Stand Number: 0', a 'Contact Salesperson' button, and user information for 'Fi Anderson' with an 'Account History' link. Below the header, the event title 'Cultural Enterprises Conference & Trade Show 2025' is shown, along with the dates 'Monday, 10 March 2025 - Thursday, 13 March 2025'. A search bar and a shopping cart icon showing '£0.00' are also present. The main content area is divided into two columns. The left column features a 'Deadlines' section with three items: 'IT Services Due: Fri, 7 Mar 2025', 'Catering Services Due: Mon, 3 Mar 2025', and 'AV Services Due: Wed, 5 Mar 2025'. Below this is a 'Navigation' menu with links to 'Home', 'AV Services', 'Business Centre Services', 'Digital Branding Services & Signage Hire', 'IT Services', 'Stand Catering', 'Stand Cleaning & Waste Services', 'Stand Furniture', 'Stand Portering & Equipment', and 'FAQ'. The right column contains a 'WELCOME TO ACC LIVERPOOL' message, a paragraph about catering and AV services, a large image of the Liverpool skyline at night, and a 'Continue' button. At the bottom, the copyright notice '© Copyright The ACC Liverpool Group 2023' and a 'Privacy Notice' link are visible.

Online Ordering Portal – ACC Liverpool

You then may be asked to provide some further details regarding the order, for example, time the service is required.

If it is the first time that you are using this service, you will be required to create a login profile. Once you are signed in, you will then proceed to a page where you can input your payment details for your order.

Please note, your order will not be confirmed until payment has been taken. If you are having troubles processing the payment, please contact the ACC Business Centre team by phone (0151 239 6001), or via email (businesscentre@accliverpool.com) and the team will be able to complete your order manually*.

As per the ACC ordering system, all items are subject to an early and late order price**.

Please note that online ordering will close **3 days** prior to the exhibition opening. If you do wish to place an order after this deadline, please contact the ACC Business Centre team who will be able to process your order manually*.

If you have any further questions regarding this document, please do contact the ACC Business Centre team who will be happy to assist.

*All items are subject to venue availability.

**Late order pricing becomes effective 14 days prior to exhibition opening.

Shell Scheme



2x1 Corner



3x2 Corner



3x2 Booth

Shell scheme stands are built using the Click construction system.

This is a modular aluminium frame structure in matt-silver anodized aluminium.

2.5m high with posts at 1m centres, each with eight channels; infill panels are finished in lightweight, white foamex boards.

A fascia panel is provided on each open side, supported by system posts at intervals: the maximum distance between support posts is 4 metres.

Shell Scheme Restrictions

No pins, staples, screws or other intrusive fixings are allowed. Please use only Velcro dots and strips or other materials that will not cause any damage to the walls.

Any adhesives or marks left on the panels need to be removed when dismantling your stand.

If a wall panel is damaged in any way, then an extra charge for replacement will be made.

If you need to fix heavy objects to walls, you can do so by using a Pendant Panel fitted with a plywood infill which will accept most kinds of fixing. Or order a reinforced panel directly via [Pickards Online Portal](#).



Shell Scheme Extras



All of these extras, along with plug sockets, reinforced walling and electricals are available to order directly with Pickards, via their [online portal](#).

If you require furniture there is a small selection via ACC Liverpool, available on a first come first served basis, via their [online portal](#).

Logistics

Read through this checklist to make sure you have covered everything you may need to organise.

Checklist:

- **Accommodation** – there are a wide range of hotels available close by to suit all budgets. Book soon to avoid disappointment!
- **Travel** – more info on pages 17–19
- **Parking** – parking is available in the multistorey car park
- **Loading and Unloading** – Instructions on pages 15–16
- **Courier Deliveries** – any stock, display fittings or furniture you may wish to send ahead of the event. This can be a useful option if you are travelling by public transport or in a smaller vehicle. Instructions are included on page 20



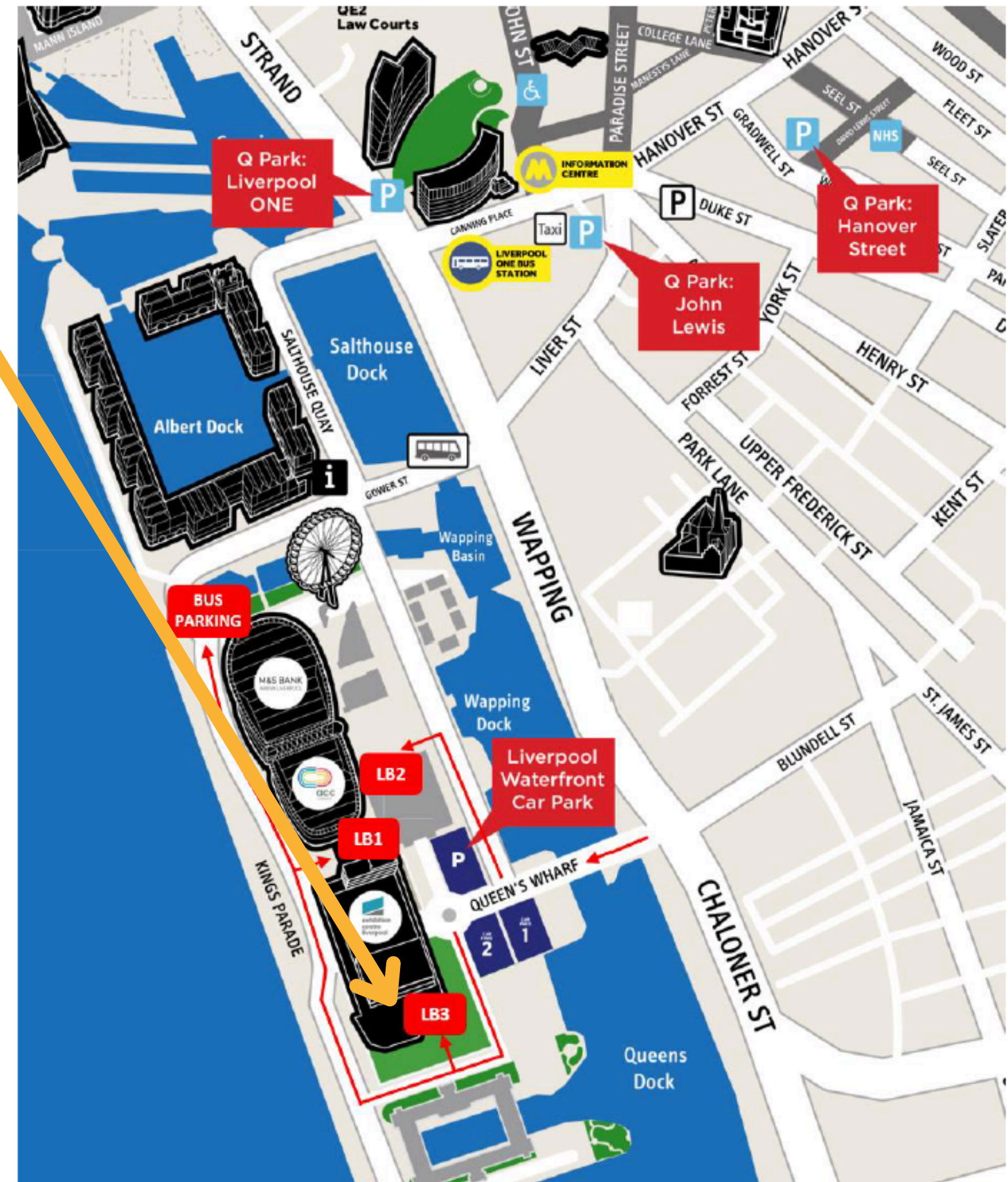
Loading Bay Access at ACC Liverpool

Loading / Unloading

Visitors are requested to report to the gatehouse at Loading Bay 3, via Half Tide Wharf. At the gatehouse you will be required to sign in and will be given a Vehicle I.D form which needs to be completed and displayed in the vehicles windscreen.

You will then be advised to move to either the holding area or to a relevant loading zone to unload your vehicle. The team will advise where you need to go.

If advised to move onto the holding area, the traffic management team will park vehicles in this space according to the order of vehicle I.D's which are allocated on a first come first served basis. When instructed by a member of the traffic team vehicles will then be guided to the relevant loading zone for unloading.



Loading Bay Access at ACC Liverpool

Loading / Unloading

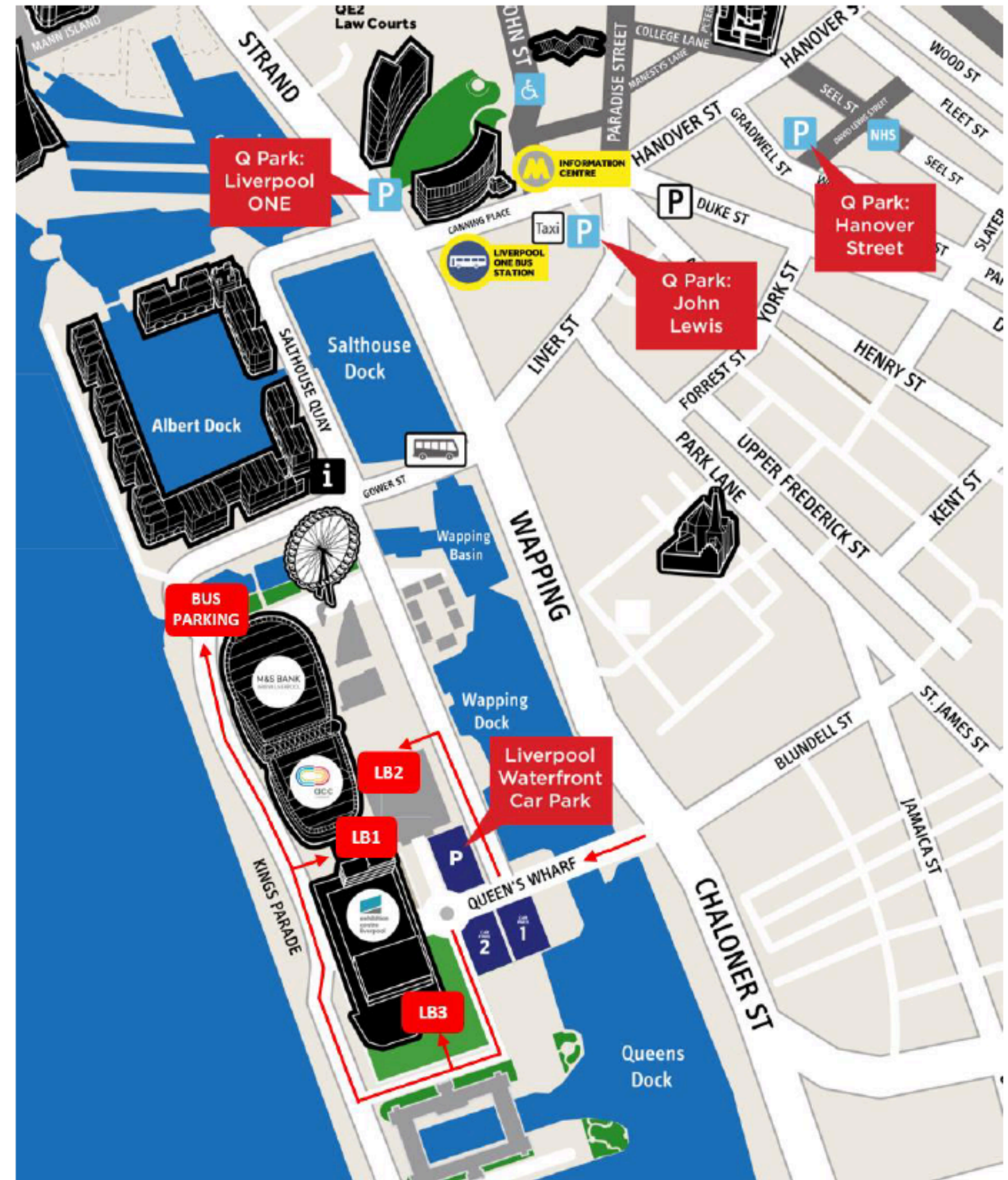
Please note Loading Bay 3 is uncovered and therefore there is no height limit. The speed limit is 5mph. You are required to unload your vehicle within a 30 minute period.

Breakdown Information – All Loading Bays

All exhibition stands must be broken down and items ready to load before vehicles are permitted to enter the loading area. Please inform a member of the team once you are ready to begin your load out and your vehicle will be directed from the relevant holding area when a space becomes available. **You are not permitted to begin breaking down your stand until the event has closed and all delegates have left the Trade Show Hall.**

Assistance with loading / unloading

Please note that ACC Liverpool do not provide trolleys or pump trucks. Forklifts are available to hire in advance subject to availability, via the ACC Online Portal.



Travel and Parking

ACC Liverpool

Kings Dock, Liverpool Waterfront, L3 4FP

For Sat Nav, please use L3 4BX.

On arrival at ACC Liverpool please make your way to the Guest Relations desk located in the Galleria of ACC Liverpool (marked as A). If you have any queries please contact the Guest Relations desk on +44(0)151 239 6002.

By car

For all car journeys it's best to follow the white on brown tourist route signs for the Waterfront. These signs are visible on the major routes into the city. ACC Liverpool is situated on the Kings Dock directly adjacent to the south side of the Albert Dock. Upon arrival, the Kings Dock entrance is clearly sign posted.



Travel and Parking

From the North...

Leave the M6 at junction 26 and follow signs for M58 Liverpool. Follow to end of M58 and then take signs for A59 Liverpool. Continue to follow Liverpool City Centre until picking up signs for the Waterfront.

From the South...

Leave the M6 at junction 21A and take the M62 to Liverpool. At the end of the M62 follow signs for Liverpool City Centre along Edge Lane, picking up and following signs for Waterfront.

Car Parking Arena and Convention Centre Liverpool

On-site pay and display parking is available as marked on the map. 1450 spaces are available with accessible bays and electric charging points on each floor. Available on a first-come-first-served basis.

Car Park Pricing and opening hours below:

Monday – Sunday 24 Hours.

- Up to 1 hour £2.00
- Up to 2 hours £5.00
- Up to 5 hours £7.00
- Up to 9 hours £10.00
- Up to 24 hours £15.00

Travel and Parking

By train

Direct services from London Euston to Liverpool Lime Street (with a journey time of two hours). Other long-distance rail services also operate into Liverpool Lime Street station.

ACC Liverpool is a 20-minute walk from Lime Street or a short taxi ride. You can also transfer at Lime Street onto the underground Wirral Line trains to James Street station (10 minute walk) or catch the CityLink Route C4 (7am – 8pm) directly to ACC Liverpool. If travelling from outside Merseyside, you can catch an underground train to James Street station from Lime Street station, inclusive of the cost of your ticket.

Ring Traveline Merseyside 0871 200 22 33 for up to date information about your bus, train or ferry service. The Traveline is open from 0800 – 2000 every day of the week.

By bus

Most Liverpool city centre bound buses will call at either Queen Square bus station (a 15-minute walk) or Liverpool ONE Bus Station, which is only a five minute walk to ACC Liverpool. For up-to-date information on all bus, train and ferry services, call Traveline Merseyside on 0871 200 22 33, open 8am – 8pm, 364 days a year or visit www.merseytravel.gov.uk

By plane

A taxi from Liverpool John Lennon Airport to the city centre will take approximately 20 minutes or the express bus service Route 500 will take approximately 25 minutes, dropping you off within a five minute walk of ACC Liverpool.

Please note that ACC Liverpool has several bike racks positioned on the riverside.



Delivery Info

Deliveries can only be accepted from **Monday 10th March**. If anything arrives before this date it will be turned away.

Trolleys are not readily available at the venue therefore recipients of deliveries must ensure they can transport items from the loading bay to the appropriate location.

Porters are available to hire should you anticipate that a large number of deliveries will require transportation. You can arrange for this via the [ACC Online Portal](#).

Please mark up deliveries clearly as follows:

Recipient Name

**Cultural Enterprises Conference and Trade Show March 10th - 13th
Hall A**

Stand Name/Number

Loading Bay 3

ACC Liverpool

Kings Dock

Liverpool Waterfront

L3 4FP

(Please note Sat Nav Postcode L3 4BX)

Green Guide for Exhibitors

As part of our Environmental Action Plan, the Association for Cultural Enterprises is committed to finding ways to work as sustainably as possible. We want to encourage our suppliers and members to also think about environmental impacts when planning their input at our events. The annual Trade Show is the largest event of the year, and therefore has the biggest impact, and the biggest potential for making sustainable choices.

Small changes by individual Exhibitors can help to make a big difference to the overall environmental impact of our Trade Show. Thank you for helping the Association to achieve the goals within our Environmental Action Plan.

We would like to encourage Exhibitors to think about the following five key areas when designing your stand and making your travel and set-up plans for the Trade Show.

Discover more about the steps ACC Liverpool are taking towards their Sustainable Strategy [here](#).



Green Guide for Exhibitors

1. Preventing Waste

Please think carefully about packaging and reuse materials wherever possible. Think about using newspaper and cardboard wherever possible, and avoiding the use of plastics, polystyrene and styrofoam which take hundreds of years to biodegrade. Save the packaging you use to bring your products safely to the show and use it again to take them home.

We encourage the use of reusable water bottles and coffee cups. The ACC has water fountains readily available throughout the venue for you to use.

If you do not intend to take your show samples back with you please do not leave them behind for the ACC to dispose of. Consider giving these items away as samples instead.

2. Recycling

Please use the recycling facilities provided by ACC. There are recycling points all around the building for delegates to use for small items. Please choose materials which are easily and widely recyclable.



Green Guide for Exhibitors

3. Upcycling and Repurposing

When designing your stand, please think about using items which you will be able to use again in other circumstances, rather than buying items which will need to be disposed of afterwards. Consider also donating any leftover items or materials that could be used by a community group, school or library.

Think about using pieces of furniture, repainting fixtures and fittings to give them a new look, and fashioning displays from crates or boxes which might otherwise be disposed of.

4. Transport and Delivery

Using couriers or the postal service for your products, and public transport for your personal travel, can have a lower environmental impact.

There is parking on site, 1450 spaces are available with accessible bays and electric charging points on each floor. Available on a first-come-first-served basis.

Consider offsetting carbon emissions, calculate your booth's carbon footprint and invest in carbon offset programmes or initiatives to balance your environmental impact.



Green Guide for Exhibitors

5. Communications

Please think about how you plan to communicate with the delegates, and be sustainable in your choice of handouts and giveaways. Investigate using recycled paper and vegetable inks for anything which is printed.

Consider having a tablet or laptop available on your stand to show images, and take email addresses and send out follow up information digitally.

Think about ways to minimise your reliance on packaging. Using paper bags, or reusable totes for any samples / giveaways rather than plastic ones.

Make sure any changes you have made to make your business and/or products more sustainable is communicated with the delegates.

Consider making use of display graphics to show the steps you are taking and any milestones or achievements met. For example, becoming BCorp certified, highlighting your eco ranges or planting trees with every sale. It is a great conversation starter and shows your commitment to sustainability.

We would encourage you to make use of Swapcard and connect with your network using the conference app to avoid the reliance on producing business cards etc.

We know from delegate feedback that sustainability is high on the agenda for cultural enterprises, and many members are required to take sustainability issues into account when selecting suppliers and placing orders.



FAQs

Can I add additional team members?

Yes, you are more than welcome to invite more team members to support the event. Any additional team members will be charged £40+VAT. Select Yes on the dropdown, when prompted on completing the [Exhibitor Info Form](#) and a member of the team will be in touch.

When can I book for the social events?

[Book online](#) to join us at the Welcome Drinks and Awards Party.

Can I enter the Cultural Enterprises Awards?

The Awards entries are now closed. Please do join us at the [Awards Party](#) to meet our finalists and winners.

When can I set up and break down my stand?

Key timings can be found on page 2.

What does my stand look like?

Images to show the shell scheme can be found on page 10.

Can I paint or drill into the walls of my stand?

No. Restrictions are highlighted on page 11.

Is there parking available?

Yes, parking is available in the multistorey. Info [here](#).

Are additional promotional opportunities available?

We have a number of sponsorship opportunities which can be tailored to meet your budget and needs - [find out more](#).

How do I update my digital exhibitor booth in Swapcard?

We have a short video to show you how to best navigate around your digital exhibitor booth. [View here](#).

Don't see what you're looking for?

Book a quick call with Fi Anderson who will be able to help further. [Book here](#).



Cultural Enterprises Trade Show ACC Liverpool 2025 – Risk Assessment Form

Based on how you propose to layout and design your stand, please identify any risks or hazards that potentially could occur whilst setting up, or during the event or dismantling your stand. Please give details below of all areas of potential risk or hazard, and the controls that you will put in place to manage each risk or hazard.

Please complete and upload your risk assessment form by 30th January 2025

NB: It is a condition of exhibiting at the Cultural Enterprises Trade Show that all exhibitors must complete a risk assessment

Risk or Hazard	People at risk	Your controls to mitigate the risk or hazard	Risk level	Person responsible for managing risk

Company Name		Name, title and signature	
Stand Number		Date	



Risk or Hazard	People at risk	Your controls to mitigate the risk or hazard	Risk level	Person responsible for managing risk



Food Sampling Form

As an exhibitor at the trade show you may wish to give away samples of your food and or beverages to delegates at the show. We welcome this but must ensure that the following guidelines are adhered to.

Exhibitors who are running any of the following activities need the additional documentation outlined below to comply with health & safety requirements:

- Sampling pre-packed food e.g. chocolate – Allergen advice
- Sampling alcohol-RAMS (including Challenge 25 procedure)
- Sampling beauty-RAMS, allergen advice & clear labelling

All items must be giveaway and not for retail

Documents will be required for anyone handling food on the premises (these must be with you at the show):

- Level 2 or above food hygiene certificates
- Temperature records for any fridges in use
- PAT testing for any relevant equipment (e.g. fridge)

Drink sampling:

- Alcohol samples should be served in no more than 25ml.

Please confirm your acceptance by completing this form:

Your Company

Email

I will be offering samples of food and/or beverage and understand the requirements to do so.

☐

Yes

☐

No

Signed :

Date :

Exhibitor Health & Safety Declaration

It is a legal requirement for you to acknowledge this document

Your Company Name

Who should we keep updated, or contact in the event of a query?

HEALTH AND SAFETY DECLARATION THE HEALTH AND SAFETY AT WORK ACT 1974, INCORPORATING CDM 2015.

It is a condition of entry into the conference that every exhibitor complies with the Health and Safety at Work Act 1974 (HASAWA74) and all other legislation covering the venue. The exhibitor accepts that it is his/her legal and moral responsibility to ensure his/her own and others health and safety is not put at risk by their actions (or inactions) during the conference.

To be completed and signed by a competent person as detailed in HASAWA 1974.

☐

I will comply with legislation as above

☐

I confirm that I will abide by the venue rules and those of the organisers

☐

I will ensure that any and all products displayed shall remain within the area of my stand and NOT project into the gangway

☐

I am fully aware of the rules governing the breakdown of my stand and agree not to attempt to break the stand down at the end of the show, until the show has closed, and the visitors are clear of the hall

Signed :

Date :



Key Contacts

Association for Cultural Enterprises:
Fi Anderson
tradeshow@culturalenterprises.org.uk
07387 805306

ACC Event Manager:
Rachel Moore
Rachel.Moore@accliverpool.com

Shell Scheme Provider:
Pickards
eventservices@pickardonline.co.uk
01423 290300