



Exhibitor Guide & FAQs

The following guide contains useful info to help you get organised ahead of the 2026 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 Contacts

Association for Cultural Enterprises:

Fi Anderson

tradeshow@culturalenterprises.org.uk

07387 805306

Office Phone:

01388 741 394

Shell Scheme Provider:

Fully Connected

Matt Hancock:

Matt.Hancock@necgroup.co.uk

Tom Dencer:

Tom.Dencer@necgroup.co.uk

All Team:

Fully.Connected@necgroup.co.uk

0121 767 3253

ICC Birmingham Event Manager :

Keri Lee Porter Kiely

Keri.Kiely@necgroup.co.uk

Key Milestones

Wednesday 31st December

- **Deadline** for all Exhibitor Info to be submitted to the Cultural Enterprises Team via the **Exhibitor Info Form**
- **Deadline** for any shell scheme graphics / extras via Fully Connected (e.g shelving, lighting etc)
- **Deadline** for any furniture required from ICC Birmingham
- **Late orders cannot be guaranteed and may be subject to additional cost**

Monday 12th January

- Exclusive flexible B&B hotel rates close. **Book Online** via Birmingham & West Midlands Convention Bureau.

Sunday 8th February

- Courier deliveries accepted at ICC Birmingham **do not send anything before this date**
- Shell scheme set up by Fully Connected
- Cultural Enterprises team on site



Event Timings

Monday 9th February

- **9:00-17:00** Exhibitor Build Day
 - The Welcome Drinks will be held in the trade show hall, please ensure your stand is show-ready within this time frame
- **14:00-14:45** Welcome with the Cultural Enterprises team
- **18:40-20:30** Exhibitors Arrival & Welcome Drinks
 - Join us ahead of the delegates' arrival so we can ensure you are show-ready and able to enjoy a welcome drink before the evening begins

Tuesday 10th February

- **8:00** Exhibitors on site
- **8:15** Delegate Registration & Trade Show Opens
- **9:00** Conference Sessions Begin
 - Trade Show Stages only
- **11:00-12:30** Welcome to Conference & Cultural Enterprises Awards Ceremony
 - All welcome please do join
- **12:15** Exhibitors Lunch is served
- **12:30-13:30** Delegates Lunch is served
- **13:30-14:15** Conference Sessions
 - Main Stage only
- **14:30-17:30** All Stages open
- **17:30** Event closes
- **19:30** till late Night at the Museum our new Social Event!

Wednesday 11th February

- **8:30** Exhibitors on site
- **9:00-10:15** Conference Begins
 - Main Stage only
- **10:15-13:00** All Stages open
- **12:15** Exhibitors Lunch is served
- **12:30-14:00** Delegates Lunch is served
- **14:00-16:15** All Stages open
- **16:00** Trade Show Closes
 - We will announce when it is safe for you to begin dismantling your stands

Early Breakdown Policy

Your full participation is vital to the success of the event. Leaving early creates safety risks for delegates, disrupts the professional atmosphere of the show, and may even damage your own reputation with buyers and peers. No exhibitor may remove display materials, fixtures, or fittings before the official closing time. Penalties will apply for any exhibitor who begins dismantling or leaves early.

We thank you for helping maintain a safe, professional, and successful event for everyone.



Checklist

These are the items you **must** submit to us no later than **31st December 2025**.

Please contact us if you have missed the deadline.

- **Health & Safety** – example form included. Upload to Exhibitor Info Form when completed
- **Intent to Supply Food Form** – applicable to those offering food and/or beverage samples only; application form included. Email to marcelle.mabey@necgroup.co.uk OR dina.mistry@necgroup.co.uk when completed
- **Application to Supply Alcohol & Transfer of Title Form** – applicable to those wishing to serve alcohol from their stand, forms included
- **Fascia Name Board** – submit via the Exhibitor Info Form
- **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
- **Vehicle Registration Details** – If you intend to make use of the loading bay we need you to submit your vehicle registration details via 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.

Fully Connected are able to add graphics to your walls, offer extra electrical items, shelving and accessories for your stand. This can be ordered via the order form attached or by reaching out to the friendly team directly.

ICC Birmingham have furniture and hard wired internet options available. This can be ordered directly via the venue.

Furniture included:

- 2x 100w spotlights
- 500w Plug socket
- Electrical testing
- Fully carpeted shell scheme
- Stand name board
- Wall panels 3mm Foam PVC
- 6ft Trestle Table with Grey Table Cloth
- 2 Chairs

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
- Pre-show support and webinars to help you get the most out of the event



What is not included?

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

- **Shelving**
- **Reinforced Panels**
- **Graphics**
- **Additional walls**
- **Hard wired internet**
- **Electrics – if different from the standard package. if bringing your own electrics, these must be PAC tested and approved by the ICC**
- **Furniture – if different from the standard package**

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

Order directly over phone or email fully.connected@necgroup.co.uk by **31st December 2025** to avoid late fees. Order forms included available and issued alongside this Guide.

ICC Birmingham also has a whole host of additional extras for your stand which you can easily order directly with the venue. From additional chairs, AV, hard wired internet to trestle tables and porters or equipment to help transport goods to your stand.

Order by **31st December 2025** email eventorders@theicc.co.uk and the team will send through a menu of available items.



Shell Scheme Specification and Graphic Guidelines

For all queries regarding your stand please contact the Fully Connected team who will be happy to help

fully.connected@necgroup.co.uk

Top Tips for a Great Stand Display

Keep it simple

Less is more. Busy stands with too much product can feel cluttered and overwhelming, making it harder for buyers to focus on what's important. Keep your display clean, organised and easy to digest.

Make use of the height

Draw the eye in by creating height and depth. Use levels, layers, and decorations to add interest and make your products more visible and easier to shop. A dynamic stand layout naturally captures attention.

Use the walls

Bare white walls can make your stand look empty and uninviting. Use this space wisely. Add shelving to display products or include graphics that share your mission, values and unique selling points.

Keep it evergreen

Think sustainably. Choose elements you can reuse at future events to keep your brand consistent and recognisable. This approach is both financially and environmentally sound while strengthening your brand identity.



Plan and practise

Do a trial run of your display before the event. Take photographs so you know exactly how to set up on the day. Preparation will save you time and stress when it matters most.

Keep it tidy

A tidy stand always looks more professional and welcoming. Regularly check and reset your space throughout the day to maintain a polished look.

Be happy and approachable

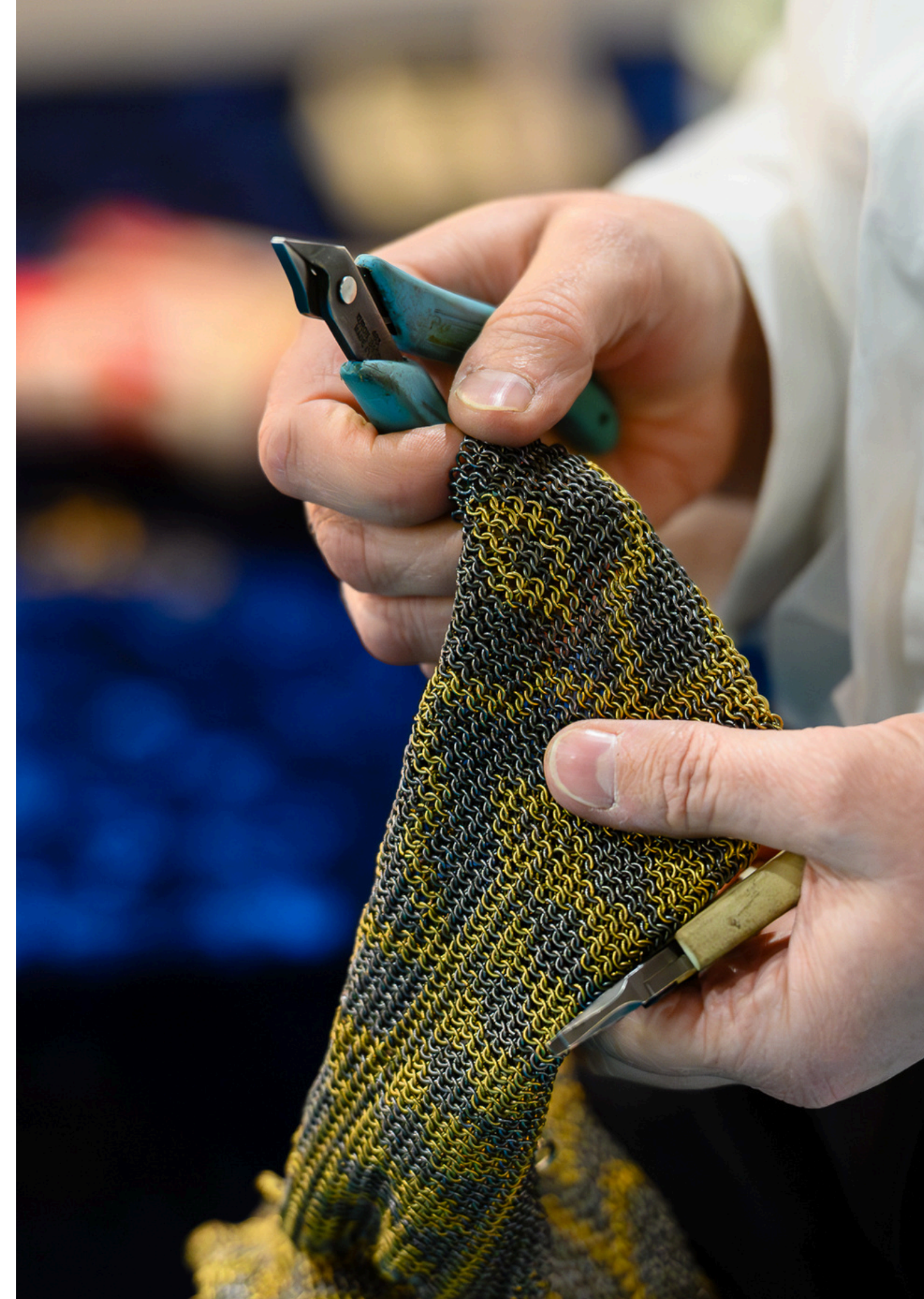
A friendly smile goes a long way. People are drawn to positivity, so be open, engaging and genuinely interested in your visitors.

Make it memorable

Consider adding interactive or experiential elements to your stand. Could you demonstrate how your software works or how your products are made? Activities like these create conversation, build community and engage visitors without a hard sell. Remember, this is a relaxed and friendly environment, lean into that!

Find Inspiration

Look at shop windows, visit craft markets and trade shows in your local area to see what works and what does not work. Why not also check out our [Visual Merchandising Academy Courses](#). These are free to all members.



Shell Scheme Restrictions

No pins, staples, screws, paint or other intrusive, permanent fixings are allowed.

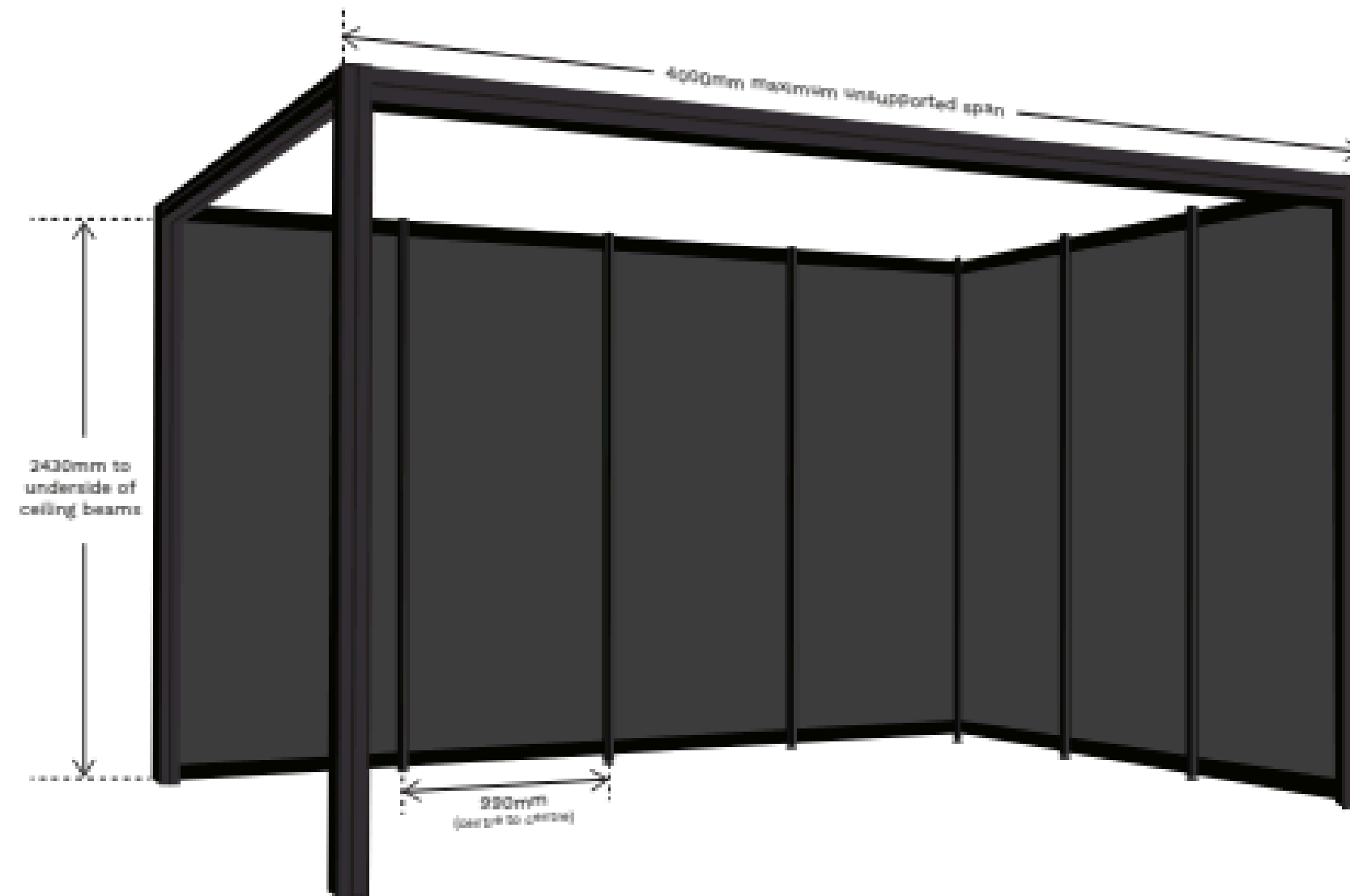
Please use only NEC approved tape or other materials that will not cause any damage to the walls.

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.

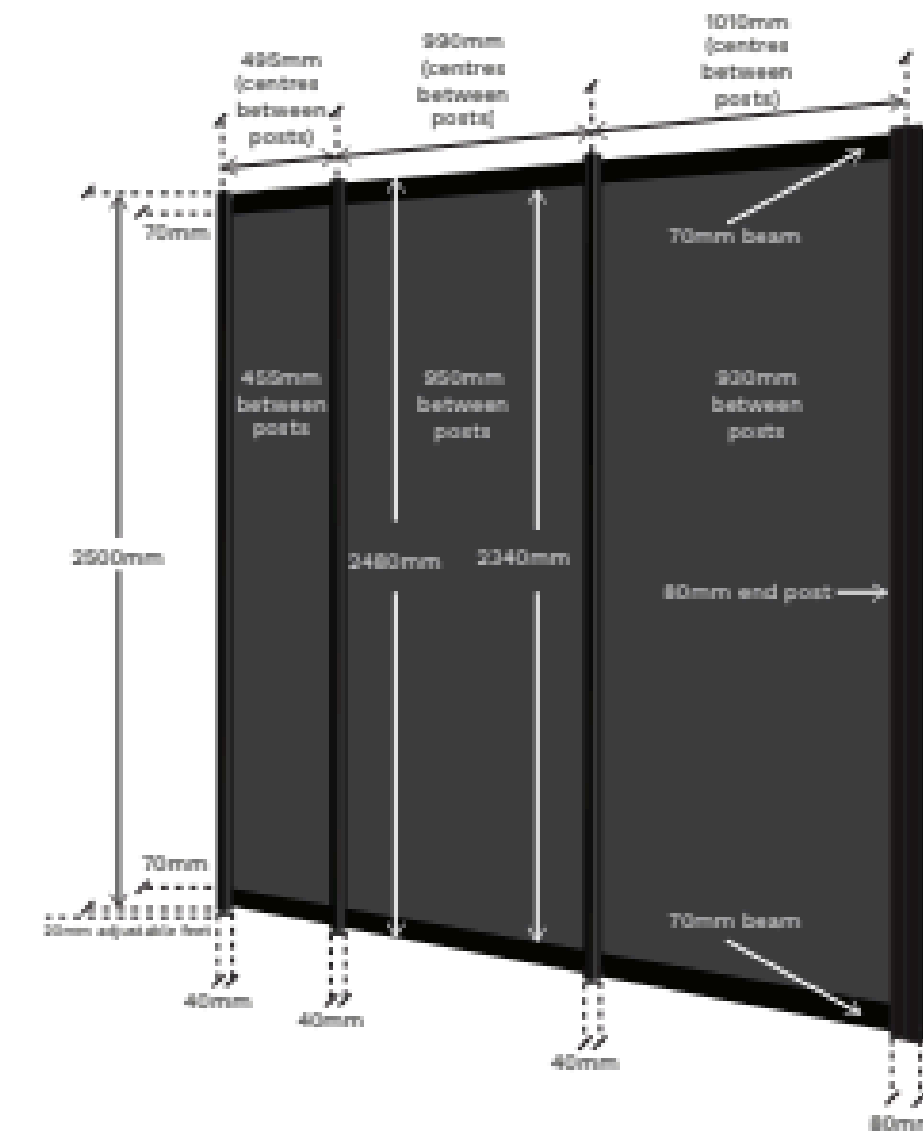
If you need to fix heavy objects to walls, you can do so by ordering reinforcement for the panels. Reach out to the Fully Connected team who will be able to help you find the best solution.



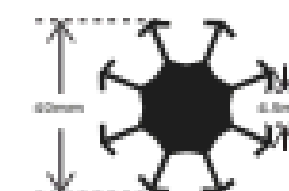


NB: This is only an example stand for dimension purposes only.
Size and number of open sides will vary depending on your stand booking.

Technical Dimensions



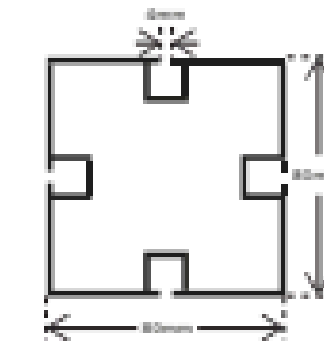
Wall Post Section

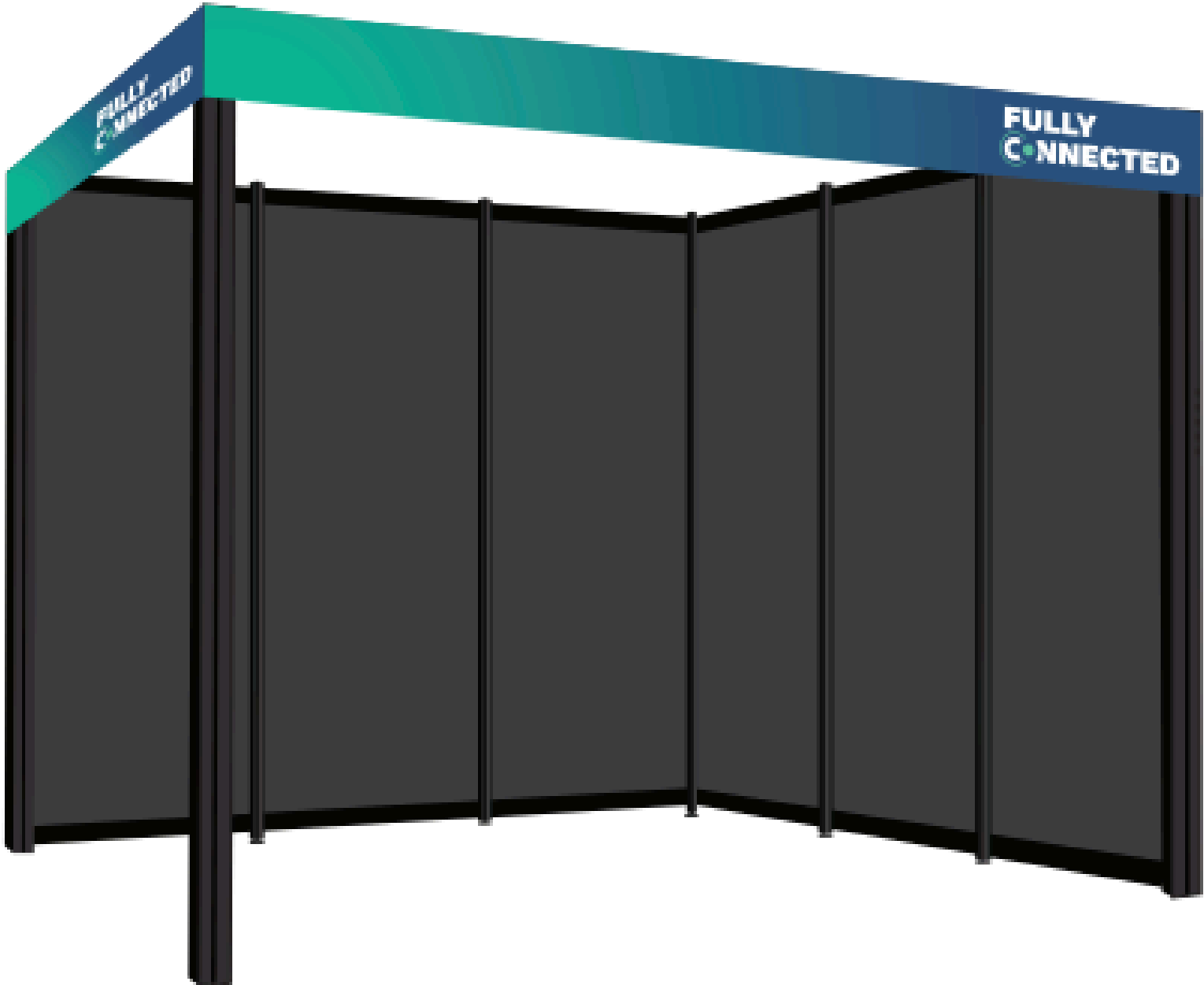


Beam Section



Quad Loading Post Section





2m side	Ref: QFA-2M
A 2020mm (w) x 2480mm (h)	
.....	
3m	Ref: QFA-3M
A 3010mm (w) x 2480mm (h)	
.....	
4m	Ref: QFA-4M
A 4000mm (w) x 2480mm (h)	
.....	
5m	Ref: QFA-5M
A 4990mm (w) x 2480mm (h)	
.....	
6m	Ref: QFA-6M
A 5980mm (w) x 2480mm (h)	
.....	
7m	Ref: QFA-7M
A 6970mm (w) x 2480mm (h)	
.....	
8m	Ref: QFA-8M
A 7960mm (w) x 2480mm (h)	
.....	
9m	Ref: QFA-9M
A 8950mm (w) x 2480mm (h)	
.....	
10m	Ref: QFA-10M
A 9940mm (w) x 2480mm (h)	



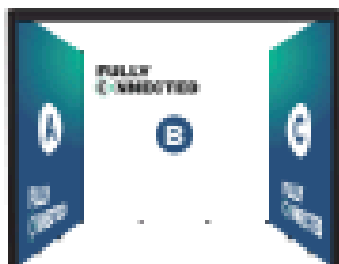
3 OPEN SIDES

1m	Ref: Q30S-OL3BW
A	1010mm (w) x 2480mm (h)
.....	
2m	Ref: Q30S-OL3BW
A	2060mm (w) x 2480mm (h)
.....	
3m	Ref: Q30S-OL3BW
A	3050mm (w) x 2480mm (h)
.....	
4m	Ref: Q30S-OL4BW
A	4040mm (w) x 2480mm (h)
.....	
5m	Ref: Q30S-OL5BW
A	5030mm (w) x 2480mm (h)



2 OPEN SIDES

2m x 1m Stand	Ref: Q20S-OL2X1
A	1985mm (w) x 2480mm (h)
B	975mm (w) x 2480mm (h)
.....	
3m x 1m Stand	Ref: Q20S-OL2X1
A	1985mm (w) x 2480mm (h)
B	975mm (w) x 2480mm (h)
.....	
4m x 1m Stand	Ref: Q20S-OL2X1
A	3965mm (w) x 2480mm (h)
B	975mm (w) x 2480mm (h)
.....	
2m x 2m Stand	Ref: Q20S-OL2X2
A&B	1985mm (w) x 2480mm (h)
.....	
3m x 2m Stand	Ref: Q20S-OL3X2
A	2975mm (w) x 2480mm (h)
B	1985mm (w) x 2480mm (h)
.....	
4m x 2m Stand	Ref: Q20S-OL4X2
A	3965mm (w) x 2480mm (h)
B	1985mm (w) x 2480mm (h)
.....	
5m x 2m Stand	Ref: Q20S-OL5X2
A	4955mm (w) x 2480mm (h)
B	1985mm (w) x 2480mm (h)
.....	
3m x 3m Stand	Ref: Q20S-OL3X3
A&B	2975mm (w) x 2480mm (h)



1 OPEN SIDE

2m x 1m Stand	Ref: Q10S-OL2X1
A	975mm (w) x 2480mm (h)
B	1920mm (w) x 2480mm (h)
C	975mm (w) x 2480mm (h)
.....	
3m x 1m Stand	Ref: Q10S-OL3X2
A	975mm (w) x 2480mm (h)
B	2910mm (w) x 2480mm (h)
C	975mm (w) x 2480mm (h)
.....	
4m x 1m Stand	Ref: Q10S-OL4X1
A	975mm (w) x 2480mm (h)
B	3900mm (w) x 2480mm (h)
C	975mm (w) x 2480mm (h)
.....	
2m x 2m Stand	Ref: Q10S-OL2X2
A	1985mm (w) x 2480mm (h)
B	1920mm (w) x 2480mm (h)
C	1985mm (w) x 2480mm (h)
.....	
3m x 3m Stand	Ref: Q10S-OL3X3
A	2975mm (w) x 2480mm (h)
B	2910mm (w) x 2480mm (h)
C	2975mm (w) x 2480mm (h)

3m x 2m Stand	Ref: Q10S-OL3X2
A	1985mm (w) x 2480mm (h)
B	2910mm (w) x 2480mm (h)
C	1985mm (w) x 2480mm (h)
.....	
4m x 2m Stand	Ref: Q10S-OL3X2
A	1985mm (w) x 2480mm (h)
B	3900mm (w) x 2480mm (h)
C	1985mm (w) x 2480mm (h)
.....	
5m x 2m Stand	Ref: Q10S-OL5X2
A	1985mm (w) x 2480mm (h)
B	4890mm (w) x 2480mm (h)
C	1985mm (w) x 2480mm (h)



Guidelines

We pride ourselves on providing the highest customer service. To ensure we can offer this exceptional level of service, we kindly ask that you work within our guidelines, enabling us to provide shorter lead times and a faster turnaround of your product.

All artwork received less than 72 hours before show build date, will be sent to print without approval. We supply a PDF visual to you for approval prior to printing.

FILE SETUP

Files to be supplied with 10mm bleed in CMYK format.

If supplying in PDF format, please embed images within document and ensure all fonts are converted to outlines.

If supplying artwork in Adobe Illustrator or InDesign, please 'package' files to include all fonts and linked images.

We accept all FTP site links for emails over 15 megabytes. We recommend either Dropbox or GoogleDrive.

SIZE / QUALITY

Minimum of 150dpi at full size (if your file is to scale, scale dpi accordingly e.g. 1500dpi at 10%)

Please supply logos or graphics elements in vector format where possible to ensure no loss of quality.

Do not use compression on images when exporting files from InDesign.

Artwork is to be set up at the required size OR a reduced scale (let us know what scale your artwork is set to)

The maximum file size we accept is 2GB.

File types we accept	File types we CANNOT accept
PDF	Microsoft Word
Illustrator (Packaged)	Microsoft Excel
InDesign (Packaged)	Publisher
	Powerpoint
	PNG
	GIF
	JPEG
	Low-Resolution PDF
	CDR/DWG Files

ARTWORK DEADLINE

We request that all artwork is received 14 days prior to event start date. If this deadline is unachievable, please let us know so that we can accommodate, and schedule work accordingly.

We do not advise on using your own graphics fixed directly our shell scheme due to chargeable damage may cause.

If using your own graphics or an external supplier please following the guidelines below.



Please refrain from using Nails, Screws, Pins, Staples, paint, self adhesive foam tape, self-adhesive velcro or any fixings that may deface the shell scheme framework or panels.



If required, please use the following fixings: Low tack Double-Sided tape (eg-NanoTape), Shell Scheme Clips, Cladding Clips, Hanging Brackets



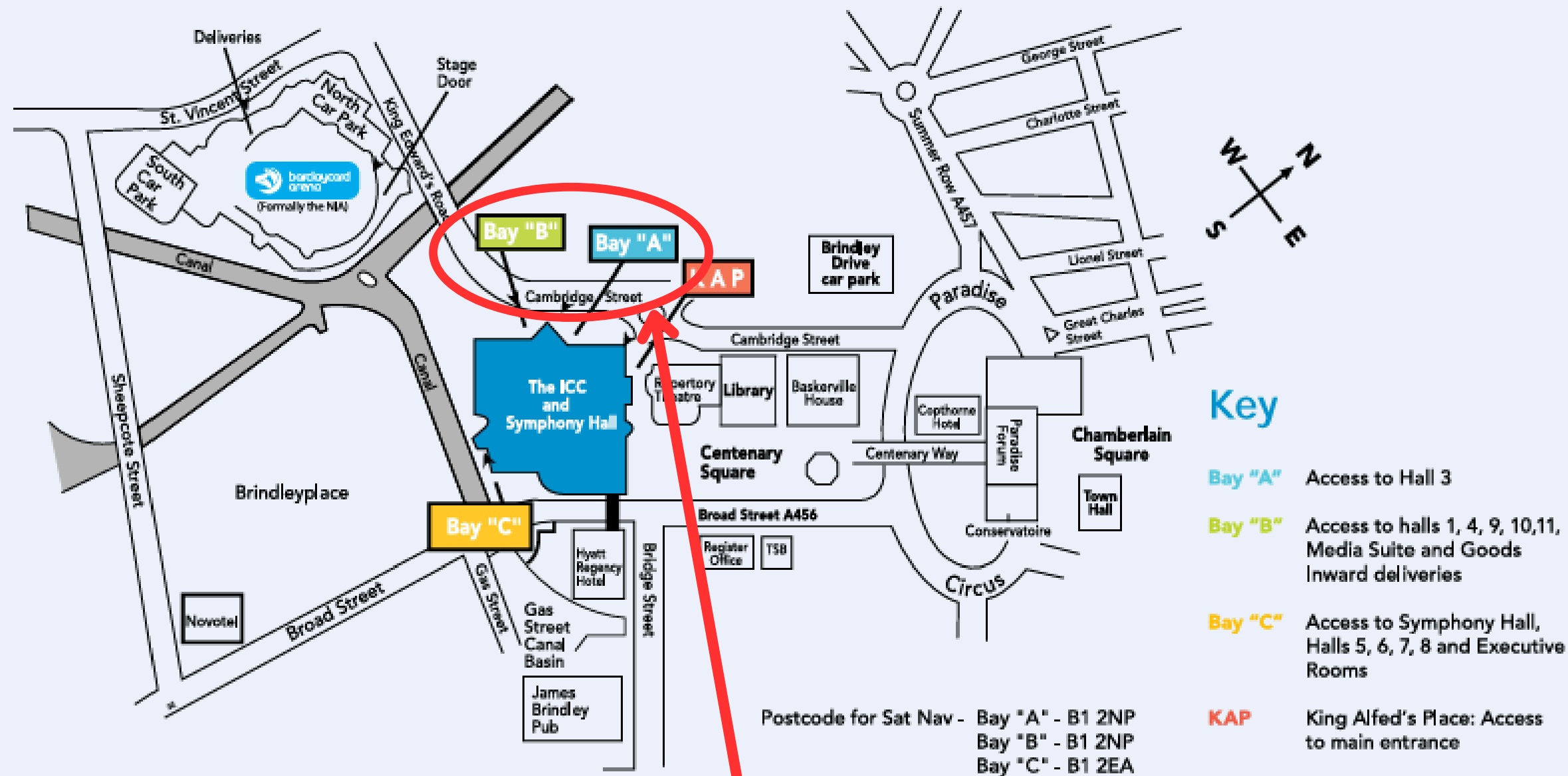
Artwork templates supplied in Adobe Illustrator and Adobe InDesign.



For enquiries, please email
fully.connected@necgroup.co.uk

Loading Bay Access | Travel and Parking Delivery Guidelines

Loading bay access map



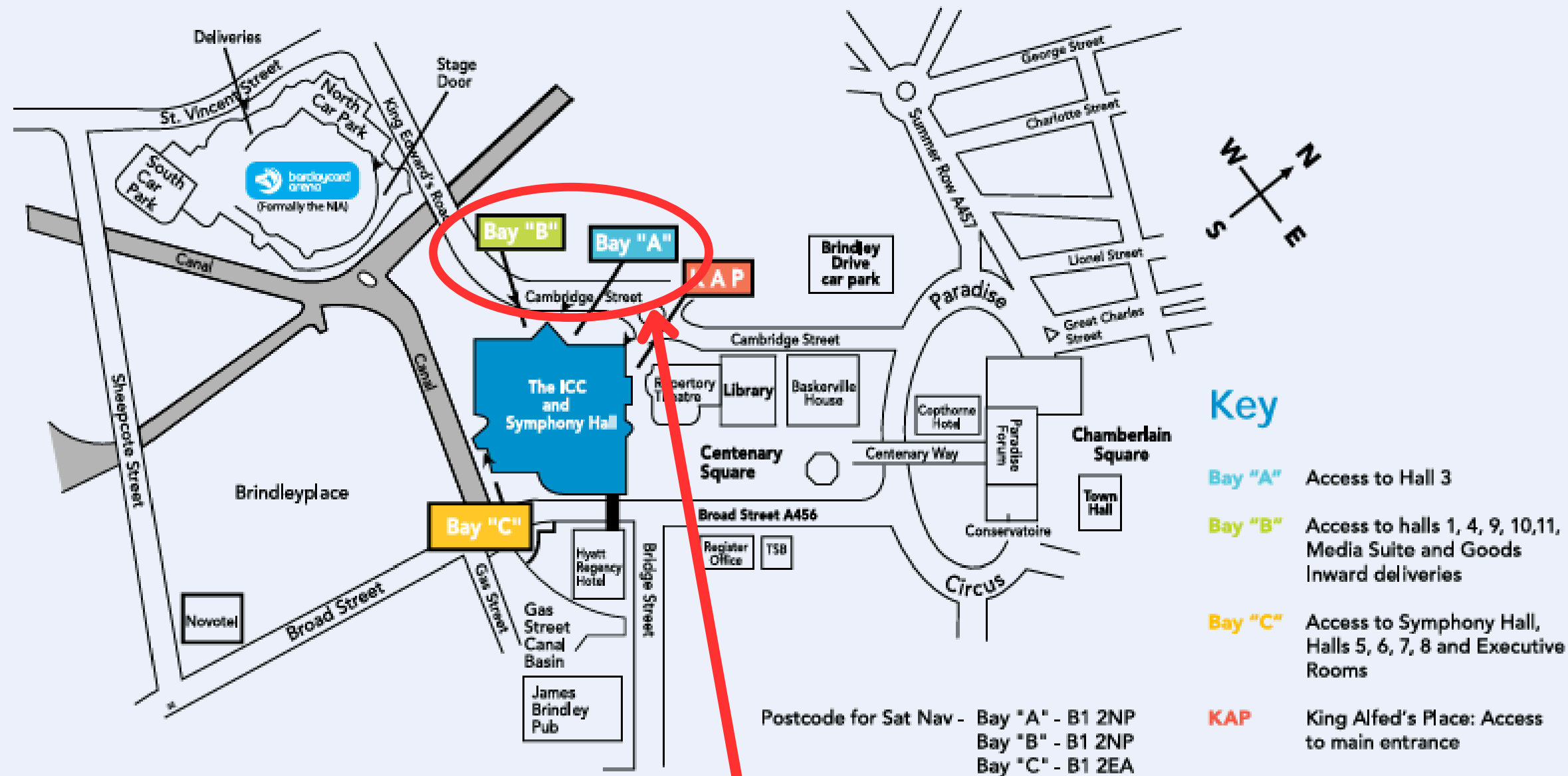
Exhibitor Loading / Unloading via Bay A
Accessed via Cambridge Street

www.theicc.co.uk

Loading Bay Overview

- Please book a time slot via the [booking page](#)
- Allocated time slots from 9am, no early access will be granted
- Time slots are available on a first come, first serve basis. If your preferred time shows 'Out of Stock' we are fully booked
- Each exhibitor will have strictly 30 minutes to park, unload their vehicle and exit the loading bay
- Form to be completed and displayed in windshield, can be found at the end of this PDF

Loading bay access map



Exhibitor Loading / Unloading via Bay A
Accessed via Cambridge Street

www.theicc.co.uk

Loading Bay Overview

- Unloading only in designated areas (no waiting on public roads)
- Provide company name and registration in advance for loading bay access via [Exhibitor Online Form](#)
- All vehicles require passes displayed in the windshield: Form included at the end of this PDF
- Drivers without passes must contact the ICC Event Manager before arrival
- To keep the flow of traffic moving and allow fellow exhibitors to get unloaded you will have a 30 minute window to unload your vehicle and vacate the loading bay

Loading / Unloading

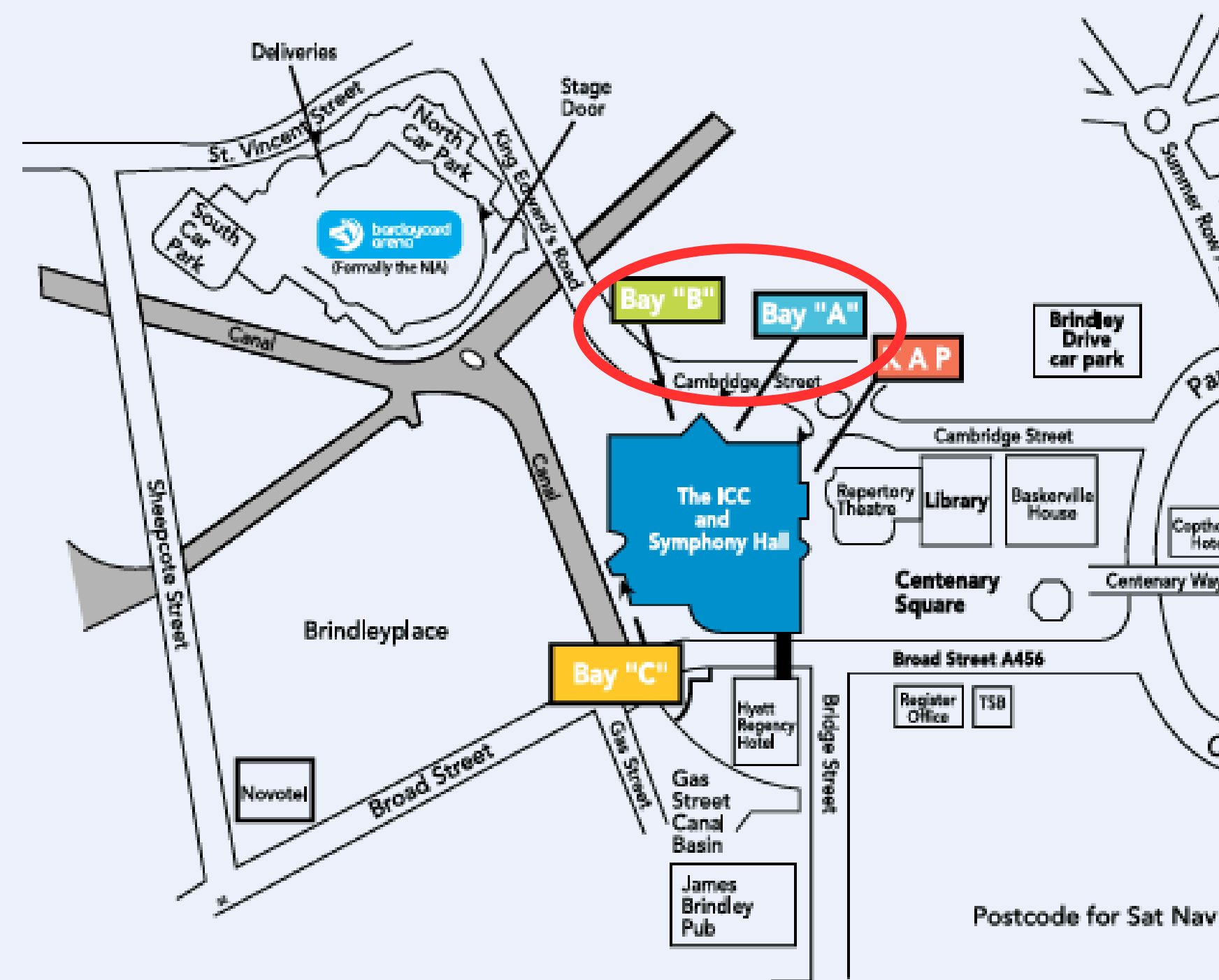
All vehicles entering the service bays must conform to instructions given by the ICC's Security team.

Unloading and loading may only be carried out in **designated areas clear of the public highway**. The ICC cannot authorise vehicles to wait or unload in contravention of local road traffic regulations.

If you intend to make use of the loading bay, please ensure you **provide your vehicle registration** details for Bay Management. This can be submitted via the **Exhibitor Info Form** by **31st December 2025**.

All loading/unloading passes are issued by the Event Manager and must clearly be displayed in the vehicle windscreen. Drivers of vehicles without passes should contact the ICC Event Manager before arrival, in order for loading/ unloading arrangements to be made.

Loading bay access map



Loading / Unloading Continued

Please note **Loading Bay A** 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 to ensure traffic flow is managed effectively.

Breakdown Information – All Loading Bays

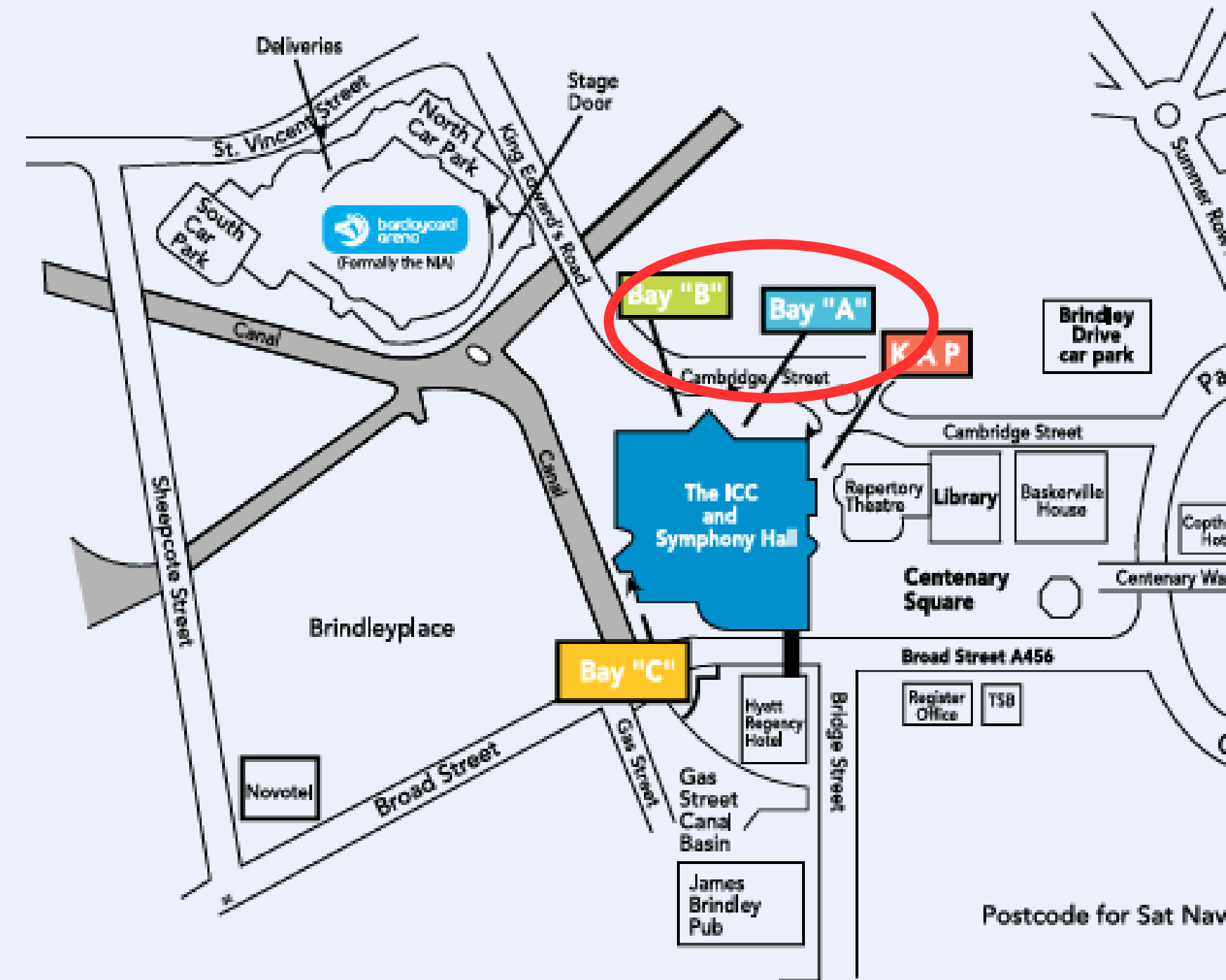
All exhibition stands must be broken down and items ready to load before vehicles are permitted to enter the loading area. Please inform a member of the team once you are ready to begin your load out and your vehicle will be directed from the relevant holding area when a space becomes available. **You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

All goods must be removed by end of Wednesday 11th February.

Assistance with loading / unloading

Please note that ICC Birmingham do not provide trolleys or pump trucks. Forklifts are available to hire in advance subject to availability. Porters are available to book £35.00 +VAT minimum 3 hours. Fork lift driver and truck is £450 +VAT min 4 hours.

Loading bay access map



Travel and Parking

All details also available [online](#)

ICC Birmingham

8 Centenary Square

Birmingham

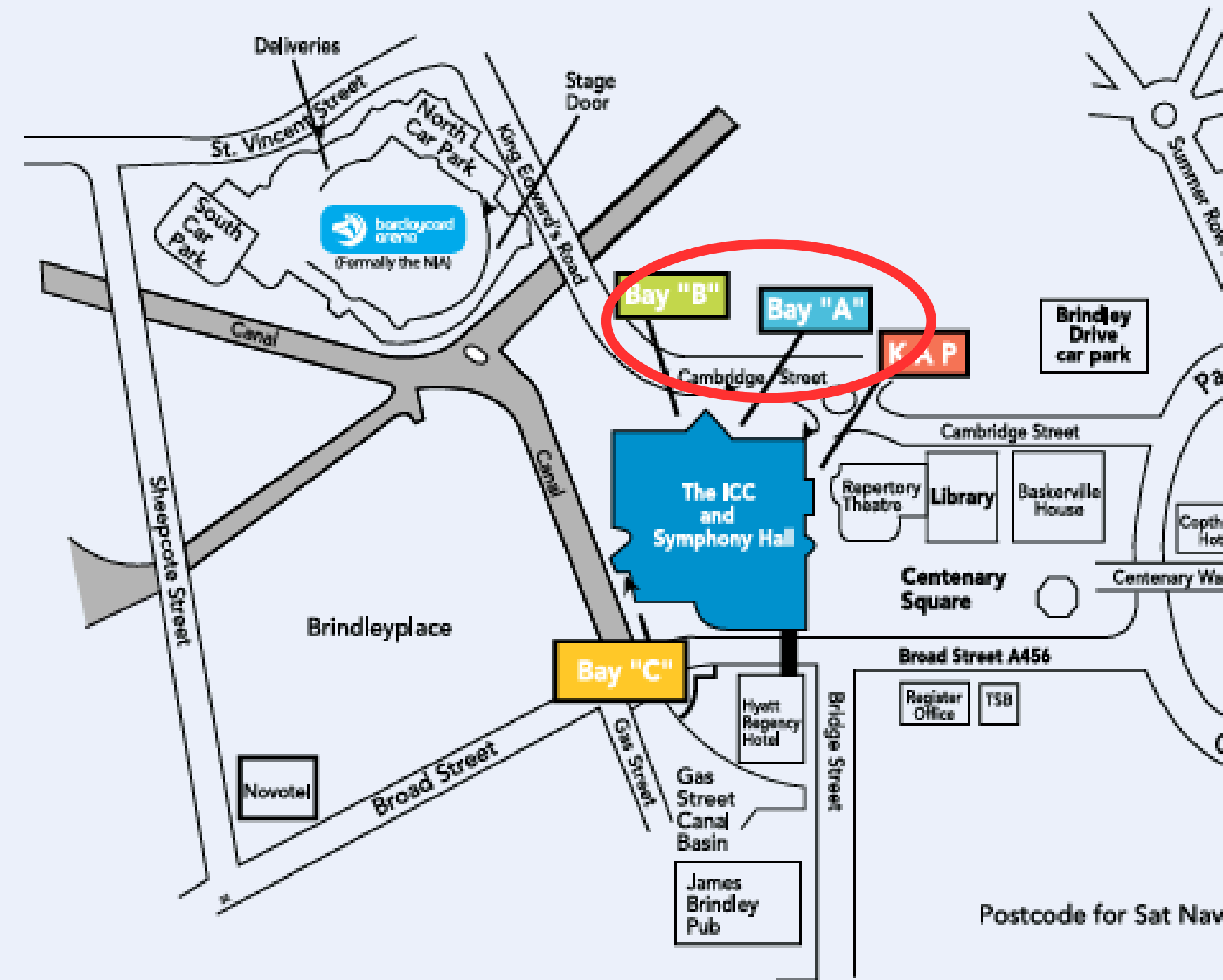
B1 2EA

By Car

Birmingham is at the heart of the UK's motorway networks, close to the M6, M5 and M42. And when you get here, you'll find parking's a walk in the park thanks to the thousands of spaces near to the venue. The closest spaces are at the sister venue **Utilita Arena Birmingham** (King Edward's Road, B1 2AA).

Visitors arriving by car will need to be aware of Birmingham's Clean Air Zone. The ICC and associated visitor car parks are located within this area. Daily charges apply to vehicles entering the zone which do not comply with the zone's criteria. For further information, and to check if your car is Clean Air Zone compliant, [please click here](#).

Loading bay access map



the icc
birmingham

Travel and Parking

By Train

There are three stations to choose from, all in the city centre and just a short walk from the ICC.

New Street Station is the closest.

There is also a tram network that connects Birmingham to Wolverhampton, which stops at Centenary Square, just outside the ICC.

It's worth noting West Midland Trains operates two railway brands to Birmingham: West Midlands Railway and London Northwestern Railway. Also, Birmingham New Street Station is one of the key stations on the Avanti West Coast Line, making it easy to get to from wherever you are in the UK.

By Foot

With a wealth of landmarks to view along the way including the impressive Library of Birmingham, walking to the ICC from the city centre offers the most scenic route to the venue.

From New Street head up to Victoria Square and follow the signs to Centenary Square, the ICC and Utilita Arena Birmingham. Enter Centenary Square and walk straight towards the ICC, passing the stunning Library of Birmingham and Rep Theatre on your right.

By Plane

Birmingham International Airport (BHX) is the only UK airport with a train station connected to the terminal, which means it takes just a ten-minute train ride to get into Birmingham New Street.

If you'd prefer to jump in a taxi, you'll find a rank directly outside the airport.

There is an NCP car park at the airport.

Whatever your travel plans are please check ahead of time for any disruptions to travel.



Delivery Info

Deliveries can only be accepted from **Sunday 8th February**. 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 and Fork lifts are available to hire should you anticipate that a large number of deliveries will require transportation. You can arrange for this via the ICC Event Manager.

Please use the delivery and collection note templates on the next pages for goods in and out. Some of the standard information has been filled out for you.

INSTRUCTIONS FOR DELIVERIES TO THE ICC

NAME OF PERSON COLLECTING PARCEL ON SITE

COMPANY NAME/STAND NUMBER CONTACT NO

Association for Cultural Enterprises Conference and Trade Show	08/02/2026 - 11/02/2026	
NAME OF THE EVENT	DATE OF THE EVENT	
Keri Lee Porter Kiely	Hall 3	
EVENT MANAGER NAME	HALL NUMBERS	
DELIVERY ADDRESS		
<div>THE ICC</div> <div>GOODS INWARDS/ BAY B</div> <div>CAMBRIDGE STREET</div> <div>BIRMINGHAM</div> <div>B1 2NP</div>		
<div>Deliveries to Site-</div> <div>Deliveries to site are only accepted during tenancy times, and preferably when the client is available to sign for packages.</div> <div>Delivery label should be fully completed, and couriers should be advised to report to Bay B of the ICC (off Cambridge Street) for further delivery instructions.</div> <div>The ICC Goods Inwards will sign for goods (on acceptance of arrival basis only). The ICC will not accept any liability for items after delivery.</div> <div>Please be advised that there is no on-site storage available, and all tenancy areas must be clear at the end of the event.</div> <div>Any parcels or stands left at the venue must be clearly marked ready for collection and left in Bay B/Goods Inwards. Collection must be made within 3 working days of tenancy ending; anything left behind beyond this time will be disposed of by the venue.</div> <div>Please note that it is the responsibility of the individual organiser/standholder to arrange their own courier.</div>		

INSTRUCTIONS FOR COLLECTIONS FROM THE ICC

NAME/ COMPANY/ ADDRESS OF WHERE PARCEL IS GOING	
CONTACT TELEPHONE NUMBER	EVENT & DATE ATTENDED AT ICC
DATE & TIME OF COLLECTION	COURIER DETAILS
Any parcels or stands left at the venue must be clearly marked ready for collection and left in Bay B/Goods Inwards. Collection must be made before the event tenancy finishes, anything left behind beyond this time will be disposed of by the venue. Please note that it is the responsibility of the individual organiser/standholder to arrange their own courier.	

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 ICC Birmingham are taking towards embedding Sustainability into all of their daily operations [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 ICC 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 ICC to dispose of. Consider giving these items away as samples instead.

2. Recycling

Please use the recycling facilities provided by ICC. 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.

If driving, consider car shares and if you could make use of an electric or hybrid vehicle. this will help to reduce the impact of travel for the show.

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 natural inks for anything which is printed.

Consider having a tablet or laptop available on your stand to show images of the products and services you have 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.

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** per person, per day. 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 Night at the Museum. The Awards Ceremony will be part of the daytime programming. Register to attend the Welcome Drinks via the [Exhibitor Info Form](#).

Can I enter the Cultural Enterprises Awards?

The Awards are now closed and judging has commenced.

When can I set up and break down my stand?

Key timings can be found on page 3.

What does my stand look like?

Images to show the shell scheme specification can be found on page 11.

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

No. Restrictions are highlighted on page 10.

Is there parking available?

Yes, parking is available close by at Utilita Arena Birmingham . Info [here](#).

Are additional promotional opportunities available?

We have a number of sponsorship opportunities which can be tailored to meet your budget and needs – contact us to 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](#). We will also look at this in detail during the December Webinar.

Don't see what you're looking for?

Email Fi Anderson on tradeshow@culturalenterprises.org.uk who will be happy to help



Exhibitor Forms

Cultural Enterprises Trade Show ICC Birmingham 2026 – 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.

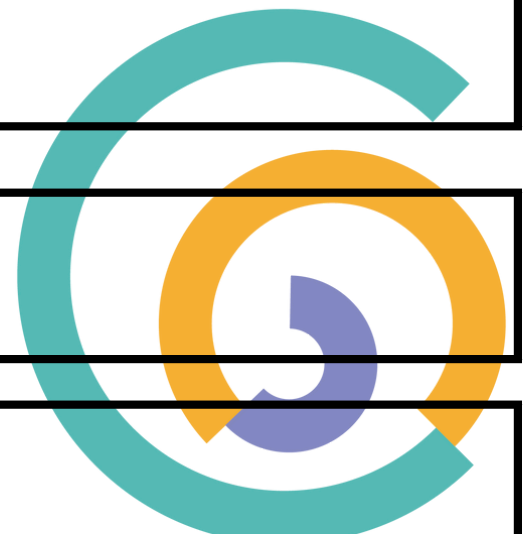
Please complete and upload your risk assessment form by 31st December 2025

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



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 safely clear of the hall

Signed :

Date :



**CULTURAL
ENTERPRISES**
CONFERENCE &
TRADE SHOW 2026

ICC Birmingham Loading Bay A Exhibitor Pass

Name

Stand Number

Contact Number

Vehicle Registration

Allocated Time Slot
