



TCS London Marathon Running Show Exhibitor Manual

Wednesday 17 to
Saturday 20 April 2024

TCS London Marathon Running Show Exhibitor Manual

We're delighted you're exhibiting at our event in ExCeL London between Wednesday 17 and Saturday 20 April 2024. This year's exhibition halls will be N1 to N8.

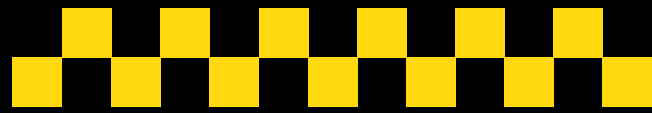
Please take time to read this manual for everything you need to know for your pre-show and on-site planning. This will help ensure you're well prepared for the event and able to make the most of exhibiting at the TCS London Marathon Running Show.

DON'T FORGET! There are a few things you must do before exhibiting:

- Complete the Health & Safety documents (see page 4) by Friday 8 March 2024
- Place your extra stand-fitting services and hire orders by Friday 1 March 2024 for best pricing with Global Experience Specialists (GES) Ltd:
<https://ordering.ges.com/000030900>
- Complete the Security Accreditation Form (see page 4) for your staff and contractors by Friday 22 March 2024
- Make an impact at the TCS London Marathon Running Show, not on the environment! Please consider our 10 easy ways to be a sustainable exhibitor on page 21

As there's a lot of important information to take in, we've added links to the different sections of this manual to make it easier to find your way around:

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EXHIBITING AT THE TCS LONDON MARATHON RUNNING SHOW

The TCS London Marathon Running Show is the UK's biggest exhibition centred around all things running. Visitors are a mix of 2024 TCS London Marathon participants, their family and friends, and people who are simply passionate about running. There are enthusiasts from all areas of the sport, from complete beginners to serious PB chasers, giving brands a unique opportunity to connect with them during the exciting lead-up to the world's best marathon.

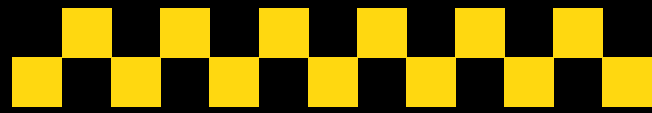
Because it's attached to the national treasure that is the London Marathon, our event has an incredible atmosphere with unparalleled entertainment, which will be better than ever before in 2024. There will be a stage show taking place over the four days, with a packed programme featuring the world's greatest runners and celebrity guests, as well as inspiring and expert speakers.

Based at ExCeL London in the Docklands area, with easy transport links, the TCS London Marathon Running Show is the perfect event for launching new products, attracting new customers and putting your organisation at the heart of the most fun and inspiring running show around.

TCS LONDON MARATHON RUNNING SHOW EXHIBITOR CHECKLIST

On the following page you'll find your step-by-step list of what you need to do before arriving on site. Please submit your documentation and order forms by the due dates outlined overleaf. Some services can be purchased on site; however, for the best price with GES, place orders by Friday 1 March 2024. You can find GES's online catalogue and ordering service here: <https://ordering.ges.com/000030900>





HEALTH & SAFETY FORMS

If you have a standard shell scheme included with your stand booking you must complete the Exhibitor Health & Safety Form, which you can find a link to below.

If you have NOT booked a shell scheme through us and are using your own appointed contractors/sub-contractors for your stand build, you must complete the Exhibitor with Contractor Health & Safety Form, again linked to below.

This includes all space-only, non-standard shell scheme or externally contracted shell scheme stands.

All Health & Safety Forms MUST be submitted with the required Risk Assessment (see page nine) and supporting documentation by Friday 8 March 2024. You will be denied access to the show if these forms have not been successfully submitted prior to arriving on site.

Click on the pink links to download the forms.

COMPULSORY

TASK	DUE DATE	STATUS		
Health & Safety Guidelines	8/03/2024	To do	N/A	Completed
Exhibitor Health & Safety Form	8/03/2024	To do	N/A	Completed
Exhibitor with Contractor Health & Safety Form	8/03/2024	To do	N/A	Completed
Food & Beverage Health & Safety – request from organiser if sampling food or beverages	18/03/2024	To do	N/A	Completed
Security Accreditation Form (Available February 2024)	22/03/2024	To do	N/A	Completed
Online Site Access Induction*	12/04/2024	To do	N/A	Completed

ORDERING

ITEM	DUE DATE	PROVIDER	STATUS		
Electrics	12/04/2024	GES	To do	N/A	Completed
Floor covering	12/04/2024	GES	To do	N/A	Completed
Furniture	12/04/2024	GES	To do	N/A	Completed
Shell scheme/stand extras	12/04/2024	GES	To do	N/A	Completed
Shell scheme nameboard	12/04/2024	GES	To do	N/A	Completed
Graphics	18/03/2024	GES	To do	N/A	Completed
Internet	18/03/2024	ExCeL	To do	N/A	Completed
Rigging	18/03/2024	ExCeL	To do	N/A	Completed
Exhibition Handling & Freight	18/03/2024	DSV Solutions	To do	N/A	Completed
Piped services	18/03/2024	ExCeL	To do	N/A	Completed
Cleaning & waste	18/03/2024	ExCeL	To do	N/A	Completed

USEFUL READING	STATUS	
ExCeL Traffic Management Guide	To do	Read
10 easy ways to be a sustainable exhibitor	To do	Read
The eGuide: aev.org.uk/e-guide	To do	Read

*We will email you the link to the Online Site Access Induction one week before the first day of the build. Please forward this link to all your staff and contractors who will need to access the TCS London Marathon Running Show during the build and de-rig phase.





HEALTH & SAFETY

The TCS London Marathon Running Show requires all exhibitors to complete the Health & Safety Form with Risk Assessment and supporting documentation by Friday 8 March 2024. You may be denied access if these forms have not been successfully submitted prior to coming on site. The forms are available to download from the Exhibitor Checklist on page four of this manual.

EXHIBITOR MANUAL

Exhibitors should read this TCS London Marathon Running Show Exhibitor Manual thoroughly to ensure a successful and safe experience.

THE eGUIDE

The eGuide is essential reading for venues, organisers, exhibitors and supplier companies. The objective of the eGuide is to provide clear and straightforward guidance for achieving common standards of health, safety and operational planning, management and on-site conduct across UK event venues.

Among other areas, the eGuide provides guidance on areas such as risk assessment, build-up and breakdown and electrical testing. Recognised as the industry's best practice document, the eGuide is continually reviewed by working industry professionals who offer the best advice currently available, and who themselves must work within the guidelines in their own professional capacities.

Download your copy of the eGuide [here](#)

ITEMS OF SPECIAL RISK

There are many aspects of an event that will require notification or application to the venue no later than 28 days prior to the tenancy. For convenience these are listed below. Please ensure that if you are planning any of these items, that you submit details to our Health & Safety team via the safety declaration forms.

EXHIBITION BUILD

Children under 16 years old will not be permitted into any of the halls at any time.

Every member of your staff who will be entering or working within the venue during the build, breakdown

and outside the public opening hours, will need a pass to obtain access through security.

In addition, anyone who needs to access inside the venue during the build and/or breakdown phase needs to have completed the Online Site Induction and present their access code on arrival to collect their site access wristband.

There will be a strict protocol in place to prevent anyone from entering while the TCS London Marathon Running Show is in its build and de-rig phase who have not completed the Online Site Induction. The link to the induction will be sent one week before the first build day and exhibitors must share this with their staff and contractors.

Please note that, due to problems in previous years, security staff will not allow anyone without a pass to enter outside the public opening hours.

Please submit names of people who will need passes via the Security Accreditation Form to obtain them from London Marathon Events. Please note we must have individual names for ALL staff members, including contractors, as they may be asked to produce additional identification.

A strict marshalling system will operate during the build phase at ExCeL. All traffic for build and breakdown wishing to access the exhibition halls for loading and unloading must read the ExCeL Traffic Management guide for site access details. If you have any queries concerning either traffic marshalling or parking, do not hesitate to contact the department on **+44 (0)20 7069 4568**.

All stand build materials and waste must be cleared and removed from site following build. Please ensure your contractors understand and adhere to this.

UNLOADING & LOADING

If you require additional time to unload or load, please speak to a marshal immediately. Vehicles exceeding the time limit will be clamped and a £150 release fee levied, or



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they will be towed off site and a £350 release fee levied within a 12-hour period.

The ExCeL lorry way closes at 20:00, unless advised. Vehicles on the lorry ways after this time will be clamped and £150 release fee levied, or they will be towed off site and £350 release fee levied within a 12-hour period.

Parking is prohibited in front of the lorry doors, fire doors, lifts, and any yellow hatched areas.

BREAKDOWN

Please note that children under 16 years old will not be permitted into the halls at any time.

The TCS London Marathon Running Show closes at 17:30 on Saturday 20 April; all exhibitors must have completed serving their last customers ahead of this time to allow for them to vacate by 17:30. The venue doors will not be opened for contractor access until the building has been completely cleared of visitors. Until this time, breaking down of stands in any way will not be tolerated.

On Saturday 20 April there is a ban on vehicle movements after 23:00; any contractors and exhibitors still in the venue after this time will be able to continue packing trailers, however, motorised vehicles must be removed and return at 05:00 on Sunday 21 April to remove trailers. Please note a strict marshalling system will be in operation under the ExCeL Traffic Management team.

Please pay attention to the vehicle marshalling details when issued and ensure your stand contractor is made aware prior to arriving at the venue. To ensure a smooth breakdown it is imperative that no vehicles are left unattended on the vehicle ramp or are parked in a way that causes congestion.

If you have valuable equipment on your stand, please ensure staff members do not leave the stand unattended during breakdown. If your staff leave the stand before your breakdown contractor arrives, we will not accept responsibility for any missing equipment.

BREAKDOWN FINISHES AT 23:00 ON SATURDAY 20 APRIL. ALL STAND MATERIAL MUST BE CLEARED BY THIS TIME.

Please note we will remove any exhibits/stand material remaining after this time and storage/waste/removal fees will be passed on to the exhibitor. If you or your contractors are constructing the stand, please ensure all construction materials are removed before leaving the venue. **Costs will be incurred for removing abandoned materials and unremoved floor tape. If you think you will need more time to break down your exhibition stand, please speak to us as soon as possible before TCS London Marathon Running Show starts.**

CLEANING/REFUSE COLLECTION

The stand floor, aisles and common areas in the Exhibition Hall will be cleaned and refuse will be collected. If an exhibitor is generating what the Organiser views as unreasonable levels of waste this will be charged for. Rubbish must be left in refuse bags at the end of each day in the aisle next to your stand and waste cardboard boxes **MUST** be flattened. Exhibitors with lockable rooms should deposit a key at the organiser's office if the room is to be cleaned. All stands within the exhibition will be cleaned each morning. During the open period of the event, this incorporates vacuuming or mopping of stand floors (single storey only). Please note that this does not include the cleaning of exhibits or other stand surfaces. If you require enhanced cleaning and waste removal service, please email the ExCeL venue services team: **exhibitororders@excel.london**

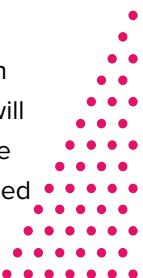
ELECTRICS

Important notice to all exhibitors and stand contractors:

Any electrical equipment/wiring/connections must now conform to (1) Current IEE & NAEH regulations (2) Health and Safety at Work Act & (3) any special requirements by the local authority.

All electrical installations will be checked and approved before the exhibition is opened. Where any of the above electrical supplies etc are deemed unsafe because they do not conform to the regulations, then action will have to be taken in order for the stand not to be condemned.

To meet the revised minimum testing requirements in line with BS 7671 2008 an Electrical Testing charge will be in force. As default, a £25 charge for PAT (portable appliance testing) on up to three items, will be included





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on all electrical order forms via the TCS London Marathon Running Show contractor, GES. If ordering direct mains connections, the person ordering will need to provide relevant information about their electricians' qualifications and type of testing equipment.

We therefore strongly urge you to obtain all electrical fittings and supplies from GES, our approved electrical contractors, which offers a selection for hire. Orders can be placed on their website via the link in the Exhibitor Checklist. **If you require a 24-hour electrical supply, please order prior to the exhibition build date.**

For full regulations, please read the Electrical Installation & Testing section in the eGuide.

Here are some highlighted regulations to consider:

- Lighting circuits must not exceed 1,000 watts.
- Flexible cable must not be used for stand wiring.
- All electrical wiring under floors must be protected by heavy gauge PVC or metal tube.
- All electrical wiring below 2.8 Mts. must be protected in PVC or metal tube, ie partition walls and at floor level.
- Lighting circuits must not be looped or connected to power circuits.
- All sockets must be 13-amp metal switch sockets. Main switches and distribution must be metal clad.
- Switch gear must be fused or circuit breaker on the phase conductors and solid neutral.
- All transformers shall be fused on primary and secondary side.
- All electrical equipment and exhibits must be guarded to prevent accidental contact with live terminals.
- All metal sinks, apparatus and stands or part of stand and exhibits must be earth bonded.
- Low-level spotlight and floodlights etc must be

guarded as to prevent risk or injury to persons.

- Only one flexible cable to be connected to a plug top, and all flexible cable kept to a minimum and not to exceed two metres.
- Only one multiplug adapter may be connected to each installed socket outlet. Multiplug adapters will not be used to feed other multiplug adapters.
- All neon signs below 2.5mts must be enclosed in a metal case with suitable transparent front and controlled by an approved pattern 'Fireman's Emergency Switch'.

EMERGENCY PROCEDURES

In the event of an emergency an announcement will be made over the PA system, advising of any evacuation procedures. Please listen carefully to announcements or refer to a member of the security team for further guidance. When on site, please make note of the nearest emergency exit to your stand.

FIRE SAFETY

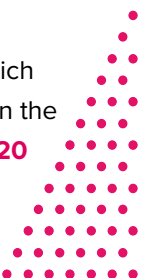
As a matter of course, fire extinguishers are placed at strategic locations around the exhibition. If additional extinguishers are deemed necessary due to specific exhibits these may be at an additional venue cost.

Along with our safety team, we will be inspecting all stands during the exhibition build to ensure that ExCeL London regulations are adhered to. We may ask for Fireproofing Certificates on site. Please note, the use of Perspex on your stand is not permitted (acrylic is an acceptable alternative).

Both London Marathon Events and the venue require a minimum of 28 days' notice before gas cylinders etc may be used in the halls. Additional safeguards may be required when considered necessary by the authorities' representatives.

FIRST AID

ExCeL London has its own first aid facility on site, which is staffed during venue opening hours. It is located on the Boulevard Level between N4/S4. Contact number: **020 7069 5556** Emergencies: **020 7069 4444**





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HELIUM & BALLOONS

If you need to fill balloons with helium you can do so outside public opening times. Helium cylinders cannot be stored on your stand – they must be stored in the on-site designated gas cages and secured from falling over at all times. You should call the Helpdesk (via the organiser's office) on **4500** to have the tank(s) collected for storage when not in use. The Helpdesk will then call the security team, which will send a mobile unit to pick them up to store in the cages outside. When the canisters are required again, you should call the Helpdesk.

Please note if any helium balloons are released into the venue's ceiling space a retrieval cost per balloon of £118 +VAT applies. The venue collects the recovered balloons, and we shall pass the collection charge directly to the exhibitor.

INSURANCE REQUIREMENTS

Although every reasonable precaution has been taken – including adequate patrolling of the venue – London Marathon Events expressly decline responsibility for any loss or damage which befalls the personnel or property of an exhibitor, howsoever caused. It is therefore essential that Exhibitors insure (on an 'All Risks' basis) exhibits and equipment brought to the stand, including property hired or borrowed for which they are responsible. Cover should include transit to and from the venue.

Public liability insurance is also necessary in respect of damage to third party property or bodily injury. As your overall expenditure could be lost if the event were curtailed or cancelled or your exhibits were destroyed in transit to the event, resulting in an empty stand; it is prudent to cover these risks too. Consult your insurance adviser about suitable cover. Employers Liability Insurance requirements must also be considered and may be a legal requirement. Advice should be obtained from an insurance specialist as to the type and extent of cover that may be required.

MATERIALS

All materials used on the construction of any stand, interior fittings and drapes must be fire-proofed to the satisfaction of the venue and London Marathon Events. Failure in this respect will almost certainly entail the removal of the non-compliant fittings or drapes. Any

goods attached to your stand will constitute part of your stand and will be subject to these regulations. Fire rating of materials must be verified by product test certification, and evidence of this may be requested.

TIMBER USED IN STAND CONSTRUCTION & DISPLAYS

All timber under one inch thick must be impregnated (pressure process) to CLASS 1 standards. Boards, plywood, chipboard etc must be treated in the same way if they are under three to four inches thick. Timber over one inch thick need not be treated. Treated boards will have BS476 - Part 7 – Class 1 marked on them.

PLASTICS

Plastics must conform to Class 1 fire regulations with test certification provided.

FABRICS USED IN DISPLAY

Textile fabrics used for interior display purposes on the stand must be flameproofed or purchased already treated by use of the approved chemicals in accordance with BS5438. Certain fabrics need not be proofed i.e. wool, twill and felt. Textile fabrics used for interior decorative purposes within stands must be fixed taut and/or in tight pleats not draped to a solid backing and secured above floor level, not touching light fittings.

STAND DRESSING

Artificial plants and flowers may be combustible and give off toxic fumes, these must not be used for stand dressing unless they conform to Class 1 fire regulations. Silk-type flowers are acceptable providing they have been fireproofed to BS476 and are marked as such. Only water-based paints are to be used.

MUSIC

Exhibitors are not permitted to play music on their stands.

PPE (PERSONAL PROTECTIVE EQUIPMENT)

Exhibitors and contractors **MUST** wear hi-vis and safety footwear while we have traffic in the halls and/or if they are building a space-only stand or when accessing the loading bays or lorry parks.

It is recommended that everyone in the halls on the Monday and Tuesday of the build wears hi-vis. Shell Scheme exhibitors arriving Tuesday afternoon or





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Wednesday are not required to wear hi-vis but will be required to wear closed-toe footwear. Absolutely no exceptions to this rule.

Exhibitors and contractors are required to always wear appropriate footwear. On the first build day this means no open-toed or light canvas shoes for anyone. When working on a free build stand it is recommended that steel toe-capped shoes/boots are worn. At all times stand managers are to make appropriate decisions based on their build risk assessment.

Other items of PPE such as gloves, safety helmets, eye protection etc should be considered as required protection by exhibitors for their staff and contractors as part of their build and breakdown risk assessments.

RISK ASSESSMENT

The exhibitor and/or contractor shall ensure that a competent person carries out a suitable and sufficient assessment of the significant risk to health and safety to their employees and persons not in their employment arising out of or in connection with the conduct or undertakings at ExCeL London. The risk assessment shall cover as a minimum (but not limited to) the exhibition build, the open period and breakdown of the event.

The exhibitor shall ensure that every supplier or sub-contracted company carries out a suitable and sufficient assessment of the significant risk to health and safety to their employees or persons not in their employment arising out of, or in connection with, the conduct or undertakings at ExCeL London.

1. Introduction: it is a requirement for all exhibitors at ExCeL London to carry out a written Risk Assessment if there is an identified significant risk on the stand. The Risk Assessment shall cover the stand, work activities and any equipment the exhibitor is intending to demonstrate.

2. Assessment and control of risk areas: most activities carried out are of low risk and a general common-sense approach to safety will be sufficient to control this risk.

3. Risk Assessment Procedure: an assessment of risk is nothing more than a careful examination of all work-associated items that could cause harm to people. The

aim is to make sure that no one gets hurt or becomes ill by taking all practical, foreseeable precautions to prevent this from happening.

'Hazard' means anything that can cause harm (eg, chemicals, electricity)

'Risk' is the chance, great or small, that someone will be harmed by the hazard

4. Important things to decide include: whether the hazard has the potential to cause harm, and whether it is covered by satisfactory precautions so the risk is adequately controlled. This must be checked when assessing risks. For instance, electricity can kill but the risk of it doing so is remote, provided that 'live' components are insulated, and metal casings properly earthed.

5. Assessing hazard: do not be overcomplicated. The hazards are comparatively few and straightforward. Checking them is common sense, but necessary. Some of them will have been assessed already: eg, if toxic or dangerous chemicals are used, an assessment should have been made of the risks to health and precautions to be taken under the Control of Substances Hazardous to Health Regulations (COSHH). If so, consider them 'checked,' and write that when making an assessment.

For other hazards, list machinery that could cause harm, or if there is an awkward entrance or stair where someone could be hurt etc. If so, check that all reasonable precautions have been taken to avoid injury.

6. Look for the hazards: walk around your stand and look afresh at what could reasonably be expected to cause harm. Ask your staff what they think. They may have noticed things that are not immediately obvious. Manufacturers' instructions or data sheets can also help identify hazards and put risks in their true perspective.

7. Decide who might be harmed and how: think about people who may not be aware of the equipment or the activities taking place on your stand, e.g, visitors (including children), cleaners, contractors, etc. Is there a chance they could be harmed?





8. Evaluate the risks arising from the hazards and decide whether existing precautions are adequate or more should be done:

even after all precautions have been taken, usually some risk remains. Decide whether the remaining risk is high, medium or low.

Firstly, ask if all the things that the law requires have been done. For example, there are legal requirements on prevention of access to dangerous parts of machinery.

Then ask whether generally accepted industry standards are in place. But do not stop there because the law also says that all that is reasonably practicable to keep the workplace safe must be done.

9. The real aim is to make the risks as small as possible by adding to existing precautions as necessary. More information about legal requirements and standards can be found in the relevant HSE publication entitled Management of Health and Safety at Work: Approved Code of Practice and Essentials of Health and Safety. Improving health and safety need not cost a lot. For instance, placing a mirror on a dangerous blind corner to help prevent vehicle accidents, or putting some non-slip material on slippery steps, are inexpensive precautions considering the risks. But remember, if something needs to be done, is it possible to:

- Get rid of the hazard altogether?
- Control the risks so that harm is unlikely?

10. If you find a significant risk: a more detailed Risk Assessment MUST be completed. Record your findings on an Exhibitor's Sample Risk Assessment Form, available on the Exhibitor Health & Safety Form on the Exhibitor checklist. Section 1 as a minimum must be completed by all exhibitors.

11. The Risk Assessment section must be duly completed and signed and returned to London Marathon Events. If you require any further assistance, contact us.

SECURITY

We take every reasonable security precaution throughout the event, including overnight security, but cannot be held responsible for any loss, damage or accident which may

occur to any exhibitor's property or personnel.

These risks should, of course, be covered by suitable insurance.

Exhibitors are warned against leaving valuables unattended on their stands during exhibition build or breakdown or when no staff are present on the stand.

PLEASE INFORM US ON SITE IF YOU ARE CONCERNED ABOUT A PARTICULAR EXHIBIT as it is possible to store valuables overnight.

Exhibitor and visitor bags may be spot-checked from time to time for security purposes and we ask all exhibitors and visitors to be vigilant in alerting security to any abandoned bags or luggage or any suspicious behaviour that they see within the exhibition hall and inside the venue. The TCS London Marathon Running Show requires all exhibitors to complete the Health & Safety Form with Risk Assessment and supporting documentation by Friday 8 March 2024. You may be denied access if these forms have not been successfully submitted prior to coming on site. The forms are available to download from the Exhibitor Checklist on page 4 of this manual.





HEALTH & SAFETY

Aerial equipment, including airships, balloons, blimps and drones	Preparation, cooking and dispensing of food, including sampling
Alcohol sampling	Secondary fixings for items to be rigged
Animals	Serving alcohol from a temporary catering outlet run by an operator other than the venue's catering partner
Application for unenclosed kitchens	Simulators and rides
Child employment/participation and crèches	Special effects, including lasers, real flame, smoke machines and strobe lighting
Complex structures	Special treatments (beauty/massage)
Gambling activities	Use of compressed gas or LPG
Hazardous noise levels (exceeding 80 dBA)	Use of lithium battery-operated devices
Hazardous processes or substances	Vehicles
Heat Generating Displays	Ventilation systems for processes requiring ventilation
Lifting activities (Significant heavy eg, requiring mechanical lifting equipment)	Visitor participation or adventurous and potentially hazardous activities
Playing or performing music and/or films	Weapons





SCHEDULE

Date	Hours	Function	Notes
Monday 15 April	07:30-22:00	Exhibition build for space/carpet only exhibitors	
Tuesday 16 April	08:00-22:00	Exhibition build for space/carpet only exhibitors	
Tuesday 16 April	14:00-22:00	Exhibition build for all exhibitors including Shell Scheme	
Wednesday 17 April	08:00-10:00	Exhibition build pre-show for all exhibitors	
Wednesday 17 April	10:00-20:00 20:30	Exhibition open to public Exhibitors exit hall	
Thursday 18 April	08:00-10:00 10:00-20:00 20:30	Exhibitor access Exhibition open to public Exhibitors exit hall	
Friday 19 April	08:00-10:00 10:00-20:00 20:30	Exhibitor access Exhibition open to public Exhibitors exit hall	
Saturday 20 April	08:00-08:30 08:30-17:30 17:30-18:00 18:00-19:00 19:00-23:00	Exhibitor access Exhibition open to public Exhibition close and visitors leave Shell scheme stand exhibitors break down Space only stand exhibitors break down	No breakdown during open hours. Vehicles must be removed by 23:00

NOTES ABOUT TIMINGS:

- Hours can be subject to change and will be determined by London Marathon Events.

- Breakdown of stands cannot commence until we have announced it is safe to do so; once the Exhibition Hall is completely clear of visitors.

BREAKDOWN FINISHES AT 23:00 ON SUNDAY 20 APRIL. ALL STAND MATERIAL MUST BE CLEARED BY THIS TIME.

- On Saturday 20 April there is a ban on vehicle movements after 23:00. Contractors and exhibitors still in the venue after this time will be able to continue packing trailers, however motorised vehicles must be removed and return at 05:00 on Sunday 21 April to remove trailers.
- Strict marshalling and access systems will be in force and full instructions will be issued in due course.

- Exhibitors/contractors wishing to work outside the timetabled hours will be subject to a £2,000 per hour charge. Request for late working must be made at least 48 hours prior to closing time.
- Deliveries are not permitted during the public open hours of the exhibition. It is the responsibility of each exhibitor to ensure that their employees and/or contractors comply with the timetable.
- Exhibitors must ensure they make the necessary arrangements for unloading deliveries. If deliveries arrive and we have to arrange unloading, a charge to the exhibitor will be incurred.
- Additionally, if deliveries arrive and we have to arrange unloading, deliveries will be stored for collection on the exhibitor's arrival, but we accept no liability for lost, damaged or incomplete deliveries.
- During build times and outside of public opening hours, absolutely no personnel will be allowed into





EXHIBITION RULES

All exhibitors should review and abide by these Exhibition Rules and the Terms and Conditions as listed on your confirmed exhibition space booking form and contract.

AISLES

Aisles must be unobstructed at all times and exhibits must not project into the walkways. Exhibits must be kept within stand areas.

DILAPIDATIONS

Please note that the venue is inspected, and condition signed for before and after our event. Exhibitors and organisers are obliged to leave the venue in the same condition as it was on our arrival. Exhibitors are responsible for ensuring no damage occurs to their area of the show. Exhibitors are also responsible for any contractors that work on their stand.

Damage and (but not limited to) removal of tape, spills, balloons and unreasonable waste removal will be charged by the venue and those charges will be the responsibility of the exhibitor.

Please note that we as organisers have no influence on the charges the venue imposes and, in some cases, they can be substantial. It is in the exhibitor's best interests to leave the facilities in the condition they found them.

EXHIBITION BUILD

Children under 16 years old will not be permitted into the halls at any time.

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If you have any queries concerning either traffic marshalling or parking, do not hesitate to contact the department on: **+44 (0)20 7069 4568**

UNLOADING & LOADING

As per schedule above. If you require additional time, please speak to a marshal immediately. Vehicles exceeding the time limit will be clamped and a £150 release fee levied, or they will be towed off site and a £350 release fee levied within a 12-hour period.

The ExCeL lorry way closes at 20:00, unless advised. Vehicles on the lorry way after this time will be clamped and £150 release fee levied, or they will be towed off site and £350 release fee levied within a 12-hour period.

Parking is prohibited in front of the lorry doors, fire doors, lifts and any yellow hatched areas.

BREAKDOWN

Please note that children under 16 years old will not be permitted into the halls at any time.

The exhibition closes at 17:30 on Saturday; all exhibitors must have served their last customers ahead of this time





EXHIBITION RULES

to allow for them to vacate the show by 17:30. The venue doors will not be opened for contractor access until the building has been completely cleared of visitors. Until this time, breaking down of stands in any way will NOT be tolerated.

On Saturday 20 April there is a ban on vehicle movements after 23:00; contractors and exhibitors that are still in the venue after this time will be able to continue packing trailers. However, motorised vehicles must be removed and return at 05:00 on Sunday 2 October to remove trailers. Please note a strict marshalling system will be in operation under the ExCeL Traffic Management team.

Please pay attention to the vehicle marshalling details when issued and ensure your stand contractor is made aware of them prior to arriving at the venue. To ensure a smooth breakdown it is imperative that no vehicles are left unattended on the vehicle ramp or are parked in a way that may cause congestion.

If you have valuable equipment on your stand, please ensure staff members do not leave the stand unattended during breakdown. If your staff leave the stand before your breakdown contractor arrives, we will not accept responsibility for missing equipment.

BREAKDOWN FINISHES AT 23:00 ON SATURDAY 20 APRIL. ALL STAND MATERIAL MUST BE CLEARED BY THIS TIME.

Please note that any exhibits/stand material remaining after this time will be removed and storage/waste/removal fees will be passed on to the exhibitor.

If you or your contractors are constructing the stand, please ensure all construction materials are removed before leaving the venue. Costs will be incurred for removing abandoned materials and unremoved floor tape. If you require additional time to break down your stand, please speak to us as soon as possible before the show begins.

SHELL SCHEME

The basic shell scheme consists of walls, fascia, corner and mid supports, ceiling beams, stand number and named fascia sign (one per open side). Panels are covered in white melamine. The main structure is of polished anodised aluminium, consisting of an eight-sided upright, with rectangular horizontal beams between. The individual panel sizes are 2354mm high x 938mm wide. The panel seen size within the metal framework is 2340mm high x 923mm wide. Intermediate fascia support posts are at intervals not exceeding four metres. Larger stands may have internal support posts as detailed on individual stand layout.

A diagonal ceiling grid of beams is provided.

Fixings are **NOT PERMITTED TO BE ATTACHED DIRECTLY TO THE STANDARD WALL PANELS**, but a complete range of fixings are available to fit the aluminium section and can be ordered via GES. Male and female Velcro pads and double-sided adhesive pads can be used on the melamine walls. The floor covering consists of medium/dark-grey carpet.

SHELL SCHEME EXTRAS

You can book extras via GES, the official Shell Scheme Extras contractor for the show. For details, please see the ordering section of the Exhibitor's Checklist.

SPACE-ONLY SITES

We strongly advise that all construction on open-space sites be carried out by an approved stand contractor conversant with the regulations of the venue owners, the local authority, other statutory bodies, and London Marathon Events.

Exhibitors may employ the stand fitting contractor of their choice to carry out construction work. If you need help in finding a suitable contractor visit the Event Supplier and Services Association (ESSA) website: essa.uk.com to view a list of its members.





EXHIBITION RULES

- If you are building a free-build stand, you or the contractor MUST supply a Risk Assessment and a method statement covering each of the contractors/ subcontractors working on the project.
- You or your contractor will also need to supply a set of drawings in PDF format no later than Monday 5 February 2024. The drawings should show all relevant elevations and materials used to construct the stand.
- Where open-space sites adjoin, the dividing wall is the joint responsibility of both exhibitors. If adjoining walls of differing heights are erected, the exhibitor with the higher wall must ensure the exposed rear is neatly faced and decorated to the satisfaction of the neighbour and London Marathon Events. Company logos or sign writing are not permitted on back dividing walls. Exhibitors wishing to build above 3.9m must obtain our approval. Please note in certain areas the height restriction varies: please check with us.
- Your contractor should submit three sets of plans (or one set of electronic plans in PDF format) showing the intended construction on open-space sites to London Marathon Events, so they may be forwarded to the appropriate authorities. The plans should show three elevations as a minimum. **NO CONSTRUCTION WORK CAN TAKE PLACE AT BUILD UNLESS THE CONTRACTOR HAS A SET OF PLANS BEARING LONDON MARATHON EVENTS' APPROVAL.** These plans must be fully descriptive showing all stand dimensions, heights and full details of exhibits etc and must be with us by no later than Monday 5 February 2024.
- It is the responsibility of the exhibitor and stand contractor to ensure that the stand number and company name are displayed.
- Spiral staircases, multi-storey stands/double-decker stands are NOT permitted.

COMPLEX STRUCTURES

Definition: a complex structure is any form of construction of any height, which would normally be designed by an

engineer and/or has, through a risk assessment, been

found to provide a significant risk. Examples of complex structures include:

- Structures over 3.9 metres in height
- Viewing/service platforms
- Suspended items, eg, signs and lighting rigs
- Raised walkways
- Ramps
- Sound/lighting towers
- Temporary tier seating
- Platforms and stages over 0.6 metres in height

Submission procedure: exhibitors are responsible for submitting full details of all complex structures to us no later than Monday 5 February 2024. Our structural engineer shall inspect the complex structure during build and after its completion and provide written certification confirming that the structure is safe and fit for its purpose. The exhibitor must be in receipt of all certifications before permission is given for the event to open.

The following details are required:

- Detailed, scaled structural drawings (including staircases, plan views and elevations).
- Calculations, specifications and method statement each showing event name and structures name or number.
- For each complex structure the exhibitors are required to send three complete sets of the above in English. Items should not be sent piecemeal.
- All complex structures must be certificated by a suitably qualified and experienced person, generally a chartered engineer, with adequate professional indemnity cover, to confirm that the design is safe for its purpose. This person should arrange those requirements for safety be met.
- Manage the procurement, including provision by the supplier of construction drawings accompanied by calculations, design loads and relevant test results.
- Any complex structure that is modified after its





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initial submission to organisers must be resubmitted for certification by the exhibitors detailing all modifications and confirming the final overall design is safe for its purpose.

- Once the complex structure is installed, we will provide on-site inspection certificates.
- Solid ceilings: where rooms are formed with solid imperforate ceilings and floor areas greater than 25sqm, self-contained smoke detectors must be provided.

RIGGING & PIPED SERVICES

Exhibitors can rig lighting rigs above their stands with written approval from London Marathon Events. Lighting rigs can be branded, but due to contractual obligations no hang-alone banners can be rigged above stands without prior consent and written approval from London Marathon Events.

All Rigging and Piped Services (water/waste/natural gas/air) at ExCeL London must be ordered through ExCeL Event Services. (refer to details about this in the Exhibitor Checklist on page 4).

These orders must be received at least 28 working days before the event tenancy begins. For confirmation of this deadline date please consult the Exhibitor Checklist on page 4. Any orders received after the official orders deadline date may not be accepted or surcharges will be applied.

All rigging orders must be accompanied by a full set of drawings for the stand, showing rigging points, orientation and loading calculations.

All piped services are brought on to stands via floor ducts on the hall floor and we recommend that exhibitors consider building a platform to avoid any unsightly pipes on their stand. If you require any piped services, please indicate to GES which floor duct is most convenient.

CONSTRUCTION MATERIALS

ARTIFICIAL FLOWERS & SIMILAR DECORATIONS

Artificial plants and flowers are combustible and give off toxic fumes, so must not be used for stand dressing. Silk-type flowers are acceptable, providing they have been fire-proofed to BS476 and are marked as such. Cellulose paints are highly flammable and must not be used. The exhibitor shall produce test certificates for any materials that they intend to use. If the organiser is not satisfied that any material meets the standards required, they shall be removed from the venue.

CARPETS/FLOORING

Any carpet and other textile flooring covering and underlays when tested appropriately in accordance with BS 4790 should either not ignite or have the effects of ignition limited to a radius of 35mm on both upper and under surface. Fixing of floor coverings may only be done with the industry standard tape. Other forms of fixing such as cable clips, nails or bolts are strictly prohibited.

DRAPES, CURTAINS, HANGINGS

Drapes, hanging curtains and temporary decorations shall be maintained flame retarded. They should hang 75mm clear of the ground, be parted in the centre and not conceal any exit signs. Curtains, hangings, decorations and upholstery shall be secured a minimum of 75mm above floor level by a 75mm deep skirting, fixed taut and/or in tight pleats to a solid backing.

The exhibitor shall produce test certificates for any materials that they intend to use. If we are not satisfied that any material meets the standards required, they shall be removed from the venue.

GLAZING

All glazing must comply with the current UK Building Regulations and relevant British Standards including BS 6206 and BS 6262. Any uninterrupted large areas of clear glazing, especially glazed doors, shall be indicated so they are readily apparent (for example by warning stripes, dots or logos) to ensure people do not injure themselves by inadvertently walking into the glass.





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Any overhead glazing shall be made of wired glass, laminated glass, or be otherwise adequately protected from shattering.

PAINT SPRAYING

ExCeL London must be given at least 28 days' notice in writing of any proposed use of a paint sprayer. The sprayer shall not be used without the written consent of ExCeL London.

Paint spraying will be permitted provided:

- only water-based paints are used
- protective measures are taken to ensure no paint is spilt on floors or sprayed or splashed on walls and/or other parts of the building, structures or equipment that no nuisance is caused to other people within ExCeL London. Sprayers powered by internal combustion engines are provided with suitable fire extinguishers

PLASTICS

Plastics must conform to BS 476 "Part 7" CLASS 1 fire Regulation. Lexan and Macralon are acceptable. Perspex must not be used but acrylic is an acceptable alternative.

TIMBER

Timber used in construction and displays under 25mm thick must be impregnated (pressure process) to Class1 standards. Timber over 25mm thick need not be treated. In addition, the following materials are approved for use: timber, hardboard or plywood treated by a process of impregnation that meets Class 1 standard when tested in accordance with BS 476-7.

Timber framing of minimum 22mm nominal thickness; plywood, chipboard or medium-density fibreboard (MDF), not less than 18mm in thickness; wood, chipboard or block board not less than 18mm thick, may be used in the construction of internally lit units, display plinths and for display screens or panels provided that these screens or panels are not of such a size as to form internal partitions.

Note: treated boards will have BS 476 "Part 7" CLASS 1 marked on them.

UPHOLSTERY

Upholstered seating shall be required to meet the pass criteria for smouldering ignition source 0, flaming ignition source 1 and crib ignition source 5 when tested in accordance with section 5 BS 5852:1990.

VISION PANELS & YALE LOCKS

Please note where doors are incorporated on to stands any area, THEY MUST HAVE A VISION PANEL INSTALLED (size approximately 15x15cm). If these doors are also to be locked, then no other locks than Yale are allowed. An officer from the local authority will visit the TCS London Marathon Running Show during the build to ensure that these rules have been adhered to.

SPECIAL EXHIBITS

Please note that you must contact London Marathon Events if you intend to exhibit any of the following on your stand: cars, motorbikes, animals, balloons etc. Specific rules apply to such exhibits.

LIFTING, STORAGE & TRANSPORT

There are no storage facilities for packing cases or other material within the exhibition, and fire regulations prohibit such storage on, behind, or around your stands. Offending items are liable to be removed without warning. Exhibitors with storage or stock delivery requirements may make their own arrangements, or use the services of the on-site freight forwarding and lifting contractor Agility Fairs and Events – its details can be found in the Contractors & Services section on page 20.

SUB-LETTING

Exhibitors are reminded that they must not transfer, sublet the whole or part, or subdivide their stand to any other company whether for financial consideration or enter into any agreement to do so without consent from London Marathon Events. This includes subletting to retailers who do not have an independent presence at the show. Please inform London Marathon Events in writing if you intend to sublet your stand to request consent.

PROMOTIONAL ACTIVITIES

For the good of all exhibitors, the following promotional activities may only be undertaken on your stand: conducting surveys, handing out promotional





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literature or material, handing out stickers and badges. Under no circumstances may any matter be attached to the walls of the venue (this will undoubtedly result in a dilapidation charge).

PUBLIC ADDRESS SYSTEM

The Public Address System must be reserved for our announcements and police and security messages. However, limited announcements can be made subject to the following criteria:

- London Marathon Events has employed a professional broadcaster to make announcements at the show for the Centre Stage programme and exhibitors.
- The messages they give will be restricted to activities of interest happening on the exhibitor's stand; no individual product promotions will be broadcast.
- We reserve the right not to broadcast and/or to edit messages provided by the exhibitor.

To request an exhibitor announcement, you should provide clearly written message text with your stand number, company name and contact name clearly displayed. You should hand this to the stage manager backstage of Centre Stage at least two hours prior to the desired announcement time.

HI-VIS

Exhibitors and contractors **MUST** wear hi-vis clothing while there is traffic in the halls and/or if they are building a space-only stand. It is recommended that everyone in the building on the Monday and Tuesday of the build wears hi-vis. Shell scheme exhibitors arriving on Tuesday afternoon or Wednesday are not required to wear hi-vis. Hi-vis can be bought on site for anyone who comes unprepared. There will be absolutely no exceptions to this rule.

HEIGHT RESTRICTIONS

It is not possible to erect anything higher than 2.4 metres within a shell scheme stand without prior arrangement with London Marathon Events. The recommended maximum stand height for space-only sites throughout the

halls is 3.9 metres. In some areas it is possible to exceed this maximum, but written permission must be obtained from London Marathon Events in advance.

In some cases, drop wires may be needed to secure certain items deemed unsafe. Checks will be made and advice given during the build. Drop wires can be obtained by contacting ExCeL Rigging Services via the order form in the Exhibitor Checklist. Under no circumstances will permission for double-decker stands be granted. Please see floorplan for height details.

FOOTWEAR

Exhibitors and contractors are required to wear appropriate footwear at all times. On the build days this means no open-toed or light canvas shoes for anyone. When working on a free-build stand it is recommended that steel toe-capped shoes/boots are worn. At all times stand managers are to make appropriate decisions based on their build risk assessment.

FURNITURE

GES is the official furniture contractor for the show. Please see the ordering section of the Exhibitor Checklist on page 4 for details.

TROLLEYS

Trolleys will not be provided for build and breakdown. If you have large amounts of product to load/unload and need a trolley, we advise you to arrange transport facilities / trolley hire yourself.





VENUE GUIDE

The TCS London Marathon Running Show is held at ExCeL London, in the heart of London's historic Royal Docks, with its own on-site DLR stations: Custom House and Prince Regent.

Just 10 minutes from Canary Wharf and 20 minutes from the City of London, ExCeL offers flexible spaces and services, making it a top choice for our unique exhibition.

ADDRESS

ExCeL London
TCS London Marathon Running Show
Halls N1-N8
Royal Victoria Dock
1 Western Gateway
London
E16 1XL

SHOW LOCATION WITHIN EXCEL

In 2024, the TCS London Marathon Running Show will be held in Halls N1-N8. These are located along the North side of ExCeL, at the end nearest Custom House DLR station. **Click here** to see the current floorplan of the 2024 TCS London Marathon Running Show.

WEBSITE

[excel.london](https://www.excel.london)

TRANSPORT OPTIONS

For full details about travelling to ExCeL, please [click here](#)

TRAIN

The DLR, Queen Elizabeth and Jubilee lines are the quickest routes to ExCeL London. Alight at Canning Town on the Jubilee line and change to a Beckton-bound DLR train for the quick two-stop journey to ExCeL; Custom House for ExCeL (for the west side entrance, which is closest to our event space). Abbey Wood-bound Elizabeth line tubes stop at Custom House; this is just a 20-minute journey from Liverpool Street.

Plan your journey on Transport for London's journey planner: tfl.gov.uk/plan-a-journey

PARKING

If you are driving to ExCeL, you can make use of more than 3,000 parking spaces. Parking for up to 24 hours costs £25 in the orange car park (under the main venue). Parking in the Royal Victoria multi-storey car park also costs £25 for up to 24 hours.

An additional tariff is operated for the lorry and coach park areas, charged as follows (based on 24-hour durations): transit vans up to 3.5T/minibus £20; coach £30; vehicles over 3.5T/Lorry £35.

Motorcycles can be parked free of charge in the designated motorcycle parking area in the upper level orange car park, zone 3.

AIRPORT

London City Airport is located just one mile from ExCeL London and can be easily reached via the DLR. Other London airports, including Stansted, Gatwick and Heathrow, are also easily accessible via public transport.

HOTELS

There are many hotels in the vicinity of ExCeL London and we recommend booking accommodation early. Recommended hotels include Aloft, Doubletree by Hilton, Holiday Inn Express and Novotel. Find out more here: [excel.london/visitor/hotels](https://www.excel.london/visitor/hotels)

FOOD & DRINK

A selection of restaurants and cafes will be open during the event in the main Boulevard, including The Bridge Restaurant, Costa Coffee, Bagel Factory, Chozen Noodle, Chop'd and Viva Burrito to name a few. Find out more here: [excel.london/visitor/food-drink](https://www.excel.london/visitor/food-drink)





Here are all the contacts you'll need for exhibiting at the TCS London Marathon Running Show:

EVENT ORGANISER

London Marathon Events Limited
Marathon House
190 Great Dover Street
London
SE1 4YB

Contact: Dani Nimmock, Head of Exhibitions
Email: dani.nimmock@londonmarathonevents.co.uk

GES – ELECTRIC, SHELL SCHEME, FURNITURE CONTRACTOR



Global Experience Specialists (GES) Ltd
Silverstone Drive
Gallagher Business Park
Coventry
West Midlands
CV6 6PA

Tel: +44 (0)2476 380 190
Email: customerservices@ges.com
Website: ordering.ges.com/000030900

HEALTH & SAFETY



A.C.T National Ltd are the assigned Health & Safety Management for the TCS London Marathon Running Show.

Contact: Health & Safety Manager Dan Baldwin
Email: showsafety@londonmarathonevents.co.uk

DSV – LIFTING AND STORAGE



DSV Global Transport and Logistics
1 Western Gateway
Royal Victoria Dock
London
E16 1XL
Tel: + 44 (0) 207 069 5310

Contact: Carla Cook
Email: Carla.cook@dsv.com
Tel: +44 (0) 121 780 2627

EXCEL LONDON – VENUE, WATER WASTE AND INTERNET



ExCeL London Event Services
1 Western Gateway
Royal Victoria Dock
London
E16 1XL

Tel: 0870 787 0900
Email: exhibitororders@excel.london

AUDIO VISUAL EQUIPMENT



Contact: the Immersive AV Sales Team
Tel: +44 (0)20 8961 2555
Email: salesteam@immersiveav.com

LONDON MARATHON EVENTS HELPDESK
Email: helpdesk@londonmarathonevents.co.uk





10 EASY WAYS TO BE A SUSTAINABLE EXHIBITOR

MAKE SURE YOUR EXHIBITION STRATEGY IS SUSTAINABLE AND LEAVES AN IMPACT ON THE SHOW FLOOR, NOT THE ENVIRONMENT!

1 CHOOSE LOCAL

Use suppliers and contractors local to the venue such as GES, the official show contractor, to reduce shipping costs and carbon emissions.

2 REUSE MATERIALS

Design your stand with branding that can be reused – for example undated artwork can be used across other events that you may attend. Make sure your team knows to look after any reusable branding during the breakdown.

3 SHIP SMART

Be organised and consolidate your shipping. Ensure any deliveries you have ordered are shipped in reusable and recyclable packaging. Avoid foam plastic materials that never decompose.

4 BE PAPER-FREE

Our vision is to make the TCS London Marathon Running Show completely leaflet free. Save trees and share your message with visitors digitally. If you absolutely must print; use at least 50 per cent recycled paper, don't print unnecessary quantities and use printers that offer a carbon neutral paper scheme. Use email for customer receipts rather than printing them.

5 SAVE ENERGY

Turn off electrical equipment when not in use and at the end of each day.

6 AVOID PLASTIC BAGS

Make every effort to avoid using plastic bags. Be creative with your giveaways and make sure they have minimal impact on the environment. Single-use plastics are not good, but digital vouchers or items made from recyclables that can be recycled afterwards are better alternatives.

7 SAY NO TO WASTE

ExCeL London is a zero waste-to-landfill exhibition venue. Ensure any rubbish collected during the show and breakdown is put in the appropriate bins, and leave no traces of rubbish on the show floor.

8 BRING A BOTTLE

Avoid buying bottled water for your team and instead make sure they come with their own reusable drinking bottles that can be refilled at the drinking water taps available at the venue.

9 KEEP COFFEE CUPS

We know long exhibition days are often fuelled by coffee, so help the environment by encouraging your team to bring their own reusable coffee cups or at least reuse coffee cups bought from outlets at the venue and write your names on them so they don't get mixed up.

10 GO PUBLIC

Use public transport where possible to cut down on emissions and save money from car-parking. ExCeL London has its own dedicated DLR and Queen Elizabeth line station at Custom House with easy transport links to and from the rest of the network and National Rail, so there's no excuse not to!