



Garden Landscape
Amenity Sportsturf

supported by **BORD BIA**
IRISH FOOD BOARD

EXHIBITOR INFORMATION & SERVICES MANUAL



NATIONAL
BASKETBALL ARENA,
TALLAGHT, DUBLIN



BUILD UP DAY 17 JULY
SHOW DAY 18 JULY



12pm - 7pm
9am - 5pm

Contents

Exhibitor checklist and deadlines

- Dates and organiser information
- New Product New Plant Awards Information
- Insurance for exhibitors
- Fire & General Safety
- VAT for non-Irish Exhibitors, Rules and Regulations for Exhibiting
- Guide to a successful show
- The GLAS Showguide - an important promotional opportunity

2
3
3
3
4
4
5
6

GLAS is organised by
Mediateam Ltd,
55 Spruce Avenue, Stillorgan
Industrial Park,
Dublin 18.

www.mediateam.ie

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www.glasireland.ie



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Garden Landscape
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PRINT · EVENTS · ONLINE

EXHIBITOR CHECKLIST

YOU CAN PROVIDE THIS INFORMATION BY CLICKING THE LINK ON YOUR EXHIBITOR CHECKLIST (SUBJECT LINE) EMAIL THAT WE SENT TO YOU. THE DEADLINE TO SUBMIT YOUR DETAILS IS JULY 3rd.



1 PUBLICITY & VISITOR INFORMATION

Deadline for your showguide listing 3rd July

To maximise your involvement in GLAS it is important that you provide us with your contact details, stand highlight and New Product New Plant entry (if applicable), so we can include your listing in the Exhibitor A-Z section of our Event Guide that is handed to all visitors on their arrival. You can provide this information by clicking the link on your EXHIBITOR CHECKLIST (subject line) email that we sent to you. **The deadline to submit your details is July 3rd.**



2 EXHIBITOR NAME BADGES

Who's on your stand: record the names of your team for Exhibitor Badges available for pickup on build up day. You can provide this information by clicking the link on your EXHIBITOR CHECKLIST (subject line) email that we sent to you. **The deadline to submit your details is July 3rd.**



3 FURNITURE, ELECTRICAL & AUDIO VISUAL REQUIREMENTS

Deadline for orders 3rd July

Order additional counters, chairs, cabinets or other display requisites from the events display contractor. If you have additional requirements for lights or power supplies, order them in good time.

Deadline for orders listing is the 3rd of July. Order these via the Exhibitor page on our event website glasireland.ie



4 LOGO UPLOAD

Talk to us about highlighting your listing on the event guide with your logo.



5 TO UPLOAD YOUR HIGH RESOLUTION LOGO

Click the dropbox link on glasireland.ie - Exhibitor Dashboard page.



PROMOTE YOUR PRESENCE AT THE SHOW

Make sure you maximise every promotional opportunity to promote your presence at the show. Use your 'Exhibitor Checklist' emails from us to provide us with your Exhibitor Listing and Stand Highlight details for publication in the Show Guide handed to all visitors on their arrival.

We will also use the information you provide us with - including photos of your plants/products - to promote your presence on the GLAS website, on our email invites, our ticket invites, across our social media and on Growtrade.ie.

Enter the New Product New Plant Awards, they are an invaluable promotional opportunity around your presence at the show and well beyond it.

We can provide you with imagery for you to promote your presence at GLAS for your own website, emails and social media. As well as 'See us at GLAS' stickers for your own mailings, invoices, stock deliveries etc. A quantity of GLAS invitations can be sent to you for inviting your own key customers and sales prospects to visit your stand at GLAS.

Download 'See us at GLAS' banners on the Exhibitor Dashboard section of our glasireland.ie site for you to use as part of your own show promotion on your website, emails, social media etc.



DATES AND ORGANISER INFORMATION

ORDER THESE VIA THE EXHIBITOR PAGE ON OUR EVENT WEBSITE GLASIRELAND.IE

Your Exhibitor Manual contains comprehensive information to help you plan a successful exhibition, to avoid problems, and to enjoy a smooth trouble free run-up to the event.

Please take time now to plan your participation; it will save you inconvenience later and could save your company the expense of late order surcharges. Complete and return any requests for additional stand **furniture, electrics or AV requirements no later than July 3rd.**

The manual is not designed to replace our personal service. Our organising team will be happy to answer any questions or offer any special assistance you may require.

Buildup | July 17 | 12:00pm - 7pm
Event open | July 18 | 9:00am - 5pm
Breakdown | July 18 | 5:00pm - 7pm

CONTACT DETAILS

GLAS is organised on behalf of Kildare Growers Group by:

Mediateam Ltd, 55, Spruce Avenue, Sandyford, Dublin 18, Ireland, A94 RP22.

Event Managers

JOHN MCDONALD	01 294 7744	JOHNMCDONALD@MEDIATEAM.IE
EAMONN MAGUIRE	01 294 7765 087 123 5167	EAMONNMAGUIRE@MEDIATEAM.IE
CILLIAN FLYNN	086 458 8687	CILLIANFLYNN@MEDIATEAM.IE
PAUL BYRNE	087 254 2625	PAULBYRNE@MEDIATEAM.IE

Accounts

JOSIAS DA COSTA ACCOUNTS@MEDIATEAM.IE

NEW PRODUCT/ NEW PLANT AWARDS



HOW TO ENTER

YOU CAN DO THIS BY CLICKING THE LINK ON OUR EXHIBITOR CHECKLIST EMAIL. NEW PRODUCT / NEW PLANT ENTRANTS WILL FEATURE AT THEIR RESPECTIVE STANDS AND BE JUDGED BY AN INDEPENDENT PANEL ON SHOW DAY JULY 18TH.

HOTEL ACCOMMODATION

THE MALDRON HOTEL TALLAGHT



ADDRESS: WHITESTOWN WAY, TALLAGHT, DUBLIN 24, D24

XC9W 10 MINS FROM VENUE

PHONE: (01) 468 5400

EXHIBITOR INSURANCE COVER

The Organisers must receive an Insurance Schedule from each exhibitor; OR, their insurance broker must confirm the exhibitor's current Public and Employers Liability insurance. Each exhibitor must also confirm that a specific indemnity to the Organisers has been noted under the public and employers liability policies.

**MINIMUM COVER REQUIRED: Public/Products Liability: €6,300,000.
Employers Liability: €13,000,000.**

All details submitted will be verified by the event insurance broker First Ireland Risk Management. Contacts for any query: Eadaoin O'Dwyer: Phone (+353) 1 882 0833. Email: eodwyer@firstireland.ie First Ireland Risk Management, First Ireland House, 15 Parkgate Street, Dublin 8.

FIRE & GENERAL SAFETY

On your arrival at your stand in the exhibition area please note where the nearest fire fighting equipment is located. It is essential that all exhibitors and their contractors and agents be familiar with the current fire regulations regarding construction, furnishings and fittings for stands in the exhibition area.

We would alert those exhibitors who have purpose-built stands – particularly those outside Ireland – of the very strict nature of the fire regulations within Ireland. Fire certificates will be required for any stand dressing materials.

All waste, refuse and packaging materials must be removed from the exhibition area. **Please contact the organisers with regard to storage of any materials/stock.**

Please read the Rules & Regulations section below.

PLEASE NOTE: THERE IS NO PARKING ON THE EMERGENCY ACCESS ROUTE.

VAT FOR NON-IRISH EXHIBITORS

Exhibitors whose business is resident outside the State and who are not registered with the Irish Revenue Commissioners for VAT will be required to pay VAT on the goods they sell off their stand at the show, directly to the VAT officer, who may call to their stand at the exhibition. Orders taken and invoiced subsequently from outside the State are not affected.

Should you wish to clarify the position regarding VAT on imported goods please contact VAT Administration on **(01) 8655000**

EXHIBITION REGULATIONS

1. All stands must be finished to an acceptable standard. No unfinished walls or partitions should be visible. Stands may not be designed or erected in such a way as to disadvantage another exhibitor.
2. Note that all stands with a raised floor are obliged by law to provide wheelchair access.
3. Your attention is drawn to "Conditions for the Supply of Electricity" outlined in the online order form.
4. Exhibitors not availing of the stand-fitting package are required to submit a copy of the plan for their stand at least two weeks before the commencement of stand build-up. Please advise your stand-fitting contractor of this requirement.
5. No signs, graphic panels, banners or other exhibits or display equipment may be fixed or attached to any part of the building. All displays must be free standing or attached to an adequate display system or structure.
6. Work on all stands must be completed not later than the evening before the exhibition opens. No work, erection, decoration or wiring may be undertaken on stands once the exhibition is open.
7. Only fire retardant materials may be used in the construction of exhibition stands. All timber, hardboard, plywood or similar material must be rendered flame retardant by an acceptable method of impregnation and must have certificates to prove this. Fireproof certificates are also required for all stand dressings such as drapes, furniture etc. Exhibitors are particularly reminded that foam or rubber back carpet is NOT permitted and the fire officer will only permit fire resistant carpet tiles and fire proofed carpet to be used in exhibitions. All carpets and carpet tiles used on exhibition stands must have a certificate to state that they conform to fireproof standards BS4790. GAS Bottles are NOT permitted in the hall.
8. Your attention is drawn to the performing rights charges imposed by IMRO on the playing of music or promotional videos/DVDs with music sound tracks.
9. Excessive noise or loudspeakers are not permitted where these cause interference with other stands.
10. Exhibitors are not permitted to hand out leaflets at the entrances or in the gangway spaces outside of their stand area, or to place leaflets on cars in the vicinity of the exhibition.
11. We regret that the use of the Public Address System is restricted to emergency use and necessary show announcements only.
12. In the interest of security, exhibitors may not use fire doors once the exhibition is in operation.
13. Exhibitor badges must be worn at all times.
14. Exhibitors should familiarise themselves with the location of emergency exits and fire fighting equipment within the hall. Please read the emergency procedures material, which will be included in your exhibitor's kit, available from the Organisers Office during buildup. All security risks should be reported to the Organisers Office.
15. The exhibition Regulations and Conditions printed on the back of the Space Application form applies. Your attention is drawn to Paragraph Three of your Space Application Form, which requires that written permission from the organisers must be obtained before you sub-let any part of your stand.
16. No food, beverage or confectionery may be sold from stands without the prior written agreement of the organisers.
17. Children under the age of 16 years are not permitted within the complex during construction or dismantling of the event.

Note: No sub-letting without written permission from the organisers. No trolleys.

No Business Like Show Business

A short guide to a successful exhibition experience

Brief Your Stand Staff Each Day

The people on your stand make the difference between a good event and a great event. A highly motivated, well informed team does more than any other factor to differentiate you from the other stands and make an impact on your market. Team briefings are a must. Remind everyone of your goals, your key messages and the role of each team member. Report on your progress towards your goals. Make adjustments if necessary. Announce the winner of your lead-generating competition. Most importantly, keep the energy up and attitudes positive.

Spend The Optimum Amount of Time with Visitors

The key to success is to find the right people and spend the right amount of time with them - not too much (there are lots more to meet) and not too little (you need to get that lead or appointment). Again, the optimum time per visitor will depend on your goals. But make sure you've planned a system that matches your needs.

Speak Fluent Body Language

It is very easy to fall into bad habits when it comes to body language. Arms crossed and stern facial expressions are intimidating. Smiles, eye contact and open questions will increase the flow to your stand and leave a better impression. Divide the total cost of your participation in the exhibition by the number of minutes its open. This will indicate how valuable the time is, Make it count!

Focus On Your Targets

Chances are, your key prospects are a subject of the total audience at the show. Decide who your key targets are and brief your team to focus on them. Set your goals accordingly.

Leads: It's All About Quality!

The best exhibitors don't just measure the number of leads generated, they measure lead quality as well. One lead classification system grades every lead this way, making sure the hottest leads get the attention first:

- A - Large order, Ready to buy
- B - Small order, Ready to buy or Large order, Longer timeframe
- C - Smaller order, Longer Timeframe
- D - Send Literature or add name to database
- E - Other E.g Press, Salesman

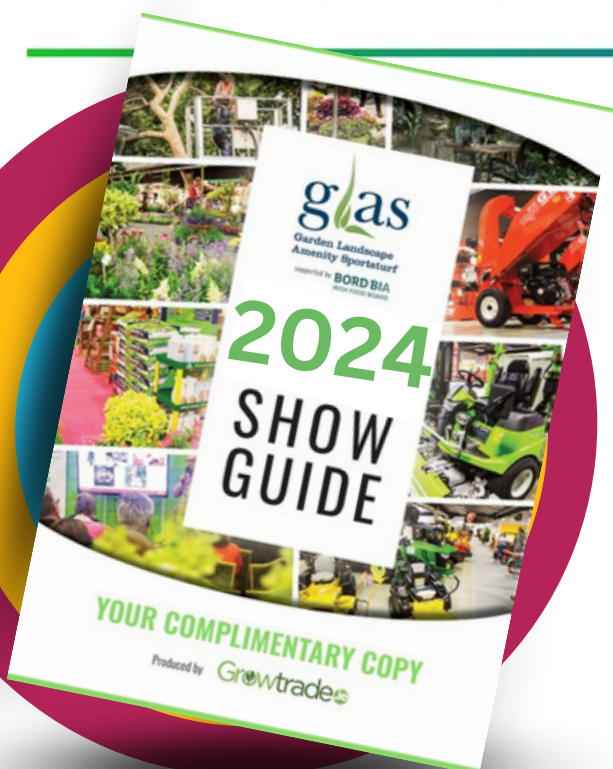
Earn Media Coverage

Invite key journalists to visit your stand. Participate in the Organiser's pre-show publicity drive. Keep a good supply of bright, well-presented literature on your stand ready for distribution. Work with the show organiser to steer the right journalists your way. Make sure your story is ready when they arrive.

KEEP IT ALL BUSINESS

Lots of comfy furniture encourages people to drop in and stay on your stand. Do you really want that? Current customers might expect to monopolise your time. Unless they're your main reason for attending, try to set aside specific times for customers, ideally in a hospitality area on or off the stand. Networking and social contacts are part of the appeal of an exhibition, but you'll want to keep it under control.

Show Guide Promotional Opportunities



Your promotional opportunity that extends beyond the show

An ideal promotional platform for your service or brand. Every visitor will receive a copy - a captive readership representing all of the key buyers and specifiers, in Ireland's horticulture, sportsturf and grounds maintenance sectors and includes:

A-Z exhibitor listings | Floorplan | Full details of exhibitor highlights, product launches and show features | Bord Bia reference section with market update and contact details | Includes coverage from other notable stakeholders.

Write your own editorial feature

The GLAS showguide is now opening its pages to experts in a range of fields to hear what topics they think will make a critical difference for organisations and retailers working in the horticulture, sportsturf and grounds maintenance sectors. Cover an emerging trend, existing solution, technology or a lingering issue that the market is looking to solve.

Book now: contact the team

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ADVERTISING RATES	SIZE (mm)	COST (€)
Double Page Spread	300x220	€1200
Full Page	150x220	€800
Half Page Horizontal	150x100	€400
Half Page Vertical	75x220	€400
Editorial (1000 words)	-	€1200
Editorial (500 words)	-	€800

Note:

Talk to us about a **Highlighted Listing** to include your logo. All advertisers receive a free **Highlighted Listing**.

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