

**EXHIBITOR PACK**  
 BESA Annual Conference  
 17 October



*Please read all the information provided to ensure the event can run as smoothly as possible.*

**Venue address:** The Brewery, 52 Chiswell St, London, EC1 45A

**Nearby hotels:** [Where to Stay - The Brewery](#)

Manning your stand: please confirm who will be attending the conference along with their dietary requirements. Please confirm this to the event manager as soon as you have this information.

**Schedule:**

07:00	Access to exhibitor room to set-up (King George III suite)
08:30	Breakfast provided for exhibitors
09:00	Registration open and guests arrive
09:45	Welcome from Dave Frise, CEO of BESA
11:30	Networking break
13:45	Lunch
15:30	Networking break
16:45	Close and breakdown of stands

**Exhibitor stands:**

Furniture	One 6ft trestle table with tablecloth and 2 chairs
Power Supply	Please let the events manager know if you require access to power supply, as this is limited. If you need power, please ensure you bring an extension lead
Internet	Free WiFi available at the venue
Refreshments	Complimentary tea, coffee and water will be available throughout the day. Breakfast, lunch and afternoon snack will be provided
Parking	There isn't any parking onsite. NCP London Finsbury Square car park is a 5 minute walk from the Brewery - <a href="https://www.ncp.co.uk/find-a-car-park/car-parks/london-finsbury-square/">https://www.ncp.co.uk/find-a-car-park/car-parks/london-finsbury-square/</a>
Customer discount code	If you would like to invite your customers, they are welcome to use this dedicated discount code: Customer25 via thinks link: <a href="https://uk.eventsforce.net/besa/21/home">https://uk.eventsforce.net/besa/21/home</a>
Delivery and collections	If you plan to courier items, please inform the event manager. You can deliver your items on the 16 <sup>th</sup> Oct and arrange for them to be collected on the 18 <sup>th</sup> . Please clearly label them as follows: The Brewery 52 Chiswell St EC1 45A FAO BESA Annual Conference Stand: [Your company name]

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#### Lead Retrieval App

Each exhibitor will have access to an app in order to scan attendee badges. You can download this app onto your phone and the date will be sent to you after the event.

Further information on how to download the app and instructions to follow closer to the event.

#### Exhibitor requirements

- Bring a pull-up banner(s) for your stand display and any flyers and merchandise for attendees.
- Stand competitions and giveaways are a great way to entice and engage.
- Scan attendees visiting your stand using the events app.
- There are no booked appointments; it is an open networking event.
- Suppliers are free to walk up to your stand at any time during the event.

Promotion graphics and examples of copy for social media can be found on the Sponsor and exhibitor opportunities page on the BESA website –

#### BESA Industry Awards

Each exhibitor receives x2 tickets to the Industry awards taking place after the conference, at the Brewery. The Awards will commence at 7pm and end at 1am.

Please confirm the names and dietary requirements of those attending. If you would like to purchase additional ticket please let me know. Costs can be found here: [BESA Industry Awards 2024 tickets - Ticket Selection \(eventsforce.net\)](#)

#### Included in each ticket is:

- Welcome drink
- X3 course meal
- Half bottle of wine
- Celebrity host
- Awards ceremony
- After party

#### Contact information

Event Manager: Charlie Pierpoint  
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