



**The 2024 CEW Beauty Awards  
Product Demonstration Event**

**Tuesday 12<sup>th</sup> March**

**Business Design Centre, Islington, London**

# **Demonstrator Handbook**

This handbook will assist you in planning your attendance at the 2024 CEW Beauty Awards Product Demonstration Event and provide you with all the information you will need whilst on-site to ensure that you maximise your exposure at the event.

Please do take the time to read through the information in this handbook to ensure that you have everything you need prior to your arrival at the Business Design Centre as it is important that nothing is left to the last minute.

We hope that this handbook covers everything but we are on hand to help you with your planning and to assist you with any queries you may have – our details are listed below.

**Eve Partridge**

Beauty Awards Enquiries - Marketing & Events Executive, CEW UK

Email: [eve@cewuk.co.uk](mailto:eve@cewuk.co.uk)

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Beauty Awards Enquiries - Marketing & Events Manager, CEW UK

Email: [eleanor@cewuk.co.uk](mailto:eleanor@cewuk.co.uk)

**Karl Allsop**

Sponsor Liaison, Bluedog Group on behalf of CEW

Email: [karl@doplr.live](mailto:karl@doplr.live)

Tel: 07519 328 649

Samantha Corker, on-site Event Manager at the Business Design Centre, is also happy to help you with any questions regarding the venue, delivery, or order related queries. Her contact details are:

**Samantha Corker**

Email: [samanthac@bdc.london](mailto:samanthac@bdc.london)

Tel: 0207 288 6465

Mobile: 07545 064 976

We look forward to working with you.

Yours Sincerely,

The CEW Team & the Bluedog Group

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## EVENT INFORMATION

The 2024 CEW Beauty Awards Product Demonstration Event  
**Tuesday 12<sup>th</sup> March**

### Event Venue

Business Design Centre  
52 Upper Street  
Islington  
London  
N1 0QH

<https://www.businessdesigncentre.co.uk/>

### Event Rooms

Mezzanine/Village Green

### Event Schedule

#### TIMINGS

13:00 – 15:30	Set up for product entrants/demonstrators
15:30	All set-up personnel leave the premises
15:30	All demonstrators must be on site and registered
15:30-16:00	Demonstrators to go to their station
16:00	Event Opens - Session begins
19:00	Event Closes - Session ends
20:00	All demonstrators must have left the premises

#### *Build-up Timings*

Exhibitors will have access to the exhibition space from Tuesday 12<sup>th</sup> March at 1pm for stand set up.

### *Open Day Timings*

Exhibitors will have access to the exhibition space from Tuesday 12<sup>th</sup> March at 1pm. All construction and dressing of tables/stands **MUST be completed by Tuesday 12<sup>th</sup> March at 3.30pm.**

The event will be open to ticket holders **between 4pm and 7pm.**

### *Break-down Timings*

Demonstrators will be able to **break down their tables/stands between 7.00pm and 8pm. Sponsors will have time until 9pm.** Please note for safety reasons, break-down cannot commence until all delegates/visitors have left the hall.

All stand fittings and exhibits must be clear of the exhibition area by Tuesday 12<sup>th</sup> March at 8pm for demonstrators and at 9pm for sponsors – **please remove everything.** Anything left on a stand after this time will be deemed as rubbish and disposed of by the Business Design Centre, and **the exhibitor will be charged** for this service. There is no facility for items to be left overnight and collected at a later date. CEW cannot be held responsible for any items left unattended and disposed of.

## PRODUCT DEMONSTRATION EVENT REQUIREMENTS

Brands must provide **only one demonstrator per product entered**. Please note you are not permitted to have more than one demonstrator per category.

E.g. if you have 3 entries you will need 3 x demonstrators – the room is organised by category so it is likely that your entries will be in different areas of the room and will not be situated together.

**Please provide the details of your demonstrator/s in advance via the Google Form – link to form here: <https://cewuk.co.uk/the-2024-cew-product-demonstration-event-handbook/>**

**Deadline: 20<sup>th</sup> February**

### SET UP

#### TIMINGS

- Set up will take place between 13:00 – 15:30 on 12<sup>th</sup> March
- All set up staff not demonstrating must vacate the premises by 15:30.

#### DEMONSTRATION MATERIALS

- If you are sending your set up materials by courier, you will need to be on site to take delivery as CEW do not take responsibility for these and are unable to accept delivery on your behalf.

#### DISPLAY

- Demonstration tables will be arranged in categories. Each entry will have allocated ½ a 6-foot table (W36" x H27" x D24") in which to create a display.

- CEW will provide a standard sign to identify your product in your designated area – this must be displayed at all times.
- Stands may be branded with product entered, props and product information (as a guide please note that these should be A3 or smaller).
- Any food items which are to be given out to guests must be of sample size.

## RECOMMENDATIONS

- Be sure to bring sufficient product for display and demonstration purposes. You will not have access to the x100 products required per entry.
- Please bring all items you require to effectively demonstrate your product, such as applicators, cotton wool, tissues, wipes, makeup remover and a rubbish bin if applicable. These will not be provided.
- Generally, we advise **against** handing out printed collateral, but should you wish to bring leaflets, these must be A5 or smaller and relate specifically to the product entered.
- Should you wish to follow up with our members after the event, we would recommend collecting business cards/contact information on the day.
- You may wish to give contact details to any attendees who are particularly interested in testing a product, so should they not receive it in their testing bag, they can contact you for a sample. This may also be beneficial for brands demonstrating colour products such as foundation where a colour match is not available in testing bags. This is at the brands discretion.
- When thinking about props and supporting items for your stand, you may wish to consider the things that make your product unique, and what would you like consumers to associate with your product/brand.
- For examples of past stands please visit <https://cewuk.co.uk/categories/2023-beauty-awards-product-demonstration-event/> or scroll down to page 22 of this manual.
- Please consider any packaging you bring with you. The Business Design Centre has a 0% to landfill policy and we would like to support them by encouraging recyclable materials.

- Please be aware stands will not have access to electricity, so ensure devices are fully charged prior to the event. Additionally, the venue provides basic free Wi-Fi.

## **ITEMS NOT PERMITTED**

- Freestanding display units, or pop-up banners. All promotional materials must fit on your allocated table space. No promotional items may be displayed on the floor in front of or behind your allocated area.
- Any show cards, signage and/or posters larger than A3. Product collateral that is A3 or smaller may be displayed within your allocated table space.
- Product samples for event attendees to take away. Products may only be tested by event attendees at the stand – samples may not be given out under any circumstances.
- Gift/goody bags of any description. CEW will allocate guests with one official product bag per person as they depart
- Candles. It is recommended that battery operated are used as an alternative if required.

## **DEMONSTRATION**

- All demonstrators must check in on arrival and collect their badge. Only one demonstrator is permitted per entry, and badges must be worn at all times.
- During the event demonstrators will be required to demonstrate the product and answer questions that the event attendees may have.
- Stands must be manned at all times.
- Personal items may be kept under your demonstration table. Any items that do not fit can be checked into a paid cloakroom. Valuables are left unattended at your own risk.

## **BREAKDOWN**

- Demonstrators must remain at their stand and may not commence breakdown until the end of the session at 19:00.



- All materials must be removed by 20:00 – any remaining items will be discarded. There is no facility for items to be left overnight and collected at a later date. CEW cannot be held responsible for any items left unattended and disposed of.

## KEY DATES AND DEADLINES

1 <sup>st</sup> February 2024 – 17 <sup>th</sup> February 2024	Deliver 100 products per product entry (Full details under “Entry Requirements”)
20 <sup>th</sup> February 2024	Confirm name and contact details for all demonstrators. <a href="#">Complete online demonstrator form.</a> ← <b>VERY IMPORTANT</b>
12 <sup>th</sup> March 2024	Product Demonstration Event @ Business Design Centre.  Set-up: 13:00-15:30  Event timings: 16:00-19:00

## FURTHER EXHIBITOR INFORMATION

### Accessibility

The front of the building has a ramp to enable easy access in to the venue, there is also a passenger lift to all floors. There are toilets on all levels within Stairwell B and adjacent to the Gallery level in Stairwell F. For further information regarding accessibility at the venue please visit: <https://www.businessdesigncentre.co.uk/visitors/accessibility/>

### Audio-visual Equipment

Should you have any audio-visual requirements, please contact Karl Allsop from Bluedog Group. He is contactable on:

Email: [karl@doplr.live](mailto:karl@doplr.live)

Tel: 07519 328 649

## **Balloons/Inflatables**

Use of helium or balloon gas filled balloons is not permitted without prior approval from the venue, a request to use helium or gas filled balloons must be made in writing to Karl Allsop – [karl@doplr.live](mailto:karl@doplr.live) - prior to the event, following which permissions and approvals will need to be provided from the venue.

## **Banks**

Should you require cash dispensing facilities there are two cash points in the Business Design Centre as you enter the main hall, however transaction costs do apply. Alternatively, their a nearest banks are:

- Santander – 15 Islington High Street
- Barclays Bank Plc - 38 Islington Green
- Lloyds/TSB Bank Plc - 19 Upper Street
- Natwest Plc – 3 Upper Street
- Halifax – 1 Liverpool Street

## **Car Parking**

There is a car park located adjacent to the Business Design Centre with 250 under cover spaces and ample reserved spaces for drivers with disabled passes. You can pre-book to guarantee a parking space by visiting [bdc.london](http://bdc.london) – click on Visiting the BDC and then Parking in which will take you through to the 'pre-booking service'. Car parking is charged at £8.40 for the first 2 hours, thereafter £4.20 per hour between the hours of 07:00 and 19:00 with overnight parking (19:00 to 07:00) charged at £2.80 per hour. Please note the car park has a height restriction of 1.9m.

## **Catering**

All food, beverages and associated catering equipment must be ordered through us. Should any organisation attempt to provide their own food, beverages or catering equipment on site they will be asked to remove it or to pay a 'corkage' fee. Any food items which are to be given out to guests must be of sample size.

Those exhibitors who wish to order stand catering, please contact Karl Allsop as soon as possible on [karl@doplr.live](mailto:karl@doplr.live)

## Common Areas

Licencees/Organisers/Contractors/Exhibitors/their staff and agents must keep all common areas clear whilst building or dismantling stands, exhibits etc. All exhibits must be kept within the confines of the stand space and demonstrations must not cause undue congestion and/or obstruction of common areas.

## IMPORTANT INFORMATION THAT REQUIRES YOUR ACTION

### Deliveries

Exhibitors with a single box can carry this through the main front door of the BDC, anything above this quantity must come in a vehicle via the Loading Bay. If you try to enter through the main front door with boxes that you physically cannot carry you will be refused entry.

Items that arrive early or are left beyond the agreed tenancy will be refused or disposed of.

If you are sending your set up materials by courier, you will need to be on site to take delivery as CEW do not take responsibility for these and are unable to accept delivery on your behalf. However, between **1pm and 2.45pm**, there will be a number of helpers with trolleys in the Loading Bay area to help and assist with your deliveries.

For inquiries, and to confirm delivery / collection times, please contact:

Karl Allsop

Email: [karl@doplr.live](mailto:karl@doplr.live)

Tel: 07519 328 649

Please note that High Vis jackets must be brought onsite to be worn when in the Loading Bay.

### Loading Bay

The Loading Bay at the Business Design Centre is located to the rear of the venue on Liverpool Road (sat nav postcode N1 0QH). It is sign posted by a 'Goods In' sign and can be found between Bromfield Street and Barford Street. If you are having trouble locating the loading bay, you can contact the office on 0207 288 6489.

Exhibitors can access the service lift from the Loading Bay, which enables you to unload directly into the Mezzanine Level. Please see dimensions of the lift below:

## Gallery Hall Goods Lift (Lower Loading Bay)

Capacity	3000kg
Size	3900mm Long x 1900mm Wide x 1900mm High

### Dilapidation

You are reminded that you will be charged for making good any damage to the hall or stand area, including the floor, caused by your staff or contractors. Under no circumstances can stand construction, graphics, displays, etc. be attached to the fabric of the building.

### Hearing loop

Both the Gallery Hall and Auditorium are fitted with a designated hearing loop system which is to ensure that all delegates are able to experience clear sound quality.

### Electrical fittings and supplies

Unless ordered, stands will not come with electricity. If you have ordered power, it is recommended to bring an extension lead - please note the Business Design Centre does not have any available on-site.

Anyone who brings portable electrical appliances on-site should ensure that they have been recently PAT tested and bear a current PAT test certificate.

To order power, please contact:

Karl Allsop

Email: [karl@doplr.live](mailto:karl@doplr.live)

Tel: 07519 328 649

## Emergency Procedures

Exhibitors are reminded that they must comply with the stringent regulations governing materials used on site during an exhibition. Exhibitors must ensure that all exhibits are within their stand boundaries and that they do not block aisles, fire exits or fire equipment.

If you discover a fire or someone reports a fire to you immediately raise the alarm. This may be done in several ways:

1. Pick up any internal phone and dial 6666. This will connect you with reception. Tell the duty operative where the fire is, your location and your telephone extension.
2. Operate the nearest fire alarm call point by breaking the glass. If you do this (and it is safe to do so) please stay near the fire point to direct the attending security officer to the fire or dial 6666 and inform the duty operative of the site of fire.

If it is decided to evacuate the building, you will hear the fire alarm bells and tannoy messages informing you to leave the building. Please leave by the nearest fire exit or as instructed by members of the security staff. Please familiarise yourself with the nearest fire exits to your conference room or exhibition stand.

Do not stay in the building once you have been instructed to leave. Do not stay to collect handbags, valuables etc.

Fire assembly points are as follows;

- Front of the building: either the lower forecourt or round the side of the building by the tanning shop
- Rear of the building: pavement area outside the old royal free hospital in Liverpool Road

### *Please remember:*

Do not do anything to endanger your life. Restrict your actions to trying to prevent the fire spreading by closing doors/windows etc & raising the alarm. Try to help by preventing people from going near the fire until help arrives.

Please try to stay calm and encourage others to do the same.

## First Aid

First aid facilities will be available during the exhibition at all times. The First Aid room is located on the Gallery Level - opposite the Gallery Hall registration desk. In the case of

emergency, contact the medical staff or a member of security on 0207 288 6666.

## IMPORTANT INFORMATION THAT REQUIRES YOUR ACTION

### Health and Safety

The Business Design Centre is committed to operating in compliance with all the relevant legislation and guidelines covering Health and Safety at Work and it is a requirement of the venue that all Licensees / Organisers / Exhibitors / Contractors and Visitors comply with the law and the regulations of the venue at all times.

### Insurance

Whilst we take every precaution to protect your property during the event, neither the organisers nor the Business Design Centre accept any responsibility for any loss or damage. All companies demonstrating at the Product Demonstration Evening must have their own public liability insurance. CEW is not responsible for any loss, damage or injury incurred before, during or after the event.

### Internet access

All delegates and exhibitors have access to complimentary Wi-Fi: BDC\_Openzone. This is open to all and recommended that its usage is limited to general activities such as checking emails.

### Lasers

Any company proposing to use lasers must inform the Venue Contact immediately, together with details of laser equipment, a drawing of the stand and the location of the beam. The Local Authority Regulations, which apply to laser use within exhibition venues, must be strictly adhered to (further details available on request).

### Lost Property

There is a lost property office in the Business Design Centre and any item found should be handed into Security at the Main Reception. The property will be held for up to three months and all claims should be made to the Head of Security on reception.

## Noise

The use of microphones or music is not permitted. The organisers reserve the right to prohibit their use if, in the organisers' opinion, any annoyance is being caused.

## Photocopying

If you need a large amount of copying, or would like colour/large prints made then the Business Design Centre has a company onsite who can help. They are based on the ground floor at the back of the building and are available on the details below:

### Online Reprographics

Unit 116 - Business Design Centre

Tel: 020 7288 6288

Fax: 020 7288 6289

Email: [info@onlinerepro.co.uk](mailto:info@onlinerepro.co.uk)

Web: <http://www.onlinerepro.co.uk/>

## Security

The venue will provide general security within the exhibition hall. However, responsibility for the security of individual stands and their exhibits lies with the exhibitor.

For reasons of security, all exhibitors are advised to remove all portable and valuable items whenever their stands are unattended, including during build-up and breakdown. It is recommended that exhibitors do not leave their stands unattended at any time when the exhibition is open, whether during build-up, exhibition viewing or breakdown periods. In the event of loss or damage, the organisers should be informed immediately.

## Travelling to the Business Design Centre

You'll find the Business Design Centre right in the beating heart of Islington, with excellent public transport links to Central London and national destinations. You can easily reach the BDC via bus, London Underground and Overground and we're a short walk from National Rail stations at Kings Cross and St Pancras International.

### *Travelling by Car*

The Business Design Centre is conveniently located outside of the congestion charge zone, and easily accessed from all major road networks.

### *Travelling by tube / train*

Angel - 4 mins

Euston - 2 Stops

Highbury & Islington - 15 mins

Liverpool Street - 3 stops

Kings X / St Pancras - 1 stop

London Bridge - 4 stops

### *Travelling by bus*

The Business Design Centre is situated on Upper Street, which is serviced by the following bus routes: 4, 19, 30, 38, 43, 56, 73, 341, 394, N19, N38, N4.

### **Trolleys**

Between **1pm and 2.45pm**, there will be a number of helpers with trolleys in the Loading Bay area to help and assist with your deliveries.



## Delivery Label

If you are sending items to the venue on the day please complete and attach the below delivery label to **ALL** of your packages. Failure to do so may result in your packages being delayed to your stand.

### The 2024 CEW Beauty Awards Product Demonstration Event

**Mezzanine/Village Green**

**Package ..... of .....**

**FAO: Samantha Corker**

**Venue Sales Office**

**Business Design Centre**

**52 Upper Street**

**Exhibitor Company Name:**

**Islington**

**Stand Number:**

**London**

**Exhibitor Contact:**

**N1 0QH**

**Exhibitor Contact Name:**

**Tel: 0207 288 6465**

## FAQs

### 5.1 Why is the Product Demonstration Evening so important?

This event provides a unique opportunity for you to showcase your latest and most innovative product offerings for the year in front of CEW members. These industry professionals and experts will be voting for the Beauty Awards winners so this is your chance to make an impression.

### 5.2 Is demonstrating compulsory?

Yes – every product or brand entered into the Awards (aside from the Responsible Beauty Award) must be demonstrated at the Product Demonstration Evening. No exceptions.

### 5.3 Who can be a demonstrator?

Demonstrators do not have to be members of CEW. We strongly recommend that the person you select has an in-depth knowledge of the product/entry they will be demonstrating, and feels comfortable answering questions and showcasing this to event attendees.

### 5.4 Can I have more than one demonstrator?

Companies are limited to one demonstrator per entry only. Demonstrators without a name badge will be asked to leave the event. No exceptions.

### 5.5 Can I have one demonstrator for more than one entry?

Companies must provide one demonstrator per product entered, as product tables are arranged according to category, not brand. No exceptions.

### 5.6 Who attends the event?

Only CEW members, sponsors, press and guests with valid tickets are entitled to attend this event. The CEW members vote for the winners in each category – sponsors and their guests are not eligible to vote unless they are CEW members.

### 5.7 If my brand has entered the Awards, can I attend the event?

Only CEW members are eligible to purchase tickets for the event. If you are a CEW member and wish to attend the event, please purchase a ticket here: <https://cewuk.co.uk/events/the-2024-cew-beauty-awards-product-demonstration-event/>  
Please note, if you are a demonstrator and have not purchased a ticket you will not be able to take away the product bag at the end of the event.

#### **5.8 If I am a demonstrator, can I also attend the event as a guest?**

You are only entitled to participate in the Product Demonstration Evening and receive a goody bag if you have purchased a valid ticket for the event. However please note that your stand must be manned at all times throughout the evening, so if you wish to participate in the event as a guest, you must provide and register a replacement demonstrator.

#### **5.9 Should I bring product samples on the day?**

You should have enough retail sized product to create a display and demonstrate to event attendees on the day. Remember, your entry is judged on every aspect from packaging to product benefits. **However, samples may not be given out to attendees under any circumstances.**

#### **5.10 What kind of items can I use to brand my stand?**

We would recommend bringing items that support your product entry, and make your display stand out. What makes your product unique? What would you like consumers to associate with your product/brand? This is your chance to be creative!

Examples from 2022 can be seen here: <https://cewuk.co.uk/categories/2022-cew-beauty-awards-product-demonstration-event/>

#### **5.11 Where can I store my belongings during the event?**

Personal items may be kept under your demonstration table. Any items that do not fit can be checked into a paid cloakroom. Valuables are left unattended at your own risk.

Examples of past table top stands:









## Social Media

INSTAGRAM: @CEW\_UK  
TWITTER: @CEW\_UK  
FACEBOOK: @CEWUK

**#CEWBeautyAwards**