



KCLSU 2016 Welcome Fair Stallholders' Guide

For External Exhibitors

kclsu.org

kclsu
Our Students' Union

Hello!

Thanks for booking a stall at the KCLSU Welcome Fair. We hope you're as excited as we are to welcome thousands of new students on the first stage of their journey at King's!

This guide gives you all the information you need to host your stall during the Fair, so please make sure to send copies to the staff who'll be representing your business at the Fair. We suggest they bring along a copy with them on the day, for easy reference.

If there's anything you're not sure about, just pop an email to our Sales and Event Co-ordinator, Shannon, at shannon.honeyfield@kclsu.org.

We hope you have a great time at the Fair!

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Dates and times

The KCLSU Welcome Fair will take place on Friday 23 and Saturday 24 September at:

Exhibition Hall 2
Barbican Centre
Golden Lane
EC1Y 8DL

The Fair will be open to students on:

- Friday 23 September from 11am-6pm (last entry 5pm)
- Saturday 24 September from 10am-5pm (last entry 4pm)

Booking and fees

Registered charity:

1 day = £300 + vat/2 days = £500 + vat

Small/local business:

1 day = £500 + vat/2 days = £900 + vat

Big business:

1 day = £750 + vat/2 days = £1250 + vat

Premium stalls (3 x size of regular stalls):

2 days only = £1750 + vat

Booking deadline is September 1, 2016. [Click here to book.](#)

Stall set-up day

The venue will be open for stallholders to set up on Thursday 22 September from 2pm to 6pm.

If you've booked to hold a stall on 23 September, you'll need to set up the day before (22 September) and finish setting up by 6pm.

If you can't send staff for set-up day, please let our Sales and Event Co-ordinator, Shannon, know by emailing shannon.honeyfield@kclsu.org by 12 September. Doors will be open early on 23 September for exhibitors but you'll need to finish setting up by the time doors open to attendees at 10am.

If you're late, you will not be able to exhibit as walkways get very busy once the doors are open and we're afraid you won't receive a refund.

Stallholders who are booked to hold a stall on 24 September only will be able to set up from 8am that morning but you must be ready to start by 9am.

Illness/Contingency

We can't issue refunds if stallholders don't make the Fair because of illness, public transport issues or traffic delays.

If you have staff changes, let shannon.honeyfield@kclsu.org know by 5pm, Friday 16 September. If you have any questions that aren't addressed in this guide, please call Shannon on 020 7848 1559.

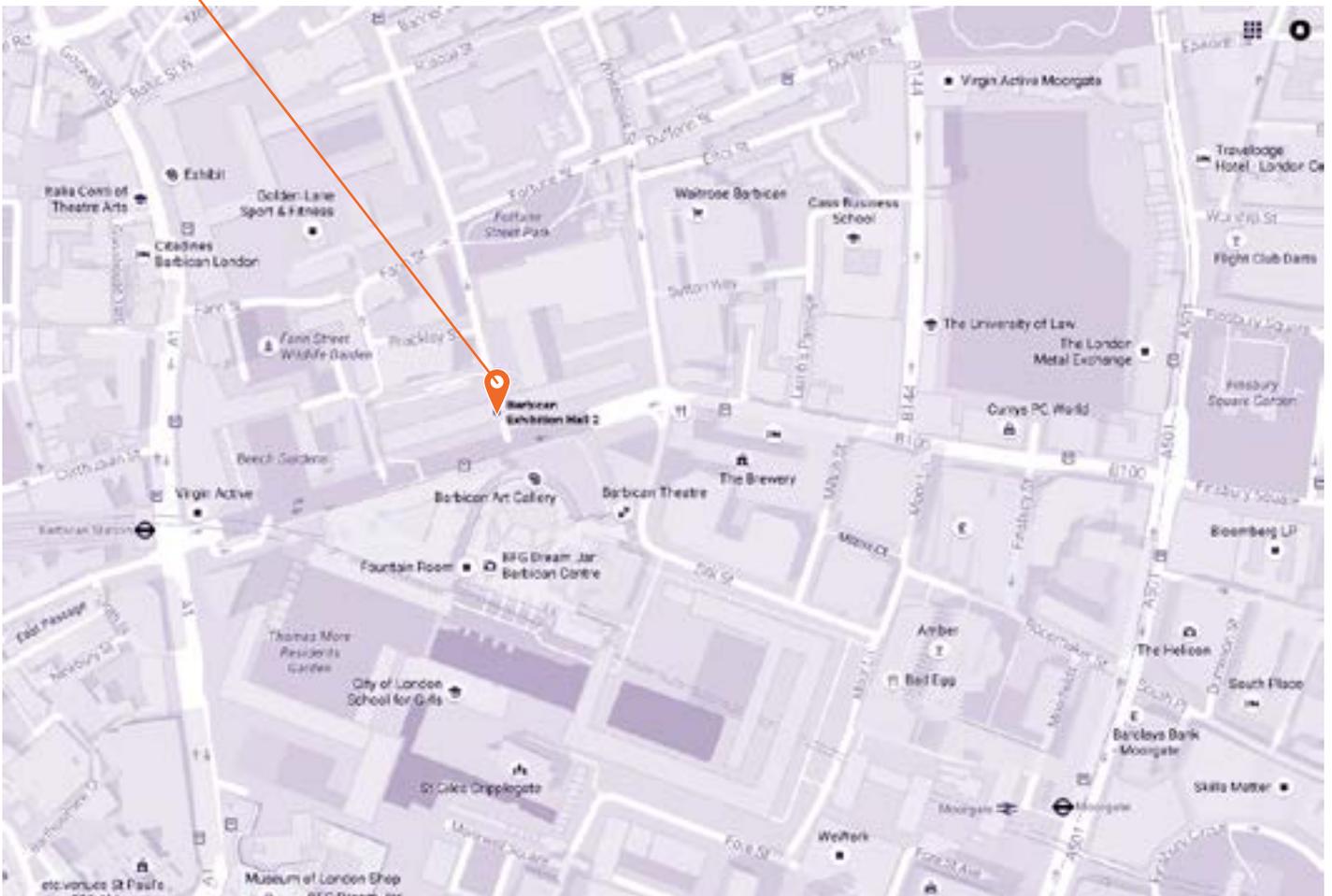
Shannon will be 'out of office' setting up the Fair starting Thursday 22 September. She won't be available on her landline, and mobile signal at the Barbican can be unreliable. She'll be checking emails as much as possible. But, if you have any issues or question, please try to get in touch before 22 September.

Getting here

Location

Exhibition Hall 2
Barbican Centre
Golden Lane
EC1Y 8DL

Map



Access

To access the event on the days that it's open, you'll need to use the stallholder entrance which can be found using the directions below.

Directions to stallholder entrance

Barbican station will be closed during the Welcome Fair, so Moorgate station is the next nearest station. From Moorgate station, walk towards Finsbury Square Gardens (towards Marks and Spencers). Turn left onto Chiswell Street and keep going straight until you reach Beech Street tunnel. Keeping walking and turn right at Golden Lane, and the entry door will be on your left.

There'll be a stallholder guest list, so ask your staff to give their business name to security.

Tube

The nearest open station to the venue is Moorgate (Circle, Metropolitan and Northern lines). It's just a 7 minute walk away.

Other stations also close by are:

Liverpool Street

Central, Circle, Metropolitan
15 minute walk

St. Paul's

Central
10 minute walk

Bank

Central, Northern, Waterloo & City
15 minute walk

Overland Rail Services

The following stations are within walking distance of the Barbican Exhibition Halls.

Moorgate

10 minute walk

Farringdon

10 minute walk

Liverpool Street

15 minute walk

Buses

The following bus routes pass close to the Exhibition Halls:
4, 8, 9, 11, 21, 25, 43, 76, 133, 141, 214 243,271, 502 and 503.

For further information, visit tfl.gov.uk

Getting in and leaving

External stallholders will be able to access the venue by the entrance on Golden Lane, just off Beech Street. You'll be given a hand stamp so you can get in. Please make sure you show this when asked as it gives you fast track entry and exit.

Banks

There are no banks or cash points in the Exhibition Halls.
The closest banks are:

NatWest Bank

94 Moorgate
EC2M 6UR

Barclays Bank

128 Moorgate
EC2M 6SX

Lloyd's Bank

30-34 Moorgate
EC2R 6PL

HSBC

The Helicon, 1 South Place
EC2M 2UP

Your Stall

Your regular stall

Once you've confirmed and returned your booking form, you'll be reserved a stall. If you have any special requirements, get in touch. We'll try to accommodate all reasonable requests. Shannon will be on site both days and will show you to your stall on arrival.

Your stall will be a 6ft by 2ft table. This will include two chairs, a power socket and a limited amount of space behind your stall for any other materials you may have. Pull-up banners need to be erected behind your stall.

If you think you'll need more space, power sockets, or wifi you'll need to let us know as these will incur additional costs.

Your premium stall

If your business would benefit from having a larger stall, we have 4 special 'premium' stalls available. These stalls are 3 times the size of a regular stall. This means your business has the opportunity to set up a larger merchandise display or screens / run a competition or activity / set up a photo booth / run a trade booth / run demonstrations of your product or service. Premium stall holders can have a maximum of 5 staff members.

Please note that if you plan to take payments, the business is responsible for setting up its own till system and cash float.

Similarly, stallholders are responsible for securing their products (stalls are open plan). If you're considering an upgrade to a premium stall, but want to discuss your ideas before committing, please contact shannon.honeyfield@kclsu.org.

Number of stall representatives

We ask that you try and keep the numbers of people representing your stall to a minimum. If you're planning on having more than three staff members attending, let us know. This is so that as many students as possible can attend the event before reaching venue capacity.

KCLSU Safe Space Policy

The Fair is covered by our [Safe Space Policy](#). Make sure you read it on [our website](#) before the Fair and fully understand it. We may have to stop/suspend your stall or activity if you go against any of the Safe Space Policy guidance.

Stall activity

We'd like all stallholders to have a successful event and hope you get to engage with as many of our students as possible. It's also important our students have the best possible time at the Welcome Fair. With that in mind, we ask that your staff don't walk around outside of your allocated area giving out flyers. It's up to students to approach you and choose whom they want to visit at the Fair.

Similarly, if you're exhibiting for recruitment purposes, we don't have space at the Fair to conduct interviews. Therefore we advise you to exchange details with students and arrange interviews post event.

In order to engage students, we suggest the following:

Freebies

Branded products, oyster card holders, wrapped sweets are all popular.

Competitions

This is useful for data collection, but is an extra exciting element for students.

Discount vouchers and deals

Perhaps a reduced membership fee if students join within a week of the fair?

Interactive demonstrations

Consider a premium stall if you need additional space.

Bright and cheerful marketing materials

BYO tablecloths, fliers and balloons are all welcome.

Pull up banners or screens with your brand logo.

Deliveries

We will not be able to take responsibility or receive deliveries of equipment, stock or materials before, during or after the event unless you let us know in advance. We ask that you bring all material required for your stall on the event day.

If you have agreed for KCLSU to take a delivery, we'll leave it behind your stall for you.

These items should be clearly marked with your company name and by box (for example, Box 1 of 3, Box 2 of 3, etc).

They'll need to be delivered on Thursday 22 September between 3-4pm to the Loading Bay, and you'll need to email shannon.honeyfield@kclsu.org what exactly to expect no later than Friday 16 September. If items are delivered outside the specified time of 3-4pm, we can't guarantee that we can keep your items safe. Please also note that the Loading Bay is for drop-offs only, and can't be used as a parking lot.

Please make sure all boxes are marked for the attention of Shannon Honeyfield.

Environmental considerations

We try to make sure all of our events are as 'green' as possible to make sure negative environmental impact is at a minimum. In line with this, we ask that all external stallholders:

- Not give out plastic bags as freebies. If possible please use organic cotton, jute or recycled bags.
- Try not to order more materials than you need. Last year KCLSU had to dispose of 2 skips worth of unused materials.
- Consider the environment with your marketing materials:
 - Print materials on recycled and/or naturally derived materials.
 - Make sure you print using vegetable inks.
 - Make sure designs aim to conserve paper resources, by using - techniques such as double-sided printing.
 - Signpost to electronic downloads of literature rather than providing large handouts.
 - Make sure that if freebies/giveaways are pens/pencils make sure they are made from recycled/sustainable materials (e.g. from recycled vending cups or timber from sustainably managed forests).
 - Print materials on recycled and/or naturally derived materials.

Entry policy

The safety of people at the Fair is extremely important to us. Because of this, stewards will be randomly checking bags and confiscating dangerous or prohibited items. Entrance to the event is restricted to stallholders, KCLSU staff working the event and current King's College London students and staff only.

Overnight security

Overnight security will be provided for the venue. If you've booked a stall for 2 days, you're more than welcome to leave materials overnight at your stall, but please take your valuables with you. We can't take responsibility for loss of any equipment/materials from the venue.

Internet access

You can use the internet at the Fair by accessing The Cloud. We also have password protected Wi-Fi, which can be pre-ordered (there is an additional charge for this option).

Electrical equipment

As part of our agreement with the venue, all electrical equipment will need to be tested using a Portable Appliance Test – PAT. We'll have an engineer on site to carry out testing each morning of the event.

Mobile phone signal

In some parts of the venue, it can be hard to get good phone signal so bear this in mind when planning to meet people.

Signing up

If you want to sign students up to your business opportunity at the Fair, please do so, but note that if you require payment that this is your own responsibility. We can't provide secure storage for cash, so all cash handling will be your responsibility.

Food and drink

Catering at the Barbican is provided by Searcy's Catering Services. A wide range of sandwiches, salads, sweet items and hot and cold drinks will be available. The prices are student-friendly, and there will be free water too. Stallholders can bring in a packed lunch.

Cleaning

At the end of each day the venue will be cleaned by Barbican staff. We ask that you make sure:

- All waste is placed in the bags provided and left in front of your stall.
- That you don't put liquids in the waste bags – leave liquids on your stall for collection.
- If you see anything that needs cleaning during the opening hours, let a member of KCLSU staff know. Please also let us know if you come across any broken glass or other sharp objects. We'll then dispose of them appropriately.

We'll throw away your rubbish, but please take any marketing materials you haven't managed to give away with you at the end of the exhibition.

Escalators

Please don't use the escalators for transferring goods or exhibits to upper levels. They will not be operational during set-up and packing up periods. For set-up purposes, there's a loading bay on Level 1.

Recycling

The Barbican provides a recycling service, so just put all of your rubbish in the provided sack and it will be sorted before being thrown out.

Lost property

If you find any lost property, hand it over to a member of KCLSU staff who will log it and keep the item safe. After the event, these items will be taken to the KCLSU office at the Strand. If you've lost anything, let us know and we can look for it for you.

Packing up

At the end of the event, KCLSU staff will pack up all tables and chairs ready for collection. We ask all stallholders to leave the venue no later than 1 hour after last entrance to the event. This gives the KCLSU Team time to clean all areas. All stallholders must take all unused material away from the venue. Any items left behind will be recycled or thrown away. We may have to charge you if you leave excessive material. Please remove as much as you can by the end of the last day.

Stall Details

What you're allowed to bring

- Laptops (we'll PAT test them on the day)
- Marketing materials
- Freestanding backboard and tape/velcro to attach things to it
- Stall decorations

Please don't bring

- Lit candles or anything that has a flame
- Sound systems
- Alcohol
- Any weapons or anything that imitates them
- Homemade food or hot drinks (your own personal packed lunch is ok)
- Any material that could be deemed offensive or incites hatred
- Things that hang from the ceiling
- Blu-Tack. Please use clear tape or masking tape to attach publicity to your table or bring your own banner/backboard

We have the right to confiscate anything brought from the 'please don't bring' section.

Please make sure that you don't block walkways or Fire Exits with things on your stall, bags or materials. Freestanding banners need to be behind or right up against your stall. Have a look at the walkways which are marked different colours so you'll know where to keep your things.

Health and Safety

We know this isn't the most exciting thing in the world to read, but please make sure you do.

Your attendance at the KCLSU Welcome Fair means that you agree and have read the Evacuation Procedures, Fire Emergency Plan and other terms and conditions within this guide and agree to them at all times or when necessary.

Your attendance will also be taken to mean that you accept all relevant KCLSU policies including but not limited to the [Safe Space Policy](#).

Hope you have a Ogreat Welcome Fair!

This is your chance to meet and engage with thousands of new King's students as they start their university life. See you at the Barbican...

KCLSU Health and Safety Policy

Health and Safety at Work Act 1974

General Statement of Policy

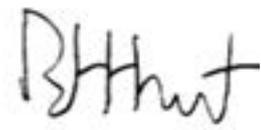
KCLSU sees the promotion of health, safety and welfare as an essential objective. Our policy is to provide and maintain a safe and healthy workplace and a safe working environment for all of our employees. We also accept our responsibility for the health and safety of other people who may be affected by our activities.

The policy aims to:

- provide a safe and healthy working environment including safe systems of work
- effectively manage and monitor safety arrangements
- increase the awareness of all employees and students of their responsibility for the health and safety of themselves and others
- ensure a systematic approach to risk assessment and control
- ensure adequate resources, including the provision of competent personnel, are available to implement this policy
- provide all such information, instruction and training as is necessary
- provide suitable arrangements for employee consultation on matters relating to health, safety and welfare

KCLSU will keep this policy up-to-date, particularly as the business changes in nature and size. To ensure this, the policy and its operation shall be reviewed regularly and amended as necessary.

The Trustee Board give their full endorsement to this Policy.



Ben Hunt
Chair of Trustee Board

KCLSU Welcome Fair 2016

Health and Safety Barbican Emergency Action Plan

Action	Instruction
Discovering a fire	If you discover a fire raise the alarm by informing a Fire Marshal who will be identifiable by high visibility jackets.
Calling the fire brigade	The Safety Officer will automatically call fire brigade for all fire alarm activations.
Fire Warning System for building	There will be an alarm and the PA System will play the message: "Ladies and gentlemen, due to circumstances beyond our control we must ask you to leave the Exhibition Halls. Clear the Halls please, clear the Halls". On hearing either alarm, direct any visitors on your stand to the nearest fire exit and leave the building as directed by the Duty Hall Manager or Security.
Evacuation procedure	The decision to evacuate any part of the Halls is the responsibility of the Duty Hall Manager. If evacuation is necessary the same procedure as for fire alarms should be followed. It may however be necessary to direct people to a particular group of exits if a device has been found in a particular area.
Specific responsibilities in the event of a fire	During the event there will be adequate static and roaming evacuation marshals who will be responsible for assisting with the evacuation of the venue. The Evacuation Controllers will ensure all areas have been checked and perform a final sweep of the venues. The Safety Officer will call the fire brigade.
Key escape routes	Leave by the nearest available escape route and head towards the Assembly Point.
Arrangements for those requiring assistance to evacuate	Any member of staff, student or visitor requiring assistance with evacuation should make themselves known to KCLSU staff when entering the venue so that a buddy system can be implemented in case of evacuation.

Action	Instruction
Liaison with emergency services	The Barbican Duty Manager and Security liaise with the emergency services.
Assembly Point	Golden Lane, 50 metres north of the Exhibition Halls. Also at the Podium Entrance.
Fire fighting equipment	Foam extinguishers and CO2 extinguishers are located at various points around the venue.
Training requirements	All KCLSU staff must have completed the online Fire Safety for All course run by the College, and attended either the Evacuation Marshal course run by the Colleges Senior Fire Safety Officer, or in the case of student staff, the appropriate KCLSU course, before undertaking evacuation duties.
Information for relevant persons	The event will be restricted to King's College London students only and bag searches will be made on entry. Contractors including any contract cleaners or electricians working on the premises shall be informed of the fire and emergency procedures that apply including: Actions to be taken on hearing the PA announcement or discovering a fire, fire evacuation procedures including means of escape, location of the fire assembly points and name of the person in charge of evacuation procedures and the location of fire fighting equipment.

First Aid

If you need to contact first aiders please ask a member of KCLSU staff who will be clearly identifiable in their staff t-shirts or high visibility jackets. All accidents must be reported to a member of KCLSU staff.

Fire Prevention

The Hall is fully equipped with smoke detectors and a sprinkler system. The statutory number of fire extinguishers and fire hose reels are in place and must remain visible at all times. Do not obstruct or tamper with these devices.

Security

Both the Barbican and KCLSU will be providing security for the event.

Your Stall KCLSU Welcome Fair

Emergency Procedures for Exhibitors

All exhibitors are given a copy of the evacuation procedures as follows.
Please read in case of a fire or security alert during an exhibition.

If you discover a fire

- Raise the alarm by informing a fire marshal who will be identifiable by high visibility jackets.
- Move yourself and anyone around you away from the fire.
- Leave by the fire exits. Trained people will arrive to deal with the fire.

If you hear the alarm

- When the Halls are closed to the public, the alarm is given by electronic sounders.
- When the Halls are open to the public, the alarm is given by an announcement over the public address system saying: "Ladies and gentlemen, due to circumstances beyond our control we must ask you to leave the Exhibition Halls. Clear the Halls please, clear the Halls."
- On hearing either alarm, direct any visitors on your stand to the nearest fire exit and leave the building, or as directed by the Duty Hall Manager or Security.
- Don't stop to collect personal effects or exhibits.
- Go to the assembly area in Golden Lane, 50 metres north of the Exhibition Halls, or to the Podium Entrance.
- Do not re-enter the building until you are advised by the Barbican Duty Manager, Organiser or Security personnel that it is safe to do so.

Security

All exhibitors are requested to keep their personal effects out of general view. Do not leave bags unattended. Do not look after bags for strangers. Keep on the lookout and report anything suspicious to the Organiser's Office or to Security.

Search Procedure

If there is a reason to believe that a device has been placed within the building, you may be asked to assist in the search by making a check of your own stand. The request for such a check will be in the form of an announcement over the public address system saying: "All exhibitors, stand check please." If a suspicious object is found, don't touch it. You don't need to report to the Organiser's Office if nothing is found.



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