

Exhibitors' Handbook

2024

**The global, cross-sector
conference and exhibition
on technology-supported
learning and training**

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DOCUMENTS

Online Forms

The following documents / forms are available at the **Exhibitors' Link Collection** at the following link:

<https://oeb.global/exhibitors-link-collection>

- Exhibitors' Handbook
- **OEB web shop** for stand orders (including furniture, graphics and audio-visual equipment) from our supplier 4forEverything
- Additional graphic order options from our supplier FullVision
- Internet order form
- Stand Personnel registration and Lead Scan order form
- Order form for deliveries to the venue
- Login to the MyOEB Conference App – Exhibitor Center

1. GENERAL INFORMATION

1.1. CONFERENCE ORGANISERS

OEB Learning Technologies Europe GmbH
Leibnizstr. 32
10625 Berlin / Germany
Tel: +49 - 30 – 700 148 53
E-mail: info@oeb.global
Websites: <https://oeb.global>

If you have any questions while organising your participation or need additional assistance, do not hesitate to contact us:

Ralf Bayer
ralf.bayer@oeb.global

1.2. CONFERENCE VENUES

Hotel InterContinental

Exhibition Halls:
Foyer Potsdam, Foyer, Wintergarden and Gardenlounge
Budapester Str. 2
10787 Berlin / Germany
Tel: +49 - 30 - 26 02 0
Fax: +49 - 30 - 26 02 26 00
www.berlin.intercontinental.com



DIN Deutsches Institut für Normung e. V.

Am DIN-Platz
Entry via Budapester Str. 31
10787 Berlin

1.3. ACTIVITIES AHEAD OF THE EVENT

Tuesday, November 26, 2024:

- Exhibition hall set-up time 19:00 - 22:00

Wednesday, November 27, 2024:

- Exhibition hall set-up time 08:00 - 10:00
- Exhibition halls open to the public at 10:00
- Pre-Conference Workshops
- Coffee Break taking place in the exhibition area (morning and afternoon)

1.4. ACTIVITIES DURING THE EVENT

Thursday, November 28, 2024:

- Opening Plenary Session
- Parallel Sessions
- Free seminar programme in the exhibition area
- Coffee Breaks taking place in the exhibition area (morning and afternoon)
- Lunch organised for conference participants and for stand personnel who have pre-acquired lunch vouchers (**Note:** you will find information on how to book lunch vouchers and other lunch options in chapter 2.8.)
- OEB Plenary Debate

Friday, November 29, 2024:

- Plenary Sessions
- Parallel Sessions
- Free seminar programme in the exhibition area
- Coffee Breaks taking place in the exhibition area (morning and afternoon)
- Lunch organised for conference participants and for stand personnel who have pre-acquired lunch vouchers (**Note:** you will find information on how to book lunch vouchers and other lunch options in chapter 2.8.)

1.5. OPENING HOURS OF THE EXHIBITION

Opening hours are:

Wednesday, November 27, 2024	10:00 - 18:00
Thursday, November 28, 2024	09:30 - 18:00
Friday, November 29, 2024	09:30 - 17:30

For further information on stand decoration and set up hours please see page 8 under point 3.

1.6. EXHIBITION AREA RULES & REGULATIONS

Exhibitors are required to **keep their stands manned and decorated at all exhibition-hall opening hours**. Empty stands have a negative impact not only on the exhibitor's image but also on the event overall.

Exhibitors are not to dismantle their stands or leave their stands before 17:30 on Friday, November 29, 2024.

Exhibitors are asked to **not exceed the exhibition space** that has been booked by their organisation.

For **security** reasons as well out of **respect** for fellow exhibitors, please:

- Do note that decoration material and furniture (banners, brochure racks, etc.) must be kept inside the stand limits and may not be placed in the aisles.
- When showing videos or giving presentations with open audio, make sure to keep the audio to a level that does not interfere with other exhibitors' interactions. As a general rule, please keep the noise levels below 80dB.
- It is not allowed to distribute material outside the allocated exhibition space.

Additionally, you are required to **inform us if**:

- You are **planning on holding a prize draw** at your stand as we might be able to help you announce this.
- You are **planning on sharing your stand with other exhibitors** who have not officially registered with us, as this would need to be approved by the organisers.

We appreciate your cooperation.

1.7. STAND POSITIONING & STAND NUMBER

OEB Learning Technologies Europe GmbH will allocate the stands and comply, as far as possible, with the wishes of the exhibitors regarding their stand positioning.

IMPORTANT: If you are placing an advert or sending an e-mail to your contacts and would like to include your stand number, **please confirm your stand number with us before doing so.**

2. PRIOR TO THE EXHIBITION

2.1. IMPORTANT DATES AND DEADLINES

October 2024

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Oct. 14** Place orders for: **EXTRA FURNITURE, AUDIOVISUAL EQUIPMENT, ADDITIONAL ELECTRICITY, GRAPHICS and TELECOMMUNICATIONS** with show contractor **4ForEverything** to get the Early Bird rate (25% reduced)

November 2024

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- Nov. 1** Order **SHIPMENTS/DELIVERIES** with GES Logistics
- Nov. 4** Submit your **ARTWORK** for your stand to show contractor **4ForEverything**
- Nov. 11** Last orders at Standard Rate for **EXTRA FURNITURE, AUDIOVISUAL EQUIPMENT, ADDITIONAL ELECTRICITY, TELECOMMUNICATIONS** with show contractor **4ForEverything**
- Nov. 15** Submit **STAND PERSONNEL** details and request lunch vouchers— they will not be available on-site.
- Nov. 25** **PARCELS can arrive** from this day onwards.
Important: Please make arrangements with GES or your carrier to make sure the packages are **NOT DELIVERED BEFORE THAT DATE** as the hotel will not be able to store them for you.
- Nov. 26 + 27** **Stand set-up times:**
Nov. 26: 19:00-22:00
Nov. 27: 08:00-10:00
- Nov. 27** **Pre-Conference Workshops Exhibition Hall open:**
10:00 - 18:00
- Nov. 28 + 29** **Main Conference Exhibition Hall open:**
Nov. 28: 09:30 - 18:00
Nov. 29: 09:30 - 17:30
- Nov. 29** **Dismantling times for Shell Scheme exhibitors:**
17:45 - 19:00

2.2. PRESENCE ON THE OEB WEBSITE

The list of all exhibitors is available on our website: <https://oeb.global/exhibitors-and-sponsors>
For added visibility we can add your organisation's **logo** as well as a **link to your own website**.

2.3. PRESENCE ON THE MYOEB APP

All exhibitors have a dedicated company page within the MyOEB app connected with their stand on the map.

You have several options to individualise your presence in the MyOEB app. For more details please refer to the shared documentation from Swapcard, our app provider.

2.4. WHAT IS INCLUDED IN YOUR STAND?

Each stand includes:

- Hired space
- Standard stand structure:
 - White wall module
 - 2.50 m tall panels (2.34 m can be used for decoration)
 - 1.00 m wide panels (approx. 0.95 m can be used for decoration)
 - Vertical octagonal aluminium frames
- Fascia signboard (for the identification of your company, 25 letters maximum)
- Lighting (1 spotlight/3m²)
- Electricity: 2kW (1 socket connected to 1 extension cord with 3 outlets)
- **Electrical supply:** 230 V, 50 Hz

Please note that the extension cord is 1.50 m long. If you need the socket placed in a specific position of the stand, please let us know beforehand.

Note: Do not plug additional extension cords into the one provided by us. **This is considered a fire hazard.** Should you require additional electricity (additional sockets and additional extension cords), please order it via the exhibitor's portal.

IMPORTANT: Bring adapters!

Should you bring equipment that is not compatible with the German system, please do not forget to bring adapters as they might be difficult to find locally.

If you are planning to build your own stand or construct anything within your shell scheme stand, please contact Stefanie Roders s.rodgers@closerstillmedia.com with full technical plans and a visual. We may require further additional health and safety paperwork to deem the build of the stand safe.

2.5. ORDERING ADDITIONAL EQUIPMENT

2.5.1. FURNITURE, AV, ELECTRICITY

If you require any furniture, audio-visual equipment and/or power supply, please order the items via the extra furniture order form provided by our stand builder. It can be found in the [Exhibitors' Link Collection](#).

Furniture should be ordered as early as possible to avoid non-availability of stock.

All shell scheme stands have already included a 2kW triple power socket and lightning. If you need extra power supply, you need to order this directly with our main contractor 4ForEverything.

Deadline: Extra equipment needs to be ordered by **October 14, 2024** to get a reduced rate, after that deadline Standard rates apply (25% surcharge). The deadline for last orders is **November 11, 2024** for the Onsite Order rate (50% surcharge). We therefore advise you to order any equipment in advance.

Please use the [OEB web shop](#) for your orders with 4ForEverything. You can place your stand orders directly in the shop and pay by credit card or by bank transfer.

If you have any specific questions, you can reach the team as follows:

4foreverything Exhibitor Success Team
oeb@4foreverything.com
+34 74 74 96 444

Note: Use of the Exhibitor's own technical equipment in combination with the Hotel's power supply must be agreed in writing by the stand builder.

2.5.2. INTERNET

There will be a general wireless Internet connection available which is free of charge, however, we can neither guarantee nor always take responsibility for stability. Should you have to rely on a stable Internet connection, we recommend booking a wired Internet connection with our venue the Hotel InterContinental Berlin through their order form. It can be found in the [Exhibitors' Link Collection](#).

One wired Internet connection includes connection to one PC or laptop and usage for the 3 days of the exhibition.

Note: Setting up individual wireless networks is only permitted with written approval by the exhibition venue and if it does not disturb the general Wi-Fi. The network will be continuously monitored to identify rogue networks. Exhibitors with a rogue network will be noticed and their network will be taken down.

Please send your internet order form directly to ana.portillostosik@ihg.com.

2.6. STAND PERSONNEL (REQUESTING BADGES, LUNCH VOUCHERS, FULL CONFERENCE PASSES AND FEE WAIVER)

Please note because of a change in tax regulations, prices for full conference passes have to be issued with German VAT.

Lunch vouchers always have to be issued with VAT as well.

2.6.1. BADGES & LUNCH VOUCHERS

There are no costs involved for stand-personnel-only passes; however, **they do not include access to the conference and / or to the luncheons** that are organised for the conference participants. If you would like to book lunch for your stand personnel, you can do so at an extra cost by checking the corresponding box in the stand personnel order form.

To request stand-personnel-only passes for your team members who will be manning the stand please use the **Stand Personnel Section** of the Exhibitor Registration. A personalised link will take you to your stand personnel order form.

2.6.2. FULL CONFERENCE PASS FOR YOUR STAND PERSONNEL

If someone from your team wishes to attend the main conference sessions and lunches, please note that your organisation is entitled to a **specialty reduced rate for exhibitors which is €895.00** excl. VAT (real value is €995.00).

Conference passes are optional upgrades for your stand personal within the exhibitors' portal from our registration supplier.

Please note that the conference pass consists of access to the conference sessions, lunches and coffee breaks on Thursday and Friday, November 28 + 29, 2024, and conference material. Pre-conference events are not included and need to be booked and paid for separately.

If your organisation is entitled to a free conference pass, please register the person who is to benefit from the fee-waiver as a normal stand person and contact us for a free upgrade.

This fee waiver will be applied via a personalised code that will be shared with you separately.

Deadline: The fee waiver needs to be registered by **November 22, 2024**.

2.6.3. LUNCH OPTIONS FOR STAND PERSONNEL

There are two options for lunch for stand personnel at the conference venue:

1. Lunch tickets for the lunch that is organised for the conference delegates for Thursday November 28 and Friday November 29, 2024:

You may want to book lunch vouchers for your stand personnel (the vouchers will enable stand personnel to take part in the lunches that are organised for the conference participants) by checking the corresponding box on the stand personnel order form. The price for the lunch vouchers will be announced shortly.

2. The conference venue has a restaurant – The Marlene Restaurant.

Deadline: Stand personnel badges and lunches need to be requested by **November 22, 2024**.

Please note: If you do not order lunch tickets by the given deadline, you will not be able to order this once at the hotel. There is a restaurant at the hotel where you can purchase lunch instead.

2.7. CATERING AT THE STAND

Exhibitors need to inform us if planning on holding a reception at your stand serving food and/or drinks. Furthermore, please make sure that the reception does not interfere with your neighbouring exhibitors, obstruct access/view to their stands or block the aisles to the sessions.

Exhibitors can order food, beverages and equipment from the Hotel. Orders must be placed no later than 14 calendar days prior to the start of the event. Bringing in food and beverages from outside is not permitted without the Hotel's prior approval. That includes the use of Exhibitors' own coffee makers in the booth. If it turns out during the event that these rules are not adhered to the Hotel reserves the right to charge a corkage fee and to expel the Exhibitor from the premises.

All food items and beverages brought in from outside must be reported to and approved by the Hotel no later than 14 calendar days prior to the start of the event. All

food must be purchased, stored and transported in accordance with German HACCP guidelines.

2.8. SENDING MATERIAL TO THE VENUE (STEPS TO HELP ENSURE TIMELY DELIVERY)

There is nothing worse for an exhibitor than to arrive at the venue and find out that their packages have not arrived. Please **follow the steps** recommended below to help ensure proper delivery.

As there is limited storage capacity at the conference venue due to other events that are taking place prior to OEB, it is not possible to send material before Monday, November 25, 2024.

2.8.1. CHOOSING THE COURIER SERVICE/LOGISTICS PROVIDER OF YOUR PREFERENCE

We strongly advise you to use our official logistics company, GES Logistics, to ensure your parcels arrive safely to the venue. Please use the order form found in the [Exhibitors' Link Collection](#) and return by November 1, 2024, to event.logistics@ges.com.

Alternatively, you can contact a courier of your own choice or simply use your postal service. **Work closely and timely with them** to ensure that your material arrives in time for the event. All materials should be addressed to:

Hotel InterContinental
Attn to Event Service Coordination
OEB November 27 – 29, 2024
Exhibiting company: _____
Stand number: _____
No of packages: _____
The delivery will be picked up by: _____
Phone number of onsite contact: _____
Sender: _____

Warenannahme am Katahrina-Heinroth-Ufer
Budapester Str. 2
10787 Berlin
Germany

IMPORTANT: Please follow the steps below to help ensure proper delivery:

1. **How to label the packages:**
 - a. **Identify the event:** OEB 2024
 - b. **Identify the exhibitor:** Please clearly mention the name of the organisation that is exhibiting (as it will show on the stand signage).
 - c. **Will your printer ship the material directly to the event?** If so, please instruct the printers to add the exhibitor's name on the labelling.
 - d. **Stand number**
 - e. **Sending more than one unit?** Please number your boxes: Identify each package with the total number of packages you are sending. For example, if you send 4 packages, mark them as 1 of 4, 2 of 4, etc.
2. **Use the provided form (available at the end of this handbook) to label your packages.** Please fill one in, make as many photocopies as the number of packages you will send and attach **one form onto each package**.

3. **Attach a pro-forma invoice with a €0.00 value** marked “information material for exhibition” to avoid undue custom charges and delays in the delivery.
4. Please **bring all documents that you receive from your appointed forwarder** with you to be able to retrace your shipment in the case of non-arrival:
 - Tracking number(s)
 - Your appointed forwarder’s contact name and phone number
 - A copy of the documents that you receive from your appointed forwarder. You will need it if the material has not arrived
5. **Track your shipment! Please trace your package daily.** Most couriers provide a web page so that you may follow the shipment all along. We highly recommend that you use this tool.
6. **Customs duties.** If the shipment is being held at the airport in Germany, please check with your carrier whether it is not being withheld at customs for payment of duties.

Please note that **all costs related to the shipment** (including those of customs clearance) **must be covered by your organisation** and that the event organiser (OEB Learning Technologies Europe GmbH) and the venue (Hotel InterContinental) do not hold any responsibility for any unpaid charges nor for parcels that do not arrive.

2.9. ORGANISING RETURN SHIPMENT

Using your appointed courier:

If you have to send material back to your office at the end of the event (decoration, etc.,) please **pre-arrange for a return shipment** and give your onsite team the shipment forms to attach to the volume(s). Please instruct your courier to collect the material from the venue at one of the following times:

Friday, November 29, 2024:	until 20:00
Saturday, November 30, 2024:	09:00 – 17:00
Sunday, December 1, 2024:	09:00 – 17:00
Monday, December 2, 2024:	07:00 – 15:00

Packages will be handed out by the Event Service Coordination on Saturday and Sunday and at the point of delivery: ‘Warenannahme am Katharina-Heinroth-Ufer’.

IMPORTANT: For logistic reasons, the venue cannot keep material left in storage past Monday, December 2, 2024, 18:00.

If you do not know beforehand if material will have to be sent back, we recommend that you make the details of your carrier (name, contact information, client account number and, if possible, also the forms) available to your onsite team. If it were necessary to return any material, they would be able to contact the carrier to arrange for pick-up.

3. AT THE EXHIBITION

3.1. REGISTRATION

On your arrival at the venue, please register at the OEB Information & Registration Desk in the lobby of Hotel InterContinental Berlin.

On-site registration at the following hours:

Tuesday, November 25, 2024	19:00 – 22:00
Wednesday, November 26, 2024	08:00 – 10:00

Upon your registration each exhibitor (i.e. each stand) will receive the exhibition catalogue and the pre-ordered stand personnel badges. Exhibitors who are also conference participants will receive their badge at the registration desk as well.

3.2. STAND DECORATION

3.2.1. SET-UP TIMES

Exhibitors will be able to **decorate their stands** on:

Tuesday, November 26, 2024	19:00 – 22:00
Wednesday, November 27, 2024	08:00 – 10:00

3.2.2. DECORATING THE STAND (WHAT MATERIAL CAN BE USED)

Please **bring with you** any items you might need to decorate your stand: scissors, cutter, string; usual and double-sided adhesive tape, Velcro, masking tape, nylon cord, etc.

Please note, that you **may not use** nails, pins, tape that is hard to remove or leaves traces or other items that may damage the structure of the walls. The stand builder will invoice the exhibitor directly for any damage caused to the stand.

Please bring your rubbish to the assigned collection point.

3.2.3. DISMANTLING TIMES

Dismantling will take place between 17:45 and 19:00 on Friday, November 29, 2024.

Dismantling rules:

1. For the safety and commodity of the conference participants and for fellow exhibitors who will be conducting business until the closing time and should not be disrupted, **exhibitors are not to start dismantling the stands nor leave their stands before 17:30 on Friday, November 29, 2024.**
2. Exhibitors are asked to **remove all their decoration material from the walls**, including tape, Velcro, masking tape, nylon cord, and furniture, and leave the stand in the same shape they found it.
3. Please bring **any rubbish** you wish to be disposed of when dismantling your stand to the **assigned collection point**.
4. Please note that the stand builder **will invoice the exhibitor directly for any damages caused to the stand.**

3.3. EXHIBITION HALL SECURITY & CLEANING

3.3.1. SECURITY

The exhibition area will be guarded overnight:

- November 26 → 27, 2024 20:00 - 10:00
- November 27 → 28, 2024 18:00 - 09:30
- November 28 → 29, 2024 19:00 - 09:30

ATTENTION: Security Warnings!

Please note that the exhibition area is an open venue.

Do not leave equipment unattended at your stand at any time during the day (**above all laptops, tablets, etc. and small items that are easy to remove**) as there is always a risk of theft at events.

Do not leave equipment and other valuables that are easy to remove at the stand overnight (especially laptops, projectors, small screens, etc.)

If you have small items and need a place to store them overnight, please contact the organisers to store them for you.

The conference management (OEB Learning Technologies Europe GmbH) and the venue (Hotel InterContinental) accept no liability for lost or stolen item.

3.3.2. CLEANING

The daily cleaning of the passages in the exhibition halls will be arranged by the organisers. At the end of each day, please place any rubbish you would like to see disposed of in the hallway next to your stand in such a way that the cleaning personnel can clearly identify it as rubbish.

OEB will do their utmost to reduce waste and use recyclable materials. We would appreciate it if you contributed to the reduced waste program and try to reduce plastic as much as possible as part of the green effort.

4. MAKING TRAVEL ARRANGEMENTS

4.1. ACCOMMODATION

We have arranged preferential rates for our participants at the event venue Hotel InterContinental Berlin. As hotel rooms are limited and filling up quickly, we recommend booking your accommodation as soon as possible.

To book a room at the venue, Hotel InterContinental Berlin, please use the following reservation link:

[Hotel's booking portal](#)

Please note: The only official information you will receive regarding the accommodation options for the event will come directly from OEB Learning Technologies Europe GmbH, the organisers of OEB. Please note that the organisers do NOT work with third party booking agencies. Should you happen to be contacted by any housing agency or institution suggesting accommodation options for our conference or on our behalf, please note that they are entirely unrelated to the organisers, and we cannot guarantee that they are reliable or trustworthy.

4.2. ARRIVAL IN BERLIN

4.2.1. VISA INFORMATION

If you need a visa to enter Germany, please contact your nearest German Embassy for information on what documentation you may require. You can find a list of German Embassy addresses here:

www.auswaertiges-amt.de/DE/Laenderinformationen/03-WebseitenAV/Uebersicht_node.html

<https://www.auswaertiges-amt.de/en/aussenpolitik/laenderinformationen>

You can also find more information on visa regulations from the German foreign affairs office:

www.auswaertiges-amt.de/EN/EinreiseUndAufenthalt/03_Visabestimmung_en/Visabestimmungen_node.html

4.2.2. DIRECTIONS

You can find detailed information regarding your **arrival in Berlin**, including detailed instructions on how to reach the conference venue in the [Exhibitors' Link Collection](#), or via this link:

<https://oeb.global/venue-accommodation-directions>

5. FURTHER QUESTIONS

If you have any questions while organising your participation or need additional assistance, do not hesitate to contact us:

Ralf Bayer:

ralf.bayer@oeb.global

+49 30 700 148 53

**We look forward to welcoming you to OEB
2024 in Berlin, Germany!**

2024

Please complete this form and attach a copy to a visible area to each one of your packages.

TO:

Hotel InterContinental
Warenanahme am Katahrina-Heinroth-Ufer

Attn to Event Service Coordination
OEB – Nov 27 - 29, 2024

Budapester Strasse 2
10787 Berlin/ Germany
Tel: +49 (0)30 26 02 31 21

This package contains materials for the following event:

OEB 2024, November 27 - 29, 2024

Deliveries not to arrive before November 25, 2024 at the Hotel InterContinental.

Sender: _____

Address: _____

Contact person: _____

Mobile no.: _____

Exh. Company: _____

Stand number: _____

Purpose: material is for

☐ exhibition stand ☐ conference bags ☐ brochure rack ☐ pigeon-holes

Total number of units for this shipment: _____

This package is # ____ of ____

The sender covers all expenses incurred.