Exhibitor Handbook

The global, cross-sector conference and exhibition on technology-supported learning and training
TABLE OF CONTENTS

1. GENERAL INFORMATION 3
   1.1. Conference Organisers ................................................................. 3
   1.2. Conference Venue .................................................................... 3
   1.3. Overview of Activities During the Conference ..................... 3
   1.4. Opening Hours of the Exhibition ........................................... 3
   1.5. Exhibition Area Rules & Regulations ...................................... 3
   1.6. Stand Positioning & Stand Number ......................................... 4

2. PRIOR TO THE EXHIBITION 4
   2.1. Important Dates and Deadlines ............................................... 4
   2.2. Catalogue Entry ...................................................................... 4
   2.3. Advertising in the Catalogue .................................................. 5
   2.4. Presence on the OEB Website ................................................ 5
   2.5. What is Included in Your Stand? ............................................. 5
   2.6. Ordering Additional Equipment .............................................. 5
      2.6.1. Furniture, AV, Electricity ................................................ 5
      2.6.2. Internet ............................................................................ 5
   2.7. Stand Personnel (Requesting Badges, Lunch Vouchers, Full Conference Passes and Fee Waiver) ............................................................... 6
      2.7.1. Badges & Lunch Vouchers ................................................. 6
      2.7.2. Full Conference Pass for your Stand Personnel .............. 6
      2.7.3. Conference Pass Fee Waiver .......................................... 6
      2.7.4. Lunch Options for Stand Personnel ............................... 6
   2.8. Catering at the Stand ............................................................... 6
   2.9. Sending Material to the Venue (Steps to Help Ensure Timely Delivery) ................................................................. 7
      2.9.1. Choosing the courier service/forwarder of your preference 7
   2.10. Organising Return Shipment ................................................... 7

3. AT THE EXHIBITION 8
   3.1. Registration .............................................................................. 8
   3.2. Stand Decoration .................................................................... 8
      3.2.1. Setting-Up Times ............................................................. 8
      3.2.2. Decorating the Stand (What material can be used) ........... 8
      3.2.3. Dismantling Times ......................................................... 8
   3.3. Exhibition Hall Security & Cleaning ....................................... 8
      3.3.1. Security ........................................................................... 8
      3.3.2. Cleaning ......................................................................... 8

4. MAKING TRAVEL ARRANGEMENTS 9
   4.1. Accommodation .................................................................... 9
   4.2. Arrival in Berlin ................................................................. 9
      4.2.1. Visa Information ............................................................ 9
      4.2.2. Directions .................................................................... 9

5. FURTHER QUESTIONS 9
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
- Catalogue Entry Form
- Extra Equipment (including extra furniture, audio-visual equipment)
- Internet order form
- Stand Personnel Submission form
- Information on Forwarding Material & Shipping Form
- Berlin City Map

1. GENERAL INFORMATION

1.1. CONFERENCE ORGANISERS

OEB Learning Technologies Europe GmbH
Leibnizstr. 32
10625 Berlin / Germany
Tel: +49 - 30 – 700 148 53
Fax: +49 - 30 - 324 98 33
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 VENUE

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

1.3. OVERVIEW OF ACTIVITIES DURING THE CONFERENCE

Tuesday, November 30, 2021:
- Exhibition hall set-up time 19:00 - 22:00

Wednesday, December 1, 2021:
- Exhibition hall set-up time 08:00 - 10:00
- Exhibition hall opens to the public at 10:00
- Pre-Conference Forums, Workshops and Seminars
- Coffee Break taking place in the exhibition area (morning and afternoon)

Thursday, December 2, 2021:
- 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 under chapter 2.8.)
- OEB Plenary Debate

Friday, December 3, 2021:
- 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 under chapter 2.8.)

1.4. OPENING HOURS OF THE EXHIBITION

Opening hours are:
- Wednesday, December 1, 2021 10:00 - 18:00
- Thursday, December 2, 2021 09:30 - 18:00
- Friday, December 3, 2021 09:30 - 17:30

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

1.5. 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 as a whole.

Exhibitors are not to dismantle their stands or leave their stands before 17:30 on Friday, December 3, 2021.

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.

1.6. 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

Please go to the Exhibitors’ Link Collection to find the online catalogue entry form for your description.

Deadline: This needs to be completed and sent to us by October 22, 2021.

Information given on the form will be printed in the catalogue.

We cannot guarantee that your catalogue entry will be included if it arrives after the deadline.

WARNING: This is the only catalogue entry you have to submit for OEB besides the booking form you have already signed and sent. If you happen to receive a proposal for a catalogue listing from organisations such as EXPO GUIDE, please note that they are entirely unrelated to the organisers of OEB. Moreover, we would recommend that you read any proposal and conditions thoroughly before committing to a deal.
2.3. **ADVERTISING IN THE CATALOGUE**

To increase your exposure during the event, you may want to consider including an advert in the conference catalogue. As an exhibitor you are entitled to special rates on advertisement prices. If you would like to take advantage of this special offer, please book your advert via [marketing@oeb.global](mailto:marketing@oeb.global)

**Deadline:** This needs to be ordered by **October 15, 2021**.

**Attention:** The advert’s artwork is due by **October 20, 2021**. Detailed information on the advert format specifications is available upon request. Please send the artwork to [exhibition@oeb.global](mailto:exhibition@oeb.global).

We cannot guarantee that your advert will be included if the artwork have been received after the deadline.

2.4. **PRESENCE ON THE OEB WEBSITE**

The list of all exhibitors is available on our website: [https://oeb.global/exhibitors-and-sponsors](https://oeb.global/exhibitors-and-sponsors)

For added visibility you have the possibility to add your organisation’s logo as well as a link to your own website from the list on our website.

2.5. **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. 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 Ralf Bayer with full technical plans and a visual. We may require further additional health and safety paperwork in order to deem the build of the stand safe.

2.6. **ORDERING ADDITIONAL EQUIPMENT**

2.6.1. **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 trusted partner MesseServiceBau.

**Deadline:** Extra equipment needs to be ordered by **October 22, 2021**. We cannot guarantee the delivery of extra furniture and audio-visual equipment ordered after this date and the prices will have a 30% increase. We therefore advise you to order any equipment in advance.

Please submit your order form to our stand builder MesseServiceBau:

- **oeb-berlin2021@messeservicebau.de**
- **+49 330 56 22 48 0**

**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.

2.6.2. **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 paula.pazurek@ihg.com.
2.7. STAND PERSONNEL (REQUESTING BADGES, LUNCH VOUCHERS, FULL CONFERENCE PASSES AND FEE WAIVER)

Prices for full conference passes are exclusive of VAT. Organisations within EU member countries (except Germany) will not be charged 19% VAT given they can provide a currently valid VAT-ID. Non-EU Members: for organisations that can provide a currently valid certificate of company registration, the 19% VAT will not be charged. Lunch vouchers always have to be issued with VAT.

2.7.1. 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 lunches 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 personalized link will take you to your stand personnel order form.

2.7.2. 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 specially reduced rate for exhibitors which is €795.00 plus VAT if applicable (real value is €895.00). This discount will be applied via a personalised code that you can request with exhibition@oeb.global.

To benefit from this rate, please use this code and register normally by filling in our online booking form, individually for each person: https://oeb.global/participation

Staff members who have been registered to attend the conference should not be listed in the stand personnel form.

Note: A conference pass consists of access to the conference sessions, lunches and coffee breaks on Thursday, November, December 2, and Friday, December 3, 2021, and conference material. Pre-conference events are not included and need to be booked and paid for separately.

2.7.3. CONFERENCE PASS FEE WAIVER

If your organisation is entitled to a free conference pass, please register the person who is to benefit from the fee-waiver normally by filling in our online booking form: https://oeb.global/participation

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

Staff members who have been registered to attend the conference should not be listed in the stand personnel form.

Note: A conference pass consists of access to the conference sessions, lunches and coffee breaks on Thursday, November, December 2, and Friday, December 3, 2021 and conference material. Pre-conference events and workshops are not included and need to be booked and paid for separately.

Deadline: The fee waiver needs to be registered by November 18, 2021.

2.7.4. 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, December 2 & Friday, December 3, 2021:

   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 18, 2021.

IMPORTANT! 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.

2.8. 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 exhibitor, 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 purchased, stored and transported in accordance with German HACCP guidelines.
2.9. 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 Friday, November 26, 2021.

2.9.1. CHOOSING THE COURIER SERVICE/FORWARDER 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 October 29, 2021, to int.logistics@ges.com.

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

Hotel InterContinental
Attn: Event Service Coordination
OEB – December 1 – 3, 2021
Exhibiting company: ____________________________
Stand number: ____________________________
No of packages: ____________________________
The delivery will be picked up by: ____________________________
Tel. Number of the person onsite: ____________________________
Sender: ____________________________
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 2021
   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 volume? Number the boxes: Identify each package with the total number of packages you are sending. For example, if you send 4 packages: 1 of 4, 2 of 4, 3 of 4, and 4 of 4.

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 customs 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:
   a. Tracking number(s)
   b. Your appointed forwarder’s contact name and phone number
   c. 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 on a daily basis. 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.

2.10. ORGANISING RETURN SHIPMENT

Using your appointed forwarder:
If you will 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 forwarder to collect the material from the venue at one of the following times:

- Friday, December 3, 2021: until 20:00
- Saturday, December 4, 2021: 07:00 – 18:00
- Sunday, December 5, 2021: 07:00 – 18:00

For logistic reasons, the venue cannot keep material left in storage past Monday, December 6, 2021, 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 pickup.
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 30, 2021 19:00 – 22:00
- Wednesday, December 1, 2021 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. SETTING-UP TIMES

Exhibitors will be able to decorate their stands on:

- Tuesday, November 30, 2021 19:00 – 22:00
- Wednesday, December 1, 2021 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 any rubbish you wish to be disposed of when setting up your stand to the assigned collection point.

3.2.3. DISMANTLING TIMES

Dismantling will take place between 17:30 and 19:00 on Friday, December 3, 2021.

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, December 3, 2021.

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:

- Nov 30 → Dec 1, 2021   20:00 - 10:00
- December 1 → 2, 2021  18:00 - 09:30
- December 2 → 3, 2021   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).

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 trash.

OEB will do their utmost to reduce waste and use recyclable materials. We would really appreciate it if you could contribute 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:

https://book.passkey.com/go/OEB291121

Attention: 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, other than Event Express. 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 are in need of 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_Visabestimmungen/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:
rafl.bayer@oeb.global
+49 30 700 148 53

We look forward to welcoming you to OEB 2021 in Berlin, Germany!
2021
This package contains materials for the following event:
OEB 2021, December 1 - 3, 2021
The material should not arrive in the Hotel InterContinental before November 26, 2021.

Sender: 
Address: 
Contact person: 
Telephone: 
Exh. Company: 
Stand number: 

Purpose: material is for
☐ exhibition stand  ☐ conference bags  ☐ brochure rack  ☐ pigeon-holes

Total number of pieces in this shipment: __________
This package is #: _____ of _______

The sender bears all expenses incurred.