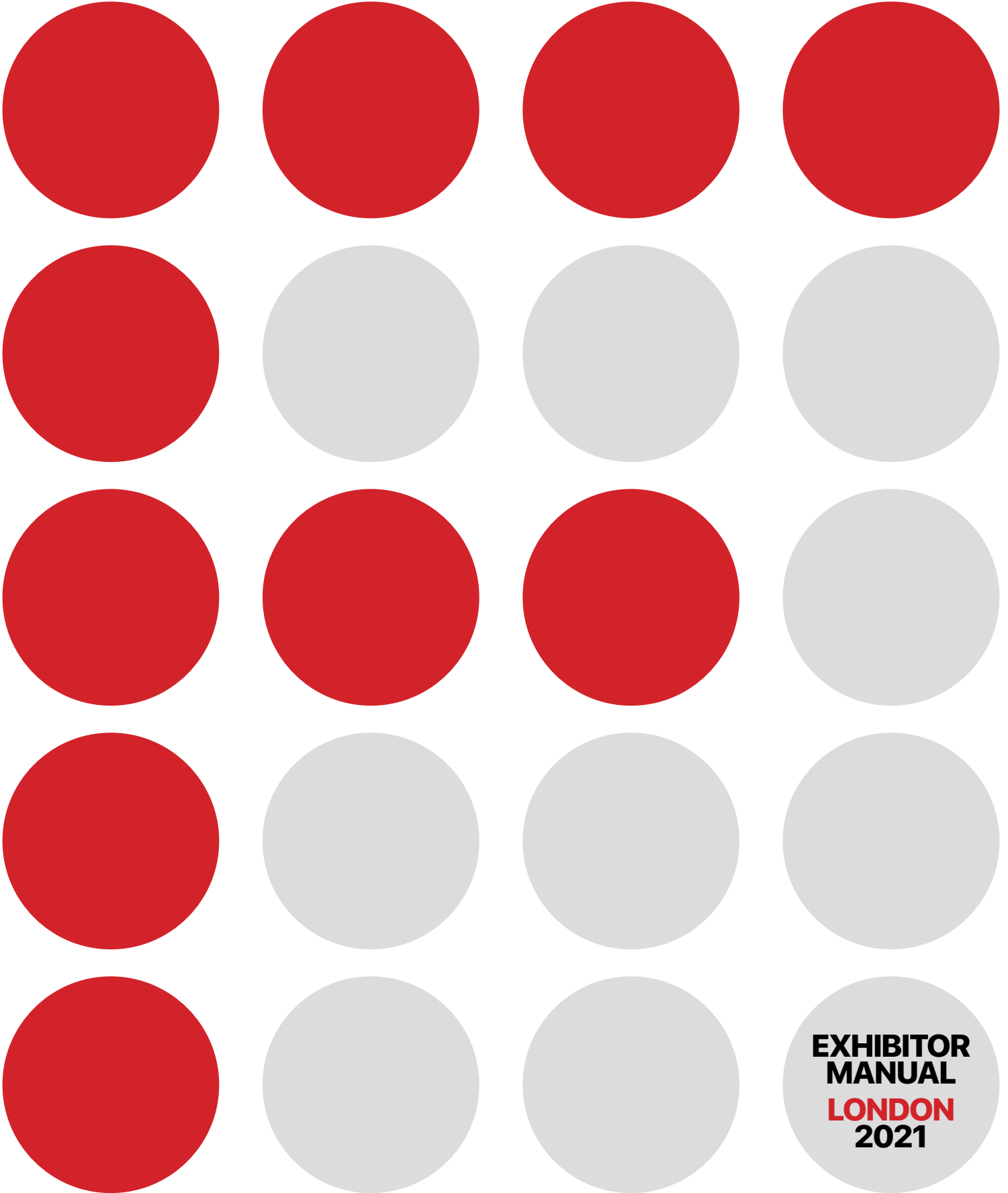


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**EXHIBITOR  
MANUAL  
LONDON  
2021**

# FORMA ORGANISERS

This pack contains vital information regarding the event and the venue. Please read it carefully.

We wish you a successful show. We are here to help, so if you have any queries, please do not hesitate to contact us:



**Guy Schady-Beckett**  
*Founder*  
[guy@forma.show](mailto:guy@forma.show)



**Ben Hitchman**  
*Show Director*  
[ben@forma.show](mailto:ben@forma.show)



**Joanne MacAlesher**  
*Marketing*  
[joanne@forma.show](mailto:joanne@forma.show)

Office Telephone: + 44 (0) 20 3301 0299

Address: Next Step Exhibitions Ltd  
1a Gertrude Street  
London SW10 0JN

Exhibition Address: Forma Show  
One Marylebone  
1 Marylebone Road  
London NW1 4AQ

[forma.show/exhibitors](http://forma.show/exhibitors)

## OFFICIAL CONTRACTOR LIST

FORMA has partnered with Symbiosis to be the exclusive supplier of AV and electrical services, and to provide the staging and signage.

All stands include a table, chairs and power socket.

There is an option to hire a MONITOR & STAND from Symbiosis.  
Cost: £225 ex VAT



**Vanessa Okell**  
*Symbiosis UK*  
[hello@symbiosis.co.uk](mailto:hello@symbiosis.co.uk)

# FORMA TIMETABLE

Friday 15th October

**Build-Up** Exhibitors welcome  
07:00 – 12:00

**Opening Hours**  
13:00 – 19:00

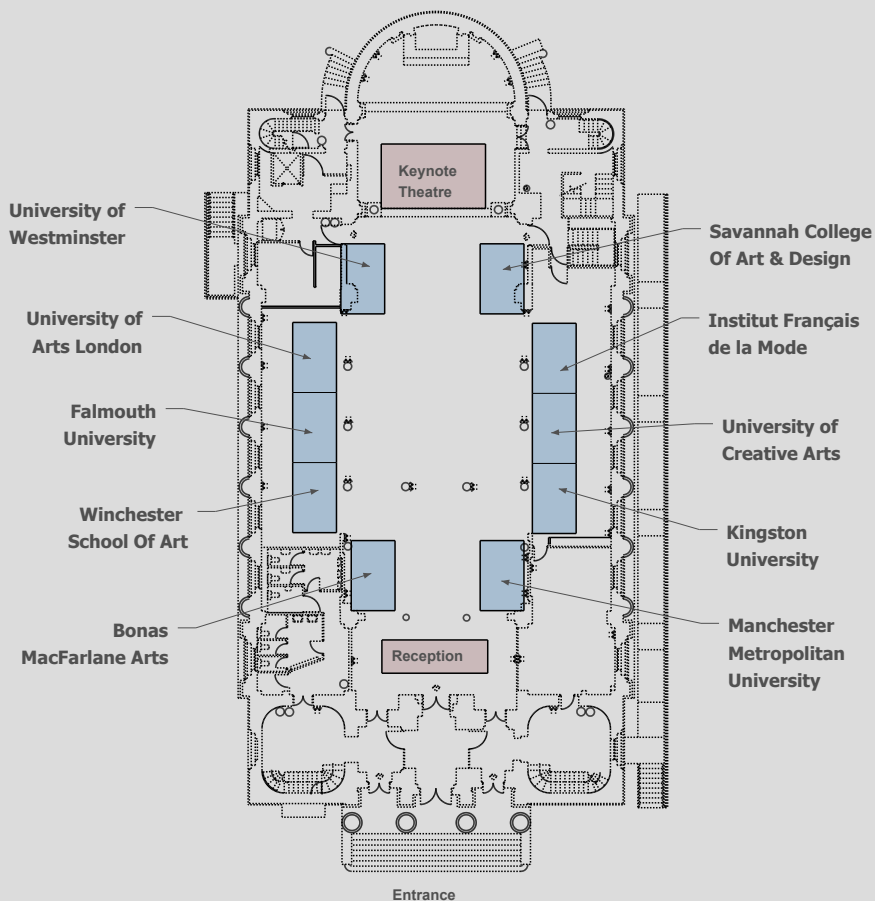
We have arranged lunch and refreshments for all exhibitors throughout the day.

**Breakdown\***  
19:00 – 21:00

**Exhibitors & VIP Reception**  
19:00-21:00

All exhibitors & speakers invited.

*\*No exhibits or stand fittings may be removed from the exhibition before 19:00. All exhibits and stand fittings must be removed by 21:00.*



Each exhibitor will have a 3x3m space with a table, chairs and power provided. The plan is to keep the stands quite low key for our inaugural event and build on them at future events.



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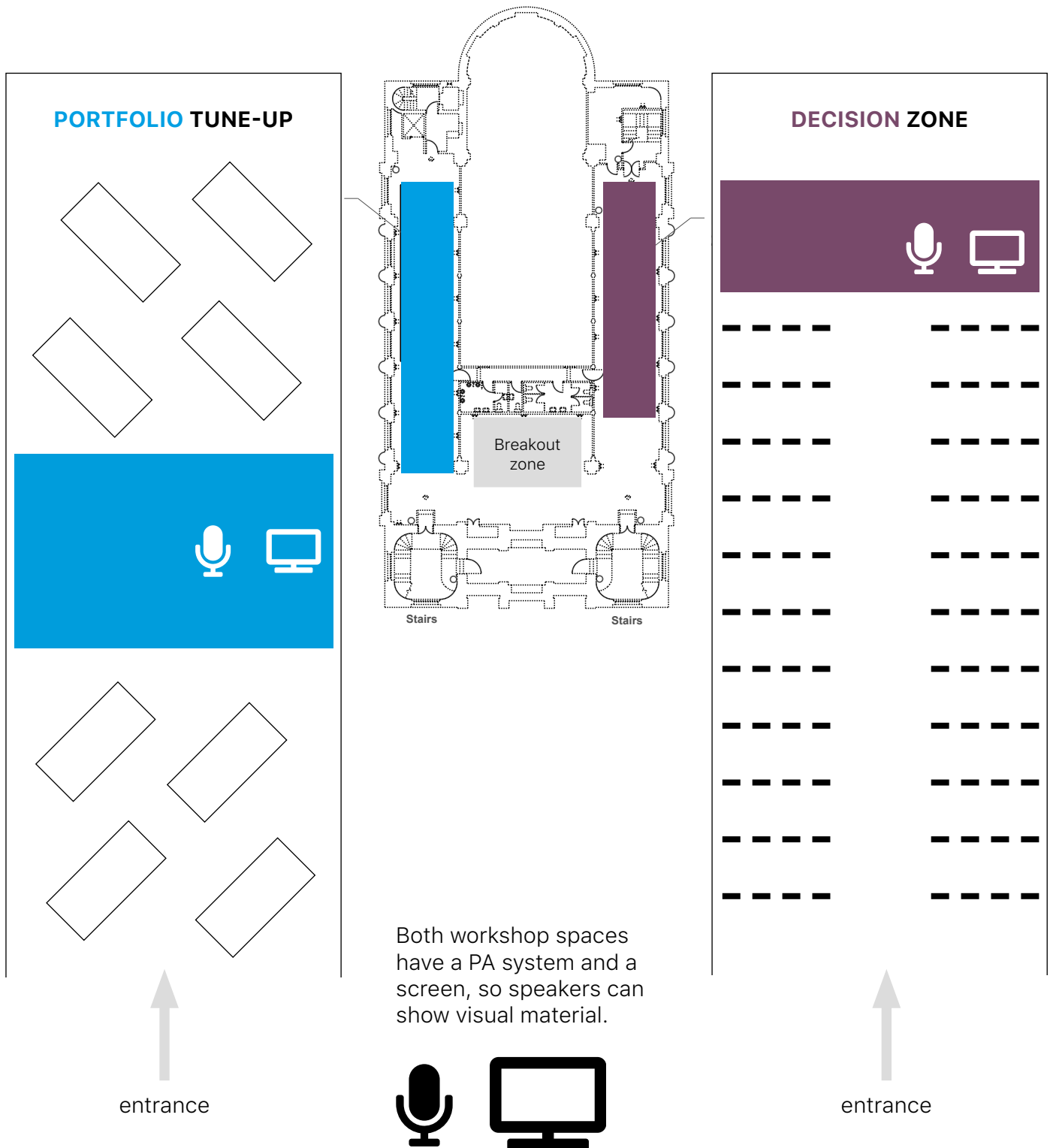
PLEASE JOIN US FOR THE

**EXHIBITORS & VIP  
DRINKS RECEPTION**

AT  
1 MARYLEBONE, 1ST FLOOR

FRIDAY 15<sup>TH</sup> OCTOBER  
19:00 - 21:00

# FORMA WORKSHOPS



The **Portfolio Tune-Up** workshop has a central gathering space, plus tables where students can share their digital portfolios and engage with the workshop's speakers and their peers.

Workshops and the keynote are being recorded, and the footage will be made available to exhibitors.

The **Decision Zone** is organised as a more traditional theatre, with a front stage area and seating in rows, to make it easy for students to concentrate and receive information.

# FORMA LOCATION

One Marylebone  
1 Marylebone Road  
London NW1 4AQ

+44 (0) 20 7380 1663

All guests and contractors should use the main entrance on Marylebone Road.



**Nearest Tube Stations**  
Great Portland Street  
Regents Park

**Buses**  
18, 27, 30, 88, 205, 453

**Rail**  
Euston, Kings Cross St Pancras,  
Paddington, Marylebone



# FORMA GENERAL INFORMATION

## **ANIMALS**

No animals are allowed on site.

## **CATERING**

We have arranged refreshments for all exhibitors throughout the day

## **CHILDREN**

No children under the age of 16 are allowed on site during the build-up or breakdown periods.

## **CLEANING**

The aisles of the exhibition will be cleaned in the morning before the show opens. If you would like your stand cleaned it is essential that your stand is left open or attended at least one hour before the show opens to allow the cleaners time to clean. NO vacuum cleaning is allowed once the show is open.

## **CLOAKROOM / STAFF ROOM**

There is a staff room for exhibitors and speakers with refreshments, plus a cloakroom area where you can leave coats and bags. The staff room will have an attendant.

There is no cloakroom for students/visitors.

## **COVID GUIDELINES**

See page 8.

## **DISTRIBUTION OF MATERIALS**

The distribution of material such as printed cards/handbills/circulars/leaflets from any area except your own stand is prohibited.

## **ELECTRICAL REGULATIONS**

All electrical wiring and equipment not provided by the Next Step Exhibitions Ltd Official Contractor must have certification to prove that it conforms with the Electricity at Work Act 1989. Under no circumstances are any non-approved persons permitted to carry out electrical installation work. Strobe lighting is not permitted.

## **FIRE REGULATIONS**

Stands will be inspected during build-up and the Fire Officers may remove any offending materials, or close down a stand if regulations are not adhered to.

All materials used on your stand must be made of non-flammable material (Class One spread of flame). Textiles used for stand decoration must be fixed taut and/or in tight pleats (not draped) to a solid backing and secured above floor level and not touching light fittings. No explosives, inflammable fluids or combustible materials or gases may be used on any stand. Materials should comply with British Standard Numbers BS476-Part 7 and/or BS5570 and/or BS3120.

## **FIRST AID**

Please contact the Organisers Office if assistance is required.

## **HEALTH & SAFETY**

Next Step Exhibitions Ltd. is committed to providing, maintaining and promoting, so far as is reasonably practicable, the highest standards of Health, Safety and Welfare at all our events.

## **INVITATIONS**

Please use the invitation provided to invite your contacts and guests to attend the show – simply send it as an email attachment and ask your guests to present it at the registration desk upon arrival to gain free entry to the exhibition.

## **INSURANCE**

As an Exhibitor, you MUST have at least £5 million Public Liability cover. If you have such cover in place, please forward proof of your cover to Next Step Exhibitions before you arrive on site. Other cover you may want to consider includes: All Risks; Cancellation/Abandonment; and Employers Liability.

### *Disclaimer*

The Organisers, whilst taking every reasonable precaution, expressly decline responsibility for any loss or damage which may befall the person or the property of suppliers, their contractors or visitors, from any cause whatsoever in relation to FORMA.

**DEADLINE** for insurance details to be submitted – 10 October 2021

## LOST PROPERTY

Any lost property should be handed into the Organisers. The property will be held for up to one month from the end of the exhibition.

## MUSIC

Background music will be played for the show as a whole to create a consumer retail environment. If you wish to play music on your own stand, you must ensure that no annoyance is caused to your neighbours and must have prior authorisation from the organisers.

## PARKING

There is no parking at the venue, please look to use public transport or taxis.

## PUBLIC TRANSPORT

The nearest tube station is Great Portland Street on the Circle and Metropolitan lines. This is opposite the venue. Regent's Park on the Bakerloo line is a two minute walk. Warren Street on the Northern and Victoria lines is a five minute walk.

Euston, Kings Cross St Pancras, Marylebone and Paddington Rail Stations are all a short taxi ride away.

Buses 18, 27, 30, 88, 205, 453 stop outside the venue.



## SECURITY

We take security at this event very seriously. Internal security patrols will be carried out, along with spot checks and bag searches, but the Organisers cannot accept responsibility for any loss, damage or accident. It is the responsibility of the exhibitor not to leave their stand unattended and to take precautions to protect their products during the show.

We specifically recommend the following precautions:

- Do not leave handbags, mobile phones, tablets or other valuables unattended on your stand
- Do not leave your stand unattended at any time
- Consider security when planning your stand – can you keep an eye on all your devices?
- Always wear your pass and do not give it to others
- If you suspect anything suspicious, report it to either the Organisers Office or Security immediately

## SMOKING

FORMA is a non-smoking event.

## VIDEO / DOCUMENTATION

We will be recording and documenting all aspects of the show.

## WIFI @ 1 MARYLEBONE

WiFi will be available at the venue.



# FORMA COVID GUIDELINES\*

## 1. NUMBERS OF VISITORS

We are restricting the number of places at FORMA 2021 to ensure that there is no overcrowding. All individual visitors and school groups are required to register in advance.

## 2. VENUE

The venue has been reviewed to ensure adequate ventilation to provide good air quality is in place.

## 3. PORTFOLIO REVIEWS

Students are being instructed to bring their portfolio in a DIGITAL format on a device (phone, tablet or laptop) which they can hold to show their work. Students are asked to take care when showing work to exhibitors, workshop leaders and their peers and ensure that they alone touch their devices. Please do not review non-digital portfolios.

## 4. MOVING AROUND THE VENUE

In line with the government guidance, the social distancing requirement has been removed. While no longer a requirement, we are encouraging all visitors to be responsible and to continue to wear a face covering during their visit, particularly while moving around the venue and in busy spaces.

Additional Covid-related personal protective equipment, including face coverings, visors, gloves, hand-sanitiser and wipes, are available to exhibitors and students on request.

Hand sanitisation stations are available, and we are urging everyone to remember to wash their hands frequently and clean their digital portfolio devices with sanitising wipes provided.

## 5. BEFORE YOU ARRIVE

Exhibitors must NOT attend FORMA if according to the current NHS guidelines you need to self-isolate.

Whilst it is not compulsory to be vaccinated or have a negative test to attend FORMA, we are recommending that you take an NHS lateral flow test 48 hours before the event and only attend if the result is negative.

## 6. AT THE EVENT

At FORMA, if you become symptomatic, you should avoid contact with others and speak to a member of FORMA staff ASAP. You may be given a face covering, asked to go home and follow guidelines regarding isolating and obtaining a PCR test.

*\*Please note that these guidelines are subject to change depending on any new rules and regulations that may be brought in by the government, we'll communicate any changes if and when any new information arises.*



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For web banners, show logos, images and copy to support your marketing please visit

[forma.show/exhibitors](https://forma.show/exhibitors)