

Exhibitors Manual
De Nederlandse Carrièredagen 2018
(The Dutch Career Days)



**De Nederlandse
Carrièredagen**

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General information

Venue address

Werkspoorkathedraal Utrecht
Tractieweg 41, Utrecht

[Click here for map and travel instructions](#)

Dates fair

Thursday 22 November – Set up

Friday 23 November – Fair day 1

Saturday 24 November – Fair day 2 followed by break down

Opening hours fair

Exhibitors: 08.00 – 17.30

Visitors: 09.30 – 17.00

Contact information organization

Marieke Spliet (Project manager fair)

Telephone number +31 20 6382146

Mail mariek.spliet@memory.nl

During the event and construction day, you can reach me via the information desk.

Deadlines

18 October	Own stand construction: sent a copy of a scale drawing to marieke.spliet@memory.nl Exhibitors wishing to build above 2.5m must request permission before this date. Note that this is not necessary if you are using the standard stand construction.
2 November	You will receive the floorplan of the fair and your booth number.
Before 16 November	Own stand construction: Place order electricity, internet, and water connection via the webshop before the 16 th of November. The webshop is open from 22 nd of October. Order on time to avoid late fees. You can order electricity without the booth number. See chapter “Order materials & services”.
Between 22 October-10 November	From 22 nd of October on, you can order furniture via webshop. Order on time to avoid extra costs. After the 10 th of November is it still possible to place an order, but against a “late order charge” of 10%. See chapter “Order materials & services”.
Before 5 November	Check the target groups requested in the application form, see chapter “Target Groups”.
Before 5 November	Order extra lunch vouchers (in case you need more than are included in the booth package). See chapter “Lunch & drinks vouchers”.

Hotel bookings

The venue (Werkspoorkatherdraal) is situated in the suburb of Utrecht about 15 minutes by taxi or 20 minutes by public transport from the city center of Utrecht. In the city center, there are many different hotels (surrounded by nice restaurants, shops, etc.). We advise you to search on [booking.com](https://www.booking.com) for the hotels that suit your requirements and budget.

Close to the venue is the Hotel Ibis Utrecht (Bizetlaan 1, 3533 KC, Utrecht), it is 8 minutes by taxi. This hotel is situated a little bit less central and with fewer facilities around.

Timetable fair days

08.00 – 17.30	Exhibition Hall open for exhibitors
09.30 – 17.00	Fair opening hours for visitors
10.00 – 16.30	Conference program: various workshops, seminars, and presentations in the conference center for visitors. See for timetable www.carrierebeurs.nl/de-nederlandse-carrieredagen and the Jobnetkrant (Jobnet's newspaper).
Friday 10.15	Official Opening Stage fair floor
12.00 – 14.30	Exhibitors lunch For exhibitors, we arranged a special location to have lunch. See chapter "Lunch & drinking vouchers" for more information.
Friday 17.00	Closing fair day one – Musical performance at stage fair floor
Saturday 17.00	Closing fair day two – Musical performance at stage fair floor
Saturday 17.30	Input doors open for the breakdown of the stand

Set up & breakdown stands and different packages

There are three sorts of stand packages;

- Option A → Own construction; you bring your own stand (a certified constructor will build this for you).
- Option B → Standard construction; you use the standard booth provided by the organization and decorate the stand yourself. You can order furniture via the webshop of Brederode, See chapter "Order materials & services". You already made this choice on the registration form, please check if this is correct.
- Option C → All-in package; there will 6m2 available for use including one high table and two bar stools. You use the standard stand provided by the organization and decorate the stand yourself. You can order furniture via the webshop of Brederode, See chapter "Order materials & services".

These different packages have different logistic procedures, please read the below information about your choice carefully.

Option A → Own construction

Set up/construction hours option A

Thursday 22 November 12.00-22.00*.

It is not allowed to start construction or unloading before 12.00.

For unloading follow the instructions of our staff.

* from 22.00 alleys must be free for cleaning.

Please be aware that these starting hours are for construction (professionals who wear safety helmets and shoes) only. Due to safety regulations at the venue are only the stand builders allowed to enter the venue till 16.00 o'clock.

Decorating stand/delivering materials at the stand (Only for own stand construction and standard construction)

Thursday 22 November 16.00-22.00.

Friday 23 November 08:00-09:00.

Please make sure that your heavy objects and materials are inside on Thursday between 16:00 and 22:00. Materials can only be brought inside through the main entrance. Please consider that there are thresholds at the venue. On event days we only open the visitor entrance, the loading doors will stay closed because of the cold and the heaters.

Parking

The parking area of Werkspoorkathedraal is only accessible for exhibitors. Transportation trucks of your supplier can park free of charge in the neighborhood.

Public transport

The venue is situated close to the train station Utrecht Zuilen. Also, a bus stop is nearby. We recommend you to plan your trip via Google Maps.

Breakdown hours own stand construction

Saturday 24 November 17.30-23.00*

The stand builders can enter the venue via the entrance at 17:30. The entrance doors will remain closed before 17:30. You and your colleagues can clear the stands from 17:00. Please do not start cleaning/clearing your stand before 17:00.

*When the stand is not dismantled before 23.30 all the costs resulting will be charged on the exhibitor.

Requirements own stand construction

- The renter/exhibitor of stand space is obliged to meet the quality standards of the organization regarding own stand construction. Ask approval at the fair organization by sending a copy of a scale drawing with exact measurements to marieke.spliet@memory.nl before 8 October 2018.
- The quality standard shall be understood to mean amongst other things that the renter/ exhibitor who uses 'own stand construction' may exclusively use professional quality stand construction.
- This stand construction should completely cover the rented space in as long as this space does not border an aisle of the fair.
- In doing so, the renter may not use the partitions of adjacent stands.
- The height of the stand must be 2.50 m, if the exhibitor likes to build a higher stand, permission of the organization is obliged, contact marieke.spliet@memory.nl before 18 October.
- The renter/exhibitor can order internet, electricity, water, and other services via the webshop, see chapter "Order materials & services", be aware of the deadlines.

Option B → standard construction

Set up/decoration option B

Thursday 22 November; be aware that your stand will not ready before 16.00

Thursday 22 November 16.00-22.00*

Friday 23 November 08:00-09:00

*The venue is only available for the stand builders till 16:00. At 22.00 alleys must be free to clean.

Parking

The car-park of Werkspoorkathedraal is only accessible for exhibitors. Transportation trucks of your supplier can park free of charge in the neighborhood.

Public transport

The venue is situated close to the train station Utrecht Zuilen. Also, a bus stop is nearby. We recommend you to plan your trip via Google maps.

Breakdown hours standard construction

Saturday 24 November 17.30-23.00 - The stand builders are allowed to enter the venue via the entrance at 17:30. The entrance doors will remain closed before 17:30. You and your colleagues can clear the stands from 17:00. Please do not start cleaning/clearing your stand before 17:00.

* When the stand is not dismantled or your equipment is not removed before 23.30 all the costs resulting will be charged on the exhibitor.

If you have booked a standard booth, the package includes:

- A system built stand walls 250 cm high, white. The stand will be built within the m2 you ordered. The inside measurement therefore will be smaller by a few centimeters.
- Stands wider than 4 meters will be secured with an extra roof girder.
- Special textboard (white), lettering in black Helvetica Capital (7,5 cm)
- Anthracite grey carpet, other colors possible at request. See email construction company Brederode.
- 1 kW electrical outlet, including use electricity and wall socket. The costs are € 10,- per m2 and we are billed after the fair. Do not order electricity at the venue, you will be billed twice.
- Lighting: 3 spots per 9m²
- You cannot attach anything to the wall panels using nails, staples or screws. Please use doubled sided tape (available at the information desk), poster buddies or use a special hook (available at the information desk).
- For the costs of € 82,50 per meter, the stand constructor can print your artwork on the walls. For more information please contact Brederode Expo; +31 30 248 3082 or mail ms@brederode.nl

Examples of standard stand

9m2 corner stand

9m2 normal stand (neighbors at both sides)



Option C → All-in package

We also offer the All-in package to e.g. the Gemeenteplein;

Set up/decoration All-in option

Your stand will be delivered by the stand builder at 16:00 on Thursday 22 November.

You can decorate your stand on:

Thursday 22 November 16.00-22.00*

Friday 23 November 08:00-09:00

*The venue is only available for the stand builders till 16:00. At 22.00 alleys have to be free in order to clean.

Parking

The car-park of Werkspoorkathedraal is only accessible for exhibitors. Transportation trucks of your supplier can park free of charge in the neighborhood.

Public transport

The venue is situated close to the train station Utrecht Zuilen. Also, a bus stop is nearby. We recommend you to plan your trip via google maps.

Breakdown hours All-in construction

Saturday 24 November 17.30-23.00 - The stand builders are allowed to enter the venue via the entrance at 17:30. The entrance doors will remain closed before 17:30. You and your colleagues can clear the stands from 17:00. Please do not start cleaning/clearing your stand before 17:00.

* When the stand is not dismantled or your equipment is not removed before 23.30 all the costs resulting will be charged on the exhibitor.

There will be a standard spot of 6m2 ready for you between the other parties, the package includes:

- A spot of 6m2 (3 meters deep, 2 meters wide, 2.50 meters high). Please take the special white textboard at the outside of the stand into account, when you want to place high object. Contact the project manager for a consult.
- 1 kW electrical outlet
- 1 bar table and 2 stools
- Spotlights
- Attribution on the special textboard (white)
- The possibility of target group entry on the special white textboard. Please pass on your choice before the 5th of November

Printing walls standard/all-in construction

To decorate the walls of the booth we highly recommend you to print your logo or house-style on the walls. Hereby an example:



- costs € 82,50 (excl. tax) per plaque (96x238cm) when you order before 5 November (and send in the artwork). After that, an urgent surcharge of 25% will be charged.
- Order on the webshop. For additional information and questions please contact **Brederode Expo B.V.**
T +31 30 2483082 E schefers.marielle@brederode.nl

Use of energy and electricity

The standard booth will be supplied with electricity through the Werkspoorkathedraal network: 220V and 380V, 50 Hz. Regarding the switch boxes of the stand connections of Expotech: for technical reasons, it is occasionally necessary to connect more than one stand to one switch box, for instance to the switch box of the next stand. In this unlikely event, the participant is not allowed to switch the power of an adjacent stand on or off. Furthermore, it is sometimes necessary to place the switch box in the stand. We hope you will understand this. Power is turned on one 90 minutes before the opening of the fair and switched off 30 minutes after the closing of the fair. When using a refrigerator, security equipment or computer equipment, we advise you to arrange day- and night-power with the Expotech company. Please note: fair participants with 'own stand construction' can use the application form of the Expotech company for requesting power supplies.

Order materials & services

Materials/facilities regarding your stand need to be ordered from different suppliers:

Furniture

You will receive an e-mail from Brederode (stand constructor) with the login information for the webshop on the 22nd of October. From then on, you can place orders in their webshop for furniture and carpet. If you have any questions, please contact Brederode Expo; +31 30 248 3082 or mail ms@brederode.nl

Audio Visual

You can order tv-screens, laptops, DVD players, etc at Showrent.

[Link to order AV](#)

Internet, *electricity own stands, cleaning, and others

At the webshop of Brederode you can place orders for:

- Internet (wifi or cable internet in a different amount of MB's)
- Cleaning stand
- Electricity for 'own stand construction'.

*In case of the standard stand; Do **not** order electricity in the webshop of Brederode. This is already arranged for you.

To enter Brederode web shop click on the following link: <http://www.brederode.nl/>

Payment can be made via IDEAL or Credit Card. Please keep the deadlines in mind. If you have any questions, please contact the Brederode: T: +31 30 248 3082 E: schefers.marielle@brederode.nl

Rigging or suspension points

The venue works with a preferred supplier and specialist for all matters of rigging and suspension points. In case you want to make use of this, written permission will be needed from the exhibition manager.

[\(marieke.spliet@memory.nl\)](mailto:marieke.spliet@memory.nl).

Parking & parking tickets

During the exhibition, you can park your car in the private parking area of the Werkspoorkathedraal. Your registration includes, depending on the number of square meters of your stand, a number of parking tickets. You can collect these tickets at the information desk in the exhibition hall.

Lunch & drinks vouchers

Your lunch is reserved at Werkspoorkathedraal, which you can pick up at the information desk in the exhibition hall. You can lunch at the Werkspoorkathedraal on both exhibition days from 12.00-14.30 by showing the lunch voucher. A lunch voucher is for one person and can only be used once.

Lunch exhibitors

Lunch will be available between 12.00 and 14.30 hours, only for exhibitors. Please do not forget your lunch voucher!

Number of tickets and voucher including your package

Including your package, we provide several tickets and vouchers at the information desk. If you need more, you can purchase them at the information desk, billing will be done after the event.

Square meters stand	Parking tickets	Lunch vouchers	Drink vouchers
6m ²	4	4 (2 per day)	16
9m ²	4	6 (3 per day)	24
12m ²	5	8 (4 per day)	32
18m ²	6	10 (5 per day)	40
27m ²	8	14 (7 per day)	56
36m ²	10	18 (9 per day)	72
45m ²	12	22 (11 per day)	88
72m ²	18	34 (17 per day)	136
90m ²	22	42 (21 per day)	168

You can get your tickets and lunch vouchers on:

- The assembly day between 16.00 and 18.00
- The fair days from 08.00

In case you need **extra lunch vouchers and/or parking tickets** than it is mentioned in the table above, please order them before 9 November via mail at marieke.spliet@memory.nl. Please indicate how many vouchers you may need per day. It is no longer possible to get these lunch vouchers and parking tickets on the exhibition floor. You can obtain additional lunch vouchers at the information desk, which you do not have to order in advance. By handing in a business card an order will be made and you will receive the additional vouchers directly. These additional vouchers and tickets will be invoiced afterward. Please note; returning too many ordered vouchers is not possible.

Costs additional vouchers & tickets (excl. tax fee)

- Consumption voucher € 2,60
- Lunch voucher € 11,50
- Parking tickets: free (additional parking tickets must be requested)

What do these vouchers and tickets include?

- 1 Consumption voucher: coffee, tea, soft drinks, and beer
- 2 Consumption vouchers: white wine and red wine

Catering

The catering during de fair will exclusively be in hands of the Werkspoorkathedraal. Their guidelines do not allow you to bring own consumption into the building.

Waste & garbage

Due to legislation in this area, the Werkspoorkathedraal is obliged to separate all the waste left at the venue. Exhibitors are responsible to arrange the removal of their own waste (promotion material etc.). Waste that is left behind will be removed by the organization and the costs for the waste will be charged to you with an additional fee by the organization, after the event as an environmental contribution. Rental of waste containers is possible and can be arranged for the exhibition manager (marieke.spliet@memory.nl).

Remained goods

We kindly inform you that goods and/or materials and stand building materials, which are still present in the building or on the ground of the Werkspoorkathedraal after the exhibition period, will be thrown away by the Werkspoorkathedraal. All the goods must be taken along during the breakdown. It is not possible to pick up your goods at a later date.

Target group signs

On the registration form, you have indicated in which target groups your organization has an interest. Exhibitors with 'standard stand construction' will receive a target group sign at their stand which visitors can see at a single glance in which study profiles your organization has an interest. Exhibitors with 'own stand construction' can, by an agreement, have this sign placed at a recognizable place in the stand. The different colored bags which visitors carry will enable you to recognize your target group.

MBO- (lower) Engineering	Red
HTS/HIO (higher technical/ engineering and IT)	Green
TU (technical university)	Blue
HEAO (higher business administration and economics)	Orange
Economics/ Econometry/ Business Administration (economical university)	Grey
Law (university)	Black
Remaining university	Yellow
Information Technology (all levels)	White
Healthcare (all levels)	light green

Please check your form and see if you selected the rights groups. If you would like to make changes, please send an email to marieke.spliet@memory.nl before the 5th of November.

Transport of goods to and from the venue Werkspoorkathedraal

To arrange transport and logistics of your materials to the Werkspoorkathedraal, contact Schenker International at fairs.amsterdam@dbschenker.com or +31 20-5492790. Any costs made for this will be charged to the exhibitor.

Never send goods directly to the Werkspoorkathedraal. It is not permitted to leave goods directly with the venues' project manager or the event manager. The goods will not be accepted by the Werkspoorkathedraal or its staff and can get lost.

Rent a scanner

All visitors at the fair carry a badge with the barcode with them. As an exhibitor, you can rent a scanner which you can easily scan the barcode of the badge and save it on your laptop.

You need to have the following information in possession:

- N.a.w. details
- Gender
- Education
- E-mail address
- (expected) Graduation date

In addition to these standard fields, you can add up to 7 free fields to the database. For example, the name of the consultant, an appointment or other characteristics. All interesting candidates are well administered, so you can easily get started with the candidate file at a different time. The scanner package costs € 495,-, consisting of: scanner rental, rental of a laptop including necessary software, database cleaning afterward (if necessary).

The scanner will be delivered to your stand at the beginning of the exhibition day between 08.00 and 09.00 (an explanation will also be given). At the end of the fair day, the scanner will be picked up again. After day two you can save the total file on a USB stick and take it with you. The files will also be sent to you by mail no later than three days after the exhibition. You can order the scanner package by mail via marieke.spliet@memory.nl

Distribution of Flyers/sampling & acquisition/ noise level

You are obliged to hand out flyers or samples only in or directly in front of your stand unit. Moreover, other acquisition activities can only manifest in or directly in front of the stand. It is expressly forbidden to hand out flyers or other samples in the aisles of the venue, on the catering squares, at the entrance of the exhibition floors, at the entrances of the Werkspoorskathedraal, the routing to the station and the parking places. This is also applied to comparable activities such as taking pictures. In addition, all the exhibited goods must be positioned within the stand space. See also the regulations in the conditions of participation, point 18.

Noise level

The sound level of an audio-visual presentation or other sound sources may not exceed 65 decibels measured from 1 meter from the source of the sound. In case an exhibitor does not comply with the permitted level, the organization reserves the right to approach the exhibitor about this and if necessary to remove or disconnect the equipment.

Floorplan fair and stand/booth number

Approximately on the 2nd of November, you will receive the floorplan of the fair and your stand/booth number. The up to date map can also to be found on www.carrièrebeurs.nl.

Insurance & stand surveillance

During the fair and outside of the exhibition hours, there is surveillance available at the location. However, the exhibition participant bears the risk for stand materials, stand design and packaging material that is placed in Werkspoorskathedraal. Exhibitors are responsible for costs and risks of stands, stand material, stand design and wrapping material present in the Werkspoorskathedraal building. Exhibitors are obliged to insure their own stand, stand construction, stand design and wrapping material against any legal liability as well as against damage, theft and for the duration of the fair and the duration of the construction and

dismantling periods. The registration form of the De Nederlandse Carrièredagen or The International Master Congress for renting square meters in one of the areas of the Werkspookathedraal does not relieve the exhibitor from his/ her duty to insure him/herself thoroughly. The Werkspookathedraal and Memory Events B.V. cannot be held liable for any damage. If you chose for a standard stand, you can order a storage room via the Brederode website.

Terms & Conditions

This manual is complementary to the Terms & Conditions of Memory Events 2018 send to you per email after registration.