



22 & 23 JANUARY 2026

HILTON BIRMINGHAM METROPOLE

# Exhibitor Manual



# Venue information

**Hilton Birmingham Metropole**  
Pendigo Way, Birmingham B40 1PP

Just off the M42, connected to the NEC and within walking distance of Resorts World Arena. Birmingham Airport BHX and Birmingham International Rail Station are just two miles away.

Parking is available at the front of the hotel. You can pre-register your number plate online [here](#) or pay at the hotel. Use event code: 'ZSQEX' for a discounted rate.

During build/breakdown, vehicles arriving to load/unload should use the barrier intercom to contact Security, who will guide them to the appropriate loading door.



## Times and dates

### **Wednesday 21 January – Build Day**

10:00 – 15:00 Space only build in Palace

15:00 – 20:00 Stand dressing in Palace (space only and shell scheme)

### **Thursday 22 January – Day One**

Palace open to exhibitors from 07:00

08:15 – 09:00 Delegate registration and refreshments in Palace

09:00 – 10:30 All delegates in Monarch theatre

10:30 – 11:00 Refreshments in Palace

11:00 – 12:30 Delegates in breakout sessions

12:30 – 13:30 Lunch in Palace

13:30 – 15:00 Delegates in breakout sessions

15:00 – 15:30 Refreshments in Palace

15:30 – 17:00 Delegates in breakout sessions

19:00 – 00:00 Drinks reception, followed by gala dinner

### **Friday 23 January – Day Two and Breakdown**

Palace open to exhibitors from 08:30

09:00 – 09:30 Refreshments in Palace

09:30 – 11:00 Delegates in breakout sessions

11:00 – 11:30 Refreshments in Palace

11:30 – 13:00 Delegates in breakout sessions

13:00 – 14:00 Lunch in Palace

14:00 – 15:30 Delegates in breakout sessions

14:00 – Breakdown

*\*Exact timings subject to minor change*

## Partner's Drinks Reception

19:00-20:00 | Millers, Hilton Birmingham Metropole

On Build Day, partners are invited to attend a drinks reception and company update.

## Gala dinner

Our gold packages include tickets to the gala dinner. The dress code is Dress to Impress. This includes (but is not limited to) cocktail and black tie.



## Exhibitor badges

A form will be sent to you to obtain these details closer to the event. Badges will be delivered to your stand on Build Day.

Badges per package			
Bronze	2	Inclusive of Gala Dinner ticket	X
Silver	2		X
Gold	4		✓

## Pre-event delivery of items

If you wish to send any items ahead of the event, please note that smaller items can be delivered from Monday 19 January. Larger items such as pallets may be refused if they arrive earlier than Wednesday 21 January.

## Bronze stands

Included in the bronze package is a 3x2 shell scheme stand with trestle table, 2x chairs, nameboard and essential electrical package included. Overall height of stand 2.5m.

## Silver stands

Included in the silver package is a 4x2 shell scheme stand with trestle table, 2x chairs, nameboard and essential electrical package included. Overall height of stand 2.5m.

## Gold stands

Included in the gold package is a 6x2 shell scheme stand with trestle table, 2x chairs, nameboard and essential electrical package included. Overall height of stand 2.5m.

## Electrics

All packages include an essential electrical package comprising of x1 500W socket and x1 track with x3 LED spotlights.

## Additional items

Additional items such as carpet, furniture and graphics are available from [Ford & Barley](#) on request. Order forms are available below, including for your nameboard and additional electrics (if required). Please ensure these forms are completed and returned by the deadlines on the form.

[Nameboards – Fill in form](#)

[Graphics – Fill in form](#)

[Electrics – Fill in form](#)

[Shell Extras – Fill in form](#)



Questions for Ford & Barley?

Email [ford.barley@fordbarleyexhibitions.co.uk](mailto:ford.barley@fordbarleyexhibitions.co.uk)

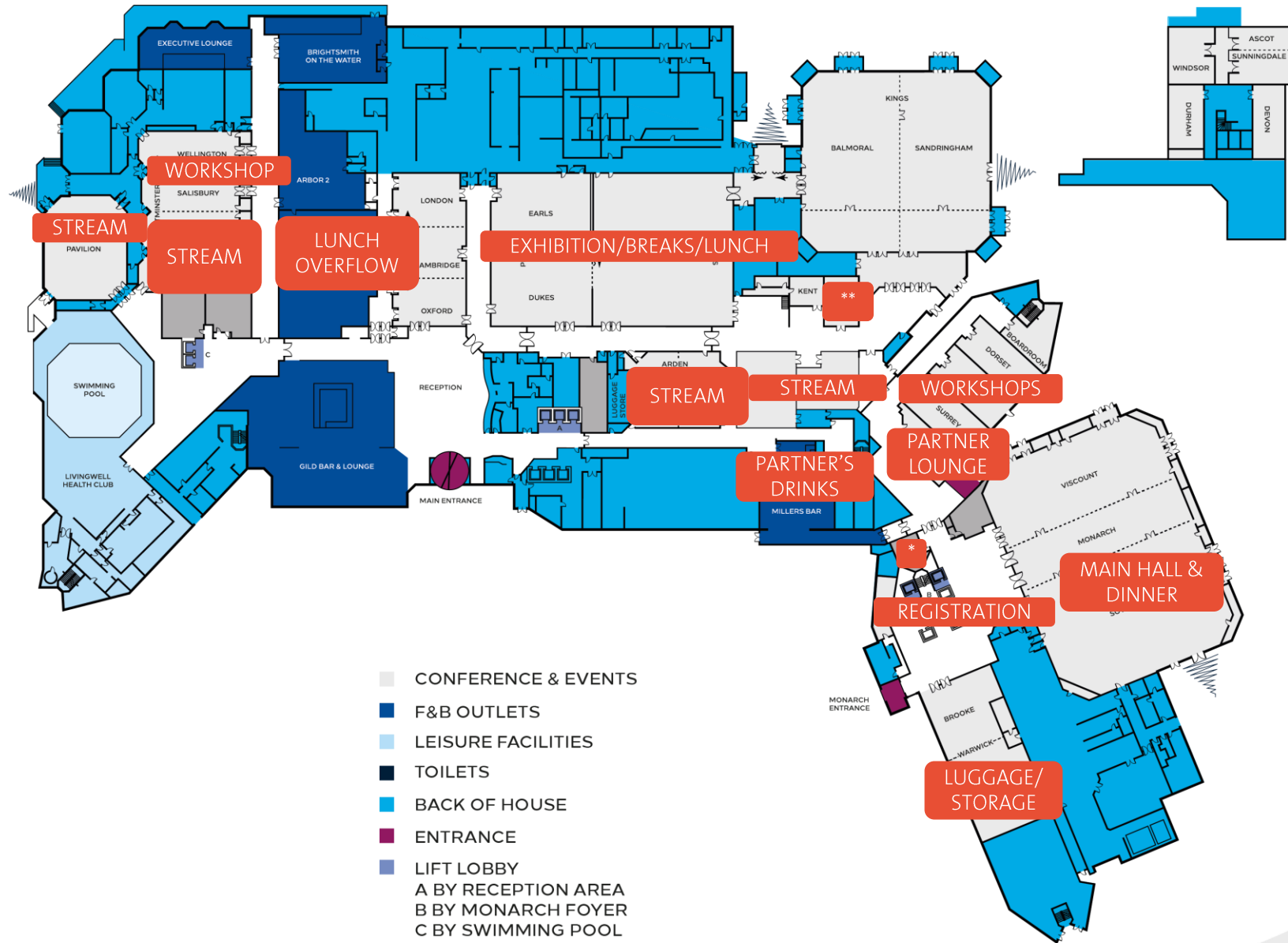
## Collection of items after the event

Once the event has ended, we kindly ask you to take all items with you to avoid incurring disposal charges from the venue.

## Catering

As outlined in the Partnership Packages brochure, catering and refreshments are included.

# Venue floorplan



\* EVENTS OFFICE  
\*\* GREEN ROOM