



Nurturing Norfolk's Talent

Exhibitor Manual

4th and 5th March 2020

Wednesday 4th March – 9.30am – 3.30pm

Thursday 5th March 9.30am – 1.30pm

Welcome to the Norfolk Skills and Careers Festival – now in its fifth year, the interactive event is aimed at 14-24 year olds to help inspire them for their future career and to demonstrate the various options available to them.

This Exhibitor Manual is designed to give you all the information you need to ensure that the event is a success for both you as an exhibitor and also the young people attending.

The Norfolk Skills and Careers Festival is promoted by the Royal Norfolk Agricultural Association, Norfolk County Council, City College Norwich, Easton and Otley College, Norwich School, Norfolk Chamber of Commerce, Beacon East, New Anglia Local Enterprise Partnership and a number of other partners. Grateful thanks also go to our kind sponsors for their generous support. Sponsorship opportunities are still available so please do contact us if you would like to discuss the opportunities available to promote your organisation further.

The Festival will be structured around a number of key employment sectors which are relevant to our region. Namely:

| | | | |
|------------------------------|----------------------------------------|----------------------------|---------------------------------|
| Energy | Advanced Manufacturing and Engineering | Digital , Creative and ICT | Financial and Business Services |
| Leisure, Tourism and Culture | Food and Farming | Science & Innovation | Health and Social Care |
| Construction & Logistics | Education & Training | Public Services | Retail & Enterprise |
| Aviation | Careers Advice | | |

Contacts

Our friendly team is dedicated to ensuring the Norfolk Skills and Careers Festival is a great success. Please don't hesitate to contact any of our team if you require any further information at any time.

Cheryl Watson - 01603 731971 – norfolkskills@naa.org.uk

Venue Information

The Norfolk Skills and Careers Festival will take place in the Arena at Norfolk Showground, Dereham Road, Norwich, NR5 0TT.

The Norfolk Showground is easily accessed from the A47 southern bypass and located close to Norwich City Centre. Parking is available free of charge at the venue – please follow the directions of our Stewards.

Directions and more information on public transport routes can be found on the Norfolk Showground website: <http://norfolkshowground.maa.org.uk/visiting-us/how-to-find-us/>

Exhibitors Information

Internal Exhibition Stands includes a booth and two electric sockets. Furniture and any other services can be arranged upon request using the attached booking form.

- Please be aware of the following:
- Use of wifi is not included – please contact Cheryl Watson (norfolkskills@rmaa.org.uk 01603 731971) to discuss wifi if you require this for your stand.
- Multiway power leads are not permitted in the venue as this can overload the circuit,
- Helium Balloons are not permitted in the venue.
- Any vehicles bought into the venue as part of a 'space only' stand must have the battery connected, a drip tray placed underneath and minimal fuel inside.
- Cookery demonstrations are permitted, however gas canisters are not permitted inside the Arena. Electric stoves only may be used and a specific Risk Assessment provided.
- All Exhibitors must provide a copy of their Public Liability Insurance Certificate (minimum £5 million) and a Risk Assessment a minimum of one month prior to the event. The Risk Assessment should refer to all activities taking place on the stand.
- Where the stand activity involves food or drink, Food and Hygiene Certificates must also be provided.
- Strictly no alcohol is to be bought to the event. The festival is also a no-smoking event and we request that any exhibitors who wish to smoke return to the car park to do so.
- Should you wish to attach posters to your booth, **velcro only** must be used to prevent damage.
- We kindly request you keep any equipment inside your space provided, to keep aisles clear.
- Animals are not permitted at the event unless agreed in advance by the Event Director.
- Music is not permitted on stands unless agreed in advance by the Event Director.

The Norfolk Skills and Careers Festival is all about inspiring 14-24 year olds and demonstrating the various options available to them for their future. We encourage exhibitors to make their stand as interactive as possible – the more interactive your stand is, the more beneficial your exhibiting experience will be.

The Festival is designed to meet the requirements of the statutory guidance from the Department for Education. The guidance states that there is currently a mismatch between the careers that young people want to pursue and the opportunities available. Attendance at the festival provides an opportunity for students to have contact time with real employers who are enthusiastic and passionate about their own career. Having the opportunity to talk to people in those jobs helps to build students' knowledge and understanding of the full range of careers available. Modern careers guidance is as much about inspiration and aspiration as it is about advice.

A prize will be awarded to the Best Stand which will be judged on how interactive, engaging and educational the stand is.

Feedback shows that schools, students and exhibitors benefit most from exciting and visual activities. This could include behind the scenes activities or hands on sessions – the more imaginative and interactive the better – anything which allows the young people visiting to really gain a feel for your organisation and the work you do which will help them to consider their future career options. We recommend that the staff manning your stand represent different functions within your organisation so that they can share their knowledge with students and give students a feel for each job role.

Marketing

We will be using our social media streams and website to promote the Festival and engage the young people who are visiting the event. We kindly ask our exhibitors to assist us by sharing and re-tweeting our posts. Please follow us:

Website
www.norfolkskills.co.uk

Twitter
[@norfolkskills](https://twitter.com/norfolkskills)
[#NorfolkSkillsFest](https://twitter.com/norfolkskills)

Facebook
www.facebook.com/norfolkskills

Instagram
[@norfolkskills](https://www.instagram.com/norfolkskills)

Setting up your Stand

When you arrive at the Showground to set up your stand, please enter via the Main Gate which is opposite the Premier Inn and follow the signs to the Norfolk Showground Arena. Please report to the event reception (glass building) where you can collect your Exhibitors Pack and we will show you to your stand.

Exhibitors are welcome at Norfolk Showground during the following times to set up their stand:

Tuesday 3rd March – 2pm – 5pm

Wednesday 4th March – 8am – 9am

We kindly request that all Trade Stands are complete and ready for the event to open by 9am on Wednesday 4th March.

For those exhibitors who have booked a space only stand, please discuss your set up and break down arrangements with our team.

During the event

During the event, we encourage exhibitors to remain active on Social Media and engage with the young people. Please follow the directions of our Stewards at all times and visit our team in the venue reception if you have any additional requirements.

The opening times of the event are:

Wednesday 4th March – 9.30am – 3.30pm (last coach arrival 1.30pm)

Thursday 5th March – 9.30am – 1.30pm (last coach arrival 11.30am)

Pre-booked school groups will arrive throughout the day, while visits from individuals are also encouraged. Schools are expected to spend approximately 2 hours at the event.

A café will be open throughout the event where a range of hot and cold drinks and food will be available to purchase. Free tea and coffee will also be available for exhibitors.

Trained first aid and security staff will be on site throughout the event opening times – they will be visible throughout the venue or please visit our team in reception if you require assistance.

NEW for 2020

We are pleased to launch an Exhibitors and Teachers Lounge for the 2020 Norfolk Skills and Careers Festival. Here you will find your free tea and coffee and a quiet space to relax away from the business of the event. This space will also provide an area for Exhibitors and Teachers to network.

SEND hour

We are also pleased to be introducing an SEND hour to the event for the first time in 2020.

SEND stands for Special Educational Needs and Disability. This quiet hour will run from 9.30 – 10.30 on Wednesday 4th March and will allow students the opportunity to engage with exhibitors in a quieter environment. Further information for exhibitors will be available nearer to the event.

Clearing away your Stand

Trade Stands must remain set up and manned at all times during the opening hours of the event. Dismantling your stand early not only poses a Health and Safety risk, but also reflects badly on your organisation.

Trade Stands can be dismantled between 1.30pm and 4pm on Thursday 5th March. All exhibitors must be clear of the venue by 4pm. Any items remaining in the venue after this time will be disposed of at the exhibitor's expense.