



Nurturing Norfolk's Talent

Exhibitor Manual

3rd and 4th March 2021

Wednesday 3rd March – 9.30am – 3.30pm

Thursday 4th March 9.30am – 1.30pm

To book your stand, please visit the event website, or [CLICK HERE](#)

<https://norfolkskills.co.uk/>

Welcome to the Norfolk Skills and Careers Festival – now in its sixth year, the interactive event welcomes young people from across Norfolk and the surrounding area to help inspire them for their future career and to demonstrate the various options available to them. In 2020 we welcomed 7,850 young people, teachers and parents from over 70 schools across the county and wider region. They were able to explore skills and careers opportunities from 75 exhibitor stands representing 86 local and national employers, training providers and careers advisers.

This Exhibitor Manual will 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 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 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	ICT, Digital and Creative	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 festival 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@rnaa.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:
- Wifi is included. However please contact us if you have a specialist activity or device with specialist requirements.
- 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 brought 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 brought to the event. The festival is also a no-smoking event.
- Should you wish to attach posters to your booth, **velcro only** must be used to prevent damage.
- You must not tamper with the shell scheme as this may lead to the structure being unsafe.
- 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 young people 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.

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)
[#NSCF21](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 Gate 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 2nd March – 2pm – 5pm

Wednesday 3rd March – 8am – 9am

We kindly request that all Trade Stands are complete and ready for the event to open by 9am on Wednesday 3rd 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 3rd March – 9.30am – 3.30pm (last coach arrival 2.30pm)

Thursday 4th March – 9.30am – 1.30pm (last coach arrival 12.30pm)

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 medical 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.

Visit the Teachers and Exhibitors Lounge where you will find your free tea and coffee and a quiet space to relax away from the busyness of the event. This space will also provide an area for Exhibitors and Teachers to network.

SEND hour

SEND stands for Special Educational Needs and Disability. This quiet hour will run from 9.30 – 10.30 on Wednesday 3rd March and will allow students the opportunity to engage with exhibitors in a quieter environment. This session was a great success in 2020 and so we thank exhibitors for supporting this session again in 2021.

Sustainability

Please support our campaign to make the Norfolk Skills and Careers Festival a more environmentally friendly event. In 2021, we will be striving to reduce the volume of printed materials and other waste associated with the event. We encourage our exhibitors to do the same. Please carefully consider any 'giveaways' you offer on your stand, including promotional items and confectionary.

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 4th 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.