



COSTA BRAVA - GIRONA

# SEA OTTER EUROPE

Presented by



## EXHIBITOR'S GUIDE SEA OTTER EUROPE 2021



### THE BIKE SHOW IN EUROPE

# SCHEDULE FESTIVAL



## FRIDAY

24.09.21 from 4 pm to 8 pm

## SATURDAY

25.09.21 from 9 pm to 8 pm

## SUNDAY

26.09.21 from 9 am to 3 pm



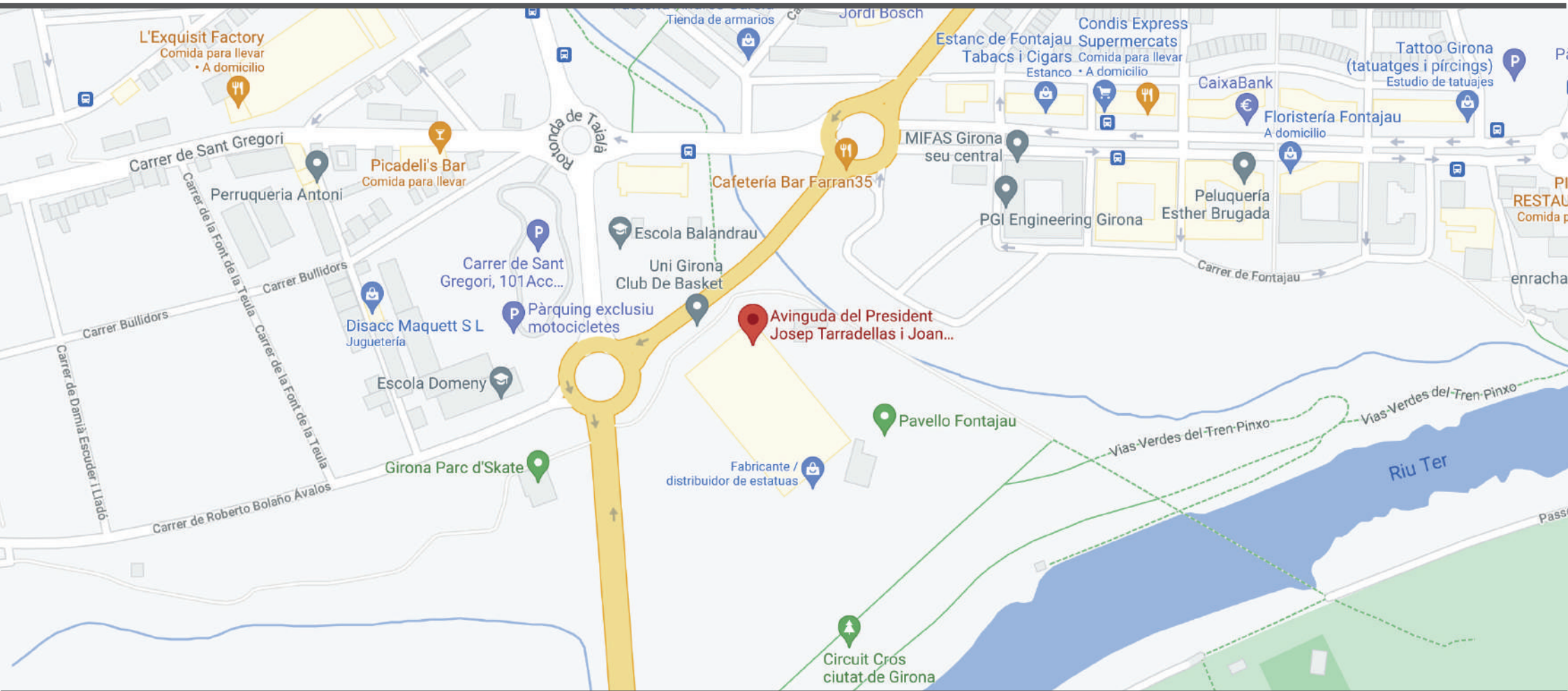
Changes have been made from the 2019 edition.  
We recommend reading this document carefully to resolve  
any queries you may have related to exhibitor logistics  
at the festival.



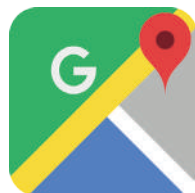
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# HOW DO I GET TO THE VENUE?\_



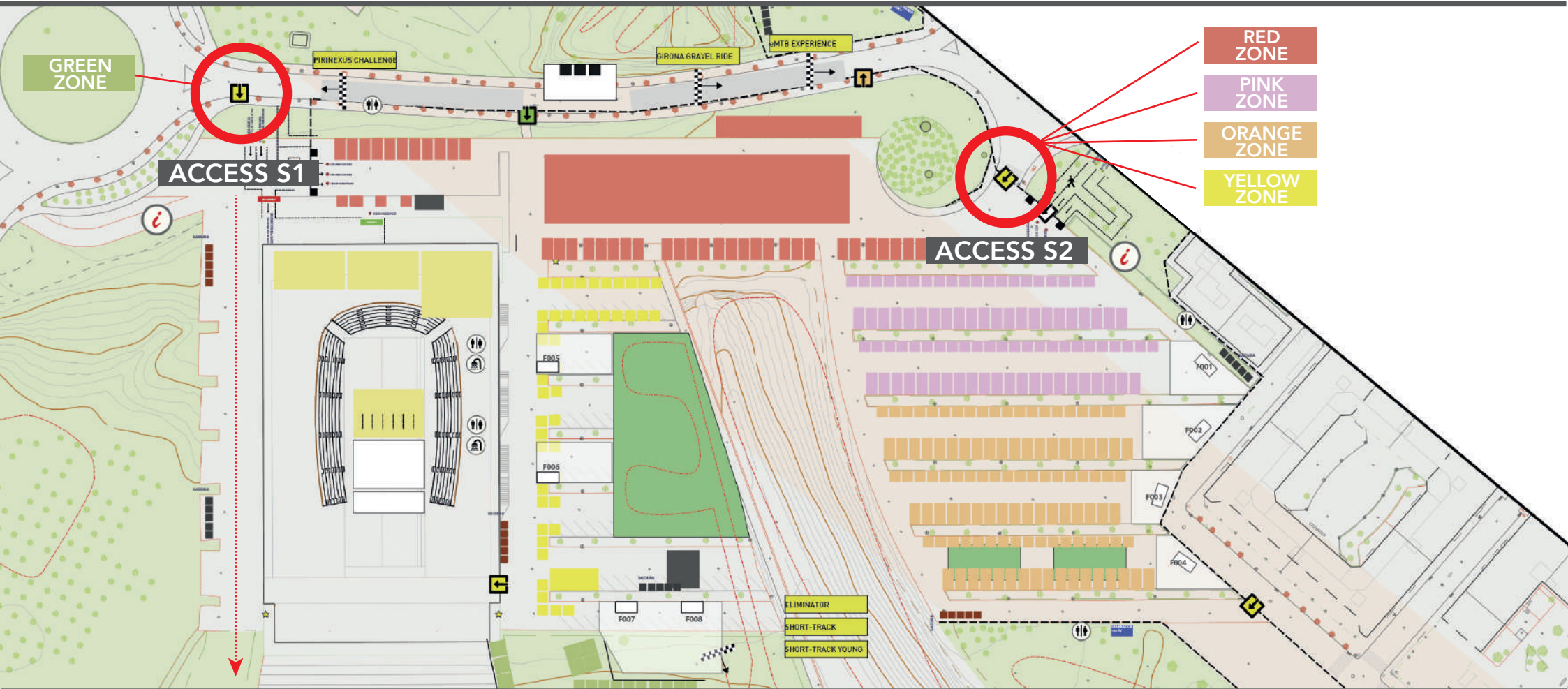
**TAKE EXIT 6B  
ON THE AP7**



**Avenida del President  
Josep Tarradellas i Joan, 22  
17007  
Girona**

# HOW DO I GET INSIDE TO START SETTING UP MY STAND?\_

5



1. Park your vehicle.
2. Walk to the accreditation hall (entrance A1).
3. Consigue la acreditación para tu personal y tu vehículo
4. Accredite your vehicle (now you can enter the site to set up or park in the expo car park).

5. Your entrance will depend on which expo zone you are in:
  - **Access S1.** For assembly/disassembly in Green zone.
  - **Access S2.** For assembly/disassembly in sponsor zone, Red zone, Orange zone, Yellow zone.
  - **Access S3** (Vehicle exit ONLY)
6. You have until 24.09.21 at 2 pm to set up.
7. Enjoy the festival!

# WHAT IS THE TIMETABLE FOR SETTING UP AND DISMANTLING THE EXPO ZONE?\_








## WEDNESDAY 22

08:30h - 18:30h		EXPO ACCREDITATION
08:30h - 19:00h		ASSEMBLY








## THURSDAY 23

08:30h - 18:30h		EXPO ACCREDITATION
08:30h - 19:00h		ASSEMBLY


## FRIDAY 24

07:30h - 14:00h		EXPO ACCREDITATION
07:30h - 19:30h		ASSEMBLY
16:00h		FESTIVAL OPENING
16:30h		DEMOBIKE START
20:00h		DEMOBIKE END
20:00h		FESTIVAL CLOSING
20:15h - 21:00h		MATERIAL OUT

## SATURDAY 25

07:30h - 08:30h		EXPO ACCREDITATION
07:30h - 19:30h		MATERIAL IN
09:00h		FESTIVAL OPENING
09:30h		DEMOBIKE START
20:00h		DEMOBIKE END
20:00h		FESTIVAL CLOSING
20:15h - 21:00h		MATERIAL OUT

## SUNDAY 26

07:30h - 08:30h		EXPO
07:30h - 14:30h		MATERIAL IN
09:00h		FESTIVAL OPENING
09:30h		DEMOBIKE START
15:00h		DEMOBIKE END
15:00h		FESTIVAL CLOSING
15:15h - 21:00h		DISASSEMBLY

## MONDAY 27

08:30h - 18:00h		DISASSEMBLY
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# WHAT IS THE TIMETABLE FOR SETTING UP AND DISMANTLING THE EXPO ZONE?\_

7

## LARGE STAND ASSEMBLY



- Stands **larger than 100 m<sup>2</sup>** or those intending to place a trailer on the stand are strongly encouraged to set up from Wednesday 22.09.21 or the morning of Thursday 23.09.21.

## EQUIPMENT DELIVERY AND COLLECTION

- There will be **no dedicated space for staff to receive parcels** or deliveries for exhibitors.
- Exhibitors **must liaise with their transport companies** for the reception and collection of equipment.

## EQUIPMENT ENTRY AND EXIT

- Exhibitors are advised **to store all valuable equipment for the stand** at the end of the day, although overnight security will be in place.
- For this reason, we recommend storing equipment in the **brand's accredited vehicle**, which may enter the expo zone during the equipment entry and exit times.
- The vehicle may be parked in the festival's expo car park (enclosed and with 24h surveillance).



- This year the organisers are providing a **new, larger car park**, located **500 m** from the festival.
- Each brand will have a number of **accreditations for their vehicle**, which in no case may be higher than the number established by the organisers.
- **Accreditation is required** to gain access to the exhibitors' car park.
- Once parked, you can reach the **festival on foot or by bike via public cycle paths**. It will take you 3 minutes to get to Sea Otter Europe.

## SECURITY (with video-surveillance camera)

### Expo car park surveillance times:

THU-23.09 08:30h - 24h	FRI-24.09 24h	SAT-25.09 24h	SUN-26.09 24h - 16:00h
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- Despite offering **24h security**, the organisers shall not be held responsible for any loss, damage or theft of your personal belongings.



## EXHIBITOR ACCREDITATION

- **Accreditation as an exhibitor** is compulsory at the Sea Otter Europe festival. You will need to accredit all staff on your stand.



- Personal and non-transferable
- **Identification of the exhibitor** at the individual level.



- Personal and non-transferable
- Access control of entrances and rooms.
- **Quick access at the festival tickets.**



- Personal and non-transferable
- Access at vehicle entrances **S1 + S2.**
- **Access at the expo car park** with 24 hour security.

## THIRD PARTY ACCREDITATION

- **Assembly and dismantling companies subcontracted** by the exhibitor must also be accredited for access to the festival.

## ACCREDIT THIRD PARTIES

*subcontracted assembly/disassembly companies, etc.*

## FREE FESTIVAL ADMISSION

- All visitors **must enter the festival with a free ticket.** A new feature for 2021.
- **We recommend that you inform people** so that they fill in the form (customers, VIPs, etc.) in order to get their ticket for the festival.

## GET YOUR TICKET

*as an exhibitor you do NOT need a ticket for the festival, your wristband will serve as your ticket (you will receive this wristband as an accredited exhibitor).*

**FROM 28.07.21**

## ORGANISERS' SERVICES

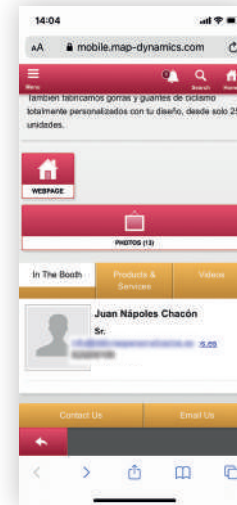
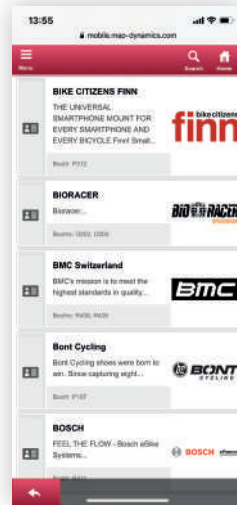
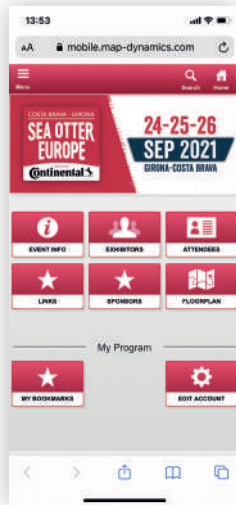
- Free services at the festival:
  - Water point
  - Bicycle washing
  - Night-time bike storage with security (only for Demobike brands)
  - Wi-Fi (by Goufone). In addition, those taking part in the Demobike service will have access to a restricted line.

**TAKE OUT SERVICES**

## MARKETING OPPORTUNITIES AND BRAND ACTIVATIONS

- Complete your profile on the MapDynamics platform, so that visitors can find your brand, your location and everything you have to offer during the course of the festival.

**COMPLETE YOUR PROFILE**



\* MapDynamics platform

In light of current measures imposed by the competent authorities, the following restrictions will be implemented by Sea Otter Europe to combat Covid19:

*(actualizado 12.07.21)*

COVID  
MEASURES  
GENERALITAT  
CATALUNYA



1

The festival will be through entry or accreditation **to control the growth in the venue**, and have all the **visitor's information** for correct tracking in case of an outbreak.



2

A face **mask** must be worn when it is not possible to maintain a **minimum distance of 1.5 m** from people with whom you do not live. Especially in closed or crowded spaces.



3

**Hydroalcoholic hand sanitiser** will be provided by the organisers in busy areas.



4

The **start and finish area** will be closed to the public and will only be accessible to accredited personnel.

- 1.** The **distribution and display of samples, leaflets, brochures, flyers and all kinds of promotional material** as well as advertising shall only occur within each exhibitor's space. Promotional materials distributed in said spaces must not deviate from the general theme of the festival.
- 2.** The **distribution of food and alcoholic beverages** is limited to the last hour of each day in order to respect and not conflict with the work carried out by the food trucks within the festival. The Organisers reserve the right to authorise the type of product distributed, basing its decision on whether the product or beverage offered by the Exhibitor conflicts or not with the work performed by food trucks over the course of the festival.
  - a.** This does not mean that Exhibitors may not offer food or drink to customers. Coffees, glasses of water and snacks are permitted throughout the day.
- 3.** Any exhibitor **wishing to sell their products** during the festival must obtain a sales permit required by Law 18/2017, of 1 August, on trade, services and fairs.
- 4.** Exhibitors are free to engage in all forms of advertising within the limits of each Exhibitor's space, provided that their content does not infringe current regulations and that they comply with the provisions of the General Regulations of the Exhibition.
- 5. Abandonment of expo space:** if the exhibitor's space, in whole or in part, remains empty on the opening day of the Event, or if a reserved space is lost due to non-payment, the Event reserves the right to rent out the space to another Exhibitor or to use the space for other purposes. This clause shall not be construed as affecting the Exhibitor's obligation to pay the full amount as specified in the space hire contract, even in the event that the Organisers resell the abandoned space.
- 6. Crossing contracted boundaries.** Exhibitors may not cross the boundaries of the purchased space and may not obstruct the stands of other exhibitors.

**7. Operation of the stand.** The exhibitor must keep its stand open every day of the event and at the established times, manned by competent staff (at least one person must remain at the stand at all times).

**8. Brand image.** The exhibitor must maintain an appropriate image at all times, which will be overseen by the Event Organisers, and in the event of irregularities, may request its modification.

**9. Special structures.** In the event that a brand wishes to assemble a special structure that requires specific permissions, it must submit a copy of the design to the Organisers, which reserves the right to approve or reject the structure.

**10. Third party liability.** The Exhibitor will be responsible for any damage caused as a result of its activity, both to people and objects, regardless of whether they belong to Fontajau pavilion or to third parties.

**11. All participatory or demonstrative activities** performed by the exhibitor must comply with current regulations governing said activity and, in the event of their non-compliance, the exhibitor shall be directly responsible. The exhibitor shall also be responsible for any possible personal or material damage caused to third parties as a result of performing the activity.

**12. Unsuitable loudspeakers.** Using loudspeakers or any other type of sound system on the stands that may be strident is forbidden.

**13. Shared use of the expo space:** The exhibitor shall immediately notify the event organisers of any additional brands or companies sharing the space that the exhibitor has purchased. Any additional company, brand or entity sharing the exhibitor's space will be treated as an extension of the Exhibitor's business and will be subject to all terms and conditions as set forth in this document. Furthermore, only the name of the primary brand representing such space may be displayed to the public.

**14. Storage logistics:** Due to space limitations, the Organisers are unable offer an equipment storage service for brands, with the exception of those that have a sponsorship contract with the festival or one of the sporting events taking place as part of Sea Otter Europe.

**15. Equipment deliveries:** All Exhibitor equipment and supplies delivered and from the Facility are the sole responsibility of the Exhibitor. The Exhibitor shall receive its delivery at the Facility and arrange for its products to be transported to the assigned Expo space. The Exhibitor must remove all its items from the Facility no later than noon on the Monday following the Event.

**16. Use of the Sea Otter Europe image in products or communication actions** is strictly forbidden without prior consent from the Organisers of Sea Otter Europe.

**17. Operation of the ticketing/accreditation system and Covid-19.** The definitive procedure for the accreditation system, festival tickets and Covid-19 protocol for exhibitors will be announced one month prior to the festival, once the final protocol in force on those dates has been established.

**18. Updating the terms and conditions.** These terms and conditions may be amended, modified or enhanced at any time by the organisers in order to ensure that SEA OTTER EUROPE is held in the best possible conditions.

**BOOK YOUR ACCOMMODATION**  
**RESERVA TU ALOJAMIENTO**

100% REFUND IN EVENT OF FESTIVAL CANCELATION  
100% DEVOLUCIÓN EN CASO DE CANCELACIÓN DE FESTIVAL



**24-25-26**  
**SEP 2021**

**TRANSPORT / SECURITY**

**Police**  
092

**Fire brigade**  
085

**Girona vehicle depot/towing**

**Girona** +34 972 246 155

**Girona Taxi**  
+34 972 222 323

**Girotaxi**  
+34 627 440 440

**Renfe - Adif**  
+34 972 419 092

**CARD LOSS**

**Visa - Master Card**  
900 971 231

**American Express**  
902 375 637

**4B network**  
902 114 400

**EXPO CONTACT**

**Berta Closa Farré**

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Mov. +34 689 317 656 (whatsapp)

**SEE YOU AT  
SEA OTTER EUROPE!**