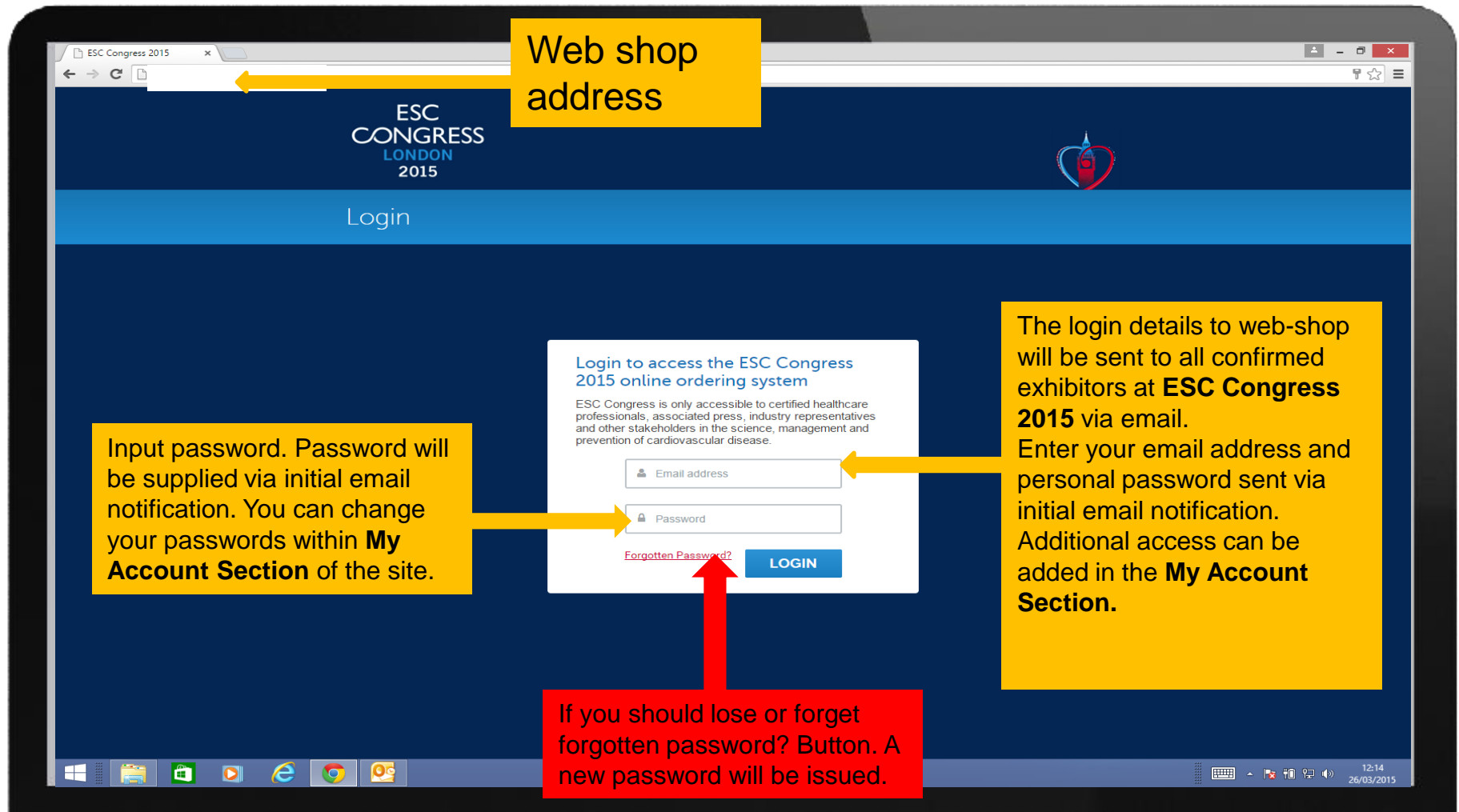


ESC
CONGRESS
LONDON
2015



Online Manual (web-shop) User Guide



The screenshot shows a web browser window displaying the login page for the ESC Congress 2015 online ordering system. The page has a dark blue header with the ESC Congress logo and a 'Login' button. Below the header is a white login form with the following text: 'Login to access the ESC Congress 2015 online ordering system', 'ESC Congress is only accessible to certified healthcare professionals, associated press, industry representatives and other stakeholders in the science, management and prevention of cardiovascular disease.', 'Email address', 'Password', 'Forgotten Password?', and a 'LOGIN' button. The browser's address bar shows the URL 'ESC Congress 2015'. The Windows taskbar is visible at the bottom of the screen.

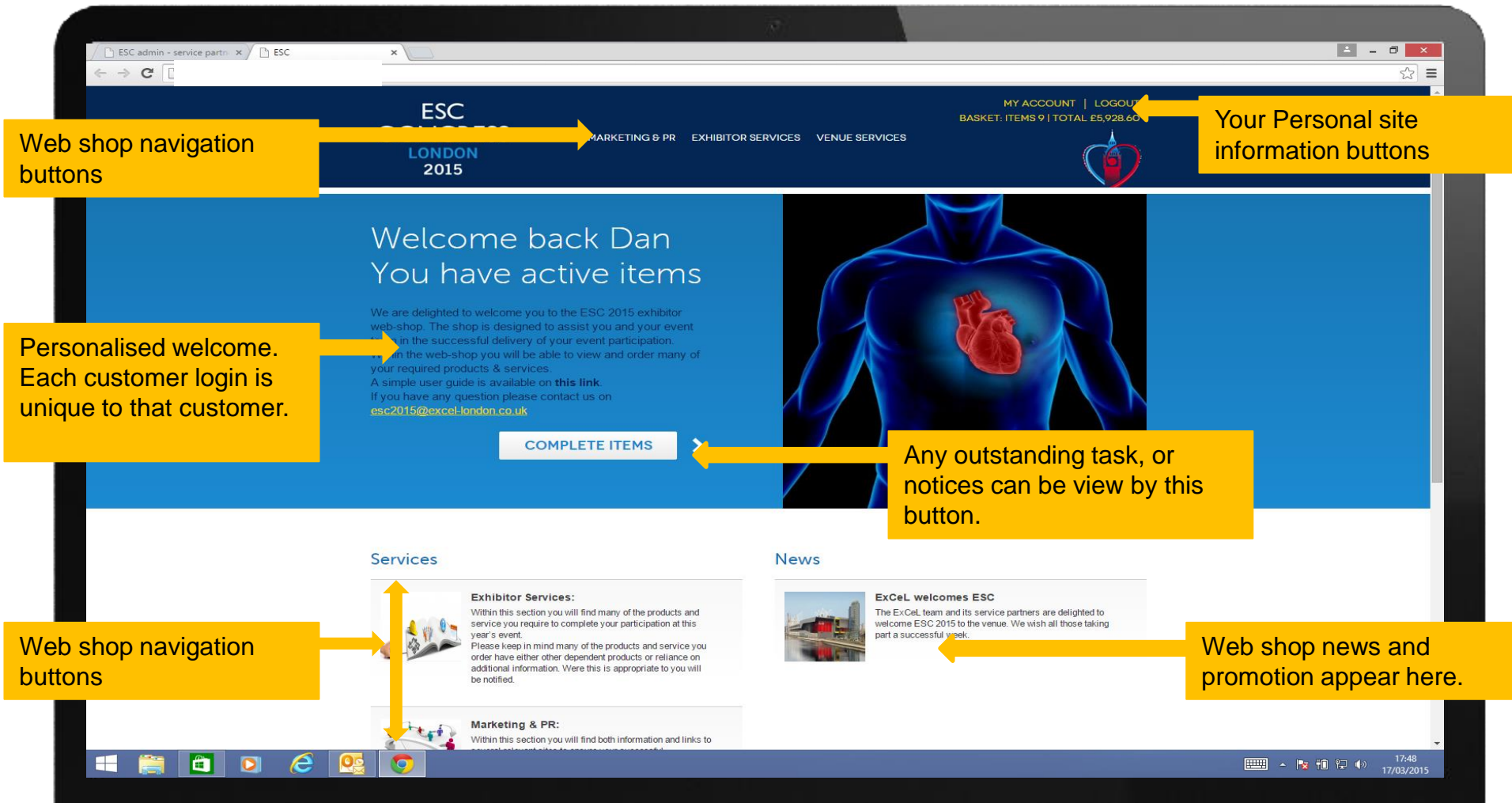
Web shop address

Input password. Password will be supplied via initial email notification. You can change your passwords within **My Account Section of the site.**

The login details to web-shop will be sent to all confirmed exhibitors at **ESC Congress 2015 via email. Enter your email address and personal password sent via initial email notification. Additional access can be added in the **My Account Section**.**

If you should lose or forget forgotten password? Button. A new password will be issued.

If you require any assistance or have any question, please do not hesitate to contact us at esc2015@excel-london.co.uk



Web shop navigation buttons →

→ **Your Personal site information buttons**

Personalised welcome. Each customer login is unique to that customer.

Any outstanding task, or notices can be view by this button.

Web shop navigation buttons →

→ **Web shop news and promotion appear here.**

The screenshot shows a browser window with the ESC Congress 2015 website. The top navigation bar includes 'MARKETING & PR', 'EXHIBITOR SERVICES', and 'VENUE SERVICES'. A user account section shows 'MY ACCOUNT | LOGOUT' and a shopping basket with 'BASKET: ITEMS 9 | TOTAL £5,928.60'. The main content area features a personalized welcome message for 'Dan' with a 'COMPLETE ITEMS' button. Below this are sections for 'Services' (Exhibitor Services, Marketing & PR) and 'News' (ExCeL welcomes ESC). The Windows taskbar at the bottom shows the date as 17/03/2015 and the time as 17:48.

ESC Congress 2015 – Outstanding Tasks



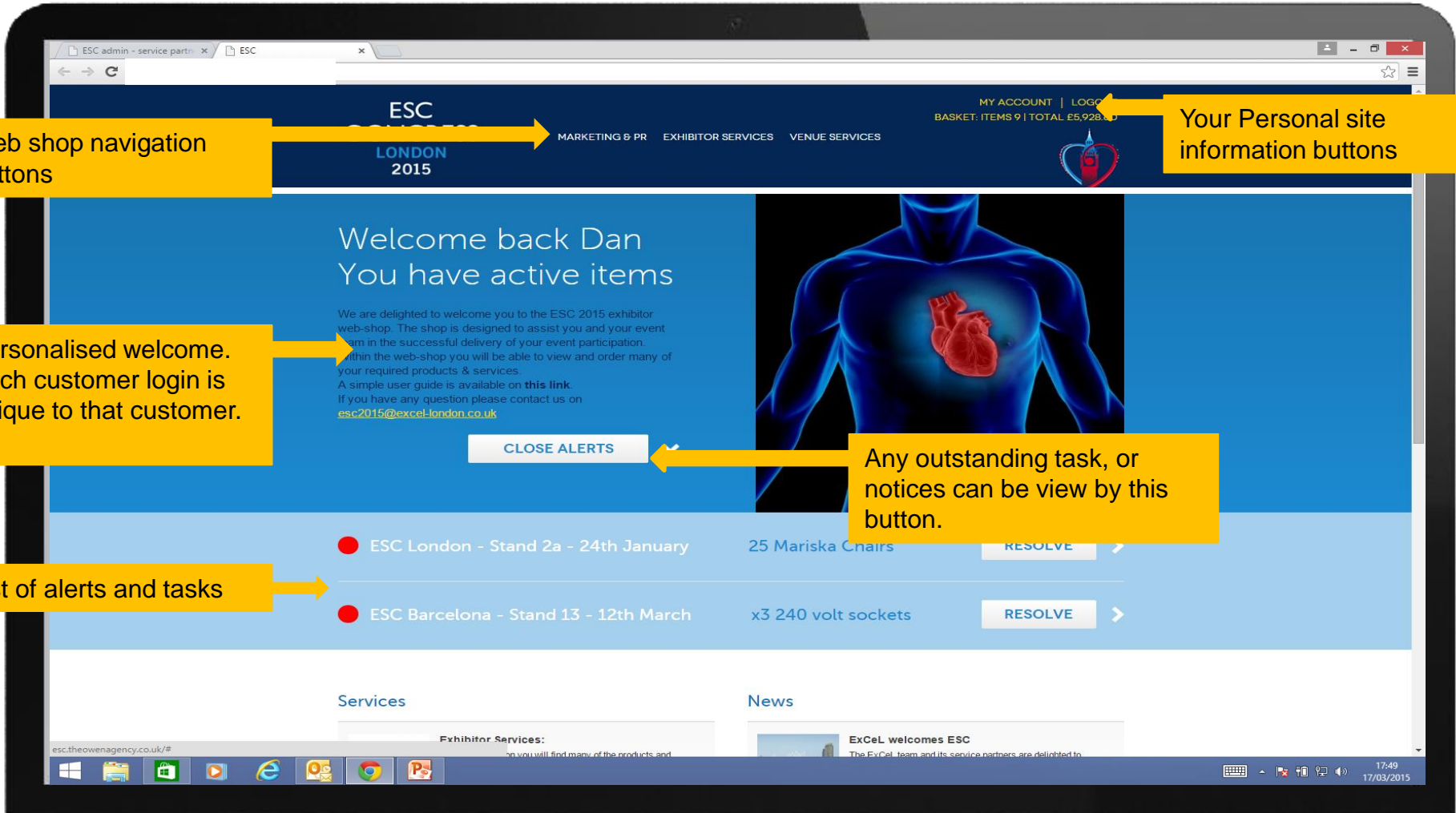
Web shop navigation buttons

Your Personal site information buttons

Personalised welcome. Each customer login is unique to that customer.

Any outstanding task, or notices can be view by this button.

List of alerts and tasks



Navigation selection:
Marketing & PR



MARKETING & PR EXHIBITOR SERVICES VENUE SERVICES

MY ACCOUNT | LOGOUT

BASKET: ITEMS 9 | TOTAL £5,920

Your Personal site
information buttons



Marketing & PR

Marketing & PR



Photography



Sponsorship



Logistics

FAIREXX



Exhibitor Registration



Guidelines for Industry Participation



Contact Us

EXCEL
LONDON

See you every event (1 month)

Products & Services
available within
Marketing & PR



Products & Services
available within
Marketing & PR

Footer Links

Shabby chic kogi

Shabby chic kogi

Footer Links

Shabby chic kogi

Shabby chic kogi

Footer Links

Shabby chic kogi

Shabby chic kogi

Footer Links

Shabby chic kogi

Shabby chic kogi



17:49
17/03/2015

Navigation selection:
Exhibitor Service's. This is
where you can order
products and services for
your stand participation

ESC

LONDON
2015

EXHIBITOR SERVICES VENUE SERVICES

MY ACCOUNT | LOGOUT
BASKET: ITEMS 9 | TOTAL £5,928.66

Your Personal site
information buttons

Exhibitor Services

Services



Blitz GES AV

Lights, Camera, Engagement! Delivering all the audio visual technology and equipment that will entice attendees and keep them engaged.



Electrics

tbc



Furniture

TBC



IT Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation...



Cleaning

The ExCeL cleaning team are on hand to ensure that your stand and associated areas remain immaculate for your clients and customer during the event. These services can be ordered on a daily basis and...



Floor coverings

TBC



Graphics

GES graphics help you deliver your message



Mobile Data

Cellhire was formed in 1987 and is a specialist global service provider. They are the world's market leader in short term communication rental, with over 55,000 handsets and connections on hire worldwide...

Products & Services
available within Exhibitor
Services

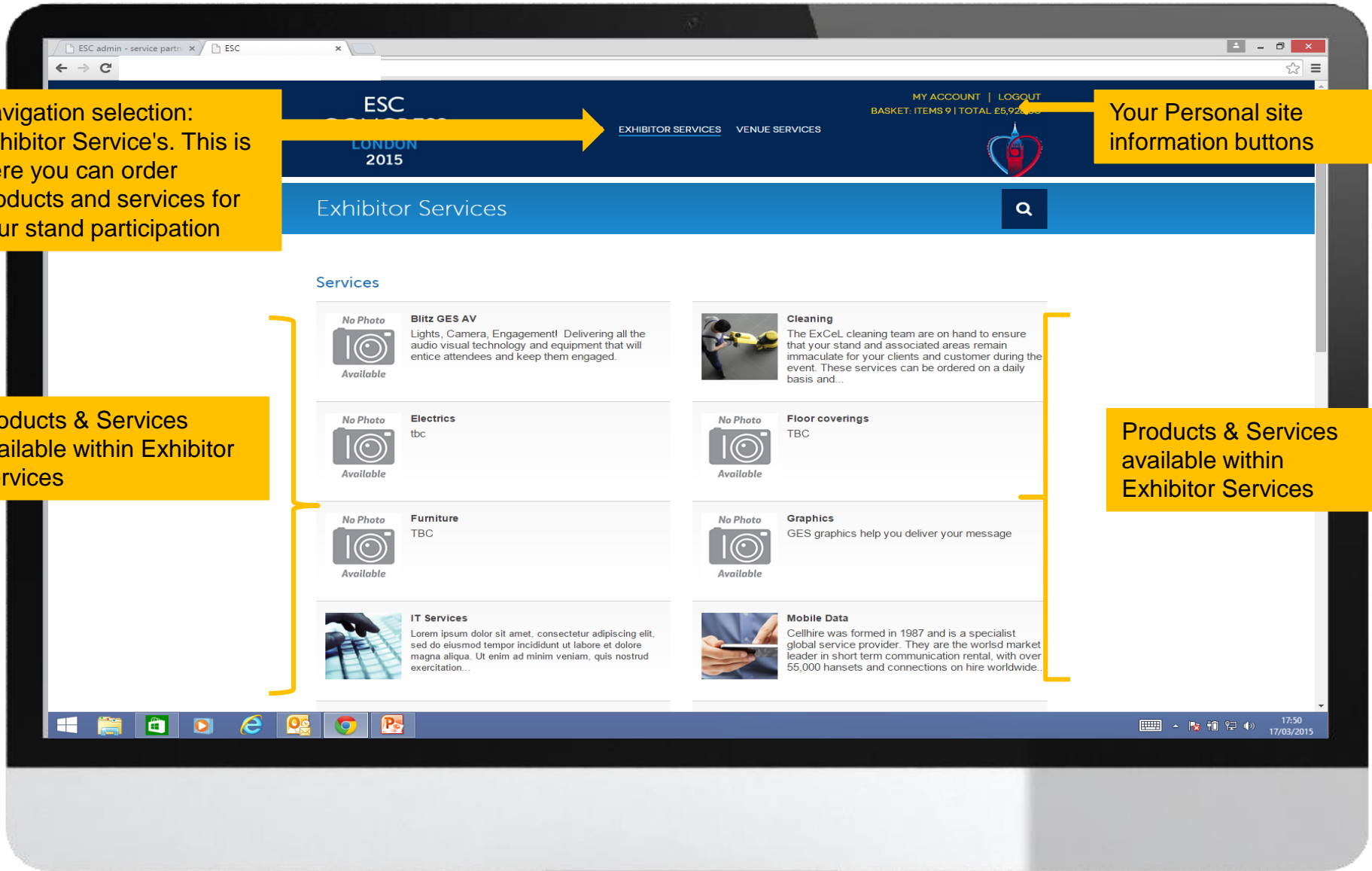
Products & Services
available within
Exhibitor Services

Navigation selection:
Exhibitor Service's. This is
where you can order
products and services for
your stand participation

Your Personal site
information buttons

Products & Services
available within Exhibitor
Services

Products & Services
available within
Exhibitor Services



The screenshot shows a web browser displaying the ESC Exhibitor Services page. The browser tabs include 'ESC admin - service partn...' and 'ESC'. The page header features the ESC logo, navigation links for 'EXHIBITOR SERVICES' and 'VENUE SERVICES', and user account options: 'MY ACCOUNT | LOGOUT' and 'BASKET: ITEMS 9 | TOTAL £5,920.00'. The main content area is titled 'Exhibitor Services' and contains a 'Services' section with eight items:

- Blitz GES AV**: Lights, Camera, Engagement! Delivering all the audio visual technology and equipment that will entice attendees and keep them engaged.
- Electrics**: tbc
- Furniture**: TBC
- IT Services**: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation...
- Cleaning**: The ExCeL cleaning team are on hand to ensure that your stand and associated areas remain immaculate for your clients and customer during the event. These services can be ordered on a daily basis and...
- Floor coverings**: TBC
- Graphics**: GES graphics help you deliver your message
- Mobile Data**: Cellhire was formed in 1987 and is a specialist global service provider. They are the world market leader in short term communication rental, with over 55,000 handsets and connections on hire worldwide...

The Windows taskbar at the bottom shows the time as 17:50 on 17/03/2015.

ESC Congress 2015 – Exhibitor Services Sub Service



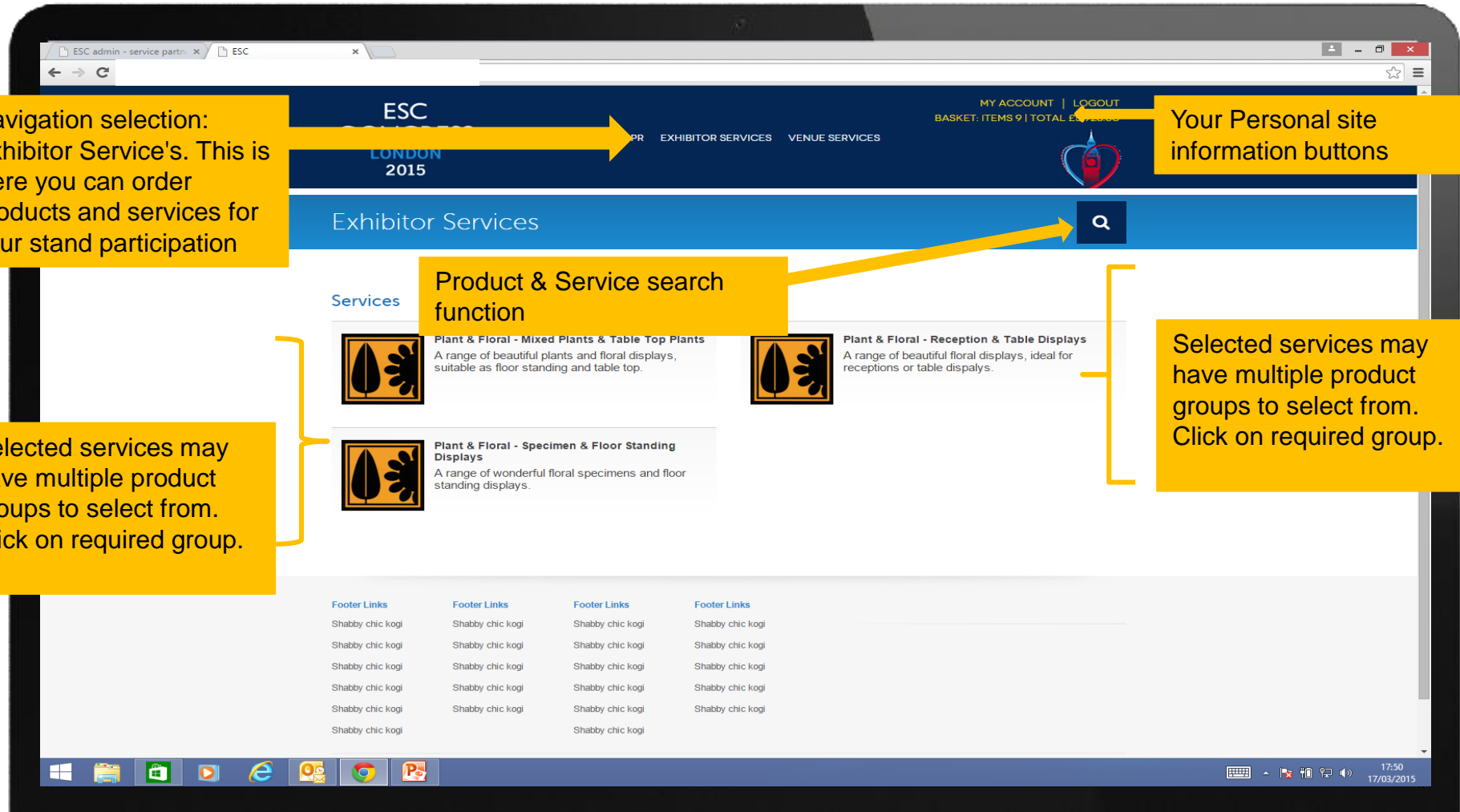
Navigation selection:
Exhibitor Service's. This is
where you can order
products and services for
your stand participation

Your Personal site
information buttons

Product & Service search
function

Selected services may
have multiple product
groups to select from.
Click on required group.

Selected services may
have multiple product
groups to select from.
Click on required group.



ESC Congress 2015 – Product/Service Order Page



Selected Services section. Exhibitor Services → ESC LONDON 2015 EXHIBITOR SERVICES VENUE SERVICES

Your Personal site information buttons → MY ACCOUNT | LOGOUT BASKET: ITEMS 0 | TOTAL £0.00

Selected Product/Service → Exhibitor Services > T Services - Internet services behind firewall

Product or Service search button. → [Search icon]

Return to shop. Takes you back to Exhibitor Services → BACK TO SHOP

Your current number of items in your basket. → BASKET (0)

Product or Service Item price → 2Mbps Price: £599.00 - 1 +

Select required volume → [Quantity selector]

Required additional information/forms. → Documents Required: Download Stand Layout Choose File; Download WiFi Policy Acceptance form - signed Choose File

Product/Services Description → Description Contact

Product/Service contact details. → ExCeL services will provide you with a cabled internet connection on your stand. By default IP addresses are allocated by DHCP, if you require a static IP address please contact our IT team. It is essential that you upload a stand floor plan highlighting the required location of this service. You also need

Click to add to basket → ADD

ESC Congress 2015 – Product/Service Order Page Date Required



Selected Services section. Exhibitor Services → EXHIBITOR SERVICES VENUE SERVICES

Your Personal site information buttons → MY ACCOUNT | LOGOUT BASKET: ITEMS 0 | TOTAL £0.00

Selected Product/Service → Exhibitor Services > Stand Hostesses

Return to shop. Takes you back to Exhibitor Services → BACK TO SHOP

Product or Service search button. → [Search Icon]

Product or Service Item price → Price: £240.75

Your current number of items in your basket. → BASKET (0)

Select required volume → [-] [1] [+]

Click to add to basket → ADD

Product/Services Description → Description Contact

Product/Service contact details. → Description Contact

Date Selection Required. → 26-08-2015 07:00 05-09-2015 22:00

Description: A bilingual host or hostess for all general stand duties, speaking one additional European language fluently. Stand host or hostesses are bookable on a daily base with a min of a 6 hour shift.

ESC Congress 2015 – Product/Service Order Page Date & Time Required



Selected Services section. Exhibitor Services

Selected Product/Service

Product/Services Description

Product/Service contact details.

Your Personal site information buttons

Product or Service search button.

Your current number of items in your basket.

Click to add to basket

Date & Time selection Required.

ESC LONDON 2015

MY ACCOUNT | LOGOUT

BASKET: ITEMS 0 | TOTAL £0.00

Exhibitor Services > Stand Services

August 2015

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time 07:00

Hour

Minute

Done

26-08-2015 07:00 05-09-2015 22:00

BASKET (0)

ADD

Secure-Ops are a specialist event exhibition security company built on a reputation for supplying a professional service, by paying close attention to specific requirements and tailoring a service to meet the needs of the client. Secure-Ops provide fully trained and licensed staff to guard against unauthorised access, outbreaks of disorder or against property damage. Staff are trained to guard property against theft and damage. Minimum booking period of 6 hours.

Description Contact

09:14 18/03/2015

ESC Congress 2015 – My Basket



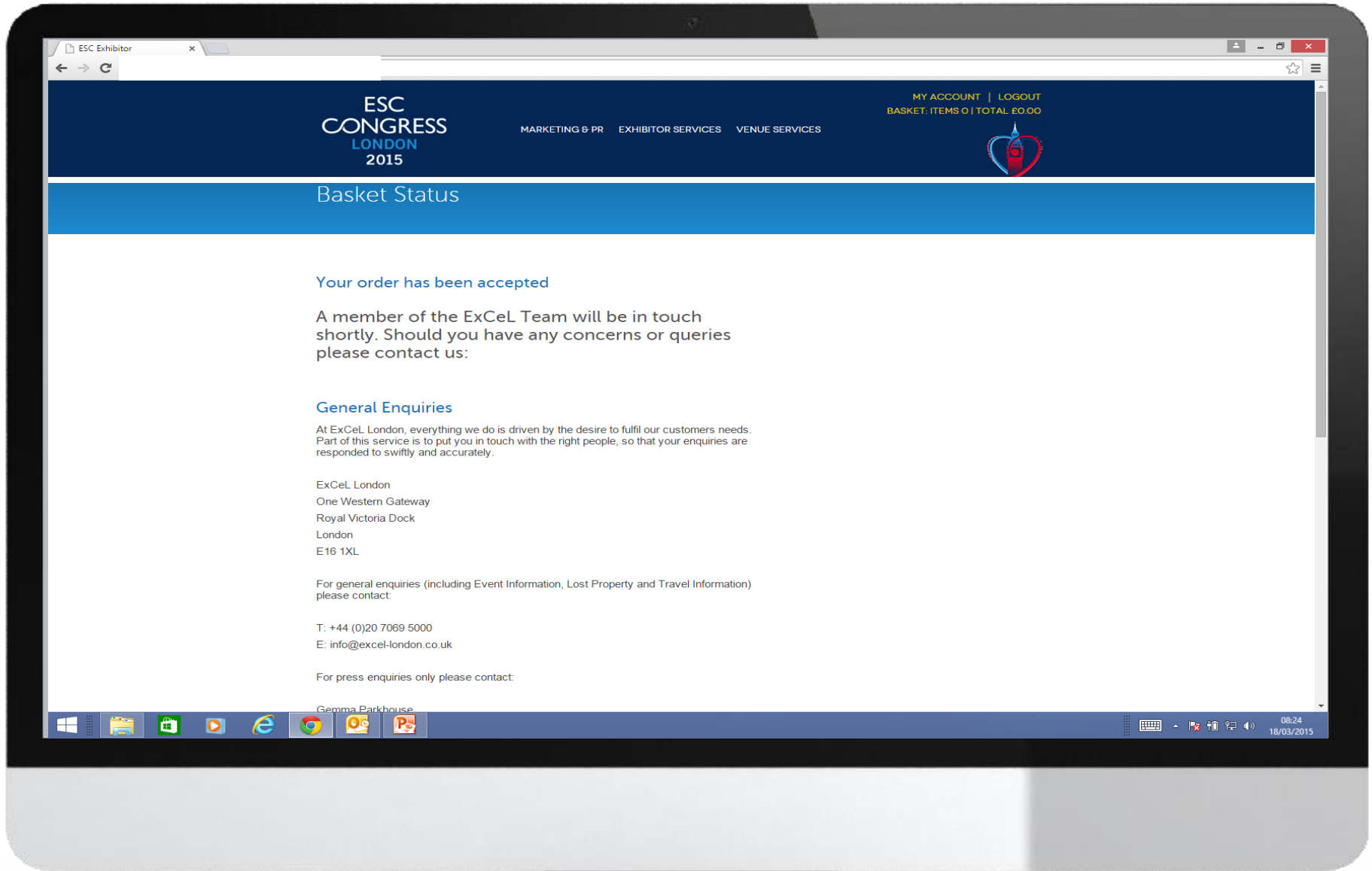
The screenshot shows a web browser window displaying the 'ESC Exhibitor' website. The page title is 'ESC LONDON 2015'. The navigation menu includes 'MARKETING & PR', 'EXHIBITOR SERVICES', and 'VENUE SERVICES'. The user's account information is visible in the top right: 'MY ACCOUNT | LOGOUT | BASKET: ITEMS 4 | TOTAL £1,538.50'. The main content area is titled 'Basket' and contains a search bar labeled 'Product & Services search'. Below the search bar is a table of items in the basket:

Remove	Product	Price	Quantity	Total
×	Oldacre Florist Buxus Ball Planter	Price: £68.00 for the event	- 1 + UPDATE	Total: £68.00
		Sub total		Surcharge Total: £6.80 Sub Total: £74.80
×	ExCeL Waste Management 110Litre euro bin	Price: £75.00 for 11day(s)	- 1 + UPDATE	Total: £825.00
				Surcharge Total: £247.50 Sub Total: £1,072.50
		ExCeL IT Services		

Yellow callout boxes provide the following annotations:

- Web shop navigation buttons:** Points to the top navigation menu.
- Your Personal site information buttons:** Points to the 'MY ACCOUNT | LOGOUT' and 'BASKET' information.
- Product & Services search:** Points to the search bar.
- Service supplier:** Points to the 'Oldacre Florist' header.
- Product and Service selected:** Points to the 'Buxus Ball Planter' product name.
- Volume adjuster and update function:** Points to the quantity '1' and the 'UPDATE' button.
- Sub total:** Points to the 'Sub total' label and the 'Sub Total: £74.80' value.
- Any late surcharge applicable appears here:** Points to the 'Surcharge Total: £247.50' value.

ESC Congress 2015 – Order Confirmation Page

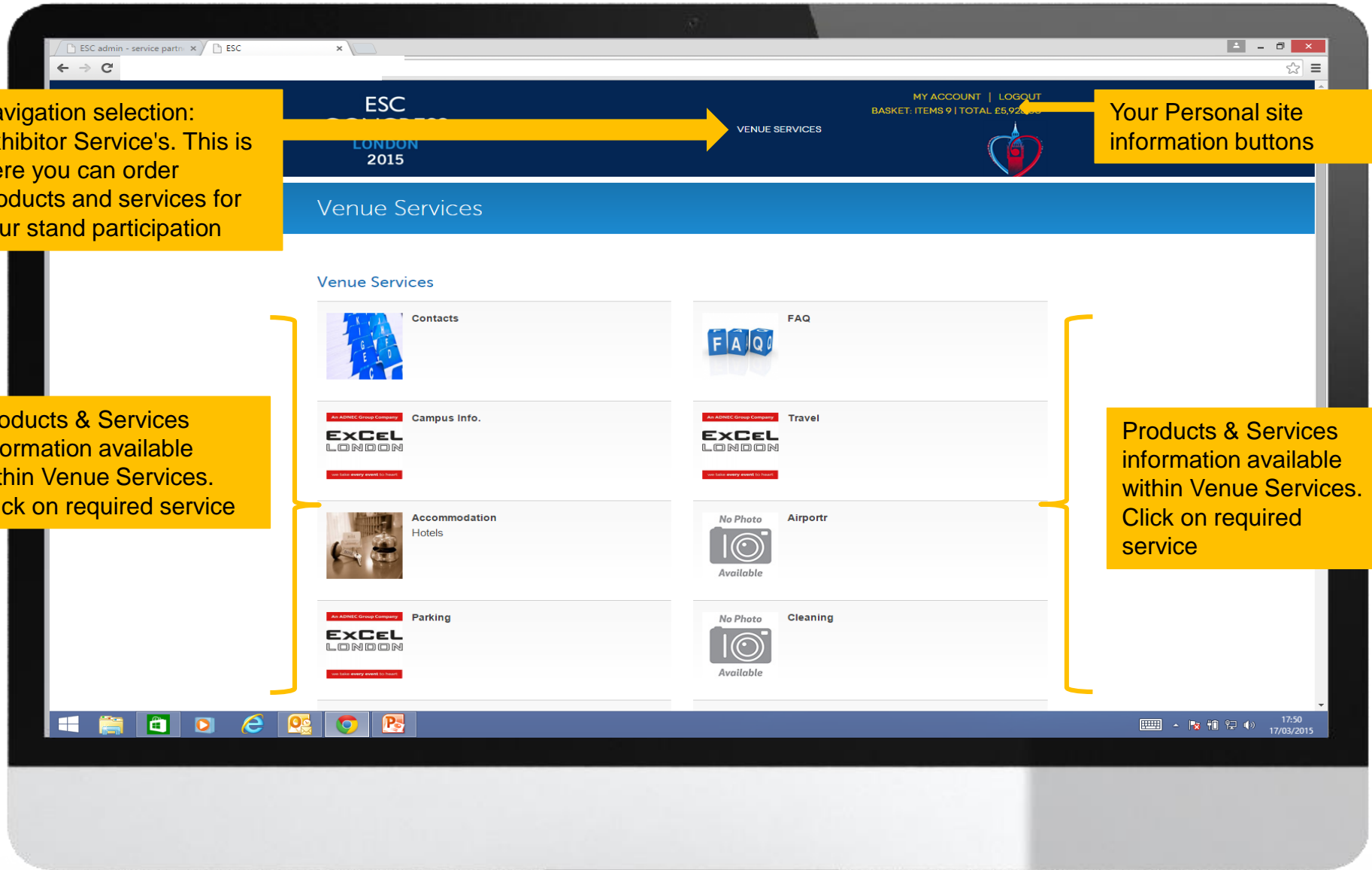


Navigation selection:
Exhibitor Service's. This is
where you can order
products and services for
your stand participation

Your Personal site
information buttons

Products & Services
information available
within Venue Services.
Click on required service

Products & Services
information available
within Venue Services.
Click on required
service



ESC Congress 2015 – My Account



Web shop navigation buttons → ESC LONDON 2015

Your Personal site information buttons → MY ACCOUNT | LOGOUT | BASKET: ITEMS 9 | TOTAL: £5,928.60

Stand owners details → My Details

Added contractor & agency → Contractor Contact

Stand Information → Stand Details

Edit function to change main contact details → EDIT (under Contact)

Edit function to add additional access rights for your contractor & agency → EDIT (under Contractor Contact)

History of previous orders → Previous Orders

Order Number	Date	Total
39	11-03-2015 09:04	Total: £25490.40