

38th ANNUAL CONFERENCE

**20|20VISION**

**Being your  
school's catalyst  
for excellence**

**03 - 05 MARCH 2020**

**#BSME20**

# BSME 38<sup>th</sup> Annual Conference and Exhibition Information for Exhibitors

A very warm welcome to the 38<sup>th</sup> BSME Annual Conference and Exhibition 2020. We are delighted to be back at the Crowne Plaza Hotel Abu Dhabi Yas Island and Yas Marina Conference Centre, Abu Dhabi. Buses will be provided for the very short journey between the hotel and the conference centre on Wednesday 04 and Thursday 05 March.

YMC security will permit only registered exhibitors to access to the Conference Centre at the Yas F1 Track. If you have received this information pack your registration is confirmed. In the event of a name change please let [Lisa](#) know ASAP.

## Partner Registration and Exhibition Set Up

Exhibitors can register and set up between the hours of 12:30 to 16:00 on Tuesday 03 March in the Yas Conference Centre at the Yas Marina Circuit. Buses will be available from 12:15 at the Crowne Plaza to take exhibitors to the conference venue.

Exhibitors commuting locally within the UAE may unload at the loading bay beside the Yas Conference Centre Building. Please inform security as you enter that you are attending the BSME Conference. Temporary parking will be available at the Medical Centre Car Parking or Broadcast Compound. After unloading please park your car in the underground car park at the Crowne Plaza hotel.

Lanyards must be worn at all times in the YMC Conference Centre.

Please refer to the Exhibition [terms and conditions](#)

## Exhibition Table

Dimensions of your exhibition table: 183cm x 76cm. Each table is set up with two chairs and a 3-pin electricity socket, UK style. Tables are pre-allocated\*. We try, where possible, to ensure an even spread of business category throughout the exhibition. Tables are arranged to allow optimal footfall of delegates. BSME attempts to keep competitor businesses separated but this **cannot** be guaranteed.

*\*Sponsors have choice of table location.*

## Exhibition Floor Plan

Your table number will be allocated shortly before the conference. For further details please see the exhibition terms and conditions.

## Conference App

The app will be launched prior to the conference. Additional services on this year's conference app include messaging and meeting requests. App registration will be sent directly to your email address, so look out for the link in your inbox.

## Delegate List

Delegate and Exhibitor information will be available on the BSME website and Conference App.

## Conference Programme

Whilst BSME welcomes your attendance at workshop sessions, Principals and Heads will have priority to attend keynote sessions. This is due to the size of the Conference room. Details of these sessions and the final conference programme will be available on the conference app.

## Social Events

### Tuesday 03 March | Welcome Reception | 18:30 – 19:30

Location: Crowne Plaza Sundowner Terrace  
Dress Code: Casual

### Tuesday 03 March | Social Event and Quiz | 19:30 onwards

Tickets will be on sale at the registration desk from 12:30 to 16:00 on Tuesday 03 March 2020. Tickets are payable in **cash only**. Please note that a cash point is available at the Crowne Plaza Hotel but not at the YMCC. Tickets cost AED250. Drinks will be complimentary until 22:30; after this, a cash bar will be available.

Following your positive feedback regarding team configuration, i.e. 4 Partners and 4 Principals/Heads of School, we will be replicating this format in March 2020.

*Raffle Prize Donations are an excellent way of marketing your company to BSME Principals and Heads of Schools. If you would like to donate a raffle prize, please contact [Lisa Kirkley](#).*

Location: Crowne Plaza Ballroom

17798405 | [W www.bsme.org.uk](http://www.bsme.org.uk) | BSME, 12-14 Carlton Place, Southampton, Hants, SC

[www.facebook.com/bsmeorg](https://www.facebook.com/bsmeorg) [T @BSMEorg](#) [in British Schools in the Middle East](#) [i bsr](#)

BSME is a not-for-profit organisation

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Ticket price: AED250 per ticket; sold at the registration desks  
Dress code: Casual

### **Wednesday 04 March | Conference Dinner | 18:30**

Location: Stills Restaurant Terrace, Crowne Plaza Hotel  
Dress Code: Smart  
After party: Stills Restaurant, Crowne Plaza Hotel

## **Shoulder Events**

BSME Partners are permitted to host shoulder events on Monday 02 March from 12:00 to 17:00 or at the weekend following the Annual Conference (06 - 07 March 2020).

BSME will circulate three mailshots to BSME schools between January and March 2020 promoting Partners' shoulder events. If you would like your shoulder event to be included in these mailshots, please send Lisa Kirkley your shoulder events jpeg by Thursday 28 November 2019. BSME is not responsible for the registration or logistics of shoulder events. BSME does not take responsibility for the successful execution of shoulder events.

Should you require support with booking meeting rooms for your event, please contact [Vishesh Amerkar](#), Event Manager at The Crowne Plaza Yas Island. No shoulder events may be scheduled during any formal or networking Conference sessions.

## **Sponsorship**

Please refer to the [sponsorship opportunities](#) available for the 2020 Annual Conference page.

## **Getting to the YMCC**

Buses will take exhibitors to the YMCC at the start of each day (07:00 – 07:30). If you are driving to the Conference and Exhibition, please park in the underground car park at the Crowne Plaza hotel and take the bus from the hotel lobby. Self-parking at the hotel is complimentary. The car park also has a 24-hour car valet service. Please mention the BSME Conference to security or the concierge when parking. They will direct you to the buses.

Please ensure meetings with external suppliers and customers (non-members) are scheduled outside of the Conference Centre. We recommend the Crowne Plaza Hotel. Access to the YMCC is limited to registered conference delegates and exhibitors only.

## Meeting Area

BSME registered Exhibitors and Delegates may use the Cafeteria or the meeting area downstairs. This is available on a first-come, first-served basis. Please respect others' use of this area.

## Exhibition Material

Exhibition material can be sent **one week** ahead of the conference. Please contact [Leizyl Baterna](mailto:leizyl.baterna@ihg.com), Crowne Meetings Assistant Manager, to arrange this.

E : [leizyl.baterna@ihg.com](mailto:leizyl.baterna@ihg.com)

T : +971 2 656 3354

M: +971 50 641 8873

To help identify your shipment please ensure that your Partner company name (as recognised by BSME) is clearly labelled on your shipment. Failure to do this may result in a delay in locating your exhibition material.

## Exhibitor Insurance

Membership fees do not include insurance of any kind, including public liability insurance. It is recommended that you secure a suitable insurance policy of your choice.

## WiFi

Complimentary Wi-Fi will be available in the conference centre from Tuesday 03 March

Network Name: BSME Annual Conference

Password: BSMEAC20

## Social Media | @BSMEorg

Please use our event hashtag #BSME20



## WhatsApp/Facetime

WhatsApp, Facetime and Skype calls are not permitted in the UAE. WhatsApp messaging will work.

## ATM

An ATM is located in the lobby of the Crowne Plaza next to the Stills Bar and Restaurant entrance.

## Arrival at Abu Dhabi Airport

There is a visa counter at the airport to facilitate the visa application process and grant both transit and arriving passengers visas to Abu Dhabi within 15 to 30 minutes. However, we would advise that, should you require a visa, you arrange this prior to departure.

## Taxis

Available outside the airport arrivals hall. The fare from the airport to the Crowne Plaza is approximately 30 to 40 AED per trip. Careem and Uber operate in Abu Dhabi.

If you require a taxi whilst at the Crowne Plaza Yas Marina, Abu Dhabi Taxi Service: +971 2 600 53 53 53. A hotel limo service is available at the concierge desk +971 2 656 3008 or 3009. Taxis cannot enter the YMC and will have to be picked up hotel side.

## Shopping

The nearest mall is [Yas Mall](#), Yas Island

## Smoking

Please refer to local regulations for areas which permit smoking in public. The YMCC is a non-smoking venue. Smoking is permitted outside the front of the building and on the cafeteria balcony.

## Useful Links

[Take a tour of Abu Dhabi's Grand Mosque](#)

[BBC - The Travel Show – Abu Dhabi – BBC iPlayer required/UK only](#)

[Louvre, Abu Dhabi](#)

[Crowne Plaza Hotel Abu Dhabi Yas Island](#)

[Ferrari World](#)

[Abu Dhabi Official Visitor Website](#)

[Yas Marina Circuit Driving Experiences](#)