Hello WordCamp Sponsor!

This is a document packed with information you need to know.

It will hopefully answer all of the questions you have about sponsoring at WordCamp London (and probably some questions you didn't know you had)!

We hope this information is helpful. Don't hesitate to ask us if you have any questions!

WordCamp London Team
london@wordcamp.org

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Where to ship material/swag

Anything you need to send via mail, providing you have specified it within the sponsor survey, can be sent to the venue ahead of time.

In order to ensure that we can find all the correct parcels, we have created a mail label which can be found at the end of this document. Please print the shipping label, add your sponsor name and attach it to every item that is being sent to the venue.

This is very important and will help prevent your shipments getting lost amongst all the deliveries the university receives daily.

Schedule

The schedule is posted here: https://2017.london.wordcamp.org/schedule/

In detail, here’s where Sponsors are most needed:

Saturday, March 18th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>06:30</td>
<td>Registration &amp; Sponsor Setup</td>
<td>Please ensure that you are ready for event start at 07:30</td>
</tr>
<tr>
<td>07:30 - 09:15</td>
<td>Doors Open</td>
<td></td>
</tr>
<tr>
<td>09:15</td>
<td>Opening Remarks &amp; Sessions Start</td>
<td></td>
</tr>
<tr>
<td>10:20 - 10:50</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>12:10 - 12:30</td>
<td>Lunch for Sponsors / Volunteers</td>
<td>We recommend sponsors managing stands to go to lunch at 12:10</td>
</tr>
<tr>
<td>12:30 - 14:00</td>
<td>Lunch for Everyone</td>
<td></td>
</tr>
<tr>
<td>14:00 - 14:20</td>
<td>Lunch for Sponsors / Volunteers</td>
<td>Delegates will be in sessions</td>
</tr>
<tr>
<td>15:40 - 16:10</td>
<td>Afternoon Break</td>
<td></td>
</tr>
<tr>
<td>17:10 - 18:00</td>
<td>Sponsors Break Down / Retro Game setup</td>
<td>This applies only to Sponsor tables in The Rocket. Please see the Table Allocation section below.</td>
</tr>
<tr>
<td>18:00 - 23:30</td>
<td>Event Social</td>
<td></td>
</tr>
</tbody>
</table>
## Sunday, March 19th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 10:00</td>
<td>Rocket Sponsors Setup</td>
<td>Volunteers will be on hand to help out.</td>
</tr>
<tr>
<td>10:00</td>
<td>Doors Open</td>
<td></td>
</tr>
<tr>
<td>10:20</td>
<td>Sessions Start</td>
<td></td>
</tr>
<tr>
<td>11:40 - 12:00</td>
<td>Lunch for Sponsors / Volunteers</td>
<td>Delegates will be in sessions</td>
</tr>
<tr>
<td>12:00 - 13:30</td>
<td>Lunch for Everyone</td>
<td></td>
</tr>
<tr>
<td>13:30 - 13:50</td>
<td>Lunch for Sponsors / Volunteers</td>
<td>Delegates will be in sessions</td>
</tr>
<tr>
<td>15:10 - 15:30</td>
<td>Afternoon Break</td>
<td></td>
</tr>
<tr>
<td>15:30 - 17:00</td>
<td>Sponsors Break Down</td>
<td>Please note that the closing remarks will be at 16:20 in the Great Hall.</td>
</tr>
<tr>
<td>17:00</td>
<td>Building Close</td>
<td></td>
</tr>
</tbody>
</table>

## Sponsors & Volunteers Early/Late Lunch Openings

There is an early and late lunch slot allocated to Sponsors and Volunteers; this will ensure you don’t have to queue up during the main lunch time and can spend time at your stands interacting with attendees.

We **strongly** recommend you to do this, as there will be games placed around The Rocket to encourage attendees to rotate and move around the entire space.

## Table Allocation

We will be allocating spaces ahead of time and according to the Sponsorship package. The allocation of your booth will be communicated in a follow-up email and clearly marked in the venue on the day.
Exhibition spaces available for sponsors will be in either The Rocket, or the Graduate Centre.

There is a locked storage space that sponsors are welcome to use to store their gear overnight.

If you have any issues about your location please let us know ahead of time.

**Sticky material for posters**

Please note that **you cannot stick absolutely anything to floors, walls or ceilings in any part of the University.** If you need to stick something anywhere or have any questions or doubts about, please reach out to a member of the organising team.

**On the day**

**Venue**

WordCamp London is taking place at the London Metropolitan University.

The full address is:

```
166-220 Holloway Rd,
London
N7 8DB
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Please note that due to the venue’s central location, parking is extremely limited. There is an NCP car park near our Moorgate and Aldgate campuses and limited on-street parking near the Holloway campus. If you’re a blue badge holder and require a disabled parking space, please email us at london@wordcamp.org.

**Tube Station**

The closest tube station is **Holloway Road** on the **Piccadilly Line**.

We highly recommend you use an app like CityMapper to check how to get to the venue ahead of time. This shortcut link has the end location pointing to the venue:

[https://citymapper.com/go/nmb81p](https://citymapper.com/go/nmb81p)
Registration
Please go to the Rocket building for registration. You will not need any paper tickets. Just go straight to the Registration table and give in your name.

If you want to have a walk around the street, the link below will send you straight to Google Maps, street view.
https://www.google.com/maps/@51.5515626,-0.1109142,3a,75y,54.23h,101.11t/data=!3m6!1e1!3m4!1s73x-npzY4-fifJp8O438fA!2e0!7i13312!8i6656

Saturday Evening Sponsor Break Down
Sponsors exhibiting in The Rocket will need to break down their stands by 17.30 on Saturday. We will need to set up the space for our social, and will have volunteers on hand to help you.

The same sponsors will need to set up their stands again on Sunday morning by 10.00, and we will also arrange for volunteers to help you during this time.

Thank you for your understanding in advance.

Break Down
Please be mindful that any of your materials, stands, packaging etc. are your responsibility; if you wish to keep them please take them with you after the event or arrange for a courier to do so.

If you are arranging a courier, please let us know in advance so that we can inform the venue team of the expected pick up. Out of courtesy, please arrange for any materials to be collected as soon as possible once the event is over.

Anything that is left behind two weeks after the event, will be disposed of.

Rubbish
There will be two large bins to the left of The Rocket building which are for the sole use of WCLDN organisers, sponsors and attendees.

Please keep waste to a minimum. Anything that does not fit in the bins will require organisers to dispose of waste at a recycling facility.
Thank You!

Once again, and on behalf of WordCamp London 2017 and the community, thank you for being a hugely important part of it all.

Without your contribution, this awesome event would not be possible!

- Scroll down for the shipping label -
Sponsor: FAO: Alex Massey
The Rocket, Campus Services
London Metropolitan University
166–220 Holloway Road
LONDON
N7 8DB
UNITED KINGDOM