

The logo features a stylized white icon of three downward-pointing chevrons on the left. To its right, the word "LAVAL" is written in a large, bold, white sans-serif font. Below "LAVAL", the word "VIRTUAL" is written in a smaller, white sans-serif font. To the right of "LAVAL", the number "20" is displayed in a large, bold, white sans-serif font. Below "VIRTUAL", the number "24" is displayed in a large, bold, white sans-serif font.

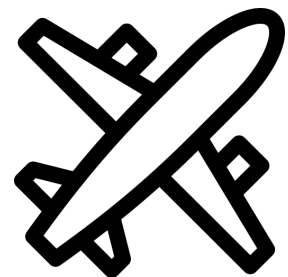
LAVAL 20 VIRTUAL 24

10 > 12 April

📍 Laval, France

EXHIBITORS GUIDE

COMING TO LAVAL



Air Transport

Benefit from a discount on all Air France and KLM flights (*up to 15% on international routes, only to Paris CDG*).

Event : Laval Virtual Europe

Event Code: 40264AF

Terms: Valid for travel from 16/03/2024 to 12/05/2024

Log in to:

- obtain the preferential rates granted,
- make your reservation,
- issue your electronic ticket,
- and choose your seat on board.

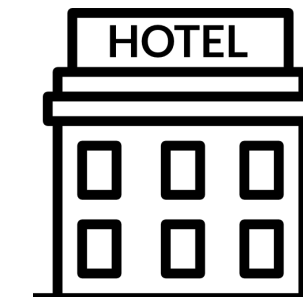
[Book your flight](#)



Shuttles

To get to the exhibition, we recommend that you use the shuttle service set up from the SNCF train station in Laval and the bus station in the city center.

More information to come.



Accommodation

In order to facilitate your visit to Laval and prepare your stay, find all the accommodation listed: hotels, cottages, bed and breakfasts ...

Tip: don't delay in booking your accommodation, as there is a high demand during the week of the Laval Virtual Europe trade show. A quick reservation will allow you to have access to the best choices and the best rates.

[Book your stay](#)



Espace Mayenne

Address: 2 rue Joséphine Baker, 53000 Laval

[Link Google Maps](#)

PROGRAM

MONDAY 08

TUESDAY 09

WEDNESDAY 10

THURSDAY 11

FRIDAY 12

SATURDAY 13
& SUNDAY 14

EXHIBITION

Hall A and Hall B

CONFERENCES

At the heart of the event

COMPETITIONS

For Startups, Students, Laboratories,
Production Studios

HACKATHON

During 30 hours in the Laval Virtual Center

AWARDS

To highlight the best projects

NETWORKING

In dedicated spaces, evening events

DIGITAL ART FESTIVAL

With the art & VR Gallery Recto VRso, Universities
and Xtended

Professional days

Keynotes Speakers & Round Tables

Exhibition & Awards

#Students - Limited Time

Ceremony

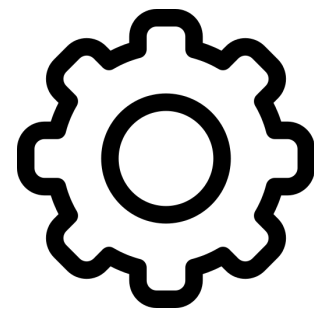
[Networking
Dinner](#)

LV Party

Meet-Up on the exhibition

Art & VR Gallery, Universities and Xtended

ACCESS TO LOADING/UNLOADING DOCKS



Days and hours

Monday 8th april: 08:00 a.m - 7 p.m

Tuesday 9th april: 08:00 a.m - 8 p.m

Friday 12th april: 17:30 p.m - 10 p.m

Please note: Monday to Friday from 8:00 a.m. exhibitors may enter through the main entrance



Technical court access

At the back of the Espace Mayenne, follow the sign "Delivery and VIP"

As an exhibitor, you have access to the technical court at the above times on Monday, Tuesday and Friday, and on presentation of your "EXHIBITOR" badge (downloadable from your exhibitor area)

For people involved in the loading and dismantling of the booth, but not present during the exhibition, registration for access to the technical court is to be made here:

Technical court access without exhibitors badge

Once your vehicle has been unloaded, you must leave the technical court and park in the public parking.

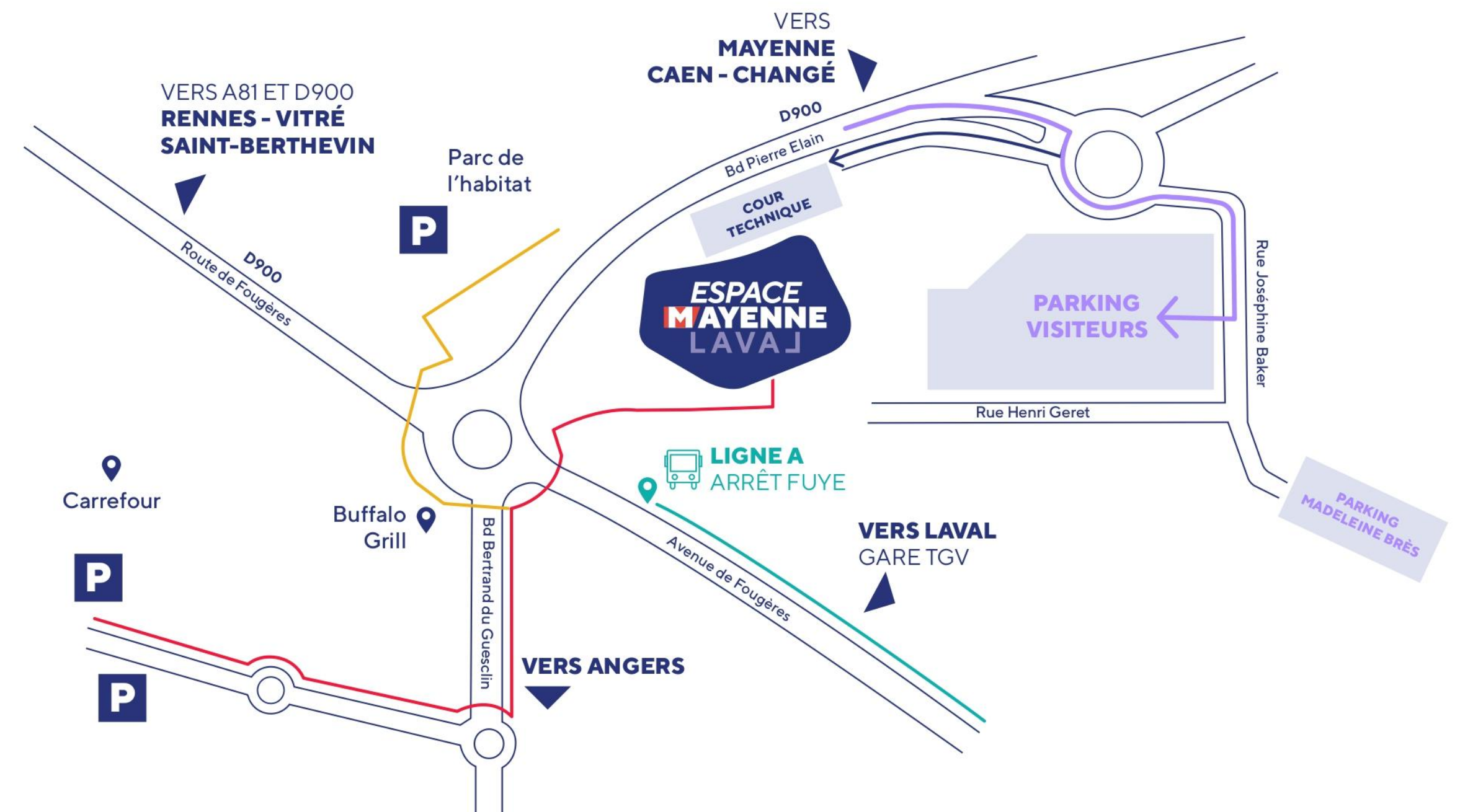


Loading/unloading docks

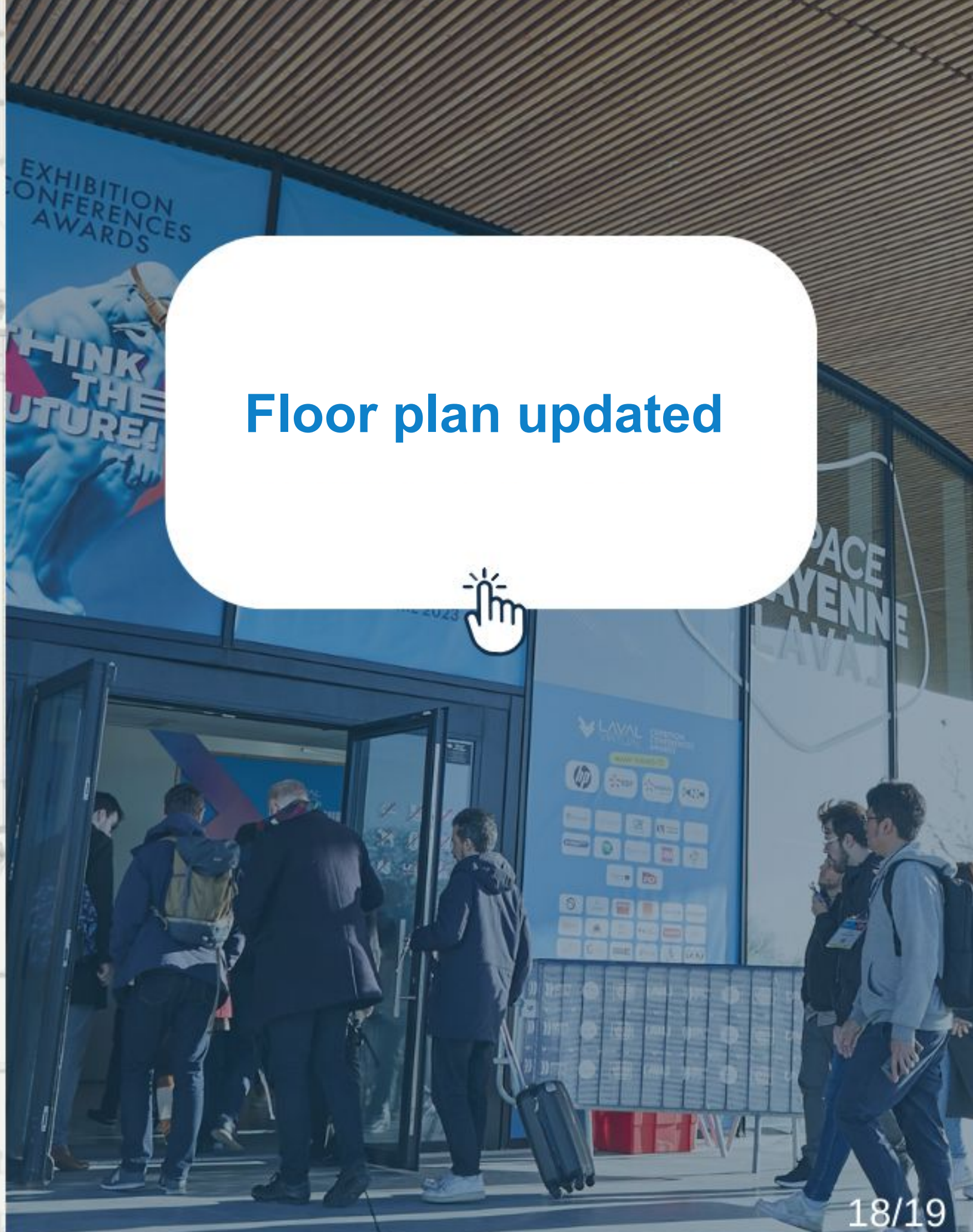
Exhibitors Hall A: Door 3

Exhibitors Hall B: Door 1

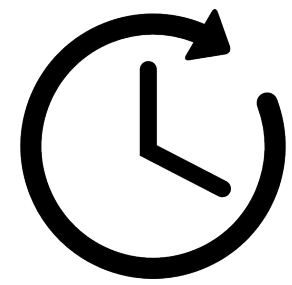
— Accès piétons



FLOOR PLAN

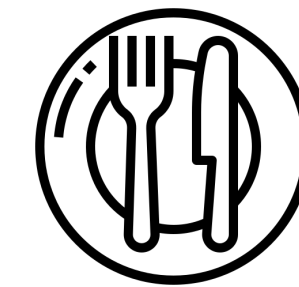


SCHEDULE & FOOD AND BEVERAGES



Opening hours

Wednesday 10th April: 10 a.m - 6 p.m
Thursday 11th April: 9 a.m - 6:30 p.m
Friday 12th April: 9 a.m - 5 p.m

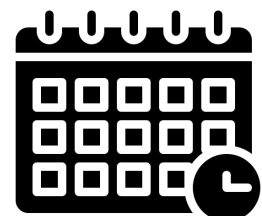


Options to eat during the event

Several areas are at your disposal :

- Lounge 1: sweet food all day long and salty food for lunch
- Lounge 3: sweet food all day long and salty food for lunch
- Foodtrucks (outside)

Important : to limit your wait during lunch time, remember to book your lunch in the morning, as soon as you arrive.



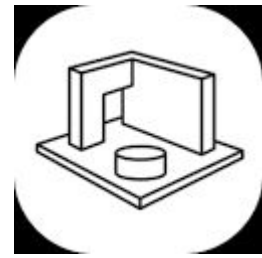
Highlights

Tuesday 9th April:
7:30 p.m : Networking Dinner, organized by Laval
Mayenne Technopole

Wednesday 10th avril:
8.30 a.m: Exhibitors' Breakfast, *Lounge 1*
7 p.m: LV Party, *Le Quarante*

Thursday 11th April :
7 p.m: Awards ceremony, *Conference Hall*

DESIGN REGULATIONS (1/4)



Booths

Each "packaged" booth is supplied with partitions 2.5m high covered with brushed cotton, carpet, LED lighting, 2kw electric box.

If you have opted for a "bare" booth, your booth project must be validated by Laval Virtual **before February 28 2024**. If the design is not validated, it is likely to be modified or forbidden by the show management during assembly.

If you design your layout with a service provider, please ensure you send your booth design (from all sides, side elevations and visuals if possible) for approval to the following address or by email, and provide us with the contact information of your booth operator so that we can give him access to the site for his installation.

Laval Virtual:

- Maxime LEROY : mleeroy@laval-virtual.org

Technical control:

- Nicolas BERNARD (3A Événement) : nicolas@3aevenement.fr

- Nicolas LEMARCHAND (Kouliss) : nicolas.lemarchand@kouliss.fr

CONSTRUCTION HEIGHT OF PARTITIONS AND REMOVAL

- The booth partitions are a maximum of 4m high.
- No decor, furniture, sign or lighting at any point shall exceed the booth limits.

- booths with additional levels are not permitted.
- Any requests to use hanging signage must be sent to Laval Virtual before **February 23 2024**.

LATERAL HEIGHT OF STRUCTURE

- The lateral height of the awning is 4m.
- Validation must be requested from the Show managers for any installation necessitating height above the boothard height of 2.5m.

RIGGING FORBIDDEN

Rigging is not permitted in any structure, whatever the weight of the structure.

PARTITIONS

Any elements on the edge of the aisles must not in any event obscure more than 50% of the length of each façade. Any solid decorative element is regarded as a closure just like glass partitions and windows.

It is strictly forbidden to drill, screw, nail or embed in walls, partitions, cladding, pillars and floors, in particular to fix exhibition machinery. It is also forbidden to paint or mark the walls, pillars and floors. (see General Terms and Conditions)

DESIGN REGULATIONS (2/4)

SIGNAGE

Any signage (balloon signs, banners,...) is forbidden throughout the Show, as it is not in keeping with the spirit of the event and its own scenography.

Only installations with elevated signage (signage tower, emblems, etc.) are authorized to a maximum of 5m high, provided they observe a recess of 1m minimum on the aisles and on adjoining booths, and subject to validation by our managers.

ACCESSIBILITY FOR PEOPLE WITH REDUCED MOBILITY

For booths with flooring over 2.5cm, it is necessary to create access for people with reduced mobility (minimum width access 0.9m with a gradient percentage below 5%).

LIGHTING

As a reminder or information, the Exhibition is dark.

Each exhibitor who does not have an equipped booth must provide lighting for his area.

Exhibitors' light installations must remain within the area of the booth and not impose upon other sites or communal areas at the Show (projections, gobos, etc.).

SOUND SYSTEMS/booth DEMONSTRATIONS

Exhibitors intending to carry out demonstrations on their booths must anticipate sufficient space to accommodate spectators. These demonstrations must not under any circumstances disturb other exhibitors or hinder the aisles. The sound level of these demonstrations must therefore be low (maximum 75 decibels) and must not cause any disturbance or complaints from nearby exhibitors. Any broadcasting or commercial animation should not exceed 15 min per hour.

The power supply of the sound systems will be interconnected with the alarm to evacuate the pavilions: contact our managers to order and implement a power control box.

If these conditions are not respected, the Technical Management of the Show will with the means available (notably cutting the electric current) immediately stop any sound on the booth.

DESIGN REGULATIONS (3/4)

SAFETY & FIRE

The layout of your stand must comply with the French decrees of June 25 1980, as amended, and November 18 1987 on the special provisions for type T (trade shows and general public exhibitions), which set out the safety regulations for fire and panic hazards in establishments open to the public.

The fire safety officer is available before and during the event to answer all types of regulatory questions.

At the suggestion of the safety commission or the safety officer, the organizer must prohibit the operation of stands that do not comply with the provisions of the present regulations. In such cases, the distribution of electricity and other fluids will be refused by the organizer.

The organizer declines all responsibility in the event of closure of a stand for failure to comply with the regulations.

INTERNET

The use by exhibitors of their own router or wifi equipment is authorized on the Show only if this use has been the subject of a prior request for frequency on the exhibitors' area (Product catalog > Stand layout > Internet).

We also remind you that the sharing of connections is forbidden on the Show.

ELECTRICITY

Electrical installations on stands are set up from a delivery box which will always remain accessible to stand personnel. These installations comply with standard NFC-15.100, and are operated under the responsibility of the exhibitor. Electrical cables must be designed for a minimum voltage of 500 Volts. Only use cables in which each conductor has its own protective sheath, with all conductors housed in a common protective sheath.

Do not use individual earth connections.

The superimposition of multiple sockets is forbidden.

BOOTH DISMANTLING

Booth may not be dismantled in the presence of the public, and in any case before the event closes to the public.

Dismantling and transporting equipment is the sole responsibility of the exhibitor.

DESIGN REGULATIONS (4/4)

INTERNET

To ensure the smooth organisation and use of the Internet network during the Laval Virtual Show, here are the rules you must follow:

1 - Choice of channel: Wifi operates on two frequency bands:

2.4 GHz frequency - Select Channel 1 only

5 GHz frequency - Select Channel 44 only

2 - Each network must be personalised with a two-part network name:

Stand number

Your stand sign

3 - Transmit power

Set the transmission power to 5dbm in order to limit the transmission power of your Wifi equipment to your space.



Please note

The use by exhibitors of their own router or wifi equipment **is only authorised on the Show if this use has been the subject of a prior request for a frequency on the exhibitors' area** (Fitting out and logistics > Additional services > Internet).

We would also like to remind you that **connection sharing is strictly forbidden at the Show.**

Important information:

we do not guarantee the wifi speed. We therefore strongly recommend that you purchase a dedicated wifi or wired connection for your stand from your exhibitor area.

Our technical managers are on hand to help if you have any problems.

FREE WIFI



Free WiFi operates on two frequency bands:

- 2.4 GHz frequency - Select Channel 1 only
- 5 GHz frequency - Select only Channel 44

Each network must be customized with a 2-part network name:

- Booth number
- Your stand sign



Warning: we do not guarantee wifi speed. We strongly recommend that you purchase a dedicated wifi or wired connection for your stand on your exhibitor space.

EXHIBITOR ACCOUNT

In order to make the preparation of your arrival easier, Find it on your dedicated exhibitor account:

- All the information needed to the organization of your participation
practical and useful information, hours loading/unloading, floorplan and the location of your booth, Terms and conditions, design regulation, process for the shipment of the package,
- various provision service related to your booth
Download of the exhibitor pass, booth layout and decorations, technical provision services, animations and communication
- A link to send invitations to your customers or prospects so that they can visit you on your booth
- Communications elements to enhance your visibility before and during the event

Connexion to your exhibitor account :

Your login is the email address given during the signature of the quote.

Your temporary password is sent to your sales contact (*remember to modify your password during your first connexion, tab "my access codes"*)

[Connection exhibitor account](#)

ACCREDITATIONS & INVITATIONS

According to the surface area of your booth, a certain amount of accreditations (exhibitor pass) and invitations is given to you.

BOOTH SURFACE AREA	ACCREDITATIONS (exhibitor pass)	INVITATIONS
ReVolution / Partners	2	4 Exhibition Pass + 2 Full Pass
From 6 to 9 sqm	6	7 Exhibition Pass + 2 Full Pass
From 10 to 36 sqm	8	15 Exhibition Pass + 3 Full Pass
From 37 to 72 sqm	12	30 Exhibition Pass + 4 Full Pass
From 73 sqm and more	15	50 Exhibition Pass + 6 Full Pass

Accreditations are the equivalent of the Full Pass and give you access to every events (exhibition, conferences, Tech Talks, LV Party, Awards ceremony).

Your badge will mention your status : "EXHIBITOR".

Accreditations can be downloaded from your exhibitor account.

You can invite your customers and prospects by sending them an invitation

2 types of invitations:

- Full Pass : exhibition, conferences, Tech Talks, LV Party, Awards ceremony
- Exhibition Pass : exhibition

The badge will mention the status : "ATTENDEE".

Invitations can be sent from your exhibitor account.

COMMUNICATION TIPS

MAKE THE BUZZ ON SOCIAL NETWORKS

BEFORE

- Announce your presence on social networks via: your Facebook page, your Twitter account, etc... by using the visuals of the Communication Kit
- Announce your presence on your website with the Media Kit
- Follow the @lavalvirtual account on Twitter, Facebook, LinkedIn and Instagram in order to follow the news of the event and to keep yourself informed.
- Share the news of the event on your accounts and take the opportunity to talk about your company!

During

- Continue to communicate on social networks by taking pictures of your booth and giving its location regularly.
- Remember to add the hashtag #lavalvirtual2024 in your tweets and mention @lavalvirtual to move up in the exhibition news feed.
- Retweet @lavalvirtual or share LinkedIn posts if they mention you!

Communicate with the media

- Press relations with journalists are essential.

Send us your press releases (specifying your booth number and a press contact) to be visible in the exhibition's press kit (in PDF or Word format) to: communication@laval-virtual.org

CHECK-LIST BEFORE THE EVENT

I did:

- Share communication information with Laval Virtual (*logo, name of the company, field, area of expertise,...*)
- Generate and print my exhibitor pass (accreditations)
- Send my invitations to my customers and prospects
- Order my furniture and technical provision services
- Share the plan of your booth with the floor manager
- Communicate about my participation in Laval Virtual

HANG OUT IN LAVAL

- **La Maison** 45 rue des Déportés, 53 000 Laval – 02 43 02 50 62
- **Le Johannesburg** 5 rue de la Trinité, 53 000 Laval - 02 43 53 21 21
- **L'Orfèvre** 15 rue des Orfèvres, 53 000 Laval - 02 43 49 18 59
- **La Casa Del Sole** 44 rue du Val de Mayenne, 53 000 Laval - 02 43 49 04 87
- **Delicious** 31 rue Ambroise Paré, 53 000 Laval - 07 87 25 15 53
- **Le Levrette Café** 1 Pl. Saint-Tugal, 53 000 Laval - 02 43 65 75 23
- **Le Temple Mousse** 72 Grande Rue, 53 000 Laval - 09 88 49 79 19
- **Les 3 petits cochon** 11 rue échelle marteau, 53 000 Laval - 02 43 64 09 52
- **L'atelier** 11 rue aux Mesles, 53 000 Laval - 02 43 65 63 28
- **Le Black Bear** 89 rue du Val de Mayenne, 53 000 Laval - 02 44 72 61 13
- **L'After Work** 27 Grande Rue, 53 000 Laval
- **Le Castel 9** 69 rue du Val de Mayenne, 53 000 Laval - 02 43 53 50 41
- **Le Jaja** 56 bis rue du Val de Mayenne, 53 000 Laval - 09 83 42 71 61
- **Le Mimosa** 5 rue Solférino, 53 000 Laval - 02 43 56 15 78
- **La Nef** 9 place Saint-Tugal, 53 000 Laval - 09 81 78 50 00
- **Le Palatium** 9 Place de la Trémoille, 53 000 Laval - 02 43 53 22 22
- **Rhum Evasion** 7 Place de la Trémoille, 53 000 Laval - 02 53 74 53 62
- **Le Jardin Bavarois** 25 rue échelle marteau, 53 000 Laval - 02 43 10 36 27

CONTACTS

Floor manager

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Sales Laval Virtual

Maxime LEROY

Email : mleeroy@laval-virtual.org

Phone number : +33 (0) 7 86 76 62 02