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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Pre Event

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 address below. Please state clearly that the package is meant for WordCamp London.

JAMES CURRINGTON
WORDCAMP EVENT
The Rocket, Campus Services
London Metropolitan University
166-220 Holloway Road
London, N7 8DB
United Kingdom

Schedule

The schedule is posted here: https://2016.london.wordcamp.org/schedule/

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

Friday, April 8th
15:00 - 16:00   Sponsors Venue Tour

Please meet at the Rocket main reception to start the tour.

Saturday, April 9th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>06:30 - 07:30</td>
<td>Registration &amp; Sponsor Setup</td>
<td></td>
</tr>
<tr>
<td>07:30 - 09:00</td>
<td>Doors Open</td>
<td></td>
</tr>
<tr>
<td>09:15 - 10:20</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>Delegates will be in sessions</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>
</tbody>
</table>
16:20 - 17:50  Sponsors Tear Down / Retro Game set up  
This applies only to Sponsor tables in The Rocket. Please see also the Table Assignment/ Allocation section below.

18:00  After Party Starts

### Sunday, April 10th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Rocket Sponsors Setup</td>
<td>Volunteers will be on hand to help out.</td>
</tr>
<tr>
<td>09:00 - 09:20</td>
<td>Doors Open</td>
<td></td>
</tr>
<tr>
<td>09:20 - 10:20</td>
<td>Sessions Start</td>
<td></td>
</tr>
<tr>
<td>10:20 - 10:50</td>
<td>Break</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 Tear 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 and Volunteers Lunch (Early / Late Openings)

The sponsors & volunteers lunch have been allocated in order to give you a chance to enjoy your meal without queuing. This will also give you the opportunity to spend more time interacting with attendees during their lunch break.

Times allocated for Sponsors and Volunteers Lunch is not mandatory so you are welcome to join the regular attendees’ lunch time if you prefer.
Table Assignment/Allocation
We’ve allocated spaces according to the Sponsorship package. The allocation method for the tables is assigned on a first come, first served basis.

Exhibition spaces available for sponsors will be in either The Rocket, or the Graduate Centre.

Please note that due to space constraints, sponsors exhibiting in The Rocket will have to break down their stands on Saturday by 17:00, and clear the exhibition space for the after party.

There is a locked storage space that sponsors are welcome to use to store their gear overnight. Sponsors who have had to break down on Saturday will be required to set up on Sunday morning. We thank you in advance for your understanding and will have volunteers on hand to help you break down and set up as required.

If you have any issues to being in either location please let us know ahead of time.

On the day

Venue
WordCamp London is taking place at the London Metropolitan University. The full address is:

    166-220 Holloway Rd, Holloway, London N7 8DB

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

We highly recommend you use something 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

Registration
Please go to the Rocket building for registration. The image to the right is a picture of the front of the Rocket.
You will not need any paper tickets. Just go straight to the Speakers and Sponsors 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 street maps, street view.

https://www.google.com/maps/@51.5515626,-0.1109142,3a,75y,54.23h,101.11t/data=!3m6!1e1!3m4!1s73xnpzY4-fifJp8O438fAl2e0I7i13312!8i6656

Want to see the venue in advance?
The sponsors venue tour has been set to 15:00 - 16:00 on Friday 8th April. Please meet at the Rocket main reception to start the tour.

We can also help you locate your shipments during this time.

Bingo Game
We'd like to invite our attendees and sponsors to join in our WordCamp London spin on the traditional bingo game!

The ultimate aim of the game, for the attendees, is to talk to as many sponsors as possible during the event in order to get a stamped line of sponsors on their bingo card.

We've found that attendees are often a little intimidated to approach sponsors - as much as they'd like to! This fun, non-compulsory, informal game will encourage attendees to approach your stand and begin a conversation with you.

You don't have to do anything in preparation for this - we'll provide the bingo cards to the attendees and markers for you; just turn up with bundles of enthusiasm!

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.

Anything that is left behind 2 weeks after the event, will be thrown away.
Thank You!
Once again on behalf of WordCamp London 2016 and the community, thank you for being a hugely important part of it all. Without your contribution this awesome event would not be possible!