



JUNE 23-24 2021 **MILLBROOK  
PROVING GROUND**

## Manufacturer Operational **Manual**

[www.companycarinaction.com](http://www.companycarinaction.com)

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## manufacturer/exhibitor **manual**

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This manual has been prepared to assist exhibitors in planning their participation at Company car in Action 2021, alongside this document is a 'manufacturers requirements form' that **must be completed and returned by Friday 4th June 2021 please.**

### TIMETABLE

<b>Monday</b>	21st June	Build-up Manufacturers /exhibitors	1000 – 1800 hrs <b>(by appointment only)</b>
<b>Tuesday</b>	22nd June	Build-up Manufacturers /exhibitors	0800 – 2000 hrs
<b>Wednesday</b>	23rd June	Exhibitor hours	0630 – 1830 hrs
		Visitor hours: (entrance)	0830 – 1800 hrs
		(driving)	0900 – 1800 hrs (Last drive at 1730 hrs)
<b>Thursday</b>	24th June	Exhibitor hours	0630 – 1800 hrs
		Visitor hours: (entrance)	0830 – 1730 hrs
		(driving)	0900 – 1730 hrs (Last drive at 1700 hrs)
		<b>Breakdown all</b>	<b>1800 – 2200 hrs</b>
<b>Friday</b>	25th June	Breakdown continued if needed	0800 – 1400 hrs <b>(by appointment only)</b>

If you require access to site on Monday 21st June 2021 then please contact Ellen Christensen on 01525 842730 or via email [ccia@millbrook.co.uk](mailto:ccia@millbrook.co.uk). This set up day is by appointment only and must be agreed with Millbrook.

All vehicles, units and property must be cleared from Millbrook Proving Ground by 22.00 hours on Thursday 24th June 2021.

If you require the 25th June then please ensure you contact Ellen on 01525 842730 in advance.

**A CHARGE WILL BE IMPOSED BY MILLBROOK DIRECT TO THE MANUFACTURER SHOULD ANY HOSPITALITY UNIT OR VEHICLES BE LEFT ON SITE AFTER THIS TIME.**

**\*\*Please also note that any deliveries and collections that take place during the build-up and breakdown times must be signed for by the individual manufacturer\*\***

# important information

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## HEALTH AND SAFETY

### Evacuation procedure

In the event that you are required to evacuate any building please make your way, via the nearest safe fire exit, to the middle of the steering pad and await further instructions. Do not re-enter any building/exhibition area until the all clear has been issued by the chief fire officer. Please make yourself aware of all fire exits. Do not obstruct any fire exits.

### First Aid

In the event of anyone requiring first aid, please notify a member of the CCIA Event Team at the Help Desk located in the Concept 1.

## BUILD-UP INFORMATION / HOSPITALITY UNIT

Before leaving your offices for Millbrook Proving Ground ensure you have your Exhibitor badge with you. You will be asked to show this on arrival at Millbrook. If you have any deliveries by courier companies or transport companies, please ensure they have as much information as possible in order for us to identify where the package/items needs to be taken to.

Once on site please report to the 'Information Desk' situated in The Concept Centre to make the organisers aware of your arrival.

In order to ensure the build-up to the event is as smooth as possible we require dimensions of your hospitality unit, stand plan and the expected time of arrival on site. All exhibitors must complete the 'manufacturer requirements form' to inform us of this information.

On all open days, **exhibitors** can enter through the main **CCIA visitor entrance** from 0630 hours and park in the visitor car park (**POSTCODE FOR SATNAV: MK45 2JH**). No exhibitor vehicles may be parked to the rear of their units at any time.

**\*\*Please note that no vehicles are permitted to be left in the visitor/exhibitor car park (overnight) once the show has closed. Should this occur then charges will be passed on the manufacturer responsible\*\***

For your information, on all open days, visitors may enter the exhibition site from 0800 hours, but will not be permitted to drive until 0900.

No personnel may stay in their units after the exhibition has closed.

No persons under the age of 18 years will be allowed on site.

No animals, other than guide dogs are allowed on site.

## TRANSPORTER DRIVERS


IT IS IMPERATIVE THAT THE DRIVERS OF THE TRANSPORTERS ETC. ARE INFORMED OF THE ENTRY RESTRICTIONS, AS THE POLICE WILL PROSECUTE ANY DRIVERS PARKED ON THE APPROACH ROADS TO MILLBROOK OR IN LOCAL VILLAGES.

The enclosed map on Appendix 1 that can be found at the bottom of this event manual must be given to all delivery and construction vehicles that need to gain access to Millbrook.

## millbrook events

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PLEASE NOTE POSTCODE FOR MAIN  
'CCIA VISITOR ENTRANCE': MK45 2JH



**Route from M1:**

**Cars only:** From the M1 Junction 13, follow the A421 towards Bedford.

After 3.3 miles take the Marston Moretaine exit and take the fourth exit off the roundabout.

Continue on Beancroft Road for the next two roundabouts, following signs for Marston Moretaine.

Turn left at the T-junction, then immediately right following the signs to Millbrook.

Follow road through village, turning left just before Marston Social Club, towards Millbrook.

Cross level crossing, following road for approximately 1/2 mile. Millbrook Entrance is on the right.

**HGVs:** From the M1 Junction 13, follow the A421 towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford and continue for 0.4 miles.

Now follow the directions shown opposite from the part marked \*.

**Route from the A1/HGV:**

From the A1 Black Cat Roundabout follow the A421 for 9.3 miles towards Bedford.

Take the A6 ramp to Bedford (sign posted for Interchange Retail Park & Elstow).

At the roundabout, take the 4th exit towards Bedford and continue for 0.5 miles.

\* Turn left at the traffic lights onto Ampthill Road towards Interchange Retail Park.




In half a mile at the Roundabout continue straight onto B530.

In 2 miles at the roundabout continue straight again onto B530.

After 1.5 miles turn right onto Millbrook Road.

Follow this road until reaching Millbrook entrance on your left. (Do not turn left into Millbrook village).

Millbrook, Bedford, MK45 2JQ, UK  
Tel: +44 1525 404242  
[www.millbrook.co.uk](http://www.millbrook.co.uk)



## track facilities

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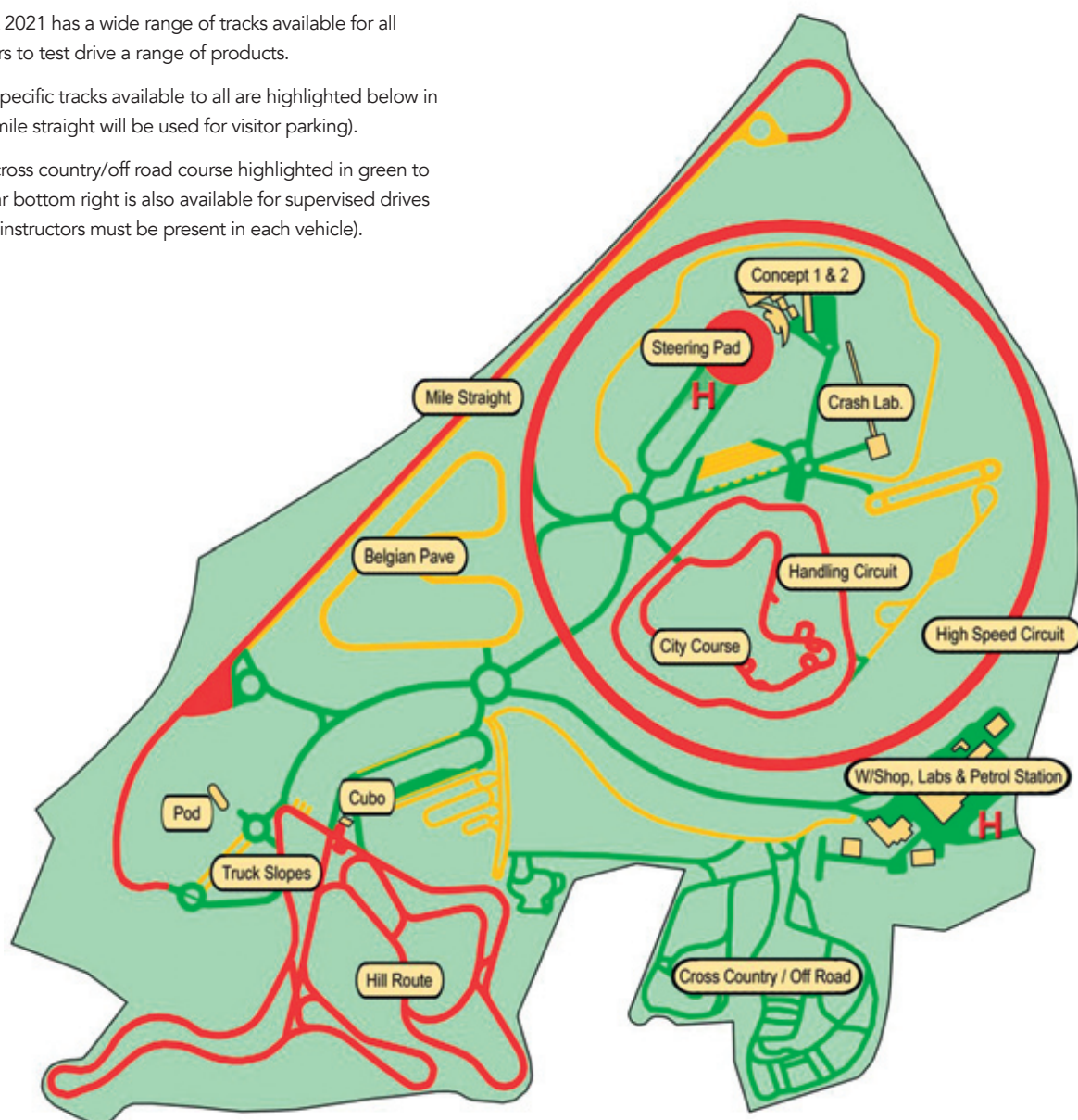
### CCIA TRACK FACILITIES AVAILABLE FOR ALL VISITORS

Millbrook Proving Ground has 49 miles of track facilities of all terrains.

CCIA 2021 has a wide range of tracks available for all visitors to test drive a range of products.

The specific tracks available to all are highlighted below in red (mile straight will be used for visitor parking).

The cross country/off road course highlighted in green to the far bottom right is also available for supervised drives only (instructors must be present in each vehicle).



## general information

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### ALCOHOLIC BEVERAGES

No alcoholic beverages are allowed on site at Millbrook. All drinks on sale will be non-alcoholic for the duration of the event.

### BREAKDOWNS

If one of your vehicles suffers a breakdown, please contact the organiser's office who will arrange for the vehicle to be towed to a safe area.

If you do experience a breakdown the following will happen:

- Millbrook will provide a towing facility to Millbrook's own trailer park.
- If there is no space on the trailer park Millbrook will find an alternative area to store the vehicle.
- The manufacturer then must arrange recovery of the vehicle.

### CATERING

All on-site catering at Millbrook must be provided by Millbrook Events. The following service will be provided:

**DURING BUILD-UP** – Stand catering can be ordered in advance for the set up days. To place an order you will be required to set up account facilities - please contact Millbrook to discuss your requirements and arrange account facilities/any necessary credit checks etc.

**Contact: Ellen Christensen on 01525 842730 or via email: ccia@millbrook.co.uk**

**\*\*There will be a refreshments van situated on the steering pad selling coffee and snacks between the hours of 0900 – 1700 on Tuesday 22nd June 2021 (cash and cards accepted) Manufacturers setting up on Monday 21st June can pre-arrange any catering requirements directly with Millbrook in advance\*\***

**DURING OPEN DAYS** – there will be two catering areas for CCIA 2021 that will be serving hot food options. The catering areas will be situated under both tensile structures at the front of Concept 1 which will be available to visitors and exhibitors. Cash and card payments are accepted.

Once again this year there will be refreshments point for visitors which will be located on the steering pad, serving hot and cold drinks plus snacks. Cash and card payments are accepted.

**STAND CATERING** for live days and catering for breakdown can be supplied on request via Ellen Christensen.

Please contact Ellen on **01525 842730** should you have any queries.

**IMPORTANT INFO: Cut-off date for all food orders will be 8 working days prior to the event.**

The official caterers are:

Millbrook Events Catering  
Millbrook Proving Ground  
Millbrook  
Bedfordshire, MK45 2JQ  
Tel: 01525 408497

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### ELECTRICAL SUPPLY

The organisers have appointed Encore Global as the official show electrician and they will carry out all electrical work. No other electrician will be allowed to work on site. All units on the steering pad will be supplied via a power distribution system fed from a generated supply to meet your stand's requirement. No generators will be permitted, thus reducing noise pollution at the main exhibition area.

The electrical service for CCIA 2021 is provided by Encore Global and you will find a full power supply rate card included in the 'Manufacturer Requirements Form' to enable you to choose your requirements. Your main single main supply to the hospitality units will run as in previous years at the rear of your stand and this is where your supply will be positioned. If you wish for your supply to be split or relocated to a different position on your stand, you may incur additional costs which would be quoted for direct to yourself via Encore Global for any queries and a full quote please email Encore Global at [ryan.grant@encoreglobal.com](mailto:ryan.grant@encoreglobal.com).

**All electrical costs will be invoiced directly by Encore Global.**

**All exhibitors must please complete their requirements forms by Friday 4th June 2021. Please do your utmost to adhere to this deadline to avoid any problems with connection and supply.**

### PAT Testing

Under the Health and Safety at Work Act 1974 exhibitors are obliged to supply, upon request, a current test certificate indicating that their particular mobile exhibition unit complies with the current IEE regulations.

All portable appliances contained within these units must also have a certificate stating the last time that they were PAT tested. It is the responsibility of the person bringing such items on-site to make sure that they comply.

The dedicated event electricians will not be held responsible for any portable appliances that have not been PAT tested. This test can be provided on site for a small charge, and certification can be provided that will last for one year from the date of that test.

N.B. The main cable feeding the supply to the hospitality units will run as in previous years at the rear of the units. This will be coned off once the cable is laid and no vehicles may pass over it. All stand personnel must be made aware of this.

### FLORAL

The organisers have appointed Ruth's Floral Design as the official florist.

Please contact Gary Staff for all your floral requirements as below:

Gary Staff  
Ruth's Floral Design  
13 Stratford Road  
Wolverton  
Milton Keynes  
Bucks  
MK12 5LJ

Tel: 01908 222855

Web: [www.ruthsfloraldesign.co.uk](http://www.ruthsfloraldesign.co.uk)



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### FUEL REQUIREMENTS

There is a full range of fuel types available on-site at Millbrook. These will be sold at approximately pump prices. In order to fuel vehicles, take them to the fuel station (marked on map) during the fuel station open times.

Each manufacturer will be **issued with fuel keys during the exhibitor briefing on Tuesday 22nd June 2021**. Please make sure you complete your 'manufacturer requirements form' for your fuel keys to be processed. Exhibitors will be invoiced after the event by Millbrook.

#### Fuel opening times:

Tuesday	22nd June	0900 - 1830 hrs
Wednesday	23rd June	0900 - 1830 hrs
Thursday	24th June	0900 - 1830 hrs

For any queries regarding fuel keys please contact Ellen Christensen on 01525 842730 or via email on [ccia@millbrook.co.uk](mailto:ccia@millbrook.co.uk)

### LEAD CAPTURE (VISITOR DATA CAPTURE DEVICE)

Exhibitors measure the success of an event based on the people they meet, the leads generated and the business that results from those conversations and subsequent follow-up. Cirdata's two data capture options allow exhibitors to quickly capture and retrieve vital contact information about key prospects from each event. No need to database a pile of business cards back at the office!

#### Option 1 – Lead Capture

The Cirdata Lead Capture app has been developed to provide enhanced data collection for exhibitors at events. The App allows exhibitors to capture leads and record key information about each lead in real time.

The app is available on iPad3/iPad4/iPad mini/iPad Air and iPhone 4 or higher and devices running Android 4.0 or above.

Benefits include:

- Premium solution to ensure maximum return on investment
- Offers real-time access to leads, no waiting
- Bring your own device, no need to hire
- Download the Fusion Exhibit app to begin!
- Scan the QR code on a visitor badge
- Utilise the advanced survey technique to capture behavioural information
- Gain competitive advance over other exhibitors and email leads immediately from the device used
- Office-based staff can access the live data and instigate immediate follow up.

#### Option 2 – Scanner Rental

Hiring a lead retrieval scanner from Cirdata is a proven way to increase the number of contacts you take away from your event, increasing your chances of improved ROI.

Benefits include:

- Hire a data scanner
- Scan the barcode on a visitor badge
- Create a product sheet to categorise your leads
- Gain access to your data 24 hours post-event from the exhibitor microsite
- Reliable, simple and quick to use
- Easy to share between stand staff.

For further details and price list please login to your exhibitor portal – details of which will be supplied by the Company Car in Action Event Manager.

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### PARKING

During build-up/breakdown – “follow-me” vehicles will take exhibitors and contractors to the exhibition area. Once at the site they will be guided into position by marshals. Please be patient when attempting to reach the exhibition area as it can get very congested. Please also park your vehicles as directed, so as not to unnecessarily obstruct access/exit routes from the site.

During open days - ALL exhibitors **MUST** park in the main ‘CCIA visitor car park’ (**POSTCODE FOR SATNAV: MK45 2JH**) and you must display an exhibitor’s pass to gain entry to this car park.

**NO VEHICLES WILL BE ALLOWED ENTRY TO THE EXHIBITION AREA EXCEPT DEMONSTRATOR VEHICLES.** Please ensure that ALL staff are made aware of this. There is no parking allowed on the grass around the exhibition area at all, should this occur they will be moved immediately.

**PLEASE ALSO NOTE THAT ON THE OPEN DAYS EXHIBITOR VEHICLES ARE NOT PERMITTED TO BE LEFT IN THE PARKING AREA OVERNIGHT (I.E. MILE STRAIGHT PARKING AREA). IF THIS DOES HAPPEN THEN A CHARGE WILL BE PASSED ON FROM MILLBROOK PROVING GROUND.**

### PASSES & BADGES

**Contractor (Personnel) Vehicle Passes** – all contractors will be issued with a green windscreen sticker on arrival at Millbrook. It is imperative that all contractors have their exhibitor stand number and manufacturers details to gain access to site during build-up and breakdown.

**Exhibitor (Personnel) Vehicle Passes** – all exhibitors will be required to show their pre-printed CCIA badge on arrival at Millbrook. They will then be issued with a Blue windscreen sticker vehicle pass which will allow them to park in the car park on each day (This includes build-up, breakdown and the live days). Please leave these stickers affixed to your windscreen as this will speed up access to site in the mornings. These passes are for your manufacturer’s representatives and agency staff.

**Exhibitor Badges and ‘black’ lanyards** – these will be collected from the main registration desk on arrival at the event. Please note that the names of all exhibitor personnel who require a badge must be provided before the event. Your exhibitor badges can be ordered through your online exhibitor portal – details included on the ‘manufacturer requirements form’.

### PHOTOGRAPHER

Fleet News’s freelance photographer, Chris Lowndes, is a long established photographer having worked with Fleet News and Bauer Media for over 15 years, and in the media for 30 years and specialises in capturing the action at live events. Chris has a great reputation for delivering quality photographs and videos and meeting client briefs.

For all your CCIA requirements please contact Chris as below:

Chris Lowndes Photography  
Mobile: 07950 745076  
Email: [photos@chris-lowndes.com](mailto:photos@chris-lowndes.com)

If you are planning to bring your own photographer, due to Millbrook’s high security your photographer will be required to have a Millbrook Photographic Minder with him/her for the time the photographer will be taking photos.

You will also need to inform Millbrook Events Manager Ellen Christensen on 01525 842730 of your photographer’s name prior to arriving onsite, alongside this Millbrook will also require a full risk assessment. Please ensure this information is sent to Millbrook by **Friday 4th June 2021**.

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### PROMOTIONAL AND STAND STAFF

Cosmic Events is a long established provider of a complete cross section of experienced local temporary staff for all exhibition related assignments. Cosmic Events has a great reputation for delivering reliable local staff with the precise skills and look to meet their clients brief.

If you require any promotional staff for CCIA please contact Carey Coleman as below:

Carey Coleman  
Cosmic Events  
Tel: 07971 558282  
Email: Carey@cosmicevents.co.uk

### PUBLIC PERFORMING RIGHTS

Any exhibitors that are providing music on their stands whether live or by means of TV, video, CD or presentations, for the purpose of promoting their company and/or its products must obtain a licence from the Performing Rights Society. This is not the organiser's responsibility.

Licences only cost approximately £25.00 + VAT per day and failure to obtain a licence may result in legal action being taken against you by the Performing Rights Society, so please do not overlook this aspect. To assist you in obtaining this licence please call the Performing Rights Society on **0800 072 0808**. [www.prsformusic.com](http://www.prsformusic.com)

Please note it is the exhibitor's responsibility to ensure that they apply for any of the above-mentioned licences.

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### RIDE & DRIVE REGULATIONS

**Route:** Drivers will follow the blue arrows on leaving the exhibition area and the red arrows on returning from the Hill Route to the High Speed Bowl and Exhibition Area. The route comprises of one circuit of the Hill Route followed by two laps of the High Speed Bowl, then return to the Exhibition Area.

Drivers will be asked to adhere to the route outlined above as each test drive has a time allotted to it, and other people will be awaiting your return to test drive the vehicles.

The off-road course will be available for 2021 for those manufacturers who have requested it (an instructor must be present in the vehicle at all times) The city course will be available for suitable vehicles only.

**Unauthorised track photography:** Please note that unauthorised photography is forbidden and may result in your removal from the event.

#### For your information - Visitor Driving Regulations:

- a) Headlights on dipped beam at all times
- b) Wear seat belts
- c) Observe all traffic regulations – ALL SPEED LIMITS MUST BE ADHERED TO.
- d) Use direction indicators when changing lanes and turning
- e) Road speed is governed by road/traffic conditions
- f) Give way to emergency vehicles showing blue flashing light
- g) High Speed Bowl entry lights - RED = closed, AMBER = enter with caution
- h) Lane lights on High Speed Bowl - RED = keep out, use another lane, AMBER = use with caution
- i) Mobile phones must not be used under any circumstances.
- j) If you see an emergency vehicle STOP and wait until the unit has passed – it may not go the way you expect it to in an emergency.
- k) High Speed Bowl lane speed:
  - Lane 1 - 10-40 mph
  - Lane 2 - 30-60 mph
  - Lane 3 - 50-70 mph
  - Lane 4 - 50-75 mph

**Lane 5 - DO NOT USE THIS LANE.** RESTRICTED FOR USE BY MILLBROOK TEST DRIVERS AND COMPANY CAR IN ACTION PROFESSIONAL DRIVER DEMONSTRATION VEHICLES ONLY.

**IMPORTANT** - If any vehicle suffers a mechanical fault, or if the driver suffers any other problem, they will be asked to switch hazard warning lights on, keep to the left hand side of the road and stay in the vehicle until a marshal arrives to assist, as walking anywhere on the track is PROHIBITED at Millbrook. Marshals will be situated at various vantage points around the tracks along with mobile patrols who will continuously monitor the tracks, so assistance will always be close at hand.

## general **information**

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### SECURITY

Millbrook Proving Ground is a secure area; security is maintained on a 24-hour basis both within the complex and at the main entrance. During the closed period continual surveillance of the main exhibition area will be maintained. No exhibitor, his agents or any other person acting on behalf of the exhibitor will be allowed in Millbrook Proving Ground after the exhibition has closed without prior written agreement.

Strict security is maintained at the exhibition area and personnel will experience difficulty in gaining entry to the site if they are not in possession of the necessary contractor/exhibitor pass.

**N.B. NO PERSONNEL MAY STAY IN THEIR UNITS AFTER THE EXHIBITION HAS CLOSED AND MILLBROOK AND BAUER MEDIA ARE NOT RESPONSIBLE FOR ANY PERSONAL ITEMS LET IN ANY OF THE HOSPITALITY UNITS.**

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### VALETING SERVICES

The organisers have appointed Autokleen Ltd as the official show valeters and ALL track vehicles must be cleaned at the official valeting area.

Please note no washing may take place on the steering pad or within its immediate surrounding areas. This is to ensure that no detergents drain into the natural reservoir that is fed by the steering pad central drain, as well as to maintain a clean and professional appearance in the main vehicle exhibition area.

#### Who are Autokleen?

Autokleen Ltd have provided valet support for the majority of exhibitors attending Company Car in Action for over 20 years.

#### Why is only one valet company allowed to use the wash bay?

As there is limited space in the wash bay area a single supplier is appointed to ensure a high quantity of vehicles can be processed.

#### Do we have to use Autokleen Ltd to clean our show vehicles?

Only for washing. You can use your own preferred valet's to carry out dry cleaning on your stand on the Steering Pad.

#### What if we only want our vehicles washed?

Please contact Frank Bell at Autokleen on 07789 914105 UK Account Manager to discuss and we will do our best to assist you as required.

#### What service do Autokleen Ltd provide?

##### Pre Show

- Receive vehicles on arrival at the venue
- Check for any damage
- Drive vehicle to your stand or Drive vehicle to the wash bay
- Wash exterior of vehicle
- Clean Interior of vehicle
- Vacuum interior of vehicle
- Drive vehicle to your stand
- Polish Glass
- Polish exterior
- Dress tyres
- Check headrests & vents are level
- Check fuel levels
- Refuel if required
- Line up vehicles
- Show prepare static vehicles

##### Live Days

- Early a.m. wipe over of exteriors
- Warm engines if required
- Check interiors
- Assist with marshalling
- Maintain vehicles throughout live day
- Refuel Cars as required
- End of day clean all vehicles as required

#### How do we obtain a quote?

Please contact Frank Bell on 07789 914105 to discuss your requirements, or alternatively email [Frank@autokleen.com](mailto:Frank@autokleen.com)



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### VEHICLE PASSES – SPECIFICALLY FOR TRACK VEHICLES

**Demonstrator Vehicles** – all manufacturers will be issued with an official CCIA vehicle number which will be distributed at the Safety Briefing meeting – in the right wing of Concept 1 at 3pm on **Tuesday 22nd June 2021**. Only vehicles displaying the official CCIA numbers will be allowed onto the track. Manufacturers will be required to affix a number to the front and back windscreen so they can be easily identifiable on the tracks.

All key manufacturer stand personnel must attend the briefing please and full details will follow prior to the event.

It is a requirement that all manufacturer/exhibitor staff wishing to drive on the tracks, must watch the safety video prior to going on the tracks and follow the standard CCIA licence check procedure.

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### THE VISITOR

Visitors will be allowed on site from 0830 hours on each open day (test driving will commence from 0900 hours). They will drive their vehicles to the visitors' entrance where they will show their pre-registration email and will have their vehicle marked with a red sticker. All visitors will then follow directions from static marshals to the parking area situated on the mile straight. From there the visitor will be taken by an official courtesy vehicle to the registration area where they will be able to print off their badge and collect the correct coloured lanyard (to enable you to identify fleet sizes and leasing personnel as they approach your stand).

In advance of the event, they will have already had their licence checked, watched the safety video and acknowledged that they have read the indemnity form. It is important to note that there are two types of visitor pass.

1. Normal Driving Pass for fleet operators and leasing personnel
2. Non-Driving Pass for people accompanying fleet operators e.g. fleet sales staff from exhibiting manufacturers, dealers, guests.

Any new/walk up visitors will be required to produce their current Licence Summary sheet and the details will be checked onsite by our registration team and Licence Bureau to ensure that they are eligible to drive at the event.

It is essential that you exchange the vehicle keys for the visitors driving licence and vice versa on the completion of the test drive – this will ensure your keys are returned after each test drive. You may have a different process this year to ensure this is Covid safe. i.e. rather than your staff handling the lanyards, instead asking the visitor to deposit their lanyard in a box/small container that doesn't need to be touched by anyone else and therefore reduces touch points and contact.

After going through the registration process on site and printing off their badges, the visitor will make their way to the Steering Pad where they will visit the manufacturer stands for their pre-booked drives and/or book their driving slots directly with yourselves.

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### WI-FI AND INTERNET ACCESS

Visitors and exhibitors to Company Car in Action can connect to free Wi-Fi across the venue, enabling them to stay connected to their homes, offices and social media networks while they're attending the event, all for free. This can be accessed using a Wi-Fi compatible device, such as mobile phone, laptop or tablet.

The free Wi-Fi coverage is available in the following areas at the event:

- **Concept 2 - Main registration and exhibition hall**
- **Concept 1 – sponsored domes, display zone and information point**
- **Manufacturer external exhibitor stands**

The Millbrook site is served by a 1Gbps leased internet connection, which connects the Wi-Fi and any dedicated bandwidth requirements. There is strong WiFi signal throughout the venue with a target signal strength of -67dBm or more and a maximum synchronous capacity of 300Mb/s each way on a single connection. There is a VIP and open system, both fully configurable with or without reserved bandwidth limits, configured to handle a large number of simultaneous logins to provide capacity at periods of high demand. CCIA 2021 will have on site Wi-Fi technical support available for the duration.

**WE HOPE YOU HAVE FOUND THE  
EXHIBITOR MANUAL USEFUL IN  
PREPARATION FOR YOUR  
ATTENDANCE AT COMPANY CAR  
IN ACTION 2021.**

FOR ANY OTHER QUERIES PLEASE CONTACT:

Sandra Evitt  
Event Manager  
Tel: 01733 468123  
Mobile: 07702 989283  
Email: [sandra.evitt@bauermedia.co.uk](mailto:sandra.evitt@bauermedia.co.uk)



**[www.companycarinaction.com](http://www.companycarinaction.com)**

# Map/directions



## Route from M1:

**Cars only:** From the M1 Junction 13, follow the A421 towards Bedford.

After 3.3 miles take the Marston Moretaine exit and take the fourth exit off the roundabout.

Continue on Beancroft Road for the next two roundabouts, following signs for Marston Moretaine.

Turn left at the T-junction, then immediately right following the signs to Millbrook.

Follow road through village, turning left just before Marston Social Club, towards Millbrook.

Cross level crossing, following road for approximately 1/2 mile. Millbrook Entrance is on the right.

**HGVs:** From the M1 Junction 13, follow the A421 towards Bedford.

After 7.7 miles take the A6 ramp to Interchange Retail Park.

Then take the first exit at the roundabout towards Bedford and continue for 0.4 miles.

Now follow the directions shown opposite from the part marked \*.

## Route from the A1/HGV:

From the A1 Black Cat Roundabout follow the A421 for 9.3 miles towards Bedford.

Take the A6 ramp to Bedford (sign posted for Interchange Retail Park & Elstow).

At the roundabout, take the 4th exit towards Bedford and continue for 0.5 miles.

\* Turn left at the traffic lights onto Ampthill Road towards Interchange Retail Park.

In half a mile at the Roundabout continue straight onto B530.

In 2 miles at the roundabout continue straight again onto B530.

After 1.5 miles turn right onto Millbrook Road.

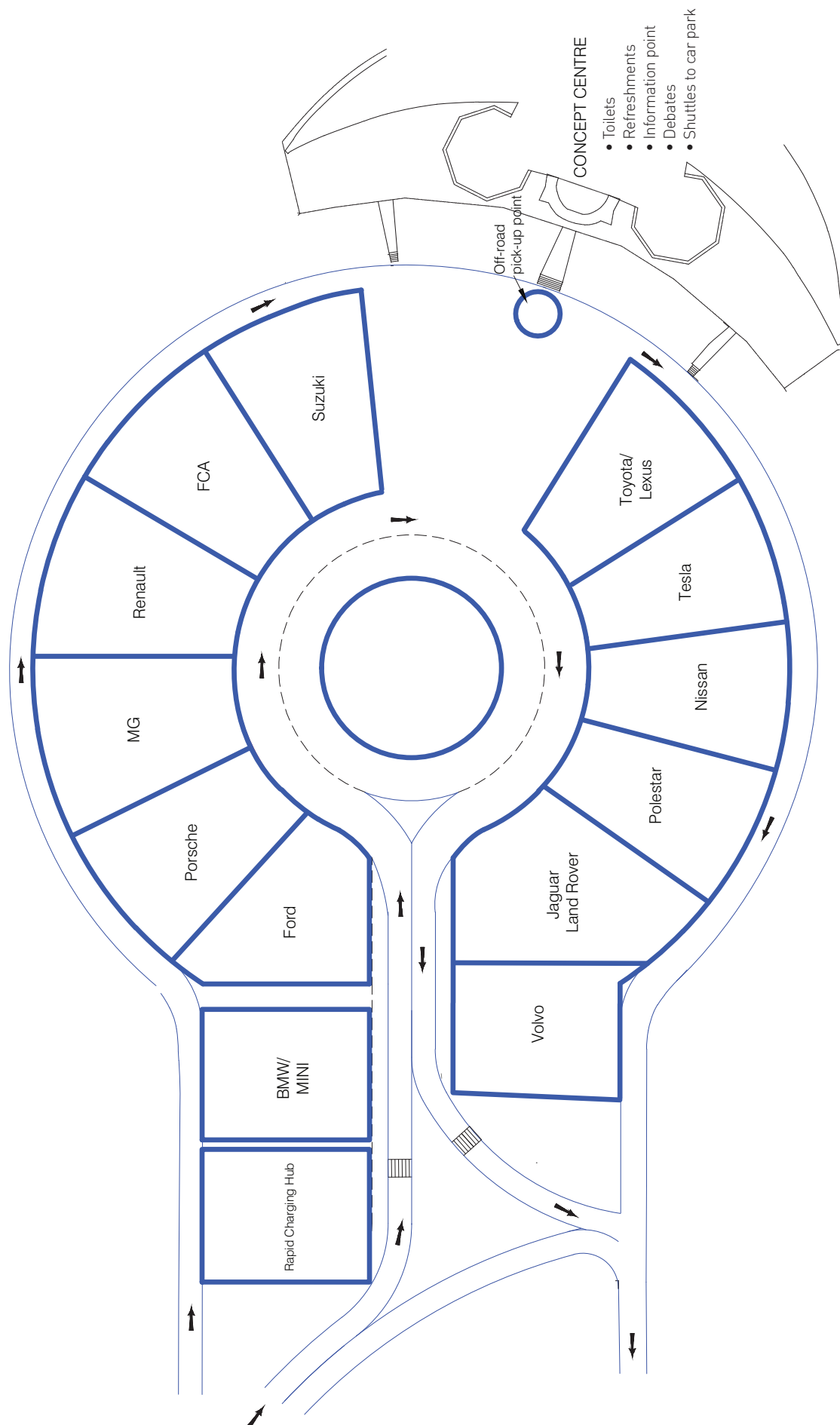
Follow this road until reaching Millbrook entrance on your left. (Do not turn left into Millbrook village).

Millbrook, Bedford, MK45 2JQ, UK

Tel: +44 1525 404242

[www.millbrook.co.uk](http://www.millbrook.co.uk)





APPENDIX 2: Current steering pad/manufacturer plan





# How to set up and use the FusionExhibit lead capture app

01635 869868

hello@circdata.com

www.circdata.com

@Circ\_data



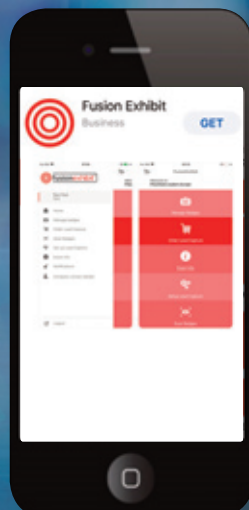
## How to set up and use the FusionExhibit lead capture app

The **FusionExhibit** lead capture app will enable you to scan visitor badges using the camera on your mobile device. You may wish to set up a survey to ask visitors to your stand, or set up your products and/or services to categorise your leads. You can do this via desktop or mobile app. Find out how to set up your lead capture app features here.

### STEP 1

#### Download the app

- › Ensure that you have ordered the lead capture app via **FusionExhibit**, your personalised exhibitor microsite
- › Go to your app store and download '**FusionExhibit**'
- › Login using your show ref, username and password
- › Ensure you download the app on all mobile devices you have purchased licences for prior to the show. Each licence purchased will have unique access details.



### STEP 2

#### Set up your show survey

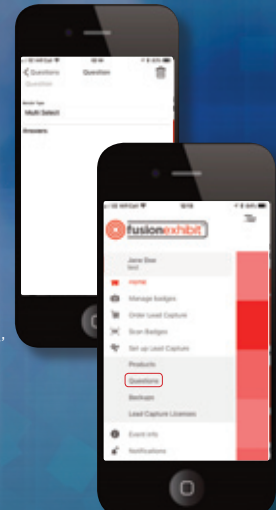
- › If you are on the mobile app, select 'Set up Lead Capture', followed by 'Questions'. Or if you are on the desktop app (your exhibitor portal), select 'Manage Lead Capture', followed by 'Questions'

- › Choose 'New Question' and you will be prompted to input your questions, selecting the answer type for each one

Options include:

- **Single select**
- **Multi select**
- **Text box**

- › Ensure you select 'Add New Answer' before you finally select 'Save' to complete your question
- › Repeat until you have added all of your questions. Your questions will sync so that they are visible in both the desktop and mobile app.





# How to set up and use the FusionExhibit lead capture app

## STEP 3

### Set up your products & services

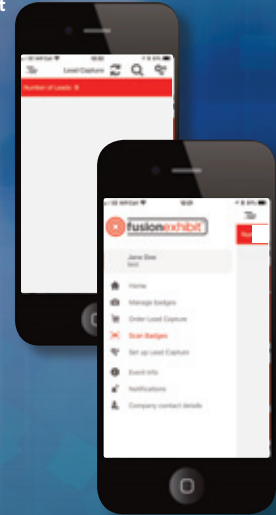
- › If you are on the mobile app, select 'Set up Lead Capture', followed by 'Products'. Or if you are on the desktop app, select 'Manage Lead Capture', followed by 'Products'
- › Choose 'Add New' and you will be prompted to input your products and services
- › If you are using the mobile app, repeat until you have added all of your products & services before you select 'Save'. Or, if you are using the desktop app, select 'Add' each time you add in one product or service
- › Your questions will sync so that they are visible in both the desktop and mobile app.



## STEP 4

### Lead capture at the show

- › Open and login to the FusionExhibit app on your mobile device
- › Select 'Scan Badge'
- › Using the camera that appears, centre the QR code on a visitors badge
- › You will then be able to add:
  - Any notes to enable more effective follow up
  - Responses to the survey you set up in advance
  - Select the products and /or services the lead is interested in that you set up in advance.



# How to set up and use the FusionExhibit lead capture app

## STEP 5

### Sync your data

- › Ensure your device has a connection to the internet
- › Select 'Scan Badge'
- › Press the sync icon at the top of the screen
- › Sync your leads at the end of every show day
- › Your leads will now be visible in the app (Select 'Browse Leads') and via the desktop app ('View leads' in your exhibitor portal).

