

# RE+

## EASTERN EUROPE

**MAY 28, 2025 | BUCHAREST, ROMANIA**  
**MAY 30, 2025 | SOFIA, BULGARIA**

ORGANIZED BY



**EUPD** Research

# SPONSOR RESOURCE MANUAL

POWERED BY  Solar Energy Industries Association®  **Smart Electric Power Alliance**

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## Event Information

### Location

**Wednesday, May 28, 2025**

Hotel Caro  
164 A Barbu Văcărescu Blvd  
020285 Bucharest, Romania

**Friday, May 30, 2025**

Hyatt Regency Sofia  
Vasil Levski Square  
1504 Sofia, Bulgaria

\*Specific questions regarding the show floor should be directed to Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

### Show Floor Hours

**Sponsor staff may enter the hall from 9:00 am on Wednesday, May 28 and Friday, May 30, 2025** to set up their space. All other attendee types will not be permitted to enter the hall until it officially opens. Show Management approval is required for access into the show floor outside the below hall hours and before 9:00 am. **All spaces must be staffed during the following times.**

- Wednesday, May 28, 10:00 am – 6:00 pm (sponsor only access starts at 9:00 am)
- Friday, May 30, 2025, 10:00 am – 6:00 pm (sponsor only access starts at 9:00 am)

### Move-in and Move-out

#### Move-in

**Wednesday, May 28, 9:00 am – 10:00 am**

**Friday, May 30, 9:00 am – 10:00 am**

**All sponsor spaces must be completely set by 10:00 am on the event day.** After this time, show management reserves the right to use any empty space in a way that will complement the overall appearance of the show. Sponsors may lose their right to participate if they do not adhere to this schedule. If you foresee any difficulty in meeting this deadline, contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com) to request a variance.

**Only official contractors & company personnel** are permitted on the show floor during move-in and move-out. No one under the age of 18 is permitted on the show floor at any point during the show.

#### Move-out

**Wednesday, May 28, 7:00 pm – 8:00 pm**

**Friday, May 30, 7:00 pm – 8:00 pm**

**Sponsors may not dismantle any portion of their display spaces before 06:00 pm on the event day.** All boxes/cartons are to remain out of sight until the Show floor is closed. Sponsors may lose their right to participate at RE+ Eastern Europe if they do not adhere to this schedule. This policy is in place as a courtesy to other sponsors and attendees who will be conducting business in the show floor until the close of the show. All sponsor materials must be removed by 08:00 pm. Sponsors will be charged for the removal and disposal of any material left in the display space at the close of the dismantling period.

**You, as the sponsor, assume all risk and damage due to loss of equipment and items left unattended.**

If you have questions or are unable to schedule your pickup for the last day of the show, please contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

## Logistics and Show Requirements

### Registration

#### Badge Pick-up Hours:

- Wednesday, May 28, 9:00 am – 6:00 pm
- Friday, May 30, 9:00 am – 6:00 pm

Depending on your sponsor package, you receive a limited number of complimentary attendee passes and customer invitations. To redeem your passes, you need to enter the unique promo code. You will receive your code shortly after payment is confirmed. If you cannot remember your registration promo code, please contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

### [REGISTRATION PAGE](#)

### Security

At their discretion, Show Management may have security guards on duty during sponsor installation, dismantle and show hours to make reasonable effort to safeguard the property of all sponsors. All reasonable precautions will be taken to protect your equipment and displays during installation, show hours, and dismantling. Show Management, Hyatt Regency Sofia or Caro Hotel Bucharest are not responsible for the safety of property from theft, damage by fire, accident, or other causes. All property of the sponsor is understood to be under sponsor control in transit to, from, and/or within the show floor.

### Shipment

Sponsors are kindly requested to bring all materials intended for display on the day of the event, as there will be no storage or delivery options available on-site.

### Storage

Sponsors may store a limited supply of brochures or products appropriately within their display area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. There is no storage possibility at the event location, sponsors are responsible for storing empty crates and larger boxes during the display.

### Sponsor Package – What's Included?

- Display Space approx. 2m x 3m
- One table & two chairs (see example to the right)
- Carpet in the ballroom



*(example only, final furniture might differ from the above)*

### Electricity

Electricity at the display space is not included in the standard setup and must be requested in advance if required. Availability upon request and not guaranteed (additional cost may apply), please contact [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

### Additional Furniture

Additional furniture is not included in the standard setup but can be arranged upon request for an additional cost (subject to availability), please contact [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

## Appendix A – Deadlines Checklist

- ❖ **Register your staff.** You receive limited Sponsor Staff Passes with your sponsor package. Once your payment is confirmed and registration for the event is open, you will receive your registration code. If you need help with the registration, please contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).

### REGISTRATION PAGE

- ❖ **Book housing.** Make sure to book your housing early, you can find further information on recommended hotels on our [website](#).
- ❖ **Invite customers.** Depending on your sponsor package you receive limited customer invitations. In order for customers to redeem their passes, you need to send them their unique promo code and they must enter it during the registration process. You will receive your code once your payment is confirmed and registration for the event is open. If you cannot remember your registration promo code, please contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com).
- ❖ **Plan your advance outreach early!** The [Marketing Toolkit](#) includes various sizes of pre-designed banners, pre-written social media posts and more.
- ❖ **Increase your visibility by adding additional sponsorship!**

[View Sponsorship Opportunities](#)

## Appendix B – Sustainability Tips

RE+ Eastern Europe is committed to environmental stewardship in all facets of our event planning. Our commitment to waste reduction, recycling, and the use of environmentally friendly products and renewable resources is at the forefront of thought when planning and executing projects related to our event.

Sponsors are encouraged to proactively participate and support our commitment by following these best practices suggestions.

### Sponsor Display/On-site

- Develop reusable rather than disposable booth displays or rent a modular display from the General Service Contractor.
- Design booths with environmentally responsible materials and incorporate indoor air quality principles.
- Use energy efficient lighting.
- Turn off lights and electronic equipment when not in use.
- Make use of recycling facilities provided by at the convention center.

### Promotional Materials

- Minimize paper handouts and use double-sided printing.
- Choose certified chlorine-free paper (PCF coded) which meets the EPA standards for post-consumer waste recycled content and comes from Forest Stewardship Council (FSC) certified forests.
- Use vegetable or soy-based inks.
- Avoid printing dates on materials so reuse them.
- Bring only what you need. Either ship or recycle leftover collateral or print copies only “as needed” on-site.
- Give attendees the option of receiving sponsor information electronically by offering USB flash drives or provide online downloads.
- Use electronic card scans for capturing attendees’ profiles.

### Giveaways

- Consider reusable items or items made from recycled or biodegradable materials.
- Try and use recycled products that are not a threat to endangered species.
- Avoid over-packaging. Bring only what you need.
- Order items in bulk to reduce packaging and shipping. Either ship or recycle leftovers.

### Packing and Freight

- Use reusable packaging materials (wood or recycled plastic crates) for transporting your booth structure and supplies.
- Use recyclable, biodegradable shipping and packing materials.
- Participate in recycling cardboard, freight boxes, and plastic wrappings during set-up and teardown.
- Minimize packaging materials.
- Reduce the environmental impact of transportation costs by having collateral printed locally in the event area or have your printer contact [carbonfund.org](http://carbonfund.org) to offset carbon emissions from shipping.

## Appendix C – Sponsor Rules and Regulations

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RE+ Eastern Europe has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations, your display products must fit within the confines of your display area and must be arranged in such a manner to not obstruct neighboring companies. Anything that does not comply with the RE+ Eastern Europe Sponsor Rules and Regulations will be removed. As a matter of safety and courtesy to others, sponsors should conduct sales presentations and product demonstrations in a manner which assures all sponsor personnel and attendees are within the contracted display space and not encroaching on the aisle or neighboring exhibits. Show Management keeps the right to apply further limitations in addition to what is stated in the Sponsor Rules and Regulations.

## Use of Space

- Maximum height in the display space is 2,5m.
- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring sponsors.
- **No company logos, branding, or signage may face into an adjoining display space, including spaces on either side or behind.**

## Hanging Signs & Graphics / Balloons (Static and Controlled)

- Hanging signs and/or graphics / Balloons (Static and Controlled) are not permitted.

## Machinery

- The display of any machinery is not permitted.

## Human Safety

- Hoverboards, Segways, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

## Structural Integrity

- All displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring sponsors, hall laborers, or installation/dismantling equipment, such as fork lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the show floor when freight doors are open. Refer to local building codes that regulate temporary structures.
- Sponsors should ensure that any display fixtures such as tables, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Catering / Food

Per facility guidelines, food items not manufactured by the sponsor must be purchased from and supplied by the event catering provider. Contact Jelena Hartmann at [jhartmann@re-plus.com](mailto:jhartmann@re-plus.com) for further information.

## Use of Space and Secondary Sponsor Restrictions

Per the terms and conditions of the reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at RE+ Eastern Europe. See below for language in contract.  
*Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No sponsor shall permit any other corporation or firm or its representatives to use the space allotted to this sponsor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly to them.*



## Sponsor Staff

- Sponsor Staff must maintain a professional appearance. All staff hired for the event (defined as any sponsor personnel who are not full-time employees of the participating company) must wear business professional attire. This includes, and is not limited to, ANY gender used by sponsors to promote their products at RE+ Eastern Europe by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4” above the knee are not allowed. If for any reason a display and/or its contents are deemed objectionable to RE+ Eastern Europe show management, the sponsor will be asked to alter the attire of its staff.
- RE+ Eastern Europe further recommends that you encourage your personnel to:
  - abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
  - substitute asexual words (e.g. sales representative or sales person instead of salesman);
  - refrain from using labels (e.g., referring to women as “girls”); and
  - eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.
- All Sponsor Personnel must wear a event badge at all times.

## Suitcasing/Outboarding

- RE+ Eastern Europe restricts sponsors from hosting or participating in competing or conflicting events or activities that occur during official show hours. Sponsors violating this policy will be subject to cancellation of their booth without refund and may not be invited to participate in future RE+ Events shows.
- Booth Personnel are not permitted to promote the participating company outside the contracted space. All marketing must remain within the contracted space. Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the booth, both inside and outside of the show floor. Show management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.
- RE+ Eastern Europe has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the show floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.
- **What is suitcasing?** Suitcasing is a business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry.
- **What can you do?** Please report any violations you observe to the show manager, other RE+ Eastern Europe staff or conference security. The show manager will investigate all complaints of suitcasing.
- RE+ Eastern Europe recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the event floor and at other events. It is for this reason Show Management must be informed of any hospitality suites, and expressed consent must be given prior to the event.