

Tuesday 22<sup>nd</sup> and Wednesday 23<sup>rd</sup> March 2022

Thank you for participating in the UK's 5G Showcase event, this document contains all the information you need for the day.

## Venue location and directions

The Eastside Rooms, 2 Woodcock Street, Birmingham, B7 4BL. You can find information on how to get to the venue [here](#) and below.

**By Air** - The Eastside Rooms is located 10 miles from Birmingham International Airport. There is a direct train from Birmingham International Station to New Street Station, which is just a 10 to 15-minute walk or a short taxi ride from the venue.

**By Rail** - The nearest train station is Birmingham Moor Street, located around a 12-minute walk away. Upon leaving the station, turn right and follow the road along Moor Street Queensway. At the crossroads, continue straight on Jennens Road and the venue is located on Woodcock Street, which is left off Jennens Road. From New Street Station, follow the exit signs for Moor Street Station (approximately a five-minute walk) then follow the above directions.

**By Bus** - The closest bus stops for routes into the city are located along Moor Street Queensway, a short walk from the Eastside Rooms.

**By Car** - The venue is closely linked to the Midlands motorway network, with the M6, M42 and M5 all in close proximity. Sat Nav postcode is B7 4BL.

**Car Parking** - The nearest car park to the venue is [Millennium Point Multi Storey](#), located off Howe Street, B4 7AP. The car park is open seven days a week from 6am to midnight, with the option to leave cars overnight. See car park website for up to date charges. Alternatively, parking can also be found at Aston University. The car park is located off Holt Street, B7 4BH, and is open seven days a week from 6am to 10pm with gates locked overnight. See car park website for up to date charges. **Please note the venue is located in a clean air zone** – see details at the end of this briefing document.

## Registration

Registration will take place in the Affinity Foyer from 08:30 to 09:30 on day 1 and the conference will start at 09:30. You will be issued with a participant pack and name badge. Please wear your name badge at all times during the conference.

## Conference locations

The main plenary will take place in Affinity 1, track sessions are in the Ashstead Suite on the first floor and the exhibition and networking located in Affinity 2, the Belmont Suite and the main foyer. To orientate yourself please view the [interactive floor plan](#).

## Arrival procedure

Please come in via the main entrance and report to the registration desk in the main foyer.

## Delegate Pass, Refreshments and Lunch

Your delegate pass entitles you to attend all conference sessions; refreshments and lunch will be provided on both days with breakfast also supplied on Wednesday 23<sup>rd</sup>.

## Special diets

Dietary requirements will be catered for during the conference. Please note that the any special dietary requirements must be communicated in advance to the events team ([laura.farthing@cambridgewireless.co.uk](mailto:laura.farthing@cambridgewireless.co.uk)) unless already stated on your booking form.

## Accommodation

The Eastside Rooms have an onsite hotel, which you can book [here](#), we have a discounted rate for the Monday and Tuesday, if you only require one night you can amend this in the 'Dates' box. Other hotels nearby include: [Conference Aston](#), a 5 minute walk from the venue. [Clayton Hotel](#), a 10 minute walk from the venue.

## Drinks Reception

The conference will conclude with an informal drinks reception accompanied by canapés. All conference delegates are invited to attend this reception which offers a fantastic opportunity to continue networking.

## **Restaurants**

The venue has an onsite restaurant the Tempo Restaurant in the Aloft Hotel. Other local restaurants include:

[San Carlo](#)

[The Ivy](#)

[Gaucho](#)

[Fazenda](#)

[The Vegan Kitchen](#)

## **Wi-Fi**

Access to Wi-Fi - unlimited, high speed Wi-Fi access is available throughout the Eastside Rooms, free of charge. Please connect to Eastside Rooms WIFI and enter your email address to connect.

## **Cloakroom**

A cloakroom will be available for delegates in the main Affinity foyer.

## **Dress Code**

The dress code for the conference is business attire.

## **Smoking**

There is a no-smoking policy in all venue buildings. There are smoking areas located outside of the venue to the left of the Aloft Hotel.

## **Filming and Photography**

Photographers and film crews will be present throughout the Conference and footage and photos maybe used by UK5G in future marketing. If you do not wish to be filmed/photographed, please make them aware.

## **Twitter**

Please follow us on Twitter, [@UK 5G](#) and tweet about this event using [#TheUK5GShowcase](#).

## **Birmingham City Council Clean Air Zone**

The Eastside venue falls within the [Birmingham City Council's clean air zone](#), a road-charging scheme in Birmingham City Centre. The charge applies for vehicles that aren't compliant with emissions regulations or not exempt, the charges are:

- £8 per day for cars, taxis and LGVs (Large Goods Vehicles)
- £50 a day for coaches, buses and HGVs (Heavy Goods Vehicles)

Check if your vehicle will be charged <https://www.gov.uk/clean-air-zones> and find out how to [pay](#), payment must be made either in advance or no later than 11.59 on the 6<sup>th</sup> day after using the vehicle in the zone.