

# THE SHOWS

**london summer**   
**event show**

**london christmas**   
**party show**

# THE CONCEPT



The events came out of a need in the industry for exhibitions **focused on the visitor and exhibitor** experience

Born were different and **unique exhibitions** set in a relaxed, creative environment – ideal for networking

At the events enjoy free food, drink, entertainment and goodies to make your experience more **enjoyable and relaxed**

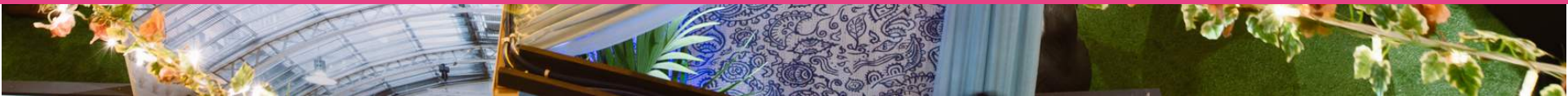




# Why Exhibit?



- Small **boutique Shows** making it easy for visitors to meet you
- Matched with visitors ahead of the events to **maximize your chances of meeting relevant buyers**
- Every visitor pre-qualified to place **focus on visitor quality** over quantity — limits timewasters and **increases ROI**
- Great **value for money** compared to other events in the industry
- A split event format (Agent's Evening/Corporate Buyer's Day) **allowing for targeted marketing**
- A **relaxed exhibition atmosphere** making it easy to network and conduct business
- **Contact details** of any missed visitors you matched with **shared with you after the event**







# london **Summer** event show



Date: 24th – 25<sup>th</sup> January 2017

Venue: Banking Hall

*A showcase of event venues & suppliers in  
& around London to present their summer  
event offerings*

Ideal for:

- London venues that can host any sized Summer event
- Out of town venues for away days
- Team building companies
- Suppliers with a summer twist

*"We've had really good enquiries today and a steady  
flow of people who have come in so really good"*

Julia Suggett, Altitude

#FOREVERSUMMER





# london christmas party show



Date: May/June 2017

Venue: TBC

*A showcase for London event venues & suppliers to present their Christmas offering to London Event Buyers*

Ideal for:

- London venues that can host any sized Christmas event
- Team building
- Private dining
- Suppliers with a Christmas twist

*"We have lots of leads, everybody seems to be very genuine looking for venues and for party ideas - we had no time wasters."* Emanuel Greco, Tattershall Castle

#FOREVERCHRISTMAS

# Format



**THE CONCEPT: A SPLIT EXHIBITION FORMAT TO ALLOW YOU TO SPECIFICALLY TARGET YOUR MARKETING**



*"The agency evening was about networking – a very good event, good food, good attendance." Alexandra Samzun- Aflalo, Hilton Bankside*

# Agents Evening



**SPECIALLY DESIGNED EVENING RECEPTION DEDICATED TO EVENT AGENTS**

- Takes place from 5pm – 9pm
- Some of the Top Event Agencies in attendance
- Free drinks and food provided in a party style atmosphere
- Opportunity to network & spend dedicated time with the key event agencies
- After Party held at an exhibitor venue with complimentary drinks
- Free Prize Draw – opportunity for exhibitors to donate prizes

# Corporate Buyers Day



SPECIALLY DESIGNED STRUCTURE AND CONTENT TO ATTRACT CORPORATE BUYER'S

Takes place from 8.30am – 6.30pm | Each corporate pre-matched with an average of 5 exhibitors matching their requirements |

Includes a full seminar and workshop programme | Complimentary food and drink | A Gold, Silver, Bronze visitor reward system |



# Show Statistics

Over **700** qualified event buyers in attendance

**21%** of visitors had annual event spend of over **£500,000**

Exhibitors met an average of **125** new contacts each

**85%** of visitors rated the shows relevance for their event needs as 'Very Good' or '**Excellent**'

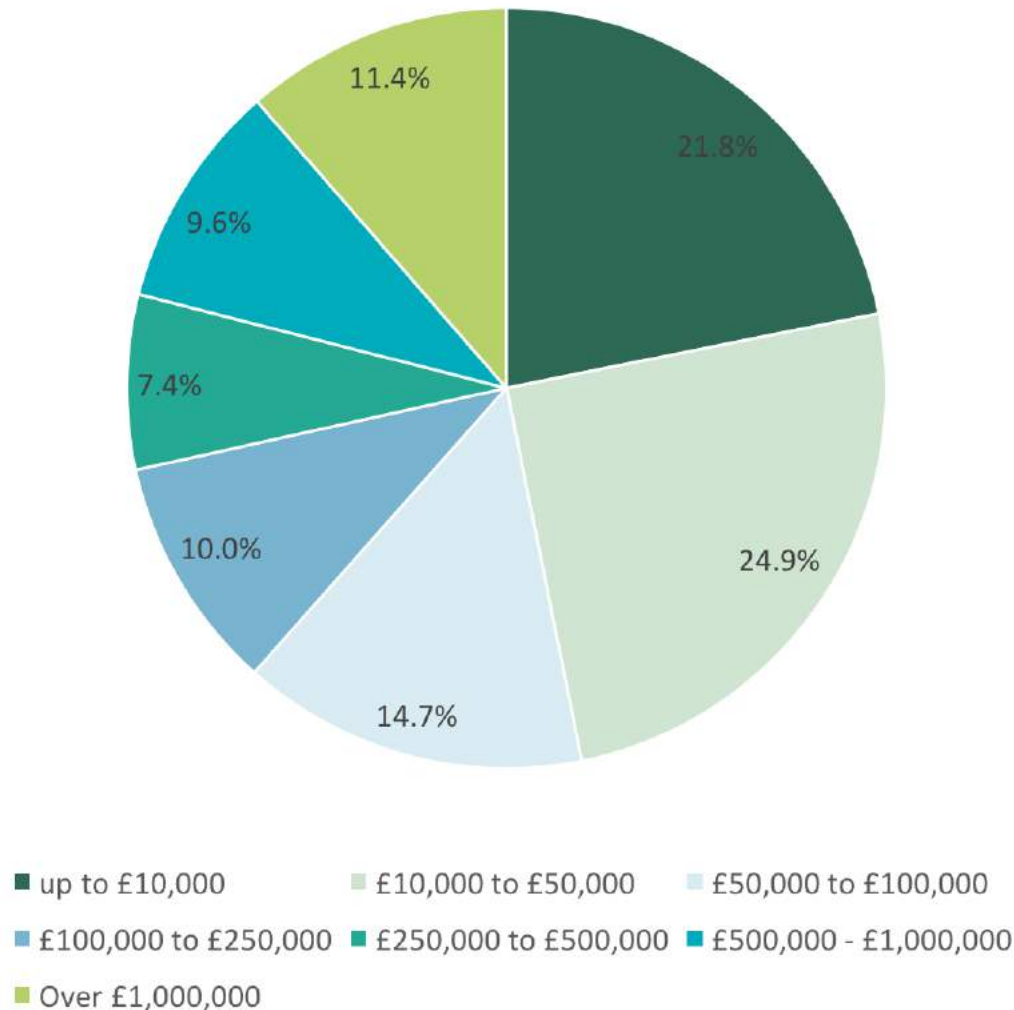
**95%** of visitors to the event engaged with exhibitors

The social media reach hit **2,653,519 impressions** during the 2 event days

**98%** of exhibitors signed an expression of interest at the show to exhibit at our next event

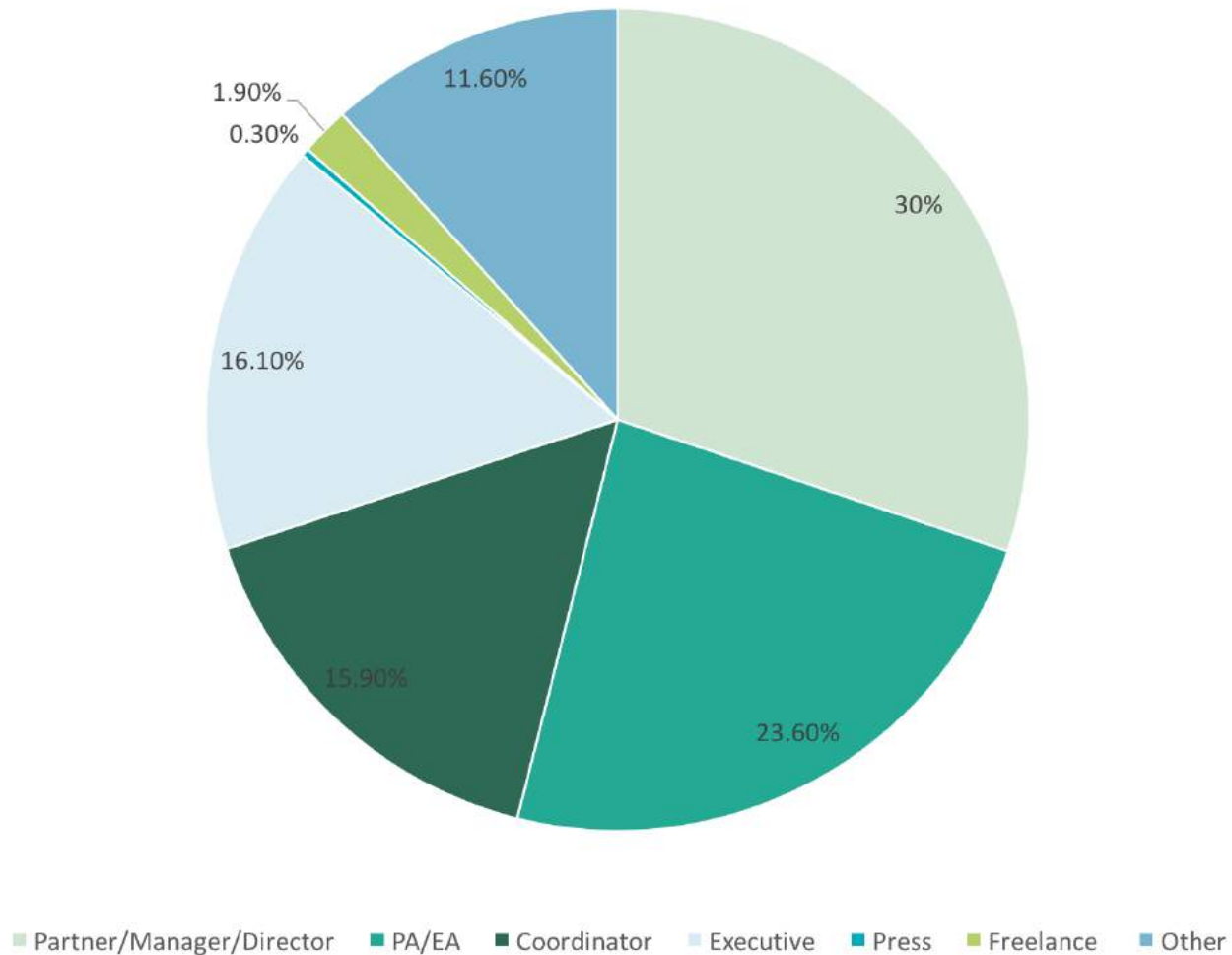


# % Visitor Annual Spend





# % Visitor Job Titles



## TOP AGENTS AT OUR LAST EVENT

BANKS ● SADLER



MELON



# Our Visitors

"By far the best Christmas show I have attended. All stands were relevant and inspiring. Will definitely attend again."

Nathan Burnside – Venues and Events International



## TOP CORPORATES AT OUR LAST EVENT



vodafone



SOUTH AFRICAN AIRWAYS

Deloitte.



Sainsbury's



# Our Visitors

"It's a great show to visit for when we are organising our events/Christmas party, meeting the people from venues in a more relaxed atmosphere" Lauren Gill, Shell



# Marketing



## Registration Campaign

- Emails to existing database of 21,000
- Solus e-shots to 3rd party databases
- Postal invites sent to agents
- Press releases
- Blog articles
- Third party website banners
- Exhibitor e-shots/signatures
- Paid Facebook and Twitter campaigns
- YouTube videos

## Conversion Campaign

- Personal phone call to agents
- Badge letter sent via post
- Free taxis offered to top buyers
- Pre-registration for seminars and workshops
- Free food & drink
- Competitions ahead of and during the event
- A Gold, Silver and Bronze visitor reward system

*"It's been really fun. We've really loved the social media activity and keeping up with everyone, it's quite fresh with new ideas."* Milan Thakrar, Historic Royal Palaces

*"I was really impressed with all the pre-marketing and visitor matches. The event is very well organised and the organisers do their homework"* Dawn Chandler, Lingfield Park



# So What's Next...

**WE WOULD LOVE TO  
CHAT TO YOU ABOUT  
THESE VERY EXCITING  
SHOWS !**

**PLEASE CONTACT:**

Jo Bates  
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**OR VISIT OUR WEBSITES:**

[www.londonchristmaspartyshow.com](http://www.londonchristmaspartyshow.com)  
[www.londonsummereventshow.com](http://www.londonsummereventshow.com)