

# Exhibitors Pack



The Liberty Stadium Business Show  
**2011**  
**Success in sales!**

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# 2011

## Success in sales!

The Liberty Stadium Business show has gone from strength to strength and is now widely renowned as Swansea's premier Business Show. 2011 will be the fourth year of the show and will return with its dynamic concept!

This year's show has once again been designed to assist all business minded people across the region in boosting their sales! As such the Liberty Stadium Business show, success in sales will feature:

Over 60 exhibitors with services designed to help you increase your sales

Advice and ideas that visitors will be able to take away and utilize to positively influence their business

Four zones centered around the basic principles of selling designed to inspire:

Success in technology

Success in marketing

Success in training

Success in finance

Visitors to the show can register their attendance for free at the shows website at

[www.liberty-stadium/businessshow](http://www.liberty-stadium/businessshow)

The show promises to once again be THE Business event of 2011 and undoubtedly something that every business minded individual in Wales will simply not want to miss!

- The exhibition will take place in Swansea’s largest conference suite and host almost 60 exhibitors throughout the available space
- Stands and pods are available on a first-come, first-served basis
- The price for a 3m x 2m stand is £300 plus VAT
- The price for an exhibition pod is £150 plus VAT
- Additional space requirements will be offered on a pro-rata basis from the above prices
- An internet café and a business competition area will also be found within the main exhibition hall
- Please note that Wi-Fi will also be available throughout the exhibition hall

### Exhibition Timetable

<b>Set-Up</b>		
Date	Times	Notes
15.09.10	07:00 – 10:00	All exhibitors are requested to inspect and complete set-up of their stand no later than 10:00am on Thursday 15 <sup>th</sup> September to ensure that their stand is acceptable.

- Strict security procedures will be enforced during the build-up and break-down of the event. If directed to a loading dock, you are requested to unload your stand equipment and remove your vehicle to a parking space as soon as possible, to assist other exhibitors

<b>Exhibition Day</b>		
Date	Times	Notes
15.09.11	10:00 – 15:00	All exhibition stands to be ready for opening times and no exhibits to be removed before the show closes at 15.00hrs

- The delivery and movement of goods is strictly prohibited during the event times stated above for reasons of safety

<b>Break-Down</b>		
Date	Times	Notes
15.09.11	15:00-18:00	All exhibition stands to be removed by 18:00hrs on the day of the exhibition

- No contractors will be allowed to access the site prior to the times stated above to remove stand items
- Each stand space will be checked once vacated for damage. Please ensure you report any damage prior to departure. All damage changes will be passed back to the exhibitor
- Please note that during set-up and especially break-down, the site will be busy so your patience will be appreciated and will ease your speedy departure from the site

## **Additional Exhibition Information**

- Hire Charge: Table plus 2 chairs - £5.00 + VAT
- Hire Charge: Electric point - £30.00 + VAT (*Not available for pods*)
- Hire Charge: Broadband Connection - £35.00 + VAT (*Not available for pods*)

## **Marketing**

Thousands of flyers will be distributed at all football and rugby fixtures in the build up to the show for the 2010 and 2011 seasons including flyering cars parked in the stadiums car park (approximately 750 cars per fixture over approximately 10 fixtures). These flyers will also be placed within the stadiums hospitality areas which service anything up to 2000 guests per fixture.

Posters will be situated at various prominent areas throughout the stadium in the lead up to the show including within all of the stadiums hospitality areas which service anything up to 2000 guests per fixture as well as within the stadiums concourse areas which attract a footfall of anything up to 18,000 visitors per fixture not to mention the many delegates that utilise the stadium and will see these on non match days which can total up to 2000 visitors per week.

Thousands of flyers will be handed out to shoppers and visitors to Swansea city centre on Saturday 10<sup>th</sup> September.

On line marketing initiatives will incorporate constant promotion of the show via –

- The Business Show web site - [www.liberty-stadium.com/businessshow](http://www.liberty-stadium.com/businessshow)
- The Liberty Stadium web site - [www.liberty-stadium.com](http://www.liberty-stadium.com)
- Conference and events page - [www.liberty-stadium.com/events\\_venue.php](http://www.liberty-stadium.com/events_venue.php)

We will also be posting regular news articles promoting the show and any updates as they occur with reference to the shows many facets including co-promotions, partnerships, exhibitors and lots more. These articles will be posted on the Liberty Stadiums main website, the conference and events page as well via out Twitter and Face book pages both of which are regularly used by people to find out what's going on at the stadium.

We as caterers at the stadium send out e-flyers quarterly to over 16,000 members to our mailing list within each we run features and news articles pertaining to the business show.



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Please note that room plan is not to scale and is only intended for use as a guide to exhibition space available within the suite.  
 Please call 01792 616448 to reserve your preferred stand or for further information go to [www.liberty-stadium/businessshow](http://www.liberty-stadium/businessshow)