

live marketing 2.

Exhibiting Show,
Live Marketing in action:

- Exhibitions
- Events
- Experiential
- Field marketing
- Roadshows
- Sales promotion
- Sampling
- Sponsorship
- Product launches

exhibiting show

Earls Court 2, London

Wednesday 25th - Thursday 26th June 2008

Face to Face marketing is quickly establishing itself as the marketing medium of the C21st. No part of the marketing mix is evolving more quickly and the opportunities to use live marketing are increasing in type and sophistication. Inevitably brands are becoming increasingly demanding about what they want from live presentation: more measurement, more targeting, more innovation, more inspiration and more return.

Exhibiting Show has established itself as the event for everyone concerned with effectively putting live marketing theory into practice. Every June, the event showcases the brightest new thinking and the coolest new products setting the agenda in terms of research and understanding what exhibitors and marketers want from their live event presence.

2008 sees the launch of Excite @ Exhibiting Show. A brand new area of the show dedicated to every aspect of the event marketing mix; experiential, field marketing, roadshows, POS, product launches, sampling and sponsorship. Unique seminars, practical workshops and case studies will be presented by the experts in the dedicated Excite Theatre.

Excite @ Exhibiting Show will provide practical help for companies looking to script and stage compelling experiences. Hear from the companies and agencies that are pioneering this new wave of live marketing and understand how you can use experiential to differentiate your brand from your competitors. Learn the new language of events and meet the partners who can help you deliver that Oscar winning performance on the business stage.

Opportunities to network, discover and do business on the show floor with over 150 exhibiting companies mean that Excite will be the place for modern brands to encounter cutting edge insight for inspirational events.

For information on exhibitors, the full seminar programme and to pre-register visit www.exhibitingshow.com



excite @ Exhibiting Show

Wednesday 25th June 2008

10.00AM

THE TEN COMMANDMENTS OF EXPERIENTIAL MARKETING

In an increasingly cluttered media world brands must first engage with their customers by entertaining them. What are the rules that drive that engagement and how do the marketing disciplines of Live Events, PR, Digital, Branded Content and Design interact to create meaningful experiences. Case Studies including the Carling Cold Beer Amnesty, The Evian Lido and the phenomenal success that is Pokémon illustrate Cake's 10 Commandments of Experiential Marketing.

Greg James, Head of Branded Content, Cake Group



Heading up Cake's Branded Content offering involves working with a range of brands to develop content ideas and marketing solutions.

Highlights of Greg's career at Cake to date include delivering a branded programme around Vodafone's Formula 1 sponsorship across multiple platforms and 18 markets and building a global music programme featuring events, digital and media partnerships globally and pan-european PR campaigns for Nintendo - including launch of Wii. He's also worked developing Cake's portfolio of Unilever clients and involvement in the various live events and integrated campaigns for which Cake is famous.

10.45AM

THE BEST OF BOTH WORLDS: HARNESSING THE POWER OF ONLINE AND LIVE EXPERIENCE.

The proliferation of mobile devices, the explosive growth in video and the emergence of Web 2.0 technologies are now making it possible for experience marketers to bring the very best of online and live experience together - creating a more integrated, more powerful, more useful, more sustainable, and expandable experience - driving greater leverage from brand, content and community - and creating opportunities for enhanced interaction, learning, communications, networking and collaboration. In this session Kim will explore the trends that are driving the convergence of online and live experience and share examples of the kinds of technologies and applications that are being deployed to create powerful 'GPJ OnLIVE' experiences.

Kim Myhre, Vice President / General Manager EMEA, George P. Johnson



In this role he is responsible for GPJ experience marketing services in EMEA, and works with some of the leading companies in Europe to develop integrated brand experience marketing programs.

Kim has extensive experience in marketing and brand strategy. He has specialised in developing and managing global brands and has consulted with many leading companies around the world.

12:00

Experiential Roadshows: The 10 things you need to know before you hit the road

If you are thinking about taking your brand 'on the road' then don't miss this seminar. Hosted by The Circle Agency, who successfully manage the multi award winning EA Hub tour - see for yourself how the agency met the challenge of delivering this, now all-year round program to 2,647,000 consumers at 46 events nationwide during 2007.

Immerse yourself in the strategies and tactics required to facilitate a successful live marketing tour. Learn how to plan and execute - from designing the vehicle to finding the right staff, from tour management and operations to calculating ROI.

Fresh back from Chicago with a silver for Best Vehicle Design at the 5th Annual Ex Awards - let Claire and her team take you through the 10 things you should know before you hit the road.

Claire Stokes, Managing Director, The Circle Agency Limited



A full service live marketing agency dedicated to delivering unforgettable brand experiences. During her 12 year career in North America and the UK, Claire has developed and executed unique experiential content for a host of global brands, a few of which include Electronic Arts, Blackberry (RIM), Maxxium, Xbox, PepsiCo, NFL, Coors, Molson Breweries, Sprint Canada, Daimler Chrysler and HP. Claire oversees the client service and creative functions within Circle, which is one of the fastest growing experiential agencies in the UK.

12:45

EXPERIENTIAL MARKETING IN FIFTH GEAR: WHAT OTHER BRANDS CAN LEARN FROM BRINGING CAR MARQUES TO LIFE.

Find out how BMW's return to the London Motor Show in 2006 coincided with a need to communicate with its customers and bring the BMW brand credentials to life. Also, what do you do

if you're Mini and most other car brands are exhibiting on the show floor – build your own hospitality barge and set up a giant Mini space invaders game right outside the venue's front door of course!

Michael Wyrley-Birch, Client Service Director, TRO



Michael directs a team of more than 35 talented account handlers and designers who have won over 50 industry awards in the past 5 years. This success is based on developing

inspiring experiences that really work. Michael joined TRO in 1995 and after a short spell away returned to TRO in 2000. During this time Michael has directed a vast variety of campaigns for clients that include MINI, KPMG, COI, T-Mobile, Wilkinson Sword, London 2012 to name a few. Michael is passionate about creating brand experiences that excite audiences and bring value to clients.

2:30

HITTING ALL THE RIGHT NOTES: ENGAGING BRAND ADVOCATES THROUGH MUSIC.

Creating live brand experiences within music and entertainment.

In the world of MP3s and digital music, you can't download the thrill of a live performance, which is why nothing surpasses the experience of seeing your favourite bands on stage. Ignition music & entertainment specialise in combining brands with music events to create unique live experiences and branded content solutions. We look at how Nokia touched 1/3 of a billion people on New Year's Eve, how Vodafone used Lewis Hamilton in a go-kart to launch the Mobile Internet Live and discuss the trends in Live Branded Entertainment in this decade and beyond.

Stuart Bradbury, Business Development Director, Ignition



Stuart has worked both agency and client side. After completing a degree in Engineering, Stuart's first role was with Exxon Mobil's marketing team. Following 4 years with the

MG/Rover manufacturer Stuart decided to take on a Business Development role at an integrated marketing agency and developed experiences across many platforms of communication including television, film, multimedia and events. Since joining Ignition, Stuart has worked for clients like Disney, Vodafone, Delta Airways and Coca Cola.

3:15

EVERYTHING'S POSSIBLE: HOW TO UNLOCK LONDON'S SECRETS FOR EVENT PLANNERS.

Ever wanted to produce something spectacular using the capital as your canvas but didn't know where to start? Visit London has launched Event Solutions – a service that can assist event planners to make any dream a reality whether it be floating a giant statue down the Thames or projecting your image onto an iconic building.

David Hornby, Commercial Director, Visit London



David Hornby joined Visit London as Commercial Director in September 2003. David has overall responsibility for the business tourism element of Visit London's marketing and sales activity. Business tourism income accounts for roughly 30% of the capital's £15 billion visitor income and a quarter of all visits.

During his time at Visit London, he has led the redevelopment of the London Convention Bureau into a dynamic sales, marketing and venue enquiry service which is now winning significantly more business for London.

David is now also leading the establishment for the first time of a Major Events bidding team for London. Events for London is a partnership between the Mayor of London, the London Development Agency and Visit London and is tasked with attracting, developing and staging major sporting and cultural events.

4:00

FOCUSING ON THE FUTURE: AN EVENTIA PANEL DISCUSSION ON KEY EVENT TRENDS.

Working in the events industry is all about staying one step ahead of your competitors. So come hear what the future holds for the industry. What will be the key issues to affect your business in the years to come and which future trends should you be focusing your attentions on now?

Matt Storey, Head of Business Development, Gallowglass Ltd



Matt trained at the Royal Academy of Dramatic Art and embarked on a professional acting career working in West End Theatre, Television and Film. Matt began working with Gallowglass in 1996. He was part of the senior team tasked with the successful delivery of large scale events covering the Commonwealth Games, G8 & MTV Music Awards.

Matt now heads the Business Development team with the role covering strategic planning, overall business development throughout the UK and Europe, and

responsibility for the expansion drive into the television and theatre sectors. He's an active member of various industry trade bodies including Eventia (Board Director), ISES, and ESSA.

Keith O'Loughlin, Managing Director, TRO



Directing a multi-faceted organisation that creates experiences changing the hearts, minds and actions of thousands a people on behalf of world-class clients is Keith's day

job. From a humble start-up TRO has become one of the UK's leading experiential communications agencies, with more than one hundred and fifty professionals producing nearly two thousand events a year. Keith has been with TRO for 21 of the company's 26-year life-span. With roles in virtually every department, he directs the business with a passion for creativity, client service, development of his team, sustainability and education. Keith is currently serving on the Eventia committee reporting on BS8901.

Rory Sloan, Head of Production, RPM



Rory Sloan started in the events industry working for exhibition and conference organisers Single Market Events. In 1999 he joined the production team at experiential marketing agency RPM - an agency that was recently in the top 50 of the Sunday Times' "Top 100 Best Small Companies to Work For", for the third year running and received the top spot in Marketing Magazine's experiential marketing league tables.

During his nine years at RPM, Rory has been responsible for overseeing the delivery of a vast number of events. Highlights include looking after Strongbow's presence at music festivals; the Sky Festival, which consisted of 36 live events over a three day period in Manchester; creating a real snowball fight arena at various outdoor events for Smirnoff Ice; to building a mini soccer stadium for Umbro in Cape Town.

Mike Fletcher, Excite Conference Chairman



Mike Fletcher is a freelance writer who specialises in experiential marketing and the live events sector. He re-launched Marketing Event magazine as Event and focused its editorial on the business of staging live events and exhibitions. In 2004, whilst still editor of Event, he launched RSVP magazine - a monthly business lifestyle title for creative party planners.

In January 2008, Mike directed the re-launch of Event magazine before launching his own freelance career. Mike currently writes for, amongst others, Media Week, Revolution, Conference & Incentive Travel and Luxury Travel and Visit London.

10:30 AM

EXHIBITING ON A BUDGET

The perceived cost of exhibiting can be a barrier to some organisations experiencing the benefits that exhibitions can bring. The truth is that it does not need to cost the earth to create an effective stand. This seminar will look at how to create an exhibition presence that can deliver a significant return on your investment without breaking the bank.

Julian Rowlandson, MD Expand International



Julian Rowlandson has over 30 year's background in conferences, exhibitions and events. His wealth of experience stretches from running events that have filled football stadiums to small exhibitions in church halls. Julian is UK Managing Director of Expand International one of the world's leading portable display & communication equipment manufacturers.

11:30AM

GETTING VALUE OUT OF YOUR EVALUATION

This seminar examines the different ways in which events are evaluated. It compares and contrasts the expenditure made on events with the hidden costs of not knowing how an event performed. ROI is explored and a number of key metrics are presented as different ways of evaluating and assessing event performance.

Essential for both event organisers and exhibitors, and those interested in measuring event effectiveness.

John Mumford



John has worked for a number of advertising agencies, BAT and Mars in research and planning roles. He is a director of Event Feedback, and Managing Partner of the marketing consultancy 'Tactical and Strategic Studies'. John's academic background and interests are in economics, fine art and the theatre. He is a visiting lecturer in International Business and Research at the University of Plymouth Business School.

1:00PM

PIMP MY STAND!

Robert Dunsmore Modul UK and Aaron Timms, CEO of Leading Edge Design, present a debate on how to maximise the creativity of your stand presence whether you are looking to create something special from a blank sheet of paper or looking to re-vamp an existing stand design. Bring your live event challenges to test the experts.

Aaron Timms



Aaron has a passion for creating exhibition stands, events and conference sets that really wow the crowds. His experience and attention to detail have helped turn his company from a one man show into a full service production facility, with a team of gifted individuals who know what is required to get it right first time.

Leading Edge work around the world on behalf of clients and agencies creating & producing stands and events for the likes of Agfa, Oakley, LeapFrog Toys, The Gibraltar and Falklands Government, Danone, Warner Bros and the A1 grand Prix in London last year.

Robert Dunsmore



Robert is a creative service specialist with over 15 years of design experience in the exhibition and events arena. Robert has a strong belief in the application of communication and creative influences on our community to enhance performance. Having worked for organisations such as HBM, Button and PICO before joining MODUL Robert has a unique perspective on the UK exhibition design scene and is well placed to comment on input from the creative sector to deliver effective brand based messaging.

2:00PM

EXHIBITING STRATEGIES IN THE FIREWALL AGE

The soothsayers in the late '90s told us that the trade show was dead and that the Internet would take over. Obviously they were the same prophets who told us the world's computers would cease to function at the last second of the millennium.

In 10 years the Internet and, more importantly, high-speed broadband have become established in our business and personal lives. And we all know that the next 10 years are likely to be even more impactful; even if we cannot conceive what format that may take. How does this affect the ways in which companies need to present themselves at exhibitions? What strategies should they adopt? How do you maximise the outcomes of your communication strategies and exhibition presence in the Firewall Age?

Malcolm Briggs, Mayridge Performance Development



Malcolm Briggs is a Development Director of Mayridge and has a wealth of experience in marketing (having been involved in the discipline since 1985) and was responsible for the creation of Barclays Private and Premier Banking services in the UK in the mid 1990's which grew to a £100m business under his control.

Malcolm has worked with multi-national companies across many sectors to help them improve their live event Return on Investment. These include Harley Davidson, Toshiba, Novartis and Deutsche Bank. He jointly created the innovative exhibition training programme called ECHOES. Aimed at show team personnel, this fun and energetic programme is designed to help teams prepare for their major performance.

3:00PM

INTELLIGENT EXHIBITING

John Blaskey will take attendees through the process of intelligent exhibiting. He challenges you to set in stone who you want to speak to and what you want to say? And more importantly, who you don't want to speak to at the exhibition and how you are going to avoid them! Before all the whistles and bells of a live marketing experience, John Blaskey takes it back to basics and tells you how to put the mechanisms in place to ensure and measure success!

John Blaskey, MD The Exhibiting Agency



John Blaskey is a live marketing expert who works with exhibiting companies and exhibition organisers to improve results gained from exhibiting. His unique exhibition process includes controversial advice such as having no literature on your stand, and closing it off from the aisles! An inspiring, humorous and authoritative speaker!

4:00PM

WEBSITE 101 – FROM INCEPTION TO LAUNCH

With the internet a part of our everyday lives, and an essential tool for business, how come so many websites don't live up to their potential?

This session from website specialist, ASP, will help you: decide what you need your website to do, demonstrate what to look for when selecting a website provider, explain how to brief for, and achieve, good creative – together with examples of good looking (and not so good looking!) sites and help you understand the 'tech' jargon.

If you are looking at creating a site for the first time, changing providers or feel your website is letting your brand down then this is the session for you.

Melissa Ooi, Regional Director, ASP



Melissa has worked at ASP, the events website specialist, for 4 years prior to which she was involved in online marketing projects for L'Oreal and MSN in the UK, and live event promotion in Australia. Melissa has advised on 100's of websites from the marketing, design and technical perspectives and really knows what works and what doesn't!

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HOW TO REGISTER

It's free to visit Exhibiting Show and seminars are free to attend. Places in the seminars are limited and are allocated on a first come, first served basis so you are advised to book early.

Show and seminar registration can be completed on the show website www.exhibitingshow.com



HOW TO GET THERE

EARLS COURT 2: Old Brompton Road, London SW5 9TA.

BY TUBE: Exit either at Earls Court station (District, Circle and Piccadilly Lines) or at West Brompton station (District Line).

BY TRAIN: London Overground and Southern trains run direct services to West Brompton station for Earls Court 2. Direct services run from Clapham Junction, Gatwick Airport, East Croydon, Watford Junction, Willesden Junction and Stratford.

BY CAR: You are strongly advised to travel to Earls Court 2 by public transport. Car Parks are Seagrave Road Car Park (P1) and Red Car Park (P2): Multi-storey car park located on site next to Earls Court 2. Accessible parking spaces available. Please note that this car park is only available during event open periods.

SPECIAL ACCESS:

If you have any special access requirements please contact Exposure Event Creations: 0208 545 2630.



EXHIBITORS INCLUDE

24/7 Exhibition Services • 3D Exhibits • Abbey Lighting • Abex • Abraxys • Agility Fairs & Events • Arena Seating • ASP • AV Dimensions • Aztec • Base 4 Operations • Branded Content Marketing Association • Brand Magic • BPA Worldwide • Carrier Bag Shop • Cerberex • Cirrus Management Services • Clintons Solicitors • Colourations • Complete Exhibitions Ltd • Cre:8 Multimedia • Datamatics • Design Point • Dijon Designs • Dimension 8 • Dimension Displays • DMN Display Maintenance • DT Structures • D-Zine • EDPA • ELS • EMC • Equinox • ESN • Event Services Supplier Association • EuBEA • EVE • Event Crowd • Eventia • Event Express • Event Feedback • Event Magazine • Event Support Network • Events: Review • Exhibit City News • ExhibitForce.com • Exhibit Lighting Group • Exhibit UK • Exhibiting • Exhibition Bulletin • Exhibition Concierge • Exhibition News • Exhibition Services • Exhibition World • Exhibition Success.TV • Expand • Expokit • Exporama • ExpoStars • Exposystem • Field Marketing • Fantasy Imaging • Farrugia Leo • Gallowglass • Genesis • GGS Creative Graphics • Handsie Display • House of Flags • Image Display & Graphics • IML • Immersive Display • Index Group • Lanyards-etc • Leading Edge Design • Lea Valley Colour • Maelstrom Solutions • Marketing Week • Mash Media • Mayridge • Meridian Services • Mobile Technik • Modul UK • MoorePlus • MMSYS UK (Systems XL) • Nimlok • NJM • Nomadic • Octanorm • Penny Banks • Pentagon Consulting • Pop Up Direct • Pop-Up Banners • Portable Display • Priority Event Check-in Service • Prism • Put Something Back • Rapido Coffee Services • Reeds Carpeting Contractors • Reftech • Secrets Group • Sharman Shaw • Shell Clad by WMO • Simplastics Ltd • SMS • Spaceworks • Splash Printing • SPS • Stand Out • Sternberg Clarke • Straco International • Stelfes • The Exhibiting Agency • The Incredible Ice Cream Factory • The Pen Warehouse • The Roving Artists • Twangling Jack • Unibox • VAT Alliance • White Circle • Wildcard Creative • WRS • XPS

exhibiting show

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Exhibitor List correct at time of press Exhibiting Show is a trade only event and is free for trade visitors. Under 16s and babes in arms will not be admitted. Conference Programme & Speakers: It may be necessary for reasons beyond our control to alter the content and timing of the programmes or identity of the speakers. Where possible, the organisers will notify registered delegates of any changes. Limited Places: Delegate places are limited and will be allocated on a first come, first served basis on receipt of registration details. Exposure Event Creations Ltd reserves the right to refuse entry. Organiser: Exposure Event Creations Ltd, The Old Church, Quicks Road, Wimbledon SW19 1EX. Tel: 0870 160 4540 Fax: 0870 160 4541 email: info@exhibitingshow.co.uk