

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 christmas party show



Date: 15 – 16 May 2018

Venue: Plaisterers' Hall

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



London Summer event show



Date: 22-23 January 2019

Venue: Banking Hall

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

Ideal for:

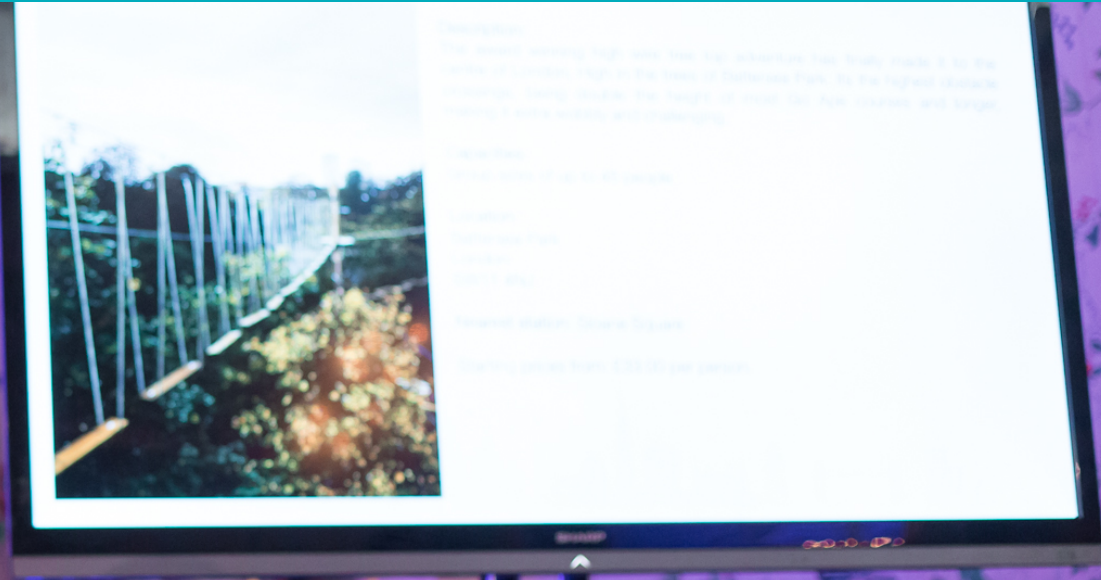
- London venues that can host any sized Summer events
- Out of town venues for away days
- Team building companies
- Suppliers with a summer twist

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

Julia Suggett, Altitude

#FOREVERSUMMER

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**

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

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

TOP CORPORATES AT OUR LAST EVENT



vodafone



SOUTH AFRICAN AIRWAYS

Deloitte.



MITSUBISHI



Sainsbury's



Our Visitors

"Its 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

SHOW THEME

london **christmas** party show ❄️



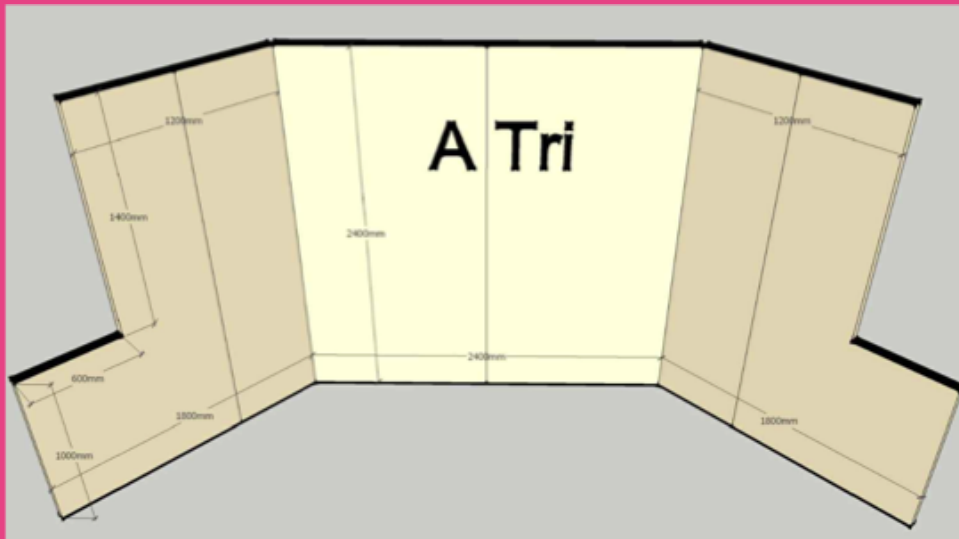
LAPLAND



THE STANDS

Designed for multiple venue operators and larger event suppliers

- A stand with 4.8 metres of open frontage with the back wall measuring 2.4 metres and side walls measuring 1.8 metres as outlined below, four chairs, two tables, stand lighting and 2 power sockets.
- Up to 4 company profiles, logos and website link on show website and 4 entries into the show guide.
- Includes 4 exhibitor passes for both days.



Stand Design

A

Stand Design

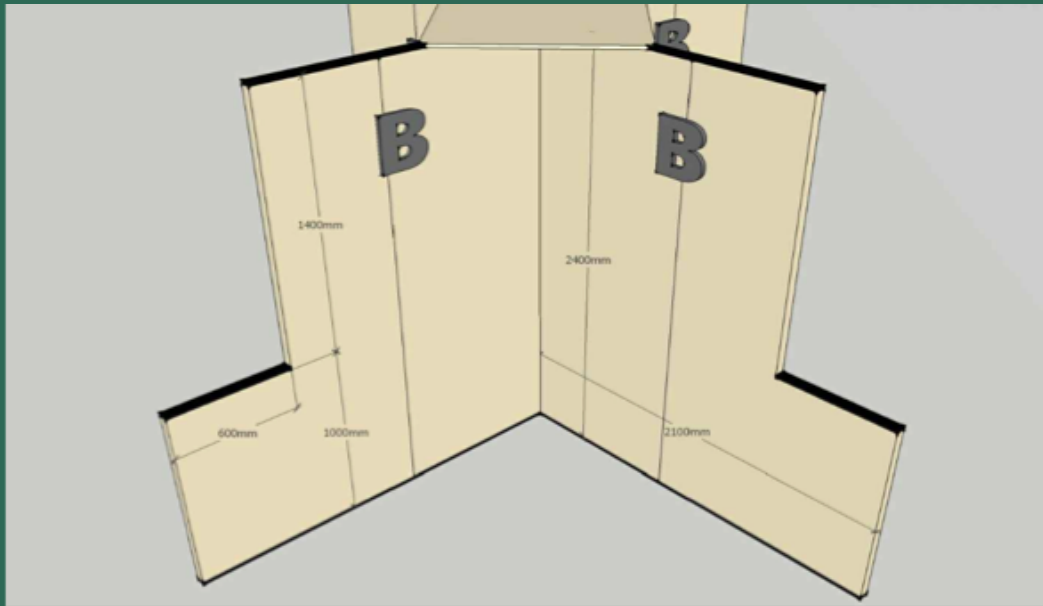
A



Designed for single venue operators and specialist event suppliers

- A triangular stand with 3 metres of open frontage, and side/back walls measuring 2.1 metres wide as outlined below, two stools, a table, stand lighting and power sockets.
- Up to 2 company profiles, logos and web-link on the show website and 2 entries into the show guide
- Includes 2 exhibitor passes for both days.

Stand Design B

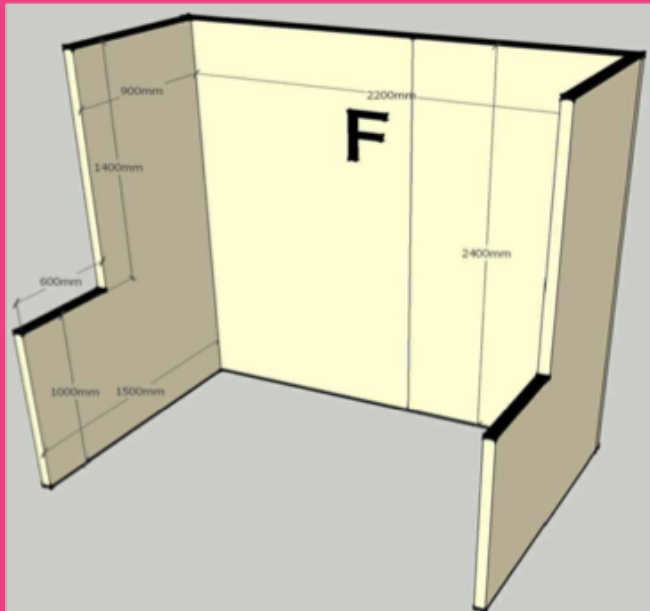


Stand Design B



Designed for single venue operators and specialist event suppliers

- A rectangular stand with 2.2 metres of open frontage, with the back wall measuring 2.2 metres and the side walls measuring 1.5 metres as outlined below, two chairs, a table, stand lighting and power sockets.
- Up to 2 company profiles, logos and web-link on the show website and 2 entries into the show guide
- Includes 2 exhibitor passes for both days.



Stand Design

F

Stand Design

F

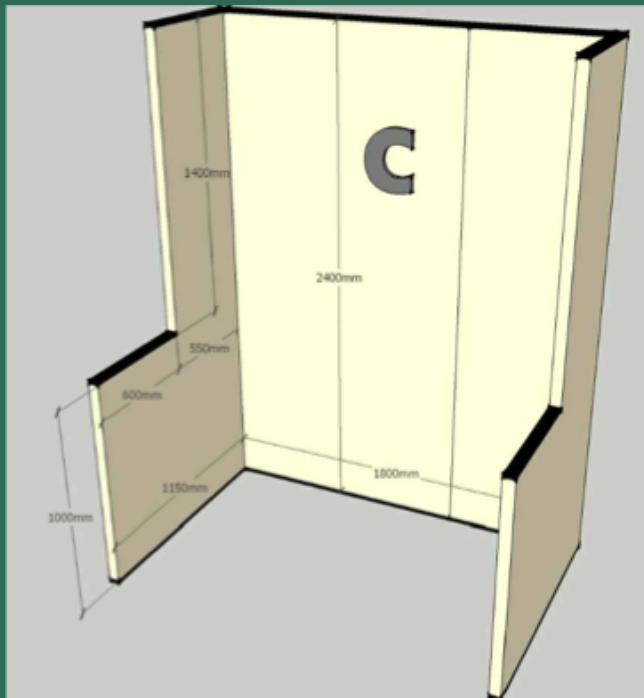


Designed for smaller venue operators and event suppliers

- A stand with 1.8 metres of open frontage, the back wall measuring 1.8 metres, the side walls measuring 1.15 metres as outlined below, two chairs, a table, stand lighting and power sockets.
- 1 company profile, logo and web-link on the show website and 1 entry into the show guide
- Includes 2 exhibitor passes for both days.

Stand Design

C



Stand Design

C



Designed for smaller venue operators and event suppliers

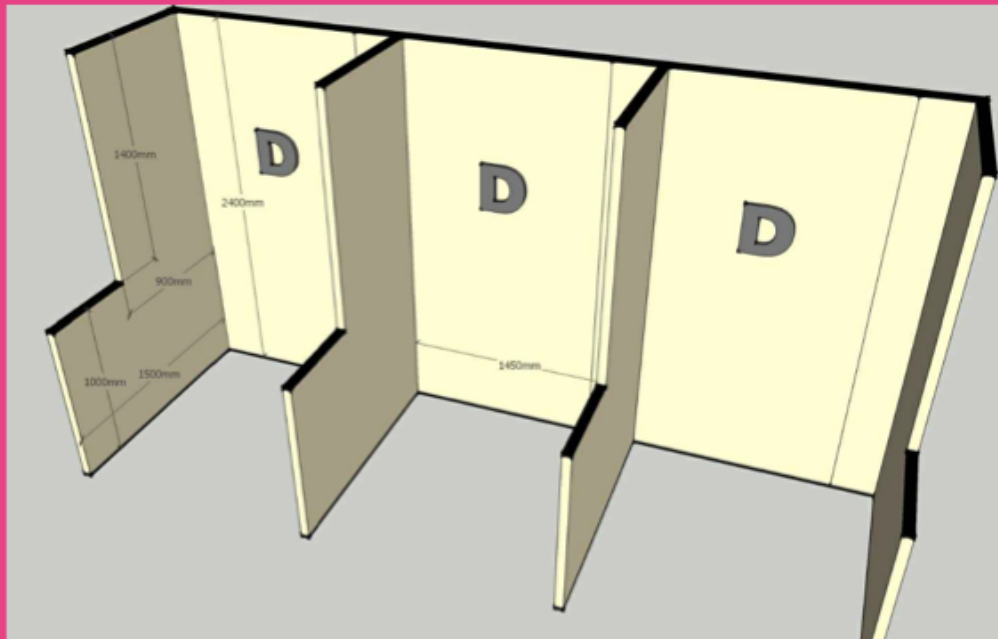
A stand with 1.45 metres of open frontage, with the back wall measuring 1.45 metres, the side walls measuring 1.5 metres as outlined below, two chairs, a table, stand lighting and power sockets.

Up to 2 company profiles, logos and web-link on the show website and 2 entries into the show guide

Includes 2 exhibitor passes for both days.

Stand Design

D



Stand Design D



Designed for event suppliers only

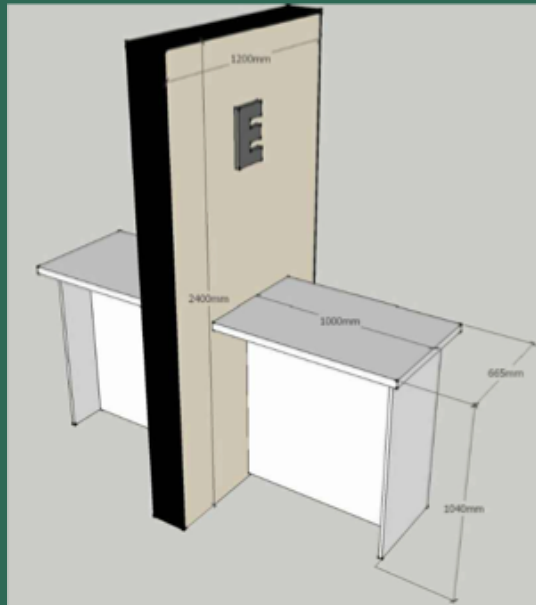
A counter style stand with in-built work top. Includes company branding on the back panel. This size stand has 1.2 metres of frontage with the back wall measuring 1.2 metres wide and 2.4 metres high, with the table jutting out by 1 metre.

1 company profile, logo and web-link on the show website and 1 entry into the show guide

Includes 2 exhibitor passes for both days.

Stand Design

E



Stand Design E



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’**

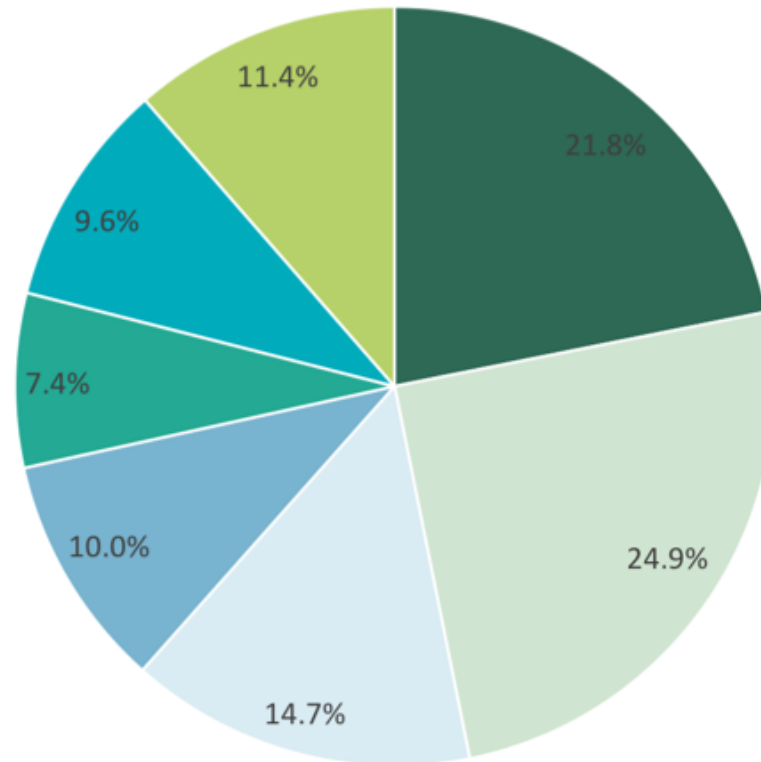
95% of visitors to the event engaged with exhibitors

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

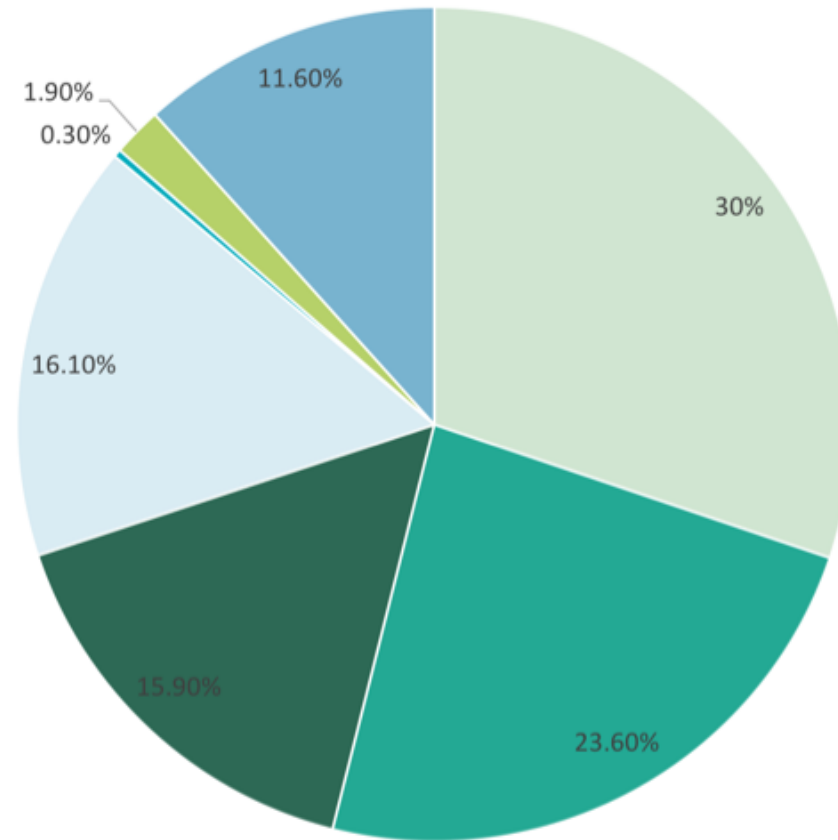


% Visitor Annual Spend



■ up to £10,000 ■ £10,000 to £50,000 ■ £50,000 to £100,000
■ £100,000 to £250,000 ■ £250,000 to £500,000 ■ £500,000 - £1,000,000
■ Over £1,000,000

% Visitor Job Titles



Partner/Manager/Director PA/EA Coordinator Executive Press Freelance Other

So What's Next...

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

PLEASE CONTACT:

**Ellie Jenkins
ellie@storyevents.co.uk
0207 870 9303**

OR VISIT OUR WEBSITES:

**www.londonchristmaspartyshow.com
www.londonsummereventshow.com**