



WEDNESDAY 17TH FEBRUARY 2010

HALL 3, TELFORD INTERNATIONAL CENTRE

www.themoversandstorersshow.co.uk

WHERE THE INDUSTRY MEETS

The Movers & Storers Show is the UK's biggest trade exhibition for the removals and storage industry. The 2009 event saw healthy visitor numbers, an exceptional percentage of decision-makers, and high levels of satisfaction amongst exhibitors.

Now in its third year, the event continues to deliver quality leads and great PR, and is being recognised as *the* event to attend for people who work in removals, storage and self storage.



The secret of our success is the visitor mix:

- Only people who work (or wish to work) in the industry can attend
- Attendance is free providing people register in advance
- This is the only UK event which is relevant to both removals and self storage businesses
- There is no need to be a member of any trade association in order to gain entry – consequently, our exhibitors can meet everyone from the largest to the very smallest operators, some of whom are traditionally difficult to reach with advertising.

The next show will take place on Wednesday 17th February 2010 at the Telford International Centre, with a special show preview for press, exhibitors and VIPs on the evening of Tuesday 16th February.

YOUR OPPORTUNITY

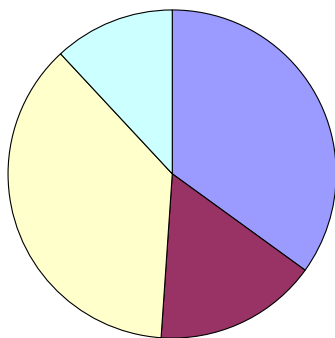
The Movers & Storers Show offers exhibitors the opportunity to meet face-to-face with hundreds of highly targeted trade buyers in a relaxed environment. If you have a product or service that can be marketed to removers and storage companies, then you should be there. Exhibiting allows you to:

- Showcase and demonstrate your products
- Generate new on-the-spot sales and leads
- Build brand awareness
- Launch a new product or logo to a knowledgeable audience
- Introduce new members of your team to the industry
- Network with existing customers
- Keep up to date with industry trends



Stands start from just £356 (space only) or £396 (shell scheme) + VAT. All shell scheme stands include carpet, light and a plug socket. This makes The Movers & Storers Show an extremely cost effective and efficient way to reach your target market.

WHO ARE OUR VISITORS?



■ Scotland & The North ■ The Midlands □ South & South West □ London

The removals and storage industry is incredibly diverse. From multi-national companies down to man-and-van operators, the show attracts a very healthy cross-section of the market. We also have a growing percentage of visitors from the self storage arena – a rapidly expanding part of the industry which has proved to be fairly resilient to the economic downturn.

Key visitor statistics

Total visitors in 2009	961
Conversion rate (registration to attendance)	65%
Decision makers	72%
First time visitors in 2009	59%
Visitors who move and store	65%
Visitors who deal with self storage only	27%
Visitors who deal with moves only	8%

We also have extensive data on the attendees' specific areas of interest. Please contact us for further details.

GETTING THE MESSAGE OUT

The Movers & Storers Show is supported by an extensive promotional campaign which runs from October to February and ensures exposure to the vast majority of the removals and storage industry in the UK.

PR

We provide regular press releases, show updates, and press invitations to publications including Removals & Storage, En Route, Commercial Motor, Trucking Magazine, FIDI Focus and OMNI Observer.

Print advertising

We design and implement a print advertising campaign which is circulated in all the relevant trade publications.

E-mail updates

We have a database of e-mail addresses from previous visitors, and we are also developing our mail database (7,500 entries) to include e-mail addresses so that we can advertise the show more productively via this method.

Direct mail

We send direct mail to targeted attendees and invite them to apply for their free tickets.



VISITOR FEATURES

The main reason for people to attend is to meet the exhibitors, and we work hard not to draw attention away from the stands. However, we do try to enliven people's experience of the show with our visitor features. The features change a little bit from one year to the next. This year, we are offering:



The Café and Networking Lounge

This is a great space in the middle of the hall where everyone wants to see and be seen. Always buzzing, and lots of business happens here. Consequently the stands facing the lounge are classed as premium.

The Learning Zone

This purpose-built theatre plays hosts to a variety of seminars and presentations. Last year the topics ranged from 'Networking Skills' and 'Getting started in Self Storage' right through to 'How to Hire and Fire and Stay within the Law'. We try to keep the topics fresh and relevant, and always invite exhibitors to submit ideas for presentations.



Free Meeting Space

This year we are offering a free boardroom – complete with refreshments – for any organisation that wishes to hold a meeting at the show.

Message Boards

We are in the process of designing free message boards on our website to assist people who wish to buy, sell, or rent something, or simply get some advice or assistance from their peers.



FEEDBACK

Don't just listen to us! Here is what previous visitors and exhibitors had to say about the show:

"I would just like to say how much I enjoyed the 1st Movers and Storers exhibition. I thought it was well laid out and was also at the right time of year, when we are all fairly quiet."

"A massive thank you for organising the show. I wasn't present on the day but I hear it was very successful."

"Thanks for the Show. Delighted with the buzz around our stand and the outcomes we achieved. Thanks also to your staff for supporting our promotional competition. In these challenging times I think you did well to get so many exhibitors and visitors."

"We found the show very targeted and informative, and we love working with 'the family'. So thanks once again for providing us with such an excellent platform to show our wares."

"Was that the best 24 hours I've ever spent in the industry? I think so!

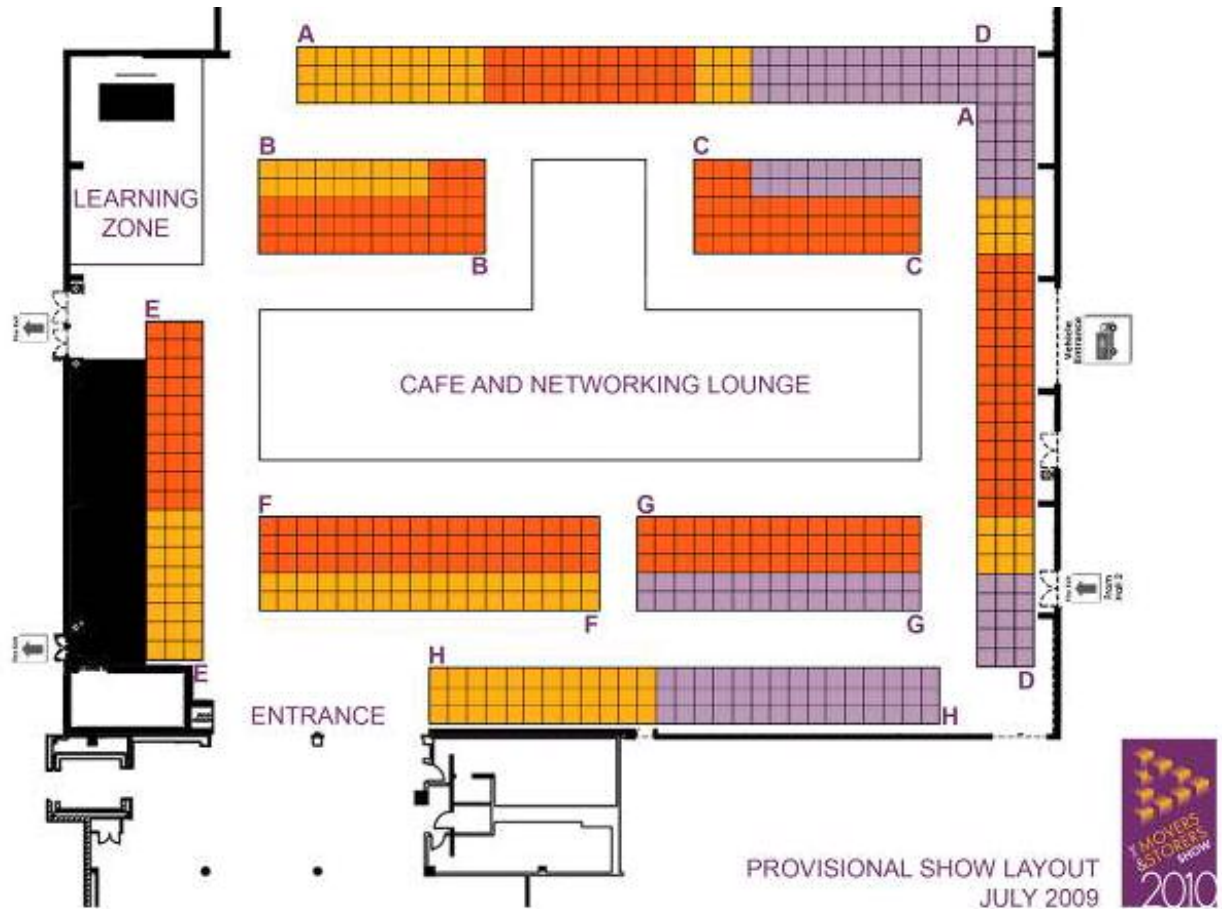
Thank you for asking me to take part. It was great to work with you guys, and to see so many friends in the business who I've known for a quarter of a century."

"Many many thanks for your time in organising a fantastic show, please definitely count on us as exhibiting again next year, as long as we have an end stand ;)"

"I hope your exceptional work proved a great success for you and your team in bringing together the whole spectrum of removers and storers with their suppliers."

"Just to say that we enjoyed the show immensely this weekend. V. hard work, but worthwhile."

2010 FLOOR PLAN



DARK ORANGE = PREMIUM

LIGHT ORANGE = STANDARD

LILAC = ECONOMY

Each square represents one square metre. The smallest bookable space is 2x2m.

Please note that this is a provisional floor plan only, and the organisers reserve the right to alter and amend it as necessary. There is space available in the hall to expand the show as required.

PRICES

PREMIUM	£139 per m²
STANDARD	£119 per m²
ECONOMY	£99 per m²
SPACE ONLY	£89 per m²

Premium, standard and economy space includes:

- shell scheme
- full carpeting
- 1 x 500 watt plug socket
- basic stand lighting
- 1 x free parking pass
- attendance at the preview night
- a basic entry in the exhibition brochure

Space only includes:

- full carpeting
- 1 x free parking pass
- attendance at the preview night
- a basic entry in the exhibition brochure

None of our stand packages include furniture. This can be brought with you or hired from our supplier. Please be aware that although you can request a location in a particular block at the time of booking, we cannot guarantee your stand location until 7 days prior to the event. We try not to place companies who are direct competitors adjacent to one another. Space only and 2m deep stands are only available in limited locations – please contact the organisers for further details.

Should you wish to book space for a vehicle inside the hall, or reserve more than 18m² of exhibition space, please contact the organisers for special prices.

If you wish to share your stand with another company, there will be an additional charge of **£150** per additional stand sharer.

If you are taking a stand inside the hall, you can also exhibit a vehicle outside in the car park. The costs for this opportunity are as follows:

Chassis cab	£100
3 container lorry	£150
5 container lorry	£300
Artic. with trailer	£500

** All prices in this brochure are quoted exclusive of VAT, which will be charged at the prevailing rate.*

BOOKING

What happens now?

If you would like to book a stand, please complete the Booking Form (available from the organisers). On receipt of your booking form, the organisers will raise a deposit invoice, which will be sent to you together with our full terms and conditions. Stand bookings cannot be confirmed until the deposit has been received.

Deposits

If the total value of your stand is less than £800, then we will invoice you for a deposit of £250. If the value of your stand is £800 or more, then the deposit will be £500. The balance of all accounts is payable one month before the show opens.

For stands booked within a month of the opening date, full payment will be required on booking.

How to pay

We can accept payments as follows:

By cheque:

Made payable to 'Animo Events Ltd' and sent to -
Sequoia, Youngwoods Way, Alverstone Garden Village, Isle of Wight, PO36 0HE
Please write your invoice number on the back of the cheque

By bank transfer:

Abbey
Sort code 09-06-66
Account number 43102228
International transfers – Swift - ABBYGB2L, IBAN -GB51ABBY09066643102228
Please use your invoice number as a payment reference

By credit card:

Visit our website – www.themoversandstorersshow.co.uk – and follow the links to our PayPal account.

Easy payment plan

If you would rather not pay for your stand in a lump sum, we can split your balance into monthly payments and invoice you once a month at no extra cost. In this case, your first monthly payment will count as your deposit. Payments have to be made by direct debit on the easy payment plan.

Please note that no repeat exhibitor or early booking discounts are available this year. This is because we have already reduced our costs and our margins as much as possible in order to keep the show running through the recession.

SPONSORSHIP & ADVERTISING

In order to help you maximise your return on investment from The Movers & Storers Show, we have designed a range of sponsorship and advertising opportunities to suit all budgets.

ADVERTISING

EXHIBITION BROCHURE	- Full page (2 available) - Half page (4 available) - Quarter page (4 available)	£595 £395 £195
DISPLAY IN ENTRANCE FOYER	- Car or other small vehicle - Banner stand (provided by us - £100 discount if you supply banner)	£350 £200
INSERT IN EXHIBITION CARRIER BAG	- to be supplied and delivered to the venue by you	£250
WEBSITE ADVERT	- on all pages (please add £100 for an animated advert)	£300
WEBSITE ADVERT	- on one page only (please add £100 for an animated advert)	£150
E-MAILS	- Your logo and tag line on all outgoing e-mails (4 slots available)	£150
TANNOY ANNOUNCEMENTS	- 5 announcements for you during the show (1 available)	£150

SPONSORSHIP

£1800	NETWORKING LOUNGE Includes 4 tall full-colour flag-banners with your branding, drinks coasters with your branding, a brochure stand for your use at the queuing area, and pre- and post-show promotion
£550	HAPPY COFFEE HOUR Free coffee for all from 9.30-10.30 at the show, full pre-show promotion (can only be sponsored separately to the Networking Lounge one month before the show)
£1800	EXHIBITION CARRIER BAGS Your logo / advert on one side in up to 4 colours, includes an insert as well
£1200	LEARNING ZONE Your logo on the screen between presentations, space for up to 2 banner stands on stage (supplied by you), and a 20 minute presentation slot at the busiest time of the day (topic to be mutually agreed)
£ Various	ENTERTAINMENT Promo girls wearing branded sashes, sandwich board guys, character actors etc

We would be happy to discuss these opportunities in more detail, along with any other ideas you may have to promote your company at the show.



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