

The Showman's Show – Wednesday 22nd & Thursday 23rd October 2008

Venue: Newbury Showground, Berkshire

Organisers: Lance Show & Publications Ltd – 01730 266624

Showman's Show PR – Saunders & Moore – 01935 83188 – alice@saunders-moore.co.uk

The Showman's Show 2008 - A Preview

Lance Show & Publications Ltd, organisers of The Showman's Show, are looking forward to another exceptional two day event this year at Newbury Showground in Berkshire on Wednesday 22nd and Thursday 23rd October.

The Show will play host to some 350 exhibitors from all corners of the event world enabling visitors to speak directly to some of the industry's leading suppliers both here in the UK and from overseas. Anyone planning an event in 2009, whether it's a private party for 50, a large corporate event for 1000 or a festival for 1000s, should take full advantage of the wealth of industry expertise that will be present at the Show.

The Showman's Show provides the perfect shop window for suppliers to promote their products and services to a targeted audience whilst meeting with existing and potential new customers. Each year the organisers welcome many new exhibitors who have realised the potential benefits the Show can provide them. Consequently the exhibition hall, which provides the entrance to the Show, has increased this year to the largest it's ever been at 90m long incorporating at least 10 further stands for exhibitors who do not wish to take outdoor space.

Erected this year by Losberger, one of the Show's most established exhibitors, the exhibition hall will be housed by the Maxiflex Arcum, a structure on two levels, which alleviates the need for a steep ramp at the exit enabling visitors to leave the hall in a comfortable and safe manner. Losberger is one of the industry's leading tent suppliers and since their formation in 1919 the company has passed some major milestones including the creation of the world's first two-joint truss hall fastened with ground stakes, the development of modular component systems for event tents and the introduction of the aluminium tent structure that has now become a world standard.

There are always numerous new products and services launched at The Showman's Show; some of those planning to be unveiled this year include: Moffett's revolutionary Ground Mount™ system, the world's first remote control forklift truck mounting system; Eventmaker Hospitality's ultimate VIP suite, perfect for exhibitions, shows and outdoor events plus The Hire Association Europe (HAE) will be using The Showman's Show as a launch pad for their new initiative the Event Hire Association which, with the growth of the event industry in recent years, they believe has become necessary to accommodate those companies particularly involved with supplying organisers of events.

Various new exhibitors have come aboard this year both from the UK and overseas including: Mobile Traffic Solutions UK who specialise in providing their clients with mobile variable message signs, perfect for controlling event traffic; Inspire Ltd providers of the UK's leading rental management software solutions; Taj Tents who will be unveiling their traditional Indian tents; CPES manufacturer and installer of temporary electrical supply equipment and Etherlive who provide specialist IT services including interactive event guides, CCTV and event wireless networks.

New overseas exhibitors include: The French company, Lauralu, who will be bringing a touch of chic to The Showman's Show with their lightweight range of pagodas and clear span marquees; Barcelona based Poly-KyIn, will be showcasing their stainless steel 'Inox' and polyethylene 'Handy' sinks and a company we all know but don't necessarily relate to the outdoor event industry - the renowned Italian car manufacturer Ferrari, who, alongside Milton, will be launching onto the UK market the new inflatable Kedar System ATS in addition to the widest range of PVC coated fabric dedicated to the tent industry.

The Showman's Show provides visitors with the knowledge, products and services that will ensure their event is a success. It is a Show not to be missed. To register for The Showman's Show visit www.showmansshow.co.uk.

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