

For immediate release: 23<sup>rd</sup> July 2009  
Show Dates – Weds 21<sup>st</sup> & Thurs 22<sup>nd</sup> October 2009

Venue: Newbury Showground, Berkshire  
Organisers: Lance Show & Publications Limited – 01730 266624

## THE SHOWMAN'S SHOW – A PREVIEW

In the main the 2009 UK outdoor event season has been blessed with good weather. Many events that were awash with mud or even cancelled all together in previous years have enjoyed clear skies and in some cases blisteringly hot sunshine.

As we are well over half way through the summer season, organisers are now looking for new ideas for their 2010 events. Event planners are looking towards the culmination of the outdoor event season - The Showman's Show, which is a source for event ideas and is eagerly anticipated by both organisers and exhibitors.

Exhibitors will have a captive audience over the two days to showcase any new equipment or services in addition to those tried and tested ones which have evolved to make events easier for organisers and more comfortable for visitors.

The 2009 Showman's Show is shaping up nicely and those exhibiting are looking forward to it with lots of enthusiasm. Here's what some of them have to say:

Paul Bates of Rubber Box Company: *"The Showman's Show is an excellent shop window for us to promote our portable power supply boxes. We are especially looking forward to it this year as we have just finished development on a new polycarbonate window that fits over the electrical breakers of our power boxes and we are hoping to launch it at the Show. We will be selling these windows as a standalone product as well as fitting them to our power boxes and we believe they will be extremely useful in other areas such as construction, power stations and panel building."*

Chris Wilkey of I D & C Ltd (security wristbands and branded lanyards supplier): *"We are well ahead of our sales targets for this year with new product development in the pipeline and capital investment for a purpose built printing machine coming online in October – perfect timing for The Showman's Show. The Show is an ideal venue for us as it provides a wide portfolio of clients from the event industry, both at home and abroad. Also, the timing of the Show is just right as we have found that the Europeans who visit the Show place their orders by January well in advance of the event season, with UK orders tending to arrive later in March."*

Paul Haigh of Daytona Stage Hire: *"The Showman's Show works extremely well for us and is our most successful show throughout the year. The beauty of the Show is that it gives us the opportunity to showcase our products in the way that they would be seen at an event. This is very important for us as it gives visitors a real feel for how our stages will fit into their event rather than trying to imagine the setting from a photograph."*

Debby Clayton of Georgian Hire: *"We are one of the largest independent toilet hire companies in the UK with an almost national coverage and although we do not exhibit every year at The Showman's Show we do look forward to those years that we do. Surprisingly we have been extremely busy in the event hire this year, better in fact than the previous three years. To capitalise on this success we are hoping that The Showman's Show will give us a kick start for another full order book in 2010."*

Anthony Mosley, Showman's Show Photographer: *"With the Showman's Show almost upon us once more, I feel it is one of those benchmarks of the year where everyone comes together that is involved in the exhibitions, events and show industry - whether it be service suppliers, equipment manufacturers, stand builders, caterers or entertainers. We have all had a busy year and we are now looking forward to making sure next year is going to be just as good, following a successful Showman's Show."*

Let's hope that the weather continues to hold and we have another dry two days at Newbury this year. For further information about The Showman's Show contact Lance Show & Publications Limited on 01730 266624 or visit [www.showmansshow.co.uk](http://www.showmansshow.co.uk).

**ENDS**

For further press information please contact:

Alice Moore, Showman's Show PR, Saunders & Moore, Durbeyfield, Holywell, Dorchester, Dorset, DT2 0LQ  
Tel: 01935 83188 Fax: 01935 83239 Email: [alice@saunders-moore.co.uk](mailto:alice@saunders-moore.co.uk)