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The Showman's Show – Wednesday 21st & Thursday 22nd October 2009, 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 Review

The feeling at The Showman's Show this year was one of enthusiasm and optimism from both exhibitors and visitors alike. There was a buzz around the showground from early Wednesday morning that continued until the last visitor left on Thursday afternoon. Lance Show & Publications Ltd, organisers of The Showman's Show, played host to over 300 exhibitors and welcomed 4643 visitors through the doors over the two days.

Losberger had a major presence at the Show this year. In addition to their exhibit, a purpose built conference structure, they also built the Exhibition Hall. This was a grand domed structure on two levels, providing a stunning entrance to the Show with a light, spacious and airy reception area for visitors. The Exhibition Hall was larger than in previous years, providing a great atmosphere housing 109 exhibitors.

Two long standing exhibitors at The Showman's Show comment:

"We celebrated our 10th anniversary this year and in that time we have attended The Showman's Show every year. It is a permanent fixture in our calendar as it provides us with an excellent resource to capture new customers as well as catch up with old friends and existing clients. There aren't many shows you can say will provide you with new customers year on year but The Showman's Show is one of them. We wouldn't miss it." Jan Booth, Sunbaba

"The Showman's Show has always been a terrific Show for us and has given us many new business leads over the years. So much so we are now inundated with work and had to come in from the cold this year into the exhibition hall as all our generators were out at events, which is great! We were a little concerned about not having a presence outside showing our generators in situ but we needn't have been, as the exhibition hall provided a welcoming atmosphere and a warm place to talk to potential customers. It looks like you'll find us inside again next year!" Dave Noble, Midas Productions (UK) Limited

As ever The Showman's Show provided the stage for many new exhibitors as well as a launch pad for several new products, which included Airstream Rentals, giving UK customers the opportunity to rent these popular American Airstreams plus the refreshingly new format of the industry magazine, Access All Areas and TPA's new roll out road system. Fun and games were had as visitors collected their complimentary Show bags from Molly 'n' Myrtle from Off The Cuff walkabout entertainers. Plus visitors were never far from a big screen providing news, interviews and daily coverage of the Show, erected and managed by Fonix LED. One visitor commented:

"After two years of bad weather for The Surrey County Show, I arrived at The Showman's Show this year with little enthusiasm. However, it wasn't long after arriving that my spirits were lifted by the amazing array of products and services on offer and the enthusiasm of the exhibitors was infectious. The Showman's Show is unique in that products and services are demonstrated as they would be used at an event, which provides us, as organisers, with an exclusive insight into how we can utilise them for our Show." Sonia Ashworth, Surrey County Show

Lastly, a comment from Show Manager Jeremy Lance:

"For the second year on the trot we have been extremely lucky with the weather and the rain held off until the last visitor departed and the doors closed on the last day of the Show. I am extremely pleased with how the Show has gone this year; it has been as exciting as ever, which is great."

If you would like further details on The Showman's Show or The Showman's Directory visit www.showmans-directory.co.uk.

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