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**The Showman's Show – Wednesday 19<sup>th</sup> and Thursday 20<sup>th</sup> October 2011**

**Venue: Newbury Showground, Berkshire**

**Organisers: Lance Show & Publications Limited – 01747 854099**

## **THE 25<sup>th</sup> SHOWMAN'S SHOW – THE REVIEW**



George Orwell predicted that 1984 would be when everything changed and he was right – well perhaps not everything but certainly within the event world, as this was the year The Showman's Directory came to life. Entitled The Showman's Directory Comes to Life the groundbreaking event provided for the first time a stage, for suppliers to the event industry, to showcase their products and services as they would be seen at a live event.

This year was one for celebration as it marked the staging of the 25<sup>th</sup> Showman's Show and it seemed the elements were celebrating too as the Show was blessed with unseasonably good weather with the sun shining brilliantly for both days of the event.

Jeremy Lance, Show Manager, commented: *"It was an exciting Show this year, which enjoyed amazing weather. The sun shone throughout; something I have not seen in all my time with the Show. All the exhibitors I spoke to enjoyed the Show and were pleased with the high quality of visitors that came by their stands. The new layout in the entrance hall provided space for a fun water feature that displayed a rolling slide show, which became a talking point as people spotted themselves within the photos that have been taken over the years."*

Now, as the final curtain has closed on the 25<sup>th</sup> Showman's Show, it is a good time to reflect on the Show that has been, and continues to be, an influential part of the event industry at large. The Showman's Show has grown considerably since that first Show staged in Newark in 1984, when just over 50 exhibitors signed up to appear at the Show. Nevertheless, it was well received by the visitors attending and so began the history of the Show. The popularity of the Showman's Show meant it grew each time it was staged attracting new and exciting exhibitors, a wider visitor audience and an increasing overseas presence. Today it is truly an international event with exhibitors and visitors attending from all corners of the globe.



The 25<sup>th</sup> Showman's Show provided the stage for over 350 exhibitors and welcomed in excess of 4500 visitors. The Show has always played host to some of the most innovative and technologically advanced products in the event industry and this year was no exception, with an eclectic mix of products and services suitable for all types of events and budgets. Visitors experienced everything from wireless technology and innovative temporary structures to the latest in mobile accommodation and security systems.

To name but a few; Etherlive was showcasing the next generation in wireless event technology, new exhibitor All About Space exhibited their mobile five star hotel room complete with ensuite power shower and flat screen TVs, marquee designers and manufacturers, Bond Fabrications, exhibited their innovative octagonal tensioned pole tent whilst EventServ, from Ireland, provided a turnkey event service taking into account everything from staging and seating to crowd control and ground covering products.

For further press information please contact:

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Stephen Lance, Show Director, commented: *"In 1984 The Showman's Directory came to life. It is wonderful to have celebrated the 25<sup>th</sup> Showman's Show this year with old and new colleagues. Still under the supervision of myself and my family, it will be the turn of the next generation to have the fun and challenges of staging the next 25 Shows."*

For more information about The Showman's Show or The Showman's Directory call 01747 854099 or visit [www.showmans-directory.co.uk](http://www.showmans-directory.co.uk).

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