



STAND AWARDS 2009

Wednesday 21 & Thursday 22 October
Newbury Showground, Berkshire

With the 2009 Showman's Show approaching fast many exhibitors will be putting the finishing touches to the design of their stands, ensuring they are exactly right to encourage visitors to 'step on' to discuss their event requirements.

However, a flawless stand design is no mean feat and should be commended. Those stands that meet the exacting standards of an exhibiting ideal will be acknowledged by the judges of The Showman's Show Stand Awards.

The Newbury venue for the Show provides the perfect opportunity for exhibitors to display their products in the way that they would be used at a live event. As a consequence many of the stands at The Showman's Show have become more complex as products have developed over the years, which, the organisers feel, require recognition of the hard work that goes into building them.

This year there will be three judges; two who are synonymous with the event industry - Trevor Barratt, Chief Executive of The Ocean Media Group, organisers of the Event Production Show, who will be judging the external stands and Duncan Reid, Portfolio Director of Confex, who will be judging the stands within the exhibition hall. Their extensive knowledge of

the exhibition world will prove invaluable in their search for the perfect exhibition stands at this year's Show.

However, many of these complex structures also have elaborate interiors, which is why this year a third judge has been appointed who is an expert in her field; Marion Falchi-Pereira of Falchi Interiors who will be focussing specifically on the interior design of the stands of those exhibitors that specialise in bringing an event to life with breathtaking themed interiors. Marion specialises in both residential and corporate interiors and as such is well placed to evaluate this category and award prizes for the top three stand interiors on the showground.

As always the run up to The Showman's Show is one of anticipation and excitement to discover what's new in the event world this year. There is no doubt that exhibitors will be pulling out all the stops to produce the ideal stand to best promote their products and services.



Trevor Barratt



Marion Falchi-Pereira



Duncan Reid

For more information please contact Lance Show & Publications Limited on 01730 266624 or email info@showmans-directory.co.uk.