

For immediate release: 26th July 2007

Showman's Show 20075 – 17th & 18th October 2007

Venue: Newbury Showground, Newbury, Berkshire

The Main Event

The Showman's Show – An Outdoor Symphony!

It's the 'main event' for any outdoor event supplier and, like any other outdoor event, the preparation for The Showman's Show requires time. Fifty two weeks to be exact, with two and a half weeks for the build-up, all for just two days of show time. The Show can be likened to a symphony – preparation for 48 weeks, before the symphony begins with the build, the overture, two weeks before the opening of the Show.

The build-up for the Show is carried out by the soloists of the orchestra, the suppliers of equipment and services. However, as with all symphonies, a successful performance can only be achieved with a qualified conductor and The Showman's Show symphony is no different. It needs the expertise of Jeremy Lance to conduct the intricate process and timings that are required to ensure a successful build-up.

The overture starts pianissimo with Jeremy and his team moving onto Newbury Showground in Berkshire on Monday 1st October to mark out the showground. Once the marking out is completed, the overture will build to a crescendo the following week when The Showman's Show suppliers arrive on site to start the build in earnest. Temporary roadways are laid down to widen existing site roads, while the materials for the outdoor exhibits, the Show Offices and the Exhibition Hall are moved into place ready for erection. The sophistication and size of the exhibition stands and temporary structures has meant that forklifts and cranes have become a common feature in today's outdoor events and The Showman's Show is no exception.

Within a week the Showman's Show overture will steadily draw to a close with only a few soloists left to play before the opening day. By Monday 15th October the Exhibition Hall will be erected and the interior assembled. On Tuesday evening the reception area will be finished and ready to welcome the audience on the opening day, marking the end of the preparation and the start of the Show.

This is the end of set-up and the overture, leading into the main body of the symphony – the two days of The Showman's Show – introducing the rest of the orchestra, the exhibitors. Unlike Schubert's 'Unfinished Symphony', The Showman's Show will be finished and played to its final note and we hope for a standing ovation from the visiting audience.

Be a part of The Showman's Show symphony, 17th & 18th October 2007. For more information please contact Lance Show & Publications Ltd, organisers of The Showman's Show, on 01730 266624 or email at info@showmans-directory.co.uk.

Ends

N.B. For details of the soloists used for The Showman's Show 2007 please see additional information attached.

For further information please contact:

Alice Moore, Showman's Show PR, Saunders & Moore, Durbeyfield, Holywell, Dorchester, Dorset, DT2 0LQ

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Additional Information:

The soloists (suppliers) used for the Showman's Show 2007 are as follows:

Cloud 9 Photography
Event Medicine Co
John Bradshaw & Co and Hewden
Personal Parking
Withinshaw Caterers
John M. Carter Limited
Garco
Stephen Bord & Associates
The Automobile Association
The Lighting Centre, Newbury

Spantech® Division of Crescential SA
Thorns Group
Ford & Barley Exhibitions Ltd
Daily Grind Trading Co
Thorns Group
Haresign Heating Ltd
Olympus Flooring Ltd
Vincehire Ltd
Fire Protection Services
SLS Group, Fuchsia Exhibition Services and Harrison External Display Systems
Brightlights

EFG
Hewden Plc
Power Electrics Ltd
Wernick Event Hire Ltd
Anthony Mosley
kways: Rola-trac, TRAC, Trax Portable Access Ltd, PRIMADirect (International) Ltd, Woodhouse Show & Event Services and Eve Trakway
Saunders & Moore

omms: NSR Communications Ltd
QRS (Quality Registration Services)
PWT Associates

reen: G4S
Touchfinder
Baileys of Newbury
Woodhouse Show & Event Services
Igloos and Prestige Toilet Hire
G4S

& Skips: Morris Holdings and Grundon Waste Management

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