

FREE
show dates
data with
any display
advertising

Advertising Rates and Information

The Showman's Directory 2012

The Outdoor Event Services Guide

NEW for 2012
Enhance your web entry

The Showman's Directory

THE OUTDOOR EVENT SERVICES GUIDE

September 2011

The time has come to promote your organisation or company in the OUTDOOR EVENT SERVICES GUIDE – THE SHOWMAN'S DIRECTORY.

Around 5000 copies of the Directory are distributed annually to YOUR potential, present and future clients. Among them are show organisers, local authorities - event management, marketing & corporate hospitality companies and similar organisations throughout the United Kingdom.

Details of how to advertise are contained in this brochure. Space for both classified and display advertisements is available, classified entries can be placed under any number of the supplier headings. In addition, we have a considerable number of on-line subscribers, so why not enhance your website listing.

FREE show dates data supplied electronically with any display advertising.

Please book before November 19th as this publication takes time to compile and print and the sooner we publish the sooner your advertisement starts working for you.

If you would like further information to help you reach a decision or see a sample copy of the Directory please call 01747 854099. We are here to help.



Jeremy Lance

 **Lance**
Show & Publications
L I M I T E D

Courtyard Office, The Courtyard, Parsons Pool,
Shaftesbury, Dorset SP7 8AP
Tel: 01747 854099 Fax: 01747 854634
email: info@showmans-directory.co.uk
web: www.showmans-directory.co.uk

Classified Sections

Show Contractors & Services

- 1 Admission Control
- 2 Advance Ticket Sales
- 3 Aerial Advertising
- 4 Air Conditioning
- 5 All Terrain Vehicles
- 6 Associations
- 7 Audio Visual Presentations
- 8 Awnings
- 9 Balloons- Promotional & Races
- 10 Bandstands
- 11 Banners
- 12 Big Tops
- 13 Bridges
- 14 Buggy Hire
- 15 Car Park Management
- 16 Carpets
- 17 Cash Machines
- 18 Catalogue & Programme Selling
- 19 Caterers
- 20 Catering Equipment & Disposables
- 21 Cleaning Contractors
- 22 Clothing Embroiderers & Clothing
- 23 Commentary Boxes
- 24 Commentators
- 25 Commissionaries & Attendants
- 26 Computer Software
- 27 Computer & Internet Services
- 28 Corporate Financial Services
- 29 Courtesy & Service Vehicles
- 30 Creche Facilities
- 31 Crew Catering
- 32 Crowd Barriers & Rails
- 33 Dance Floors
- 34 Directional Signs
- 35 Disability Provision
- 36 Electrical Contractors & Equipment
- 37 Emergency Refrigeration
- 38 Event Managers & Organisers
- 39 Exhibition & Hospitality Units
- 40 Exhibition Units- Reconditioning & Refurbishing
- 41 Fence Screening Services
- 42 Fencing & Railings
- 43 Fire Engines, Extinguishers & Equipment
- 44 Fire Protection Services

- 45 First Aid, Paramedic Services, Training & Supplies
- 46 Flag Poles
- 47 Flags
- 48 Floodlighting
- 49 Flooring
- 50 Forklifts & Lifting Equipment
- 51 Fountains & Features
- 52 Frame Clear Span Tentage
- 53 Frame Clear Span Tentage- 2 Tier
- 54 Front of Stage Barriers
- 55 Furniture- Hire
- 56 Furniture- Manufacturers
- 57 Generators
- 58 Grandstands & Arena Seating
- 59 Heating
- 60 Helicopter Hire
- 61 Hospitality Tents
- 62 Ice Rinks
- 63 Inflatables & Inflatable Structures
- 64 Information Displays
- 65 Insurance Brokers & Advisors
- 66 Interior Tent Decoration & Finishes
- 67 Internet Cafes
- 68 Licensed Bars
- 69 Lighting & Sound Equipment
- 70 Litter Clearance, Disposal & Bins
- 71 Locker Hire
- 72 Market Stalls
- 73 Marquee Accessories
- 74 Marquee Cleaning
- 75 Marquee Cover & Lining Manufacturers
- 76 Marquee Decorative Lighting
- 77 Marquee Door & Window Units
- 78 Marquee Fabrics
- 79 Marquee Matting
- 80 Marquee Stakes & Anchors
- 81 Marquees- Alternative Construction
- 82 Marquees- Small or Fold Up
- 83 Marquees & Frame Tents
- 84 Marquees & Frame Tents 15-30m Wide
- 85 Marquees & Frame Tents over 30m Wide
- 86 Marquees & Tents- Exotic & Unusual
- 87 Mobile Bars
- 88 Mobile Caterers

- 89 Mobile Caterers- Baked Potatoes
- 90 Mobile Caterers- Carvery
- 91 Mobile Caterers- Chinese
- 92 Mobile Caterers- Cigarettes & Confectionery
- 93 Mobile Caterers- Coffee & Tea Units
- 94 Mobile Caterers- Cornish Pasties & Oggies
- 95 Mobile Caterers- Crepes & Pancakes
- 96 Mobile Caterers- Doughnuts
- 97 Mobile Caterers- Fish & Chips
- 98 Mobile Caterers- Hot Dogs & Hamburgers
- 99 Mobile Caterers- Ice Cream
- 100 Mobile Caterers- Indian
- 101 Mobile Caterers- Sausages
- 102 Mobile Caterers- Seafood
- 103 Mobile Caterers- Smoothies & Juices
- 104 Mobile Caterers- Spanish
- 105 Mobile Caterers- Spit Roast Pig
- 106 Mobile Caterers- Strawberries & Cream
- 107 Mobile Caterers- Waffles
- 108 Mobile Caterers- Yorkshire Puddings
- 109 Mobile Cinemas & Theatres
- 110 Mobile Discos
- 111 Mobile Unit Operators
- 112 Modular Stand Systems
- 113 Offices
- 114 Outdoor Advertising
- 115 Pedestrian Walkways
- 116 Photographers & Video Filming
- 117 Plaques & Medals
- 118 Plastic Containers & Storage
- 119 Portable Kitchens
- 120 Portable Roadways
- 121 Power Distribution
- 122 Printed- Speaker Scrim
- 123 Printers- Catalogues & Programmes
- 124 Printers- General
- 125 Printers- Posters
- 126 Printers- T Shirts
- 127 Promotional Merchandise
- 128 Promotional Vehicles
- 129 Public Address Equipment
- 130 Publications
- 131 Radio Communications Equipment
- 132 Recycling
- 133 Refrigerated Trailers
- 134 Rigging Crew
- 135 Roadshow Designers & Operators
- 136 Ropes, Barrier Rope & Stakes
- 137 Rosettes
- 138 Safety Consultants & Training
- 139 Screens & Visual Displays

- 140 Security Fencing
- 141 Security Passes
- 142 Security Services
- 143 Shell Scheme
- 144 Shower Rooms
- 145 Showground Management
- 146 Signs & Sign Writing
- 147 Sleeping Accommodation
- 148 Special Event Radio
- 149 Stabling & Livestock Penning
- 150 Staffing Agencies
- 151 Stage Branding & Backdrops
- 152 Stage Covers
- 153 Stages
- 154 Stores & Skipstores
- 155 Tea Tents
- 156 Temporary Structures
- 157 Ticket & Box Office Units
- 158 Ticketing
- 159 Timing Equipment
- 160 Toastmasters
- 161 Toilet Cleaning Contractors
- 162 Toilets
- 163 Toilets for the Disabled
- 164 Towing Services
- 165 Traffic Control Management
- 166 Trailers, Trailer Parts & Equipment
- 167 Turnstiles
- 168 Umbrellas
- 169 Universities & Colleges
- 170 Venues for Shows & Exhibitions
- 171 Video & TV Equipment
- 172 Waste Management & Disposal
- 173 Water Installation
- 174 Water Supply
- 175 Welfare Units
- 176 Wristbands & Lanyards

Entertainment

- E1 Aerobic Displays
- E2 Agencies
- E3 Angling & Fly Fishing
- E4 Animal Displays
- E5 Archery
- E6 Axe Racing
- E7 Bands & Music
- E8 Bucking Broncos
- E9 Bungee Jumping, Running & Trampoline

- E10 Car Stunt Displays
- E11 Celebrities & Star Attractions
- E12 Chariot Racing
- E13 Children's Entertainment
- E14 Children's Quadbikes
- E15 Circus Acts & Clowns
- E16 Circus Workshops
- E17 Clay & Laser Shooting
- E18 Climbing Walls
- E19 Comedy Cars
- E20 Cossack Riding
- E21 Cycle Displays
- E22 Dog Handling Displays
- E23 Equestrian Displays
- E24 Escapologists
- E25 Extreme Sports
- E26 Falconry & Birds of Prey Displays
- E27 Farm Animal Displays
- E28 Ferrets
- E29 Fire Stunt Shows
- E30 Firework Displays
- E31 Fun Fairs & Amusements
- E32 Gymnastic Displays
- E33 Helicopter Rides
- E34 High Wire & Diving Acts
- E35 Historical, Medieval & Educational Displays
- E36 Inflatables
- E37 It's A Knockout & Participation Activities
- E38 Jousting Tournaments
- E39 Land Trains, Buses & Fire Engines
- E40 Laser Shows & Special Effects
- E41 Lookalikes
- E42 "Mix & Mingle"
- E43 Mobile Sports Attractions
- E44 Mock Battles
- E45 Monster Trucks
- E46 Motor Cycle Displays
- E47 Murder Mystery Nights
- E48 "New" Attractions
- E49 One Man Bands
- E50 Punch & Judy Shows
- E51 Parachute & Sky Diving Displays
- E52 Rodeos & Western Shows
- E53 Sheep Displays
- E54 Sheepdog Displays
- E55 Simulators & Gyroscopes
- E56 Stage Coaches & Carriages
- E57 Street Entertainers
- E58 Stuntmen & Strong Man Acts
- E59 Sumo Wrestling
- E60 Terrier Racing
- E61 Virtual Reality
- E62 Wrestling Presentations

The Showman's Directory 2012

CLASSIFIED ENTRIES — (see pages 3 & 4)

PLEASE NOTE : All entries will be listed in alphabetical order and will only include the information requested below. No extra words will be accepted in the printed version of the Directory.

Please insert the following under Heading Number(s):-

Company

Website

Name of contact (if required)

Address

Post Code

Tel

Fax

Mobile

email

DISPLAY ADVERTISEMENTS (see over for details)

Full page – Colour	<input type="checkbox"/>	Half page – Colour	<input type="checkbox"/>	Quarter page – Colour	<input type="checkbox"/>
Full page – Spot Colour	<input type="checkbox"/>	Half page – Spot Colour	<input type="checkbox"/>	Quarter page – Spot Colour	<input type="checkbox"/>
Full page – Mono	<input type="checkbox"/>	Half page – Mono	<input type="checkbox"/>	Quarter page – Mono	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/>

Please tick which type of display advertisement is required.

Where possible the advertisement will appear in alphabetical within the classified section number requested.

SHOW & EVENT DATES

Please forward copies of the Show & Event Dates together with the Showman's Directory as a set for £39.50.

Please forward copies of the Showman's Directory at £29.50 each.

New for 2012

ENHANCED WEB ENTRIES (see pages 3 & 4 for classified headings)

Please insert the following under Heading Number(s)

GOLD

Highlighted entry, company logo, rotating banner advertisement, link to website and 20 word description

entries @ £135.00 + VAT each

SILVER

Highlighted entry, company logo, link to website and 20 word description

entries @ £75.00 + VAT each

BRONZE

Bold entry with 20 word description

entries @ £25.00 + VAT each

See example
on page 7 or go to
www.showmans-directory.co.uk/enhance

20 word business description:

PAYMENT

Classified Entries @ £39.50 each

£

Display Advertisement

£

Enhanced Web Entry

£

Sub Total

£

VAT @ 20%

£

Show & Event Dates and Showman's Directory (Zero rated for VAT)

£

TOTAL PAYABLE

£

Cheque payable to: LS & P Ltd or debit my *Visa/Mastercard/Delta/Maestro account

CARD NO

MAESTRO ONLY

ISSUE NO

VALID FROM

VALID TO

SEC NO

NAME ON THE CARD

* delete as appropriate

VAT Registration No. 3473455 44

Please send to: **Lance Show & Publications Limited, Courtyard Office, The Courtyard, Parsons Pool, Shaftesbury, Dorset SP7 8AP before 19th November 2011**

PRICES HELD

Full Page

155 mm deep x 90 mm wide

Full Colour £1295

Mono £835

Spot Colour – add £215 per colour +VAT

PRICES HELD

Half Page

77 mm deep x 90 mm wide

Full Colour £995

Mono £535

Spot Colour – add £215 per colour +VAT

PRICES HELD

Quarter Page

38 mm deep x 90 mm wide

Full Colour £695

Mono £235

Spot Colour – add £215 per colour +VAT

Display Advertisements

Application form on page 5

Covers (4 colour process)

Inside front £1955 + VAT

Inside back £1655 + VAT

Outside back £1955 + VAT

Advert Copy for make-up:

Clearly written or typed text with high quality pictures or logos for scanning - a proof will be sent.

Finished Artwork, picture or logo requirements:

Send via CD or Email. A printed proof should accompany the disk.

Acceptable formats - High resolution PDF, EPS, TIF, JPEG with embedded fonts.

NB All pictures, logos or adverts supplied digitally must be at least 300dpi



The Showman's Show 2011

The UK's original and most comprehensive exhibition of products, entertainment and services for the outdoor event industry

19 & 20 OCTOBER
NEWBURY SHOWGROUND BERKS

For exhibitor and visitor information contact:

Lance Show & Publications Limited

Courtyard Office, The Courtyard,

Parsons Pool, Shaftesbury, Dorset SP7 8AP

Tel: 01747 854099 Fax: 01747 854634

Email: info@showmans-directory.co.uk

www.showmans-directory.co.uk

The Outdoor Event Services Exhibition

Enhanced Web Entries Example -

Dimensions at 300dpi :-

Vertical banner 147 wide x 455 high in pixels

Logo To fit within a 180 x 180 pixels square

Formats: AI, EPS, TIF or JPEG

Search the Directory - Computer and Internet Services

Results
Showing 1 of 20 matches found

TOUCHFINDER

10 Burnell Road, Sutton, Surrey, SM1 4EE

Contact: Hanan Samara
Tel: 020 8770 3700
Fax: 020 8661 9295
Email: info@touchfinder.co.uk
Web: www.touchfinder.co.uk

TOUCHFINDER

10 Burnell Road, Sutton, Surrey, SM1 4EE

Contact: Hanan Samara
Tel: 020 8770 3700
Fax: 020 8661 9295
Email: info@touchfinder.co.uk
Web: www.touchfinder.co.uk

Description:
Touchfinder services include Touch Screen Locators, website design and programming, catalogue production, exhibition registration and much more.

GOLD ENTRY

SILVER ENTRY

BRONZE ENTRY