



Register to attend

The Showman's Show 2011

**The Outdoor Event
Services Exhibition**

**19 & 20
OCTOBER**
NEWBURY
SHOWGROUND
BERKSHIRE



and also

Order your copy NOW

The Showman's Directory 2012





The Directories

The Outdoor Event Services Guides

Show & Event Dates for 2012

ISBN 978-0-946509-74-4

Available in September, an early list of shows and other special events in the United Kingdom and Ireland, with the dates and names and addresses of the organisers, venues and attendances including Agricultural & Horse Shows, Steam Rallies, Air Shows, Dog Shows and Festivals. **Sold as a set with the Showman's Directory.**

The Showman's Directory 2012

ISBN 978-0-946509-75-1

Available in January and includes an updated and more comprehensive list than the Show & Event Dates **PLUS** a directory of contractors and organisations who supply or hire such things as:-

- Advertising, marketing, promotions & sponsorship services
- Audio, visual, radio communications & screens
- Car parking, ticketing & entrance control
- Caterers
- Computer & internet services for the event industry
- Crowd barriers, fencing, signage & temporary roadway
- Electrical contractors, generators, heating & air conditioning
- Event organisers, consultants & showground management
- Exhibition & hospitality units
- Flags & banners
- Furniture & catering equipment
- Grandstands & stadium seating
- Interior tent decorating
- Livestock penning & stabling
- Marquees & tents
- Mobile and licensed bars
- Portable toilets & shower units
- Security, safety, fire, first aid & childcare services
- Stages
- Transport & towing services
- Waste disposal, litter clearance & cleaning
- Water supply, plumbing & general site services



- Axe racing
- Animal displays
- Car, motor cycle & truck displays
- Children's entertainment
- Circus acts & clowns
- Dog handling & sheepdog displays
- Entertainment agencies
- Equestrian displays
- Falconry & bird of prey displays
- Fireworks, lasers & special effects
- Fun fairs & amusements
- Helicopter rides
- It's a knockout & participation activities
- Medieval & historical displays
- Street entertainers & 'mix & mingle' acts
- Target sports - rifle, archery, laser, clay, paintball
- Virtual reality, simulators, gyroscopes & inflatables

Golf tournaments — PGA UK Tour - if available at the time of going to print.

Breed Society list — Horse, cattle, sheep, pig, camelid and goat breed societies, *plus* many other useful contact addresses, for the event industry.

Press Contacts — A useful address list of periodicals published for the event industry.



Order Form

For the Directories

Easy to order on line - www.showmans-directory.co.uk

or complete form and return to:

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

Please supply

copy/copies of **Show & Event Dates PLUS Showman's Directory 2012** @ £39.50 the set despatched in September and January respectively

copy/copies of the **Showman's Directory 2012** @ £29.50 each to be despatched in January
Prices include postage. Directories are VAT zero rated.

I enclose a cheque/PO made payable to *L S & P Ltd*, or debit my Visa/Mastercard/Delta/Maestro £

All orders must be paid for in advance.

NAME ON THE CARD

CARD NO

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MAESTRO ONLY

ISSUE NO

VALID FROM

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Name

Company

Address

Post code

Tel

Fax

email

Business activity

Signed

Date

ON-LINE VERSION OF EVENT DATES
Order on www.showmans-directory.co.uk



The Show

The Outdoor Event Services Exhibition

October 19 & 20 sees the staging of the UK's original and most comprehensive exhibition of products, services and entertainments for the outdoor event world.

Opening Hours - Wednesday 19 October 9.30am - 5.00pm
Thursday 20 October 9.30am - 4.30pm

FREE ADMISSION AND CAR PARK

For those involved in organising —

- agricultural & horse shows
- air shows
- charity fêtes & town galas
- concerts & festivals
- corporate events
- exhibitions
- parties & spectaculars
- product launches
- promotional roadshows
- sporting events
- steam rallies & country fairs
- venue management

..... or any other outdoor or special event.

YOU should attend the Showman's Show where exhibitors are likely to include those who can provide —

- admission control, traffic management and ticketing systems
- communications equipment, public address systems, large video screens and CCTV
- computer software & internet services
- electrical services and generators, heaters, air conditioning, refrigeration and lighting
- first aid, security services and temporary fencing
- flags and banners
- furniture and catering equipment
- hospitality and other mobile units
- insurance brokers & advisors
- marquees, grandstands and stages
- mobile and outside catering
- printing, badges and rosettes
- publications, printing & promotion
- sleeping accommodation
- toilets & shower units
- temporary roadways, flooring and carpets



- dog handling and falconry
- equestrian displays and pageantry
- extreme sports
- gymnasts, acrobats and clowns
- motorcycle displays and car stunts
- street entertainers and mix & mingle acts
- team activities and games
- traditional and modern fairground equipment
- virtual reality, simulators & inflatables

Please register on line at www.showman's-directory.co.uk or use the form opposite to register yourself and colleagues. Badges will be despatched to you between the 4 and 14 October. After this date registration will take place at the show.



Registration Form

For the Show

Easy on-line registration - www.showmans-directory.co.uk

or complete form and return to:

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

Mr/Mrs/Ms/Miss	
First Name	
Surname	
Job Title	
Company/Organisation	
Address	
Town/City	
County	Post Code
Tel	Fax
email	
Business Activity	

We are sometimes asked to share visitor details with the exhibitors you are likely to meet at the Show. We never pass this to anyone else. If you would prefer us to withhold your details from these exhibitors please tick here

Colleague Registration CONTINUED ON THE REVERSE

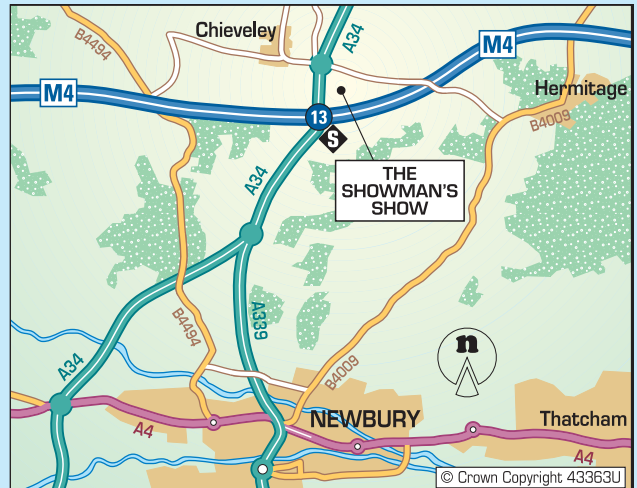
Mr/Mrs/Ms/Miss	
First Name	
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Mr/Mrs/Ms/Miss	
First Name	
Surname	
Job Title	

Colleague Registration (CONTINUED)

Mr/Mrs/Ms/Miss
First Name
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Job Title
Mr/Mrs/Ms/Miss
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Job Title
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First Name
Surname
Job Title
Mr/Mrs/Ms/Miss
First Name
Surname
Job Title
Mr/Mrs/Ms/Miss
First Name
Surname
Job Title

**Please return to: Lance Show & Publications Limited,
Courtyard Office, The Courtyard, Parsons Pool, Shaftesbury,
Dorset SP7 8AP or Fax: 01747 854634**

Location of the Showman's Show Newbury Showground RG18 9QZ



Travelling to the Showman's Show

- **by road** via the M4 from South Wales or London, or the A34 from Oxford or Newbury. There is ample free on-site parking.
- **by rail** to Newbury. A courtesy bus will operate between Newbury Station and the Showground.
- **by air**, Heathrow is under 45 minutes drive west bound along the M4. Bristol via the M4 east bound. Southampton airport via M3 and A34.
- **aircraft**, The nearest airfields are Oxford Airport 01865 844265; Wycombe Air Park 01494 529261; Thruxton 01264 772352 and Blackbushe Airport 01252 873338.

Opening Hours

Wed 19 Oct 9.30am - 5.00pm / Thur 20 Oct 9.30am - 4.30pm

FREE ADMISSION AND CAR PARK

Where to stay

Selection of Hotels in the Newbury area

Bear Hotel	01235 766366	Dundas Arms	01488 658263
Beech House Hotel	0118 959 1901	Furze Bush Inn	01635 253228
Calcot Hotel	0118 941 6423	Limes	01635 33082
Chequers Hotel	01635 38000	Marshgate Cottage	01488 682307
Days Inn	01488 72336	Pheasant Inn	01488 648284
Donnington Valley	01635 551199	Pilgrims Rest	01635 40694
Esseborne Manor	01264 736444	Six Bells	0118 971 3368
George & Horn Hotel	0845 080 5104	Swan (Inkpen)	01488 668326
Hare & Hounds Hotel	01635 521152	Swan (Kingsclere)	01635 298314
Hilton Central	01635 529000	Weirview House	0118 984 2120
Hilton North	01635 247010	White Hart Inn	01488 658201
Jarvis Elcot Park	01488 658100	Woodpecker Inn	01635 43027
Newbury Manor	01635 528838	Ye Olde Red Lion	01635 24837
Regency Park Hotel	01635 871555	Yew Tree	01635 255035
Travelodge, Chieveley	0870 905 6343		
Vineyard	01635 589415		

+ Guest Houses, Pubs & Inns

Bacon Arms	01635 31822
Bell at Boxford	01488 608721
Bunk Inn	01635 200400
Carnarvon Arms	01635 278222
Crown & Garter	01488 668325

FRONTDESK.CO.UK

SPECIAL RATE HOTEL BOOKINGS

www.frontdesk.co.uk/showmans_show

EMAIL: showmans_show@frontdesk.co.uk

TELEPHONE: +44 (0) 1450 364564

FAX: +44 (0) 1450 376579