

TPI
January 2011
Circ: 25,000



COUNTDOWN TO THE EVENT PRODUCTION SHOW



In mid-December, exhibitor bookings for *The Event Production Show* (February 2-3, London Olympia) were well over 130 and spokesperson Sarah Brownlee said it looked set to beat 2010's show.

"We're way ahead of where we were last year," she said. "I think the re-brand, the move from the National Hall into the Grand Hall and the date change from mid-January to the first week in February have all helped us grow the event for 2011."

The Event Production Show aims to offer event professionals a specialist forum to discuss best practices and to preview progressive technologies and services for the industry. The exhibition attracts a wide range of companies that make up the live event sector, from contractors to festival organisers, concerts, exhibitions, corporate events and experiential marketing.

Brownlee noted an influx in temporary structure exhibitors, as well as the return of Ascot Structures and De Boer.

Regular exhibitor Etherlive, a technology service provider for live events, chose to use the show as a launch platform when it formed three years ago. This year it will exhibit its new Crew Accreditation System, which involves each member of crew having their own card that

can be swiped to charge for crew catering or log information such as which radio they have borrowed.

Etherlive's event director Tom McInerney said: "*The Event Production Show* for us leads to business for indoor festivals and corporate events; we do a lot of PR launches for the likes of Nokia so it's perfect for us. We use it to further our brand and we also get some direct business back from it."

Brightlights, which hires out mobile lighting towers and floodlights, will be exhibiting for the fifth time at this year's show. The company will present its new Ecolite Lighting Tower which is designed to cut down on operational and transportation costs, reducing the user's ecological footprint.

Other confirmed exhibitors include 360 Creative Events Services, Soundstage One, 2CL Communications, The Event and Exhibition Partnership, Brown Paper Tickets, Rogue Ready Cases, Production AV, Q Dos Event Hire and LS-Live.

Industry bodies the Production Services Association, National Outdoor Events Association, and the Event Suppliers & Services Association will have a strengthened presence with the introduction of newly-designed pavilions.

The Access Sessions will include Live Nation COO John Probyn quizzing Harvey Goldsmith CBE about the bureaucracy behind live events, ticket touts, legislation and cashless festivals, amongst other topics; Jamie Oliver and his team introducing the ambitions and USPs of his Fabulous Feasts venture; and Wayne Hemingway MBE discussing the ins and outs of his new festival, the award-winning music and fashion event, *Vintage At Goodwood*.

Brownlee commented: "We are very pleased by the breadth of companies represented at this year's show, which range from staging to event security to festival and cultural event planners. I'm confident that the influential visitor base we are renowned for and the A-list speakers we have recruited for the Access Sessions have played a part in attracting such a quality pool of exhibitors.

"I'm excited about the speakers and I think the central Bamboo Bar built by Ascot Structures will be fantastic.

"We've now established ourselves in the market and the live event industry will really grow in the next 10 years so there's a lot of events for us to look forward to, which is what we're all about."

www.eventproductionshow.co.uk