

# MUSEUMS + HERITAGE

SHOW

16 + 17 May 2012

Brompton Hall | Earls Court | London

*“Whether on the stand, at our seminar session or through our specially created M&H Show smartphone app, the quality and quantity of leads we generate as a direct result of our Show partnership drives much of our new business in the UK and overseas for the rest of the year.”*

Antenna International

## Exhibitor information

The industry event to showcase your latest products & services

for museums, galleries and cultural visitor attractions

# Exhibitor information

MUSEUMS  
+  
HERITAGE

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The Museums + Heritage Show is *the* place for museum professionals to explore ideas and source new products.

Don't miss this unrivalled opportunity to generate sales leads from an audience who has proven purchasing power.

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“Towergate Insurance attended the Museums and Heritage show for the first time in 2011, and we were extremely satisfied with what the event delivered. This is the must-attend event for the heritage sector, and we met many new prospects as well as existing clients. We expect to deliver a return on investment following the show and look forward to attending next year.”

Towergate Insurance,  
Archaeology & Heritage  
Division

## about the show

Widely regarded as the principal buying opportunity for museum, gallery and heritage visitor attraction operators, The Museums + Heritage Show provides a crucial sales platform for suppliers.

By exhibiting at the Show you will be able to:

- Put your company name in front of the largest gathering of Heritage & Cultural sector decision makers in the UK
- Network and develop viable and rewarding partnerships
- Meet face to face to reinforce and develop contacts
- Showcase your products and services to your potential buyers
- Network with key players from all parts of the industry, and from all over the world

The Museums + Heritage Show was established in 1993 and since then has continued to be the UK's leading trade event for the cultural heritage sector.

The event benefits from the support of many of the industry's key professional and governing bodies and is a 'must-do' event for anyone supplying museums, galleries or heritage visitor attractions.

In an increasingly competitive market-place, exhibiting at the Museums + Heritage Show will provide you with a strong advantage, enabling you to meet buyers and to provide them with an opportunity to view your products and discuss your services. In a sector where look, feel and specification is all important, there is no better way to illustrate what you do than by exhibiting.

**Stands always sell-out so make sure you book yours soon!**



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### reasons to exhibit?

The Show is renowned for attracting serious buyers who are ready to make decisions and to commit to purchasing new products and services. Keep yourself and your company up to date with developments in the sector while reinforcing your commitment and involvement.

Take a look at the wide range of reasons why your company should exhibit at The Museums + Heritage Show 2012:

- Meet over 1,800 key decision makers and buyers
- Network and develop viable and rewarding partnerships
- Showcase your products and services
- Get your company name seen at the largest and busiest exhibition in the Cultural and Heritage sector
- Over 80% of all visitors have direct budgetary responsibility
- Benefit from a cross-sector marketing campaign of over 60,000 leaflets and adverts distributed through key publications and via direct marketing
- Network with key players from all parts of the industry, and from all over the world
- Full company listing, hyperlink and link on the Museums + Heritage Show website
- Drive buyers to your stand with the Offers section of the official Show Guide - your opportunity to promote exclusive 'at show' offers to our visitors
- Increase your company 'at show' profile by including a press pack in our Media Zone
- A whole host of opportunities for sponsorship and advertising

So, if your company supplies products or services to museums, galleries or heritage visitor attractions then this is your show.



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## new feature for 2012

MUSEUMS  
+  
HERITAGE

RETAIL

Following on from the success of the 2011 Show and the increased number of visitors with direct retail responsibility a **NEW Retail Zone** is being introduced to the 2012 Show.

Does your company specialise in any of the elements that go into creating a truly great attraction Shop: merchandise; fit-out; design; e-pos systems? Then the **NEW Retail Zone** is the place for you to maximise your exposure to a focused target audience.

*“I [visited the Museums + Heritage Show because I] wanted to appreciate the range of products on offer and talk to bespoke manufacturers”*

2011 Visitor

The **NEW Retail Zone** will be promoted as a feature in the lead-up to the 2012 Show and will be highlighted across all disciplines of the Show marketing including online, e-mail and printed materials.

The following will also be included:

- Dedicated page on the M+H Show website, including advertising on the homepage. This will include a list of all the companies which are exhibiting within this zone.
- Dedicated editorial in the Show Guide highlighting all the companies within this feature.
- Guaranteed increased coverage in all marketing



The **NEW Retail Zone** will be fully supported by a programme of relevant income

generation seminars and a **NEW Retail Lab** which will be offering one-to-one expert advice on all areas of cultural sector retailing.

## the visitors

The UK is regarded as having some of the world's greatest museums, galleries and heritage attractions and The Museums + Heritage Show attracts buyers and decision makers from across the sector. It is a 'must do' event for professionals wanting to discover the latest industry developments by keeping up to speed with new product launches, current policies and thinking plus the very latest in case studies and practical knowledge-based sessions.

The Show attracts approximately 1,800 buyers over the two days from a broad range of cultural and heritage organisations from across the UK and abroad. To the right is a small selection of visitors who attended the 2011 Show:

*“...an absolute 'must' for me particularly when planning a new project within one of our properties.”*

A visitor from  
The National Trust

Collections Manager	Ashmolean Museum
Marketing Manager	Blenheim Palace
Commercial Manager	British Library
General Manager	Canterbury Cathedral Shop
Chief Executive	Collections Trust
Head of Retail	Dulwich Picture Gallery Enterprises Ltd
Head of Visitor Operations	English Heritage
Interpretation Manager	English Heritage
Communications Manager	Forestry Commission
Chief Executive	Greenwich Foundation
Trade Commissioner	High Commission of Malaysia
Visitor Experience Manager	Historic Royal Palaces
Retail Director	Historic Royal Palaces Enterprises Ltd
Interpretation Manager	Historic Scotland
Head of Exhibitions	Horniman Museum and Gardens
Retail Manager	House of Lords
Procurement Manager	Imperial War Museum
Managing Director	London Transport Museum
Head of Design	National Gallery
Director General	National Museum of the Royal Navy
Director of Exhibitions	National Museums Liverpool
Head of Collections & Interpretation	National Museums N. Ireland
Curator	Natural History Museum
Head of Exhibitions	Norwegian Maritime Museum
Development Manager	People's History Museum
Collections Manager	Royal Academy of Arts
Tours and Retail Manager	Royal Albert Hall
Director of Enterprise	Royal Botanic Garden Edinburgh
Director General	Royal Museum of the Armed Forces
Conservator	Science Museum
Education & Learning Officer	Southend Museum Service
Head of Marketing & Communications	ss Great Britain Trust
Commercial Manager	St Paul's Cathedral
Retail Buying Manager	The British Museum Company
Director, Commercial Services & Marketing	The National Archives
Consultancy Manager	The National Trust
Collection Manager	The Natural History Museum
Head of Trading	The Royal Pavilion
Head of Collections Development	The Shakespeare Birthplace Trust
Conservator	Victoria and Albert Museum
Exhibitions Coordinator	Wellcome Collection
Head of Visitor Services	Whitechapel Gallery



## visitor profile

The Museums + Heritage Show offers visitors an extensive programme of free seminars, all of which are designed to ensure that the Show is packed full of the right buyers. For 2012 the programme will be spotlighting the following specialist areas:

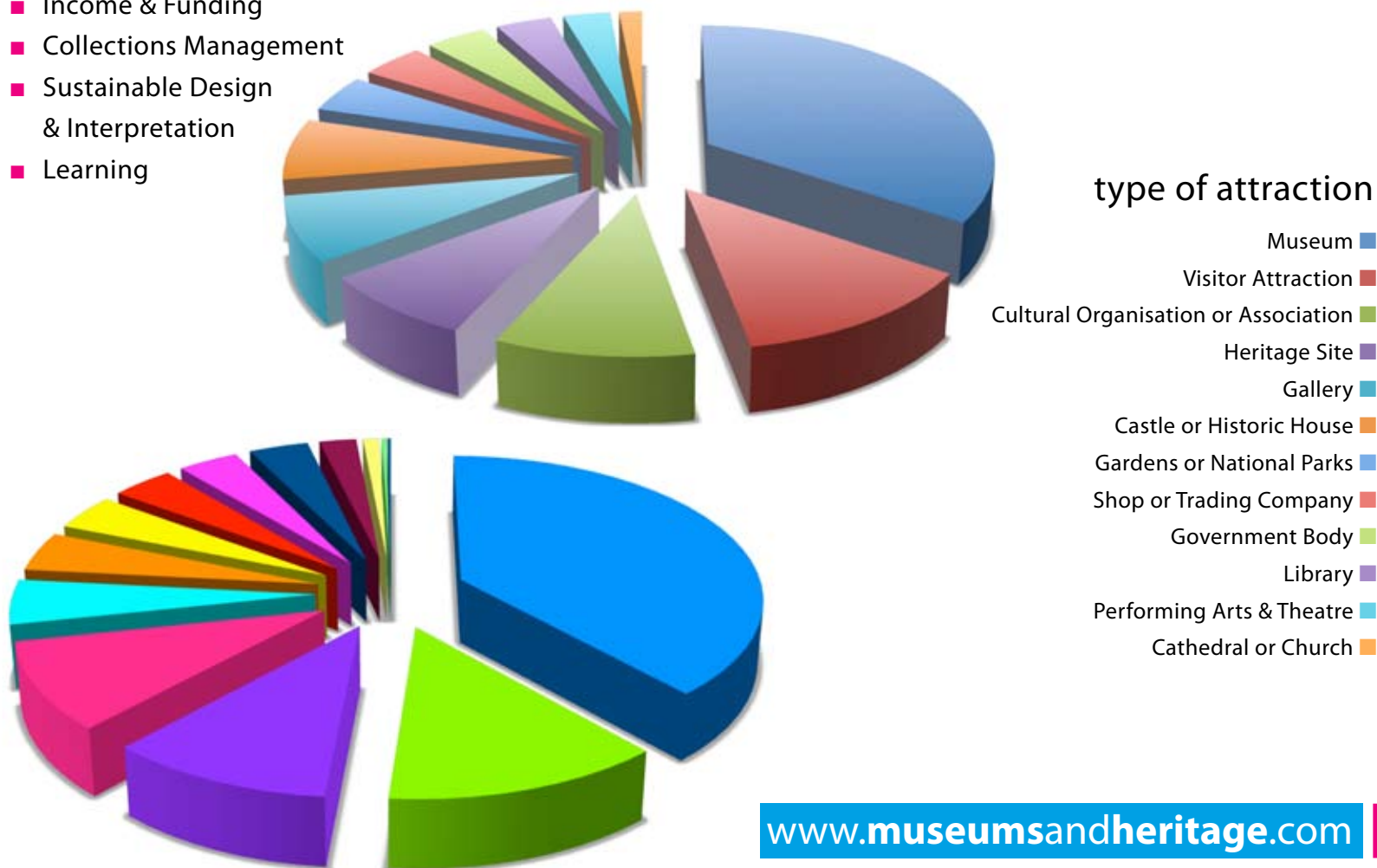
- Marketing & Insight
- Education & Audience Development
- Income & Funding
- Collections Management
- Sustainable Design & Interpretation
- Learning

## responsibility

- Management
- Design/interpretation
- Curatorial/conservation
- Marketing/communications
- Education
- Audience development/visitor services
- Retail/commercial
- Collections
- Archivist
- Facilities/access/technical
- Architectural/archeology
- Finance
- Sustainability
- Personnel/training

Over 80% of visitors to The Show have budgetary responsibility or are a part of the purchasing decision making process. This means that The Museums + Heritage Show continues to work for its exhibitors.

Below are two charts which demonstrate the responsibility and type of attraction for the visitors to the 2011 Show:



## marketing, PR and media partnerships

*“My interest in attending M&H is from a general procurement role, it is good to know what suppliers are working in the sector and for new technologies and ideas.”*

2011 Visitor,  
Natural History Museum

The 2012 Museums + Heritage Show will be supported by a major cross-sector marketing campaign comprising advertising and PR as well as direct marketing and collaborative promotions. In addition to the extensive promotional campaign being driven by our media partner, Museums and Heritage Magazine, the following activities will be undertaken to ensure maximum attendance by museums and heritage professionals:

- 60,000 full colour flyers and leaflets distributed through key publications and via a direct marketing campaign
- Sustained advertising campaign across industry publications
- Comprehensive and targeted eight month PR campaign
- Collaborative and relevant promotions via key trade partners
- Dedicated Social Media Campaign including - Twitter, Facebook, LinkedIn

In addition to our own direct marketing campaign there will be a promotional campaign driven by our media partners Museums & Heritage Magazine.

M&H  
online

### Let Us do the Hard Work for You

Help to build your dream client list by taking advantage of the opportunity for us to send out free invitations to all your contacts on your behalf.

### Make the Most Out of Exhibiting:

Use our specifically produced document to ensure that you are making the most out of all of the FREE marketing opportunities at the Show.



“It is the only chance to see suppliers all in one place and actually meet them face to face.”

2011 Visitor

## book your stand

The Show is always a sell-out so make sure you book your stand soon! Please refer to the floorplan for details of stand sizes and prices.

To discuss your specific requirements, contact Felicity Jolliffe on 01905 724734 or email [felicity@everyevent.co.uk](mailto:felicity@everyevent.co.uk)

Further information about the Show can also be viewed on [www.museumsandheritage.com](http://www.museumsandheritage.com)

## your stand

The exhibitor package includes all of the following:

- Complete hire of a carpeted stand for the duration of the exhibition
- Top quality shell scheme covered in black Velcro compatible fabric
- Nameboard
- Editorial entry in the Official Show Guide
- Unlimited invitations to send to your customers
- High profile publicity campaign in the lead-up to the event
- Inclusion of your company press pack in the media zone
- Full company listing and hyperlink on the Museums & Heritage website including Twitter and Facebook link.
- Twitter marketing campaign with link to company website - reaching hundreds of followers
- Opportunity to promote exclusive 'at show' offers to our visitors in the 'Offers' section of the official Show Guide
- Featured on Show website page - Exhibitor News

*The following are not included in the stand cost but can be ordered if required:*

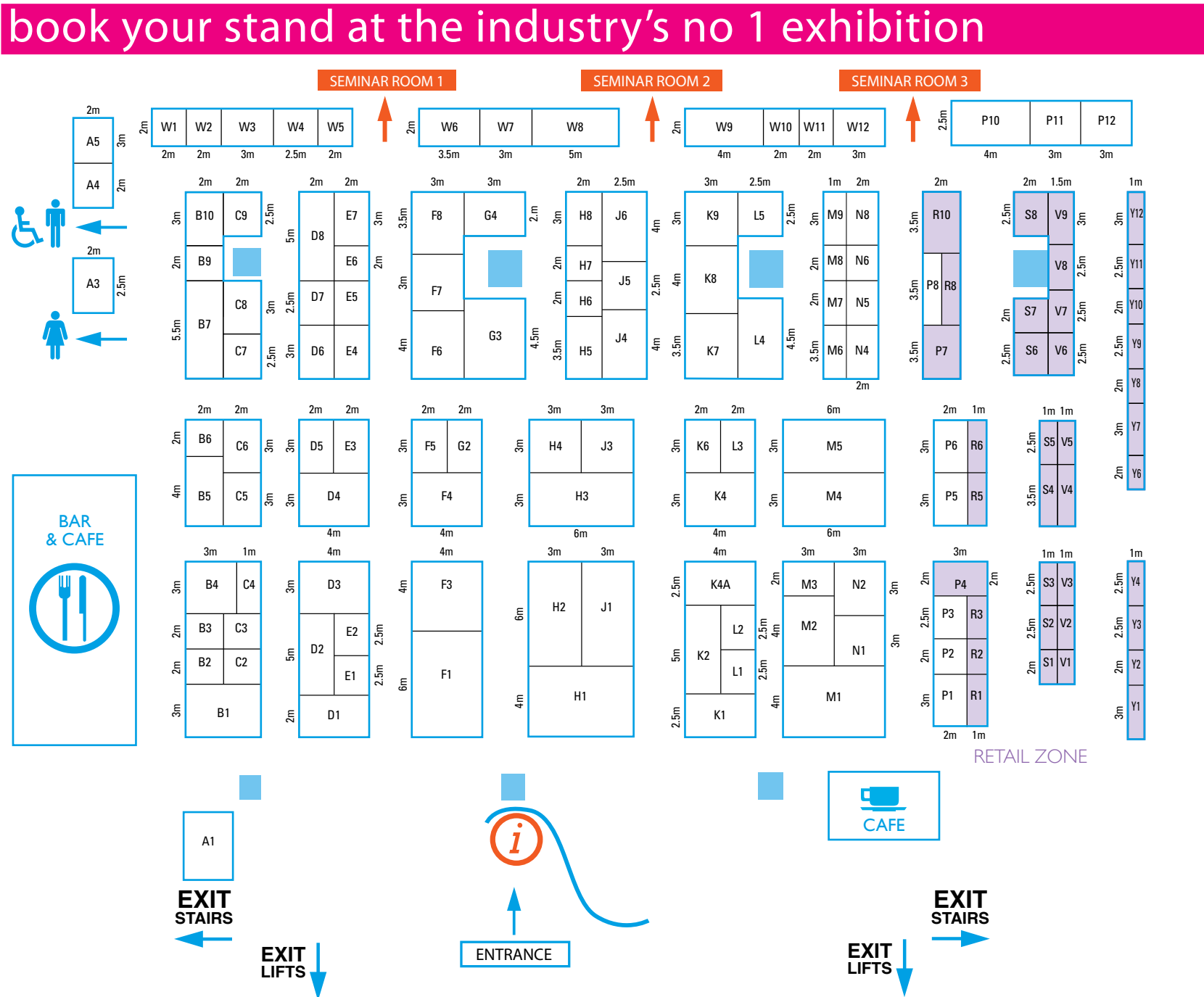
Electricity supply and lighting | furniture | additional nameboards and panels shelving and literature dispensers | muslin ceilings | night sheets | insurance | parking etc.

A full price list and order forms will be included in the Exhibitors' Manual.

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“This was our second year attending this event and the difference was incredible. It was much busier than last year and we attracted a large number of visitors to our stand. The contacts we made were excellent and we have many follow-up calls to make. The success of this year’s stand meant that we didn’t hesitate when asked if we wanted to rebook for next year.”

**Expert Ticket**



The plan shown may be amended. We are happy to quote for different stand sizes and combinations. All stand numbers are provisional at this stage. All sizes are expressed in metres.

# MUSEUMS + HERITAGE

## SHOW

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Brompton Hall | Earls Court | London

Organised by:

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[www.museumsandheritage.com](http://www.museumsandheritage.com)



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