

MUSEUMS + HERITAGE

SHOW

London 12 + 13 May 2010
Brompton Hall | Earls Court | London

Exhibitor information

Showcasing the very latest products & services for
museums, galleries and cultural visitor attractions

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Exhibitor information

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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"TOR Systems had a great M&H Show in May 2009. It was busier than ever and we booked for 2010 immediately afterwards.

I'm really looking forward to exhibiting again in 2010. It's THE only show in the calendar at which TOR wants to be seen!"

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:

- **Target thousands of key decision makers**
- **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 reserve yours soon!



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why exhibit?

The Show is renowned for attracting serious buyers who are ready to make decisions and to commit to purchasing new products and services.

So, if your company supplies products or services to museums, galleries or heritage visitor attractions then this is your show. Take a look at the wide range of exhibitor type, which illustrates the broad-based appeal of this event:

- Exhibition designers
- Architects
- Project managers
- Build and fit-out contractors
- Interpreters
- Signage and other visitor management solutions
- Retail fit-out and shop merchandise
- Café and restaurant suppliers and catering consultants
- Marketing consultants, web and graphic designers
- Manufacturers of interactives, touch screens, etc
- Ticketing and front of house suppliers
- Audio-guides, pda's and gsm technologies
- Conservation and restoration products and services
- Insurance, shipping and packing
- Audio-visual and multimedia solutions and designers
- Collections management systems and software
- Storage and racking solutions
- Cataloguing and archiving
- Audience development and educational specialists
- Lighting and environmental monitoring
- Fundraising and income generation consultants
- Showcases
- Models and 3D animation

... any product or service which goes into the making and running of a successful visitor attraction.



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the visitors

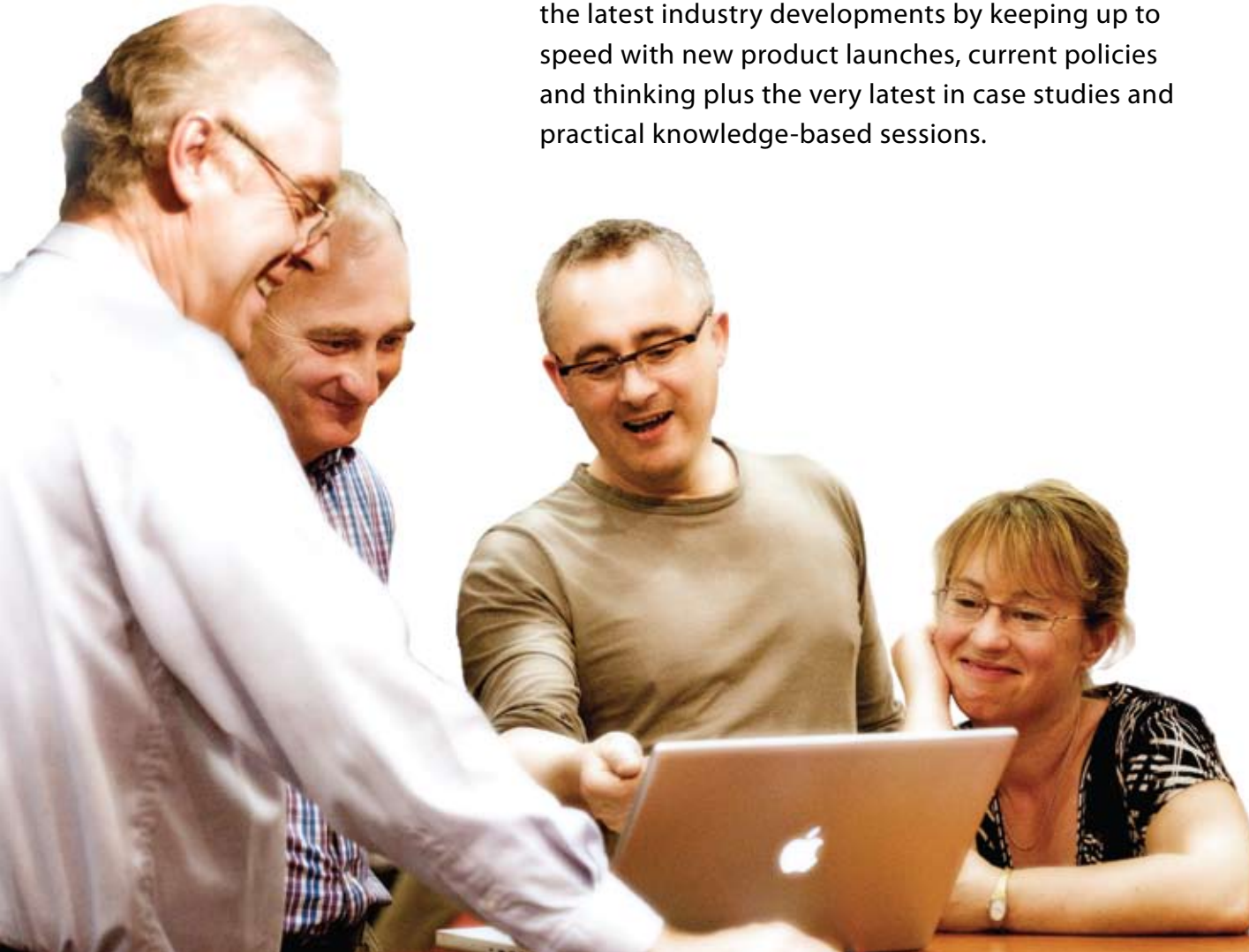
The UK is regarded as having some of the world's greatest museums, galleries and heritage attractions and The Museums & Heritage Show attracts buyers and decision makers from across the sector. It is a 'must do' event for professionals wanting to discover the latest industry developments by keeping up 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 1700 buyers over the two days. These visitors can be defined by job title as well as attraction type, with the following all being target market:

- National Museums and Galleries
- Local Authority Museums and Galleries
- Independent Museums and Galleries
- Historic Houses and Castles
- Heritage Organisations
- Heritage Sites
- National Parks and Gardens
- Heritage Railways
- Zoos
- Visitor Centres
- Cultural and Government Organisations
- Tourist Board or Department
- Attraction Shops and Trading Companies

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

A visitor from The National Trust



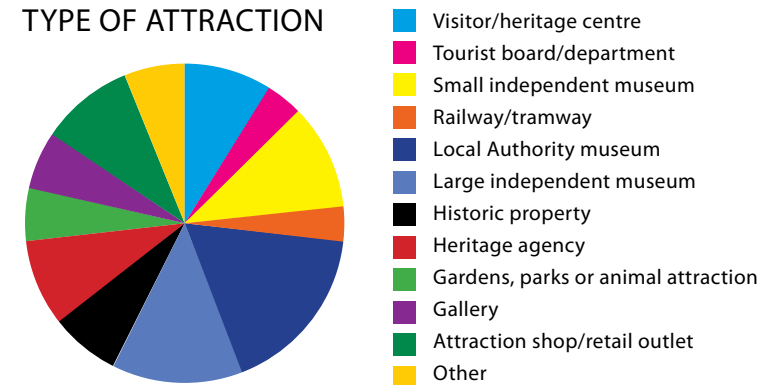
visitor profile

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 2010 the programme will be spotlighting the following specialist areas:

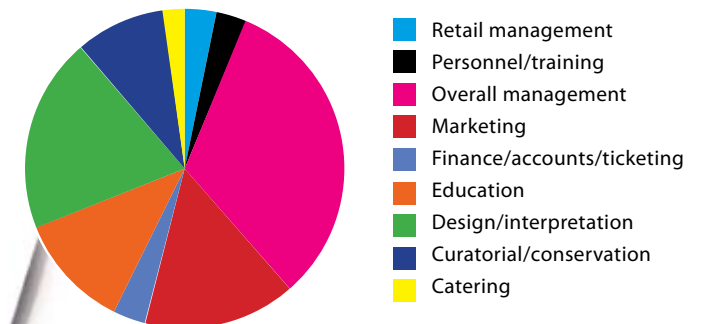
- Marketing & Insight
- Education & Audience Development
- Income & Funding
- Design & Interpretation
- Collections Management
- Sustainability

92% 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.

TYPE OF ATTRACTION



RESPONSIBILITY



marketing, PR and media partnerships

The 2010 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

As an exhibitor you will be provided with free invitations to distribute to your own contacts as well as receiving full PR support in the lead-up to the Show.



book your stand

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

To discuss your specific requirements, contact Sue Hansen on 01905 724734 or email sue@everyevent.co.uk
Further information about the Show can also be viewed on 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
- post-Show visitor list
- high profile publicity campaign in the lead-up to the event

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, etc.

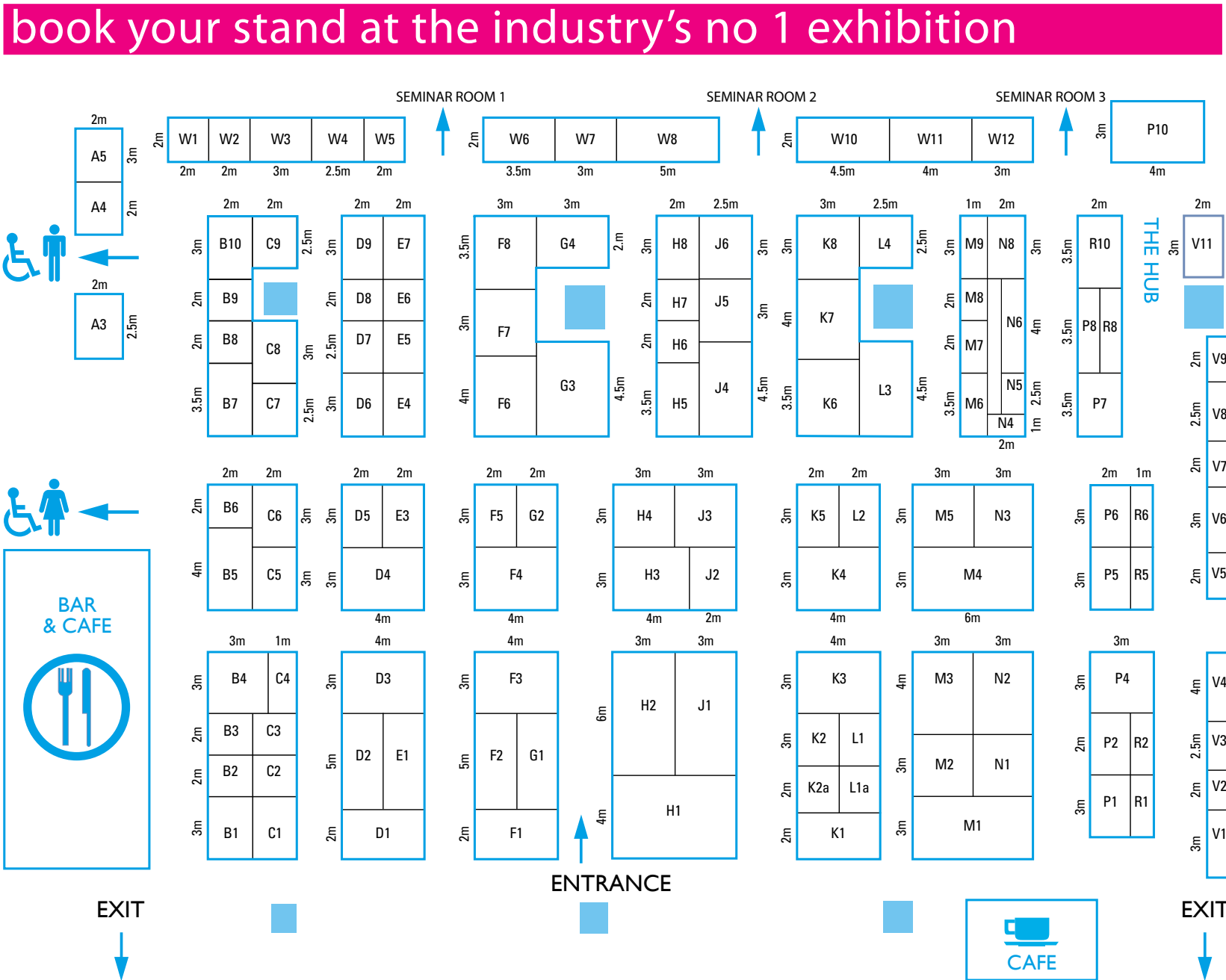
A full price list and order forms will be included in the Exhibitors' Manual.



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"We have been an exhibitor at the Museums & Heritage Show since it started.

Without doubt this is the most important sales opportunity to museum, gallery and heritage visitor attraction buyers in the calendar. A large amount of the contracts Paragon has been involved in over the years can be directly attributed to being an exhibitor at the Museums & Heritage Show."



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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Organised by:

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