



## Business Fairs - History

- ◆ City of Liverpool Business Fair (first held 2002)
- ◆ Merseyside Business Fair (2004)
- ◆ Wirral & Chester Business Fair (2005)
- ◆ Sefton & West Lancashire (2006)
- ◆ Salford & Manchester (2007)
- ◆ Halton & Warrington (2008)
- ◆ Business & Technology Show NW (2009)
- ◆ Wrexham & Borderlands (2010)



## Features of the Events

- ◆ **A wide variety of exhibitors and hundreds of visitors from all sectors of the Business Community**
- ◆ **Programme of Free Business Seminars running throughout the day**
- ◆ **Business Information and Advice**
- ◆ **Other attractions such as free Marketing Clinics, free Wine Tasting and free Head & Back Massages**
- ◆ **Free Event Programme and Business Guide**
- ◆ **Free to visit and no need to pre-register**



## Top 5 Reasons for Exhibiting

- ◆ **Generate sales leads and make sales**
- ◆ **Network and make new Business contacts**
- ◆ **Identify and recruit new distributors, suppliers or partners**
- ◆ **Create or raise market awareness**
- ◆ **Demonstrate a new product or Service**



# Who Exhibits?

A very wide range of companies have exhibited at our events

Accountancy and Business Advice  
Adhesive Tapes + Packaging Material  
Advertising  
Airline  
Airport  
Art Galleries / Arts Centre  
Audio Visual Services  
Banks/Financial Services  
Brewer of fine beers  
Business Association  
Business Centres  
Business Consultancy  
Business Networking  
Business Support  
Business Travel  
Care / Support Agency  
Catering  
CCTV and EPOS Systems  
Charity  
Chartered Surveyors  
Cleaning Products  
Commercial Property Developers  
Computer Training  
Confidential paper destruction  
Corporate clothing  
Corporate Errand Service  
Cost Management Consultancy  
DDA Information and stockists + specialist induction loop systems  
Decorators Merchants  
Door to Door Distribution / Direct Marketing  
Drinks  
Electrical Portable Appliance Testing

Employment and Recruitment Services  
Engineering  
Environmental / Waste Management Consultancy  
Environmental and Health and Safety Support  
Event Management  
Exterior Cleaning and Surface Treatment  
Facilities Management  
Finance - Rent support for landlords  
First Aid Supplier  
Foreign Exchange  
Franchise Consultants  
Furniture Manufacturers  
Further Education  
Greetings Cards  
Health  
Health & Fitness  
Health & Safety Training Provider  
Health and Stress Management  
Health Insurance  
Health Services  
Healthcare  
Higher Education  
Hose Manufacturer  
Hotels  
Human Resource, Training  
Inclusive Dance Workshops/ Disability Awareness  
Industrial Product Design  
Internet Security  
IT Services  
Language Services  
Lighting Wholesale

Local Authority Procurement  
Manufacturer-Digital Visual Messaging Solutions  
Manufacturing Support Service  
Office and Educational Furniture  
Office Equipment  
Office Supplies / Design  
Opticians  
Overseas Property Sales  
Pensions and Financial Advice  
Photography  
Postal and Courier Services  
Print and Design  
Promotional Gifts  
Radio Communications  
Records Management  
Security Services  
Solicitors  
Strategy/Marketing/Design  
Stress Therapies  
Supply Lifting Equipment  
Telecommunications  
Telemarketing Services  
Therapist  
Tourism Support  
Tourism, Investment & Regeneration  
Training  
Travel Management Company  
Waste management and recycling  
Water Coolers/Vending  
Water Treatment  
Website Marketing  
Wine and Spirits Merchants



## Who Visits?

### Typically:

- ◆ Approximately 10-15% of visitors are new start businesses or individuals looking to set up a business
- ◆ The majority of visitors 50-70% come from within a 15-20 mile catchment area of the event venue
- ◆ Majority from SME businesses (less than 250 employees) Up to 10% from companies employing 1000+
- ◆ Sectors represented include Business Services, Professional Services, Construction/Construction Services, Education & Training, Finance and Insurance, Retail & Wholesale, Manufacturing & Engineering, Transport & Distribution and Other Services



## Exhibitor Benefits Package

- ◆ **Exhibition Space at the event to promote your products and services**

..... *Plus (at no extra cost)*

- ◆ Full Business Profile (including a descriptive listing) in the Event Programme
- ◆ Exhibitor Listing on Events Website (with link to your own website)
- ◆ Free electronic invitations to send to contacts and clients
- ◆ Regular opportunities to promote any Special Offers or Promotions to fellow exhibitors and prospective visitors
- ◆ Inclusion in our pre Event email broadcast going out to 8000 businesses (ideal opportunity to communicate special features or promotions - these can be general or specific to the event)
- ◆ Additional opportunity to promote special features or promotions via our post Event email broadcast going out to 8000 businesses

# Opportunity Knocks

exhibit - sponsor - visit - participate - network



## Liverpool Business Fair 2012

10.30am - 3.30pm

Thursday 15th March

Liverpool FC

Free Entry

B2B Exhibition

Free Seminars

Free Marketing Clinics

Informal Networking

Free Event Programme

Tendering Information

Advice Clinics

**Free to Visit - Exhibit from £225 + VAT**

Contact us on 0151 709 8932 or visit [www.businessfairsuk.com](http://www.businessfairsuk.com)