

Liverpool Business Fair
Halton Business Fair
Wirral & Chester Business Fair
Merseyside Business Fair
Lancashire Business Fair
Manchester Business Fair
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Business Friendly



Business Associations
a big help to a small business

www.businessfairsuk.com



Why Exhibit at a Business Fair?

There are so many different ways of marketing to choose from – direct mail, telephone campaigns, emails, fax broadcasts, TV, radio, press, the internet – that it can be difficult to know what to do for the best. But at the end of the day business is about people and that's why exhibiting at, or visiting, Business Fairs should be an important part of any company's marketing plans.

Liverpool BA's Business Fairs provide an ideal opportunity to make contacts and build relationships with other companies in a relaxed but professional setting.

Since our first event in 2002, we have organised a number of Business Fairs including City of

Liverpool, Merseyside, Lancashire, Halton, Manchester and Wirral and Chester, and we try and make them as interesting and productive as possible.

Exhibitors benefit from the ability to promote their products and services to a broad based business audience, and they can take advantage of a range of marketing opportunities before, during and after the Fair, such as inclusion on the event website, full listing in the Programme, and inclusion in a post event email broadcast.

Hundreds of visitors attend a Business Fair and they are attracted by a range of features such as free admission, free seminars and entry to the exhibition, lots of free advice and information, and a chance to make many useful contacts.

Top 10 Reasons for Exhibiting

- **Generate sales leads & make sales**
- **Educate customers & learn about their needs directly**
- **Create or raise market awareness**
- **Demonstrate or Market test a new product**
- **Identify and recruit new distributors, suppliers or partners**
- **Increase exposure by generating media coverage**
- **Network and make new business contacts**
- **Opportunity to meet like-minded people**
- **Visitors have invested their valuable time to come to the exhibition - they are not there to waste it**
- **Exhibiting has measurable value**

Can Anyone Exhibit?

We believe that in order to create a successful business event, you need a wide variety of both exhibitors and visitors from businesses of all sizes and sectors.

We get all sorts of businesses and all types of people coming along - from a Purchasing Manager of a Blue Chip Company looking for local suppliers to a plumber in overalls popping in to get a bit of advice.

And this is the type of atmosphere we try to encourage - one which is not too stuffy - meaning that all types of businesses can benefit from attending the event and people thinking of setting up in business can come along and browse without feeling out of place.

The combination of this atmosphere with affordable exhibition packages encourages many small to medium sized companies to take part in our Business Fairs - even if they find other exhibitions too costly or complex.

Who Goes to the Fair

Liverpool BA has been organising Business Fairs - some of the most popular business events in the region - for several years. We have tried to provide something for everyone from the sole trader to the multinational, from the most experienced entrepreneur to the newest start up. Since the first Business Fair in 2002, we have welcomed thousands of business visitors and hundreds of exhibiting companies. Many different types of businesses have taken part although over 80% of visitors come from SME's employing under 200 people.

In order to keep the events attractive to both exhibitors and visitors, we have included a variety of features, such as

- Business Exhibition**
- Free Admission for Visitors**
- Business Information & Advice**
- Seminars and Workshops**
- Networking Opportunities**
- Free Event Programme**
- Support for Business Start Ups**
- Other Special Features**

Free Head & Back Massages, Wine Tasting, Special Promotions and Prizes etc.

These events have a positive and growing reputation and represent opportunities that businesses cannot afford to miss. The vast majority of visitors find our events to be very useful and the main reasons for attending have been to get information/advice, and to obtain new suppliers and customers. People appreciate the relaxed atmosphere and many exhibitors have secured business deals on the day of an event, or soon after as a result of contacts made.

Key Facts

- **First City of Liverpool Business Fair took place in March 2002 and has been an annual event ever since**
- **Other Business Fairs since then have included Lancashire, Merseyside, Wirral & Chester, Manchester and Halton Business Fairs**
- **Wide Variety of exhibitors and visitors at each event**
- **Approximately 10-15% of visitors are new starts or individuals looking to set up in business**
- **Vast majority of visitors are key decision makers**

Sponsorship


How much does sponsorship cost? A range of sponsorship packages are available to suit a variety of businesses from the multinational to the sole trader.

How will sponsorship benefit my organisation? The marketing campaign for each Business Fair is comprehensive and far reaching and offers sponsors a unique promotional exposure to the local business community. Sponsors and Supporters can benefit from a significantly raised profile and association with a key business to business event that has been organised in order to stimulate and maximise business networking and inter-trading opportunities. Sponsorship can also be an ideal mechanism to launch a new product or support a particular marketing campaign.

What is unique about Business Fair sponsorship? For such high profile events, the sponsorship packages and costs of exhibiting are extremely competitive. Our aim is to provide the best forum possible for businesses to meet and inter-trade whilst accessing a wide range of suppliers and various business support organisations.

Where can I get more details? Contact Tony Haines on 0151 709 8932 or visit www.businessfairsuk.com.

**Contact us on 0151 709 8932
or visit www.businessfairsuk.com**



“One of the busiest events we have been to in the last 10 years”

In a recent survey by Vodafone, only a third of business owners were willing to place orders with people they hadn't met or at least talked to on the phone

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“An excellent way of maintaining our business profile and of generating new members”

Although we have been to other business exhibitions, we find the Business Fairs are the most effective and have helped us generate over 100 new clients over 12 months

Euro Info Centre