

APRIL 2012 ...

The UK's premier property show at ExCeL London

THE PROPERTY
INVESTOR SHOW



EXCEL LONDON, 19 & 20 APRIL 2012

SPRING 2012



The first major dedicated property investment event of the 2012 exhibition season will be The Property Investor Show at ExCeL London.

Since launch in 2002 this exhibition has confirmed its reputation as "the benchmark event for the property investment sector" with a reputation for innovation – and this year will be no exception ...

- Following the success of 2011, this exhibition will again be presented as a two day event
- A 'live' property auction (Friday 20th April) will be included in our Spring show for the second time.



'Live' property auction
Friday 20th April

Why should I exhibit at this show ?

The Property Investor Show ...

- Is the longest running property investment exhibition presented in the UK annually
- Is firmly established as the "Gold Standard" event for the UK's property investment community; one that
 - Attracts the largest exhibitor and visitor attendance of any UK property event
 - Attracts investors who insist on meeting face-to-face with those they wish to conduct business with
- Is supported by the largest advertising budget deployed for any UK property investment event



Who will visit?

- Affluent, serious property buyers (a group with the liquid funds to beat the 'credit crunch')
- High-earning investors who already own multiple property investments
- Property professionals – for over 70% of visitors 'property' is their full-time occupation
- Serious Buyers - 75%+ of investors attending will be ready to buy immediately

How will the show be promoted?

The Property Investor Show (April 2012) will be backed by a promotional campaign to ensure attendance by the visitors you want to meet face-to-face. The programme for this show will be structured as follows

Advertising:

In the weeks leading up to the show, we will implement a heavyweight Media campaign. Our advertising effort will ensure high-level awareness of the show amongst the target audience.

Direct Marketing:

Will utilise:

- Property Investor Media's database of 10,000+ UK & international trade professionals
- Property Investor Media's database of 50,000+ UK and international investors
- The media and databases of several established property & investment-focussed partners

Public Relations:

Will ensure that the show receives coverage across the broadcast and print media.

Internet:

The show website will receive extremely high numbers of visitors because it will be the point where all visitor pre-registrations take place. Additionally the website will be the main call to action on all show marketing activity.

Seminars:

Seminars will be an integral part of the show because they are a feature proven to attract the correct audience. This show will present a comprehensive programme of seminars, covering both 'UK' and 'International' investor topics.

Show Guide:

The Show Guide magazine will be distributed to all visitors to the show. It is a proven mechanism for generating sales after the event has taken place.

Social Media:

As the show approaches, learn the thoughts of exhibitors and visitors and join in the pre-show discussion via our [YouTube](#), [facebook](#) and [twitter](#) pages. These are accessible via the show website.



Why ExCeL London?

Within a 40 mile radius of ExCeL you will find:

- 25% of the UK's population
- Over 60% of the UK's active property investors

Plus

- ExCeL is just 5 minutes from Canary Wharf, the area with the Highest average incomes in Europe
- ExCeL is just 5 minutes from City Airport – providing easier access for exhibitors & visitors travelling from/via Europe
- London is the financial capital of Europe – its GDP (£180 billion) is larger than many EU countries

If that isn't enough ...

ExCeL London voted World's leading meeting and conference venue (World Travel Awards 2010)



Exhibitor stand options & pricing: April 2012

Space Only: Exhibitors book uncarpeted floor space to build their own stand and appoint a contractor of their choice. This allows you to produce a fully customised stand.

Ready-to-go: If you require basic power and lighting, the ready to go package may be for you. It includes a shell scheme stand, lighting, power point, furniture, name board. All you need to provide will be graphics, material and staff.

SHOW PRICING







SHOW PRICING	Space Only (£ per m ²)	Ready-to-Go (£ per m ²)
The Property Investor Show ExCeL London 19 & 20 April 2012	335 (+ VAT)	355 (+ VAT)

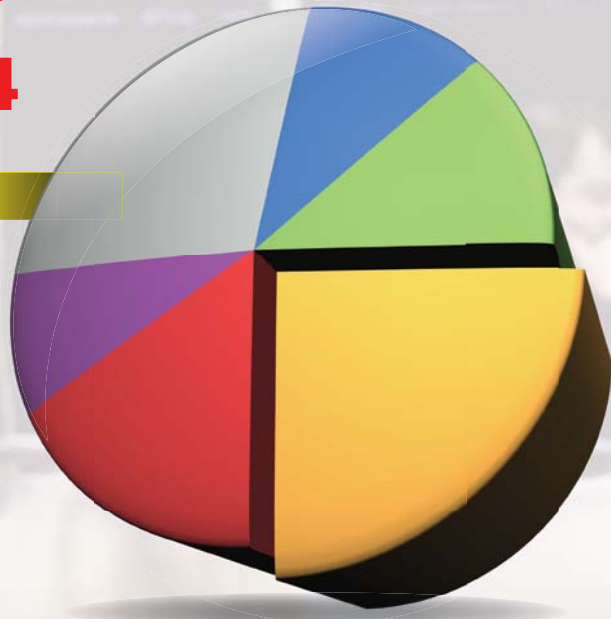
The Show by numbers

Companies exhibiting in 2011: 76




Visitors in 2011: 2754

Visitor Ownership Profile:






	< £25k pa	11.69%
	£26-35k pa	12.12%
	£36-55k pa	23.16%
	£56-75k pa	16.67%
	£76-95k pa	9.31%
	> £95k pa	27.06%

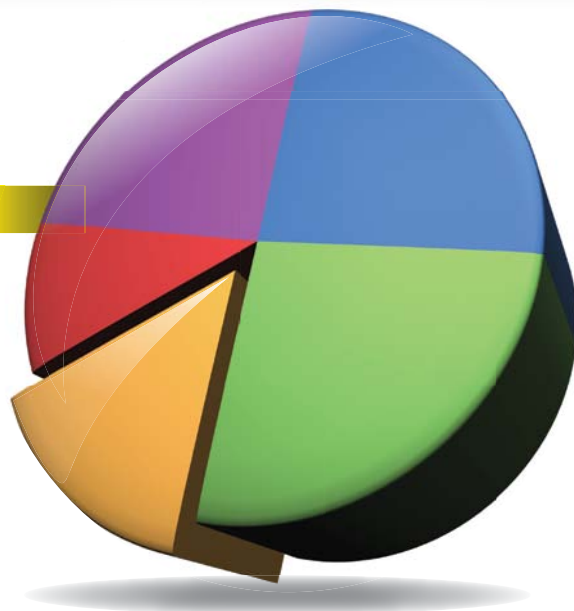


Property Ownership Profile:

	Owns 1-3 properties	36.24%
	Owns 4-5 properties	22.71%
	Owns 5-10 properties	17.44%
	Owns 10+ properties	24.15%

Liquid cash available to invest:

	< £20k	23.81%
	£21-50k	24.46%
	£51-100k	14.72%
	£101-200k	9.74%
	> £200k	23.16%



[Source: Property Investor Show March 2011 / Registration Analysis]

For further information & stand booking:

**Contact: James Elliott / Sumit Pal Tel: +44 (0) 20 8877 0610
email: enquiries@propertyinvestor.co.uk**

www.propertyinvestor.co.uk