

# LAUNCHING APRIL 2012 ...

# PBS property business show

## At ExCeL London ... A new exhibition for UK Property Professionals



The major **NEW** event of the 2012 property exhibition season will be the launch of the **Property Business Show** at ExCeL London on 19 & 20 April.



### Why has this show been created?

The UK residential property world is changing by the day – and never have those involved in the industry been faced with such an array of new product, service, technology and legislation changes.

Designed to cater for the needs of the UK property industry's decision makers, this '**Business-to-Business**' event will be a **MUST** for all estate agents, letting agents, valuers and surveyors, property managers and conveyancers – in fact, all those working in the UK residential property industry.

The event will showcase new products, services and initiatives from a diverse range of exhibiting companies that will include ... property portals, software/technology providers, tenant referencing services, legal/financial services and industry associations – as well as creating an unmissable networking and educational forum.

### Why Exhibit? ...

Because – as many regular exhibitors have learned - a significant proportion of potential new business insists on meeting its business partners ... **face-to-face**... before initiating a relationship.

These are not clients you will persuade via the 'traditional' media or internet. But they are serious prospects – as demonstrated by their very presence at ExCeL.

Miss out on exhibiting and you miss out on incremental business.



### Who will visit? ...

The show (and trade seminar programme) will be targeted at decision makers and influencers from a broad spectrum of interests within the UK residential property market, including...

- Estate Agents
- Letting & Management Agents
- Relocation Agents
- Mortgage Intermediaries & IFAs
- Conveyancers
- Solicitors
- Professional Landlords



### Who is organising this new event? ...



This show is a joint-venture created by:

**Angels Media** (publisher of a range of property industry titles including Estate Agent Today, Letting Agent Today, Introducer Today)

**Property Investor Media** (owner of The Property Investor Show – the UK's major event for the UK's Landlord and property investment community).

Both companies have long-established track records in delivering high quality Business-to-Business and Business-to-Investor products.

### The added-value benefits of Co-location ...

Property Business Show will benefit enormously from co-location with the Spring renewal of The Property Investor Show (PIS).

Now celebrating 10 consecutive years at ExCeL, PIS is the UK's premier event for the property investment community. A large percentage of the 3000+ visitors this show attracts will have a strong interest in the products and services on offer from PBS exhibitors – thus delivering valuable additional visitors.



## How will the show be promoted?

**Property Business Show 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**

### Event Promotion

In the weeks leading up to the show, we will deploy a comprehensive media campaign – designed to ensure high-level awareness of the show amongst the target audience.

### Direct Marketing

Will utilise the databases of key Angels Media titles. These will include ...

**EstateAgentToday**

18,000 Subscribers

**LettingAgentToday**

12,000 Subscribers

**LandlordToday**

90,000 Subscribers

**IntroducerToday**

18,000 Subscribers

**InvestorToday**

80,000 Subscribers

**NewhomesToday**

14,000 Subscribers

Plus ...

- Property Investor Media's database of 10,000+ Industry professionals
- The media of key show partners

### 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 visitor audience.

This show will feature the largest UK Business-to-Business seminar programme presented at ANY property event in 2012.

Plus - the programme will be curated by **Rosalind Renshaw**, Editorial Director of Estate Agent Today and Landlord Today.

An experienced and highly respected industry commentator, Rosalind will ensure that the programme addresses all major topics of interest.

### Show Guide:

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



## Why ExCeL London?

- With phase 2 recently completed, ExCeL is now confirmed as the UK's premier exhibition venue. Most major exhibitions now use its facilities - and it will host 6 Olympic events in 2012.
- ExCeL offers excellent road and rail travel links - and it is just 5 minutes from City Airport.
- ExCeL is just 5 minutes from Canary Wharf, the area with the highest average incomes in Europe.

### Plus within a 50 mile radius of ExCeL you will find:

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

### 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

	Space Only (£ per m <sup>2</sup> )	Ready-to-Go (£ per m <sup>2</sup> )
Property Business Show ExCeL London 19 & 20 April 2012	335 (+ VAT)	355 (+ VAT)

**For further information & stand booking:**

**Contact: Toby Carter Tel: 020 8663 4945**

**email: toby.carter@angelsmedia.co.uk**

Event Produced By:

