

MARKETING, PRESS AND VISITOR INFORMATION

MAKING THE MOST OF SHOW

There are a number of ways that you can promote your presence at the event. We can work with you to ensure that you make the most of the following opportunities and therefore benefit from a busy stand and a profitable business. Please read this section carefully as it is designed to explain the opportunities and to help you complete the necessary forms.

FREE SHOW GUIDE ENTRY

Promote your company in the show guide, the essential directory for all visitors. Please complete **Form 5**, in 'Forms and Inserts' to ensure we have the correct information from you for your FREE entry. The guide will contain information on all the exciting features, celebrities and entertainment. As well as your free listing, Exhibitors have the opportunity to advertise in the Guide to increase your company's exposure.

If you would like to know more about the Show Guide please contact Andy Healy, telephone 0117 314 8790, andyhealy@bbcmagazines.com.

MARKETING MATERIALS

We are happy to provide leaflets, web banners, e-newsletters, posters, information, show logo and images to help you promote your presence at Who Do You Think You Are? LIVE and encourage your customers to come and see you at the show. Please complete **Form 9** and return it as soon as possible, and no later than **8th January 2010** to order the materials you need. Should you have any queries regarding promotional material, please contact Alison Tweedlie on +44 (0) 20 7471 1099 or email alisont@brandevents.co.uk.

PR/PRESS INFORMATION

Please complete **Form 6** as soon as possible, or at the latest by **8th January 2010** at the latest, informing us of the products/services that you will be displaying at the event, including a brief description of any personalities, awards, anniversaries, product launches and competitions, which make a newsworthy story.

Please also supply any photographs or transparencies of you or products or services, as these are often the most effective promotional tools you have. We will incorporate them within the marketing and PR material if possible.

We recommend that YOU also keep the relevant journalists regularly updated to increase the awareness of both your product launch and presence at the show. Why not invite them to your launch, drinks reception, prize draw or charity event?

If you would like to discuss ideas about PR opportunities or to let us know about some exciting new developments, please contact Felicity Hardingham at Golden Goose PR on +44 (0) 20 7376 0070 or email felicity@goldengoosepr.com.

PRESS OFFICE AND PRESS PACK

The press office is the first stop for journalists visiting the Show and we recommend that information on your company is made available to them. Our PR team will ensure all the key press are fully briefed and invited to Who Do You Think You Are? LIVE.

Please liaise with the Press Office concerning any planned photo calls, VIP celebrity visits or interesting news items. If you would like to supply packs to be displayed in the press office, please deliver 20 press packs to the press office by 9:30 am on Friday 26 February 2010.

TICKETS

Each exhibiting company will receive 10 complimentary tickets to the show. These will be sent out 4 weeks before the event.

EXHIBITOR TICKET DISCOUNT

You can buy two tickets for £24* – that's £12 each and a saving of £8 on each ticket! To claim this offer, simply telephone 0871 230 5596 or visit www.whodoyouthinkyouarelive.co.uk and quote EXHIBITOROFFER.

Tickets go on sale on 2nd November 2009.

*£2 transaction fee applies. Offer ends 19th February 2010. On Door adult tickets priced at £20.

VISITOR INFORMATION

Tickets to visit the show may be purchased in advance by calling 0871 230 5596 or via the website www.whodoyouthinkyouarelive.co.uk, costing:

- ◆ Standard Ticket - £20 (in advance) or £22 (on door)
- ◆ Child aged 6-15 yrs - £5 (in advance) or £6 (on door)
- ◆ Child aged 5 yrs and under – FREE
- ◆ Q Jump Ticket - £25 (in advance) (not available on the door)
- ◆ 2 Day Ticket - £22 (in advance) (not available on the door)
- ◆ Conference Ticket - £30* Sunday only (in advance) (not available on the door)
- ◆ Workshop Tickets - £2 (in advance) (not available on the door)

*The Conference Ticket' includes 3 exclusive workshops from specialised speakers. Available Sunday only.