

Discover NewcastleGateshead **London, Tuesday 16 November 2010**

What is Discover NewcastleGateshead?

It is NewcastleGateshead's very own exhibition aimed at London-based meeting planners, agents, conference organisers and conference trade media.

The event aims to give London-based buyers a taste of NewcastleGateshead and North East England and inspire them to consider the area for future meetings, events and conferences.

Exhibitors will have the exclusive opportunity to make face-to-face contact with new clients, build relationships with existing contacts and generate new leads for future business.

Who is Discover NewcastleGateshead targeted at?

We aim to attract over 150 visitors from the following key target audiences:

- National corporate event organisers
- Association sector conference planners
- Professional conference organisers
- Venue finding/event management agencies
- National incentive travel planners
- Key influencers of the business community
- Trade journalists and press

What is the format of the event?

Discover NewcastleGateshead will take the format of a late afternoon/early evening business networking event – the focus is on providing a platform for businesses to meet with high-calibre buyers and for us all to work together to promote the quality and diversity of North East England's conference offering.

Each exhibitor will have their own distinct area to promote their product/service. No individual pop up stands are permitted to ensure a cohesive look and feel.

High-quality refreshments and canapés will be served throughout the event with relaxed background entertainment. The evening will finish with a private performance by Sarah Millican, one of the UK's hottest new comedians. Sarah will be midway through her national tour and this will provide a suitable finale for the event and will leave our guests with a big smile on their faces!

The event will be followed by an after-show party for all exhibitors to relax and network.

When and where?

Discover NewcastleGateshead will be held on Tuesday 16 November 2010 (4pm – 7.30pm) at Lawrence Hall, Royal Horticultural Halls & Conference Centre. This is a stunning art deco venue in the heart of London, close to Victoria.

There are numerous hotels nearby and the event has been timed so that those exhibitors who don't wish to stay over can return to the North East at a reasonable time!

Continues overleaf

Who should exhibit at Discover NewcastleGateshead?

The event is suitable for **all organisations that supply the conference and events industry** – venues, hotels, independent operators, transport operators, support service providers etc.

It is particularly suitable for organisations with limited marketing budgets that are looking for a cost-effective way to generate leads for new conference business from around the UK.

How much does it cost?

NewcastleGateshead Initiative members:	£750+VAT
Non-members:	£1,125+VAT

This includes:

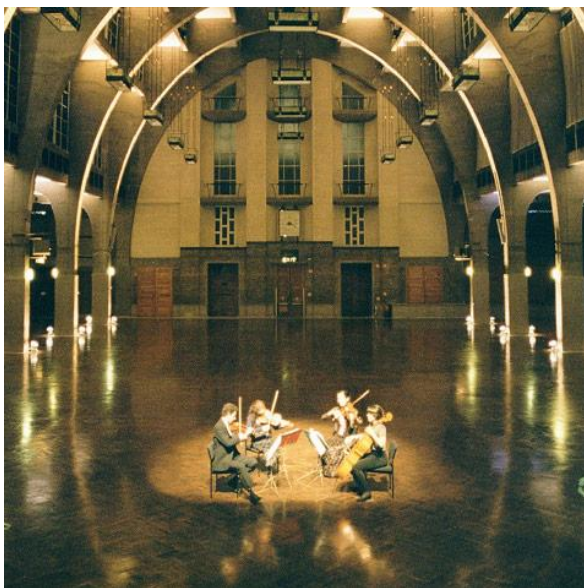
- Pre-event briefing session
- Individual exhibitor table with venue/company name plate
- Up to 25 VIP invitations to pass on to your key contacts
- Exhibitor passes for two members of staff
- Promotion in pre- and post-event marketing and PR campaigns
- Your profile on the event website and in the official event guide
- All artwork and design costs
- Promotion in relevant giveaways
- Access to Sarah Millican performance (subject to availability)
- Aftershow party for up to two members of staff

Travel and accommodation are not included. Discounted rail travel rates will be available in partnership with East Coast.

Additional sponsorship opportunities to help raise your profile at the event will also be available. Please contact us for details.

How do I book?

Please complete and return the attached Booking Form no later than Friday 3rd September 2010.



Lawrence Hall, venue for Discover NewcastleGateshead 2010



Discover NewcastleGateshead 2008 at East Winter Garden, Canary Wharf

VisitBritain Discovery 2011

London, Monday 28 February 2011

What is VisitBritain Discovery 2011?

Discovery is VisitBritain's showcase event for the meeting and conference buyer. This biennial event brings together international buyers from 35 markets with key suppliers and allows the buyer to experience the very best Britain has to offer. The event aims to take advantage of the increased visibility generated by the London 2012 Olympic and Paralympic Games to raise the profile of England as an international events destination and win new business events for England post-2012, showcasing the best venues, hotels and ancillary facilities/services available in this sector.

Who is VisitBritain Discovery 2011 targeted at?

125 senior buyers from 35 overseas markets. The buyers will be carefully profiled with the assistance of ICCA and VisitBritain overseas staff. 50% of buyers will be from the association sector with the remaining 50% from international corporate, incentive and media organisations.

What is the format of the event?

On Monday 28 February you will attend a workshop where you will undertake an intensive schedule of pre-booked appointments with buyers who have requested an appointment with you. A 'Welcome to Britain' dinner at Windsor Castle will be held in the evening which will provide an additional networking opportunity to meet with the buyers.

When and where?

VisitBritain Discovery will take place on Monday 28 February 2011 at Park Plaza Westminster (with evening dinner at Windsor Castle).

Who should exhibit at VisitBritain Discovery 2011?

The event is suitable for major conference venues, hotels and suppliers that are interested in targeting international corporate, incentive and association meetings sector business. It is ideal for organisations that have a national profile in the UK meetings industry.

How much does it cost?

NewcastleGateshead Initiative members:	£1,000+VAT
Non-members:	£1,500+VAT

This includes:

- Attendance at workshop for one delegate
- Schedule of pre-booked appointments with buyers
- Lunch and refreshments
- Attendance at 'Welcome to Britain' dinner at Windsor Castle for one delegate

Travel and accommodation are not included.

How do I book?

Please complete and return the attached Booking Form no later than Friday 3rd September 2010.

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International Confex 2011

Earl's Court, London, Tuesday 1 – Thursday 3 March 2011

What is International Confex?

It is the UK's biggest exhibition dedicated to the conference/meetings/events industry.

Who is International Confex targeted at?

At the 2010 event, 73% of visitors (ABC audited) said they were responsible for approving, influencing or recommending event purchasing decisions; so International Confex allows you to be seen by the people who actually control the budgets and make decisions. 1 in 3 visitors had a budget of over £1/2 million, and 1 in 4 had a budget of over £1 million. Confex attendees arrange a wide variety of events, from conferences to awards dinners, meetings to corporate hospitality and product launches to incentive travel. Confex visitors organise over 100,000 events per year.

What is the format of the event?

NewcastleGateshead Convention Bureau has a large stand with a great position toward the front of the show floor. For 2011, we will once again use our eye-catching stand which features a 4m-high Angel of the North. We will have a range of on-stand activity and in 2011, will celebrate the 10th anniversary of NewcastleGateshead Convention Bureau.

There is space for a maximum of eight partners on the NewcastleGateshead stand. Each stand partner will have a dedicated area featuring your logo and imagery, and including a meetings desk and storage cupboard.

When and where?

International Confex 2011 will be held at Earls Court from Tuesday 1 – Thursday 3 March 2011.

Who should exhibit at International Confex 2011?

The event is suitable for all venues, hotels and suppliers who are looking to build a reputation in the national meetings market and to meet with new and existing buyers and contacts.

Exhibiting with the Convention Bureau at International Confex provides a cost-effective route to a high-quality, high-impact presence at the show. The Convention Bureau undertakes an extensive pre-show marketing and PR campaign which will feature all stand partners.

How much does it cost?

NewcastleGateshead Initiative members:	£3,300+VAT
Non-members:	£5,000+VAT

This includes:

- Pre-event briefing session
- Individual exhibitor 'pod' with graphics, logo, storage cupboard and meetings desk
- All artwork, graphics and design costs
- Promotion in pre- and post-event marketing campaigns
- Your profile on the event website and in the official event guide
- Promotion in relevant exhibition giveaways

Travel and accommodation are not included.

How do I book?

Please complete and return the attached Booking Form no later than Friday 3rd September 2010.



**NewcastleGateshead Convention Bureau
Events & Exhibitions Booking Form 2010/11**

Name:	
Position:	
Organisation:	
Telephone number:	
Email address:	

I would like to reserve a space at the following NewcastleGateshead Convention Bureau event(s)
(please tick where appropriate):

Discover NewcastleGateshead – 16 November 2010		
<input type="checkbox"/> Exhibitor place	NGI member	Non-NGI member
	£750	£1,125
<input type="checkbox"/> Please contact me about sponsorship opportunities	On application	
VisitBritain Discovery 2011 – 28 February 2011		
<input type="checkbox"/> Exhibitor place	£1,000	£1,500
International Confex 2011 – 1-3 March 2011		
<input type="checkbox"/> Exhibitor place	£3,300	£5,000

Signed: _____

Date _____

Please complete and fax back to NewcastleGateshead Convention Bureau on **0191 440 5758**,
send to **9th Floor, Baltic Place East, South Shore Road, Gateshead, NE8 3AE**
or email to jessica.roberts@ngi.org.uk

Deadline for responses is Friday 3 September 2010