



- Divider Walls
- One 150 watt Spotlight per 6 sq m (min 2)
- Carpet
- Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

What is not included in a Shell Scheme Stand

- Stand Furniture
- Power Socket

What is included in a Space Only Stand

- Carpet
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

Panels Fixing Exhibits

- The use of nails, screws, staples, etc., is not permitted to the standard wall panels. When fixing exhibits to White Foamex Panels, use two-part Velcro, blutack or double-sided sticky pads can be used to fix light exhibits.
- Heavier display items, smaller than 1 metre wide, can be hung from the top of the stand walls using picture wire and hooks
- Please note that between each wall panel there is an upright pole giving a 20mm protrusion from the infill panel, which means that, displays wider than 950mm will not fit flush to the stand walls. For items wider than 990mm, fixing clips can be supplied.

To learn more contact Tony O'Brien, Managing Director
O'Brien Expo Services Ltd.,
The Coach House, 1 Warwick Terrace, Appian Way, Ranelagh, Dublin 6.
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e tony@obexpo.ie

Telegraph 50+SHOW 2014 Lifestyle & Living for the over 50's

IN ASSOCIATION WITH



2014 EXHIBITOR BROCHURE

VENUE

King's Hall Pavilions
Balmoral
Belfast BT9 6GW
Northern Ireland
t: +44 (0)28 9066 5225
f: +44 (0)28 9066 1264
w: kingshall.co.uk

DATE AND TIMES

Saturday May 3 10.00am - 5.00pm
Sunday May 4 10.00am - 5.00pm

CONTACTS

Maureen Ledwith - Sales Director
t: +353 (0)1 291 3700 f: +353 (0)1 295 7417
e: maureen@bizex.ie

Paulette Moran - Sales Manager
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e: paulette@bizex.ie

ORGANISERS

Organised by
Business Exhibitions (NI) Limited
6 Sandyford Office Park
Dublin 18
Ireland
t: +353 (0)1 295 7418
f: +353 (0)1 295 7417

Why you should exhibit at the Belfast Telegraph 50+ Show

- **Estimated 80% of the country's wealth is held by people aged 50+***
- **31.7% (or 574,000) of the Northern Ireland population are 50+****
- **As a group they are more likely to have substantial assets, cash and the time to enjoy life. Whilst they are less likely to have any mortgages, school fees and 9 to 5 jobs**
- **Established, successful shows operating in cities such as London, Manchester, Birmingham, Glasgow, Dublin, Cork and Galway**
- **62% of Belfast Telegraph readers are 50+**

*The Henley Centre **2011 Northern Ireland population census

Who should exhibit

FASHION & BEAUTY

FOOD & DRINK

GENEOLOGY

HEALTH & FITNESS

HOLIDAY HOMES

HOLIDAYS & TRAVEL

HOME & GARDEN

HOTELS & SPAS

PERSONAL FINANCE & LAW

RETIREMENT VILLAGES & RESORTS

TECHNOLOGY

GOVERNMENT INFORMATION SERVICES

Visitor Attractions

COOKERY DEMONSTRATIONS

CRAFT ZONE

DANCE

FASHION SHOWS

FINANCIAL TIPS & ADVICE

GARDEN CLINICS

GENEOLOGY

HEALTH CHECKS

KEEP FIT SESSIONS

LIVE ENTERTAINMENT

SEMINARS & INFORMATION

STAMP & COIN COLLECTIONS

Event Marketing

- **The Belfast Telegraph 50+ Show is backed by the considerable power of Northern Ireland's national newspaper, online and in print.**
- **The show will also benefit from a firmly focused advertising, PR and promotional campaign targeting the over 50s - and their families - right across Northern Ireland and the border countries.**
- **Using TV, radio, press, direct mail, social media and targeted ticket promotions to drive awareness and attendance, marketing will be high impact and results-driven.**
- **An extensive show catalogue will be printed and distributed by the Belfast Telegraph.**

Book a Stand

SHELL SCHEME PACKAGE

£199 + 20% VAT per square metre includes

- Divider Walls, 2.5 metres high
- One 150 watt Spotlight per 6 square metres (minimum 2 Spotlights)
- Carpet
- Facia Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

Stand Furniture and Power Socket **NOT** included.

SPACE ONLY

£179 + 20% VAT per square metre includes

- Carpet
- Night Security
- Stand Cleaning
- Catalogue Entry for each brand
- Services of Press Office

Maximum height 2.5 metres without Organisers approval

STAND PRICE POINTS

| Stand Size Metres | Space Only Option | Shell Scheme Option |
|-------------------|-------------------|---------------------|
| 2 x 2 = 4 sq mts | £716 | £796 |
| 3 x 2 = 6 sq mts | £1,074 | £1,194 |
| 3 x 3 = 9 sq mts | £1,611 | £1,791 |
| 4 x 3 = 12 sq mts | £2,148 | £2,388 |
| 5 x 3 = 15 sq mts | £2,685 | £2,985 |

Costs exclude VAT @ 20%

BOOKING PROCEDURE

CONTACT:

Maureen Ledwith, Sales Director
t: +353 (0)1 291 3700 Direct
f: +353 (0)1 295 7417
e: maureen@bizex.ie

Paulette Moran, Sales Manager
t: +353 (0)1 291 3702 Direct
f: +353 (0)1 295 7417
e: paulette@bizex.ie

Please complete the enclosed Stand Application Form and return with 50% Booking Deposit.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

8.00am - 8.00pm Friday 2 May

Space Only Exhibitor:

8.00am - 8.00pm Thursday 1 May

Friday 2 May

DISMANTLE

5.30pm - 10.00pm Sunday 4 May

8.00am - 2.00pm Monday 5 May

CONTRACTORS

FURNITURE/SHELL CONTRACTORS

O'Brien Expo Services

The Coach House

1 Warwick Terrace

Appian Way

Ranelagh

Dublin 6

t: +353 (0)1 614 4700

f: +353 (0)1 614 4676

m: +353 (0)87 249 2489

e: tony@obexpo.ie

Contact: Tony O'Brien, Managing Director

ELECTRICAL CONTRACTORS

Event & Technical Services

219 City Business Park

Belfast BT17 9HY

t: +44 (0)28 9066 5296

f: +44 (0)28 9066 3096

e: admin@event-ts.co.uk

w: www.event-ts.co.uk

Contact: Jim McEvoy/Erick Snoddy

EXHIBITOR ORDER FORMS

Order forms for stand furniture, additional electrics etc. are available from: shane@bizex.ie.

EXHIBITOR BADGES/CAR PARK PASSES

On arrival at The King's Hall Pavilions please call to the Exhibition Organiser's Office and collect your Exhibitor Badges. These badges will allow you to gain entry to the Car Park and Exhibition Hall.