



The **50+** Show TM

EXHIBITOR BROCHURE

**YOUR
GUIDE TO
BECOMING AN
EXHIBITOR**

WELCOME to The 50+ Show Exhibitor Brochure

The Organisers

The 50+ Show is organised by The 50+ Show Company Ltd: This is the only thing we do - you have our full attention!

Floorplans, costs, booking forms and more are available on The 50+ Show web site:

www.50plusShow.com

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The 50+ Show is a vibrant, energetic and positive showcase for the best that life has to offer the active over-50s. Launched in 2007, The 50+ Show has successfully taken place in London, Manchester, Glasgow, Exeter and Birmingham. Following a change of ownership in 2014, The 50+ Show will take place at London Olympia on 14-15 July 2015, and at the SECC in Glasgow on 11-12 November 2015, with around 6000 visitors expected at each event. Further shows are planned for 2016...

The 50+ Show has evolved over the years and offers exhibitors a truly cost-effective means of making contacts and doing business with this large and growing demographic group.

If your organisation has customers who are 50+ ...
... then you need to be at The 50+ Show!



Robert McCaffrey

Dr Robert McCaffrey
50+ Show Director

Britain's LARGEST exhibition for the active over-50s



BIGGER Brighter Better

“A very good day.
My favourite part?
The whole show.”

Mr John L., London

“The balance was
very good; stands,
demos, good
selection of articles
for sale, helpful &
cheerful
exhibitors.”

Mr B. Major, Manchester

“Enjoyed the face-to-face discussions
with the various service providers -
all under one roof!”

Mr Green, Kent

“Having been
three times be-
fore, I introduced
and encouraged
12 of my friends
to come on the
same Friday as
myself and they
enjoyed it also.

Thank you.”

Mrs I. Smith,
Lancashire

“An enjoyable day,
helped us make
some decisions.”

Ms J. Gladstone,
Lincolnshire

“I run a club for
the over 55s
and had been
told what a
good day out it
is. Those that
have been over
the last 3 years
agree.”

Mrs G. Turner, London

“Great value for
money, I am
going to get
more friends
to come next
year...”

Ms J. Hearn, Kent

“It really helps
improve the lives of
many people.

Mr. J. Dawson, London

“Whole exhibition
interesting and in-
formative, relaxing
atmosphere and
leisure facilities.
Most enjoyable
day. Excellent, all
staff on stand
friendly & patient.”

Mr & Mrs Strelley,
Glasgow

“I was very impressed by this year's show.
I found the exhibitors extremely knowledgable
in their subjects. I had several queries I needed
answers for and all the exhibitors went the
extra mile to help me. I then could go round
and have a fun time the rest of my
very enjoyable day.”

Miss S. Pearmain, Middlesex

“Better than others
with comparable
content we have
been to.”

Mrs V. Stevenson, Surrey

“The 50+ Show has
always achieved all
elements for over 50+
pensioners on all advice
and entertainment. Well
done, please continue
your hard work.”

Mr & Mrs Wink, London

MARKETING & ADVERTISING

Exciting all-day programme, activities and performances are planned to encourage visitors to attend The 50+ Show. We have a great deal of experience of marketing to our audience - we know which advertising channels work and we use them effectively.

The 50+ Show is supported by a major marketing campaign, which includes newspaper, magazine, email marketing and digital advertising.

Following in-depth analysis of advertising response data, The 50+ Show's marketing plan has included the following:

Saga Magazine	The Evening Standard
Daily Mail	Evening Times
Mail On Sunday	The Oldie
Daily Express	Choice Magazine
Yours Magazine	U3A Magazine
Mature Times	Metro
PLUS Regional Press Advertising	

**Over 100,000
previous visitors
on our database!**

**‘ Thank you for putting us
under a waterfall of
enthusiastic prospective
customers. ’**

Gil, Sun Park Living

ATTRACTING THE VISITORS

More
than 6000 visitors
expected to attend
The 50+ Show in
London & Glasgow in 2015!



Selected exhibitors at The 50+ Show



WHY EXHIBIT?

The 50+ Show is now a successfully proven concept, provides positive return-on-investment and is the largest over-50s show in the UK:

- No other event gives such targeted access to this prosperous sector.
- This is largely a 'recession-proof' market, with guaranteed income and strong ongoing growth.
- The show is backed by a dedicated marketing campaign, including magazine, newspaper, internet advertising and direct email advertising.
- Exhibitors are a major part of the event, offering visitors a huge range of products, services and information. In addition, each show includes a popular B-2-B networking reception for all exhibitors.

The 50+ Show is a 'blue-chip' national show, with a local flavour.

The 50+ Show is staged entirely indoors, so whatever the British weather throws at us (rain, hail, snow or gales), The 50+ Show will go on...!



EXHIBITOR COMMENTS

“Once again, The 50+ Show was packed with interesting stands and activities. The increase in visitors this year meant that our stand was always busy - so much so that we had people still there at closing time, and this is great for exhibitors. Next year should be fun!” **Manuela White, Abbeyfield**

“Having experienced a variety of exhibitions in the past, I was delighted with the tremendous visitor numbers and just as important, with the genuine interest in our product. A resounding success from start to finish...Highly recommended.”
Robert Thomson, North America Travel Service

“We see The 50+ Show as an essential event on the exhibiting calendar.”

Ian Mountford, Hanover Scotland Housing Association

“This was our first time at The 50+ Show and a great way to get yourself known in a market that is very demanding. The clients we have gained from this show surpass any other we have attended and we will certainly be back next year.”
Steve Plummer, Holidays & Cruises For You

“A well-promoted and well-organised show which lived up to our expectations.” **Nina Torbett, NHS Health Scotland**

“The 50+ Show is the essential event for any charity or business wishing to target an old in age, young at heart audience.”
David Tickner, The Civil Service Retirement Fellowship

“Wyldecrest Parks are happy to endorse The 50+ Show, which was very well organised, planned and executed. A good time was had by all.” **James Kenneth, Wyldecrest Parks**

The 50+ Show offers a unique opportunity to interact with the UK's fastest-growing and most asset-rich population group.

The over-50s control 80% of the UK's wealth, have little or no debt and have huge spending power.

The pot of assets and cash held by people over 50 is valued at over UK£175 billion.

By 2031, the number of people aged 80 and over will rise from 2.2 million to 4.9 million.

Net worth of visitors to our shows in 2014 was estimated at over £4bn.

With fixed or index-linked incomes, the over-50s sector is largely recession-proof.



Features have included: HEALTH ZONE - SEMINAR THEATRES - BEAUTY ZONE - CRAFT ZONE - FASHION SHOW - DANCE FLOOR



COOKERY THEATRE - ACTIVITY ZONE - PERFORMANCE STAGE - CLIMBING WALL - MOTOR ZONE - PARK HOMES

SPONSORSHIP OPPORTUNITIES

The 50+ Show offers a variety of feature areas available for sponsorship.

- Cafe area/s
- Dance floor
- Seminar room/s
- Cookery theatre
- Craft zone
- Climbing wall
- Activity zone
- Travel seminar theatre



What's included in the package:

- ✓ Area naming - For example, 'The Sponsor's Name Dance floor'
- ✓ Branding rights within the feature area
- ✓ Logo included on 50+ Show marketing and promotional materials
- ✓ Logo and company web link on The 50+ Show website
- ✓ Full page advert in the 50+ Show Magazine (Normal cost £1620+VAT)
- ✓ Inclusion in the pre-show and post-show email

Costs:

£4995 + VAT per feature area - please contact the organisers for availability.

Overall show sponsorship is also available - please contact the organisers.

Catwalk Sponsorship Opportunities

Have your brand featured on our catwalk stage. There will be a maximum of four 30-minute fashion shows per day.

The sponsorship package includes:

- ✓ Your company logo will be displayed on the catwalk during the fashion show
- ✓ Professional hosting and staging
- ✓ Your clothes on 'real models'
- ✓ Company logo and link on The 50+ Show website
- ✓ Company logo included in The 50+ Show Magazine
- ✓ Inclusion in the pre-show and post-show email
- ✓ 20% reduction on stand costs



Costs:

London: £6995+ VAT per sponsorship - includes four fashion shows per day over the course of The 50+ Show. Sponsor required to supply clothes, by arrangement. Exhibition space at The 50+ Show is additional and is by arrangement.

Some of the retailers on The 50+ Show catwalk stage:

MARKS & SPENCER

GERRY WEBER

Bonmarché

GRAY & OSBOURN

isme

HOUSE OF FRASER

DEBENHAMS

MATALAN

slaters
BOLTON'S LARGEST MENSWEAR STORE

Klass
COLLECTION

Fifty plus
Fashion that fits your Lifestyle

50+ SHOW MAGAZINE - The ONLY advertising medium distributed to ALL visitors at The 50+ Show!

The 50+ Show Magazine

50+
Show

Show Programme
Competitions
Exhibitor list
Show plan
Finance
Health
Recipes
Puzzle

Welcome to the UK's BIGGEST exhibition for the active over-50s!

£2
Where sold

The 50+ Show Magazine contains full programme details, floor plan, exhibitor list and a range of interesting articles and is given to all show visitors.

- ✓ A4 format, printed in 4 colours, on quality stock and offers perfect colour reproduction for high-end advertisements
- ✓ Exhibitors who advertise in the magazine will also receive an augmented company profile, free of charge
- ✓ Registered visitors will also receive a copy of the online version before the event to help them plan their day

Top tips for mature volunteer travellers

It's often said that the pensioners' travel boom is a new phenomenon. It's not, it's just that it's become more visible. The number of mature travellers is growing rapidly and it's becoming a significant part of the travel industry. If you're considering a volunteer trip, here are some tips to help you get the most out of your experience.

Girlings
SUSTAINABLE RETIREMENT

Discover the freedom renting in retirement can bring. **50+ Did you know you can rent private retirement property on a Life Long Tenancy which gives you the right to remain living in the property for as long as you wish, with service charges and maintenance included in the rent?**

Peace of Mind Independence Flexibility Choice

0800 525 184
www.girlings.co.uk

Come and see us at Stand C11

Featured exhibitors

RETIRED INVESTMENT CONSULTANTS
Retired Investment Consultants offer a range of services to help you manage your pension and investment funds. They can provide advice on how to invest your money to meet your needs in retirement.

WALK
Walk is a charity that provides walking shoes and equipment to people who are unable to afford them. They also offer walking tours and events for people who are interested in walking.

WALKERS
Walkers is a charity that provides walking shoes and equipment to people who are unable to afford them. They also offer walking tours and events for people who are interested in walking.

RETIREMENT APARTMENTS For sale throughout Scotland

McCarthy & Stone

Retirement Living
Retirement Living offers a range of retirement properties for sale throughout Scotland. They offer a variety of options, from small flats to larger houses, to suit your needs.

A retirement apartment and Lifestyle to suit you.

Retirement Living offers a range of retirement properties for sale throughout Scotland. They offer a variety of options, from small flats to larger houses, to suit your needs.

Ad sizes (in millimetres)

Double page spread £2995
Type area: 274 x 397

Full page £1620
Trim: 297 x 210
Type: 274 x 184
Bleed: 303 x 216

Half page £1060
Vertical: 274 x 89
Horizontal: 134 x 184

Quarter page £560
Vertical: 134 x 89
Horizontal: 64 x 184

Enhanced company profile in The 50+ Show Magazine: 80-word copy, logo, web link and contact details: £195

Additional marketing opportunities:

Visitor bag inserts
Insert a product sample, a flyer, a brochure or a leaflet into the show visitor bag, which is distributed to every visitor upon entry to The 50+ Show.
Cost: £995 + VAT for insertion into 6000 bags.

Pre- and Post-show emails
We send key information about each show to our visitor database a week before they arrive and a week after each show. Emails are sent by The 50+ Show and go to the entire database including those who do not accept third party communication.
Cost: £195 + VAT per email shot (subject to provision of acceptable text)

Speaker slots
Enhance your presence at The 50+ Show by speaking directly to your intended audience. Speaker slots are available (25 minutes on each day) in the show seminar theatres, by arrangement. Cost £500 + VAT, the pair.

DO IT YOURSELF
DO-IT-YOURSELF
3 of the Most Popular DIY Projects

1. A lick of paint
This is a simple project that can be done in a few hours. It's a great way to refresh your home and make it look like new.

2. New fittings
This is a simple project that can be done in a few hours. It's a great way to refresh your home and make it look like new.

3. Splash out on new furnishings
This is a simple project that can be done in a few hours. It's a great way to refresh your home and make it look like new.

Don't leave it too late to plan,

with house prices on the rise and the government constantly making it harder for you to pass on your estate to your loved ones, it's time you plan your estate now, while you can.

Call now to find out how:

0207183 0136

From Zero to Hero

WEEKLY workouts

Follow our exercise diary and you might be surprised how many minutes of activity you can fit in each week, says Ruth Gandy from the British Heart Foundation.

MONDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

TUESDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

WEDNESDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

THURSDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

FRIDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

SATURDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

SUNDAY
Walk with a friend. It's a simple way to get some exercise in. You can talk to each other and it's more fun.

Ready to book?
Download the floorplan and booking form from www.50plusShow.com today!

Sales enquiries:
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Mobile: 07410 441940 or danni@50plusshow.com