

UK AWARE

IDEAS
FOR
GREENER
LIVING

Exhibitor Information

Olympia Two

Friday 17 April and

Saturday 18 April 2009



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HELLO...

Due to the phenomenal success of UK AWARE's first event in the Barbican in May 2008, we are moving onwards and upwards.

Our next event will take place in Olympia Two on Friday 17 and Saturday 18 April 2009.



We all know that these are difficult times – both economically and ecologically. Organisations wishing to survive must consider how to hold their current position in the market and broaden their customer base.

As an exhibitor at the UK's leading (and only!) low-carbon lifestyle show, you will distinguish yourself as a market leader in your industry. You will reach thousands of new customers on a personal level and be able to network with other like-minded businesses.



OUR LAST EVENT

UK AWARE's first event was deemed an overwhelming success by exhibitors, visitors, speakers and the press. Boasting international exhibitors ranging from micro-businesses through to large multi-nationals, we offered visitors low-carbon alternatives to most aspects of modern life.

Our exhibitors included:

For a full list please [click here](#).

Our media coverage included:

“ It's from events like this show that the word spreads. When word spreads, the jobs come in. ”



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STATISTICS AND DEMOGRAPHICS

Following the feedback UK AWARE received from exhibitors, we are proud to publish the following statistics:



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Exhibitor statistics:

89.6%

of exhibitors said exhibiting was value for money and of financial benefit.

91.7%

of exhibitors said they would like to exhibit at UK AWARE again.

94.4%

of exhibitors said they found our visitors very receptive.

94.6%

of exhibitors said the event was well organised.

100%

of exhibitors said they enjoyed UK AWARE.



Visitor statistics:

58.4%

of visitors were aged 20-39.

67.1%

of visitors made a purchase at the event.

76.5%

of visitors are degree educated or higher.

84.5%

of visitors gave their contact details to exhibitors.

89.9%

of visitors passed information on to someone else.

96.6%

of visitors said that they would come to the next UK AWARE event.

OUR NEXT EVENT

UK AWARE's next event promises to be bigger, better, more interactive and even more impressive than the last one. It will take place in Olympia Two on Friday 17 April and Saturday 18 April 2009.



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The key reasons for choosing Olympia include:

- The owners, EC&O, have recently been awarded two AEO (Association of Event Organisers) Excellence Awards for its sustainability initiatives.
- It offers over 2,000m² of light, high ceiling, clear event space.
- The in-house marketing team has a proven track record and experience second to none.

UK AWARE will feature:

- Over 100 exhibitors.
- A program of experts symposia
- The Green Screen Cinema
- Speaker's corner
- Ethical fashion
- Morsbags
- Themed sectors
- Interactive features

Exhibition floor plan:

The current floor plan can be seen by clicking [here](#).

“ We landed the biggest contract of the year so far at UK AWARE - thanks guys. Can't wait until the next one! ”



WHAT ELSE DO I GET AS AN EXHIBITOR AT UK AWARE?

We've been working hard to put together a package for our exhibitors which represents fantastic value for money. In addition to your conventional stand presence at UK AWARE our exhibitors also receive the following benefits from some of our partners and friends (worth up to £2,500):

- 1 An invitation** to our 'Get the most out of exhibiting' afternoon workshop and networking event in the build up to UK AWARE.
- 2 A time slot in the Speaker's Corner** – come and talk to our visitors. Please contact jodie@ukaware.com – 020 8842 7500.
- 3 20% discount** on Neo marketing services and training + Free selected places on Neo training workshops. Please contact gracie@neocreative.co.uk – 01273 600 500 <http://www.neocreative.co.uk>
- 4 Free communications audit** with Green Row PR. Please contact Helen Trevor at helen@greenrow.co.uk – 020 8960 8950.
- 5 20% discount** on paper printing and **10% discount** on banner stands from Ecoprint System4. Please contact Timi at timi@greenhousegraphics.co.uk – 01256 880 770.
- 6 30% discounted** advertising space in Sustained magazine. Please contact Marc D'eath at marc@creative-coop.com – 01206 574 147.
- 7 Free** Ethical Junction membership.
- 8 Promotion** on JustMeans and a full company profile for three months. Please contact Kevin at klong@justmeans.com or 0207 953 0542. Take a look at our profile page at www.ukaware.justmeans.com
- 9 Free business advice** post-exhibition with ABI Associates. Please contact Vijay at vijay@abi.co.uk – 020 8438 4550.
- 10 The opportunity** to contribute a prize to the Ethical Junction UK AWARE competition. Please contact Sue Jueno at sue@ethical-junction.org – 02380 293 763.
- 11 20% discount** on a promotional video with Nice and Serious (www.niceandserious.com). Please contact Ben Meaker at benmeaker@gmail.com – 07765 252 096.
- 12 A three month FREE membership** to 2degreesnetwork.com. Please contact Oliver Hurrey at oliverhurrey@2degreesnetwork.com – 01865 339499.
- 13 50 free tickets** for clients, colleagues and friends.
- 14 20% off** your first purchase with Ezemail. Contact kath@ezemail.com 0208 338 8386.



STAND COSTS

Stands are ordered on line and the cost includes all of the benefits detailed above as well as:

- Shell scheme
- Lighting
- Name board

The stand costs **exclude** power and wifi.

The following prices are **per square metre**, the smallest stand available is 2mx2m (4 square metres) and is subject to availability.



ORGANISATION SIZE	1-3 EMPLOYEES	4-15 EMPLOYEES	16+ EMPLOYEES
Final booking date – 9th April 2009	£145	£220	£375
Early bird booking prices (Book before)			
26th March 09	£140	£210	£360
12th March 09	£135	£200	£345
26th February 09	£130	£190	£330
12th February 09	£125	£180	£315
29th January 09	£120	£170	£300
15th January 09	£115	£160	£285
1st January 09	£110	£150	£270
18th December 08	£105	£140	£255
4th December 08	£100	£130	£240
20th November 08	£95	£120	£225
6th November 08	£90	£110	£210

Please click [here](#) to book your stand

Terms of stand booking

Exhibitors must pay the invoice within 14 days of booking. Exhibitors who fail to pay the invoice within 14 days will be liable to pay the higher price and may lose their chosen stand.

“ In terms of networking it was phenomenal! ”



HOW TO BOOK YOUR STAND

Companies who are keen to have a presence at UK AWARE should visit the exhibitors area of our website by clicking [here](#).



SPONSORSHIP OPPORTUNITIES

If you are keen to enhance your stand presence at UK AWARE or to explore alternatives to exhibiting, event sponsorship opportunities include:

- Main Event Sponsor
- The UK AWARE pull-out supplement in The Independent
- Speaker's Corner, themed sectors of the show (ie fashion and beauty, transport, diet, lifestyle, fair trade and greening your home)
- Symposium Area, symposiums content, fashion show, tickets, Green Screen Cinema, banners, Morsbags visitor bags area

To request further information on these opportunities, or if you have any sponsorship suggestions, please contact sponsor@ukaware.com

GENERAL CONTACT DETAILS

Please feel free to contact us at exhibitor@ukaware.com or by phone on 020 8842 7500.
Danny, Jodie and the UK AWARE team.

