

PRESS RELEASE

Issued: 28 February 2011

For Immediate Release



office* show set to expand for 2011!

Following the significant success of the inaugural office* show held at London's Earls Court in September last year, organiser Diversified Business Communications UK has announced that its 2011 event for PAs, EAs and Office Managers will feature an even greater selection of products and services from business-to-business suppliers.

The essential event of 2010 for the PA community, office* combines a comprehensive training and development conference with a major trade exhibition. It provides an unparalleled opportunity for leading office suppliers to interact directly with key buyers and decision makers from some of the UK's biggest organisations. Last year's event attracted more than 3000 attendees, including top level PAs from Microsoft Corporation, Nokia UK, Warner Bros, Arcadia Group, British Airways, NHS, BBC, Shell, Barclays, Sodexo, American Express, DAS Europe Ltd, Lloyds TSB, BSkyB, Sainsbury's, Motorola, Unilever UK, Goldman Sachs, Allied Bakeries, Marks & Spencer, Avon Cosmetics, HSBC, Xerox, BP International, Virgin Media Business, Google, Sony, Vodafone and more.

With seven months still to go, the show is already 60% sold. While this is largely due to the enthusiastic return of many big name brands – including Brother UK, Fujitsu, Finnair, House of Fraser, Fortnum & Mason, Hays Specialist Recruitment, lovetheatre.com, Mitsubishi Pencil Co UK, RTG Radio Taxis Group, London Translations Ltd, Snopake, eCourier.co.uk, Tay Associates – a wealth of first time exhibitors will also be in attendance. These include recruitment specialists Parker Wells, Tate and Recruitment Genius, travel and event management company Life In Motion, DURABLE (UK), Not Just Stationery, Total Transportation, Malmaison & Hotel Du Vin, Executive Office Group, St Ermins Hotel, VenueDirectory.com, the UK's leading online promotional gift supplier The Branding Team, T3L Group – manufacturer of Tarifold and 3L Office Products, and the green 'global-friendly' Global Office Supplies.

Ali Mead, Event Manager of office*, says: "These are tremendous additions to our exhibitor list and a fantastic demonstration of the breadth of appeal that office* has to those companies that provide products and services to the PA community."

"office* has already proved to be an exciting and important industry event and we are delighted to be involved again this year. We received lots of positive feedback from exhibiting in 2010 and look forward to meeting lots more interesting people in September," says John Dove, Business Incentives Manager at House of Fraser.

New exhibitors The Westminster Collection also recognise the importance that office* presents for reaching the influential PA and office manager market. The company's CEO, René Dee, comments: "It's a show that we know we must attend this year. With over 50 primary venues in Westminster that can offer the secretary and PA real choice when looking to place their event, whatever that may be, our 'One-Stop-Shop' Collection makes it so much easier for them to understand what we offer. It's our first showing at office* and we're very much looking forward to being a part of it."

In total, over 175 exhibitors – including many instantly-recognisable global names, will showcase a fantastic range of innovative new products, technologies and services to over 6000 of the UK's top office professionals. The show is supported by The Institute of Professional Administrators (IPA), The Association of Personal Assistants (APA), European Management Assistants (EUMA), SecsintheCity, PA-assist.com, The PA Club, Reed Learning, Hemsley Fraser, Jeans For Genes, Executary News, Executive PA Magazine, The Business Travel Magazine, Business Info, Buying Business Travel, Ole and Metro.

office* 2011 will return to Earls Court, London, on 15-16 September 2011. For further information, please visit www.officeshow.co.uk.

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Notes:

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office*, Diversified UK also organises lunch!, Natural & Organic Products Europe, camexpo, and the Independent Health Store Conference. The company publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.