

PRESS RELEASE

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For Immediate Release

office* 2010 Exhibitor Show Highlights

office*, taking place on 21-22 September 2010 at London's Earls Court, will feature over 130 exhibitors – including many of the UK's biggest business-to-business suppliers. From new product launches to brand innovations and technological developments – the following is just a taste of what show press and visiting buyers can expect to see at the UK's only dedicated exhibition and conference for PAs, EAs and Office Managers.

pa-assist.com, the №.1 website for office professionals, will be launching its new LinkedIn discussion group as part of a range of new services and resources designed to assist PAs, EAs, secretaries, administrators and other office professionals in their work. The discussion group is designed to encourage users to network, share problems and exchange ideas. Launched in 2000, pa-assist.com has over 8000 members and expects to attract at least 1000 new members at office* (stand 4018).

With over 100 years of heritage and a whole host of cutting-edge and classic gift ideas, **Harrods Corporate Service** makes light work of corporate gift giving. On show at office*(stand 1006) will be the new luxurious hamper and gift box range for 2010, including exclusive offerings from Daylesford Organic, and Mungo and Maud, that will delight clients, employees and friends around the world. Inspiring business gift ideas will be on display to suit all budgets and briefs from the 330 departments across the world famous department store. Harrods Corporate Service will also be offering visitors the chance to win a £1,000 shopping spree at Harrods.

Leading stationery firm **Mitsubishi Pencil Co. UK** will bring the circus to life at office* as a colourful cast of characters unveil a new addition to their Jetstream brand – the Jetstream 101. Set to become a staple within the office desk drawer, the Jetstream 101 is sure to become a firm favourite with its low cost, smooth writing and quick drying qualities. Visitors who leave their contact details in the ringmaster's top hat, on stand 5018, at the show will be eligible to pick up a free sample of the Jetstream. They'll also be entered into a prize draw to win either a 16GB Apple iPad, a premier office lunch, or a uni-ball professional gift pack. Stuart Barker, Marketing

Manager at Mitsubishi Pencil Co., says: “Everyone can relate to the office circus whether they know a fire breathing boss or a PA who can juggle a hundred and one things. It’s these individuals who champion our range of writing instruments and we very much look forward to meeting up with them at office*.”

AF International, the specialists in PC, workstation, office equipment and multimedia cleaning products will be exhibiting their full portfolio of cleaning and maintenance products, with a focus on the environment. AF (stand 2014) will also introduce a distinctive range of home entertainment cleaning solutions, such as for consoles and portable gaming devices, with the newly-launched ‘game range’. Featured in the ‘game range’ are products for cleaning hand held controllers and accessories, like steering wheels, nunchunks and microphones, as well as the actual entertainment unit whether it’s static or mobile. Also cables, TV remotes and screens are covered, providing a fun environment that’s safe and clean.

CompareHospitality.com – the new solution for taking care of corporate hospitality challenges the fast, efficient and reliable way, will be launching at office* (stand 3002). CompareHospitality.com aims to revolutionise corporate hospitality, by providing total transparency and full product knowledge, reducing the risk of decision making, and shifting the power to you. With an easy-to-search database of official supplier packages, with no hidden costs, next time you are asked to find the perfect package – fast – think CompareHospitality.com.

Priority Management (stand 5013) have a brand new version of their leading productivity and workload management training programme ‘Working Smart with Microsoft Outlook 2010’ on show at office*. Executive Assistants and PAs, like all employees in this economic climate, are busier, more stressed and under more pressure to perform than ever before. Its training programmes help people manage high volumes of email quickly, prioritise tasks and get more done than ever before. Priority Management is an international training company that has specialised in productivity and workload management training for 30 years. It offers unique training and coaching solutions to enhance personal and team effectiveness and productivity.

Brother UK will be showcasing all its latest printers, multifunctions and labelling solutions at office*, including iPrint&Scan – the world’s first iPhone app that allows users to scan to, and print from, their mobile phones. They’ve also just become the first vendor of a multifunction

device to offer ISIS (Image and Scanner Interface Specification) scanner drivers on their machines. To be in with a chance of winning one of Brother UK's innovative printers, visit stand 1014 on 21-22 September 2010.

Thinking Space System (stand 3013) will present two new additions to their Novus range of office working solutions at office* – the new dual LiftTec Arm, a gas pressure spring mount that enables the height of two monitors to be infinitely adjusted with just two fingers, plus 20 new MoreSpace Sets; providing ultimate combinations within the range. Introducing ergonomics and efficiency to workstations, Thinking Space System's modular-related products optimise the use of space on any desk. The range includes universal support arms for flat-screens, telephones, notebooks, display pockets and dividing screens.

Castalia Coaching & Training will be releasing their very first set of training DVDs specifically aimed at PAs. This innovative new way of training PAs offers a cost effective solution for all of the PAs in an organisation to train together, without needing to leave the office. 'The Secrets of Top Performing PAs' is a 3-disc box set, with over two hours of highly-focused training, designed and delivered by Susie Barron-Stubley – one of the industry's leading international trainers. Castalia are offering all visitors to office* (stand 5012) a special discount of £150 for a limited period only. Susie Barron-Stubley will be hosting a seminar session on 'The Corporate Ambassador' at 4pm in office* Theatre 1 on both days of the show.

Friday 1 October is **Jeans for Genes** Day, when office workers across the UK will be donating £2 each to ditch their suits, wear jeans and help raise money for children with genetic disorders. As the official charity partner of office* (stand 5010), all office* attendees who take part in Jeans for Genes Day 2010 will be entered into a free prize draw to win a Wearittowork.co.uk lunch hour styling workshop for their company, plus the opportunity to win an entire Wearittowork.co.uk outfit for themselves.

Kapture ideas with **Nobo's** new digital flipchart at office* (stand 4031). Nobo Kapture® state-of-the-art digital flipchart has been winning plaudits and awards all round the world since its launch earlier this year and is already revolutionising the way businesses are holding meetings and presentations. Nobo Kapture® means no more note taking, photocopying or printed hand outs, and colleagues working remotely can be involved. All material produced on the Nobo Kapture® digital flipchart using digital maker pens can be captured via the Bluetooth® enabled

USB receiver, edited and shared immediately over the internet. Nobo Kapture® is plug and play and doesn't require IT support.

Easyflip's brand new software 'Take It Easy' allows you to create online catalogues from your printed PDFs quite simply, at the click of a button! This introductory software is completely free for visitors to the office* show to use (stand 2010). The Easyflip team will spend 5 minutes running through the software, after which each visitor is free to create as many online catalogues as they like in their own time. And, if free online catalogues isn't enough, everybody who creates a book before the end of 2010 will automatically be entered into a competition to win an all expenses paid Spa day!

London Translations (stand 4045) will be showcasing its new telephone service – LanguageBridge™, which allows you to speak to anyone in their own language without you having to. LanguageBridge™ is an on-demand telephone interpreting service that connects both you and your client to fully-qualified telephone interpreters covering over 170 languages in just minutes. No pre-booking is required and the service is accessible 24/7 from any telephone (landline or mobile) in the world.

You have seen it on the Tube and the trains, heard about it on the radio and seen it in the papers, now see the T6 demonstrated live at office*! **T6 Water** (stand 1024) will also be giving attendees the opportunity to win this beautiful, unique, and effortlessly easy, mains-connected T6 water dispenser. The T6 is a ground breaking water dispenser for offices. It combines a number of appliances into one small compact and stylish design. Saving time, space, money, and the Planet by providing boiling and chilled water instantly, the T6 removes the need for a kettle and bottled water.

Publisher **UoLearn** specialises in books that are easy to read and full of exercises to help people develop their skills. Their latest range of books aimed at PAs and administrators – 'Successful Minute Taking – Meeting the Challenge' by Heather Baker, will be launched at office* 2010. Heather Baker, whose previous work includes 'Speed Writing, the 21st Century Alternative to Shorthand' (a top 5 Amazon bestseller), will be doing a book signing at 2.45-3.15pm on both days of the show. UoLearn will give away free books to the first 20 people to come along to their stand (No 4005) during the signing.

Why pay for conference calls when you really don't need to? **03TALK** (stand 3029B) will be inviting office* attendees to create a free, permanent conference room at 03TALK and pay no more! By operating its service on a 03 number – rather than a special rate 08 number – 03TALK is able to offer a like-for-like conference service at a fraction of the prevailing market price. At 03TALK conference rooms can be instantly generated at no cost with one click on their website, there is no need to register, log-in or even provide an email address. Premium services with advanced features such as conference recording are also available.

The Co-operative Travel Management (stand 4004) take great care to meet the needs of every client – and give the kind of service that's more than skin deep. That's why they are giving visitors to office* the chance to win a free consultation and treatment package at a top specialist medical and beauty clinic. With the launch of its new Groups and Conferences department, they are going even further to provide a total travel management service. The first client to make a booking over £5K at office* on 21-22 September wins this superb prize.

New company **Pearfect Solutions** (stand 5017) understands that no two clients are the same and that conferences held in bland corporate places really will not do! There is no point waking up and not knowing whether you are in Manchester or Majorca. Clients want imaginatively designed hotels and venues, where everything is a proclamation of excellence. The good news is that the Pearfect Solutions team are inventive, talented and imaginative, and will ensure a really special event is realised for you.

What would you do if you could create a spare hour every day? Manage your email more effectively and that time could be yours. Research for Dr Monica Seeley's new book 'Brilliant Email' reveals that we waste up to an hour a day through ineffective and inappropriate use of email (ie overusing cc'd email or emailing when a conversation or instant message would be more effective). In her seminar session on 'Smart Email Management' at office* 2010, Dr Seeley, founder of **Mesmo Consultancy**, will draw on extracts from 'Brilliant Email' to illustrate how to save time dealing with your inbox. office* visitors will be able to pre-order copies of 'Brilliant Email' (out in November 2010) at a 30% discount (stand 5024). Mesmo Consultancy provides workshops, one-to-one coaching, mentoring and consultancy to individuals and organisations about using and managing email more effectively to improve productivity.

Snopake (stand 3004) will be introducing its new oxo-biodegradable filing and presentation range – Bio2 – designed to safeguard natural resources for the next generation. A privately-owned British company based in West London, each of its leading brands – Snopake, Swordfish and Platignum – focuses on key sections of the stationery, office products and business machines market. By constantly striving to bring high quality, innovative products to the market, Snopake offers its customers the perfect solution whether for office, home or school use.

New GermSAFE filing helps to keep your office healthy! **Tollit & Harvey** (stand 4033) will be offering a free sample of their new GermSAFE range of filing products, which have been created specifically to help prevent the spread of nasty bacteria around offices. GermSAFE is made from 100% certified blue angel recycled manila incorporating BioCote® antimicrobial technology. Based on silver ions BioCote® helps prevent the spread of bacteria (eg MRSA, E.Coli, Listeria and Salmonella) where files are shared, thereby reducing the risk of cross contamination. With Forever, Europa and Guildhall samples too, Tollit & Harvey have all of your filing needs sorted!

Launching just the day before office* on 20 September 2010, **Hotel Verta** (stand 5002) is situated at London's Vertical Gateway, The London Heliport, Battersea. Effortlessly glamorous and unashamed of flaunting it, from its cutting edge technology to the good old fashioned high standard of service, Hotel Verta has it all. Boasting 70 bedrooms, including 4 suites with infinity baths overlooking the Thames, Hotel Verta has managed to capture the essence of the Jazz age spirit that defined the golden age of aviation. Visiting the hotel is like watching a classic film on the latest technology. It's the best of all worlds – timeless. There is a two level subterranean Spa, with vitality suite, fitness room, vitality pool and thermal room, a restaurant called Patrisey, which raises the bar with traditional British and European cuisine, and a Champagne and cocktail bar called Vertilon cantilevering over the Thames. The 7 meeting rooms and Rooftop Event Space are available for between 10-200 delegates, with natural daylight and panoramic views of The Thames and the London Heliport. In a word, (well three) above and beyond.

Like the excitement of office sweepstakes, but hate the hassle of organising them? **Betable** (stand 4003) is introducing an innovative new sweepstakes product that is the easiest way to organise weekly office bets. Betable can help make the work week more exciting through social betting, letting you and your co-workers compete in fun new ways. To amplify the excitement,

Betable allows seamless sharing via Facebook and Twitter, and in-bet commenting and messaging.

Wilkhahn has devoted decades to developing office chairs that encourage our natural desire to keep our bodies moving and healthy. Chairs that are exceptional for their ease of use and superb design. Wilkhahn's credo for healthy seating is to inspire but not tire. So, after five years' development, ON sets a new milestone for office chairs. ON is a fluid combination of natural, three-dimensional movement and relaxation that rouses both mind and body. Experience the ON sensation at stand 3006!

Stand 1001 at office* will be transformed into a miniature après ski cabin as Quantum Leap Events offer visitors a sneak preview of their London Christmas party theme – 'Off Piste'. Quantum Leap Events will entice potential party planners with the likes of fondue dips, carved hams, fresh canapé and cocktail mixologists. Covent Garden based, Quantum Leap Events have been designing and managing Christmas parties since 1991, entertaining over 1.2 million guests all over the UK. An impressive portfolio of Christmas party locations include London (Battersea Evolution), St Albans (Willows Farm) and Milton Keynes (National Bowl).

HRS – Hotel Reservation Service is a leading hotel bookings specialist whose free service enables real time access to the largest portfolio of online bookable hotels, with a best-price guarantee (stand 2011). HRS's simple, centralised, self service solution offers travellers choice, independence and value. The portal is entirely customisable and provides organisations with an intuitive interface for booking by any individual, whether in the office or on the move. Experiencing it transforms the way organisations think about the self-service booking model and results in reduced hotel expenditure and improved booking efficiency for the business. Jon West, Commercial Director for HRS.com UK and Ireland, will be discussing the corporate benefits of using HRS.com in his free Keynote session 'Hotels? Really Simple' taking place at office* at 4pm on Wednesday 22 September.

Unique Venues of London (UVL) will be showcasing its exclusive collection of some of London's most unusual and diverse events spaces at office*. Its 69 venues span over a millennium and include a range of iconic spaces and hidden gems from Tower Bridge, Tate Modern, the Foundling Museum and London Dungeons. This year at office* (stand 4013), UVL will be giving away desktop calendars for 2011, which includes some of the capital's most famous events,

exhibitions and festivals, helping planners to avoid or utilise key dates when organising their own events each month.

Crone Corkill is the leading provider of PAs, executive assistants and business support people in London. With over 30 years' experience, they can offer some of the most impressive permanent, temporary and contract jobs around. Visitors to office* (stand 2017) could be in with a chance to win two tickets to the exclusive NSPCC PAmper event in December! At PAmper, you and a friend could enjoy a dazzling champagne reception, sumptuous meal and luxurious pampering sessions with the compliments of Crone Corkill. There are lots of prizes to be won too!

Whilst most of the **TheOfficeSuppliesSupermarket.com** team will be manning the stand (No 2010), visitors to office* should be sure to look out for the Supermarket mascot who'll be handing out freebies near the Earls Court entrance. In addition to getting voucher codes giving them 10% off their next office supplies order, visitors can also take their pick from a shopping trolley full of office product freebies, from pens and staplers to the latest innovation in filing! To enter the free prize draw to win one of four Fellowes laminating machines and a water cooler (which will be delivered to the winner's office), simply leave your details on the stand and a lucky winner will be drawn each morning and each afternoon of the show.

Urban Champagne (stand 5004) provides a distinctive and dependable gift service for special occasions and corporate clients. With its elegant gift bags and impressive same day delivery service, they take pride in their fresh, unique and stylish brand. London-based, Urban Champagne has a team of individuals who are more than familiar with the stresses of city life. Their focus is to ensure that you can purchase top quality, competitive champagne gifts as quickly and as easily as possible.

Choosing a supplier for your everyday essentials can be a tricky exercise. With office technology advancing all the time, it's important to pick a supplies partner you can rely on. **Ricoh Supplies** (stand 1004) is one of the largest office products and printer consumable suppliers within the UK. Offering award-winning services and customer care, Ricoh Supplies are a trusted source of office supplies to organisations of all sizes. At office* 2010, they will be exhibiting environmentally-friendly laser toner cartridges featuring HP CP3525, along with Jet Tec Inkjet cartridges, and specialised VeloBinder – the leading document binding system.

Elba are one of the UK's largest manufacturers of filing, office stationery and back to school products for the commercial and home office market sectors, with the emphasis on added value and unique features. The highlight of their stand at office* (№ 3026) will be Elba Print, a free online personalisation service that allows end users to personalise their filing products for free. The product highlight will be the Polyvision Maxi Binder, where the binder can be fully personalised with the use of Elba Print.

Hemsley Fraser Group will be running seminars throughout both days at office* in their own dedicated training theatre. Sessions covered include 'Personal Impact Through Body Language', 'Influencing and Negotiating for Success', 'Managing Difficult Situations', 'Being the Best You Can Be' and 'Top Project Management Tips'. Hemsley Fraser (stand 2030) offer over 250 training courses, which are available as scheduled events throughout the UK or as in-company events tailored to each individual organisation's needs. All training courses are relevant, highly engaging, interactive and, above all, enjoyable.

The Really Useful Group (stand 1000) offers exclusive VIP Theatre Packages. Treat your clients to a show from the best theatre seats, indulge in vintage Champagne and fabulous canapés, be served by traditional red coated butlers, and have a chef create an amazing dining experience, cooked and served right in front of your very eyes in the opulent 'Royal Retiring Rooms'. When catering for these experiences, The Really Useful Group source only the finest, carefully selected ingredients and match them with exquisite vintage wines. They are also able to offer personalised show mementos, signed show programmes, and behind the scenes tours – giving you the chance to tread the boards of a London stage!

Calling all flower lovers... If you can't resist gorgeous flowers and cutting edge design, make a beeline for **Hayford & Rhodes** at office* (stand 5026) where you can indulge all your senses! Discover why Vogue Magazine named Hayford & Rhodes the 'must have' London florist and what hot trends they predict for 2011. Browse the stunning collection of corporate vase displays and bouquets together with show-stopping event designs. Transform your office with all the latest designer looks and impress your colleagues with your fabulous taste in flowers. Hayford & Rhodes will also be offering office* visitors the chance to take part in a prize draw to win £500 worth of gifts.

Largely through reputation and recommendation, **Tay Associates** (stand 3027B) is fast becoming the agency of choice for an increasing number of media and creative organisations; to which they supply support staff including receptionists, administrators, PAs, EAs and office managers. Tay's Media and Creative Division has recently expanded to include experienced consultants with relevant industry experience, which is proving invaluable in understanding the specific needs of their clients and candidates. Confirm your faith in the value of a great recruitment consultant by speaking to Tay at office* on 21-22 September.

It feels good to get a certificate on the wall and letters after your name, but the Professional PA qualification from **Reed Learning** (stand 4019) offers you much more than that. In a recent survey of 250 PAs, 87% saw a range of new skills as being ever more crucial in their role – organising events, managing projects, recruiting and dealing with finance are all increasingly part of a PA's to-do list. The Professional PA Certificate is a qualification that recognises the skills you need, and gives you the benefits of membership of the Institute of Professional Administrators. "This qualification has really boosted my confidence in taking on extra responsibility. Becoming a member of the IPA is a real highlight. I am looking forward to networking with professional colleagues. It feels good to have a professional qualification and letters that I can use after my name," says Carol Reeves (MIPA), Skills for Care.

Corporate Traveller (stand 3014), the specialist travel company for SME businesses, has seen its rewards scheme for travel bookers go from strength to strength since its launch in March this year. Secretaries, PAs and office managers who join CT Loyalty can earn rewards in the shape of shopping vouchers, top-brand perfumes and electronic gadgets every time they make a booking with Corporate Traveller. Around 700 members have already signed up to CT Loyalty, the only programme of its kind in the corporate travel business. Corporate Traveller has also won £50 million in new business over the last six months including the corporate travel account for Dyson.

Clarendon Serviced Apartments are a London serviced apartment specialist with a portfolio of executive standard serviced apartments across London. Clarendon is highly accustomed to working with corporates whose temporary accommodation needs range from 1 week up to a month or more, and provides PAs, office managers and HR, as well as preferred booking partners, a cost effective alternative to London hotels. See how Clarendon can add value to your company's travel program at stand 4016.

CPD plc is the UK's largest independent distributor of janitorial and cleaning products. They work very closely with all of the leading manufacturers from the Janitorial market, such as Proctor and Gamble, SCA and Ecover. CPD are also able to offer their customers fantastic pricing and quality, with its own brand of Maxima and Maxima Green paper disposables and chemicals, plus Latis water products (stand 5029).

Alexandra Palace (stand 4020) is the iconic venue in North London, which offers you everything you need for your events, with the best panoramic views of London. The Peoples' Palace has great transport links – it is 15 minutes' from Moorgate to Alexandra Palace station. It is also very easy to get to by car being just off of the M1 and M25, and has 1500 complimentary parking spaces. Ally Pally can provide everything you need – from a meeting for 2 people to a banquet of 7000, an AGM to a team away day, a product launch to a training conference, of any size. The venue has 9 different-sized spaces that all interlink with different themes and styles.

House of Fraser (stand 3018) offer the perfect Christmas gifts for staff and customers alike. House of Fraser gift cards and vouchers can be spent in any one of 61 stores across the UK and online at www.houseoffraser.co.uk. Gift cards can be loaded remotely with any value up to £1,000, and are available in a range of denominations – both sterling and euro. Your staff and customers will have the choice to spend on fantastic prestige brands across fashion, beauty, technology, home and travel. Alternatively, consider the House of Fraser's pure indulgence days, which include personal shopping, beauty treatments and more.

The Spires – Serviced Suites offer space, style and comfort in Aberdeen, Birmingham and Glasgow. A modern alternative to traditional hotels, all apartments are centrally located and have on-site receptions, benefit from good transport links, leisure facilities and shopping nearby. Whether staying for one night, one week, or longer, guests appreciate all the additional space, privacy, comfort and freedom of The Spires – Serviced Suites (stand 5003). Directors' Suites are complemented by a private office complete with office furniture, USB printer, free internet access and stationery. The Spires – Serviced Suites will also be offering show visitors the chance to win one of their weekend breaks.

Radio Taxis Group is one of the UK's leading ground transport providers. It services the whole spectrum of commerce and industry, not only through its cars and taxis in London but also

nationally and internationally with added value services such as couriers, executive shuttle buses, coaches and ground transport management services. Radio Taxis Group places great importance on safety, quality, reliability and service, and have recently introduced some innovative new pricing models (stand 1016).

Finnair is one of the world's oldest operating airlines focusing on transporting passengers between Europe and Asia, via Helsinki. The favourable geographical location of Helsinki airport combined with rapid transfer times enable a unique, smooth and fast travel experience when travelling to the Asian markets. Finnair passengers can enjoy new facilities such as flat beds in business class along with a Via Spa/Via Lounge when flying via Helsinki to Asia, representing quality and value with a creative modern service offering. Visit stand 3031 to discuss how Finnair can help you and your company in line with Corporate Travel requirements moving forward.

office* is free to attend for pre-registered visitors (£20 on the door). Lively conference sessions will run alongside the central exhibition on both days of the show, with 50 seminars and master classes, plus 9 free keynotes, being held across 6 dedicated theatres. Seminars are £89 for three 1-hour sessions or £39 per 1-hour session, and can be viewed, and booked in advance online, at www.officeshow.co.uk.

For further information, please visit www.officeshow.co.uk.

ENDS

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Notes:

- office* is the brand new event for 2010 that focuses on bringing Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.

VISTOR INFORMATION:

Admission: Free to pre-registered visitors, £20 on-the-door

Location: Brompton Hall, Earls Court, London SW5 9TA

Opening hours: Tuesday 21 September 2010, 9.30-6.00

Wednesday 22 September 2010, 9.30–17.30

Website: www.officeshow.co.uk

- 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.