

## **PRESS RELEASE**

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For Immediate Release

### **More big name exhibitors announced for new office\* show**

Harrods Corporate Service, Diageo Reserve, and Andrew Lloyd Webber's The Really Useful Theatre Group have all confirmed their presence at office\*, the dedicated new exhibition and conference for PAs, EAs and Office Managers, taking place on 21-22 September at Earls Court, London.

Other exhibitors confirmed this week include Heathrow Express, Quantum Leap Events, Tana Water – one of the world's most advanced developers and manufacturers of point of use water dispensers, TLCS Global Visa Services, Co-op Travel Management, computer training company Priority Management, The Spires – Serviced Suites, Hays Specialist Recruitment, and PBT International – global manufacturer of quality printer supplies.

Ali Mead, Event Manager of office\*, said: "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."

"Harrods Corporate Service is delighted to be showcasing our stunning range of business gifts at office\*. It is a great opportunity for us to build awareness of our year round, complimentary business gift solution service," says Tracy Finn, Head of Harrods Corporate Service.

Fellow exhibitors Diageo Reserve also recognise the importance that the new office\* show presents for reaching the key PA and office manager market – comprising of some of the most influential incentive and gift purchasers in the UK today.

The company's General Manager, Olga Martinez Garcia, commented: "Diageo Reserve is a luxury drinks company whose brands include Johnnie Walker Blue Label, Cîroc, Tanqueray No. TEN, Don Julio, Ketel One and Zacapa, and we are very excited to be an exhibitor at office\*. It is a fantastic opportunity for us to showcase our luxurious corporate gifting options (which are ideal for birthdays, leaving presents, retirements and wedding gifts) to those that really matter...the PAs!"

office\* pre-registered attendees include top-level PAs from some of the UK's biggest organisations, including many government departments and educational establishments, plus the NHS, BBC, Shell, AEGON, Barclays, Sodexo, Air France KLM, Westminster Abbey, NFU Mutual, American Express, Walt Disney, DAS Europe Ltd, Argos Limited, Lloyds TSB, BSkyB, Australian High Commission, Sainsbury's, Motorola Limited, Bank of New York Mellon, Unilever UK, Goldman Sachs International, Allied Bakeries, Scottish Football Association, Liberty, Marks & Spencer, Microsoft Corporation, Nokia UK Ltd, The Royal British Legion, Ernst & Young, Avon Cosmetics, HSBC Private Bank (UK) Ltd, Ladbrokes plc, Xerox, BP International and more.

office\* is free to attend for pre-registered visitors, which also includes entry to the Keynote stage where motivational speakers Karren Brady, Judi James, and other leading personalities, will be in action. Standing alongside the show's office\*'s central exhibition is a comprehensive training and development programme. Seminars and master classes are £89 for three 1-hour sessions or £39 per 1-hour session. For further information, please visit [www.officeshow.co.uk](http://www.officeshow.co.uk).

### ENDS ###

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### **Notes to Editor:**

- 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](http://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.