

PRESS RELEASE

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For Immediate Release

Inaugural office* show is a big hit!

London's Earls Court was buzzing with excitement over 21-22 September as the first ever office* show opened its doors to thousands of the UK's PAs, EAs, office managers and senior administrative staff. Hailed a resounding success by visitors and exhibitors alike, the event combined a 59-session strong training and development conference with a major trade exhibition featuring nearly 150 leading business-to-business suppliers.

Carsten Holm, Managing Director of the show's organiser Diversified Business Communications UK, commented on the launch: "I have been in trade shows for nearly 25 years but never have I been involved with a new launch which has been as successful as office*.

"Over 3,000 people attended the event over the two days, but it was not so much the numbers but rather the quality of the visitors which impressed our exhibitors. As a result, an incredible 50% of exhibitors have already rebooked for next year's show. Above all, what made office* such a success, was the incredible support we have had from exhibitors and all the leading associations and publications.

"We are all very excited by the success of the launch and I am extremely proud that we have been able to deliver a top quality event, which really meets the needs of this important community. Based on the success of this year's launch event and the feedback, I don't think it is too ambitious to expect the attendance to double next year."

The feedback received so far has been overwhelmingly positive, with many visitors commenting on the incredible choice of products and technologies, plus fantastic seminars on offer. Whilst the show's exhibitors were equally delighted by the quality of key buyers and decision makers they were able to meet over the two days.

Deborah Findlay from Office Depot® hailed the show's Office Depot Vendor Village a huge success, commenting: "We have had an excellent show and have been thoroughly impressed with the quality of delegates and effort put into the show by Diversified."

"As a debut show, office* attracted a good number of quality visitors. The overall presentation and look of the exhibition was smart as well as colourful. We look forward to seeing the results on our investment in time for this coming Christmas season," says Tracy Finn, Head of Harrods Corporate Service.

"office* 2010 has been the perfect environment for Mitsubishi Pencil Company to engage with a key group of users receptive to our products. In my opinion, it is the best way for us to meet face to face with users and decision makers and showcase our latest uni Jetstream rollerball pen," says Stuart Barker, the organisation's UK Marketing Manager.

"We were impressed with the quality of the office* show. The atmosphere was positive, vibrant and buzzing. Our clients who visited said that they felt the exhibition and seminars had made the day out of the office well worthwhile. We have been overwhelmed with the level of interest in our new training DVDs and resources on the subjects of Minute Taking and Chairing Meetings," says Kay Buckby, Director of The Development Company.

"I would highly recommend office*. The calibre of visitors has been superb and we have made lots of great new contacts!" says Amy Rhodes from award-winning florist Hayford & Rhodes.

"Workspace design company trifle creative* were delighted to participate in this year's office* show at Earls Court, it gave us an opportunity to speak directly with the people who source companies like ourselves and showcase what impact we can have on their office," says the company's co-founder Sejal Parekh.

"It's been a really good show for us, with exactly the right kind of visitors," says James Chapple from Fortnum & Mason.

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.