



office*

28 FEBRUARY - 1 MARCH 2018, OLYMPIA LONDON

The ultimate event for
**PA's, EA's & Office
Managers**

Sales Brochure 2018

Experience the power of face-to-face marketing



“The amount of exposure we received as an exhibitor was invaluable! Having the opportunity to connect with visitors and other exhibitors has vastly increased our network and has guaranteed us signing again for next year’s event. Bring on Office* 2018!”

Ruth Hughes, Business Operations Manager, Australasian

Meet thousands of corporate buyers at office*

The **office*** show is the UK’s leading and largest event aimed at meeting the needs of the contemporary office professional.

office* attracts PAs, EAs, VAs and office professionals ranging from large FTSE organisations to smaller businesses, who are responsible for purchasing products and services required for any office.

With increasingly demanding and ever evolving roles, executive support staff are key decision makers responsible for significant budgets across a broad range of functions.





Why exhibit?

office* features a broad range of industry suppliers, if your target audience includes PAs, EAs, VAs, Office Managers, Facilities Managers, Senior Secretaries and Training Managers, **office*** is the single most important business opportunity for you in 2018.

The 2017 edition of **office*** attracted **5,520** unique visitors

Exhibiting gives you direct access to visitors who attend **office*** to source new products and services and find out about the latest workplace solutions.

Exhibitors include but are not limited to:

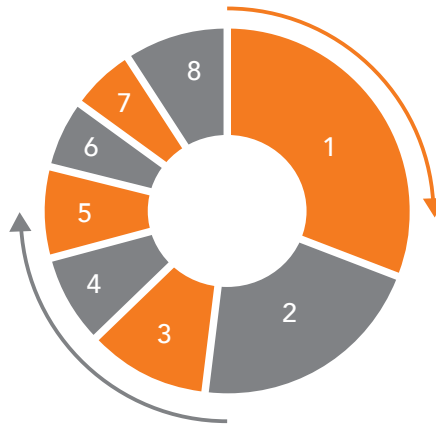
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Office Equipment | 
Stationery | 
Office Furniture | 
Office Service Providers |
| 
Business Travel | 
Venues | 
Corporate Hospitality | 
Health & Safety |
| 
Workplace Technology | 
Personal Development | 
Promotional Merchandise | 
Facilities Management |

The 2018 event is set to co-locate with International Confex and the Event Production Show at Olympia, London from 28th February - 1st March.

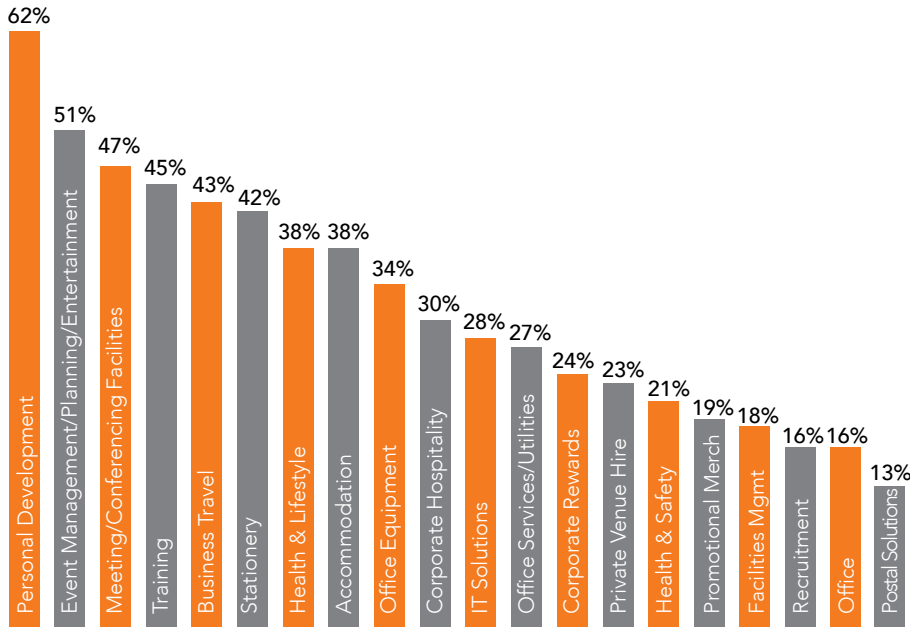


Visitor Profile

1	PA	31%
2	EA	21%
3	Office Manager	11%
4	VA	8%
5	Sales & Marketing	8%
6	Administrator	6%
7	Event Organiser	6%
8	Other	9%

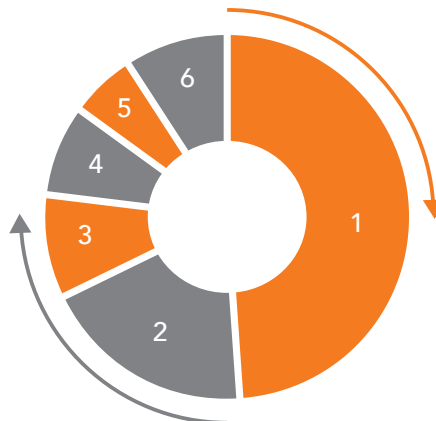


Product & Services of Interest



Company Function

1	Corporate	49%
2	Public Sector	19%
3	Charity or Not for profit	9%
4	Agency	8%
5	Event Organiser	6%
6	Other	9%



5hrs
32 mins
is the average time
spent at the show

£ 83%
of visitors have
purchasing authority

73%
of visitors stated that
attending office* is
important for their business

81%
of visitors are likely
to return to office*

“ We attended office* and had great success with building new contacts. We immediately re-booked, it was a great success and we really benefited from having a great flow of traffic through Confex and EPS too. Already looking forward to 2018 and what that may bring us.”
Steve Denison, Director,
Great British Speakers

Shell Scheme



Shell scheme stands include wall panels, a fascia name board and carpet. Any extra features such as electrics, wifi and furniture need to be arranged separately with the official contractors.

£460 per m²

Space Only



Space only stands are floor space only (no carpet). You will need to use your own suppliers to arrange construction of your unique stand.

£418 per m²

Exhibitors are offered full support from the event team from the moment they sign up through to when they are onsite.

Marketing – what's included at no extra cost

- Pre-show guidance to aid you in attracting buyers and possible stand sharers
- Online training and tech support
- Exhibitor training
- Listing in the official event guide
- Listing on the official event app

Online tools and promotion

- Access to your personalised online diary
- Access to the meetings planner to make one-to-one appointments with pre-registered buyers before the show
- Use of the exhibitor zone to create a profile on the website where your company is promoted to visitors prior to the show
- An interactive floorplan and exhibitor list for buyers to locate your company/stand and contact you for the duration of the campaign

Sponsorship and partnership opportunities

- Enhance your brand awareness with one of our cost effective sponsorship opportunities
- Increase your exposure before, during or after the event via a 10 month marketing campaign and ensure maximum impact as a result of exhibiting

For more information or to book your stand please contact Imogen Fraser on +44 (0)20 8481 1122 or email to ifraser@mashmedia.net