

Running Successful Events since 2002

Liverpool BA have been organising Business Fairs and Business Exhibitions since 2002 – when we first held our flagship event the Liverpool Business Fair at Liverpool Town Hall.

This proved to be a very popular business occasion and we have gone on to hold many other events across Merseyside and the North West.

Our approach is to try and make the events as interesting and worthwhile as possible for all of our visitors and exhibitors. Visiting our Business Fairs is free and there is always a range of interesting features and lots of networking and business opportunities.



Friendly but Productive Events to Suit All Businesses

With a whole range of features and activities designed to appeal to all sectors, our events attract businesses of all shapes and sizes. Although every event is different, the main features will tend to include -

Business Exhibition showcasing companies from a wide variety of Business Sectors - Hundreds of visitors from all sectors of the Business Community - Programme of Free Business Seminars - Business Information and Advice - Other attractions such as free Marketing Clinics, free Wine Tasting and free Acupressure Massages - Free Event Programme and Business Guide - Free Visitor entry

And because we get such a variety of businesses taking part, we find that this creates a welcoming environment which is professional but not too stuffy.

Reaching out to a Large and Diverse Business Community

As you might expect, as we have expanded our range of events across the region - including Lancashire, Manchester, Cheshire, Wirral and North Wales - the number of companies that we are in regular contact with has also increased. In fact over 10,000 businesses have visited or exhibited at one of our events over the last seven years.

Approximately 10-15% of visitors are new start businesses or individuals looking to set up a business and the majority of visitors (50-70%) come from within a 15-20 mile catchment area of the event venue

Although most of our visitors are from SME businesses (less than 250 employees) we still get 10-15% from companies employing 1000+ people

Business Sectors represented include *Business Services, Professional Services, Construction/Construction Services, Education & Training, Finance and Insurance, Retail & Wholesale, Manufacturing & Engineering, Transport & Distribution and Other Services*

A very wide range of companies and organisations have exhibited at our events over the years with all major sectors having been represented.

We adopt a fairly comprehensive approach to marketing the events which includes some or all of the following (some measures might be used for one event and not another, other activities might be added in as marketing and / or media opportunities present themselves)

Email Broadcasting - we have a database of over 10,000 business contacts that have visited or exhibited at one of our events (basically a fairly "warm" list) and we are in regular contact with them to keep them informed of upcoming events and what is happening at them

Promotional Postcards - we print thousands of promotional postcards and have them distributed through city centre outlets, business centres, industrial estates etc.

Media Supporters - we have had a range of media supporters helping to promote our events through their various media channels (these have included Bay Media, Trinity Mirror NW, Elite Business Magazine and eSeller)

Exhibitors and Sponsors - we encourage exhibitors and sponsors to promote their attendance at the events as widely as possible and provide them with their own pdf version of the promotional postcards which they can use to invite their contacts. We also encourage them to use their social media activities as a way of promoting their involvement and we then cascade any of their posts out through our twitter feeds, on Facebook, LinkedIn etc

Local Partners and Agencies - we work with a number of Chambers of Commerce, business support agencies and other organisations who help to promote the events to their members and clients

Online activities - as well as our own website, we put the events on Eventbrite and we use Twitter, Facebook and LinkedIn on a regular basis

Local Press and Media - we get as much coverage as possible by issuing regular press releases, news items and adverts through local newspapers, magazines and other local media channels

How can you get Involved

Exhibit - Exhibiting at events like these is a great way to raise your company profile and showcase your products & services to a wide range of potential customers, and with prices starting at just £240+VAT this is really cost-effective marketing.

Sponsor - A range of sponsorship opportunities are also available and these provide companies and organisations with a highly visible profile and presence at the Business Fair. Ideal for strengthening brand or product awareness, or for launching or trialling new products, services and projects. If you would like to book a sponsorship package please contact us

Visit - Admission to the events and all of the activities is completely free and if you wish to pre-register for your place(s) you can do so via our eventbrite page or alternatively, simply turn up on the day and hand in your Business Card or fill in a short registration form at the event reception desk

Top 5 Reasons for Exhibiting

- Generate sales leads and make sales
- Network and make new Business contacts
- Identify and recruit new distributors, suppliers or partners
- Create or raise market awareness
- Demonstrate a new product or Service

Exhibiting Options

We want as many different companies as possible to take part as exhibitors at our events. So we don't believe in a one size fits all approach - we recognise that some exhibitors will just have a single pop up banner but others will have much larger displays.

For most companies that are taking part in an exhibition for the first time - or those on a limited or reduced budget, a Pop Up Banner with some promotional literature in one of our budget sized spaces gives them a low cost opportunity to promote their products and services to visitors and other exhibitors.



Other exhibitors needing a larger space can order the amount of space that is most suitable for their particular requirements and many shapes and sizes of display can be accommodated.

Depending on the event, exhibition spaces will either be space only (i.e. simply floorspace) or shell scheme. *Shell Scheme sites are made up of connecting 1m wide panels which are velcro compatible (so posters etc. can be affixed directly) with a fascia at the top which features the stand number and Company Name.*

At events with shell scheme, a range of sizes are available but the most popular tends to be a 3m x 2m space. This provides an exhibition space which is three metres wide and two metres deep, and approximately 2.4 metres high. One advantage with this option is that smaller companies can promote themselves professionally even if they don't have expensive exhibition equipment.

A table and two chairs are included with Shell Scheme packages, and spotlights and power sockets can be ordered as required.



Shell Scheme



Shell Scheme Event



Stand Alone Display

At space only events, a 3m x 2m space also provides an exhibition space which is three metres wide and two metres deep, but simply as floorspace (including table and chairs) which provides a lot of flexibility in terms of the type of display equipment that can be used.

- Exhibition space at the event (with table, chairs and a nameboard) to promote your products and services
- Full business profile (including descriptive listing in the printed Event Programme given out on the day)
- Full business profile (including descriptive listing in the online Event Programme distributed to c. 10,000 contacts)
- Free electronic invitations to send to contacts and clients
- Opportunity to send us a list of email contacts who we can invite to the event on your behalf
- Regular mentions via the event's dedicated Twitter accounts (plus our other Twitter accounts) and the option to submit special offers etc for promotion / retweets

Exhibitor Package Includes

- Additional promotion via #b2bhour #gbhour and other local and regional wide reaching twitter hashtags and accounts
- Opportunity to feature special offers / promotions / attractions you are running on your stand in the pre-event email sent to c.10,000 contacts
- Free listing and additional opportunities to promote special features or offers in the post-event email sent out to c. 10,000 contacts

For more information please Contact Us

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or Visit our Events Website

www.businessfairsuk.com