



Yorkshire Business Market 2011

News Release A

YORKSHIRE BUSINESS MARKET 2011 – another full house expected!

The seventh Business Market organised by Harrogate Chamber of Trade & Commerce looks like being another full house on Monday 9th May at Pavilions of Harrogate, on the Great Yorkshire Showground.

Already over 100 companies have booked space which is well ahead of the same stage last year when a final total of 173 exhibitors filled all the available space. Visitor registrations are also coming in fast on-line, by fax and by post. Entry is free for all business owners and managers but pre-registration is recommended to save delay at check-in. For further details look at the web site www.yorkshirebusinessmarket.org

Harrogate Chamber's Chief Executive Brian Dunsby says he expects a rush of late bookings as they have recently mailed out details to almost 9,000 businesses across North and West Yorkshire and adjoining areas. Brian added that in order to attract the maximum number of visitors, they are also inserting FREE Visitor Entry tickets in over 5,000 copies of the well established Yorkshire Business Insider magazine and a further 8,000 in the new Brand Yorkshire Magazine, ensuring saturation coverage of all businesses in the region.

As the event draws closer an 8 page illustrated supplement featuring all Exhibitors will be published in all editions of the Ackrill Media Group Newspapers across the whole of Harrogate District and the adjoining towns of Wetherby and Tadcaster. This will be followed by a double page spread in the Yorkshire Post. Discounted advertising is offered to exhibitors in both of these supplements. Full details can be obtained from the Chamber Administrator Maggie Hall on 01423 879208 or e-mail info@yorkshirebusinessmarket.org.

The Yorkshire Business Market is a low-cost business-to-business all-day networking event with simple displays of a wide range of products and services available to help for local businesses of all types. There will also be free Business Seminars, free Ask the Experts Clinic, free refreshments all day, free car parking – with free entry for all business owners and managers – but children under 16 yrs are not admitted.

The Yorkshire Business Market will be opened at 11.00am on Monday 9th May by the Worshipful the Mayor of Harrogate, Councillor Bill Hoult who will welcome all exhibitors and visitors and then invite the new Member of Parliament for Harrogate and Knaresborough Andrew Jones MP to speak and formally open the event.

BENEFITS FOR EXHIBITORS:

- Meet many potential new customers in one day
- Build brand awareness amongst other businesses
- Invite your existing customers to come and see you
- Initiate and build relationships with key contacts
- Demonstrate, promote and sell products and services
- Gain from low cost advertising and media coverage
- Launch new products and services for businesses
- Insert your literature in every visitor's "goody" bag
- Raise your business profile – generate sales leads
- Very cost effective – the place to be seen!
- Exhibitors networking breakfast & breakdown bar

BENEFITS FOR VISITORS

- Ideas to improve your own business
- Extend knowledge of key business issues
- See the latest products and services available
- Source many new products and services
- Find alternative suppliers for current needs
- Gain inspiration from other businesses
- Check out your local competitors!
- Informal networking opportunity par excellence
- Renew many existing local business contacts
- FREE Consultation on business ideas or problems
- FREE Seminars – how to improve your business

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News Release – Notes for Editors

ORGANISATION

Now in its seventh year, the Business Market organised by Perlex Associates for Harrogate Chamber has proved to be a highly successful and cost-effective formula for promoting local businesses. It is a one-day business-to-business networking opportunity, supported by simple displays and leaflets. Business owners and managers looking for new ideas, new customers and new suppliers are all welcome,

FEEDBACK FROM 2010 YORKSHIRE BUSINESS MARKET

The initial feedback forms from last year's Exhibitors included the following typical comments – with permission to use them in our Press Releases:

"YBM was a huge success and a brilliant platform for us to raise awareness and network with like-minded local businesses..."
Antony Prince, Managing Director, Extreme Creations

"Now an important part of the marketing strategy for the Yorkshire area – gets better, year by year"
Ross Knapman, Director, Deep Blue Networks

"The event was excellent with what seemed like a lot more exhibitors and visitors to the event. I was definitely kept busy..."
Davinder Pabial, Centre Manager, Evans Easy Space

"Excellent event yet again, for both exhibitors and visitors." **Jenny Purdy, Office Manager, DSC Chartered Accountants**

"YBM is a great setting for us to promote our organisation and what it does. The visitors, suppliers and leads generated from the event were exceptional".
Catherine Carlyle, Marketing Manager, Caltech CRM

"A fantastic opportunity to promote your business to a varied audience" **Barry Dillon, Relationship Manager, Santander**

"Extremely well organised event with a wide variety of exhibitors and good quality attendees. Will certainly be back next year."

Graham Hales, Regional Chair, Institute of Business Consulting

"YBM was a great way to raise the firms profile and make valuable new contacts – we'll be back next year!"

Jo Yeates, Head of Employment Law, Hethertons LLP, York

"A fabulous way to promote and raise the profile of my business" **Grant Ashworth, Director, U-Name It Promotions, Ripon**

"A great place to meet prospective clients, existing clients and talk about joint business opportunities. Fantastic venue, extremely well organised and thought out. An absolute credit to the Chamber and Yorkshire Businesses."

Rachel Couch, Business Development Manager, City Executive Centre, Harrogate

"An excellent, well organised and attended event – a definite must for next year."

Jo Elsy, Area Sales Manager, TLC Business Supplies

"A great event to promote Yorkshire business; a fantastic opportunity to network!"

Rachel Lowe, Business Manager, ActionCOACH

"The organisation of this event is impeccable, so much hard work must go into making it such a success – yet it seems to run so smoothly."

Jackie Snape, Director, Disability Action Yorkshire

"What a great event – the YBM improves year on year. I can't recommend this event highly enough to anyone serious about doing business in the District and beyond."

Carolynn Peace, Marketing Director, Berwins

Thank you for putting on such a great exhibition. The foot traffic was brilliant and really well organised."

Emma Smith, Account Executive, BLM Group Ltd, Grimsby

"From all the exhibitions attended over the last 20 years, including most large trade shows in our industry, I found this show particularly well organised, well informed, excellent parking and loading, professional and very obliging. Obviously well marketed by the visitor numbers."

Tony J. Wainwright, Director, Marketing Together, Chesterfield

"A brilliantly organised event. We had a steady stream of visitors to our Stand". **Damien Handslip, Manager, Paperworks**

"The Jespers OFFICE view the YBM as a premier local networking event and it gives us an ideal platform to meet customers and suppliers old and new in an informal business-friendly forum." **Peter Jesper, Managing Director, The Jespers OFFICE**

YORKSHIRE BUSINESS MARKET 2011 WILL OPEN AT 11.00 ON MONDAY 9th MAY 2011.

FURTHER DETAILS FROM:

Brian L Dunsby, Chief Executive or Maggie Hall, Chamber Administrator –

Tel: 01423 879208 (2 lines) Fax: 01423 870025; E-mail: info@yorkshirebusinessmarket.org

Web site: www.yorkshirebusinessmarket.org Click on "Visit" to pre-register up to 30/04/11