



Another full house expected at Yorkshire Business Market

The seventh Yorkshire Business Market, organised by Harrogate Chamber of Trade and Commerce, looks like being another great success when it takes place at Pavilions of Harrogate, on the Great Yorkshire Showground, on Monday 9th May

As we go to press, already well over a hundred companies have booked space, and Brian Dunsby, Harrogate Chamber's Chief Executive, says that is well ahead of the same stage last year, when a final total of 173 exhibitors filled all the available space. In addition visitor registrations are also coming in fast online, by fax and by post, ensuring the event will be one of the most visited business shows of the

year in North Yorkshire. Last year more than two thousand attended, with many visiting from Lancashire, Derbyshire and Teesside as well as Yorkshire and Lincolnshire.

The Yorkshire Business Market is a low cost business-to-business all-day networking event with really useful displays of a wide range of products and services available to help local businesses of all shapes and sizes.

There will also be a series of free business seminars and a free Ask The Expert clinic, allowing business owners and managers to obtain plenty of valuable advice.

The Ask the Expert clinic was a new addition to the show last year and proved particularly popular. The aim was to offer confidential one-to-one discussions with any business owner or manager facing problems or considering new ideas for potential new businesses. The clinic was staffed by several advisers from Business Link, MAS, Train to Gain and UKTI, plus specialists from the Yorkshire branches of the professional institutes for accounting, business consultancy, management, marketing, patents and trade marks, personnel development, trusts and estates, venture capital and much else. Similarly informed experts are promised this year, making it a one-stop shop for invaluable business advice on a wide range of topics.

The event, organised by Perlex Associates for Harrogate Chamber, has proven to be one of the most successful and cost-effective formulas for promoting local business. Exhibitors and visitors in the past have regularly commented on its simple and effective approach allowing them the



opportunity to get their message across.

The networking breakfast and breakdown bar for exhibitors makes for a particularly vibrant atmosphere in which to network and generate new sales leads, with many reporting exceptional brand awareness. Visitors say they enjoy attending the show to help them source many new products and services and gain valuable inspiration from the numerous exhibitors attending. Exhibitors can also benefit from the increased exposure by winning one of the prizes for the best looking and most effective stands.

This year's Yorkshire Business Market will be opened at 11am on Monday 9th May by the Worshipful the Mayor of Harrogate. Councillor Bill Hoult, who will welcome all exhibitors and visitors and then invite Andrew Jones MP, the new Member of Parliament for Harrogate and Knaresborough, making his first appearance at the event in this capacity, to speak. As well as these distinguished guests, though, all business owners and managers are welcome to find out more about the region's thriving business scene.

The Yorkshire Business Market is at Pavilions of Harrogate on Monday 9th May, and for more information, and to pre-register to attend before 30th April, visit www.yorkshirebusinessmarket.org or phone 01423 879208.



YORKSHIRE BUSINESS MARKET

Monday 9th May 2011 11.00-18.00
at Pavilions of Harrogate
Great Yorkshire Showground, Harrogate HG2 8QZ

FREE
Visitor Entry





- FREE BUSINESS SEMINARS
- FREE ASK THE EXPERTS
- FREE REFRESHMENTS

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

- FREE VISITOR ENTRY
- FREE CAR PARKING
- FREE NETWORKING

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

PROMOTING YORKSHIRE BUSINESS

www.yorkshirebusinessmarket.org info@yorkshirebusinessmarket.org

Telephone 01423 879208 Fax 01423 870025

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