



THE LONDON WING SHOOTING FAIR

The London Wing Shooting Fair
Information Pack

March 23th - 24th 2018

The exhibitors guide for displaying at The London Wing Shooting Fair

INTRODUCTION

We are pleased to present the first edition of The London Wing Shooting Fair located in the heart of central London at the Business Design Centre, Islington. After the success of The London Fly Fishing Fair last year we have decided to add to the fair shooting.

This fair has been designed to cater for the public audience to exhibit all aspects of the Shooting industry in one centrally located place.

London's unique location has the densest population of shooters making it an ideal location for this event, and is intended to attract a diverse audience from the dedicated shooters to newcomers to the sport.

London unlike other places has a far wealthier market place than anywhere else in the UK and the rest of Europe making this the prime location for the public market place.

Our aim is to give visitors the chance to hear from the manufactures about their products and innovations and provide a retail opportunity for them on the day or for the future. We also want to provide an environment for consumers to learn more about various aspects of the sport and how to get involved. This offers manufactures to exhibit their full range of products and services to give the public a large view of what is offered by your brand.

Our main sections:

- Shooting Equipment Manufactures
- Shooting Supplies
- Shooting Agents
- Hunting Travel Companies
- UK Destinations
- Shooting Clothing Manufactures
- Advice and Clinics

As you may know the timing for events such as these are crucial. Therefore, we have decided to run it on 23/24 March 2018. Set up will start on the 22th and breakdown on the evening of the 24th.

BACKGROUND

Our holding company KelleyKo has been running for over 30 years and in this time has been exhibiting, organizing and attending many shows and exhibitions across the UK and Europe.

For the past 10 years we at KelleyKo have specialised in creating and running exhibitions. We take pride in the fact that we are a closely knit business dedicated to producing warm exhibitions with a welcoming atmosphere. Our exhibitions include all ranges from small boutique shows to large shows. Although we have many focused on fashion and textile events for the past 10 years, we have been involved in the fly fishing industry for many years, as both a consumer and professional.

Our exhibitions that we currently run include:

- The London Textile Fair (420 Exhibitors from all over Europe)
- Texfusion (120 Exhibitors)
- The London Print Design Fair (85 Exhibitors)

These fairs often attract a number of visitors from around 5000-10000 people.

HOW THIS BENEFITS YOU

The London Wing Shooting Fair has a number of benefits for the exhibitor. This includes:

- **Expand your customer base and market in UK.**
- **Increase your brand awareness.**
- **Allow potential customers to sample and view your equipment.**
- **Give customers a more personal connection to your brand.**
- **One centrally located place in London.**
- **Help create more contacts within the UK market.**
- **Help foreign brands connect more with the UK markets.**

BUSINESS DESIGN CENTRE (BDC)

The Business Design Centre is London's most stylish exhibition space. The venue boasts 6000m² of unimpeded event space with a Hilton Hotel and car parking on site with special rates for exhibitors.

Transport

By bus/train/tube:

- 300m from Angel tube (northern line)
- 1 stop from Kings Cross Underground
- 1.5 miles from Kings Cross International/St Pancras
- 2 stops Euston (northern, Victoria and overground lines)
- 900m from Highbury & Islington Station

By car or bike:

The BDC has an onsite carpark with 236 spaces, including numerous disabled parking bays. There is also ample cycle parking and electric car charging points. There is additional parking in the nearby N1 centre.

By plane:

Heathrow is 17 miles from the BDC. Gatwick has an average journey time of 1 hour. Stansted has an average journey time of 45 minutes.

Wifi: Unlimited high speed Wifi will be offered free of charge.

PRICING

Stand Pricing

Type	Pricing (Sterling)	Includes	Does not include
3x2m 6sqm Shell Scheme Stand	£500 + VAT	<ul style="list-style-type: none">• 3x2m 6sqm Shell Scheme Stand• Unlimited High Speed Wifi• 1.7m x 0.5m Table with Black Table Cloth.• 4 Chairs• 1 x Fluorescent Light• Fascia name board	<ul style="list-style-type: none">• General Purpose Spot - £65 each• 1 x Standard UK Socket - £80
6x2m 12sqm Shell Scheme Stand (Large)	£1000 + VAT	<ul style="list-style-type: none">• 6x2m 12sqm Shell Scheme Stand• Unlimited High Speed Wifi• 2 x Table (1.7m x 0.5m) with Black Table Cloth.• 4 Chairs• 1 x Fluorescent Light• Fascia name board	<ul style="list-style-type: none">• General Purpose Spot - £65 each• 1 x Standard UK Socket - £80

**IMPORTANT NOTE

We cannot process this order without full payment.

Invoices will be sent via Email and can be paid directly online.

Alternatively you can use paypal. Simply use this website to <https://www.paypal.me/kelleyko> and follow the instructions.

Cheques should be made payable to 'The London Fly Fishing Fair'. BACS/CHAPS transfers can also be accepted.

Stand Extras Pricing

Code	Description	Hire of Fitting
ST1	Flat shelf – White melamine (1m long x 300mm deep)	£39.91
ST2	Sloping Shelf – White melamine (1m long x 300mm deep)	£39.91
ST3	1m x 1m Display boards (covered in grey Loop Nylon)	£74.49
ST4	1m x 2m Display boards (covered in grey Loop Nylon)	£126.95
ST5	Additional Octanorm upright	£14.91
ST6	Either 1m or 1/2m wide additional Octanorm panel	£93.73
ST7	Lockable door section	£124.28
ST8	18mm floor flats for carpet/floorcovering (per m ²) Floorcovering NOT included	£14.63
ST9	Aluminium floor edging (per linear metre)	£13.98
ST10	White muslin ceiling (per m ²)	£13.33
ST11	Black muslin ceiling (per m ²)	£13.33
ST12	1m x 1m changing room including a white or black curtain	£152.88
ST13	Curtain drape (white or black)	£53.17
ST14	Night sheet per linear metre	£23.99
ST15	Chain pack (2no. chains & 2no. hooks) outright sale	£12.52
ST 16	Wooden Lighting Batten per m	£14.63
ST17	Garment rail (1m sections)	£40.56
ST18	Octanorm panel painted to clients own colour.	£86.71
ST19	Slat walling (White as standard) per m	£146.25
ST20	MDF Cladding per m or ½ m (18mm thick) Painted white as standard	£95.75
ST21	MDF Cladding (ordered above) colour change (per m or ½ m single sided panel) Please provide Dulux Ref:	£33.22
ST22	Double Door Section	£248.63
ST23	Floorcovering – Cord Carpet (per m2)	£11.96
ST24	Stand Electricity Standard Single UK Socket	£80

SITE PLAN

This is the site plan that includes all spaces that are available with relative sizing. The sizes of these stands can be adjusted and changed depending on the space that you would like available.

The London Wing Shooting Fair 23rd & 24th March 2018



STAND RENDERINGS

OCTANORM SHELL SCHEME LAYOUTS AND EXTRAS

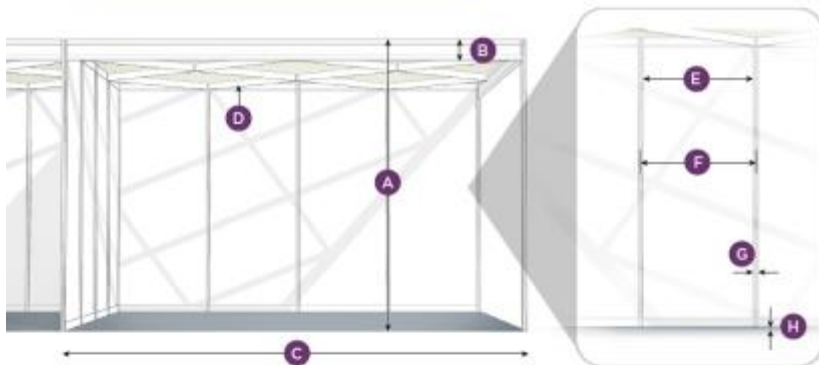
THE BASIC SHELL



The illustration depicts typical sites.
Check your own space allocation for dimensions,
number and location of open frontages.

- A - fascia
- B - ceiling beams
- C - modular wall panel in white
- D - support needed for spans in excess of 4m
- E - corner support

DIMENSIONS



- A - 2.5m high
- B - 175mm fascia
- C - 4m maximum unsupported span
- D - 70mm high ceiling beams
- E - 950mm to inside of poles
- F - 990mm to centre of poles
- G - 40mm diameter poles
- H - 20mm high feet

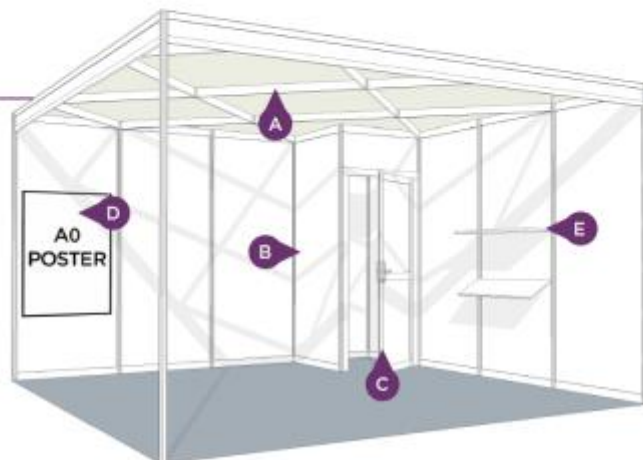
Full 1m panel size
panel: 970mm x 2354mm
visible: 950mm x 2340mm

Half metre panel size
panel: 475mm x 2354mm
visible: 455mm x 2340mm

Dwarf panel size
panel: 970mm x 854mm
visible: : 950mm x 840mm

OPTIONAL EXTRAS

- A - muslin ceiling
- B - enclosure
- C - door or curtain
- D - A0 poster
- E - flat or angled shelves



PHOTOS

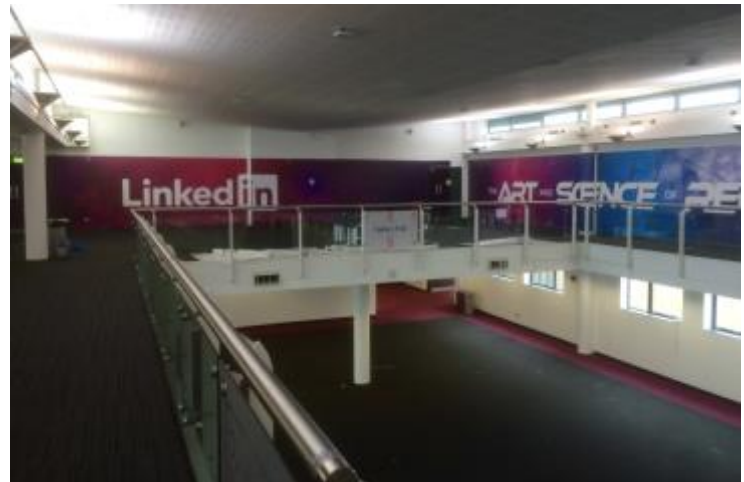
EXHIBITION HALL



EXHIBITION HALL ENTRANCE



EXHIBITION HALL



TALKS AND SEMINARS



MAP

Business Design Centre and the local surroundings (notice the close proximity to Angel station and one stop from St Pancreas international):



Business Design Centre in Relation to London (Notice the easy transport routes and central location):



HOW TO GET INVOLVED

Contact us by Email: john@thelondonflyfishingfair.co.uk /
fergus@thelondonflyfishingfair.co.uk

Telephone: +44 2083478145

Office Address: 8 Gisburn Road, London, N8 7BS

Business Design Centre Address (Site Location): BUSINESS DESIGN CENTRE, 52
Upper St, London N1 0QH

Website: www.thelondonflyfishingfair.co.uk

Visit our website to apply to exhibit or alternatively contact us for more info.