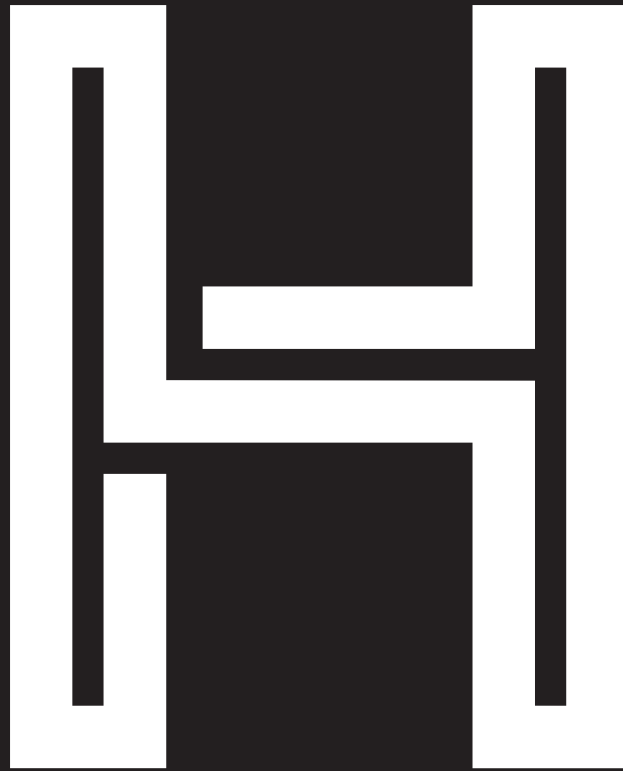


THE CENTRE OF
HOSPITALITY INNOVATION



HOTELYMPIA
EXCEL LONDON
29TH FEB - 3RD MAR 2016

Hotelympia is the UK's largest and most comprehensive gathering of professionals from the foodservice & hospitality industry. It is the most important event for any professional wanting to gain access to the latest products, ideas and thinking and is regarded as the best place to find real innovation and ideas.

www.hotelympia.com

HOTELYMPIA IS A SHOWCASE OF INTERIOR DESIGN AND TABLEWARE IDEAS AND PRODUCTS, PROVIDING THE PERFECT SOLUTION FOR SENIOR-LEVEL DECISION MAKERS

Visitors come to the event to find new innovations in design thinking and source tableware and design pieces to furnish their establishments.

This year we have combined the whole of the interiors portfolio including interior design, bathroom and spa and tableware into one comprehensive section to maximise the footfall to all of our exhibitors. Visitors will now be able to actively plan design schemes and engage with exhibitors resulting in an unmissable opportunity for new business leads.

2016 INTERIORS AND TABLEWARE FEATURES

NEW: 'Design clinic and meet the interiors buyer' - Take this opportunity to fully showcase your products and services directly on the show floor by helping designers bring their ideas to life. This networking opportunity will bring key specifiers and decision makers to you and your business and give you the chance to become a key part of their future projects.

NEW: 'Meet the buyer' - The Excel's Waterfront Rooms will this year be dedicated to bringing together interior and tableware exhibitors with designers, architects and decision makers in one-to-one appointments. This special programme offers unrivalled B2B meetings and business opportunities to discuss future projects.



NEW: 'Immersive Dome Design Experience' - Imagine your product showcased in a virtual reality setting. Impressive? Yes! This year Hotelympia visitors will immerse themselves in virtual hospitality interiors. The interactive experience will provide the opportunity for designers to select their favourite products being showcased at Hotelympia and then follow this up by visiting the supplier at their stand. By including your product in this virtual reality setting you are sure to attract new and promising business.

The Stage: Each day there will be 2 design led sessions on The Stage. Key designers and operators will collaborate with industry associations to present daily round table discussions on trends in hospitality interiors and tableware. Stay up to date with the competition and gain an insight into the newest and best innovations in design.





GENERAL REASONS TO EXHIBIT AT HOTELYMPIA

- ❑ Take orders and close long term deals there and then
- ❑ Meet and sell to new customers
- ❑ Catch up with existing clients and re-establish new relationships
- ❑ Showcase your products to thousands of buyers
- ❑ Introduce your products to new and profitable sectors
- ❑ Launch new products to a captive audience
- ❑ Increase brand awareness
- ❑ Research your marketplace
- ❑ Generate trade and consumer press coverage
- ❑ Get extra value as buyers use the catalogue long after the show
- ❑ Hotelympia is organised by Fresh Montgomery - thought leaders in the hospitality and foodservice industry

Meet

30,000+

key buyers from hotels, restaurants, pubs, bars, clubs and casual dining establishments.



WHO VISITS



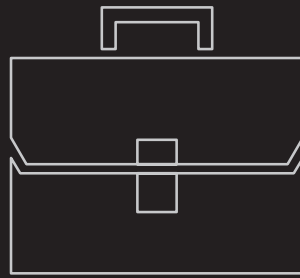
VISITORS WITH SPENDING POWER

1 in 5

VISITORS HAS PURCHASING POWER OF OVER **£100,000**

57%

OF THE AUDIENCE ARE SENIOR DECISION MAKERS



COMPANY TYPE 2014

23%

GROUP HEAD OFFICE

12%

GROUP OWNED UNIT

65%

INDEPENDENT



VISITOR STATISTICS

148

AVERAGE LEADS PER COMPANY*

86%

VISITOR SATISFACTION*

£63k

AVERAGE ORDERS EXPECTED PER COMPANY*

*According to independent research



12,936

visitors indicated that they were interested in design for interiors at future shows

FOR MORE INFORMATION PLEASE CONTACT:

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Organised
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