

## **Proven success for exhibitors and delegates at Stadia and Arena 2012**

There's only one reason why busy professionals should exhibit at and visit Stadia and Arena 2012 in Bordeaux – because this industry-leading event works at all levels: networking, conferences, and, most importantly, profitability.

Exhibitors return year after year. They sign contracts and meet their future customers; delegates at the conferences hear firsthand what is happening worldwide that will affect their own venues; and networking brings operators of venues of all sizes and all events together on a level playing field.

If your company is thinking about exhibiting, here's what past exhibitors have been saying:

**"We have exhibited at Stadia & Arena every year and I am delighted to state we have signed a Seating Contract following our participation at each event," says Sheldon King of The Box Seat / Arena Seating.**

**"Cooper Safety exhibited at the 2011 Stadia & Arena event in Marseille; we found the event to be of exceptional quality and the direct business earned by attending superb. We look forward to the Bordeaux exhibition and continued success" – Mari Griffiths, Division Marketing Communications Manager.**

**"I would like to congratulate you for the good organization of the Stadia and Arena event. We feel we had a successful event and really enjoyed the venue" – Arnaud Buannic, Head of Stadium Sales at Sony**

Have a look at the web site ([www.sam.org.uk](http://www.sam.org.uk)) and hear what the industry leaders, including John Barrow of Populous; John Beattie, President of The European Association of Stadium and Safety Managers (ESSMA); and Henk Markerink, President of the International Association of Venue Managers, Europe (IAVM) say about Stadia & Arena, Bordeaux. These are the people who are the present and future of a worldwide growth industry, with past experience and success that has driven them to the top.

For over a dozen years Stadia and Arena has been the industry's leading event for sports and entertainment venue operators: it is now recognised as the most prestigious and influential in Europe and it attracts exhibitors, speakers and presenters, and delegates from all five continents.

To book your stand contact Alan Levett ([alan@aladltd.co.uk](mailto:alan@aladltd.co.uk)); Paul Thornhill ([paul@aladltd.co.uk](mailto:paul@aladltd.co.uk)); or simply call on +44 (0)1732 459683. Delegates should book and organise accommodation through Carole Beckhamn ([carole@aldlrtd.co.uk](mailto:carole@aldlrtd.co.uk)).