

France Show tickets 267% up YOY

The France Show 2009 is 267% up in ticket bookings year-on-year with over 20,000 individuals now registered. This is a very positive start and hugely encouraging given the negative media seen across all industries in recent months concerning the economy.

But it is not just the visitor numbers that are growing. More than 30 new companies with interests across property, finance, food and travel have taken stands at the show.

“With market situations more precarious compared to this time last year there is a desire amongst our clients to meet with customers and discuss their needs” comments Debbie Macleod, Group Sales Manager for Archant Life France. She continued, “despite recent economic events we have seen a very positive uptake of stands. It is testament to the fact that in difficult times companies must focus efforts on targeting their audience by the most cost effective and productive means.”

“Prices for a stand have been kept at extremely competitive rates for such a large consumer event”, head of events David Storrar explained, “with prices starting from just £1,400 for a 2 x 2.5 metre stand in the property section including carpet, walls and fascia. When considering how targeted the audience is, and their high AB profile, very few dates in the exhibition calendar can compare in terms of sheer value”.

With support from its market leading magazines French Property News, FRANCE magazine and Living France, associated websites and sponsorship backing by The Telegraph Media Group, Archant Life France, the organisers of The France Show are preparing for an unrivalled 3 days of promoting and celebrating the very best of France and French living. At the show you will find a Jean-Christophe Novelli Bistro, property seminars, wine tasting, a travel activity centre, live music, entertainers and much more.

To book your stand call Kim Holtham on: +44 (0)1242 211 095 or email standsales@thefrancheshow.com

The France Show 2009, Earl’s Court, London, 9 – 11 January. Open Fri-Sat 10 - 6, Sunday 10 – 5.
For more information visit: www.thefrancheshow.com