

Event Postal list rental *(now also incorporating RSVP magazine)*

Event is the leading business title for the exhibitions and live events industry.

This targeted list includes organisers, suppliers, venues and agencies responsible for the successful implementation of exciting events around the UK.

List Profile – 11,539 named individuals

Company's Main Activity

Advertising Agency	771
Association/Professional Body	794
Business/Industrial/Technical Services	1,016
Charity/Society/Voluntary	422
Consumer Durables	440
Consumer Services	384
IT/Telecommunications	704
Event/Conference/Exhibition Organisers	3,182
Financial/Banking/Insurance	722
FMCG	567
Hotels/Leisure/Entertainment	719
Incentive Travel House	63
Marketing Agency/Consultancy	1,173
Media Owner	861
Party Planner	40
PR Agency/Consultancy	842
Print/Publishing/Media	955
Public Sector	737
Retail/Wholesale	1,105
Venue (Exhibitions and Conferences)	252

Job Function

CEO/MD/Chairman	2,818
Account Director/Manager	617
Marketing Director/Manager	3,244
Project Manager	158
HR Director/Manager	627
Conference Director/Manager	339
Sales Director/Manager	846
Business Development Manager	177
PR Director/Manager	324
Event Manager/Director/Organiser	3,055
Venue Coordinator/Manager	67
Director	2,125

Buying Involvement

Advertising/Media	4,230
Audio Visual	2,560
Catering	1,612
Conferences	6,038
Corporate Hospitality	3,439
Design	3,107
Direct Marketing	3,798
Display Stands/Systems	1,871
Exhibitions	7,276
Hard/Software/Business Equipment	1,082
Incentive Travel	833
Lighting	1,443
Market Research	3,066
Events	7,089
PR	1,977
Premiums & Incentives	2,319
Print/Production	2,791
Product Launches	2,263
Sales Promotion	3,117
Seminars	2,469
Stand Design	1,790
Transport	1,440

No. of Employees

1 – 10	3,061
11 – 25	1,286
26 – 50	973
51 – 100	773
101 – 250	798
251 – 500	614
501 – 1000	443
Over 1,000	1,270

Additional Selections Available Include

- Geographical Area
- Annual Exhibition Spend
- Number of Shows
- Exhibition Location
- Turnover
- Events responsible for organising

Additional selections available on request. Costs: £190.00 per thousand records. £10.00 per thousand records for each additional selection. Minimum order charge £740.00. Handling charge £50.00 (includes disc/email/p&p delivery). Combined direct mail and email prices available on application.

For further details please contact a member of the haymarket direct team: 174 Hammersmith Road, London, W6 7JP. Telephone: (020) 8267 4607. Fax:(020) 8267 4736. E-mail: listrental@haymarket.com. Or visit www.haymarketdirect.co.uk

NB. All readers are given the opportunity to express a preference to receive promotional emails. The lists available for rental is made up of those readers who have expressed such a preference.

Event email rental *(now also incorporating RSVP magazine)*

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List Profile – 16,358 named individuals

Company's Main Activity

Advertising Agency	1,194
Association/Professional Body	1,316
Business/Industrial/Technical Services	1,577
Charity/Society/Voluntary	657
Consumer Durables	723
Consumer Services	597
IT/Telecommunications	1,077
Event/Conference/Exhibition Organisers	2,615
Financial/Banking/Insurance	1,122
FMCG	325
Hotels/Leisure/Entertainment	1,023
Incentive Travel House	64
Marketing Agency/Consultancy	1,948
Media Owner	1,414
Party Planner	52
PR Agency/Consultancy	1,413
Print/Publishing/Media	1,548
Public Sector	1,220
Retail/Wholesale	1,744
Venue (Exhibitions and Conferences)	310

Job Function

CEO/MD/Chairman	4,059
Account Director/Manager	897
Marketing Director/Manager	5,191
Project Manager	231
HR Director/Manager	855
Conference Director/Manager	453
Sales Director/Manager	1,200
Business Development Manager	242
PR Director/Manager	530
Event Manager/Director/Organiser	4,351
Venue Coordinator/Manager	76
Director	3,136

Buying Involvement

Advertising/Media	6,813
Audio Visual	4,118
Catering	2,393
Conferences	9,333
Corporate Hospitality	5,601
Design	5,138
Direct Marketing	6,257
Display Stands/Systems	2,770
Exhibitions	10,129
Hard/Software/Business Equipment	1,489
Incentive Travel	3,168
Lighting	2,107
Market Research	4,911
Events	10,537
PR	5,328
Premiums & Incentives	3,764
Print/Production	4,709
Product Launches	3,213
Sales Promotion	4,914
Seminars	3,501
Stand Design	2,759
Transport	2,119

No. of Employees

1– 10	4,092
11 – 25	1,785
26 – 50	1,430
51 – 100	1,197
101 – 250	1,242
251 – 500	924
501 – 1000	679
Over 1,000	1,884

Additional Selections Available Include

- Geographical Area
- Annual Exhibition Spend
- Number of Shows
- Exhibition Location
- Turnover
- Events responsible for organising

Additional selections available on request. Costs: Ranging from £360.00 per thousand records. £10.00 per thousand records for each additional selection. Minimum order charge £1,260.00. Additional e-marketing services available upon request.

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