

Show Sponsor
2011-2012



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Workwear and Corporate

Clothing Show

Ricoh Arena | Coventry | 17/18 April 2012

www.workwearshow.com

The only UK exhibition
exclusively for the
professional clothing
industry





As the only UK show solely dedicated to workwear, PPE and corporate clothing, the Workwear and Corporate Clothing Show is firmly established in the industry's calendar as one of the must-attend events of the year.

Now in its fifth year, the show provides multiple opportunities to raise your company's profile, launch new lines, network with customers and walk away with scores of new sales leads. Alongside an international exhibition are the breath-taking fashion catwalk show, topical conference and Business Manager Awards.

Background

With the innovative European working garment industry estimated to be worth 2.2 billion GBP with some 51 million wearers, there is a huge demand for an exhibition that can cater for its supply chain. The year-on-year growth of the Workwear and Corporate Clothing Show is a testament to this.

Visitors and exhibitors from over 20 countries have visited the event over the past three years. Visitors attracted by the exhibition and

renowned industry conference have travelled from as far as Australia and New Zealand, and exhibitors from countries including Japan, Pakistan and India.

A truly international show, the Tunisian government has partnered with us for the past two years to bring a delegation of the country's finest manufacturers to exhibit. Over 1,900 visitors came through the doors in 2010 - a 27% increase from the previous year. The UK is well-positioned to host this international event: not only is the UK industry worth more than 450 million GBP, producing more than 32 million garments every year, but it has a reputation for delivering some of the most innovative and design-led workwear, PPE and corporate clothing in the world.

Organisation and Sponsors

Corporate Clothing director-e is behind the hugely successful Workwear and Corporate Clothing Show. director-e has been the workwear and corporate clothing industry's media service for more than 13 years, providing news and information through its number one websites, magazine and conferences. Its reputation has been built on its passion for the industry and on an understanding of its specialist requirements.

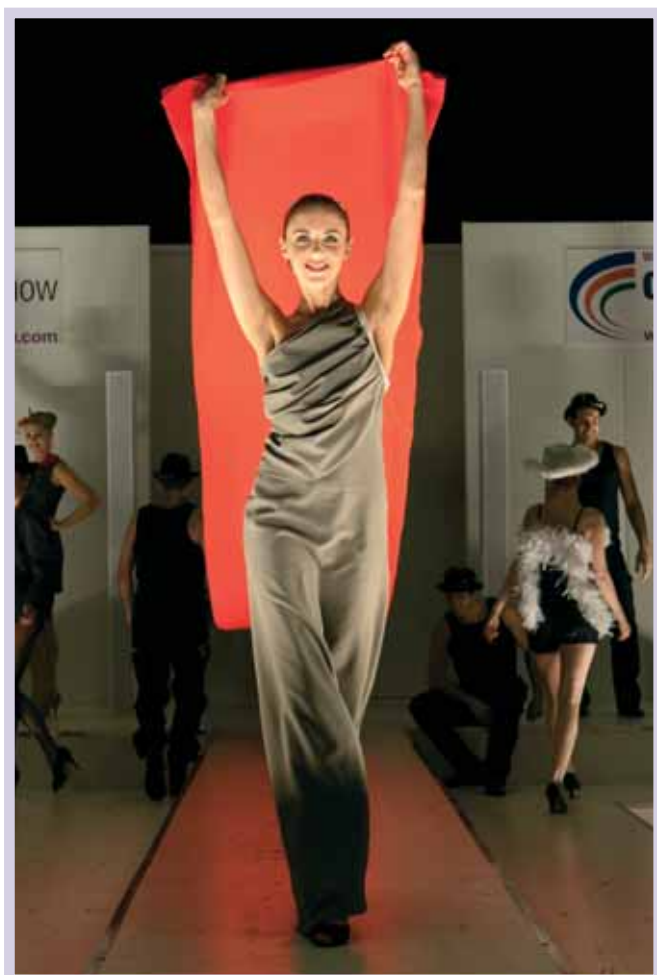
The show is supported by the UK Trade and Investment, and by a number of businesses within the industry. In 2011 it was sponsored by safety footwear specialist JAL Group with INVISTA's CORDURA® brand sponsoring the thrilling Fashion Catwalk Show and Simon Jersey the Buyer-Supplier Networking Dinner.

The Professional Clothing Awards

The Professional Clothing Awards is an exciting new event and the only awards of its kind for the corporate clothing, workwear and PPE industry. It will combine the prestigious Business Manager Awards and the all-new SATRA PPE Innovation Awards to reward excellence and ingenuity throughout the global supply chain. The award ceremony will take place at the Workwear and Corporate Clothing Show on 17th April 2012, at the Ricoh Arena, Coventry, as part of a spectacular gala dinner and dance. To find out more about this unmissable event visit: www.professionalclothingawards.com

Publicity and Promotion

Capitalising on the resources and expertise of www.director-e.com and director-e magazine, the Workwear and Corporate Clothing Show will personally target more than 200,000 global buyers, directors, sourcing and procurement managers and all other personnel with direct purchasing influence in relevant businesses.





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The dedicated website www.workwearshow.com will also play a vital role in keeping visitors right up-to-date with the show as it develops.

The extensive marketing campaign is already underway in the UK and Europe with over 300 publications contacted including Fire Times, Caterer and Hotelkeeper, Health and Safety International, Policing Today, Jobwear and Laundry & Cleaning Today.

Our dedicated PR team for the show is Redland PR and their services are complimentary to all exhibitors. To promote your presence at the show contact:

Redland PR: Jeremy Fraser
T: 07910 948 162 - **E:** info@redlandpr.co.uk

Visitor Profile

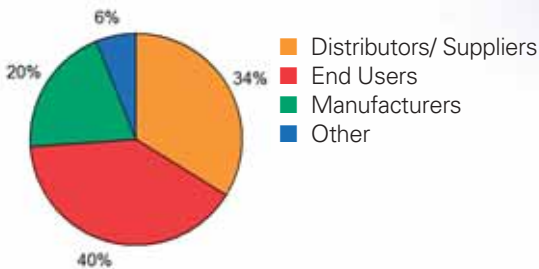
End-users, suppliers, distributors and manufacturers of corporate clothing, uniforms and branded workwear. End users come from a wide variety of disciplines including emergency services, retail, hospitality, building, transport, financial services, healthcare, cosmetics, sport and leisure, food manufacturers, agriculture and motor trade.

Exhibitor Profile

National and international companies including workwear, PPE and corporate clothing manufacturers, suppliers and distributors. Exhibits will also include a range of accessories: hats, caps, badges, ties, scarves, gloves, shoes, boots and socks. Services showcased will include stock management, garment rental, measurement and alteration services.

A list of previous exhibiting companies is available on request. If you do business with workwear and corporate clothing manufacturers, suppliers, distributors or end-users, then, you need to be at the exhibition.

Visitor Attendance in 2011





Book your exhibition stand Now!

2012 Workwear and Corporate Clothing Show

Venue:

Ricoh Arena, Coventry UK
Dates: **17th - 18th April 2012**
Hours: 10am - 5pm on 17th and 10am - 4pm on 18th

Space Only Stand Prices: £235 sq.m + VAT

- ✓ Space only for you to build your own stand
- ✓ Free PR service
- ✓ Free Show Guide Entry
- ✓ Tickets to invite customers

Shell Scheme: £265 sq.m +VAT (ready made stand)

- ✓ Space in the Hall
- ✓ Walling
- ✓ Carpet
- ✓ Spotlights
- ✓ Fascia
- ✓ Nameboard
- Plus:**
- ✓ Free PR Service
- ✓ Free Show Guide Entry
- ✓ Tickets to invite customers

Admission:

The exhibition is free to attend for all those pre-registering online at www.workwearshow.com

What to Do Next:

Take a look at the attached floor plans (separate sheet) and choose a good stand position. Then call the Show Manager on Tel: +44 (0) 870 870 4578 or Email: info@workwearshow.com

What Exhibitors and Visitors Say:

Jeff Banks, Fashion Designer/Director, Incorporatewear

We would have to be breathing our last breath before we said 'no' to coming here. For our industry the Workwear and Corporate Clothing Show is the equivalent of something like the Motor Show, this is the industry show and we have to be where our business is

Roger Evans, Europe General Manager, Pacific Brands

We have used the show to launch the whole brand, which has been received with lots of interest. "We have had quite a few potential customers come on the stand as well as our competitors. It was a very busy stand, fixed up lots of appointments

Mark Harty, UK Country Manager, Blåkläder Workwear

We are showing our existing range plus GORE-TEX which have been received well. Top level marketing was aiming at the right people and we've had a higher percentage of leads than expected. "We also enjoyed the dinner - we think it works well. Good venue and we will be exhibiting again

Philippa Wilcox, Sourcing Analyst, Network Rail

For me the topics at the WorkIT! Conference were spot on. We are about to tender for a PPE contract and I felt we had good relevant speakers who understood their areas, which has helped me

Coventry Building Society

We heard about the show through director-e and the media, and found the visit to be worthwhile. We are pleased with how our clothing was represented on the catwalk and we would come back next year if our supplier exhibits again

