



**MARCH
PUBLISHING
LIMITED**

International Trade Forum Reading

Thursday 20th November 2008

Question Time host: Peter Sissons

Panel features renowned industry experts

**Seminars from 09.30am, Question Time at 11.30am
followed by networking luncheon**

Venue: The Victoria Hall, Reading Town Hall

**Originally part of the Georgian Assembly Rooms, this ornately
decorated room combines the grace of a bygone age with
today's technology**

**Easy access from M4 with ample local parking and walking
distance from Reading Train Station**

**A new event for Reading based on our hugely successful
format used in other areas**

About our 2007 events:

A full house of international traders and business leaders attended
"the most significant international trade event to take place in
Bristol for years" at Gloucester County Cricket Ground on
December 12th 2007.

The combination of a China-Britain Business Council seminar,
followed by a Question Time panel featuring Andrew Cahn CMG
(Chief Executive, UK Trade & Investment), Hugh Davies CMG

(Chairman, China Assoc & Board Member CBBC), Thorsten Fischer (Senior Economic Advisor, RBS), John Davie (Vice-Chairman, British Expertise), Professor Alan Barrell (Entrepreneur in Residence, Cambridge University), Dr Peter Gold (Director, Regional Language Network) and Dr John Savage (Chairman, Business West) hosted by Broadcaster and Journalist Peter Sissons was extremely well received and provoked lively debate and discussion on topical international trade issues of the day.

Bristol has now been added as a permanent fixture in the International Trade calendar. See www.marchpublishing.co.uk for more information and photo galleries.

The International Trade Forum is an exceptional opportunity for delegates to learn about the latest developments in international trade from renowned industry experts.

Exhibition space is available to promote international trade goods and services at the event.

Exhibition Package

Exhibitions provide the perfect platform from which to demonstrate your place as an industry leader. Extensive branding opportunities combined with the enhanced exposure to guests allow exhibitors a significant presence throughout the event. There are opportunities for guests to visit the exhibiting area before and after the forum.

Why exhibit?

Effective exhibiting has been noted as a more robust medium than publications. The onsite experience is unique and the need for visitors to see and feel items and to talk to vendors cannot be matched in print and online. Exhibiting allows you to show new products and services, to meet your present and potential clients and get a feel for what others in your market sector are up to as well as general trends.

Exhibiting allows superb delegate access and visibility.

The benefits of exhibiting are:

- Space for an exhibition display stand up to 1 metre wide within exhibition area
- 4 free delegates places for yourself or your clients
- Company name / logo on the pre-forum marketing
- Company name / logo displayed on publicity material
- Full public acknowledgement at the forum
- Acknowledgement in the post event edition of International Trade Focus
- Reduced advertising rates in International Trade Focus, the official title of the event
- Opportunity to distribute promotional material during the event
- Access to attenders database, which is compiled from registration forms

March Publishing Ltd are the UK's leading organiser
of International Trade Forums and Luncheons

Past exhibitors / speakers at previous International
Trade Forums at Bristol, Gatwick and Cambridge
include:

The Institute of Export	Moneycorp
UK Trade & Investment	SEEA
HM Customs & Excise	HM Revenue & Customs
The Royal Bank of Scotland	Eversheds
China Britain Business Council	SGS Technical Services
Hong Kong Trade Development Council	MPS
SITPRO	Multilingual Executives
Euler Hermes UK	Coface UK
Parcelforce	Global Trade Review
Britcom Services	Olympus
Agency Sector Management	Mekon
Arends International	Topflight Research
HIFX plc	Chartered Institute of Linguists
The British Chambers of Commerce	Tate Freight Forms
Fenland District Council	Croner CCH
Moreton Smith International	UK India Business Council
March Studio	Air China
Marco Polo Hotels	Meritus Hotels
Atradius	Savoy Hotels
Dreams Come True Charity	British Expertise
British Exporters Assoc (BExA)	Dragon Cambridge Intl.
Invest Hong Kong	Deyton Bell
The Prince's Trust	The Queen's Awards

How can I get the most for my money?

Sign up now! The earlier you sign up with the International Trade Forum, the more opportunities you will have to utilise our marketing drive, our PR opportunities and media campaign.

The cost of exhibiting at the International Trade Forum is £4995 + VAT

The lead sponsor of the International Trade Forum is RBS. There are opportunities for associate sponsorship which would suit, for example, trade associations, credit insurance, customs, insurance, legal and accountancy firms. In addition to the exhibiting package, the associate sponsor package includes a seat on the very exclusive question time panel, hosted by the BBC's Peter Sissons, logo on the event tickets & event literature, including logo & 100 words company profile in the order of the day, logo in the stage area & a prime position exhibition stand space.

The cost of associate sponsorship is £9995 + VAT

In addition to the exhibiting package, drinks sponsor is allocated an exclusive exhibition stand space within the very popular reception drinks area and is acknowledged in the "order of the day".

The cost of reception drinks sponsor is £7995 + VAT

Please visit the event website www.marchpublishing.co.uk or email louise@marchpublishing.co.uk for further information

Benefits and rights may be reduced or adjusted according to any specific requirements or any discounts that may be applied.

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