



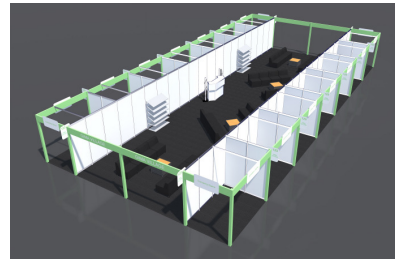
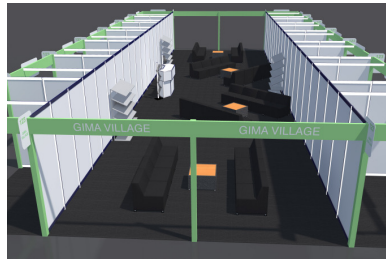
GIMA BUSINESS VILLAGE AT GLEE 2010

The GIMA business village is new for 2010. Exclusively for members*, the village provides the opportunity for smaller organisations to participate as part of a bigger group and enjoy the benefits of showing under the GIMA umbrella.

Located in Hall 5, the village consists of several specially designed booths; 6sqm, 9sqm or 12sqm, that come pre-built with lighting and basic furniture. These are situated around the GIMA business lounge, a facility available for you to hold meetings away from your stand.

Why exhibit at Glee?

Glee is the UK's leading trade show for the garden and leisure industry. Held annually, Glee brings manufacturers together with thousands of buyers looking for new products, new suppliers and new business opportunities. **No other event** gives you direct access to an international audience of decision makers. **No other media** gives your customers the opportunity to engage directly with you and your products. **No other marketing** can deliver the same ROI as participating at a dedicated trade show.



* Exact layout may differ from the images above

Why the GIMA village?

- Prominent location in Hall 5
- Marketed as a destination point
- Dedicated PR and marketing support
- Dedicated section on gleebirmingham.com
- Full support of GIMA
- Shared lounge area
- Exclusively for GIMA members

What is included?

- Each booth includes:
- Enhanced shell scheme and fascia
 - Spotlights
 - 1 x table
 - 2 x chairs
 - 1 x literature rack
 - Profile page on gleebirmingham.com

What are the costs?

Booths start from just £1375 + VAT (6sqm), £1875 + VAT (9sqm) and £2375 + VAT (12sqm).

*Annual membership of GIMA starts at just £250 + VAT for associate members, and full membership is only £495 + VAT. This rate is calculated on a pro-rata basis for joining part way through a year and special packages are also available for companies to try GLEE out. On top, you will also enjoy the many other benefits of GIMA, lots more than just support at trade shows, including:

★ **Business Meetings** ★ **Product Digest** ★ **GIMA Awards** ★ **Preferential Ad rates** ★ **Networking** ★

The exact size and layout of the GIMA village may vary depending on the number of booths and their respective sizes. Corner sites are limited and allocated on a first come first served basis but priority will be given to the larger booths. The total number may be restricted nearer the show.

What do I do next?

To find out more and reserve a booth contact GIMA in the first instance, but do not delay, space is limited. Call Neil direct on 01905 381 142 or email neilgow@gima.org.uk . We will be pleased to talk to you about GIMA and GLEE and the opportunities they can bring to your business. Visit the websites www.gima.org.uk and www.gleebirmingham.com

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