

THE KEY EVENT ELLESMERE PORT

# first time buyers show

SPONSORED BY



THE KEY TO  
**buying**  
your first  
home

Saturday 12  
June 2010

Ellesmere Port Civic Hall,  
Civic Way, Ellesmere Port

10.00AM - 3.00PM

## Exhibitors Pack

Important information enclosed please read and respond

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**The Key Event (Ellesmere Port): The First Time Buyers' Show** is the only property show dedicated to first time buyers in Ellesmere Port this year. This event will be the perfect opportunity for you to meet prospective buyers, looking to get their first step on the property ladder.

Delivering the full package of information and advice, **The Key Event (Ellesmere Port)** will bring together house-builders, Independent Financial Advisors, lenders, solicitors and other suitable agencies.

This unique event is organised by HomesHub, the government's **HomeBuy** Agent for Cheshire and Merseyside and is supported by the **Homes and Communities Agency (HCA)** and **Cheshire West and Chester Council**.

HomesHub organised the hugely successful Key Event (Merseyside): The First Time Buyers' Show last year. The show attracted 500 visitors and exhibitors included:

**Taylor Wimpey**

**Bellway**

**David Wilson Homes**

**Halifax**

**McInerney Homes**

**Miller Homes**

**Morris Homes**

**Keepmoat**

**King Sturge/English Cities Fund**

**Taylor Wimpey**

**Gleeson Homes**

**Gregor Shore UK**

**Homes Now**

**Independent Financial Advisors**

## Exhibitor feedback was extremely positive.

"We never had to approach a soul, we had a constant queue of people waiting to talk to us!"

**Halifax (HBOS)**

"A great day...brilliant for potential custom."

**Access to Home Ownership**

"We found the day extremely beneficial...the relaxed atmosphere provided a non-pressure environment for first time buyers."

**King Sturge**

"From the marketing aspect to the organisation on the actual day, it was excellent."

**Morris Homes**

"A successful, well attended, well organised and advertised event."

**Bellway**

97% of visitors to the Key Event (Merseyside) said they would recommend a similar event to a friend.

"I couldn't fault the event, it helped us so much and we now have an idea where to start to get on the property ladder, excellent."

"Very useful - came away knowing what I want and more confident."

"The show was fantastic."

"We now feel confident about buying, thank you!"

For further information visit [www.firsttimebuyersshow.com](http://www.firsttimebuyersshow.com)

Alternatively please contact Bridget Waters on 0151 708 4686 or at [bridget.waters@neighbourhoodinvestor.com](mailto:bridget.waters@neighbourhoodinvestor.com)

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## The Key Event (Ellesmere Port): The First Time Buyers' Show will be supported by a major marketing campaign, including:

- Targeted campaign, aimed at first time buyers utilising striking creative
- Established branding as a result of the Liverpool 2009 event
- Dedicated website with registration facilities and lists of exhibitors [www.firsttimebuyersshow.com](http://www.firsttimebuyersshow.com)
- High impact Radio City campaign
- Print media advertising in local titles, such as [The Metro](#) and [Ellesmere Port Standard](#)
- [rightmove.co.uk](http://rightmove.co.uk) sponsorship
- Regional e-campaign to registered home seekers via [rightmove.co.uk](http://rightmove.co.uk) extensive database
- E-campaign to HomesHub database
- Facebook campaign targeted to first time buyers
- Outdoor media, including large posters in local train stations
- Promotional materials for use at the event, including signage
- PR campaign using case studies

Exhibitors will be issued with a pack upon registration, containing the event logo and other promotional materials. This is for use on websites, PR, and to distribute through existing networks.

### Please see the attached form for full exhibitor package details.

Places are limited and are allocated on a first come, first served basis. If you are interested in being part of this exciting event, please return the attached form.

For further information, please contact [Bridget Waters on 0151 708 4686](tel:01517084686) or at [bridget.waters@neighbourhoodinvestor.com](mailto:bridget.waters@neighbourhoodinvestor.com)

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## The Exhibition

- One-day exhibition providing the perfect opportunity for first-time buyers to access the full package of advice and support they need to buy a home.
- Will be held at: **Ellesmere Port Civic Hall, Civic Way, Ellesmere Port CH65 0AZ**
- Will be open to visitors from **10.00am to 3.00pm – admission is free.**

## The Exhibition Spaces

- Exhibition space is 3 x 2 m<sup>2</sup> and includes one 6ft trestle table (clothed) and 2 chairs
- Cost of exhibition space as follows:

<b>Developers</b>	<b>£750</b>
<b>Developers + IFA</b>	<b>£750</b>
<b>IFAs</b>	<b>£250</b>
<b>Solicitors</b>	<b>£750</b>
<b>Lenders</b>	<b>£750</b>

- There is no Wi-Fi at the venue, however Internet connections can be provided on a first come, first served basis, as connections are limited

## The Exhibition Fee includes

- Exhibition floor space 3 x 2 m<sup>2</sup> including one 6ft trestle table and 2 chairs
- Tea and coffee is included for exhibition stand staff, however lunch will not be provided

## Note

- If you require an electrical socket, you must let us know in advance
- If you require an Internet connection, you must let us know in advance
- All electrical appliances must be labelled as PAT tested within the last 12 months
- Exhibitors must take total responsibility at all times for the security of their stands, equipment and personal belongings. There are no cloak room facilities at the venue
- Car parking in close proximity to the venue is 50p for up to 2 hours or £1.50 all day

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PLEASE COMPLETE THE FORM IN BLOCK CAPITALS

## Your details

Company Name: .....

Address: .....

..... Postcode: .....

Contact Name: .....

Position: .....

Telephone: ..... Fax: .....

E-mail: .....

## Exhibition space and fee

Are you:	<b>Developer</b>	@ £750 =	
	<b>Developer + IFA</b>	@ £750 =	
	<b>IFA</b>	@ £250 =	
	<b>Solicitor</b>	@ £750 =	
	<b>Lender</b>	@ £750 =	
	<b>Local Authority/Other</b>	@ £750 =	
		+ VAT (17.5%) =	
		<b>TOTAL =</b>	

Do you require an electrical socket? YES  NO

If yes, what electrical equipment will you be bringing along?

.....

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## Payment

Payment is required by cheque. Please make cheques payable to Plus Dane Housing Group Ltd and send them to:

**Bridget Waters, Plus Dane Group, 13-15 Rodney Street, Liverpool L1 9EF**

Alternatively, we can invoice you. Please tick this box if you prefer to be invoiced

## Signature

Signature: .....

Position: .....

Date: .....

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