

# Independent SCHOOLS Show 2010

## EXHIBITOR INFORMATION & RATE CARD 2010

### ISS visitor numbers

(not including children)

2010 **3,360+** estimated

2009 **2,800**

2008 **2,350**

2007 **1,460**

- 20% increase in footfall in 2009
- website averages 250 visitors a day throughout the year which increases to 1,200 per day in October
- Promote your school to a London audience
- Meet more potential customers
- 80% re-book amongst ISS 2009 Exhibitors for next year
- Collect names and follow up on leads
- Network at the schools-only drinks party
- Augment your own Open Days

## THE INDEPENDENT SCHOOLS SHOW 2010

The Independent Schools Show is an exciting exhibition bringing together over 120 of the UK's leading preparatory and senior schools as well as a good selection of the top tutor agencies and International schools.

It is aimed at ABC 1 parents of children between the ages of 2 and 16 living predominantly in London and the South East.

The show aims to give parents the opportunity to meet with the heads and teachers in an informal and interactive environment, allowing them to research day and boarding school options at as close as you might get to a "one stop shop."

The show is now in its fourth year and is well established as the **must-visit event for parents**.

---

### PRICES

2010 Participation costs are as follows @ £355 per metre:

#### PREP SCHOOL PACKAGE £2,130 + VAT

■ Includes a fully built, carpeted 3m x 2m stand with printed name board, spotlight and power socket.

#### SILVER PACKAGE £3,195 + VAT

■ Includes a fully built, carpeted 3m x 3m stand with printed name board, spotlight and power socket.

#### GOLD PACKAGE £4,260 + VAT

■ Includes a fully built, carpeted 3m x 4m stand with printed name board, spotlight and power socket.

All packages include a listing on the show website and a full and editable webpage on [LeadingSchools.co.uk](http://LeadingSchools.co.uk). Schools also get a free half page entry in the high-quality and complimentary show guide – a lasting record for parents to take home.

Stand payment is staggered into three payments over the year: 30% deposit, 20% in May and a final 50% in August 2010.



SEEING OVER *120* TOP INDEPENDENT SCHOOLS IS JUST A WALK IN THE PARK.

“ My daughter and I visited on Saturday and spent almost 4 hours wondering around the stands and talking to the various schools that were exhibiting. The venue was perfect, there was plenty of space to walk around and also, more importantly, the cafe to get that all important cup of tea and something to nibble on! ”

A 2009 Visitor

---

### WHEN

Friday 29th October  
10am – 5pm

Saturday 30th October  
10am – 4pm

---

### WHERE

Battersea Evolution,  
Battersea Park, London.

---

Independent  
SCHOOLS  
Show  
2010

---

### CONTACTS

**Camilla Smith** – Exhibitor Enquiries  
T 020 7731 7479  
E [camilla@schoolsshow.com](mailto:camilla@schoolsshow.com)

---

**David Wellesley Wesley** – Show Director  
T 020 7127 0034  
E [david@nextstepexhibitions.co.uk](mailto:david@nextstepexhibitions.co.uk)