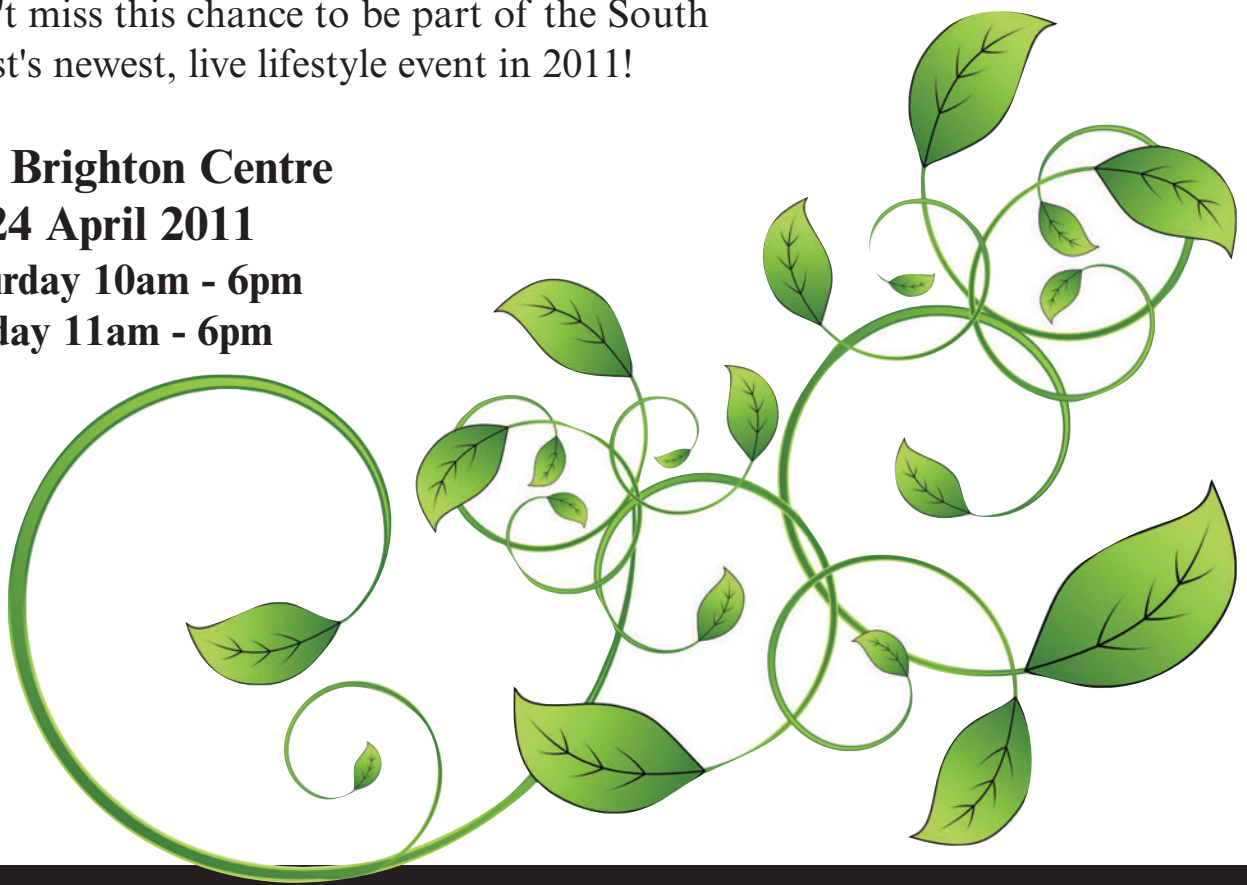


Homes & Gardens etc.

Don't miss this chance to be part of the South Coast's newest, live lifestyle event in 2011!

The Brighton Centre
23-24 April 2011
Saturday 10am - 6pm
Sunday 11am - 6pm



Lois Ireson, Senior Brand Manager Lindeman's UK said :

"We are delighted to be working with the ETC Homes and Gardens show which will allow us a chance to interact with thousands of our target consumers on a more personable basis. Lindeman's has some great things to talk about in 2011 and we feel that the ETC show will be the perfect environment for us to interact in a way that is easy-going and approachable, just like our wines!"

in association with



LINDEMAN'S®
ESTD 1843

drinkaware.co.uk
for the facts about alcohol

The Show

etc Magazine is a quality County lifestyle magazine packed with great reads about a broad spectrum of the things that make life comfortable, exciting and frankly, worth living. Shopping, fashion, music, beauty, interiors, travel and food - it's all in etc. Readers of etc Magazine are the discerning and the well off.



Now for the first time you can meet them face to face at the Homes & Gardens etc show at the Brighton Centre from 23-24 April 2011. The show is backed by Sussex Newspapers and The Portsmouth News, part of Johnston Press, one of the UK's leading local newspaper groups.

At Homes & Gardens etc 2011, visitors will be able to indulge their interest for the finer things in life, whilst taking in some demonstrations and presentations offering practical tips and advice. With the emphasis on quality and style, we aim to showcase a broad selection of lifestyle options, all conveniently arranged into themed areas. So from stylish kitchens and striking interiors, to high quality garden furniture and the latest green products and initiatives, we aim to make the Homes & Gardens etc show the place to be seen at in 2011!

Zone A - Garden Etc

Zone B - Home & Home Etc

Zone C - Food & Kitchen Etc

Zone D - Lifestyle & Technology

Central Stage: A full range of practical and informative presentations and demonstrations will run on both days of the show, more information available soon as the program is completed.

Public tickets for the event are priced at:

Adults £8 /£6 prebooked

Children under 16 go free

Student / OAP £6 / £4 prebooked

Group booking 10 or more £7/ £5 prebooked

Disabled with a carer £6/£4 prebooked, carer goes free



Confirmed appearances at the show:
Tommy Walsh on Saturday 23rd April &
Charlie Dimmock on Sunday 24th April!





The Venue

The Brighton Centre is one of the south coast's premier venues. With the biggest, worldwide music acts and international conferences visiting the venue, the Brighton Centre offers a perfect location and is directly located on the sea front.

The Brighton Centre's Main Hall has the flexibility to accommodate major and international conferences, prestige exhibitions and grand banquets.

- Plentiful and reasonably priced car parking adjacent to the centre.
- Gatwick airport is just 30 minutes' away.

'The Brighton Centre, with its excellent staff, remains the standard all other venues have to beat'.

Keith Faulkner, Conference Co-ordinator, TUC

'Thanks to the hard work of the Brighton Centre team, the conference was a great success. Thank you'.

Emma Harris, Conference Organiser, Liberal Democrats



Marketing & PR

Extensive promotion will be undertaken in etc magazine to inform the 150,000 readers of each issue about the show. In addition, Johnston Press's newspaper daily and weekly titles that span Portsmouth in the west to Hastings in the east and as far north as Crawley will carry advertising. The combined weekly readership of these publications is in excess of 2 million people:

The Portsmouth News

Petersfield Post

West Sussex County Times

Crawley Times

Horsham & District Advertiser

West Sussex Gazette

Mid Sussex Times

Crawley Observer

Sussex Express Series

Worthing Herald

Shoreham Herald

Chichester Observer

Bognor Observer

Midhurst & Petworth Observer

Littlehampton Gazette

Eastbourne Herald

Hastings Observer

Bexhill Observer

Advertising will also appear in the group's range of free newspapers throughout Sussex.

- Additional advertising in the Brighton Argus
- Advertising on Sussex local radio stations
- Online promotion via dozens of Johnston Press web sites
- Targeted Google search marketing campaign
- Ticket email campaign to our marketing database
- Door to door leaflet drops in Brighton and surrounding areas
- Competitions to win tickets to the event

Demographics

etc. Magazine and Sussex population and demographics

50,000 copies distributed monthly across Sussex and South East Hampshire from Eastbourne to Fareham along the coast and into wealthy rural inland areas of Sussex and East Hampshire. Monthly readership of over 150,000.

etc Magazine readers are the discerning and well off of all ages from aspiring twenty somethings starting to build their careers to successful high net worth middle aged people and on through to active retired individuals. Successful in their careers and urbane in their tastes, these are consumers that can spend substantial amounts on home improvements, furniture, entertainment systems, motoring and other high value items and who will celebrate a special occasion with a visit to an expensive restaurant.

In the main urban areas etc Magazine readers are younger professionals with a more liberal outlook. They are more likely to seek out brands with a multi-cultural outlook and products that display an ethical and environmental responsibility.

Sussex population statistics

West Sussex: 753,614

East Sussex: 492,324

Brighton and Hove: 247,817

Number of households: 114,479

Males: 48.4 % Females: 51.6 %

Source: 2001 census



Exhibitor Rates

Rates for full shell scheme are **£150 + VAT** per square metre and includes:

- Shell scheme
- Area themed coloured carpet
- Stand lighting
- One power socket
- Name board
- Show guide entry to include full address, contact information and company description.
- Complimentary tickets for invited guests
- Use of the exhibitor business lounge
- After-show feedback and research will be undertaken by email amongst visitors and made available to exhibitors.
- The organisers will maintain personal contact with you ensuring all your questions about the event are dealt with effectively.



Terms and conditions of business

A 25% non refundable deposit is required immediately with the balance due 30 days prior to the date of the event. Any bookings made 29 days or less prior to the event require 100% payment.

Any stand or space that is subsequently cancelled will incur the following charges:
31 days or more prior to the event - 50% of total cost to be paid (inclusive of deposit)
30 days or less prior to the start of the show - 100% of the total cost is required.

Be a part of Homes & Gardens etc 2011

To discuss your stand or space requirements at the show, please call Helen Watt on 01243 534126/07818272958 or email helen.watt@chiobserver.co.uk

Organised by JP Events & Exhibitions, part of the Johnston Press PLC group, on behalf of Sussex Newspapers and the Portsmouth News.