



# PA Show™

For PAs, EAs, VAs & Office Managers

3 – 4 July 2019, Victoria Warehouse Manchester



**The UK's largest  
gathering of  
PAs & EAs**

     
**@PASHOWUK**

Find out more at [www.thepashow.com](http://www.thepashow.com)

# The PA Show, Manchester

Building on the success of **The PA Show London** and on the findings of extensive research of attendees and non-attendees, we are launching **THE PA SHOW** at **Victoria Warehouse, Manchester** on **3 & 4 July 2019**, to meet the needs of our Northern located partners and delegate network.

## The power and increasing responsibility of the PA

With 185,000 personal assistants and secretaries employed and a further 178,000 working as office managers within the UK\*, the PA Show targets an incredible number of talented individuals who keep businesses ticking and moving forwards. The backbone of an office, PAs, EAs and Office Managers support a wealth of other colleagues, be it a senior director, head of finance or new junior recruit within their company. So, whether you are new to your role, have taken a sideways step within your career or are an experienced professional, you'll leave the PA Show with improved knowledge, skills, and contacts.

The PA Show London is the largest and leading event specifically for PAs, EAs, VAs and Office Managers and continues to grow through structured learning and value offered to professional delegates.

\*Source – The Office for National Statistics, September 2018 report, Employment by Occupation: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/employmentbyoccupationemp04>





## Why exhibit?

Put simply, exhibiting gives you a chance to put yourselves at the heart of the PA and Executive Support community in the North.

These professionals manage vast and varied responsibilities within their companies, therefore they attend the show to source a variety of suppliers. As cornerstones within their businesses, the recommendations of PAs are presented directly to senior management, and trusted. PA Show is your chance to ensure this audience know your company and your offerings.

Offering the same quality of CPD accredited classes, The PA Show Manchester looks set to build into a northern powerhouse of The Executive support calendar.

Be part of our launch event and be central to the experience of attendees.



The PA Show was an integral part of TAG's 2019 sales and marketing strategy. Over the course of the two days, we found footfall to be strong and of a good quality, seminars and sessions very well attended, and only four weeks on already have a good predicted ROI of 10.25%. TAG have secured a larger space for next years event, which in moving to ExCel London is already set to be bigger and better than ever.

Mash Media have been an invaluable strategic partner in assisting TAG in raising brand awareness throughout 2019 and we look forward to collaborating on further projects with them in the future, including Confex Future Focus and The PA Show North."

**Head of UK Sales | TAG Corporate**



# Marketing Campaign

When you decide to exhibit at the PA Show Manchester, the exposure doesn't end at your stand. There are multiple avenues that are open for you to increase your impact as well as numerous sponsorship and paid opportunities to take advantage of in order to boost your show profile.

**Over 182,000 opportunities to engage... that we know of...**

## PA Show™

**An audience of over 35,000**

**Customer Database**  
Over 8,000 delegates

**Leads Database**  
Over 20,000 event professionals

**Over 5,000 followers**

**Over 1,000 followers**

**Over 1,000 followers**

**Over 1,000 followers**

## A Marketing campaign that goes beyond

The PA Show is promoted to a highly engaged audience from the get go. As an established event we already have 1,000's of potential and relevant delegates interested in our events and news.

We also have a vast, managed social network and a warm list of contacts interested in our news.

We promote the show before, during and after with relevant content ensuring our partners gain exposure both before, during and after.

As The PA Show is part of the Mash Media family, we also utilise our print and digital publications to raise awareness and attendance selecting the right publications and channels for the right message.

In total, we can instantly engage with an audience of more than 100,000, interested in the product and services we offer.



## Mash Media

**Total Print circulation**  
Over 48,000 per month

**Total Unique Web visitors**  
Over 70,000 per month

**Total eNewsletter mailings**  
Over 29,000 per month

**Over 68,000 followers**

**Over 12,000 followers**

**Over 1,600 followers**

**Over 3,100 followers**



ConferenceNews

Access All Areas



CONFERENCE & MEETINGS WORLD

- Show specific Social and PPC
- Industry press advertising
- Industry Press Newsletters
- Industry Social
- Industry Web Banners
- Partnerships Digital, Print and Email
- Cross Event promotion

**ALL DRIVING TRAFFIC TO OUR EVENT WEBSITE**



## Customer testimonials

‘A huge variety of stands and exhibitors, useful seminars and an impressive layout’

**Abi Francis, Secretary, Arup**

‘A show that’s very good at showing new office innovation and future office technologies’

**William Pierce, Procurement Manager, Pulch Wave**

‘The two days at the show were a complete game changer for me. I was expecting to come away with some new ideas and tips, but in reality, I came away with a totally new outlook on my career, and already the company I work for are reaping the benefits’

**Kate White, PA and Estate Office Administrator, Farley Farms Estate**

## Exhibitor testimonials – PA Show London

“The PA Show 2019 was the first national show that GiftRound has attended and it was excellent. In the build up to the event the PA Show team were excellent enabling us to turn up prepared to meet hundreds of PAs EA’s and VA’s that were really keen to hear about GiftRound and the exciting new ‘online office collections’ service we are providing. We are already planning for the 2020 show and can’t wait!”

**Craig Forsythe CEO & Founder, GiftRound**

“I just wanted to say a big thank you to all of the team at Mash Media for their help with the PA show. They were so helpful leading up to and during the show which really made the difference in making the event successful for us. Many thanks”

**Nick Milas, Blue Line Events Ltd**



‘At the PA Show 2019, also my first experience of this event, the stand out for me was the guest speakers on the main stage. I feel that this coupled with the stands and the show very well, enabling the attendee to gain an all-round experience of the profession, new services, support, new developments and future plans in the industry.’

**Emily Newstead, CEO & Founder of Bow Gifts**

# Package availability and Rate card

Package Type	Platinum (1 Available)	Headline (2 Available)	Gold (10 Available)	Silver (6 Available)
Stand Size	5x2m	5x2m	4x2m	3x2m
Number of staff passes	6	5	3	2
Number of complimentary end-user passes	3	2	1	-
Registration sponsor	✓	-	-	-
Theatre sponsor	-	✓	-	-
Online branding - Website exhibitor profiles + content upload areas	✓	✓	✓	✓
Email branding - Logo with click through	✓	✓	-	-
Signage branding (on the day)	✓	✓	✓	✓
Sponsorship on breakfast / lunch	✓	-	-	-
Sponsorship of coffee break	-	✓	-	-
On-screen branding in all conference halls	✓	✓	-	-
Leaflet in show bag	✓	✓	-	-
Full contact list for all opted in attendees post event	✓	✓	✓	-
Price	POA	£4,500	£2,500	£1,000

## Sponsorship opportunities:

There are also a number of ways we can partner with you to increase your exposure in the build up to the show. E-mail blasts, Newsletter inclusions and News articles on our website are effective opportunities to make your presence at the show known to a new audience.

Enhance your brand awareness with one of our many cost-effective sponsorship opportunities

<b>Lanyard Sponsorship</b>	<b>1 Available</b>	<b>£750</b>
<b>PA Show Website Banner - (Run of site) May &amp; June</b>	<b>8 Available</b>	<b>£500</b>
<b>Full page advertisement in Show guide (4 Available)</b>	<b>4 Available</b>	<b>£500</b>
<b>Leaflet in Show Bag (2 Available)</b>	<b>2 Available</b>	<b>£500</b>
<b>Wi-Fi Sponsor</b>	<b>1 Available</b>	<b>POA</b>





# PA Show™

For more information or to book your stand please contact:

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