



# **GREAT BRITAIN LIVE**

**BEST OF BRITAIN**

**16 - 18 April 2021**

**Ricoh Arena**

# GREAT BRITAIN LIVE

Great Britain Live will stage its inaugural festival of all things British from the 16th to the 18th April 2021 in the heart of the UK at the Ricoh Arena, Coventry. Visitors will be immersed in an inspiring world of Britishness with show-stopping features, luxury and high street shopping, eye-catching live shows, inspirational masterclasses, demonstrations, and catwalk presentations, the very best line-up of celebrity guests and hands-on advice from much-loved industry experts.

This uniquely patriotic experience will feature hundreds of Britain's best known and most desirable retailers proudly flying the flag for the UK marketplace and celebrating the best of British life with sustainability and mindfulness running through the heart of the show. With key lifestyle sections including the Great British Food Hall, Fashion & Beauty, Britain Outdoors, Gardening, Homes & Interiors, British Holidays, A Guide to a Sustainable Britain and Shopping, the show will replicate the best of the local British high street and offer fun and inspiration for all the family.

Unlike any other consumer event, this live show is designed to unite the great and the good of British lifestyle today while staying loyal to British traditions and heritage. With a strategic and comprehensive far-reaching marketing, advertising, and PR campaign (broadcast, print, online, and social media) reaching millions of ABC1 adults from all corners of the nation, this first event is predicted to see an attendance of over 40,000+ visitors over the three days.



IN PARTNERSHIP WITH

**RICOH ARENA**

**TONI & GUY**

*Harrods*

**UTILITY WAREHOUSE**  
*The Discount Club*

*the*  
**ticket**  
*factory*

  
**JAGUAR**

  
**LAND ROVER**

**Take part in the UK's best of British show and join us in showing your support for the British marketplace**

# OUR TARGET AUDIENCE

Great Britain Live provides a unique platform where brand integration and shopping remain at the heart of the visitor’s experience. From specialist gardening tools and machinery through to leading motoring manufacturers, home appliances to the most exquisite food and drink available in Britain today.

Great Britain Live provides the ultimate marketing opportunity to increase not only your brand awareness, but also your business turnover in a short space of time. It allows you to present yourself, your business, and your products to a highly discerning audience of wealthy consumers.

- Affluent Professionals

  - 45-60 years
  - £100-149k income
  - Senior managerial positions
  - M&S & Waitrose shoppers
  - Social media activists
- Steady Families

  - 36-45 years
  - £40-49k income
  - Majority in full-time work
  - School-aged children
  - First to have latest technology
- Successful Families

  - 36-45 years
  - £70-100k income
  - Advancing careers
  - School-aged children
  - Sainsbury’s & Waitrose shoppers
- Comfortable Seniors

  - 60+ years
  - £100-149k income
  - Retired
  - Countryside dwellers
  - Ample leisure time
  - Like to be self-sufficient



**40,000+ VISITORS**

estimated visitors to the show in the first year

**ABC1**

90% of visitors are predicted to be ABC1

**30 - 65 YEARS**

core audience will be aged 30 - 65 years

**75% OF POPULATION**

live within a 2 hour travel time to the Ricoh Arena

**MULTIMEDIA REACH**

targeted multimedia marketing campaign

# A TARGETED MULTIMEDIA MARKETING CAMPAIGN

Fully integrated wide reaching marketing, advertising, and PR campaign, reaching millions of ABC1 adults from across the UK, positioning Great Britain Live as a must-attend lifestyle event in 2020. The show is developed to provide a highly effective retailing platform that allows you to meet these traditional, hard-to-reach, discerning British consumers face-to-face in a relaxed and sophisticated atmosphere.

Dedicated PR campaign targeting lifestyle press to include broadcast media, national and regional media and online channels. Working closely with partners, sponsors and exhibitors to create compelling and bespoke news stories that promote the show, help drive footfall and meet client objectives.

Advertising in leading lifestyle publications, including national and regional press across traditional print advertising, advertorials, inserts and creative media solutions.

Comprehensive online advertising campaign across market leading lifestyle websites and radio advertising across regional and national stations.

Highly engaging social media content strategy across Facebook and Instagram utilising influencers, bloggers and celebrities to grow event awareness and drive ticket purchase.

Securing relevant brand and media partnerships to utilise a variety of databases increasing the shows awareness and overall reach.



# A UNIQUE BRITISH VENUE

The Ricoh Arena is unlike any other venue in the UK. A pioneer in the world of sport, business and entertainment.

A world class destination in the centre of the nation, it has provided a catalyst for urban regeneration and economic development since its opening in 2005, and now is the home of Aviva Premiership Rugby Team the Wasps.

This award-winning venue has a mix of state-of-the-art conference, training, banqueting, exhibition, hotel, music and sports facilities, and has become a firm favourite in the UK music industry for promoters as well as business and sports organisers.

There is over 20,000 sqm of space along with thousands of free parking spaces, restaurants, its own Hilton hotel and one of the UK's largest casinos.

Situated in the heart of UK, the Ricoh Arena is within two hours' drive of 75 percent of the population (49,800,000 individuals) and is easily accessible from junction 3 of the M1 as well as the M40 and M6. Visitors can arrive easily via three local rail stations including its own dedicated station, all within less than a few miles. Birmingham International Airport is less than a 20 minute drive away and a regular train to and from London Euston lasting only 55 minutes.



## EASILY ACCESSIBLE

located in the centre of the UK with direct access to the M40, M1 and M6

## FREE PARKING

visitors and exhibitors benefit from over 11,000 free parking spaces

## THREE LOCAL RAIL STATIONS

onsite rail station with two more less than a few miles

## AWARD WINNING VENUE

state of the art facilities for a variety of events

## SIGNIFICANT CAPACITY

ability to host over 40,000 consumers at any given time



# WHY GREAT BRITAIN LIVE?

## 1

Great Britain Live offers unique opportunities to engage with a large and highly targeted audience of wealthy consumers in memorable and unique settings

## 2

Visitors spend 5-6 hours on average at events, which equates to watching or listening to over 660 broadcast adverts

## 3

Each year visitors attend unique shows to discover, sample and purchase new products while also gaining expert advice. £2.7 Billion is spent each year at consumer events and exhibitions

## 4

Events leave a lasting impression! 69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event

## 5

Sponsorship of Great Britain Live provides your brand with the platform to position yourself ahead of your competitors, put your business at front and centre across the entire event from start to finish

“If one person experiences a live brand experiential campaign, a little more than 25 other people will hear about it directly through word-of-mouth”

# SECURE YOUR SPACE

A package to suit all budgets - whether you're looking to showcase your business, increase revenue, promote a new product launch or meet with the tens of thousands of visitors predicted to attend Great Britain Live.

We work hard to ensure that we limit the number of businesses in each exhibitor category. As a result, space at Great Britain Live is strictly limited.

Show categories include:

Gardening Tools & Machinery | Camping & Caravans | Motoring | Homewares | Interior Design | Home Furnishing | Home Improvement | Fashion | Beauty | Food & Drink | Outdoor Leisure | Garden Buildings & Furniture | Jewellery & Gifting | Arts & Crafts

## STAND SPACE OPPORTUNITIES

Space only: £150.00 per sqm +VAT

We provide you with the floor space for you to showcase your brand and products, allowing you to build a bespoke stand.

Shell scheme: £200.00 per sqm +VAT

We provide you with all the basics to get your business in front of our audience. You'll benefit from a solid forum shell scheme (walls), a fascia and name board, a muslin ceiling and a plain coloured carpet.

Great British Farmers Market

Designed for the independent organic food brands, with stands starting from just £400.00 +VAT as a shell scheme package.



## BRAND AWARENESS

raise brand awareness with an affluent audience

## GENERATE REVENUE

sell your product/service to the end consumer

## PRODUCT FEEDBACK

gain valuable face to face product feedback

## CAPTURE DATA

build your marketing databases

## CREATE RELATIONSHIPS

between your brand and your customers



# BECOME A SPONSOR

As a sponsor of Great Britain Live, you will ensure your business benefits from high-level brand association, and it's multi-channel marketing campaign year-round. It will provide you and your brand with the opportunity to reach millions of consumers via innovative and engaging marketing, advertising, and PR campaign and ensure your brand is centre-stage during the three-day event.

If you want to maximise your presence, reach new buyers, reinforce your brand and gain the all-important competitive edge, then sponsorship will give you the promotional tools prior, during, and post-show to help you grab the attention of the high-net-worth consumers attending.

Whether you want to become the Headline Sponsor, the sponsor of a key feature, or area that closely relates to your core values, then get in contact to discuss options or to tailor a package suited to your objectives.

The team are on hand at anytime:

Michael Rossi  
Commercial Director  
[michael@greatbritainlive.o.uk](mailto:michael@greatbritainlive.o.uk)  
+44(0)8000371768 Ext.3

Your brand will become an integral part of the show, it's marketing campaign and more. Early booking is essential to maximise all promotional opportunities.



## Let's support Britain together

We are looking for long-lasting partnerships with like-minded brands and organisations. Our vision for the future is one to be shared with companies that want to grow the British economy, improve the British market place and join us in flying the flag for British brands.

The Great Britain Live team can create bespoke engagement plans, built around your organisation's strategy and budgets. They're on hand to walk you through stand options and help you prepare for a spectacular show.

Contact the team on +44(0)8000371768 or email [exhibiting@greatbritainlive.co.uk](mailto:exhibiting@greatbritainlive.co.uk)



#CelebrateBritain