

THEATRE SHOW 2016 Wednesday 22 & Thursday 23 June

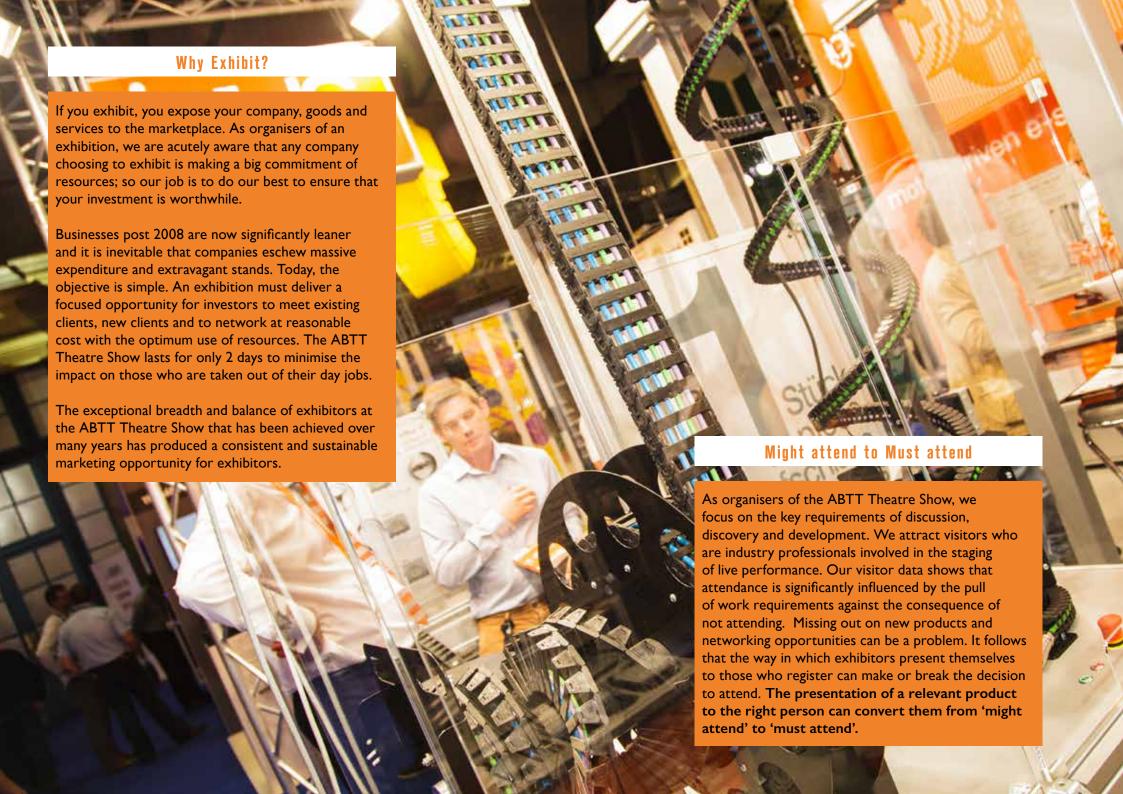
The West Hall, Alexandra Palace N22 7AY

Moving forwards...2016 Prospectus









Technology in Marketing

The inexorable domination of technology and computers can distort our perspective on marketing. On the one hand we are disadvantaged without them and on the other hand we are overburdened and distracted if we do have them. The fundamental point is this: Who is in charge? Is it the computer or is it the human being.? We work in the entertainment industry where the end product is about as human as it can get. The interaction of a huge number of individuals with different skills and expertise come together to create an experience on stage which changes the lives of the audience. It makes no difference whether it is Glastonbury or Liverpool Empire, The Old Vic or a local school. We all belong to the process of presenting artistic work on stage.

We acknowledge that much of our industry has limited marketing resources. Some of the bigger suppliers in our industry have a well resourced marketing presence but many others simply can't afford it. Wherever possible, we address the way in which we can help you market your presence at the ABTT Theatre Show in a practical manner.

Just because the technology exists, it does not mean that we are all obliged to use it. Everybody is comfortable being mailed electronically and directed to a website to pick up information.





HOW LONG? (have you been working in the industry)

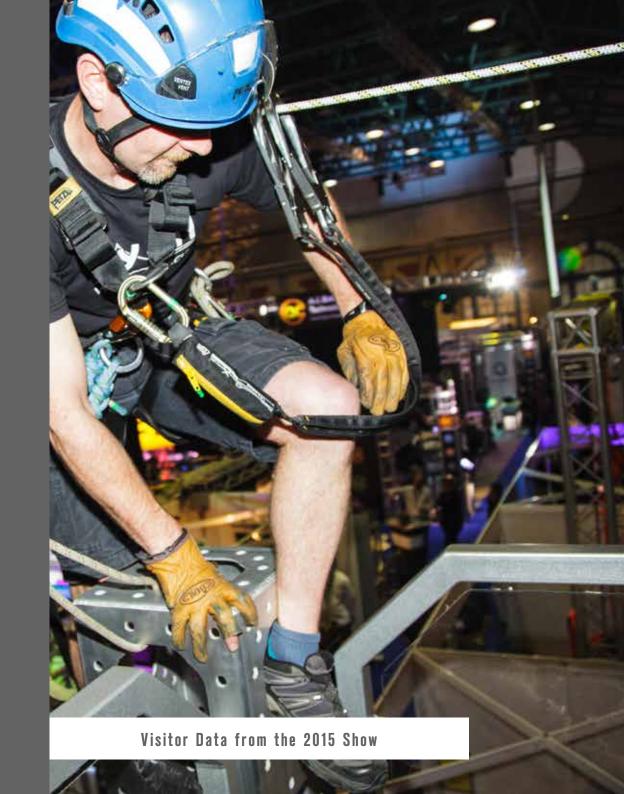
Answer	%
Less than 5 years	15%
Between 5 and 20 years	44%
More than 20 years	41%

SECTOR

Answer	#	%
Professional Theatre	726	26.36%
Non Professional Theatre	181	6.57%
Events & Festivals	419	15.21%
Conferences/Corporate	273	9.91%
Education - Primary/Secondary/Gramman	⁻ 76	2.76%
Education - Independent Schools	89	3.23%
Education - Further/University	177	6.43%
Film & TV	186	6.75%
Leisure Attractions	70	2.54%
Venue Management	125	4.54%
Building Design & Fit Out	165	5.99%
Industry Supplier of Goods/Services	267	9.69%

ROLE

Annuar	#	%
Answer	# 179	% 5.70%
Administration/Marketing Architect	179	0.38%
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Automation	17	0.54%
AV/Graphics	60	1.91%
Consultant - Theatre	112	3.57%
Consultant - Technical/Other Engineer	136	4.33%
Engineer	119	3.79%
Event Organiser	86	2.74%
Facilities Manager	53	1.69%
Flyman	51	1.62%
Lighting Designer	235	7.49%
Lighting Operator	195	6.21%
Master Carpenter	31	0.99%
Performer	28	0.89%
Press	27	0.86%
Production Designer	52	1.66%
Production Electrician	116	3.70%
Production Manager	168	5.35%
Rigger	74	2.36%
Scenery Builder	73	2.33%
Sound Designer	139	4.43%
Sound Operator	172	5.48%
Stage Engineering	68	2.17%
Stage Management	140	4.46%
Teacher	70	2.23%
Technical Manager	231	7.36%
Technician - Theatre	268	8.54%
Technician - Events	150	4.78%
Venue Manager/Operator	77	2.45%











2015 Exhibitor List

A.C. Entertainment Technologies Academy of Live & Recorded Arts Aluminium Access Products Limited Amber Sound Ambersphere Solutions Ltd Andolite Limited Association of British Theatre Technicians Association of Lighting Designers Association of Sound Designers Audience Systems Ltd Autograph Sales & Installations Avolites Limited BECTU Bose Ltd Bristol Paint (UK) Limited British Harlequin

Canford Audio plc

Cartey & Co Ltd CC Skills/The Backstage Centre CCOS UK Ltd. Centre Stage Engineering Limited Cinema Theatre Association City Theatrical Inc. Computers Unlimited (Vectorworks) Cooper Controls Ltd d & b audiotechnik GB Limited Doughty Engineering Limited Drama UK Drapemakers ELC and Green-Go Electronic Theatre Controls Ltd **EM** Acoustics **Entertaining Sustainability** Entertainment Technology Press Flint Hire & Supply Limited Gerriets Great Britain Limited

Global Design Solutions Limited

Globestock Limited Goboland UK Limited Goboplus Limited Guildhall School of Music & Drama Hall Stage Limited Hawthorn Theatrical Limited Hayles and Howe Ltd HD Pro Audio Hoist UK Limited Hussey Seatway Limited Huge Design for Graphics IGUS (UK) Limited Illuminate Design Limited Independent Studio Services Ltd. | & C |oel Limited John Toogood KV2 Audio Europe Limited LAMDA Le Mark Group Self Adhesive Lewisham College Lift Turn Move Limited LMC Audio Systems Limited Locker and Riley (FP) Ltd Lyon Equipment Limited Mushroom Lighting Mainstage Ltd Martin Professional Mayr Transmission Limited Miltec Distribution Limited Mountview Academy of Theatre Arts Orbital Sound Organisers Peter Evans Studios Limited PLASA/LSI Production Resource Group

Prompt Side Image Fabrication

Pyrojunkies

Quinette Gallay

Race Furniture Ltd RB Health & Safety Solutions Robe UK Limited Roland UK Limited Rope and Rigging Limited Rose Bruford College Royal Central School of Speech and Royal Conservatoire of Scotland Royal Welsh College of Music & Drama Safety Lifting Gear SAS Techno Logistique Schools Theatre Support Group Sennheiser UK Limited SES Entertainment Services Ltd Set up (Scenery) Ltd Showcomms ShowTex België NV Slingco Limited

Sony Europe Limited Sparks Theatrical Hire Limited Stage Management Association Stage Sound Services Limited Stage Technologies Stage Track Limited Steeldeck Industries Limited Studio Three Sixty Technical Performance & Presentation The Theatres Trust The Theatrical Guild Total Access (UK) Limited Total Solutions Group Tracking This Triple E Limited Unusual Group Limited Varia Textiles UK Limited Water Sculptures White Light Limited Yamaha Music Europe



Association of British Theatre Technicians

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Telephone: +44 (0) 20 7242 9200

Theatrical Trading Ltd. presents the ABTT Theatre Show and is a wholly owned subsidiary of The Association of British Theatre Technicians.

Registered Charity No 282069

ABTT Theatre Show Director Roger Fox

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The Event Kit 020 7993 4165

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