



# THEATRE SHOW 2016

Wednesday 22 & Thursday 23 June  
The West Hall, Alexandra Palace N22 7AY

*Moving forwards...2016 Prospectus*



## Introduction

The ABTT Theatre Show is an event where suppliers of goods and services meet up with industry professionals involved in the staging of live performance. The networking opportunity is exceptional. The exhibition includes product demonstration facilities and a programme of seminars.

We will be back at the West Hall at Alexandra Palace next year and show dates are Wednesday 22<sup>nd</sup> and Thursday 23<sup>rd</sup> June 2016.

We are in the process of assessing demand from exhibitors and will not be confirming allocated space until mid October.

Roger Fox  
David Mayo  
Isobel Hatton

*September 2015*

Thank you to all 2015 exhibitors

## The Booking Process

Priority will go to those who expressed an interest directly with us at the show this year. We will then open a priority booking period for ABTT Industry Supporters Group members, after which we will accept new bookings.



2015



**TECHNICAL STANDARDS  
FOR  
PLACES OF  
ENTERTAINMENT**

The Association of British Theatre Technicians  
The Chartered Institute of Environmental Health  
The District Surveyors Association  
The Institute of Licensing

The Association of British Theatre Technicians is a charity and a company limited by the guarantee of its members. We campaign on behalf of the theatre industry to ensure legislation is appropriate to the industry's needs, and that regulations are suitably drafted and enforced.

**How it all works**

**SUPPORT THE SHOW - SUPPORT YOUR INDUSTRY**

The Technical Standards publication is an example of the work undertaken by the ABTT for the benefit of the industry. Further examples include Codes of Practice for the use of Telescopes and Plaster Ceiling Inspection.

The development of professional standards and training is essential for our industry. This keeps us in alignment with broader legislation, helps to make our workplace safer and sets the UK apart as leading practitioners in the world entertainment marketplace.

All of this work is funded by commercial activity of which the ABTT Theatre Show is a significant contributor.

Your support is important. Please remember that the profit is ploughed back into your industry. Your involvement is part of your corporate sustainability policy!

In the end, our industry will continue to flourish if we look after it. Let it remain that way please!

Roger Fox  
Show Director

All show photographs : Sam Shrimpton - samshrimpton.co.uk

To get a good idea of the breadth of product presented at the ABTT Theatre Show, go to [www.abtttheatreshow.co.uk](http://www.abtttheatreshow.co.uk) to see the show video. Filmed and edited by Martin Jangaard of Hubub Media.

## Why Exhibit?

If you exhibit, you expose your company, goods and services to the marketplace. As organisers of an exhibition, we are acutely aware that any company choosing to exhibit is making a big commitment of resources; so our job is to do our best to ensure that your investment is worthwhile.

Businesses post 2008 are now significantly leaner and it is inevitable that companies eschew massive expenditure and extravagant stands. Today, the objective is simple. An exhibition must deliver a focused opportunity for investors to meet existing clients, new clients and to network at reasonable cost with the optimum use of resources. The ABTT Theatre Show lasts for only 2 days to minimise the impact on those who are taken out of their day jobs.

The exceptional breadth and balance of exhibitors at the ABTT Theatre Show that has been achieved over many years has produced a consistent and sustainable marketing opportunity for exhibitors.

## Might attend to Must attend

As organisers of the ABTT Theatre Show, we focus on the key requirements of discussion, discovery and development. We attract visitors who are industry professionals involved in the staging of live performance. Our visitor data shows that attendance is significantly influenced by the pull of work requirements against the consequence of not attending. Missing out on new products and networking opportunities can be a problem. It follows that the way in which exhibitors present themselves to those who register can make or break the decision to attend. **The presentation of a relevant product to the right person can convert them from 'might attend' to 'must attend'.**

## 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.

This year we introduced The Theatre Show App, which started well and picked up nearly 1000 users. It is a useful and relevant tool, which we will develop further. We have opted for this 'closed' social media option rather than the prevalent Facebook and Twitter route to retain the sense of community of our industry.



## Visitor Data from the 2015 Show

# 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/Grammar	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

Answer	#	%
Administration/Marketing	179	5.70%
Architect	12	0.38%
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%



Visitor Data from the 2015 Show

## NEW FOR 2016

Why on earth should anybody know what your company provides? There are obviously some exceptions where the name of the company is self explanatory. Every day, new professionals come into the industry and exhibitor reliance on reputation is a risky strategy. The exhibition catalogue concept needs to be refreshed.

This autumn, we will be adding a significant feature to the Theatre Show Website - a filtered search facility. This will enable you to tailor your search to produce targeted results.

We will not be putting prices onto this database.

This will be an opportunity for exhibitors to define a limited number of goods and services representing their offer. Visitors unfamiliar with an exhibitor will then be driven to their stand due to the relevance of their search.







## Using Data

Data is frequently gathered and not used. Organisers ask endless demographics questions and don't use the data whilst managing to annoy the person who just wants to register. Exhibitors scan badges and do nothing with the data because they are too busy. These may be generalisations and are not true in every case. The essential marketing issue is that technology can be of enormous use if we keep it simple. Decide what you want to know and why, then decide how you want to gather the information. Over the past couple of years we have collected some important data, which helps us understand who visits the show. In 2016, we will not be asking the same questions but will be addressing data capture from a different angle.

Based on information collected this year, we know what industry they work in and we know what they submit as their job title(s). We also know how long people have been working in the industry. At the same time, we know that our exhibitors are categorised as audio, lighting, engineering suppliers and so on.



## Defining the Marketplace - Exhibitor Advice

- You wouldn't put a massive followspot in a small studio theatre.
- You wouldn't put a clever small scale sound system into a No1 Touring Theatre.
- You wouldn't use a small comms system to run a Festival.

Targeting a specific sector with the appropriate product will deliver a direct match for a visitor.

Do you remember the commercial with Richard Wilson and Maureen Lipman for BT - "all of the colours in all of the sizes"? We will only be asking exhibitors to supply basic core product information to help drive footfall to their stand. We will not require the finer product details.

Logically, our post show data report will illustrate what market sector our visitors work in and what technical specialist area they come from. This will influence how we move forwards into 2017.

So - we are going back to basics. Just tell us why your goods and services are important. If you have got something that is going to make touring a lot easier - now is the time to shout about it!



## Theatre Show App Developments

The app was launched for the show in 2015 and we deliberately kept it simple. We have picked up nearly 1000 users so far.

The app offers an interesting marketing opportunity as well as being an ideal communication tool. It is in effect a professional Facebook type facility with the key difference that there is an editor behind the scenes removing rogue or irrelevant content.

We are now planning to develop content within the app to engage the technical theatre and events community throughout the year. Technical standards news from the ABTT will be previewed in the app. The product directory on the Theatre Show website will have a direct link from the app. Users will be able to view the website within the app.

### **App for exhibitors**

The Community menu shows who has joined, what sector they work in and more often than not - where they work. You can send messages directly to any individual. It follows that there is a considerable opportunity of getting relevant information to the right people. Recycling unwanted equipment and job opportunities come to mind.

As a user, you can place information into the activity feed. If you really want to draw attention to your message, please get in touch with the editor. You can take advantage of promoted postings which sit at the top of the activity feed and for a really direct approach, a push message goes to the mobile devices of all users.

### **Sponsorship**

Now that we have the app running, we will introduce sponsorship opportunities for exhibiting companies. If you are interested in more detail, please get in touch with [dmayo@theeventkit.co.uk](mailto:dmayo@theeventkit.co.uk)

## 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  
CCQS 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.  
J & C Joel 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 Limited  
Robe UK Limited  
Roland UK Limited  
Rope and Rigging Limited  
Rose Bruford College  
Royal Central School of Speech and Drama  
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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Theatrical Trading Ltd. presents the ABTT Theatre Show and is a wholly owned subsidiary of The Association of British Theatre Technicians.  
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### ABTT Theatre Show Director Roger Fox

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