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## Giving & Living: How did the new venue fair?

**One month after Giving & Living 2010 successfully moved to Exeter after more than 40 years in Torquay, the organisers have confirmed that the move made great business sense.**

More than 6,000 leading international and UK gift trade buyers visited Giving & Living 2010 last month to undertake deal making and order placing with more than 500 exhibitors over 4 days. The organisers have now received feedback and the results confirm that the move has been welcomed by exhibitors and buyers alike.

Syd Wood of leading exhibitor Joe Davies (Manchester) said, *"It was a brave move but the new location and offering of the show means that it is even more of a serious contender. Everything about the show lends itself to creating serious business for exhibitors."*

This was reiterated by Neil Poiner of Panopoly UK, who reported that they'd had *"their best 'Torquay' for a number of years, both in terms of business at the show and the percentage of new customers and 90% of the buyers asked preferred the new venue."*

Heather Chown of Chown China had an equally good start to the year thanks to Giving & Living, saying *"Thank you for a brilliant Show. Things were buzzing and altogether we had excellent orders for special designs. Just what we wanted to get the year off to a good start so well done on a good venue and great organisation!"*

Robin Clarke of Heritage Art Papers confirmed that *"Sunday was the best day we have had at the show in terms of orders placed, not just leads!"*. Whereas traditionally the show starts to quieten down on Wednesday, business certainly didn't stop this year. According to Peter Ryland of Indian Connection their new customer orders were up 185% while Phil Coatham of Pocket Money Plus also continued to take orders *"...right up until the end of the show on Wednesday."*

It wasn't just the exhibitors singing show's praises as buyers, including Peter Baker of Temptation, Dorset confirmed that there were *"...no parking hassles with a much improved layout and the adage that happy punters spend more was certainly true in my case"*.

Michelle Heard of Cheristow Lavender thoroughly enjoyed her experience where the move to Exeter saved them over 2 hours on the journey. Lynn Reynolds of Exmoor Zoo also appreciated the change in location saying *"Having done both Torquay and Exeter, I found the new venue at Westpoint far more successful. Location and parking is easier so overall a very successful day buying!"*

Adding value to visitors' experience, a number of jargon-free seminars were delivered by leading UK ecommerce specialists Sitemakers Ltd, designed to help businesses to maximise their online presence with topics covered including multichannel retailing; attracting and keeping online customers; social media and the impact of smartphones.

For further information about Giving & Living 2011, call Mike Anderson of organisers Hale Events on 01934 733433 or visit [www.givingliving.co.uk](http://www.givingliving.co.uk)

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**Notes to editors**

**Hale Events:** Somerset based Hale Events organise a number of specialist trade exhibitions including the SOURCE Exhibition, Taste of the West Trade Show, Select @ Bath. Visit [www.hale-events.com](http://www.hale-events.com). For further information, high resolution images, or personalised quotes contact Alexis Thornely of One Voice Media on 01392 278801 or email [pr@onevoicemedia.co.uk](mailto:pr@onevoicemedia.co.uk)