

# office\*

\*PERSONAL ASSISTANT

\*OFFICE MANAGER

\*EXECUTIVE SUPPORT

8-9 OCTOBER 2013  
OLYMPIA | LONDON

## office\* 2013 Exhibitor Show Highlights: *office supplies, business services, corporate travel, hotels, venues & training*

office\*, the UK's biggest dedicated event for the PA and office manager community, will return for its fourth edition next month, on 8-9 October at London's Olympia, with over 175 business to business suppliers – around 75 of which will be making their debut this year.

Visiting PAs, EAs, VAs, and office managers – no matter their corporate budget – will benefit from seeing all the latest products and technologies coming out of R&D, plus a host of innovative new services and solutions at this year's office\*. Ensuring that they can make (or influence) the right purchasing decisions for their company and colleagues.

The following is just a taste of what attendees can expect to see at office\* 2013:

### Office Equipment, Products & Supplies

**Brother UK** is celebrating 25 years of its office labellers with an exclusive competition and interactive game at this year's office\*. The first 100 visitors to the stand each day will also receive Brother branded goodies. Brother UK will be showcasing the PT-2730VP desktop labeller on stand 1038, as well as offering up to £50 cashback on selected models.

**Pilot Pen** will be showcasing its FriXion Clicker on stand 5040, which lets its users simply write, erase (FriXion It), then carry on writing in just one click. Plus, the latest addition to its BeGreen range – the V5/V7 Hi-Tecpoint Cartridge System. When these unique pens run out, simply refill with low cost recyclable cartridges. So users can be *green* no matter what colour they write!

spicers will be showcasing **GLO & 5 Star office products** on stand 2042. 5 Star have been supplying top quality stationery for over 25 years, at competitive prices. spicers host an impressive range of over 1,400 products, all with a 12-month guarantee. Taking office stationery to the next level, GLO supply funky office stationery in vibrant colours (green, lemon and orange), for that modern, fresh and creative feel.

See the world's largest paper clip ruler at office\* 2013 on stand 3045. Dragons' Den Winners **Magic Whiteboard & Magic Rulers** will be launching two new fun rulers at this year's show. There's the 3 in 1 Magic Ruler – a jumbo paper clip, ruler and bookmark, which is available in orange, blue, green and purple (RRP £1.99), and a fun Jigsaw Ruler, which is available in blue/green and pink/purple (RRP £2.29).

"This is our 3rd time at office\*," says Magic Whiteboard's Neil Westwood. "There is a great atmosphere and buzz at the show and we love demonstrating our Magic Whiteboard products to its visitors."

New exhibitor **Superior Interiors** (stand 1009) provide turn-key interior solutions to the commercial and residential sectors. Design concepts are developed in-house using the latest technology. Build works are completed by its dedicated contractors. Each and every refurbishment is project managed by Superior Interiors, so its clients can continue their own professions hassle free.

New exhibitor **The Glass Fabric Co. Ltd** (stand 5060) distributes the innovative 'Magnet' M22 wall covering. This offers a flexible means by which to display notices, drawings and artwork. Magnet M22 allows walls to become functional working areas one moment, yet is unobtrusive and blends into the surroundings the next.

**Twofold Ltd** (stand 5042) provide and support traditional and digital mailroom solutions. From franking machines and folder inserters to full content management systems, Twofold have a paper and data solution for your company, whatever your size or budget. Twofold have an enviable reputation as being market leaders in the automated office world.

**Avery UK** (stand 2041) will be showcasing how to create beautifully branded, bespoke labels with its Avery Design & Print Online service on stand 2041. They are ideal for creating personalised filing systems, sending out eye-catching packages or giving important mail a professional finish. Visitors will also have a chance to enter a free prize draw to win a Martha Stewart Home Office™ with Avery™ Tote bag, with accessories and Avery label products.

**Townley Network Solutions** will be demonstrating the Mitel 5000 telephone system on stand 3061. office\* visitors will be able to get to grips with the overwhelming range of features and functions that the Mitel system has to offer, and see first-hand how intelligent telephony can revolutionise the way a business operates.

**The Keyboard Company** (stand 5030) will be presenting the latest products from the market leaders in mechanical keyboards. These include Filco, Matias, Topre, and Truly Ergonomic – designed to enhance both the speed and accuracy of the individual; an absolute must for all superfast typists. Plus, Orthomouse, which sets new ergonomic standards in the vertical mouse.

Last year **Reflex Office Products Ltd** managed to save, on average, 23% off business supplies costs from every audit saving exercise they performed. This was based on analysing and detailing savings through their proven Advanced Software software ROSA. Whilst great service and customer dedication is critical, nothing impacts bottom line profits more than wastage and obsolescence through bad purchasing habits. Join the 23% bandwagon on stand 5041 and try the Reflex Challenge to be in with a chance of winning an iTouch, iShuffle and iPad, plus other

big prizes.

New RollerMouse Re:d from **Contour Design Ltd** redefines working at the computer (stand 1031). Like other RollerMouse models it makes computing comfortable but, with a thicker roller bar and seven sensors, it also offers exceptional precision. A Harvard study found it to reduce forearm tension by 20%.

New exhibitor **MBM Omega** will be showcasing its extensive range of business products, supplies and services at this year's office\*. Its industry experts will be on hand to advise how to obtain best value, service, quality and choice. Learn more about MBM Omega's innovative approach to *Brighter Business* on stand 3030 and enter its prize draw.

Make a date to share a cuppa with **Cafépoint LLP** at office\* and sample their luxury beverages on stand 2040. They'll be showcasing the latest in Westomatic and Jura products, and their expertise in bean/leaf to cup products. Cafépoint's supplies a wide variety of vending solutions ranging from café style coffee machines (providing real coffee bar quality in the workplace) to snack systems and an extensive range of ingredients.

**Esselte Leitz** will be showcasing its new range of Leitz WOW coordinated office products on stand 4030. Offering quality office products in a pallet of five vibrant colours, and packed with innovative features, they take the hassle out of organising, filing, stapling, punching and storage.

The **Fujitsu (PFU Imaging Solutions Europe Ltd)** ScanSnap scanner family now includes a new technological milestone – The ScanSnap iX500, which makes it easier than ever to adopt digital workflows. It comes with enhanced Wi-Fi functionality, offering not only wireless connectivity between scanner and mobile Android- and Apple iOS-based devices, but also enabling the scanner to connect to a PC or Mac (stand 4045).

**STABILO International GmbH** (stand 3000) is one of Europe's leading manufacturers of pens, highlighters and other writing instruments; including the award-winning STABILO SMARTball – the ballpoint pen with integrated Stylus. STABILO will be extending their extensive range further with the launch of the NEON highlighter at office\*, the new fashionable economy highlighter.

## Business Services

**Errands Plus**, London's leading errand running company, will be giving visitors to stand 6034 the chance to win free errand hours. The errand experts will be unveiling their corporate package designed around London's busy executives. As well as giving away gifts and literature, they'll be demonstrating the ease of the delegation process from obtaining instant quotes to booking an errand in minutes.

The UK's leading same day courier firm, **CitySprint** is launching their new booking and tracking app – MyCourier – on stand 4042 at office\*. The new app enables office professionals to book and track same day deliveries in real time from the palm of their hand, saving them huge amounts of time every day. Visitors who download the app at office\* will receive a £5 Pizza Express lunch voucher (Pizza Express T&Cs apply).

**EAT.** (stand 2043) has extended its delivery service, by bringing on another 15 stores, to enable them to deliver to a bigger footprint in London. They have also revamped and extended their breakfast range, adding best selling yoghurts to a new healthier platter, which is perfect for those early breakfast morning meetings.

**RWS Translations** (stand 4010) will be demonstrating how their latest Translation Memory technology can help companies save money when they need to have documents (such as reports, accounts, contracts and catalogues) translated. Additionally this technology provides improved consistency of language and shorter delivery times – often crucial when translating legal or financial documents.

New exhibitor **The Archive Warehouse** believes that Information is a company's greatest asset. They'll be demonstrating their services for protecting business assets and ensuring that, through proactive Information Management, its customers receive business efficiency on stand 5063. Plus, they'll also be showcasing their other document related services, including audits and document transition services.

New exhibitor **Harland and Voss Ltd** – which offers prompt and reliable NICEIC-backed electrical services for the workplace – will have a giant, fun buzzwire on stand 4047 at this year's show. Anyone who can beat the buzzer might even want to think about training to become an electrician – but for those who want to leave their electrics to the professionals, they'll also be booking appointments.

**Cyclone Couriers and Cars** will be launching its new Executive Car App at office\*. They'll be offering demonstrations on stand 1060, plus hosting a free business card prize draw – with the chance to win the use of one of its chauffeur driven Mercedes for the evening (and lots more!).

Continuing their mission to spread easy to understand IT Services across London and South England, **Nutbourne Ltd** will be giving out free IT audits to office\* visitors on stand 3062.

**Lebkuchen-Schmidt GmbH & Co. KG** offers beautiful chests and tins created by master craftsmen with magnificent motifs. They are filled with gingerbread and other delicious pastries, and produced with only the best ingredients. Find out more about the company's full range of corporate gifts on stand 3031.

## Hotels, Venues, Event Management & Activities

**Marlin Apartments**, London's leading owner-operator of more than 700 premium serviced apartments across six central buildings, will exhibit for the first time at office\* this year as they celebrate their 10th anniversary. Learn more about their new concierge service on stand 4000, plus win a fantastic two-night stay.

This year's office\* will see **The Ascott Limited – Serviced Residences & Apart'Hotels Worldwide** launch Citadines Suites as the new Citadines brand label, announce the opening of two new residences in Germany for 2014, and confirm the completion of significant refurbishment programmes across Europe. Visit stand 3048 for the chance to win one night stay at the 4 star deluxe The Cavendish hotel and Citadines Apart'hotel in London (T&Cs apply).

“office\* provides Ascott with a first-class platform from which to announce company developments and increase awareness of the apart'hotel concept to a highly targeted audience,” says regional general manager UK, Rebecca Hollants van Loocke.

**De Vere Venues** (stand 6044) will be showcasing its London venues, including recent addition Altitude (the new home of this year's office\* Party), at office\* 2013. Housed in the historic Millbank Tower, Altitude features five distinctive event spaces. With high-rise panoramic views of London, luxury surroundings and a state of the art auditorium, Altitude enhances De Vere Venues' strong London presence.

The **HBAA** (Hotel Booking Agents Association) is the trade association for the hotel booking agency, serviced apartment, and venue community involved in procurement of corporate accommodation, meetings and events (stand 1070A). Members exhibiting at this year's office\* in the HBAA Village include National Motorcycle Museum Conference Centre; Eventpro UK; Guoman & Thistle Hotels; and Ellis Salsby.

**Ellis Salsby Ltd** (stand 1070K in The HBAA Village) will be promoting its new integrated delegate registration and accommodation reservations tool; easy to use and fully automated. Meaningful reports assist the organiser with a one stop shop service. Also featured is the RFP tool to drive down rates and achieve the best terms and conditions for an event.

**Bright Sky Events Ltd** (stand 1064) will be exhibiting for the first time at this year's office\*. Finalists for Best Intermediary Agency in the M&IT Awards 2013, they specialise in providing corporate conference and event solutions – enabling their clients to save time and money by organising their events in the UK and abroad.

**Meetings Industry Association** will once again be hosting the AIM Accredited Destination and Venue Village at this year's office\* (stand 6010A). The AIM standard is the UK's only national standard for meetings and events. New village participants for 2013 include The Place Hotel; Jurys Inn Group; Manchester Conference Centre & Hotel; Senate House; and Conference Eastbourne.

**Conference Eastbourne** (stand 6010C in the AIM Accredited Destination and Venue Village) strives to offer the best of Eastbourne as a destination for events and conferences. The Conference town by the sea provides a wide range of meeting space, from the only 5\* hotel on the coast to refurbished Manor Houses.

**Friends House** (stand 6010D in the AIM Accredited Destination and Venue Village) is the historic headquarters of the Quakers in Britain offering 23 flexible, and competitively priced, meeting spaces in Euston. At this year's office\*, they will be unveiling the transformation of their Large Meeting Hall into a spectacular, contemporary new conference and event space, which will re-open in January 2015.

Following a £10 million restoration project, Grade II listed Bailbrook House Hotel in Bath will join the **Hand Picked Hotels** collection in September (stand 4041). The hotel offers 94 bedrooms and excellent meeting facilities, with boardrooms, training suites and syndicate rooms for 160 people. In June 2013, Hand Picked Hotels acquired St Pierre Park Hotel in Guernsey. The hotel offers 131 bedrooms and major conferencing facilities for up to 360 people.

What tunes would you choose to rock a party? Well, at a **Stick It On** party guests actually get the opportunity to work the decks like superstar DJs as they 'wow' their colleagues and friends with 15 minutes' worth of their favourite 'choons!' See DJ Democracy in action on stand 3042.

**Harem Nights** (stand 6060) specialise in creating amazing atmospheres for parties and events. They can erect stunning marquees draped in Moroccan silks, or theme venues with authentic props from around the world. The team can provide Moroccan and Bollywood theming, including entertainment (such as gorgeous Belly Dancers), catering, event management, and much more.

**Venue-Source.com** (stand 6042) makes venue-finding faster, simpler and easier for the organiser by focusing on the few search criteria that really matter, and delivering the visitor to the venue's own web site as quickly as possible. Venue-Source.com focuses on location, price and capacity. It then leads the client to a single easy-to-read facilities page, with photographs, before inviting them to go straight to the property's own website. Venue-Source.com is a great business resource from meetpie.com, the industry portal with the heavy traffic.

**Lee Valley White Water Centre** – the London 2012 venue is now fully open to the public and runs white water rafting, team building, hydrospeeding and corporate wipeout challenges. With Bronze, Silver, Gold, and bespoke packages available, all customers can enjoy the Olympic experience (stand 5001).

Visit stand 3034 to help **CCD Global Events** celebrate 20 years in the events industry, and discover how their expert global venue finding and event management teams can find the perfect event solution. There's also a chance to win a fantastic overnight stay at Cliveden, the award-winning luxury country house hotel in Berkshire.

**venuedirectory.com** (stand 5038) has just launched Christmas Party Venues; a website fed by venue data on [venuedirectory.com](http://venuedirectory.com) that allows venues to market their Christmas party packages with prices, images, live availability, and online enquiry functionality. The Christmas Party Venues website allows venues to use a targeted platform to promote Christmas at their venue.

**Dreamhouse Serviced Apartments** (stand 5012) have been developed to provide the highest standards of luxury accommodation. Its luxury serviced apartments in Aberdeen, Glasgow, Edinburgh, London, and Manchester are available for short or long term stays; ideal for business, leisure travel and corporate housing. The wide and varied choice of accommodation ranges from luxury hotels and B&Bs, to guesthouses to self catering.

## Business Travel

**Corporate Traveller** (stand 6041) will be giving expert advice to PAs about how they can save time and money booking business travel for their boss. Visitors to the specialist travel management company's stand can also win a bottle of bubbly every hour, and a magnum of champagne daily. Plus, Corporate Traveller is sponsoring the show's new Networking Hub – an ideal spot to catch up with colleagues.

**London City Airport** is the UK's fastest airport for business travel and is the only London airport situated in London itself; just minutes from Canary Wharf, the City and the West End. Visit stand 5003 for route details, free manicures, and the chance to win flights to Florence!

**One Transport Ltd** will be demonstrating its new, ground breaking, corporate mobile booking app on stand 1044. The app, which is the first of its kind on the market, will be available on all Smartphone formats and is capable of capturing the requirements of business customers, who use multiple taxi and private hire fleets across the UK.

**Tristar Worldwide Chauffeur Services**, one of the UK's leading chauffeur providers, offering service in over 80 countries, will be showcasing its new global offering 'Chauffeur Driven Excellence – Worldwide'. Tristar personnel will be on hand, on stand 2010, to answer the

key questions to consider when choosing and booking a reputable UK and worldwide supplier.

**Embarque Executive Minicabs** (stand 5044) is a new, environmentally responsible, executive minicab service backed by Carey Worldwide Chauffeured Services, the world's leading provider of chauffeured ground transportation services; meaning Embarque is supported by over 90 years of experience. All vehicles in the Embarque fleet are the brand new Toyota Prius Plus, fitted with hybrid technology.

New exhibitor **Hillgate Travel** will be showcasing its GateWay suite of online travel tools at office\*. Hillgate designs and develops its own technology in-house, configuring the tools around their customers' exact requirements. Discover how Hillgate's technology can streamline the travel booking process, and reduce travel expenditure, on stand 5017.

**The Travel Professionals'** team of travel consultants will be giving office\* visitors an insight into travel planning, fare saving opportunities, and de-stressing travel arranging, on stand 3036. To mark their first year of exhibiting at office\*, there will be competitions, goodie bags, free personalised luggage tags, and prizes.

First time exhibitor **My Private Travel** has an exclusive opportunity for delegates to win £1,000 cashback when they make their first booking (stand 4033). Specialists in exclusively discounted hotels and accommodation, My Private Travel will also demonstrate how delegates can save and earn for their companies, with 3% cashback on bookings.

**Chambers Travel Group** will be launching its new traveller portal – My CT, at this year's office\*. It brings together all stages of the travel process in one platform on a handheld device. By clicking on various tiles, travellers, approvers and managers, can access services such as i-Request, a powerful trip planning and live availability tool; i-Approve to ensure travel policy compliance; and i-Profile containing personal product preferences and frequent flyer membership details. Visit stand 4043 to win a pair of Eurostar tickets.

## Training & Recruitment

**Hemsley Fraser Group** will be introducing a brand new Secretarial and PA Day this autumn. An exclusive 20% discount is available for office\* attendees when they book at the show, plus there will be a prize draw at stand 6049 to win a free place! Topics in this year's dedicated Hemsley Fraser Theatre at the show include: minute taking; assertiveness and confidence; memory skills; and personal image branding.

As well as exhibiting on stand 6039, **Reed Learning** will be hosting four of their popular seminars each day at office\*. These seminars have been tailored to meet the unique requirements of PAs and administrators, and include topics such as creative thinking and how to juggle a busy workload.

In the style of the title sequence of the BBC1's *Miranda*, **PA Access All Areas** will be running a caption competition on stand 5008. They'll be tweeting photos of the best entries and one lucky winner each day at office\* will get some signed merchandise. Founded by celebrity PAs Josephine Green and Merryll Futerman, they will be hosting a seminar session on 'Networking - How do I Get Connected?' (W22) in office\* Theatre 2 at noon on Wednesday 9 October.

Making one of its final pit-stops at office\* on stand 2039, **Pitman Training's** #PitmanOnTour campervan will be showcasing its unique, career-orientated, skills-matching App. The 'Pitman Career MOT' allows EAs, PAs, VAs, and Office Managers to gain valuable insights into the characteristics of their profiles, and hones this analysis to relevant paths for career development.

**Your Excellency Ltd** will be sharing details of their new IAM-endorsed workshop – Business, Budgets & Finance for the PA & Administrative Professional, which is perfect for those who find financial language and terminology mystifying. Visitors to stand 5043 can also find out more about their specialist PA and administrative professionals coaching programme.

**SecsintheCity** is the UK's No1 specialist job site for PAs, EAs, office managers and secretaries, with vacancies across all sectors including finance, media, property, health, the public sector and education. Between noon and 2pm on each day of office\* they'll be offering visitors a free CV review on stand 2033.

**Aspira Consulting Ltd** (stand 3043) will be promoting the recent launch of 'Aspira Training', with courses specifically tailored to personal assistants and support staff within the financial sector. Aspira will also be showcasing 'The City PA' – the first client only job board and resource site, solely dedicated to PAs within Finance.

Email overload is a disease which saps people's productivity. Recent surveys indicate that only one in five emails sent is ever read. Training reduces email traffic and email stress. **Mesmo Consultancy** is launching a new series of 'Brilliant Email' webinars on stand 6046 at office\*, as PAs are often at the sharp end of dealing with this ailment.

The extended PA Academy is the ultimate, total immersion, five day course for PAs, EAs, and other office support professionals from **Today's PA Training**. The principal trainer of the Academy - Paul Pennant – will be on stand 3046 at office\* to discuss the numerous advantages of the course and share some free tips for PAs.

## Publications

**PA Life Magazine**, the UK's leading title for admin professionals, has announced the launch of the PA Life Club, a members' only platform designed specifically for personal and executive assistants. Debuting at office\* on stand 2060, the club will offer a whole raft of membership benefits for PAs and their companies, including discounts and special offers from gyms, spas, beauty outlets, fashion brands, restaurants and hotels.

**Meetings & Incentive Travel** (stand 6042) is the UK's leading meetings magazine for UK organisers of international events. With a distinctive style and approach, the magazine features industry surveys, destination and venue reports, interviews, a comprehensive news section, exhibition previews and reviews, the latest in industry technology, and regular columnists.

**office\* 2013 returns to Olympia, London, on 8-9 October. To register for a free entry ticket (which includes access to the Keynote Theatre and office\* Interactive Theatre), please visit [www.officeshow.co.uk](http://www.officeshow.co.uk) and use priority code OFF109 when prompted ([www.eventdata.co.uk/Visitor/Office.aspx?AffiliateCode=OFF109](http://www.eventdata.co.uk/Visitor/Office.aspx?AffiliateCode=OFF109)).**

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**Media enquiries & press pass requests:**

**Emma-Louise Jones, PR Manager**

Press passes are available to all editorial staff (including freelancers) employed by relevant business-to-business publications or mainstream media outlets (newspaper, radio, TV, news agency etc). To apply, please email [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

t: 44 (0)1273 645134 e: [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk)

Website: [www.divcom.co.uk](http://www.divcom.co.uk)

Twitter: [www.twitter.com/DiversifiedUK](http://www.twitter.com/DiversifiedUK)

Facebook: [www.facebook.com/DiversifiedUK](http://www.facebook.com/DiversifiedUK)

LinkedIn: [www.linkedin.com/groups?gid=5009585](http://www.linkedin.com/groups?gid=5009585)

**office\* exhibitor enquiries:**

**David Maguire, office\* Event Manager**

t: 44 (0)1273 645127 e: [dmaguire@divcom.co.uk](mailto:dmaguire@divcom.co.uk)

Website: [www.officeshow.co.uk](http://www.officeshow.co.uk)

Twitter: [www.twitter.com/officeshow](http://www.twitter.com/officeshow)

Facebook: [www.facebook.com/pages/office/116716991701373](http://www.facebook.com/pages/office/116716991701373)

LinkedIn: [www.linkedin.com/groups?gid=3319575](http://www.linkedin.com/groups?gid=3319575)

**Notes:**

office\* attracted 3,687 attendees to its 2012 event. It was shortlisted for Best UK Trade Show Exhibition (under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards in 2013.

*Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). In addition to office\*, Diversified UK's portfolio includes SITS – The Service Desk & IT Support Show; SITS Europe in Berlin, Germany (new for 2014); Service Desk 360; lunch!; Casual Dining (new for 2014); Natural & Organic Products Europe; Natural Products Scandinavia and Nordic Organic Food Fair in Malmö, Sweden; camexpo; Ocean Business (including Offshore Survey Conference & Ocean Careers); Ocean Buzz; MARELEC Marine Electromagnetics conference in Hamburg, Germany; Natural Products magazine; and the Natural Beauty Yearbook.*

*Diversified UK is part of Diversified Business Communications, a leading international media company, with a successful portfolio of sector leading exhibition, conferences, publications and websites.*