



## **New MIA Destination and Venue Village at office\* sold out!**

With ten exciting new exhibitors having now snapped up all available stand space, the MIA Destination and Venue Village has already proved itself a popular addition to the office\* show's exhibition line-up, say organisers Diversified Business Communications UK. The UK's only dedicated event for PAs, EAs and office managers, office\* returns for its second edition at Earls Court, London, on 15-16 September.

Developed in association with the Meetings Industry Association, the MIA Destination and Venue Village will feature an exciting mix of AIM-accredited venues from right across the UK. Participating exhibitors, all appearing at the show for the first time, include: Yorkshire's Burn Hall Hotel; Leicester Tigers Rugby Club (Welford Road Stadium); Millennium Hotels; The Scout Association's Baden-Powell House and Gilwell Park conference centres; Friends House Hospitality – the historic headquarters of Quakers in Britain; IET Venues; Stoke Rochford Hall, East Midlands' premier conference centre and hotel; Brunel Conferences; Visit Brighton; and the MIA itself.

"We are delighted to be working with the MIA this year. By utilising their extensive knowledge and unique expertise, we can ensure our visitors get to network with an even greater cross-section of companies, many of whom do not usually exhibit to this important audience," says Ali Mead, event manager of office\*.

The debut of this bespoke village, which enables MIA member companies to exhibit together in one dedicated area of the show, follows visitor feedback last year that over 55% of surveyed attendees came to source venues and accommodation; whilst business travel came in a close third (after stationery at 51.2%) with 47.5%. To cater for this distinct demand, the number of companies exhibiting within these two categories (venues/accommodation and business travel) are set to rise significantly for office\* 2011. Confirmed exhibitors, to date, include St Ermin's Hotel; Planet Hollywood London; Britannia Hotels; Audi Quattro Rooms; EDF Energy London Eye; The Old Swan & Minster Mill in the Cotswolds; London's Swarovski Crystallized Lounge; The London Bridge Hotel; The Westminster Collection; Cotswold House Hotel; Executive Office Group; Club Med; Venuedirectory.com; The Hospitality Line; Ascott Serviced Apartments; and Malmaison.

office\* is aimed at meeting the business needs and aspirations of today's modern office professionals. It is free to attend for pre-registered visitors. For further information, please visit [www.officeshow.co.uk](http://www.officeshow.co.uk).

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*office\* is a results focused event which aims to bring Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.*

### **VISITOR INFORMATION:**

*Admission: Free to pre-registered visitors, £20 on-the-door*

*Location: Brompton Hall, Earls Court, London SW5 9TA*

*Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00*

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

<http://twitter.com/#!/officeshow>

<http://www.facebook.com/pages/office/116716991701373>

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*Members of the media can reserve press passes to office\* by contacting Emma-Louise Jones at [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk).*

*Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office\*, Diversified UK also organises Natural & Organic Products Europe, lunch!, the*

*Independent Health Store Conference, camexpo and the Service Desk & IT Support Show. It publishes Natural Products – the industry’s leading trade 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.*