



International  
**LGBT Expo-Fest**  
London 2011

**INFO PACK**



# International LGBT Expo-Fest

London 2011

Pride Festivities - Culture - Business Networking - Stage Shows - Charity Events - Lifestyle Expo - Fashion & Arts

**2 DAY EVENT**  
*for the whole LGBT community*

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## London 2011

**ROYAL HORTICULTURAL HALLS**  
*80 Vincent Square, London SW1P 2PE*

**OCTOBER**

Sat Sun

**29-30**



# LGBT Expo-Fest

Expo-Fest Lifestyle Productions Ltd  
Phone: +44 (0) 7506965453 Email: [office@lgbt-expofest.com](mailto:office@lgbt-expofest.com) Website: [www.lgbt-expofest.com](http://www.lgbt-expofest.com)  
Suite 250 | 162-168 Regent Street | London | W1B 5TD Registered company in England and Wales No. 7391022

The banner features a black background with a rainbow gradient at the top and bottom. On the left and right sides, there are close-up profiles of people's faces with rainbow-colored makeup on their cheeks and lips. The text "International LGBT Expo-Fest" is centered in white, with "LGBT" in a large, bold font and "Expo-Fest" in a slightly smaller font. The word "Expo" has a rainbow-colored "X". Below the main title, "London 2011" is written in a smaller white font. The background is decorated with a pattern of colorful stars in shades of purple, pink, yellow, and white.

# International LGBT Expo-Fest

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**The International LGBT Expo-Fest** is a 2 day event which will take place on the 29<sup>th</sup> and 30<sup>th</sup> of October 2011 at the Royal Horticultural Halls - central London.

It is a showcase event where gay pride festivities, culture and arts, stage shows, lifestyle products and services, on site entertainment and charity activities will come together to create a truly spectacular weekend for the LGBT community, its family, friends and supporters.

The event has a strong commercial and business network element to it with up to 150 international exhibitors expected, and an action-packed entertainment agenda attracting thousands of attendees.

London has one of the largest LGBT communities in the world and is considered to be one of the liveliest and most actively gay cities in Europe. A recent UK population survey identifies London as *the* host city for the gay community in the UK: "*UK gay, lesbian and bisexual population revealed: Almost three-quarters of a million UK adults say they are gay, lesbian or bisexual - equivalent to 1.5% of the population, a survey suggests. The Office for National Statistics (ONS) says 480,000 (1%) consider themselves gay or lesbian, and 245,000 (0.5%) bisexual. The ONS received 450,000 responses in its new Integrated Household Survey. The survey provides the biggest pool of social data in the UK after the Census, ONS says .London had the highest percentage of those polled who identified as gay, Lesbian or bisexual...*"in BBC News 23<sup>rd</sup> Sep 2010.

This B2C Expo-Fest is a unique and innovative opportunity in the UK to promote your product/services to the LGBT market within a relaxed, fun, and high-profile professional environment.

By booking an exhibition stand, becoming a sponsor or be involved as a partner early on, your organization will benefit from increased brand exposure during our marketing activities and promotional campaigns.

**Rita Palmeiro**

**Event Director**

The logo for LGBT Expo-Fest is located at the bottom left of the page. It features the text "LGBT Expo-Fest" in white, with "LGBT" in a large, bold font and "Expo-Fest" in a slightly smaller font. The word "Expo" has a rainbow-colored "X". The background of the logo area is black with a pattern of colorful stars in shades of purple, pink, yellow, and white.

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A banner for the International LGBT Expo-Fest London 2011. It features a black background with a rainbow starburst pattern. On the left, a woman's profile is shown with rainbow face paint. On the right, a woman's profile is shown with rainbow lipstick. The text "International LGBT Expo-Fest" is in white, with "X" in rainbow. Below it, "London 2011" is in white.

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## Event Overview

“Imagine an energetic mix of the Pride Festivities, Stage Shows/Entertainment, Culture, Fashion, Business Networking, International Expo and obviously CHARITY, all combined together to become an explosive 2 day LGBT celebration cocktail!”

A banner titled "OUR MISSION" with a rainbow starburst background. It features a profile of a man with rainbow face paint. The text describes the mission of the event and lists various activities.

**OUR MISSION**  
*is to create a promotional platform for LGBT business, emerging artists and charity causes on a global scale!*

**PRIDE FESTIVITIES | STAGE SHOWS | CULTURE | FASHION | BUSINESS | CHARITY**  
*Don't miss out - come along and support the LGBT Community, it's gonna be an awesome fun filled day*

International  
**LGBT Expo-Fest**

## What is an Expo-Fest?

An event where social and business networking takes place within a FESTIVE environment. No more boring exhibitions or meaningless parties. At the LGBT Expo-Fest you will have it all!

The International LGBT Expo-Fest is a unique weekend event bringing together under one roof, all aspects of the LGBT community. It is a place to socialize, meet new friends, to develop ideas and network; A place to party and enjoy an action-packed entertainment agenda, from stage shows to on site entertainers, social activities at girls & boys chill out lounges, charity events and after parties.

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## Fact Sheet

**Where:** Royal Horticultural Halls – Central London

**When:** 29<sup>th</sup> and 30<sup>th</sup> of October 2011

### Target Market:

- General LGBT community from 20 to 55 years of age
- 75% UK / 25% International attendance
- Up to 10,000 expected audience
- Family and hetero-friendly event

### International Expo:

- Over 150 exhibitors (National & International) with a diverse range of products and services
- 80% gay owned/ gay-friendly companies representing LGBT products and services
- 20% general companies with an established equality & diversity policy, or with a marketing strategy aimed specifically at the LGBT community
- Charity and non-profit organizations

### International Fest (same venue as Expo):

- Diverse action-packed entertainment agenda including a main stage with regular shows, on site entertainers, boys & girls *Chill Out Lounges*, etc.
- Culture and Education Activities - Food and beverage facilities
- Adult Lifestyle Bazaar ( over 18s) – awaiting licensing
- VIP & Business Networking Bars - Press Room
- After parties and charity events (outside of the Expo-Fest venue, after public opening hours)

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## Venue



## Royal Horticultural Halls London

### Could it be more central and stylish?

The International LGBT Expo-Fest will be held at the Royal Horticultural Halls, a short walk from St. James' Park, Pimlico and Victoria underground and rail stations.

These halls are unique, stylish and arty. Lawrence Hall has an art deco design with high vaulted ceilings and Lindley Hall is a classic Edwardian structure with a large glass roof.

The location and distinctive characteristics of these halls make the perfect venue for both exhibitors and visitors!

For more info: <http://www.rhonline.co.uk>

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## Why Exhibit or Sponsor The International LGBT Expo-Fest London 2011?

The International LGBT Expo-Fest is a unique platform to show your support and develop your activity within the LGBT community.

Find below a few advantages of exhibiting and/or sponsoring this event:

- **Be** recognized as an important player in the LGBT community
- **Reach** directly and deal on a face-to-face basis with thousands of LGBT consumers
- **Break** into a new consumer market
- **Create**, develop or segment an LGBT marketing approach
- **Promote** your brand and sell products/services
- **Update** your database and generate new leads
- **Launch** promotional campaigns
- **Enhance** your corporate image and network with like-minded professionals.
- **Benefit** from the International LGBT Expo-Fest marketing campaigns including online and offline advertising
- **Receive** VIP invitations to access exclusive areas and parallel events
- **Treat** your employees, clients and business partners with free tickets
- **Raise** your profile above your competitors
- **Showcase** alongside LGBT high flyers

**Sponsor LGBT Expo-Fest - Support the LGBT community  
Empower your brand**

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## Company Information:

The International LGBT Expo-Fest is an event planned and produced by:

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W1B 5TD London – UK

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