



Broadgate

arena



Millionaires

Winter Fayre

29th November - 3rd December 2010

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at Broadgate
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The City of London is home to some of the world's largest and most successful financial and legal organisations. And, every working day of the year, the Square Mile plays host to one of the highest concentrations of ABC1 professionals anywhere in the world.

Broadgate is immediately adjacent to Liverpool Street Station, in the heart of the City. The carefully planned and well maintained Broadgate estate features amazing contemporary architecture, stunning modern art, state-of-the-art offices, stylish shops, restaurants, cafes, and bars as well as a selection of public spaces which are ideally suited for a wide range of events and marketing and promotional activities.

Its popularity with marketers is largely down to the access that it offers to a hugely affluent, highly targeted audience. More than 30,000 individuals are employed by the 120 top financial and legal corporations within offices at Broadgate - which includes the

likes of UBS and Henderson Global Investors - and another 150,000 high earning professionals work within a few minutes walk. In addition some 400,000 commuters pass through Liverpool Street station every day - many entering and exiting through the Broadgate estate.

Take advantage of this unique opportunity to showcase and sell your exclusive merchandise within the award-winning Broadgate development from 29th November until 3rd December at the Millionaires Winter Fayre.

Millionaires Winter Fayre will incorporate an exclusive tented shopping village on Finsbury Avenue Square. This village will be fully enclosed and waterproof.

It is covered by a state of the art surveillance system and 24 hour CCTV coverage, 7 days a week.

Units will be available in the following sizes 3m x 3m, 3m x 4m and 4m x 4m. Each unit will have three sides of dressed shell scheme, two 13 amp electricity sockets and overhead lighting. The whole trade stand area will be directly mounted on a glass floor with its unique digitally operated under floor lighting system which in the evenings will give a fantastic light show. Your Company name will be inserted on the name panel above the unit.

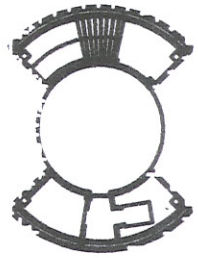
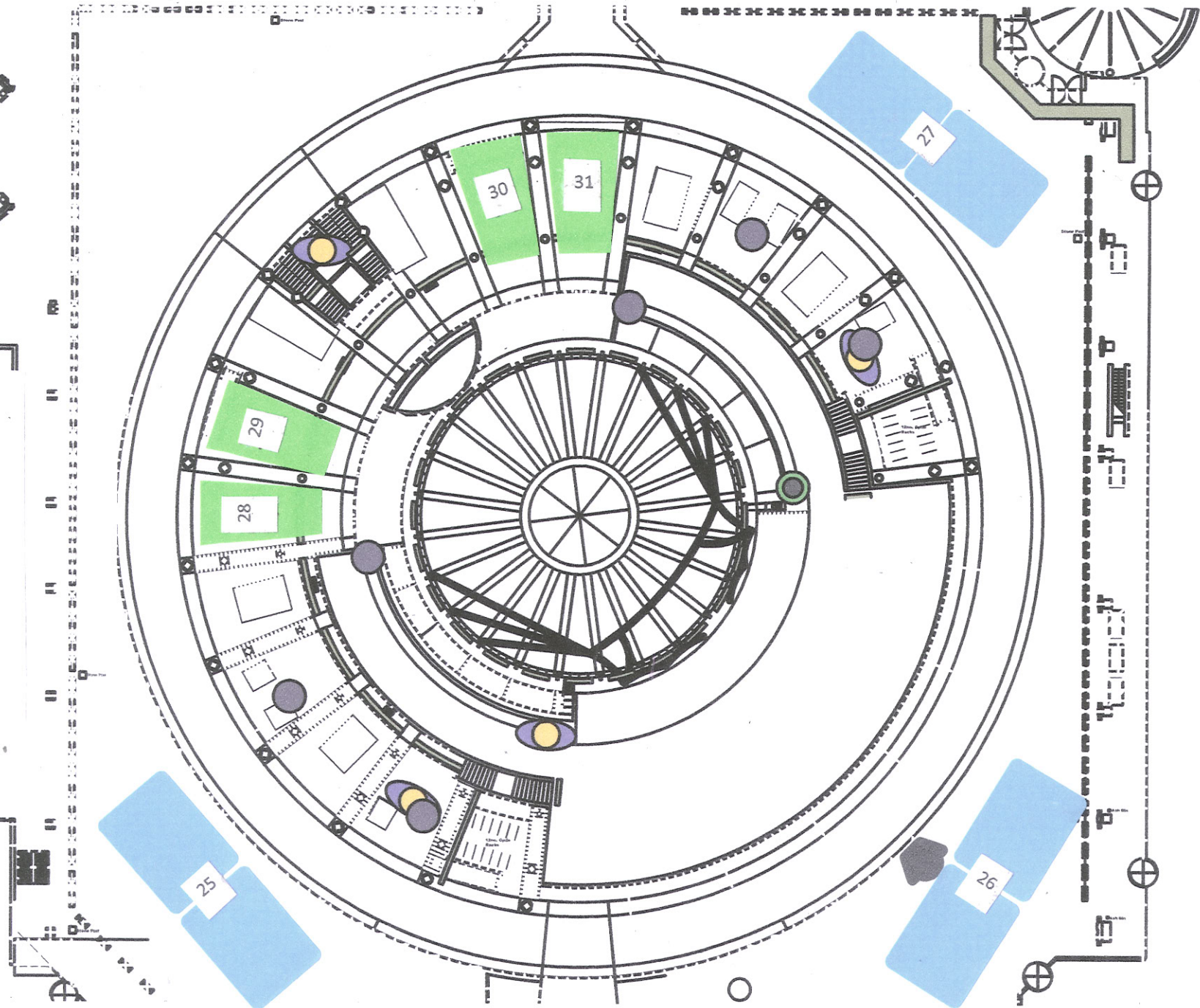
There are also a number of unique areas in and around the arena complex where special sites can be arranged for larger displays such as cars and boats. Please contact us for further details and viewing of these areas prior to the event if required.

The price per square metre will be £312. Opening hours will be from 7am until 9pm.

On the circle itself, there will be entertainment happening throughout the week which will include fashion displays, which can also incorporate the promotion of your wares if desired. The Broadgate Ice Rink will be fully operational during this week and apart from its normal skating activities there will be special entertainments such as live bands and ice skating displays.

If you are interested in being part of this exclusive limited opportunity prior to Christmas please complete the enclosed form or alternatively contact Sandra or Jane at JS Events on **02476 696938** for further information. E-mail sandra@jsevents.co.uk or jane@jsevents.co.uk

BROADGATE ARENA



There are areas available around Broadgate Arena (marked in blue) which will take large outside exhibition stands. There are only four available (marked in green) which are under cover surrounding the arena walkway



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Winter Fayre

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www.broadgateinfo.net

www.jsevents.co.uk

www.vicinitee.com