

# A phenomenal 54% visitor number increase at Technology For Marketing & Advertising 2008!

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A record number of visitors poured through the doors at Technology For Marketing & Advertising 2008 (<http://www.t-f-m.co.uk/>) on 12th & 13th February. With queues round the block by 9.30am on both days, the total attendance was a staggering 8,215 with 7,060 pure visitors (organiser's statement subject to ABC audit).

The magnificent 54% increase in pure visitor numbers on 2007 reinforces the growing interest in a technology focused exhibition for marketing & advertising professionals. The importance of technology to their strategies and campaigns plus the rise in digital channels and the constant need for CRM and data solutions means this is the only dedicated event for discovering all the latest technology solutions in the one place.

Plus, it is an event very much on the agenda for senior marketing and advertising professionals with 68% of visitors of manager level or above and attracted visitors with real spending power with visitors declaring a combined annual marketing budget of over £1.8 billion, up from £1.1 billion in 2007.

Natasha Berrow, TFM&A's Event Manager comments, "Wow - what a fantastic event. Once again, we're delighted with the success of TFM&A, both in terms of the enormous volume of visitors and the balance in show content between data, CRM and digital solutions. Visitors and exhibitors alike have come to rely on TFM&A to showcase what is new, topical and cutting-edge in a jargon free environment." She continues, "The thirst for the educational content was phenomenal and empowered marketers to make the right purchasing decisions on the showfloor."

Such educational features included five big name keynotes all attracting huge crowds keen to hear the latest industry ideas and trends. Over the two days Google, Facebook, Saatchi & Saatchi, Oracle and Danny Meadows-Klue enticed a total of 2,462 attendees. Each session was also streamed into a second theatre following a stupendous turnout.

The four themed seminar theatres proved to be just as popular. The Digital: Email, Mobile & Web 2.0; Digital: Online Advertising & Affiliate Marketing; CRM & Customer Experience; and Database Marketing & Marketing Analytics theatres had over 2,000 attendees on each day, totalling a massive 4,270 visitors attending the case-study led sessions.

Google also ran their two-tier University demonstrating how to maximise online advertising, which attracted over 1,500 attendees plus The Chartered Institute of Marketing's workshops boasted full sessions four times a day on both days.

The showfloor presented a wide range of digital, data and CRM solutions from industry leading suppliers. The number of exhibitors was up by 22% on 2007 and 80% of stand space was rebooked for the 2009 event onsite.

"The queues outside Earls Court over the two days at TFM&A were a good indication of an event that has

more than met our expectations and was hugely successful. We have had a great response from visitors and our stand was constantly busy – so much so that we have already booked a stand for 2009 that is more than double the size of our stand this year.”

<i>Pamela Brankin, Marketing Manager UK, bigmouthmedia</i>

"A very exciting show. We have been impressed by the quality of visitors who gave much positive feedback on the diversity of offering at the show, in particular the strong educational programme. As sponsors of the VIP scheme we are extremely pleased with the recognition it has brought to us pre-show and onsite, we met a high number of senior buyers from enterprise level companies who were genuinely interested in our products" David Arrowsmith, Marketing Director EMEA, Aprimo

"This is our third consecutive year at TFM&A and once again we are absolutely delighted with both the quality and quantity of visitors onto our stand, as always they were genuinely interested in finding out more about our products. TFM&A is certainly the busiest show that we attend and also delivers the most return on our investment. It really is a must attend event for FrontRange Solutions, we even rebooked our stand for 2009 before we went onsite!" Chantelle Mearing, Marketing Programme Manager, FrontRange Solutions

"smartFOCUS has attended TFM&A for many consecutive years and we were pleased that 2008 represented yet another successful show for us. TFM&A offers us a strong platform to meet marketing technology purchasers in the UK and we are already looking forward to next year!"

Claire Thatcher, Marketing Manager, smartFOCUS

Next year, Technology For Marketing & Advertising (<http://www.t-f-m.co.uk/>) will be held on 24th & 25th February 2009 in the larger South Hall at Earls Court 2 to accommodate the rapid visitor growth. Please go to [www.t-f-m.co.uk](http://www.t-f-m.co.uk) (<http://www.t-f-m.co.uk/>) for further details about the event.

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Photography

A selection of photographs from TFM&A 2008 is available. If you require any images to support this release please email [kwilkins@cmpi.biz](mailto:kwilkins@cmpi.biz).

About Technology For Marketing & Advertising

Technology For Marketing & Advertising is the UK's only dedicated event delivering digital, data and CRM solutions for marketing, media and advertising professionals. With increased visitor numbers year on year, the event moved from Olympia to Earls Court 2 in 2008. Total attendance to TFM&A 2008 was 8,215 of which 7,060 were pure visitors (subject to ABC Audit) – an increase on 2007 with a total attendance of 5,555 of which 4,544 were pure visitors (ABC Audited). Total attendance in 2006 was 4,674 with 3,748 pure

visitors (ABC Audited).

TFM&A offers visitors access to a full range of marketing & advertising solutions to implement and deliver successful strategies and campaigns. TFM&A 2009 will take place at Earls Court 2, London, UK on 24th & 25th February. For more information go to [www.t-f-m.co.uk](http://www.t-f-m.co.uk) (<http://www.t-f-m.co.uk/>).

#### About CMP Information

CMP Information is the B2B communications division of United Business Media plc.

Operating internationally, CMPi provides creative professional media solutions to around 20 industry sectors. Its products, including magazines, exhibitions, conferences, awards, information products and websites, are targeted at business professionals across a range of markets; these include Construction & Architecture, Commercial Property, Licensed Trade, Travel, Agriculture and Ingredients.

Amongst its well-established brands are industry-leading publications including Building, Travel Trade Gazette, The Publican, Farmers Guardian, and Property Week. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPHI, The Interiors Event and IFSEC.

CMPi's magazines reach over 700,000 readers directly through subscription and controlled circulation. Each year, over 400,000 business professionals and marketers visit its exhibitions. CMPi has operations in 15 countries and customers in 110.