

'One Stop Shop' For Spectacular Events at The Main Event 2011

10th March, SECC, Glasgow

Scotland's leading exhibition for the events industry is back – even bigger and better for its 4th year. Showcasing the best of the events industry, The Main Event is the ultimate showcase for anyone organising an event – of any shape or size.

Anyone who plans meetings, conferences, corporate outings, team building, award ceremonies, product launches or Christmas parties will find the solutions, creativity, ideas, innovation and expertise from the crème de la crème of the industry that make their next event unforgettable.

The ideal networking occasion to gain valuable contact the award winning Main Event 2011 is exhibiting new and innovative ideas from some of the key names in events such as MCL, Elliot Event hire and Nimlock. From top notch catering, stunning venues and cutting edge lighting to funky entertainment, new products & technologies and industry first launches many exhibitors are also offering exclusive discounts and offers – only available on the day.

Visitors will enjoy delicious complimentary canapés on arrival from Wendy Gudgeon Catering including delights such as wraps with duck, spring onion, cucumber and plum sauce and Machego, chorizo and quince skewers.

The Main Event 2011 theatre, sponsored by MCL is a must see. Hosted by Forth One's Grant Stott free, topical and educational seminars will be run throughout the day allowing you to hear from the experts such as Johnny Roxburgh of The Admirable Crichton who have hosted private parties for over 20 years for the likes of Nigella Lawson and Dolce and Gabbana.

Other speakers include Lena Björck of London based caterers and party designers Inn or Out, and Richard Foulkes, Director of Special Events & Productions who has more than 30 years' experience working with leading brands.

Keeping everyone up to date with social media is Mark Shaw, who has approx 12,750 followers & has been on radio, published in the media and given talks all throughout the UK in his capacity as a Twitter expert.

Also at the MCL Theatre will be Time Entertainment Sessions courtesy of Hireaband.co.uk. Illusionist Chris De Rosa and musicians Feeva as Supreme Motown, Probably Lady Gaga and Them Beatles.

The Main Event 2011 will also host a new feature - the Innovation Zone – an exciting area dedicated to new concepts within the industry. Within the Innovation zone will be the YrWall from new exhibitor AVC Media. As seen on Dragons' Den, YrWall is a fun, creative and customisable digital graffiti wall. Visitors will also get a look at impressive themed room sets by PMG Events and Cameron Presentations. FatBuzz will also be launching their new service designed to create maximum engagement with the social media community at time that matters most to the event profession – on the day of the event.

The Diamond Event Services Bar is the centre piece of the event where visitors can meet up with colleagues, potential clients and buyers. Lunchtime will not only allow visitors the chance to enjoy something to eat at the Blooming Occasions restaurant, but they will also be able to chat and pick the brains of award winning event organiser, MD of QD Events, Fran McIntyre. Fran is Scotland's leading events professional, picking up Event Professional of the Year at the 2010 Scottish Event Awards and this up and personal session is a chance to put queries and questions to the person behind events such as The Scottish Wedding Show and Scottish Caravan & Outdoor Leisure Show.

Launching on the day is The Scottish Event Awards, the only annual awards scheme that rewards and celebrates all areas of the thriving events industry in Scotland.

The Main Event takes place at the SECC, Glasgow on Thursday 10th March 2011 from 10.00am until 5.30pm. To register visit www.themaineventscotland.com or to exhibit, call Kirsty on tel: 0141 576 3237.