



# Exhibitors encourage dip testing

Stands will have products and services to sample, incentives for networking and some will have offers to attract new business, writes *GRAHAM BELL*

**E**DINBURGH's largest ever business-to-business event will open next Wednesday at the Corn Exchange. Over two days, the show offers a wide range of exhibitor stands complemented by exciting features.

At Meet the Buyer, pre-booked visitors can arrange appointments to meet with some of Scotland's biggest firms and help them penetrate the supply chains of larger organisations. The E-village, sponsored by Internet For Business, offers the latest technologies for communication and computing power. The Network Café, sponsored by The City Boys Club, gives visitors a chance to refresh themselves and meet new contacts. A hospitality lounge gives a quieter space for closing deals.

Midlothian Innovation Centre hosts a section devoted to young firms with inspiring products and services, proving that a landlord can be much more than just a building owner.

The finance section offers a full range of financial services from funding, through to insurance and pensions.

Many exhibitors use the event to launch new products or special offers.

SEPA (Scottish Environmental Protection Agency) is featuring Netregs, a government organisation that provides free environmental guidance for small businesses, and will be signing up subscribers for a free internet environmental service offering up-to-date advice on staying in line with the fast-developing

regulations in this area.

Connect 2 is a leading provider of promotional giftware, helping clients penetrate target markets with promotional gifts and corporate clothing. At the show Connect 2 will be launching its exclusive ranges of Tonino Lamborghini and Callaway Golf promotional products.

Edinburgh Chamber of Commerce is waiving its joining fee of £55 for the two

days of the Business Scotland show for new members signing up at the event. See [www.edinburghchamber.co.uk](http://www.edinburghchamber.co.uk) for the full range of chamber services.

Action International, the world's largest business coaching firm will be giving away £5,000 worth of group coaching in their prize draw and 25 copies of *The Business Coach* by Action International's founder and chairman Brad Sugars.

Global Virtual Interviews is conducting a prize draw at the event. The firm will be collecting business cards over both days and picking a winner at the end of the last day to receive a one-hour videolink between Edinburgh and anywhere in the world.

E-village host IFB will be launching its Gbit/s network. This development not only allows IFB to provide increased connectivity to clients and other ISPs but also higher levels of performance and resilience. Visitors to the stand can experience the latest in this technology, and more importantly, find out how it can benefit their businesses.

Bureau van Dijk Electronic Publishing (BvDEP) is a publisher of business information databases, holding financial and contact information on more than 18 million companies worldwide. The company is using Business Scotland to launch its recently opened Edinburgh office, offering free personal demonstrations of its databases and how to use it to research business opportunities.

Jennie Hamilton of networking organisation The Grapevine says: "Collecting data is the first step to wisdom. Sharing data is the first step to community." She will be offering free membership and advertising to start-up businesses. With 8,000 current members, this is a great offer not to be missed.

QoLcom will be offering a free wireless site survey on each day of the show to

stand visitors and Alba Beverage Company will be launching Kbar from The Kenco Coffee Company.

Standard Life will be promoting its up-to-the-minute financial advice with the chance to win a free video iPod.

Tom Loudon is managing director at Sign-A-Rama. His attitude typifies what drives forward a growing business: "We aim to turn up when we say we will, deliver what we say we will for the price we quoted, and leave the job as you'd expect it. We understand how great businesses drive forward footfall, support point-of-sale activities and take a business for-

ward. We look to create an enjoyable and collaborative experience with all our customers, realising a vision by working

together."

First-time show visitors thinking of taking a stand next year, could do worse than pick up tips from experienced motivators and successful companies such as Tom Loudon and Sign-A-Rama.

## Line-up of companies making a stand at the show

Action International  
Aegon Scottish Equitable  
American Express Travel & Foreign Exchange  
Association of Scottish Businesswomen  
Banner Business Supplies  
Blue Arrow Scotland  
BPP Professional Education  
Bureau Van Dijk  
Business Network Scotland (BNS)  
Cartridge World  
Connect 2 - All Things Promotional  
Crieff Hydro  
Danwood Scotland  
Eastern Exhibition & Display  
Edinburgh Chamber Of Commerce  
Edinburgh Corn Exchange  
Edinburgh's Telford College  
Eglington  
Energy Saving Trust  
Ergo Solutions  
Espresso Essential (Scotland)  
Eve Software  
Extant Europe  
FD Centre  
Federation Of Small Businesses  
Festival Inns  
Flybe  
Global BioEnergetics  
Global Virtual Interviews  
Hand Picked Hotels  
ICASS  
Insider Publications  
Institute of Customer Service  
Institute of Directors Scotland  
Intellectual Assessts Centre  
Interface



The event provides ample opportunity for interaction

Internet For Business  
IT Foundations  
Junglebeat Marketing  
Jurys Inn Edinburgh  
Kenco Local - Alba Beverage  
Largesse Corporate Gifts  
Learndirect Scotland  
Little France Traders  
Lloyds TSB Scotland  
Macdonald Hotels & Resorts  
Featured Zone Midlothian  
Innovation Centre  
Minuteman Press  
Neopost  
NetRegs  
Newzapp  
O2 (UK)

Premier Travel Inn  
Qolcom  
Rallsafe Systems  
SCE Enterprise  
ScotCoach  
Shell Springboard  
Shred-it Scotland  
Sign-A-Rama  
Slater Menswear  
Solar & Wind Applications  
Standard Life  
The blcc  
The Ink Shop  
The Legal Post (Scotland)  
The Patent Office  
The Scotsman  
Tikto