

Dear Exhibitor

APF 2010
23-25th September 2010 -Cannock Chase Staffordshire

Please find enclosed an Exhibitor pack for next years APF 2010, the UK's largest forestry, woodland, arboriculture, fencing and bioenergy exhibition. We are returning to Cannock Chase, Staffordshire, the venue for our highly successful 2008 event which saw a record 250 exhibitors and 16000 visitors attend. Many exhibitors reported record sales and orders and we are looking to build on this for 2010.

We have slightly altered and extended the demonstration circuit and have a wide choice of sites from open grassland to clearfelling areas. We have revised the static display area, increasing the number of stands, widening the aisles and altering the layout to help visitors circulate more easily. More tracking will be used to ensure all static area exhibitors have easy access for setting up.

Once again we will have a full programme of events with the European Lumberjack Sports Championships, International poleclimbing and chainsaw carving competitions.

As ever we are keen for the Exhibition to represent as much of the industry as possible and realise that budgets for Colleges and Associations are tight. We are therefore offering you a heavily discounted site fee to help encourage you to attend. We can offer a 7.5m frontage by 12m depth site on the static display area for just £150 + VAT, a considerable saving on the normal rate of £580. There are a series of site meetings organised when exhibitors can visit the site, receive a briefing, ask any questions they may have of the organising team and book their sites. Exhibitors wishing to book static display areas do not have to attend a site meeting although it is strongly recommended. The whole area is public open space so sites can be inspected at any time. The first site meeting is on Thursday October 8th at 2pm in the John O'Leary centre, situated behind the Cafeteria at Cannock Chase Visitor Centre. Further dates are Thursday 12th November, Thursday 18th February, Thursday 15th April and Thursday 17th June all at 2pm in the John O'Leary Centre. No bookings will be accepted until October 8th.

Please do not hesitate to contact us if you have any queries, Trish and myself will be pleased to assist you. We look forward to welcoming you as an exhibitor for APF 2010.

Yours sincerely

Ian Millward
Exhibition Secretary