



INTERNATIONAL FOREST MACHINERY EXHIBITION LTD

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Dear Exhibitor

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

Please find enclosed an Exhibitor pack for APF 2010, the UK's largest forestry, woodland, arboriculture, fencing and bio-energy 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. Over 100 Exhibitors have booked to date and we have sold over 2500m of frontage along the demonstration circuit and over 70 static display sites, ahead of 2008 booking levels, and we are very encouraged by the number of new exhibitors.

We have slightly altered and extended the demonstration circuit to a massive 3000m and have a wide choice of sites available 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.

We are delighted that APF 2010 will see the very first demonstration of the Stihl Timbersports Roadshow in the UK. The poleclimbing will also be back, bigger and better, with Husqvarna sponsoring the World Poleclimbing Championships, the UPM Tilhill European chainsaw carving championships and the Buxtons World log-to-leg pole lathe turning championships, woodland crafts area and vintage machinery displays and finally the UK Forwarder Driving competitions will all take place again.

There are a series of site meetings when exhibitors can visit the site, receive a briefing, ask any questions they may have of the organising team and book their sites. Please note that it is a condition of booking a demonstration site that you inspect the site and attend a briefing first. All sites are sold as seen. 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 site meetings are on Thursday 18th February, Thursday 15th April and Thursday 17th June all at 11am in the John O'Leary centre, situated behind the Cafeteria at Cannock Chase Visitor Centre

Please do not hesitate to contact us if you have any queries, Trish and myself will be pleased to assist you. Copies of all forms, maps etc. are on our website. We look forward to welcoming you as an exhibitor for APF 2010.

Yours sincerely
Ian Millward
Exhibition Secretary