

RESERVATION FORM

Please tick all that apply

DISPLAY SPACES

2m x 1m A,B,C,E,F,G,H,I,J,K,M,N,O,R,S,T	£297 + VAT	<input type="checkbox"/>
3m x 1m D,L,P,Q	£367 + VAT	<input type="checkbox"/>

LITERATURE DISTRIBUTION

Exhibitors	£95 + VAT	<input type="checkbox"/>
Non exhibitors	£150 + VAT	<input type="checkbox"/>
Extra delegate (each) subject to availability	£80 + VAT	<input type="checkbox"/>

SUB TOTAL £ _____

VAT (NOTE THE VAT CHANGE ON 1ST JANUARY) £ _____

TOTAL AMOUNT DUE £ _____

Cheques should be made payable to HALL-McCARTNEY LTD

We are not anticipating any problems, but neither Burghley House, the HHA nor Hall-McCartney can accept any responsibility for loss or damage. On receipt of your booking and instructions, we will issue you with an invoice to be settled within 30 days or by 25th February 2010, whichever is sooner.

Signed _____

Name in block letters _____

Name(s) of company delegates _____

Company name _____

Address _____

Postcode _____

Telephone _____

Fax _____

Email _____

Website _____

Nature of business _____

Please return to:

Geoff Connelly, Hall-McCartney Ltd, Heritage House,
PO Box 21, Baldock, Herts SG7 5SH
Tel: 01462 896688 Fax: 01462 896677
Email: geoff@hall-mccartney.co.uk



HISTORIC HOUSES ASSOCIATION

HISTORIC HOUSE MEETS PUBLIC

Enhancing the Visitor Experience

ONE-DAY SEMINAR

BURGHLEY HOUSE, LINCOLNSHIRE

Thursday 11th March 2010

Last year private historic houses welcomed some 14 million visitors, generating £1.6 billion spending in the UK economy.

Owners, large and small, welcome the public in a great number of ways as our enterprises are no longer limited to opening the house but now embrace a huge range of activities such as weddings, concerts, craft and food fairs, snowdrop weeks and corporate events.

The aspirations of the public are also far higher than they have been in the past, seeking value, a different experience and becoming increasingly critical of attractions that do not match their expectations.

This seminar will help HHA members to manage their businesses to meet those expectations, not only enhancing visitors' experiences but also strengthening their house businesses.



BURGHLEY HOUSE, STAMFORD, LINCOLNSHIRE PE9 3JY
www.burghley.co.uk



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CONFERENCES & EXHIBITIONS
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HISTORIC HOUSE MEETS PUBLIC

The Historic Houses Association represents the owners of over 1,500 privately owned and run historic houses throughout the United Kingdom and includes some of the finest houses and estates in Britain ranging from palaces and castles to smaller manor houses.

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By exhibiting or making use of the delegate pack facility, you can showcase your company to members / delegates who are committed to seeking solutions to the problems facing them today, in order to safeguard the future.

THE OPPORTUNITY

Taking a display space at The Exhibition
Booking the literature distribution service

As an exhibitor you will receive 1 x delegate place included in the cost of your stand which allows you full delegate status and the opportunity to attend the seminars as well as the lunch and coffee breaks. Additional delegate places are available at a cost of £80 + VAT and booked in advance. No bookings can be made on the day of the event.

The Seminar takes place at Burghley House, Lincolnshire and will be of interest to all owners of historic buildings who open their doors to the public whether for day visits, concerts, weddings, festivals or conferences.

The Delegates will all be members of the Historic Houses Association who are owners of historic buildings. We are expecting an audience of at least 100. All delegates will be decision makers on the use and choice of products and services in their properties.

The Venue Display space is available at two standard sizes - 2mx1m and 3mx1m

Please telephone to confirm availability of display space before completing the application form, as there is only room for 20 exhibitors.

PROGRAMME

09.00 Coffee and Registration
Opportunity to view the Visitor Interpretation Centre and Trade Exhibition

10.10 Introduction
Edward Harley, President, Historic Houses Association

From the visitor's perspective

10.15 Do historic houses need to enhance the visitor experience?
Lady Cobham, Chairman, VisitEngland

10.40 What visitors really think – Visitor Research, a Case Study
Alan Love, BDRC
Alice Kennard, Forde Abbey

11.35 Break

Exceeding visitors' expectations – presentation and interpretation

11.45 What Burghley have done and how they have gone about it
Miranda Rock, Burghley House

12.15 New interpretation techniques
Richard Crowest, Corvidae

12.45 Buffet Lunch and Trade Exhibition

Looking after visitors – obligations and opportunities

14.00 The law as it applies to staff who manage visitors
Katie Lancaster, Farrer & Co

14.20 Historic House opening – Tax tips and guidance
Matthew Burton, Saffery Champness

14.40 What to do when it all goes wrong – handling visitors
Nick Wright and James Astle, Darbys Solicitors LLP

15.00 Building a fruitful relationship with your visitors
John Hoy, Blenheim Palace

15.30 Summary
Nick Way, HHA Director General

15.45 Opportunity to view the State Rooms
Tea and depart

THE EXHIBITION will be held in three rooms on the ground floor. Exhibitors will be reserving floor space only and must bring their own free-standing display panels. A table and two chairs can be provided at no additional charge and products and equipment can be placed on the table in front of your stand to a depth of one metre only.

All stands have access to an electrical outlet. The combination of the excellent location of the stands and three refreshment periods during the day ensure good exposure of your display.

Please note that there are height restrictions on stands: J, K, L, M, T and S.

STAND SPACE OPTIONS

There are two stand space size options available to exhibitors:
2m x 1m £297 + VAT A, B, C, E, F, G, H, I, J, K, M, N, O, R, S, T
3m x 1m £367 + VAT D, L, P, Q

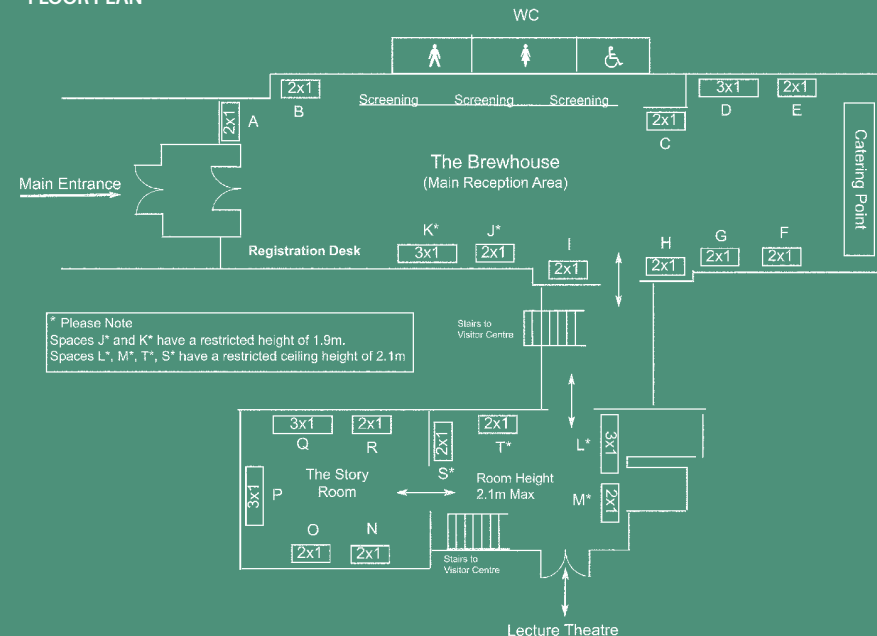
SET UP

07.00-09.00 Thursday 11th March 2010

BREAKDOWN

Approx 17.00 at the end of the seminar

FLOOR PLAN



* Please Note
Spaces J* and K* have a restricted height of 1.9m.
Spaces L*, M*, T*, S* have a restricted ceiling height of 2.1m