



Press information

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The Gadget Show Live 2009 scoops EVENT Awards

www.gadgetshowlive.net
www.eventawards.com

Gadget Show Live organisers, Upper Street Events, were the big winners at the Event Awards at The Hilton on Park Lane last week. As well as scooping Best Launch for The Gadget Show Live 2009, the Islington based company also picked up accolades for Exhibition Organiser of the Year, Best Consumer Exhibition and the sought after Grand Prix Award.

The awards for the launch of The Gadget Show Live prove testament to Upper Street Events' desire to create the UK's largest and most dynamic consumer electronics show. The first event was staged at the NEC Birmingham from 17 to 19 April 2009 and created unprecedented demand from fans of FIVE's primetime technology programme. The full 30,000 ticket capacity at the venue was sold out more than three weeks before the doors opened with around 8,000 consumers applying for returns.

Matt Hodgins, Event Director at Upper Street Events said: "Last year's Gadget Show Live demonstrated that despite difficult economic conditions, visitors were still coming in unprecedented numbers to see, try and buy the latest technology. From our research we know that around £11.8 million pounds was spent by visitors on products exhibited at the show and it was great to experience the buzz generated by such a huge crowd of passionate consumers. We're delighted to have achieved such high industry acclaim at the EVENT awards and will be building on this success with an even bigger and better show in 2010."

Event magazine editor Jeremy King said: "Upper Street Events' innovative approach to producing first class events has been rewarded with the company scooping four awards at the Event Awards 2009. The Gadget Show Live, which was launched in the middle of a recession but proved to be a huge success, is an example of the company's ability to produce excellent events."

Plans for 2010 are already being unveiled with the addition of an extra day of public admission to increase visitor numbers to close to 50,000. Next year's event will also feature an exclusive trade and press preview on 7 April to allow visitors to do business with industry contacts and launch new products to the Gadget Show TV crew and assembled journalists. New features also include a Future Tech Zone offering a glimpse into the latest developments in robotics, augmented reality and convergence.

For more information about exhibiting at The Gadget Show Live 2010, visit www.gadgetshowlive.net or call Upper Street Events on 020 7288 6735

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Notes to editors:

Based on Five's primetime technology programme, **The Gadget Show Live** is aimed at an audience of affluent men and women who are keen to see, try and buy the latest must have technology. The launch event in 2009 had 30,646 visitors and 154 exhibitors including Sony, Panasonic, LG, Dyson and Blackberry who promoted the latest in computing, photography mobile communications, gaming, home entertainment and in-car technology. The Gadget Show Live takes place at NEC Birmingham from 8 to 11 April 2010.

The Gadget Show Live 2009 also won Best Consumer Launch show earlier this year at the [AEO](#) (Association of Event Organisations) awards ceremony.

[EVENT Magazine](#) runs the [EVENT awards](#), which showcases the UK's best exhibitions, experiential campaigns and creative events. Award categories also include Best Brand Experience Agency, Exhibition Venue of the Year, Caterer of the Year and Best Consumer Exhibition. The award winners are selected by a panel of judges from the industry.

For further press information, interviews and photography please contact:

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