



Press Information

11 October 2011

Tickets for Gadget Show Live 2012 on sale now

Tickets for **Gadget Show Live 2012**, the UK's biggest and best consumer tech event, are now on sale at www.gadgetshowlive.net/tickets. Taking place at Birmingham's NEC from **11 – 15 April**, the five-day event is the perfect place to see, try and buy the very latest tech – with many products being shown in the UK for the very first time.

Gadget Show Live 2011 sold out over six weeks before the doors opened last April, with close to 105,000 attendees. For 2012 the event has been further extended to include an additional hall packed with new features and exhibitors. To make sure as many gadget fans as possible get to indulge their passion, an additional 10,000 tickets have also been released.

Based on the popular Five TV show, **Gadget Show Live 2012** will see over 280 companies exhibit thousands of the coolest products on the market. Exhibitors already confirmed for the event include: Samsung, JVC, Sennheiser, Kenwood, Packard Bell & Acer.

The **Super Theatre** hosts live performances with Suzi, Jason, Jon, Ortis and Pollyanna, along with special guests, offering a stunning hour of entertainment with presenter challenges, high octane stunts and the chance to win some amazing new tech.

The **HUB Theatre**, hosted by BBC Radio One's Aled Jones and tech guru, Lucy Hedges, will see fun and informative reviews of the newest consumer tech products and apps, whilst the new **Showcase Stage**, hosted by T4's Will Best, will see demonstrations and product launches from a host of exhibitors.

The **Active Zone** brings together some of the most popular product groups featured on the TV show. Exhibitors specialising in technology for camping, sport, personal transport and fitness will join together around the new supersized **Test Track Arena**, where visitors can test ride some weird and wonderful personal transportation devices.

An ever-popular feature, the **Game Zone** returns and is bigger than ever. With sections for over 18s, competitive gaming, retro and kids games, the zone offers entertainment for all family members. This year will also see a new feature brought to the show by Epic, one of the world's biggest games developers. Visitors will get to see games development first hand as four teams battle it out to build, test and deliver a new game over the five days of the show – the stakes are high as the winning team will have their game published by Epic. There'll also be master classes for all ages on how to design and build your own games at home.

The **International Future Tech Zone** offers visitors a glimpse of the future as inventors from all over the world demonstrate tech that is going to make an impact on our lives over the next ten years.

New for 2012, the **Music Zone**, brings together some of the world's leading consumer music tech, from electronic instruments, sound systems and speakers through to cutting-edge DJ equipment. Also back for 2012, the **Home Gadgets Zone** will see a huge array of products for the kitchen, bathroom and garden - ensuring you can bring tech into every part of your life.

The **Photographic Zone** offers a chance to test, compare and buy the very best cameras and accessories from the world's leading manufacturers. With a 200-seater theatre hosting presentations from professional photographers and experts on both hardware and software it is a must attend for anyone looking to improve their photographic know-how.

Matt Hodgins, Gadget Show Live Event Director, says, "We have been overwhelmed by the demand for tickets, year-on-year. The show once again promises to be a fun-filled, interactive and exciting day out for gadget fans of all ages, with lots of new content for 2012. Whilst we have done our best to accommodate as many visitors as we can, the phenomenal demand we have already seen for tickets suggests we are on course for another sell-out event in 2012. We can therefore only advise that visitors book their tickets as soon as possible to ensure they are not disappointed."

For more information, to book tickets or to find out about exhibiting, visit www.gadgetshowlive.net/tickets.

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Note to editors

Opening hours are 9:00am to 6:00pm each day.

Gadget Show Live 2012 ticket prices

Please note, a booking fee of 99p per ticket for adults and kids over 5 and is charged on each entry ticket.

Event entry only

Adults - £14.99 (+ £0.99 booking fee)

Children aged 5 to 12 years - £7.99 (+ £0.99 booking fee)

Children under 5* - FREE

Super Theatre

Standard - £9.99

Premium - £15.99

**Under 5s are welcome to join their parents at the Live Shows in the Super Theatre, however it is advised that as the Live Show will contain loud noises and pyrotechnics it may not be suitable for smaller children. Smaller children are welcome to share their parents' seat at no extra charge, however those wanting to purchase an individual seat can purchase tickets for £9.99 standard or £15.99 premium.*

The Super Theatre live performances will take place at **10:45am, 1:45pm and 4.30pm** each day. Tickets are unlikely be available to purchase on the door.

Press Contact

For further press information, interviews and photography, please contact: Helen Marriott at Kudo Communications Ltd or email helen@kudocommunications.co.uk.