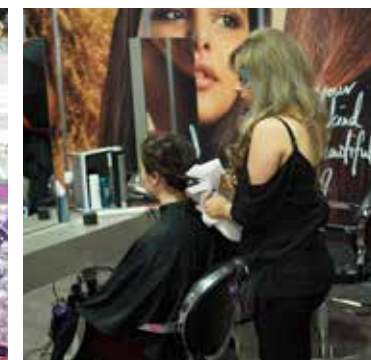


Be part of something special

2018
GIRLS DAY OUT

The Ultimate Girls Day Out



SEC Scottish
Event
Campus
1-2 DEC, 2018

The Show



OVER
150

exhibitors across
fashion, beauty
and retail

OVER
12,000
visitors to the
show over
two days

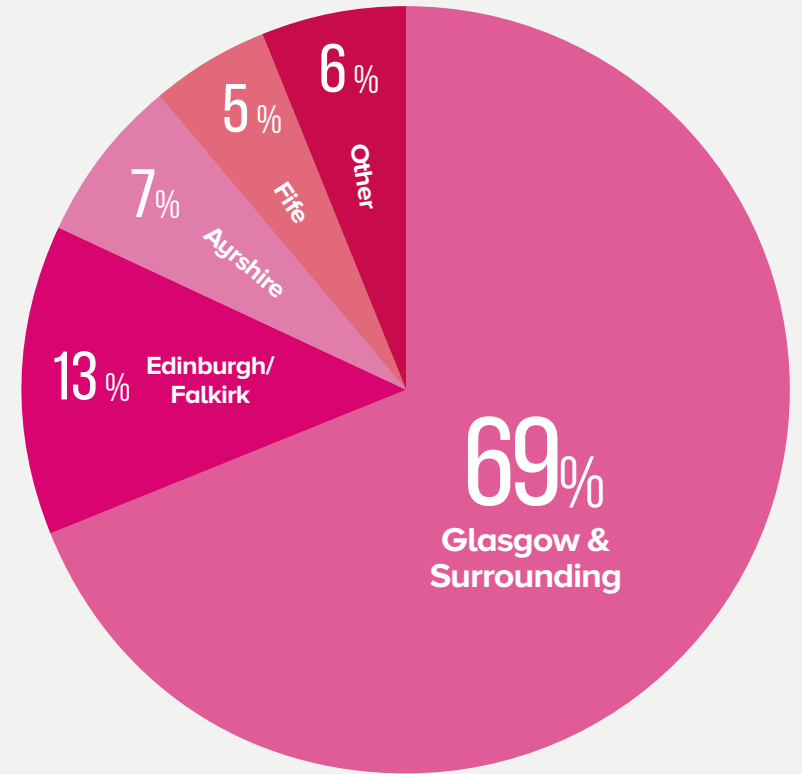
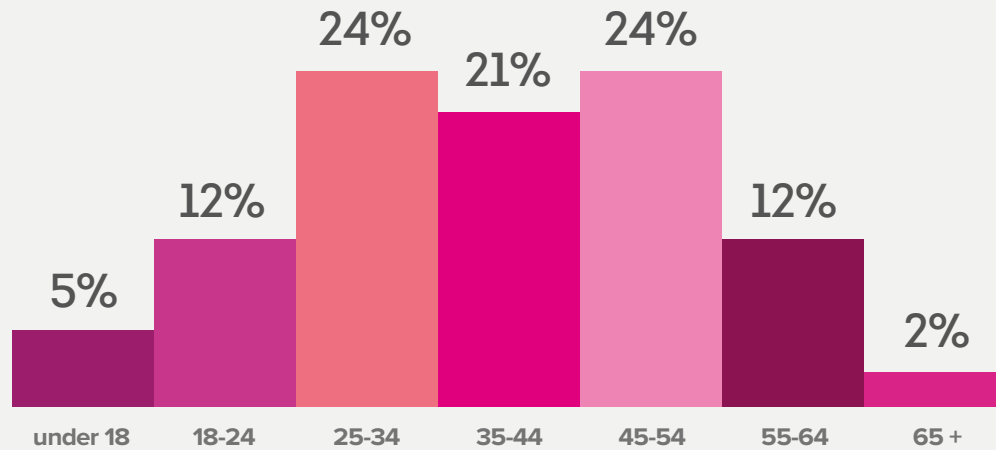
£1.14m
spent with
exhibitors at
the 2017 show

OVER
65,000
fans & followers
on social
media

AVERAGE
150,000
monthly page
impressions leading
up to the event

Engaged
e-marketing
database of
40,000+

Who visits the show?



51%
are married



65%
have children



43%
have a household income
of £40k and above



3-5hrs
Spends 3-5 hours
at the show

Attendance

WHY THEY VISIT THE SHOW?

1. Have a day out with friends
2. Enjoy a shopping experience
3. To do something outwith the ordinary

75% only visit the Girls' Day Out show so it is a unique way to reach this audience



FAVOURITE AREAS ARE?

1. Retail Zones
2. Beauty Theatre
3. Fashion Shows
4. Cocktail Bars

80% are likely to attend again & 86% will recommend to a friend

Why get involved

Opportunity
to sell direct to
a great mix of
women

Drive brand
awareness

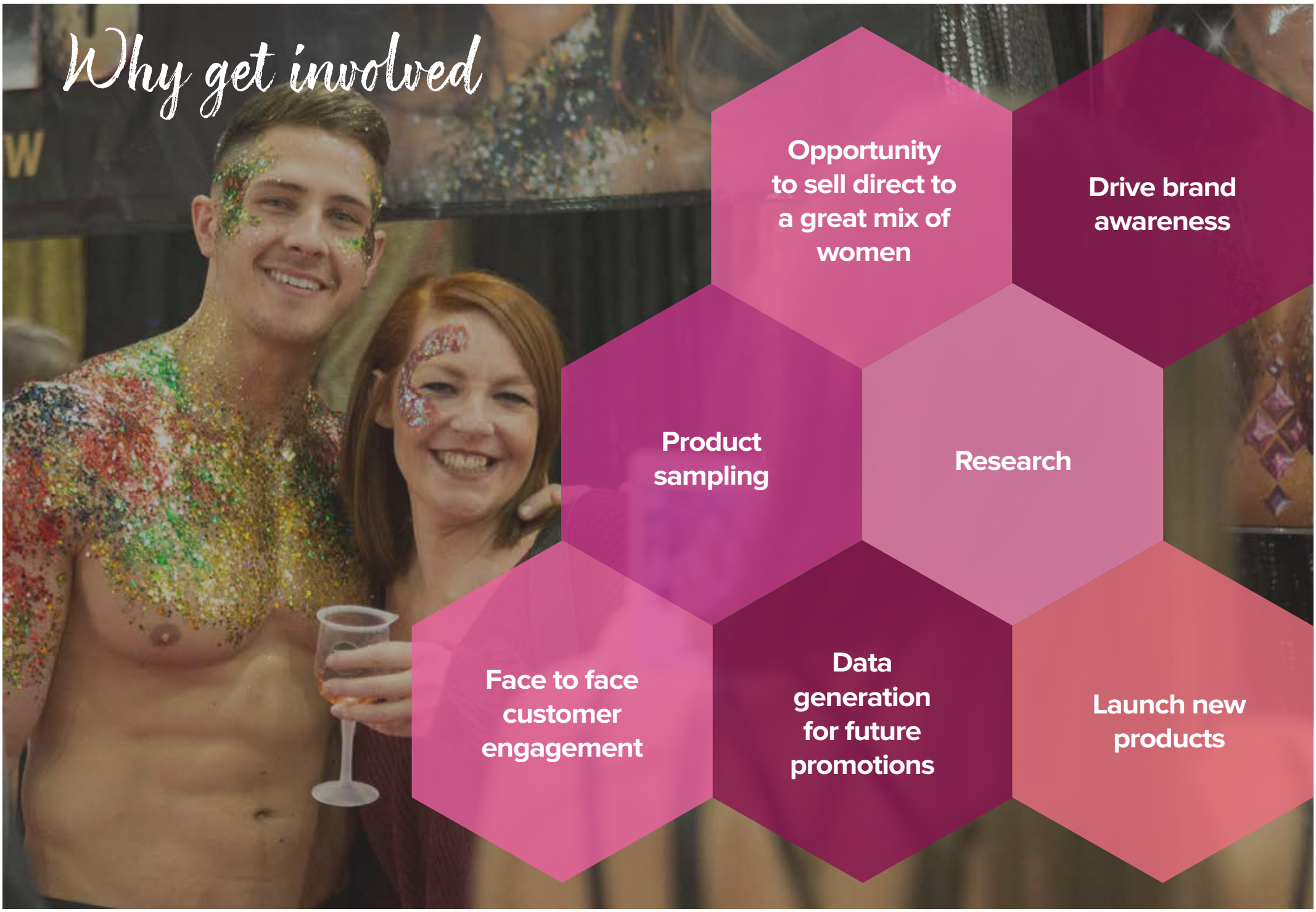
Product
sampling

Research

Face to face
customer
engagement

Data
generation
for future
promotions

Launch new
products



Ways to get involved

Headline Sponsor

Naming rights and association with the full campaign

Full benefit package available on request

From £40k + VAT



Zone Sponsor

Ownership of activation zone

Full benefit package available on request

From £10k + VAT



Exhibitor

Stand space available for retail & sampling

From £175 per sqm



Get involved



Shell Scheme costs **£175+VAT** per sqm

£100+VAT Electrical Package

plus 10% premium for corner stand



Call today to discuss your requirements

0141 353 2222

or email us on events@psp.uk.net