

## PRESS RELEASE



Client ABTT Theatre Show 2013

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### **ABTT Theatre Show organisers announce big expansion plans for 2013 event**

The ABTT Theatre Show is increasing exhibition floor space by some 50% and introducing more facilities for both exhibitors and visitors for 2013.

Following the successful transfer of the show to The Old Truman Brewery in 2012, the event will now be staged there in three interconnected exhibition halls and run in conjunction with a comprehensive seminar programme.

Everything connected with theatre will be on show, making the ABTT 2013 Theatre Show, 12<sup>th</sup>-13<sup>th</sup> June, an essential place to be for everyone involved in theatre and an event not to miss.

### **Bigger show and more facilities**

Show Director Roger Fox, announcing the expansion of the ABTT Theatre Show 2013 said, "We are literally turning the show around this year and making use of the large, welcoming entrance hall at the other end of the Truman Brewery building." He explained, "The new entrance, off Dray Walk, provides direct access down to a new space – the 'Blue Hall' – that's been

created on the lower ground floor. Also, from the main entrance you can get to the upper floor level, which was at the rear of the exhibition space last year.”

Theatre Show Administrator, Isobel Hatton, added, “We’ve responded to positive feedback from exhibitors and visitors and expanded into the lower hall to provide more space for stands and to improve visitor circulation.” The new layout for the show also creates interlinked halls to provide visitors with a circular route around the whole Theatre Show.

Isobel went on to outline some of the new developments for 2013 adding that in addition to a near 50% increase in the number of stands, there are more facilities for visitors too, including twice as many seminar rooms, improved refreshment facilities, and more toilets. “This new layout has also enabled us to expand the café and add a bar area so we can offer more comfortable and relaxed areas for the all-important networking opportunities.”

Although a few exhibitors from the Royal Horticultural Halls years didn’t move to the new venue last year, Isobel is delighted that they, and many other companies, have already expressed an interest in returning in 2013.

“Bookings are looking very good even at this early stage,” she concluded, “with some of the larger exhibiting companies jumping at the chance of central positions in the new Blue Hall, including an early booking confirmation by lighting manufacturer ETC, changing from a prominent position in the 2012 main hall”.

### **It’s all about ‘Theatre’ at the 2013 show**

Announcing the theme of the 2013 event, Roger Fox said, “We felt that although we had a good cross-section of visitors last year, there was a need to further broaden the appeal of the ABTT Theatre Show. Taking on board comments from last year, the obvious step was to look back to our roots and emphasise that *theatre* is at the core of the Association of British Theatre Technicians. For the 2013 show we are looking to provide a ‘one-stop shop’ of

theatrical services and resources by bringing in a broader range of backstage and production suppliers and services.”

In response, **‘The Marketplace’** is being unveiled at the 2013 show as an innovative move to attract niche theatrical suppliers – which are often smaller businesses not normally seen exhibiting at the ABTT Theatre Show. “By introducing this affordable initiative we anticipate seeing an even wider range of products and services on show,” said Isobel Hatton. She added, “We are adding about fifty new stand spaces, and many of these will be small, low-cost stand ‘packages’ located together in a section of the lower Blue Hall. We are aiming at a relaxed, informal environment that we hope costume designers, hire companies, makeup suppliers, prop and scenery makers and other theatrical designers will enjoy to display their portfolios and products.”

### **Seminar programme stepped up for 2013**

Building on the well-attended seminar programme last year, the ABTT 2013 Theatre Show will utilise two seminar rooms accommodating 80+ seated visitors in each, with both rooms located in the new Blue Hall. “We are planning twenty seminars over the two days, and anticipate a few popular subjects may be repeated on both days to avoid disappointment,” said Isobel. The subjects will be wide-ranging as always and of interest to theatre practitioners, professional technician and designers, amateurs and drama teachers. “Although the schedule is being compiled now, we can be fairly certain the programme will include a post-conference discussion on ‘Thriving Theatres’ with delegates to the Theatres Trust conference on 11<sup>th</sup> June, an update on ABTT training, the ABTT TAPthis scheme, and a variety of ‘how to’ seminars for theatre practitioners.”

### **Keep informed of developments on web and through social media**

The website at [www.abtttheatreshow.org.uk](http://www.abtttheatreshow.org.uk) is currently rapidly evolving as new information is confirmed, and includes a schematic layout of the three halls which is regularly updated as stand positions are confirmed. Online

visitor registration for free entrance to the Theatre Show and the seminars will be opening in February and regular news tweets about the ABTT 2013 Theatre Show published on Twitter @abtttheatreshow.

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High resolution copies of these images are available at:



[http://www.abtttheatreshow.org.uk/VNO/photos/2013entrance\\_Hr.jpg](http://www.abtttheatreshow.org.uk/VNO/photos/2013entrance_Hr.jpg)

Photo caption: The new entrance to the ABTT 2013 Theatre Show in Dray Walk, off Brick Lane (at the far end of this picture).



<http://www.abtttheatreshow.org.uk/VNO/photos/ABTT2013logo.jpg>

**For editors**

## **The ABTT**

In 1961, the Association was started with a small enthusiastic group... whose main purpose is to raise technical standards in the theatre by collecting and making available information concerning theatre planning, stage machinery, lighting and sound equipment, acoustic, scenery construction, stage management and all aspects of presentation. The Association provides a forum for discussion among theatre technicians through the publication of a newsletter and through regular meetings...the Association is not a trade union nor does it confer on members any professional status.

From these early beginnings the Association's membership rose to around 250 by the mid 60's: 1970 stood at 400: Today the membership is around 1700 and rising.

The Association has special interest groups such as Safety, IT, Theatre Planning, Design & Archaeology . These groups have shaped the industry in a vital way with their advice & publications. London & Regional branches regularly hold meetings where members have the opportunity to exchange opinions and information. The Association is now gearing itself up for the challenge of the turn of the century: to meet the demands for an independent and authoritative voice on standards, information and regulation.

### **Principles of the Association**

- To advise on safety, planning, good practice and enforcement.
- To provide the best information and advice on safe working practices within the theatre industry.
- To provide publications: Codes of Practice: Data Sheets:Journals.
- To encourage pride at all times by enjoying and implementing good working practices.
- To encourage technical education at all levels: provide In-service training and seminars.
- To support the industry by networking information to members.

- To provide a comprehensive building advice service.
- Provide a comprehensive collection and dissemination of up to date information on technical matters.
- Encourage exchange of information

### **The ABTT Theatre Show**

Now in its 35<sup>th</sup> year, the ABTT Theatre Show (originally launched as the ABTT Trade Show) is recognised for embracing a developing range of technologies for use in any auditorium. The ABTT Theatre Show has built an enviable position as a unique platform for manufacturers, designers and suppliers to showcase the latest advancements in technical theatre.

Over the years The ABTT Theatre Show has witnessed the unveiling of some of the most groundbreaking technology, which has set a precedent in revolutionising the world of theatre production. These technical advancements have augmented the theatre experience for the audience, impacted on the economics from a show management perspective and radically streamlined operations for all technical personnel involved with theatre.

Roger Fox, Theatre Show Director, has led the event from the very beginning.

#### **For further information about the ABTT 2013 Theatre Show contact**

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