

## **PLAYFAIR 2010 - Post Show Press Release**



The UK's national playground and safety surface event PLAYFAIR took place at the end of June at Stoneleigh Park near Coventry. Supported by the Association of Play Industries, this two day trade event has been hailed as the best to date.

In its third outing the show's 45 exhibitors attracted a record attendance of 863 visitors (an increase of 15% on 2009) with a small number also visiting from Europe. Visitors came primarily from the public sector, with parish councils, local authorities and education well represented while around 300 individuals came from businesses within the private sector including landscape architects, leisure centre/facility managers and specialist contractors.

Ray Baxter, event manager, commented, "we're delighted with the results for PlayFair 2010. Sunny Stoneleigh Park was transformed into a true showcase for manufacturers and suppliers of play equipment and safety surfaces. Visitors came from all over the country with excellent representation from both the public and private sectors."

Deborah Holt from the Association of Play Industries noted: "I'm thrilled with the success of the third PlayFair, especially with the show moving to a larger location within Stoneleigh Park – proving to be a good decision and beneficial to our 40+ member exhibitors. One visitor expressed how the exhibition was a 'real eye opener' for her and once again we were blessed with glorious English weather over the two days."

Exhibitors reported a busy show with plenty of good leads. Lisa Dillon, marketing manager for Sutcliffe Play, commented: "Playfair 2010 proved to be a great success for Sutcliffe Play. This show was a launch pad for a number of new products for us and all received a great deal of interest from visitors to our stand. The Pod youth shelter in particular, with its Bluetooth technology kept us very busy, and we were very encouraged by the response to this. We also felt that the site of the show this year gave a much more open feel to the event."

Michael Hoenigmann, managing director at Proludic added: "Proludic were proud to support PlayFair for the third consecutive year. It's a great showcase for our industry giving an opportunity to display the variety of materials used to create imaginative play solutions for 21<sup>st</sup> century children. Customers were able to see a huge variety of products, brought to life by local children, and talk to experts with a wide range of skills about projects they were currently working on."

Exhibitors are already looking forward to next year's event. Trevor Markham, managing director at Park Leisure said: "The PlayFair exhibition has extremely high quality trade visitors and is unique in that it's the only exhibition where children of different age groups are bussed in to try out the equipment in situ. - We have already booked our stand for PlayFair 2011."

Next year, PlayFair will take place at Stoneleigh Park on 21<sup>st</sup> and 22<sup>nd</sup> June 2011.

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