



EXHIBITOR INFORMATION PACK

Breaking up is hard to do – but YOU can make it easier

After the amazing success ([see our press page](#)) of the first ever event in March 2009, you can now get involved in the UK's original 'divorce fair' to help people start afresh after a relationship breakdown

The next two SOS events are taking place in **London & Brighton** at the elegant, friendly and very smart Hilton Metropole hotels

London 7 March 2010

Brighton 28 March 2010

Spaces are sold on a first come first serve basis

"We reserve the right to refuse some businesses (eg. private detectives) because we are very passionate about encouraging a healthy approach to starting over from divorce and relationship break up."



PWMLtd @SuzyMiller Thanks for the kind words and just so you know we est. the spend for the SOS to be £1,170 and our % return was 1068%

Starting Over Show t: 0208 8167281

e: suzy@startingovershow.co.uk www.startingovershow.co.uk

Press page: <http://www.startingovershow.co.uk/index.php/sos-15-march-2009/press-coverage/>

A relationship break up can be the perfect time to make positive changes whether that's starting up the business you always dreamt of, getting your pension sorted, or losing weight and taking more care of your health.

The Starting Over Show was the first UK event to help people bounce back from relationship break ups and life crises.

Join our exhibitor list for the Starting Over Show and you'll be tapping into a legion of loyal customers who'll remember you were there when they needed you.

This is also your chance to take part in a more constructive way of handling divorce and relationship break ups in the UK. Contribute to our blog, website and social network and you may find the show inspires fresh thinking for you and your business too.

We do allow exhibitors to share spaces to make the event more affordable to smaller businesses

Please complete booking form (a separate pdf document) and return with min 50% payment by FRIDAY 30 OCTOBER 09 to benefit from the discounted price.

Final balance must be paid by Monday 9 November 2009



[See what an amazing day we had at our first event in our short film:](http://www.startingovershow.co.uk/index.php/an-amazing-day-15-march-2009/)
<http://www.startingovershow.co.uk/index.php/an-amazing-day-15-march-2009/>

We have done this before.....



“we all thought yesterday was fab - far exceeded our expectations of the level of serious inquiries and the whole ambiance of the event was lovely - everyone seemed happy!”

“It was great and I’d love to be a part of it every year and in different venues.....the turn out was superb and the hotel staff incredibly helpful.”

“Thanks so much having the foresight and the energy to organise this. I found it very helpful because of the networking with other exhibitors.... I am certainly up for it next year!”

this is what our exhibitors said

“You have done a great job launching the show... vision, tenacity, entrepreneurship are all words that come to mind. There was a great energy at the Show.”

“You can definitely count on me to exhibit at the next one....I have received positive feedback about the show from the people who visited me - I do hope we have managed to help more people than not to move forward to new beginnings.”

“thank you for putting together something so amazing - I am delighted and honoured to be part of it.”

“I think the show was brilliant.....Congratulations on your first show, I am sure SOS will become a regular and familiar event”

What do we live for; if it is not to make life less difficult for each other?

George Eliot (1819-1880)

this is what our visitors said

“Thank you so much for arranging this - it was excellent..... I will certainly be contacting one or two of the advisers I met. Thank you again.”

“I was at the show and I thought the atmosphere was fantastic - relaxed, friendly, helpful and brilliantly organised - well done.”

this is what the media & press said



INTERNATIONAL
Herald Tribune

Daily Mail

The Washington Post SUNDAY EXPRESS



PAUSE FOR THOUGHT
Read the latest below.

Find out more about our Pause
For Thought contributors.

Monday | Tuesday | Wednesday
Thursday | Friday

Rev'd Chris Morley, Methodist Minister at Haywards Heath
Wednesday 18 March 2009

I wasn't sure how I felt over the weekend about an event that took place in Brighton. In one way I felt critical – someone was cashing in on other people's suffering – but then I thought it might offer some valuable help in what is often a desperately sad and difficult situation. It was a Divorce Fair. Some stalls offered legal or financial advice, others offered techniques for dealing with stress and some, for those who like retail therapy, sold shoes or chocolate.

There's no doubt the organiser was tapping into a growing market. Every year 140,000 couples and their children and their wider families all feel the pain a marriage breakdown inevitably brings. But divorce fairs apart, how do you deal with the anguish of separation, the disruption to people's lives, the confusion of children? Indeed how do any of us deal with those other times of life when because of bereavement, redundancy or sudden illness, our lives seem to fall apart.

The fair focussed on the need to move on. 'Changing the colours around you helps alters your mood,' said the colour psychologist. 'Moving the furniture round at home can change your energy' says the feng shui

The Reverend Morley was dubious about this 'divorce fair' in Brighton so he visited - and made it the very positive subject of his Thought For the Day on Radio 2's Wogan Show

<http://www.startingovershow.co.uk/index.php/wogans-thought-for-the-day/>

[See our international press coverage here:](http://www.startingovershow.co.uk/index.php/sos-15-march-2009/press-coverage/)

<http://www.startingovershow.co.uk/index.php/sos-15-march-2009/press-coverage/>

Articles and press coverage included:

(figures from BARB and RADAR)

BBC Radio 4 You & Yours (broadcast to 9,982,000)

BBC Radio 2 “Thought for the Day” Wogan Show (13,457,000)

Daily Mail (2,187,428)

Washington Post (2,113,725)

Alan Titchmarsh Show (ITV1 average daily reach that week 22,592)

BBC Radio 5 Live (broadcast to 6,211,000)

BBC Breakfast TV (BBC1 average daily reach that week 29,610)

Premier Christian Radio (broadcast to 113,000)



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Why book now?

Because.....

an exhibitor space can cost you less than membership at a breakfast networking club, and you'll meet more people

(though prices are discounted for limited periods and the cost rises the closer you book to the date of the shows)

you get to target an audience who really need your services at our elegant and smart Hilton venues and also via our SOS event website

(speaking and workshop opportunities at our events are very limited and sold on a first come first serve basis)

we provide a supportive yet feel-good atmosphere for you to interact with the many visitors

(and we are open to fun and innovative ways you may want to enhance that interaction)

your fellow exhibitors are genuinely determined to help people 'start over' in healthy and positive ways and that makes them a great group of businesses and professionals to get to know better

(we are keen to involve you in our PR too - the earlier you book, the more involved you can be)

“It sounds like an odd thing to say, but it is nice, it is helpful, to see so many others in the same position” (Alison visiting SOS 2009, reported in *The Guardian*)

“I thought I mainly needed practical help here, but it is the support that is most helpful” (anonymous man visiting SOS 2009, reported in *The Guardian*)

“Today I managed to get advice from legal teams who have given me a great deal of hope” (Barry visiting SOS 2009, reported in *The Sun*)

On the day, we'll create a safe haven in which soon-to-be singletons can take professional advice to build the confidence and skills they need to go it alone.

If you're a divorce lawyer, a business adviser, health professional or independent financial advisor then you could be just the sort of exhibitor we're looking for.

Over 140,000 UK couples divorce each year, not to mention the thousands of co-habiting couples who need to extricate themselves from shared mortgages and lives. Some civil partnerships are now breaking down too. Since south coast towns suffer from some of the UK's highest divorce rates, Brighton was a fitting setting for our first event.

Now we are also going to put on the first ever Starting Over Show in London at the London Hilton Metropole (opposite Edgware Road tube station)



Our Venues



Hilton

London Metropole

Travel should take you places™



Hilton London Metropole hotel

225 Edgware Road, London (UK), W2 1JU
Tel: +44 (0)20 7402 4141

Sunday 7 March 2010

2 main exhibition areas
Palace Suite (719.8 m²)
Windsor Suite (244.7 m²)

(for Speakers, and also legal/ financial/wellbeing surgeries)

Richmond Room
Clarence Room
Tower Room
Waterloo Room
Each room can take 10 boardroom
or 20 people Theatre Style
larger spaces available on request

LOCATION

Travel to the Hilton London Metropole hotel in the heart of central London, just a 10-minute walk from Oxford Street. This major conference hotel is 20 minutes from Heathrow Airport. The Heathrow Express terminates at Paddington Station, which is just 5 minutes by taxi from the hotel.





Brighton Hilton Metropole

Sunday 28th March 2010

2 main exhibition areas

Viscount suite (788m²)

Clarence suite (223m²)

speakers room

Lancaster room (91m²)

legal/financial/wellbeing surgeries

Surreys 1 - 4



The Hilton Brighton Metropole is a 100% non-smoking hotel and only a short walk from Brighton centre



Location:

The Hilton Brighton Metropole hotel is superbly located on the seafront right in the heart of the city. Brighton has a fantastic mix of history and heritage, arts and culture.

Only 30 minutes from London Gatwick Airport, and less than an hour by train from Central London.

Exhibitor Opportunities

If you support our philosophy and would like to exhibit at the event then you're in good company. We're already attracting an interesting range of supporters and featured speakers.

As an Exhibitor at the Starting Over Show you will meet attendees who need your professional support.

We have space for about 40 exhibitors at each event, including break-out spaces for demonstrations and mini events.

Exhibitor Options:

3 space options each including comfortable seating, a table, option to include your own display stand, and tea and coffee supplied.

There are also limited opportunities for those who prefer to not have a space but to be one of our 'roaming mentors' and support the visitors. Information available on request.

Speaker opportunities and hire of private rooms (for legal surgeries etc) are available, but are limited and on a first come, first serve basis.

There will be an opportunity to recharge laptops during the day, but those who require a constant electricity supply need to book early to get an appropriate space.

For exhibitor prices and hire of private rooms, please see booking form pdf for full price options.

Practical details

Exhibitor spaces are being allocated on a first come, first serve basis. All prices are inclusive of:

- A comfortable space in an inviting, relaxing environment (no shell schemes - visitors will be able to sit down comfortably and talk with you in a cafe style atmosphere)
- Table & min 2 chairs
- the code for free tickets to distribute to prospective clients
- Listing on the online Exhibitor directory (until the end of August 2010)
- tea and coffee supplied
- Opportunities to network with other exhibitors in the evening when the visitors have left for the day

How will visitors know about us?

their companies will give them free tickets to the events (BT and Sussex Fire Brigade union were some of the organisations that saw SOS 2009 as a resource for their employees/stakeholders)

they will have heard about us (and will again) via [magazines, national press and television](#)

word of mouth - visitors found the March 09 event valuable and enjoyable

direct marketing - including thousands of flyers delivered to homes in London and Brighton & **Google**/online social networks*

Some statistics: [SOS event website during the month of March 2009](#)

* 134,927 hits

* 42,851 page views

* 9,661 visits

Even more media interest around this already innovative and valued event:



Having already caused a bit of a stir in the national media by being the first event of its kind, SOS is going to continue by blazing a trail in creating events focused on the visitors' need for clear information and inspiration in a safe and comfortable environment.

The conventional exhibition set up has its place, but we are creating an environment of enhanced communication and allowing visitors enough comfort and space to be able to not feel 'sold' to, but to cultivate genuine relationships with the professionals and businesses who are there to help them.

SOS Marketing Plan

MEDIA PARTNERS - working with relevant media across the region to promote the event to include:

ADVERTISING, PR & ONLINE EXPOSURE

TARGETED LEAFLET DISTRIBUTION

TARGETED POSTER DISPLAY

COLLABORATIVE EXHIBITOR NETWORKING & EVENTS

VILLAGE PARTNERS - working with relevant and aligned organisations to promote the event and reach target audiences.

Our research has found the following:

That new singles will spend more on financial and wellbeing services than their married counterparts, creating income for businesses.

A survey by professional services directory 'CertainShops - Professionals Online' supports anecdotal evidence that, following a relationship break up people are more likely to buy new properties, update their wills and insurances, and spend money on themselves.



The team

Event Producer: Suzy Miller/CertainShops – professionals online
www.certainshops.com

CertainShops is an online directory of trusted, vetted service providers. The Independent newspaper cited the CertainShops website as one of the 'most useful websites that could change your life'. Now CertainShops' clients can increase their visibility by exhibiting at the Starting Over Show.

suzy@certainsshops.com

07825 222 404

Event Manager: Sam & Dan Wilson/Eco Events

www.ecoevents.com

EcoEvents have a team of management professionals trained in sustainability and are nationally recognized eco-consultants, with a excellent track record in organising and managing events.

Sam Wilson is also providing a consultant role in ensuring the event creates and adheres to a strict ethical sustainability policy.

sam@ecoevents.com

07799117886

Branding/Design: Brand Adventure

www.brandadventure.co.uk

Brand Adventure is a Brighton based brand development agency with strong credentials in broadcast, telecoms, construction, education, events and travel.

Their work covers: brand strategy, naming, visual identity and implementation of the brand in print and online materials.

ann@brandadventure.co.uk

01273 330073

PR: Suzi Christie/Blueberry Public Relations

Suzi was behind the enormous PR success of the first SOS event and will be helping whip up a storm around our upcoming events next Spring.

Suzi@blueberry-pr.co.uk

01435 830031

FAQ s

1. Why is there an admission/ ticket fee?

The low ticket price (only £3) helps to ensure we attract serious visitors, the ones who are looking for suppliers to spend their money with as opposed to those on an information collection exercise or day out. Yes we want a high footfall and we know that the entry fee does not deter exhibitors at other shows we have organised. We will be promoting special offers for the show and there will be competitions and opportunities to win free tickets as part of our full on PR campaign.

2. What will be on the website – www.startingovershow.co.uk?

Facts about the show, how to get there, a registration form, who will be exhibiting, a link to your website, opportunity to buy an advance ticket online, a downloadable event guide, resources and articles and interactive blogs (please feel free to email your own articles or advice to suzy@startingovershow.co.uk) **(the website received 42,851 page views during March 2009)**

3. What time does the show start and finish?

Opening times will be 10am to 5pm. Exhibitors can get access early in the day to set up. We plan to encourage networking for exhibitors after the show ends.

4. Can I share my table with someone else or resell it?

Possibly, but you will need to get our permission first. Please contact suzy@startingovershow.co.uk giving details of who you want to share with and why.

5. How many exhibitors will be at the show?

We are limiting the show to about 40 exhibitors, covering a range of services, creating plenty of relaxing socialising space within the exhibition area for visitors.

6. Will I receive a floor plan?

Yes, a floor plan and final details, together with a statement of account will be sent during the week preceding the event.

7. How many visitors do you expect?

We expect a minimum of 500 but the show could well attract between 1,000 – 1,500 visitors, due to the media interest in the event.

8. Do you offer discounts?

Only to SOS Club members. Most revenue from stand fees will go towards PR and promoting the event to ensure success for all exhibitors.

9. What advertising and promotional activities is Starting Over Show undertaking for the event?

A lot! Brighton branding and design agency Brand Adventure developed the sparkly look and feel for the shows. PR campaigns and advertising will continue building up the buzz throughout the year.

We'll send you a pdf of the event flyer prior to the events.

Plus the dedicated show website www.startingovershow.co.uk is easy to find on the search engines.

The Competition.....

So far 2 `divorce fairs' are scheduled by other companies in the UK this year (Leicester in June and Birmingham NEC (was in September, now delayed until February 2010). Both differ fundamentally to SOS - they essentially are about getting through the divorce process without really questioning the ethos or social attitudes towards how people go about it.

The best example to illustrate this, is that both the other events have private detectives exhibiting. We don't.

SOS cannot allow private detectives to exhibit (or DNA testers who exhibited at the first ever divorce fair in Austria) simply because, these businesses are not focused on `starting over'.

Our mission is to pull people out of the combative approach to breaking up and luckily, that approach is being supported by collaborative lawyers, divorce coaches, members of the Church and the media as a whole.

Fast facts

The Guardian reported in March 2009 a 52% increase in the divorce rate since January the previous year.

In the same article, local authorities reported a 17% increase in the demand for relationship counselling since the credit crunch.

The Sun reported in March 2009 the following facts:

More than 140,000 couples divorce every year in the UK

Almost half of marriages in England and Wales will end in divorce

South coast towns in England suffer Britain's highest divorce rates

Other statistics:

Hove has the second-highest divorce rate in Britain with nearly three in 10 marriages ending in divorce (29 per cent), says Claritas. And Brighton, Littlehampton and St Leonards are close behind (over 21 per cent).

Relationship splits may inspire women to start their own business. A study by The Enterprising Women project showed 18% of the women business owners studied between June 2006 - June 2007 were single mothers. (see the Enterprising Women Community Statistics report, June 2007)

Second or third-time around divorces have doubled since 1981, say official statistics. According to the Office for National Statistics, one in five of all couples divorcing in 2005 already had one marriage break-up behind them.

Sources:

Enterprising Women Community Statistics report – June 2007

www.statistics.gov.uk, www.statistics.gov.uk,

Claritas UK

Why we are different:

- **Greater interaction with visitors and a truly comfortable atmosphere**
- **Central locations resulting in higher footfall**
- **More exclusivity – exhibitor numbers limited to about 40**
- **A great deal of media interest around this already innovative and valued event**
- **Only exhibitors who actively help people to ‘start over’ are accepted (sorry, no private detectives)**

The more I have talked to exhibitors and potential visitors, the more I have come to accept that a traditional exhibition format is not the best way to present SOS.

Instead we create an environment where exhibitors and visitors can chat easily and feel comfortable. The conventional way of using exhibitor stands can create a ‘selling’ environment which is not appropriate to the atmosphere we create at our events.

Many visitors will never have heard of ‘collaborative lawyers’, ‘financial mediators’ or even ‘divorce coaches’, and will need to gain information and ask questions in order to understand the benefits of the wide range of services and opportunities open to them.

Surely, it has to be more conducive to communicating with visitors if we provide you not with a conventional ‘box’ in an exhibition hall, but instead, comfortable chairs, sofas and tables where you can interact on a more sociable level with the visitors?

For those with pop up stands they can still be incorporated into each exhibitor's space, but the atmosphere of the event will be much more congruent with our collaborative intention to really help our visitors move forwards in their lives.

A vital addition to the exhibitors' tables will be simple but effective ways to put visitors even more at their ease – including access to a steady supply of tea and cake! Book early to claim your space at this innovative event.

The Starting Over Show was the first ever UK event to help people bounce back from relationship break ups and life crises. On that special day in March 2009, we created a safe haven in which soon-to-be singletons and those further down the breakup road, were able to take professional advice to build the confidence and skills they needed to go it alone.

Now we are going to do it all over again in London and Brighton in the Spring of 2010, and we would like you to join us and share the experience.

Please complete booking form (a separate pdf document) and return with full payment (made out to Certain Shops Ltd): Starting Over, 72 Medway Drive, Forest Row, East Sussex, RH18 5NX ASAP if you want to secure a space.

PRIMA people

Could you be best friends with your ex's new wife?

On paper, Suzy Miller, 44, and Marilyn Taylor, 21, from Forest Row, Sussex, don't have many reasons to be close. Marilyn is young enough to be Suzy's daughter and is married to her ex, Chris, 45. Here, all three talk about what makes their unlikely friendship work

52 www.allaboutyou.com/prima

PRIMA people

Chris says

I admit I wasn't very nice to Suzy when I left her. I didn't love her and wasn't sure I ever had. I failed out of college for years. I'd already been going forward in a relationship that made me happy. I'm not sure I made her finally snap. I know it must have been a relief to her. Suzy had every right to hate me for it, but she's a sort of woman, and her six years later a happy, unusual, family unit. If it hadn't been for the children, I'd probably have packed up and moved. But I wasn't going to do that. When I met Marilyn, it was important to her that she and I have a relationship. She's a different, too. I didn't feel my age, which was 42 then, so I didn't think she was too young for me. But she's a friend and colleague of a friend. I manage to have different calling the everything from "lucky man" to "lucky devil".

I wasn't nervous about Marilyn meeting my ex because Suzy's a nice woman and would never be a bitch. It wasn't as if I left her to go to Marilyn, so there was no reason for underlying bitterness. It was a pleasant surprise that they took to each other, but they do have a lot of similar interests. I don't think they're alike in personality, they have a lot in common. Marilyn sees Suzy much more than I do because I'm usually work when they have tea together. When I do spend with both of them, such as Christmas, it's pleasant and their friendship makes my life and the kids' lives much easier. I've heard of many cases of women in a similar situation hate each other and are consumed by jealousy. What we

I came to realise how much Suzy and I have in common more than Chris and I do

LEFT: Suzy and Marilyn don't see their friendship as unusual
BELLOW: Marilyn and Chris on their wedding day

When we'd been together almost a year, Chris proposed over a game of pool at the pub. I said yes without hesitation, however, I admit I have thought, "I'm in love with this guy who's twice my age. Am I mad?" But being with an older man has its benefits—Chris is a great lover and doesn't play mind games. Suzy's presence at the ceremony didn't feel weird because I knew she and Chris had done. He'd told me how it ended, which must have been a bitter pill for Suzy to swallow. As Suzy and I got to know each other, I came to realise how much we had in common—more in fact than Chris and I do. We both have an interest in all things spiritual and have the same child-rearing principles. It's difficult to avoid talking about Chris. I did worry that Suzy and I were so alike—perhaps Chris was repeating a pattern by being with me. But when I broached this with him, he denied it, saying he didn't see the similarities. Suzy is more than Chris's ex to me—she's my friend. She's so genuine and open that she's never given me reason to be jealous of what they had. Obviously, I've been curious, but Chris has assured me that part of his life is over. It's a shame our friendship is seen as being so unusual. The only advice I can give to other "second wives" is to talk honestly if Suzy says or does anything that bothers me.