

## A Snapshot of The UK Event Hire Marketplace...



Event hire in the UK is a multi-faceted vertical marketplace with a value chain just like any other, which begins with the producers of raw commodities. As the materials are passed down through trade from one upstream participant to another, good value products are created and the means to serve a wider market of end users emerges.

Events by nature are complex environments even on a small scale, with much made (which doesn't always meet the eye at the receiving end of the benefit) in the way of provision by planners and organisers to the enjoyment of the cohort of guests.

As UK event hire services brokers, it is our business to identify the participants within the events marketplace and to know what they value. Here is a succinct summary of the events market in the UK.

### Materials Suppliers

Events equipment which are hired by end users along with the specialist tools handled by expert event professionals all begin as raw materials which are brought to maturity by producers.



### Manufacturers

Manufacturers take possession of raw materials and fashion them by leading technological processes into top quality equipment and instruments, purpose made for event industry use.



### Bulk Wholesalers

Wholesalers snap up these expertly crafted manufactured products at prices reflective the volume they buy, making the most of the cost saving benefits of scale. They store products ready for retail dispatch.

### Equipment Retailers

Retailers buy event equipment stock from wholesalers which they hope will give their business and consumer customers advantage in delivering top quality event experiences.



### Hire Companies

Event equipment hire companies make investments in purchasing various types of equipment. They trade off between cost and quality, striking a balance in order to best satisfy the needs of organisers.

### Pro Planners

Professional planners are hired by event sponsors and organisers for the purpose of bringing together all the necessary elements of event hire services to the most successful and effective conclusion.



### Services Brokers

Much like Selmore, there are many services brokers who do the job of connecting event organisers with service vendor. Each brokerage service will offer a twist of sorts, but ultimately being highly effective relationship managers their goal is to ensure the most favourable outcome.

### Storage Facilities

The hope for event equipment hire companies is that their kit will spend more time on the road than underutilised in storage. But realistically, it is unavoidable but to have some down time. Storage facilities come with an assortment of add-on services and they therefore vary in cost.



### Logistics

The success of any event, no matter the size or type is greatly dependant upon getting things done at the right place, at the right time to the enjoyment of your guests. Logistic companies carry their precious cargo to their agreed destination on budget, on time without complication.

### Labour & Staffing

Every event has its hard working stewards whose job it is to serve the organisers and ultimately the guests in providing a most excellent event experience. Such staff deliver guest facing and back office support and are employed either as full time staff on the payroll of a service company, or freelance hands who come and go when needed.

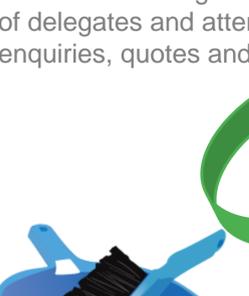


### Venue Management

Venues are the anchor for the entire event experience. The location where the event takes place is blank canvass of sorts for the organiser to place or rather express their creative vision upon. Each venue will present it's own advantages and disadvantages to the organiser and will need considered evaluation before a booking commitment is made.

### Conference Services

Conference services give corporate event organisers the edge in laying on commercially effective and profitable events. Such service providers seek to add value to the bottom line of exhibitors and organisers, by converting the interest of delegates and attendees into firm interest, enquiries, quotes and sales orders.



### Cleaning & Maintenance

Once all is done and the event has fulfilled it's purpose, there is a whole spectrum of cleaning service providers lining up to put things back to their normal state. Specialist providers like on-site marquee cleaners with giant washing machines to general clear-up teams organisers and hire vendors alike use such services to press the reset button.

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