



Quartz Publishing and Exhibitions, organizer of the International Materials Handling Exhibition, aims to make its 2010 show carbon neutral.

The event for the logistics, materials handling and storage industries, will offset all CO₂ produced by staging the show at the NEC, where the exhibition takes place next year.

The show will feature an environmental zone for the first time where visitors can calculate their carbon footprint. People will be able to enter details of their travel to and from the event at terminals in the lounge and the company will work with an

accredited partner to offset the resulting carbon emissions.

Quartz is also moving the show from March to November 2010 in response to requests from exhibitors. Managing director Paul Michael says: "It will place the event at a more favourable point in the economic cycle, at a time when the economy is anticipated by most indicators to be in recovery mode."

As well as benefiting from exhibiting at a time when buyers are expected to be more active, companies will also be able to spread the cost of exhibiting into the following financial year," adds Michael.

Disney invests in live events

Disney has invested in live events as part of an integrated marketing campaign to launch Disney XD, a new TV channel for children aged 6-14. The company has partnered with England Beach Soccer to take a beach soccer road show to urban locations throughout the UK, culminating in an event on London's Oxford Street.

Executive director of marketing for Disney Channels UK, Nicole Morse, says: "Since



Disney XD is built around what kids, particularly boys, told us they wanted to see from a TV channel such as gaming, sports and humour, it was crucial that the integrated launch campaign reached them in environments that resonated with them."

Twitter time out

London venue The Brewery says it's too early to tell if Twitter will benefit its business. The company, which was part of the Merlin Events' Industry Twestup, has 600 followers.

The Brewery's Simon Lockwood says: "It has been a great way to share ideas, but in terms of generating business it is too early to tell if we will get more event bookers following us who will look to our posts as a notice board for exclusive offers."

Burton plans future

Exposure Event Creations' Simon Burton is looking forward to taking up fresh challenges after selling his Excite exhibition to F21 Events.

Burton says: "I have loved every second of the show, but it's now time to try something new. There's a bunch of pics with my fingers in them."

Exposure Event Creations' John Sanders will remain the event director of Excite.

Dairy show moove

The Dairy Event and Livestock Show runs for the last time at Stoneleigh Park this month. Organiser, The Royal Association of British Dairy Farmers, says the show, which has seen exhibitor numbers increase by 60 per cent since 2003, has outgrown the undercover space at Stoneleigh Park.

It will relocate to the NEC Birmingham, 7-8 September 2010, becoming the venue's first agricultural business event ever.

Health and safety hotline launches

ESSA has launched a telephone hotline for contractors, organisers and venue owners who need a quick resolution on health and safety issues.

Callers to the new hotline number will be patched through to an ESSA IOSH and NEBOSH qualified health and safety expert. If the issue cannot be resolved over the phone, the expert will come to the venue.

ESSA director Chris Skeith says: "Issues often arise in the

middle of the most hectic part of an event, usually build up and



break down. Seldom is an answer close to hand, which can cause delays and problems for all concerned. We appreciate that some issues may not be immediately resolved over the telephone, which is why help can also be provided on site."

The hotline will be open during normal office hours and the trade body aims to have the number (0845 1242 999) clearly displayed at the service desk in venues.