

# Exhibitors Give Lifestyle Expo the Thumbs Up

BY HEIDI WARDMAN

**EXHIBITORS** At the awesome Lifestyle Expo'09 were delighted with the results and feel that it was just what they needed to give a positive boost to business.

## Europa Network

The girls at Europa Network had a great time, both receiving visitors to their own stand and chatting to other exhibitors. "Being a part of the Expo has been extremely beneficial to the company. People recognized the Europa Network brand and were drawn to the stand to find out more about the service and products which we offer", explained Sales Representative Gemma Broad. She added that the expo had generated a number of very positive enquiries, regarding land-line and ADSL tariffs as well as mobile phones, and visitors had promised to send through their paperwork within the next few days in order to sign up. A number of telephones and the company's latest introduction, wireless routers, were also sold to clients during the event.

## RHS Coches Con Clase

Rob Saltiel of RHS Coches Con Clase SL said that his stunning collection of Classic and Specialist Cars had certainly attracted attention and many people had pledged to come and see the complete collection at their showroom, based in Elche, as well as bringing their own vehicles for an expert overhaul. He said that, "We have had lots of opportunities to chat to people about the services which we offer, which range from minor adjustments such as wheel alignment to complete bodywork and servicing." He said that this was the company's first exhibition and that they would definitely take part again in the future, should the opportunity arise. He said "This has been a learning curve for us. There are some things which we would do differently the next time round, but on the whole it has been a very positive experience."

## Pre-Paid Funeral Plans

The team at Pre-paid Funeral Plans said that it was more the quality of the visitor rather than the quantity which set Lifestyle Expo'09 apart from other exhibitions which they had attended in the past. Tracey Sackhouse said that, "The location and stand were first class, whilst organization on the part of the RTN was commendable." A number of visitors signed contracts during the show, with many more taking away information and application forms, with a view to making consultation appointments later on.

## Green Motion Vehicle Rental

A UK Based Company, Green Motion prides itself on offering a more environmentally friendly approach to vehicle rental. Managing Director Richard Lowden said that Green Motion had planned to use the Expo to introduce its service to the ex-pat population of the Costa Blanca. He said that many people who had visited the stand mentioned the recent closure of

a leading car rental company here in Spain and claimed to have been limited for reliable options ever since. He said that the company feels that it compares very favourably to rival providers in the area and that the general response from visitors was extremely encouraging. Richard was joined by Marc Lee from Green Motion Heathrow and Gatwick and Gary Price, Green Motion Leeds/ Bradford, who reflected his enthusiasm.

## Vivalia Travel

Travel Consultant Antonio Ordines said that this was the first time that Vivalia had participated in an exhibition and felt that it was an ideal opportunity for them to approach the British market. He said that many had taken brochures away with them, whilst a number of reservations had also been made, which exceeded all expectations of what they might achieve during the two days. "We are delighted with the response from visitors and feel sure that it was worth the time and effort in taking part".



Wincham Consultants

## The Complete Upholstery Company

With a variety of dazzling products on display, as well as a friendly welcome from staff, The Complete Upholstery Company had a very busy two days. They handed out hundreds of leaflets and received numerous genuine enquiries from potential clients. "The Expo was a fantastic way of generating business and we would certainly return again next year given the opportunity!"

## Wincham Consultants

Mark from Wincham Services said that the company had decided to participate in the Expo as a means of making people more aware of their obligations whilst living in Spain, with particular reference to Inheritance Tax. He explained that this is often a grey



RHS Coches Con Clase

area as residents do not appreciate that the beneficiaries of their properties and assets will be forced to make payments of up to 80% to the Spanish Government. Wincham Consultants took the opportunity to issue visitors with an inheritance tax illustration highlighting their obligations and offering them the solution of transferring their assets to a UK limited company to safeguard against this process. He said that people were extremely receptive to this initiative and in many cases grateful for the informed advice, claiming that they had previously read material in relation to the matter, but never received a reliable solution. Many of them went on to vest their faith in Wincham Consultations, booking private consultations to determine their personal situation and the ideal way to progress.

forum to introduce the company to clients, or a more satisfying result than has been achieved here", she said..

## Costa Adventures

Richard Plaster and Anna Ratcliffe of Costa Adventures enjoyed a fun-filled and highly productive two days. Anna said that an editorial relating to the business, which appeared in last Friday's newspaper, had generated a wealth of enquiries by telephone and visitors to the stand during the Expo. She said that they were able to introduce people to the full spectrum of activities on offer, with



The Complete Upholstery Company



Pre-paid Funeral Plans

many reservations being made, including those for Hot Air Blloning, Scuba Diving and Parascending. The couple also received in excess of 200 competition entries, as they were giving away an abundance of amazing prizes throughout the event. Anna confirmed that, "We have gained maximum exposure for the business and had lots of fun into the bargain. I was even privileged enough to be interviewed by Viva TV. Roll on next year!"

## Eat Out Costa Blanca

Eat Out Costa Blanca was launched By Ann Brown and Ralf Tenbrink in November 2008 and following its overwhelming success now employs six Sales Representatives and has hundreds of establishments registered in its portfolio. It was offering visitors the chance to win breakfast, lunch, or dinner at one of its featured restaurants every 40 minutes throughout the two days, which certainly attracted their attention. Ralf said that he is absolutely delighted with the response that the company gained from visitors, with enquiry expectations being exceeded during the first morning alone. By the close of the Expo, Eat Out Costa Blanca had more than trebled the number of members on its website, whom he said commented on the professionalism and ingenuity of the concept. "The expo was a phenomenal success for us. We are extremely grateful to the RTN for all their hard work in making it happen!"

## Freedom Car Hire

Sales Development Manager Vicki Riley said that as a relative newcomer to the area, Freedom Car Hire had benefited enormously from the expo. She said it had given them a chance to introduce the brand to its target audience, as well as networking with other businesses operating within the locality. Vicki confirmed that over 200 clients had requested quotes for car hire, not just in the UK and Spain but on a global scale. "We could not have asked for a more effective and notable



Green Motion Vehicle Rental