

18th January 2017

Dear Exhibitor

APF at The Game Fair – Hatfield House, Hertfordshire

28/29/30th July 2017

As you probably know the APF have organised the Woodland Management area at The Game Fair, for many years. Last year was one of uncertainty for the show caused by the withdrawal of the CLA from organising it and the emergence of a possible competitor. In the end the rival show never materialised and old Game Fair team with new backing put on a fantastic event to match any previous Game Fair and over 107 000 people attended. Please have a look at their new website www.thegamefair.org

This year the uncertainty has gone, confidence is high, exhibitor bookings are already at record levels and there is widespread support from the whole countryside sector. Despite the uncertainty last year there was still a large and impressive APF woodland area with around 100m of frontage. To thank us for our support last year The Game Fair have offered us the same rate as last year and are incorporating the Woodland Management Area right in the heart of the show as one of the core features.

Hatfield House is a new venue for the Game Fair only 40 miles from the centre of London, close to the M25 and M1 and A1 and with a railway station close by. This makes it very accessible for a huge amount of people, many who might not have visited the Game fair before and the organisers are hoping for a record attendance.

Due to the amount of space the APF book we have negotiated some excellent rates for this year's event if you book through the APF, keeping them at 2014 levels. A 3m frontage x 15m deep site will cost just £650 + VAT, saving you more than 20% than if you book directly with The Game Fair. You also save the registration fee.

In this non APF Demo year we hope you will want to book space with us and continue our very successful long-standing relationship with The Game Fair. You are welcome to demonstrate your machinery working. This is a great opportunity to promote your machinery, equipment or services to a very strongly land, estate owner and countryside focused audience. If you have any queries please do not hesitate to contact us and we look forward to welcoming you as an exhibitor to this year's Game Fair.

Yours sincerely

Ian Millward
Exhibition Secretary