



**FRY**  
2 0 1 0



**Sunday 21st February 2010**

**exec** Peterborough

East of England Showground, Peterborough PE2 6XE  
10am - 4.30pm

**EXHIBITOR ORDER FORM**  
**01733 316400**  
[www.friarspride.com](http://www.friarspride.com)

**The ultimate exhibition for Fish Friers and The Fast Food Trade!**



Brought to you by...



# Friars Pride's Exhibition for fish &



## **FRY I.T. – Friars Pride's Exhibition for fish & chips and Fast Food**

Friars Pride's exhibition, 'FRY I.T.' is becoming more and more popular. Our show at the Historic Dockyard, Chatham in September 2008 was a huge success and our next show in **2010 is set to be bigger and better!** **WHY?** Apart from demonstrating the latest innovations to our customers, we are going to be the first show to be incorporating the 150 years of fish and chips celebrations. FRY I.T. will be held on Sunday 21st February 2010 in the "exec Peterborough" at the East of England Showground, Peterborough. This is a prime location on the borders between East Anglia and the Midlands! And did you know 25.9% of the UK population lives within 120 minutes drive time of the exec Peterborough?

## **The Organiser**

Friars Pride is a premier supplier to over 4500 fish & chip shops and fast food outlets, delivering customers their required sundries and frozen goods from depots in Peterborough, Nottingham, Norwich and Basildon. Friars Pride is a family owned and run company with a dedication to excellent customer service and progressing the fish & chip trade. FRY I.T. has been organised by Friars Pride for many years to promote new trade innovations and give suppliers the opportunity to sell the benefits of their products directly to Friars Pride's customers.

## **Who Exhibits at FRY I.T.**

All of Friars Pride's valued suppliers are invited to attend the exhibition, plus additional companies who can offer complimentary products or services to our customers.

## **Why Exhibit at FRY I.T.**

FRY I.T. is a very targeted and well attended exhibition, visited by owners and managers of fish & chip shops and fast food outlets. It's an excellent way of trialing or launching new products into the trade, increasing the profile of your products or business, helping you gain valuable market information direct from the end user, generating leads and selling products on the day.

## **Who Visits FRY I.T.?**

Existing and new customers of Friars Pride: owners and managers of fish & chip shops, fast food outlets, kebab and burger takeaways, southern fried chicken shops, independent caterers and pizza takeaways.

## **How the Visitors will be Attracted**

A great deal of time and money is invested into attracting visitors to FRY I.T. All of Friars Pride's fish & chip and fast food customers will be personally invited to the exhibition by the company's sales team and via mailed invitations and tickets. Fish & chip and fast food outlets in Friars Pride's distribution area will be regularly informed about the exhibition through the company newsletter 'Good Habits', direct mail campaigns, advertisements and editorials in the trade press, promotional activity, and updates on the website. As many fish & chip shops are hard working family run businesses, FRY I.T. is organised as a family event as well as a worthwhile exhibition. A bar with snacks will be open at the venue and entertainment will be organised for the children, to keep them happy and allow their parents time for business!

## **Exhibitors' Dinner**

As a thank you to all exhibitors at FRY I.T., Friars Pride organises an 'Exhibitors' Dinner' on the night before the exhibition which will be on Saturday 20th February 2010. The venue for the dinner will be held in the Peterborough Suite at the East of England Showground. Dinner will include a three course meal with wine for all exhibitors' compliments of Friars Pride. The number of free tickets to the 'Exhibitors' Dinner' will depend on the stand size you book, although further tickets can be purchased if required. Please see the order form for information on ticket numbers.

**Saturday  
20<sup>th</sup>  
February**

*Set-up Day  
& Exhibitors'  
Dinner*

**Sunday  
21<sup>st</sup>  
February**  
**Exhibition  
Day!**

# Key dates to note:

## How to Book Your Stand

Simply select your stand from the floor plan above, complete you details on the order form at the back of this page, and post or fax it to the exhibition organiser Friars Pride Limited.

All stands will be allocated on a first come first served basis.

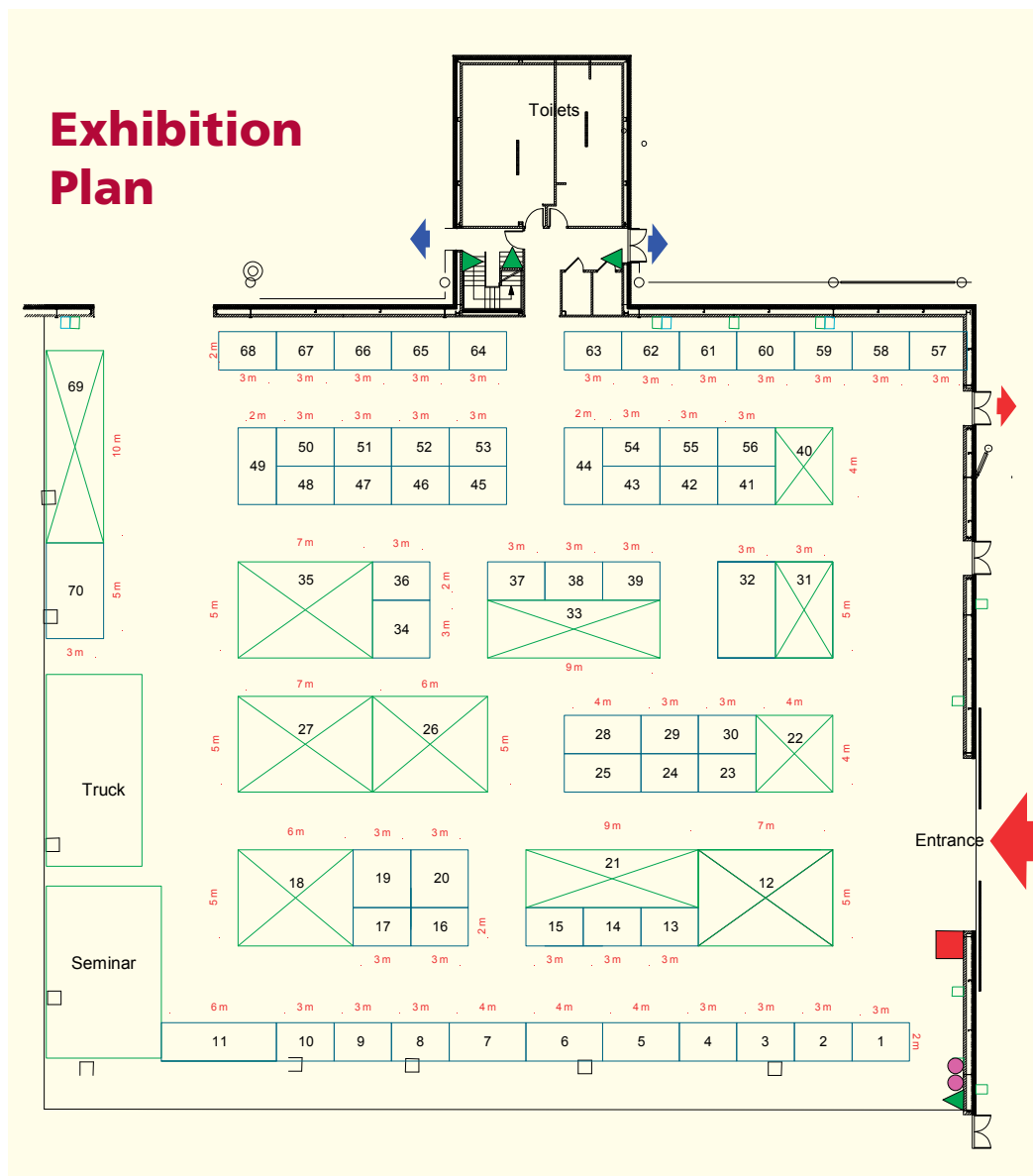
### Contact Telephone:

01733 316400

**Fax:** 01733 316425

### Contact Address:

FRY I.T. 2010,  
Friars Pride Limited,  
Oxney Road Industrial Estate,  
Peterborough  
PE1 5YW



## Hotels

Special rates have been negotiated for Saturday 20th February at the hotels shown below. There is a different reference code for each hotel so please check you have the right code before you book. Each hotel has a set number of allocated rooms up to certain times however it is recommended to book earlier rather than later to avoid disappointment.

### Peterborough Marriott Hotel

Lynch Wood, Peterborough Business Park, Peterborough. PE2 6GB  
100 rooms on allocation

**Contact:** Nicola Simpson

Quote Group Reference: FRY I.T.

Telephone: 01733 375543

Or you can also go via the internet and book through <http://cwp.marriott.com/xvhpb/fryit/>  
£75 per room per night based on single occupancy and including breakfast.

### Holiday Inn Express Peterborough

East of England Way, Orton Northgate, Peterborough, PE2 6HE  
50 rooms on allocation

**Contact:** The Reservations Team

Quote Group Reference: Friars Pride

Telephone: 0870 720 1197

£43 per room per night based on double and twin occupancy and includes a continental breakfast.



# FRY I.T. 2010 Stand Order Form

To order your stand please complete this order form and fax or post it to Friars Pride Limited BEFORE 18th December 2009 to benefit from all the promotional activity.

Contact Telephone: 01733 316400 Fax: 01733 316425 Contact Email: sales@friarspride.com

Contact Address: FRY I.T. 2010 Exhibition, Friars Pride Limited, Oxney Road Industrial Estate, Peterborough PE1 5YW

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Stand Number(s) Ordered:	1st Choice	2nd Choice	£
Type of stand (please tick):	Shell Unit <input type="checkbox"/>	Space only <input type="checkbox"/>	

Table Order for your stand (please tick if you require a table):

Trestle table 6ft x 2ft – Cost £17.50 ex VAT each

Amount required

£

Tables will be delivered to your stand on set up day, a table cloth will be required to make it presentable.

Exhibition Dinner Tickets:	No. Free	No. Extra Required	£
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(Extra dinner tickets will be charged at a cost of £30 ex VAT each and will be charged as a separate item on your invoice)

## AN OPPORTUNITY THAT'S NOT TO BE MISSED!

*Advertise your products in our new brochure. Whether you want a full or half page advert, get 10% discount when you book your stand.*

**Call the FRY I.T. team on 01733 316400 for more information!**

Half page advert = £1000 - with 10% discount = <b>£900</b>	Number of adverts:	£
Full page advert = £2000 - with 10% discount = <b>£1800</b>	Number of adverts:	£
<b>TOTAL EX VAT</b>		<b>£</b>

I understand I will be invoiced for the full cost to be payable no later than 18th December 2009

**Cancellation will lead to the loss of 50% of the total cost. Please make all cheques payable to Friars Pride Limited.**

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

### Stand Prices

Unless a stand is indicated as 'space only', the prices include a shell scheme, fascia with name board and two spot lights. Electrical sockets are not included, and a separate order form will be included in your exhibitors pack, which will be sent after you have ordered your stand.

STAND SIZES	STANDS AVAILABLE IN THAT SIZE	COST EX VAT	FREE DINNER TICKETS
4x2	5 / 6 / 7 / 25 / 28 / 44 / 49	£1275	2
3x2	1 / 2 / 3 / 4 / 8 / 9 / 10 / 13 / 14 / 15 / 16 / 17 / 23 / 24 / 29 / 30 / 36 / 37 / 38 / 39 / 41 / 42 / 43 / 45 / 46 / 47 / 48 / 50 / 51 / 52 / 53 / 54 / 55 / 56 / 57 / 58 / 59 / 60 / 61 / 62 / 63 / 64 / 65 / 66 / 67 / 68	£895	1
5x3	32 / 70	£1650	3
5x3 space only	31	£1550	3
6x2	11	£1850	3
6x5 space only	18 / 26	£2895	4
7x5 space only	12 / 27 / 35	£2995	4
9x3	21 / 33	£2500	4
3x3	19 / 20 / 34	£995	1
4x3 space only	40	£1375	2
4x4	22	£1650	3
10x4	69	TBA	TBA