

# TIME FOR BUSINESS: TRADE DAYS 2016

25-26 September,  
NEC, Birmingham

Returning for its third year, Trade Days is set to bring you even more opportunities to learn, network with peers and grow your business.



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**TRADE DAYS**  
25th & 26th September 2016 / NEC Birmingham  
Mobility • Living Aids • Assistive Technology

As Europe's sole trade-only, business-to-business event for manufacturers, suppliers and importers of equipment in the independent living market and associated sectors, Trade Days is a unique opportunity to learn, grow and connect, and operating over a Sunday and Monday makes it easier for professionals to attend.

Unfortunately, once again TradePoint Magazine will only be attending in a visitor capacity. We have been led to believe that this is due to a contractual obligation that does not allow TradePoint to attend, however this has not been clarified by the organisers to date. But do not fear, this will not hold us back in bringing you everything you need to know about the event and our representative Robin Wilson will be there and will happily come and speak to you on your stand. To arrange a meeting please call Robin on 0141 465 2964.

This event provides the opportunity to interact with companies across the sector. Manufacturers, retailers and other members of the trade can meet and talk business in an environment that includes stands, demonstration areas, one-to-one speed networking, meeting areas and seminar theatres. The educational content is a mix of product training combined with technical and business advice such as merchandising, marketing, growth strategies and exit plans.

Last year's event saw 3581 buyers attend the event with a combined spending power of £2.56billion, a 360% rise from the previous year. This year is sure to replicate its success once more, with buyers from over 40 countries outside the UK visiting the event and 150 exhibitors already signed up including Karma Mobility, TGA, Pride and Ottobock.

The event is delivered once again by Closer Still Media, who have teamed up with specialist event consultancy, Task Force 2, to help provide a guide to help you and your business successfully exhibit and enjoy the best results possible. The guide covers topics including scripting your approach, setting realistic goals and targets as well as helping you be more specific about why you're exhibiting, who you hope to meet and what you want to cover.

As well as putting together their top tips on making the most of your time at the event, they have rounded up a great number of knowledgeable and experienced speakers.



Trade Days is all about growing your business and, apart from having the time to talk, negotiate and plan with new and existing partners, you'll find plenty of interesting, useful and relevant seminars and workshops taking place over the two days, away from the hustle and bustle of day-to-day work.

The seminars will cover everything from, sales, marketing and customer service to finance, business development and business growth. Hosted over two theatres, topics covered will include:

- Access all areas: The future of mobility and healthcare retail
- Growing sales and profit overnight
- How to create sales promotions that work
- Success in mobility retail
- How to maximise B2B PR
- Top social media tips to increase your sales
- Retailer success story – a case study
- Top tips for increasing footfall to your business
- Generating more business from Facebook
- Working with OTs to maximise your sales
- Designing and implementing an effective website
- Giving your sales a lift with YouTube
- Listening to your staff to get more out of your business
- Multichannel sales as a strategy for growth

Bringing together the perfect mix of educational events and interaction opportunities, Trade Days 2016 is sure to be the perfect exhibition for your company. And with the support on offer for exhibitors, including access to communications channels and data to help generate awareness, it's an ideal environment to grow your business.

Those interested in knowing more about the event should visit [www.tradedays.co.uk](http://www.tradedays.co.uk)

# DON'T MISS...

## LOOPWHEELS MAKE DEBUT WITH SPECIAL RETAILER OFFER

Loopwheels will be making its debut at Trade Days on **stand TD117** and to celebrate they will be offering a special promotional showroom package to new retailers. The package will consist of a pair of Loopwheels at a special show discounted price (RRP £775), point of sale material which includes a promotional video, a listing on the Loopwheels website and additional promotional opportunities.

Co-founder, Gemma Pearce, commented: "Trade Days is a fantastic opportunity for us to not only meet up with existing retailers but to engage with potential new ones. We are still a relatively young company and have come a long way since attending Trade Days as visitors in 2014, prior to our launch at Naidex in 2015. Growing our retailer network is one of our key plans for the next 12 months and I am very excited about exhibiting at this year's event."

As part of its ongoing growth, Loopwheels will be heading over to Germany after Trade Days to attend RehaCare where it will be exhibiting in Hall 6 on stand A07.

Loopwheels are shock-absorbing wheelchair wheels which offer a smoother ride and help the user push over uneven streets, rough tracks, and gravel paths with less effort. Loopwheels' springs provide the user with increased power when manoeuvring their wheelchair up and down kerbs and the design ensures the user has an increased level of comfort as they absorb tiring vibration, as well as bumps and shocks.

For more information and potential retailer opportunities call **01623 860909**, email [info@loopwheels.com](mailto:info@loopwheels.com) or visit [www.loopwheels.com](http://www.loopwheels.com).

## REPOSE TO LAUNCH RETAILER TRAINING PROGRAMME

Repose's ethos is to provide the highest quality bespoke adjustable furniture to its customers through its retailer networks. With this in mind, the company has collaborated with The OT Service to develop a detailed and insightful training session to

add to its retailer's extensive skills. The two-hour training session will cover areas such as:

- Principals of seating – looking at why seating is important, what we do in chairs and how bad seating



On **stand TE100**, TGA will be offering all retailers the opportunity to win exclusive trade deals by entering their Minimo car boot loading competition.

The folding TGA Minimo and Minimo Plus mobility scooters continue to deliver significant success for retailers across the UK. Their pioneering, compact designs combine advanced transportability with levels of comfort and reliability that ensure a confident and hassle-free experience for end users. The speed and ease at which the Minimo models can be folded and lifted into a car boot will be highlighted at Trade Days by the TGA Minimo 'In to Win' competition. This time trial will offer trade visitors the opportunity to record their fastest time for loading a Minimo into a mock-up car boot – the results will be posted on a 'Top Gear style' leader board. The retailers who finish in the top five positions on each day of Trade Days will qualify for an array of product discounts and added value offers.

Scooter and wheelchair powerpack buyers attending stand TE100 will also have the opportunity to discuss their individual business requirements face-to-face with the TGA trade team. The experienced TGA Area Sales Managers will be ready to explain the unique advantages of choosing TGA as a flagship scooter supplier to potential new retailers. For more call **01787 882244** or visit [www.tgamobility.co.uk](http://www.tgamobility.co.uk).

can affect a customer's physical and mental well-being.

- Evaluating your customer's needs – no two individuals are the same so being able to highlight your customer's exact physical needs is essential. This session will provide retailers with a detailed insight into, what to look for and what questions

should be asked to ensure the right chair is provided for the right person.

- Knowing your products – understanding your different chairs is vital as designs, features and benefits change, this session will keep retailers at the cutting edge of product knowledge.

The Repose team will be on

**stand TE110** at Trade Days to answer any question you may have about the launch of this exciting new programme as well as discussing the range of adjustable chairs on show and potential retailer opportunities. Alternatively, you can contact Repose on **0844 7766001**, email [info@reposefurniture.co.uk](mailto:info@reposefurniture.co.uk) or visit [www.reposefurniture.co.uk](http://www.reposefurniture.co.uk)

## EXCLUSIVE OFFERS FROM BLUE BADGE COMPANY

On **stand TE95** at Trade Days, Blue Badge Company will be offering several exclusive offers to existing and potential new UK retailers. Anyone placing an order worth in excess of £250 will receive two free wheat warmers in a design of their choice (certain restrictions apply).

The company recently launched a new RADAR Blue Heart Comfort Key. Retailers ordering over 50 keys on the stand will receive five keys free. The National Key Scheme was set up in 1981 by the charity Disability Rights UK (previously Royal Association for Disability Rights, or RADAR) and was developed in response to some disabled public toilets having to be locked to prevent damage and misuse. The scheme allows key holders to use these toilets independently, and therefore ensures that the facilities are in a clean, functional state and available when required. Over 400 local authorities and thousands of businesses have joined the scheme since it began and today there are over 9,000 locked disabled toilets in the UK that are operated by RADAR keys.

Potential new retailers looking to work with Blue Badge Company who sign up at the show will receive 15 blue badge wallets for the price of 13 together with a free point of sale unit. Minimum order value for opening an account is £250.

Blue Badge Company will also be exhibiting at REHACARE on stand **Hall 3 / A74.VI**. For more information on the full range of products available from Blue Badge Company and to discuss retailer opportunities call **0117 941 3791**, email [info@bluebadgecompany.co.uk](mailto:info@bluebadgecompany.co.uk) or visit [www.bluebadgecompany.co.uk](http://www.bluebadgecompany.co.uk). For the latest news follow @bluebadgco on Twitter.

# DON'T MISS...

## ELECTRIC MOBILITY TO SHOWCASE NEW PRODUCTS

Once again Electric Mobility will be showcasing a range of fantastic products, including the new Rascal VEO Sport scooter and the Rascal Rialto powerchair.

The Rascal VEO Sport is based upon the well-respected and highly successful Rascal Veo series, this latest addition to the range introduces fully-functioning and all-round suspension for ultimate added comfort to the range of transportable scooters. Modern styling and in the latest high tech, two-tone matte finishes, the VEO Sport is available in two distinctive colours, Aquamarine and Platinum Grey.

The Rascal Rialto is the latest 4mph mid-wheel drive powerchair offering configurable options normally found on higher cost models. It is an excellent personal transport solution bridging the gap between high-end and basic powerchairs. It also boasts Crash Test Approval (technical T&Cs apply) for forward-facing applications and multi-size and position seating options.

Visit **stand TC110** to discover new products and see demonstrations of them in action. The dedicated and knowledgeable Electric Mobility team will be on hand to answer all of your questions and discuss retailer opportunities. If you don't get a chance to attend the show you can contact Electric Mobility on

**0800 252 614**, email [sales@electricmobility.co.uk](mailto:sales@electricmobility.co.uk) or visit [www.electricmobility.co.uk](http://www.electricmobility.co.uk).



## AMPLICOMMS TO UNVEIL NEW PRODUCTS

Market leader ampicomms, who specialise in developing amplified and assistive technology products for people with hearing, vision and dexterity loss, has chosen the 3rd Trade Days Exhibition to announce several new products.

This year ampicomms will be showcasing new and unseen products to the expected 2,500 plus visitors due to attend the show. Ampicomms has attended the sectors largest trade fair in the UK since it launched in 2014 and considers it one of the most important for the company as the place to highlight their brand and strengthen its place as one of Europe's Assistive Technology leaders.

This year ampicomms will be displaying some of their very latest products as "First Seen" at the Trade Days 2016. Visitors will be able to watch demonstrations and sample the new amplified GSM 3G Bluetooth desktop corded phone, the PowerTel 94M, along with the M9500 – 4G Android Slimline 5" Amplified Smartphone. Also launching is new wireless Intra-Red TV Listeners. On display will be the recently launched range of corded desktop phones for independent living, the PowerTel 92 Quick Call Photo Phone, the PowerTel 96 one of the loudest phones on the market and, the PowerTel 97 with an SOS alarm pendant as well as many other products.

Visit the ampicomms on **stand TC99** for live demonstrations. Alternatively you can call **07940 410207** or email [meyrav@ampicomms.com](mailto:meyrav@ampicomms.com).