

# Get involved

*Simon Burton wants those in the exhibition industry to be*

**SOMEONE I REGARD AS** a bit of a mentor in the exhibition industry frequently argues that there's no such thing as an exhibition industry. I'm not sure of his views on the subject of mentors and I don't suspect he even knows he's one of mine. Given I write this stuff every four weeks and I run The Exhibiting Show, you'd think I'd have a fairly strong view on the existence, or otherwise of an exhibition industry, but I confess, I'm not sure.

Over the last 12 months I've been waiting for someone to ask me what made The Exhibiting Show, launched last year at Excel, a success. There was a tube strike on the first day of the show, people had failed to launch similar events in the past and there was a degree of cynicism about the event.

So you might think that the exhibition industry would be a little interested and proud that its event worked.

You might think that the column I wrote recently about 23 companies being asked to pitch for the same job, which has touched such a nerve amongst contractors, might have provoked a little interest from organisers who are in danger of discovering that there is no one to build, furnish or decorate the stand space they have sold to exhibitors.

*"Whether there is an exhibition industry and whether or not we have shared concerns, issues, challenges and opportunities is*

You might think that the issues raised in *Exhibition Bulletin* every month about current challenges facing us would generate letters to the editor, debate and action.

Well, as the saying goes... "you might think that. I couldn't possibly comment".

Whether there is an exhibition industry and whether or not we have shared concerns, issues, challenges and opportunities is



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actually entirely down to you - the readers of *Exhibition Bulletin*.

You can choose to engage or you can choose to watch from the sidelines.

For what it's worth, I believe that the reason The Exhibiting Show worked last year was because so many people in the industry chose to engage; chose to put their time, energy, resources and mouths where their money is.

Participate, don't watch. Everyone would love to have you on the team. Visit The Exhibiting Show. Get involved, it's your industry.

The Exhibiting Show 29-30 June, London Excel.

Send your comments to: [rduffy@mashmedia.net](mailto:rduffy@mashmedia.net)