



**Press Release - Wednesday 14<sup>th</sup> December 2011**

## ***B2B Events – 2012 Looks Bright***

**As 2011 draws to a close, *B2B Events* has reflected on what has been a positive year for the antiques and collectors fairs organisers.**

With their events in **Detling**, **Edinburgh**, **Malvern** and **Kinver** continuing to prosper and their new vintage and design fair in **Grantham** launching in May to public acclaim, 2012 is looking to be bright.

Alan Yourston, Director of *B2B Events*, commented: “2011 has been a good year for our fairs and we continue to attract both established and new stallholders. Consistently, we’ve been able to provide our buyers with a wide range of dealers – giving all visitors the choice they want, and expect, from quality antiques and collectors fairs.

“In what has been a tough economic year, our fairs have stood up phenomenally well and our stallholders have been pleased with the trading the fairs have generated”.

Ian Gower, a stallholder who began standing at *B2B Events* in 2010, has been delighted with the response he has received. He says, “I have been selling at **Detling** since July 2010 and sales are getting better and better, with October 2011 noticeably the most profitable. I had many more people visiting me and quite a few of these were repeat customers from previous fairs.” Ian continues, “There was also much interest from people visiting for the first time, who said that they would come back knowing that I would be there again.”

In 2012, *B2B Events* hopes to attract even more new buyers offering them more great days out with their **Grantham** Antiques, Vintage & Design Fair and a new Flea Market at their **Detling** venue at the Kent County Showground.

“The **Grantham** event is aimed at the style conscious”, continued Alan “and those people who have watched the many programmes on television that promote the buying from fairs and markets and want to try this kind of shopping excursion for themselves. The **Grantham** fair offers everything from furniture to vintage clothing and we are so pleased it will be returning to Arena UK in April.”

The **Detling** Flea & Collectors Fair follows the success of *B2B Events*’ Flea Fair in **Malvern** – an enormously popular event that has been running for more than 15 years.

“We felt there was sufficient demand for an additional event at **Detling**. Many exhibitors of our existing **Detling** Antiques & Collectors Fair have already booked for the first one in March”, explained Alan. The new fair will take place in the brand new Clive Emson building at the Kent County Showground.

*B2B Event*’s original flea fair at **Malvern** continues to go from strength to strength. The last December fair, saw over 3,000 visitors (including some from overseas) turn out to browse the hundreds of stalls on offer. An additional 200 outdoor pitches turned up on the day, helping to create yet another epic outing for this immensely popular event – the largest of its kind in the West Midlands, if not the UK.

“The **Malvern** Flea and Collectors Fair has done phenomenally well in 2011, stallholders ensured they booked from one fair to the next with the result that both buildings were sold out throughout the year”, said Helen Martin, Director of *B2B Events*, “and 2012 looks to be equally busy. Whilst there are a few indoor spaces left for January, the rest of the year already has a waiting list for both buildings.

However this should not deter an exhibitor from trying to book as our cancellation list fluctuates, so please don't be put off and, give the office a ring and get on the list!"

*B2B Events* has high hopes that their new **Detling** Flea Fair will mirror the success achieved in **Malvern**: "We appreciate that the **Detling** Flea and Collectors will have a considerable way to go before reaching the heights of our Worcestershire event, but what a fantastic benchmark to have! We could not be happier with how Malvern has been performing and look forward to introducing its winning formula at **Detling!**"

With new events and established fairs that continue to perform well, the year ahead looks set to be a busy and bright one for *B2B Events*. "We are no strangers to hard work!" said Alan, "And as 2012 begins so will our drive to continue to deliver the very best in antiques & collectors fairs for both our exhibitors and buyers."

For more information on *B2B Events* visit [www.b2bevents.info](http://www.b2bevents.info) or call the office on **01 636 676 531**.

## ENDS

### B2B Events in 2012

January 8	Malvern Flea	July 1	Malvern Antiques
January 14-15	Detling International Antiques	July 7-8	Grantham Antiques
January 15	Kinver Antiques	July 21-22	Detling International Antiques
January 29	Malvern Antiques	July 29	Malvern Flea
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February 11-12	Edinburgh Antiques	August 27 (Bank Holiday Monday) Malvern Flea	
February 12	Kinver Antiques	<hr/>	
February 19	Malvern Flea	<hr/>	
<hr/>		September 1-2	Detling International Antiques
March 4	Detling Flea - <b>New for 2012</b>	September 9	Kinver Antiques
March 11	Malvern Antiques	September 15-16	Edinburgh Antiques
March 18	Kinver Antiques	September 23	Malvern Flea
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April 9 (Easter)	Malvern Flea	October 14	Malvern Flea
April 15	Kinver Antiques	October 21	Kinver Antiques
April 21-22	Grantham Antiques	October 27-28	Detling International Antiques
April 28-29	Detling International Antiques	<hr/>	
<hr/>		November 4	Malvern Antiques
May 13	Kinver Antiques	November 11	Kinver Antiques
May 19-20	Edinburgh Antiques	November 17-18	Edinburgh Antiques
May 27	Malvern Flea	<hr/>	
<hr/>		December 2	Malvern Flea
June 10	Detling Flea - <b>New for 2012</b>	December 9	Kinver Antiques
June 10	Kinver Antiques		
June 15-16-17	Annual Malvern Antiques Village		