



For Professional
Distributors only



Wednesday 16th & Thursday 17th January 2013

Sourcing City Live! Guest Visitor Criteria

Who is invited?

SC Live! is an exhibition for professional distributors by invitation only, with optional appointments for focused relaxed conversations. All owners, directors, senior managers and sales & administration teams in invited companies are encouraged to attend.

Definition of a Professional Distributor

A Professional Distributor is defined as a company who 'has a dedicated & professional focus to the sale of promotional merchandise to end users.'

Criteria for Invitations:

To be invited to SC LIVE!, a distributor must qualify in one at least one of the following categories.

- Distributors over £250K Turnover
- Members of Endorsing Catalogue Group (PAGE, Advantage, Ignite, Promotional Union)
- Members of BPMA or Promota
- Sourcing City Customer
- Recognised Established Distributor
- Hot New Distributor

Note: Companies considering selling promotional merchandise as a minor add-on to their existing core business will not be invited.

Guest Categories

All guests will be clearly identified by their badge in eight categories:

1. **Platinum VIP:** Business owners, directors and senior management in £3m+ Distributors
 2. **Diamond VIP:** Business owners, directors and senior management in £1m+ Distributors
 3. **Gold VIP:** Business owners, directors and senior management in £500k to £1m Distributors
 4. **Silver VIP:** Business owners, directors and senior management in £250k to £500k Distributors
 5. **Crystal VIP:** Business owners, directors and senior management in Verified £250k Distributors
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1. **Platinum Guest:** Sales & administration teams in £3m+ Distributors
 2. **Diamond Guest:** Sales & administration teams in £1m+ Distributors
 3. **Gold Guest:** Sales & administration teams in £500k to £1m Distributors
 4. **Silver Guest:** Sales & administration teams in £250k to £500k Distributors
 5. **Crystal Guest:** Sales & administration teams in Verified £250k Distributors

"A great show hinges on the quality of visitor, not the quantity. To create business, everything is about having the right conversation, with the right people."

David Long



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Visitor Company Criteria		
Status	Turnover	
Platinum	10m+	Invited
	£5m-£10m	Invited
	£3m-£5m	Invited
Diamond	£1m-£3m	Invited
Gold	£500k-£1m	Invited
Silver	£250k-£500k	Invited
Crystal	<£250k	Invited - Verified Distributors
Granite	<£250k	Not Invited - Unverified Distributors

An Unverified Distributor is: A distributor company in which we are unable to confirm they have 'a dedicated & professional focus to the sale of promotional merchandise to end users.'

To make visiting truly worthwhile, professional distributors
deserve the full attention and time of suppliers."

David Long