

FIRA

Expertise • Independence • Integrity

SHOWCASE AREA

FIRA has a special Furniture Innovation Showcase in its headquarters building in Stevenage to promote innovative, leading-edge furniture products.

As part of the organisation's recent rebranding, the large FIRA foyer area, which receives hundreds of visitors per year, has been fully refurbished as a stylish display area. With three 1 metre square plinths available for a four month period, FIRA assists organisations to promote their new designs or manufacturing innovations, together with an information panel about the product.

FIRA will also promote the products more widely via its own marketing activities, including:

- Press release distributed to relevant furniture trade press.
- Information on website, linked to your company to provide enhanced traffic to your website & which your company can link to.
- Information sent out on our e-news to 7000 subscribers.
- The ability to show your product to a wide variety of visitors throughout the 4 month period.

The only cost to your company is to deliver your product to the Stevenage site, and to assist in providing the marketing information to create the information panel and a quotation for the releases.



To promote your product in the FIRA showcase area please call **01438 777 700** or email iwells@fira.co.uk

FIRA International
Maxwell Road, Stevenage
Hertfordshire SG1 2EW
T +44 (0) 1438 777 700
F +44 (0) 1438 777 800
E info@fira.co.uk

www.fira.co.uk