

WHO

LIVE

WORLD'S
BIGGEST
FAMILY
HISTORY
EVENT

DO YOU THINK YOU ARE?®

92% ABC1 *

79% are over 50

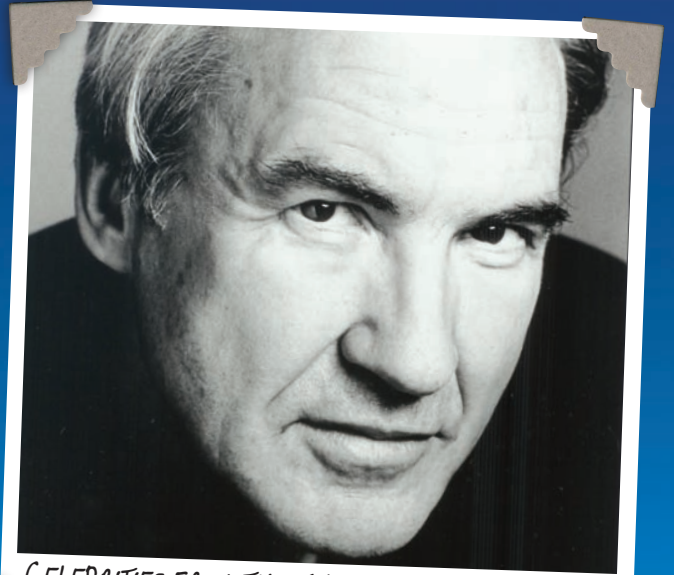
69% of visitors are not planning on attending any other family history event

92% of visitors rated the show as good or excellent

87% go on history related day trips

94% use the internet for help and advice

* Visitor's survey 2011



CELEBRITIES FROM THE TELEVISION SHOW APPEAR ON STAGE AT WHO DO YOU THINK YOU ARE? LIVE

"Who Do You Think You Are? LIVE is a rare opportunity to engage with our members, encourage newcomers to family history and display our full range of products and services." **Aimee McIntosh, Ancestry.co.uk.**

"As far as we are concerned **Who Do You Think You Are? LIVE** is the premier showcase for our product. It is essential for us to attend and promote our books. The attendance by the public has ensured that year on year we increase our sales."

Robert Blatchford

Exposure

Reach an unrivalled ABC1 audience with a real passion for history

Lead generation

Increase your business relations and generate sales opportunities

Brand positioning

Position your company alongside the leading **Who Do You Think You Are?** brand.

24-26 February 2012



Olympia, London

sponsored by

ancestry.co.uk

CONTACT: Caitlin Phetnoi **TEL:** 01179 338070 **EMAIL:** caitlinphetnoi@bbcmagazines.com

GENEALOGY EVENTS, 5th Floor, Fairfax Street, Bristol BS1 3BN

What does WHO DO YOU THINK YOU ARE? LIVE offer?

Workshops

Organised by The Society of Genealogists, our workshops are run by recognised experts in the field and offer up-to-date advice on a wide variety of topics.

The WDYTYA? theatre

Hear celebrities from the TV series entertain our visitors by sharing their family history stories and experiences of filming the show.

Photography gallery

Dedicated to family history photography, visitors come here to have their photos restored, dated or even made into a movie with our photography exhibitors.

Ask the experts

A popular part of the show which grows every year giving visitors a chance for one-to-one advice with an expert.

DNA

A real growth area in family history, DNA is set to be big business and **Who Do You Think You Are? LIVE** has a dedicated area for visitors to learn more about what is on offer.

The Military pavilion


This popular area within the show brings together leading military experts, archives, booksellers and businesses.

Heirloom detective

Eric Knowles will be helping visitors to date their family heirlooms as well as understand the significance to their ancestors.



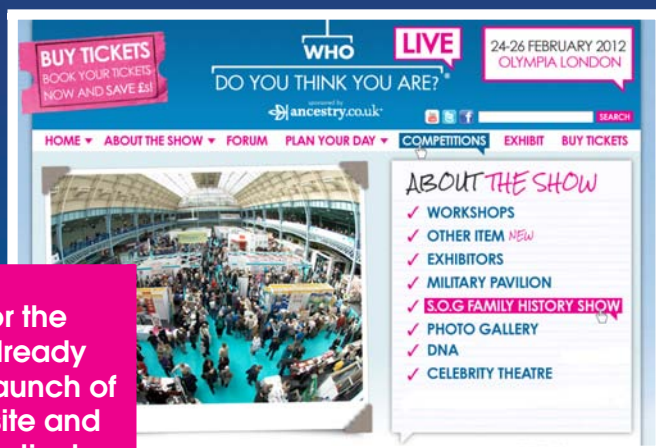
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Our Marketing and PR



The campaign for the 2012 show has already begun with the launch of the all new website and exciting new creative!

WHO DO YOU THINK YOU ARE? LIVE is supported by an extensive 6 month media campaign in the lead up to the show.

Last year's PR activity achieved an advertising value of over £300,000. All genealogy magazines will carry adverts as well as editorial coverage, alongside other relevant titles with news and online editorial nationwide. Radio and TV will generate maximum awareness of the show and what it offers to all levels of family historians.

Shell scheme	£195 per square metre
Space only	£170 per square metre
Family History Society tables	£200 per table

All prices are subject to VAT.

Sponsorship opportunities are available
please contact **Caillin Phetnoi 0117 933 8070** for further details.

We also offer opportunities to advertise in the exclusive **show guide** which features all workshop timetables and information to help visitors plan their day to the show. The show guide is included free with the February issue of *Who Do You Think You Are? Magazine* which reaches over 22,000 family historians in the UK.

Full page	£1110
Half page	£580

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