



### **Rugby Expo Team Up With MBN Promotions**

**London 8<sup>th</sup> April, 2008.** Rugby Expo, the world's first ever global business-to-business rugby union and league convention, announced today that it has teamed up with MBN Promotions in a one year deal that sees the UK's leading provider of sporting events become an Official Partner of Rugby Expo 08.

Scheduled to take place on 17-18 November 2008 at The Queen Elizabeth II Conference Centre, London, Rugby Expo 08 will be the first and largest ever gathering of business people involved in the world of rugby, including clubs, administrators, companies that support rugby and suppliers of services to the rugby community.

Formed 20 years ago, MBN Promotions provides hospitality for businesses and professional advisors. The agreement with Rugby Expo means that they will manage all aspects of the Rugby Expo 08 Gala Dinner taking place at the Sheraton Park Lane on the evening of 17 November 2008, at which 500 people will be attending. This entails co-ordinating the running order for this international event, its concepts as well as the auction at which a large amount of rugby memorabilia will be sold. MBN Promotions will also actively promote the Gala Dinner at their various hospitality events in the run up to November.

Keiran Gaffney, Commercial Manager Rugby Expo, said: "This is an important partnership for us at Rugby Expo and we are thrilled to announce it. The plans for the inaugural event continue to come together very well indeed and with MBN Promotions now on board for the Gala Dinner, we are confident they will make it a great success."

Kevin Spencer, Managing Director MBN Promotions, said: "We are delighted to be Official Partner of Rugby Expo 08. With our expertise in hospitality management and our experience with rugby events, we are very much looking forward to Rugby Expo and are excited to be working together on what promises to be a fantastic event."

Rugby Expo 08 will create a perfect networking opportunity for rugby focussed businesses, where well known figures in the rugby world will host debates and forums giving an insight into rugby's hottest topics, ranging from stadium development and player welfare, to rugby's place in the community. For the full list of panellists please visit the Rugby Expo website.

Rugby Expo 08 is committed to making the Rugby Expo Convention a long-term success and aims to build on the foundations put in place this year. Potential venues are already being looked at for Rugby Expo 2009.

To find out more about the event and how you can become involved, visit the website on [www.rugbyexpo.com](http://www.rugbyexpo.com).

To find out more about MBN Promotions and the services they provide, visit the website on [www.mbnpromotions.co.uk](http://www.mbnpromotions.co.uk).

**-Ends-**

For further information please contact:

**Media Enquiries:**

Juniper PR:

Susan McMahon, Mob + 44 (0) 7771 818501, Email [susan@juniperpr.co.uk](mailto:susan@juniperpr.co.uk) or

Greg West, Mob + 44 (0) 7870 685559, Email [greg@juniperpr.co.uk](mailto:greg@juniperpr.co.uk)

**Sponsorship and Partnership Opportunities:**

Keiran Gaffney, Rugby Expo on:

Tel + 44 (0) 208 741 6060

Email [keiran@rugbyexpo.com](mailto:keiran@rugbyexpo.com)

**Exhibition Opportunities:**

Hayley Sinclair, The Power Station on:

Tel + 44 (0) 203 102 4141

Email [hayley.sinclair@thepowerstation.com](mailto:hayley.sinclair@thepowerstation.com)

## Notes to Editors:

Rugby Expo aims to be the premier global business-to-business rugby union and league convention. Rugby Expo 08 in London will be the largest ever gathering of business people involved in and passionate about the world of rugby union and league, including clubs, administrators, companies that support rugby and suppliers of services to the rugby community. Rugby Expo will be a festival celebrating and supporting the development of rugby union and league as a truly global sport and will offer wide-ranging and exciting business opportunities.

Rugby Expo 08 will take place on 17–18 November 2008 in London, England at The Queen Elizabeth II Conference Centre, adjacent to the Houses of Parliament. The inaugural event coincides with the union Autumn Internationals programme, with matches to be played on 8, 15, 22 and 29 November 2008. The Northern Hemisphere union countries will be playing teams from Australia, New Zealand and the Pacific Islands during this programme.

The event will be attended by the business power brokers in the rugby union and league community; administrators from the international and national rugby authorities; executives from rugby clubs from all the rugby playing nations; executives from global, national and local companies interested in getting involved with rugby; and suppliers of services to the rugby community.

The event will be directed to helping businesses achieve their goals: whether this is generating more revenue, finding the right partners or discovering business opportunities. The forum sessions will be led by globally acknowledged opinion formers and will offer unique insights into rugby's hot topics. The exhibitions and social networking areas will provide an intensity of activities and opportunities to make contacts in a few days that would otherwise take months to achieve.

The key themes for the inaugural event are:

- Professionalism – building closer links between rugby and business, with a shared commitment to success.
- Grass Roots – attracting and nurturing talent, and supporting development of the game through the ranks.
- Developing Nations – enabling growing rugby nations to establish viable financial structures, so rugby can develop as a genuinely global sport.

Quite simply, if you're a serious player in the rugby business community, you need to be at Rugby Expo.