



Rugby Expo Announce Plans for the 2008 Exhibition

Shed 5 Bar & Restaurant, Queens Wharf, Wellington 2nd July 2008. Rugby Expo, the world's first ever global business-to-business rugby union and league convention, today held a media cocktail and canapé reception to present their aims, objectives and the plans that are in place for the inaugural event on 17-18 November 2008 in London, United Kingdom.

Rugby Expo Commercial Manager, Keiran Gaffney is confident that the convention will be the largest of its type ever held in the world of rugby, with sales to the 2008 event rising sharply, as brands and delegates seek the opportunity to do business, develop partnerships and discover new opportunities to meet their business objectives under the one roof.

Rugby Expo 08 - scheduled to coincide with the union Autumn Internationals programme in the Northern Hemisphere - is attracting administrators from the international and national rugby authorities, as well as executives from rugby clubs across the rugby playing nations, executives from global, national and local companies and suppliers of services to the rugby community.

The aim of the event is to support the development of rugby as a global sport, with a focus on professionalism, grass roots and the developing nations, the three key themes for 2008. It has the backing of a number of leading figures and decision makers in the rugby world, including various current and past players, such as Brian O'Driscoll (Leinster and Ireland), Rafael Ibanez (Wasps and France), Tim Horan (ex Queensland Reds and Australia) and Danny Cipriani (Wasps and England), to name a few.

Keiran Gaffney said: "We all want to see rugby get bigger and bigger. We want to see more kids come through the ranks, more nations playing and we want to add to the strong platform that's already in place for the professional players. The response and support that we have had to date for the Expo in November has been tremendous and with sales for both the exhibition stands and delegate tickets rising daily, Rugby Expo 08 is set to be a great success."

Rugby Expo is committed to making the Rugby Expo convention a long-term success and aims to build on the foundations put in place this year. Planning is well under way and venues are already being considered for Rugby Expo 2009.

The portfolio of Rugby Expo ambassadors will be extended further over the coming months, and to find out more about the 2008 event such as booking information, the seminars taking place, the key panellists and the topics to be discussed, please visit the website on www.rugbyexpo.com.

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