



All together now

The Netcoms Show – The Network Infrastructure Event 2010 took place at Arsenal Football Club’s Emirates Stadium in October and allowed manufacturers, distributors, installers and everyone else involved in the network infrastructure industry to come together under one roof. NCN reviews events.

Drawing visitors from all sectors of the industry, The Netcoms Show provided an opportunity for those involved in the design, specification, installation and end use of products to network with manufacturers and distributors of some of the leading products and solutions on the market. The venue proved to be extremely popular with visitors and exhibitors alike (even those who don’t like football!) and tours of the stadium were available to those with a keener interest in their surroundings.

The seminar sessions that ran throughout the two day event were very well attended and gave attendees a valuable insight into a number of industry topics, new technologies and trends. The seminars





were hosted by NCN and The Telecommunications Infrastructure Advisory Board (TIA-B) and featured some of the leading experts in the industry. A significant number of visitors returned time and again to the seminar sessions and went away having gained vital knowledge on a variety of subjects.

Exhibitors at the event included CMS, Rittal, Cablelines Pronet, Cooper B-Line, Ortronics, Excel and R&M. A great number of exhibitors used the event to showcase their latest products and offered live demonstrations and expert advice to stand visitors.

Feedback from exhibitors has been extremely positive and many are already promising to return for next year's event.

Long time supporter of the yearly event, Netbit UK featured its new range of LMS Data EcoNetCabs, Synthesis structured cabling solutions and the new line up of Dynamode networking products. Nick Beer commented, 'Both days reported an overall increase in visitors to the Netbit UK stand when compared with the already successful 2009 event at Olympia 2. As usual many installers and system integrators visited the stand together with a high proportion of end users and IT managers from the world of finance, insurance and the public sector – all looking to ramp up network availability and make savings on their increasingly tight budgets.'

Nimans hailed its first ever appearance at The Netcoms Show a resounding success. The communications distributor showcased its growing expertise in the data installation arena to a key target audience, showcasing a vast array of the latest products from many leading manufacturers.

Nimans' stand was a hive of activity and installation product specialist, Bob Hinder, said many sales leads were generated throughout two days of intense action. He said, 'This was the first time we exhibited at the show so there were many people talking to us that we hadn't met before as the event opened up lots of new sales enquiries. Business was generally brisk with interest expressed across all levels of our product range. In addition we also set up some potentially lucrative new business partnerships. Overall we were delighted by such a positive reaction.'

Events such as The Netcoms Show help to bring the industry together and often encourage valuable links between vendors, distributors, installers and end users that would otherwise be difficult to achieve. The support of the industry is vital to the success of such shows and it's certainly encouraging that many leading names return year after year. Thanks to all those who exhibited, presented, organised and sponsored The Netcoms Show in 2010 and we hope next year's event proves to be just as successful. ■