


Third-Party Marketing

The poster for the PULSE event features a vibrant pink and red background with a large, stylized 'PULSE' title in white. Below the title, the tagline 'Discover the unexpected' is written in a smaller font. The central image shows a collection of modern, colorful objects including a framed picture of a flamingo, a blue geometric wall sculpture, and various small decorative items. At the bottom, there is promotional text and the event details.

PULSE
Discover the unexpected

Unseen brands revealed
Cutting-edge product uncovered
Nothing but inspiration

Pulse is the definitive event for trend-leading giftware, modern living and retail insight

15—17 May 2016
Olympia London
pulse-london.com

The poster for the TOP DRAWER event features a light grey background with a photograph of a dining table set for a meal. The table has white plates, glasses, and a vase of pink flowers. A blue pendant light hangs above the table. The text is positioned in the upper left and bottom right corners.

TOP DRAWER
HOME | GIFT | FASHION | CRAFT

17—19 January 2016
Olympia London

HOME

Experience the new, beautifully curated world of Home at Top Drawer.

Discover a carefully edited, global cross-section of products from the finest brands and designers.

Be part of the evolution of Home at London's international event for creative retailers: Top Drawer.

REGISTER NOW
topdrawer.co.uk

Olympia London

Olympia London is always written in full and is never to be written solely as 'Olympia'.

Third parties must use this convention in their event marketing and communication materials to ensure brand consistency and build awareness of the venue as a whole, individual venues are not to be referenced.

Example

If a show is taking place in Olympia Grand the location would only be referred to as 'Olympia London'. Specific venue names can be used in the wayfinding of the show - see overleaf.