



Rugby Expo and Tim Horan Announce Plans for the 2008 Exhibition

The Hilton Hotel, George Street, Sydney 26th June 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 - who was joined by former Wallaby Tim Horan – 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 UK - 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, one of whom being the former legendary centre, Tim Horan.

Tim Horan said: "Although my playing career is over, my passion for rugby is very much still alive so I like to keep as involved in the sport as possible. Rugby has a huge following world-wide but to take the game further, it's crucial that there's continued support for the grass roots and also the developing nations. Rugby Expo is geared towards doing this through strengthening the commercial foundations of rugby, and if these are solid, the future of the sport can only get brighter. I am proud to be an ambassador for Rugby Expo."

Keiran Gaffney said: "We at Rugby Expo are thrilled to have someone as knowledgeable, experienced and well respected as Tim as an Ambassador. With all the backing we have received to date from the likes of Tim, and with sales for the exhibition stands and delegate tickets rising daily, Rugby Expo 08 is set to be a great success."

Rugby Expo have signed up a number of other high profile ambassadors, including Danny Cipriani (Wasps and England), Brian O'Driscoll (Leinster and Ireland), Rafael Ibanez (Wasps and former France International) and Felipe Contepomi (Leinster and Argentina) to name a few and this portfolio will be extended further over the coming months.

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.

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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