

# New Venue for GEO Event

The annual and independent "Geo" event for 2011 - "GEO-11" - is set for a new venue and in a refreshed style. Subtitled "a world of geomatics and GIS innovations", GEO-11 is set for 6th and 7th April 2011 at the Holiday Inn, London-Elstree. This high-quality hotel offers deluxe accommodation with ideal facilities for seminars and exhibiting. The venue will also be the location for the annual Geo Gala Evening.

"The venue is ideal for our event in the current economic climate and is already attracting new exhibitors as well as regulars" said organiser Stephen Booth. "With companies looking for maximum benefit from squeezed budgets this event will provide their best opportunity of reaching the maximum audience to promote their products and services in 2011". The venue is located on the edge of London and has first class links with the motorway and public transport system. "It is a near perfect location for our customers" adds Booth, "being right on the A1 north of London and two minutes inside the M25 orbital motorway."

For visitors, GEO-11 will feature a range of practical seminars and demonstrations from the industry's leading brands laser scanners, GNSS and total stations plus software for GIS, 3D modelling and visualisation.

For 14 years, the GEO Event has combined the UK's only dedicated independent national geospatial trade exhibition with a packed programme of free seminars, live product demos and, of course, great networking opportunities, including a Gala Dinner of good food, fun and games. The organisers work with the geospatial industry to create an event that attracts visitors through the door year after year.

For visitors, GEO-11 offers free attendance at seminars and presentations together with free refreshments for those who pre-register. Registrations open on 1 January 2011. There are arrangements to stay in the event hotel, however places are limited.