



Fractional Life Expo to host interactive Golf Zone

Europe's leading consumer fractional ownership exhibition to capitalise on Ryder Cup fever with interactive Golf Zone, Broadgate Event Venues, London, 13 – 15th September 2010.

Fractional Life Expo 2010, Europe's biggest fractional ownership consumer exhibition, will feature a Golf Zone packed with activities and offers from fractional ownership and related companies.

Held in the heart of the City of London, the Expo's Golf Zone will be held less than three weeks before the start of the Ryder Cup at Celtic Manor in Wales. It offers an ideal opportunity to capitalise on the huge interest in golf among the high-net worth consumers in London's financial district, where thousands of City high-fliers are increasingly coming to appreciate the advantages of the financially savvy and practical way of experiencing the luxury lifestyle that fractional ownership provides.

The Expo venue at Broadgate Event Venues (directly opposite UBS and Henderson Asset Management, amongst others) is within a five-minute walk of more than 150,000 high earning City workers.

Visitors to The Golf Zone will be able to test their skills at the driving simulator and putting green. Competitions will be held daily, with great golf-related prizes up for grabs. The side and back walls of the simulator are all available for sponsor / exhibitor branding.

And for the third year running, Broadgate's 10,000 square foot Nevada Bob Golf flagship store will be partnering with Fractional Life Expo. Visitors will get the opportunity to be some of the first consumers in the UK to try Nevada Bob Broadgate's very latest equipment from leading manufactures such as Taylormade, Callaway, Ping, Cobra, Mizuno and many more, as well as taking a putt on the Nevada Bob's putting green.

Nevada Bob's Broadgate will have exclusive offers available only in the store during the event and N1 Golf Academy PGA teaching professionals will be on hand to give coaching advice.

The Fractional Life Expo already welcomes back Arcos Gardens Golf Club & Country Estate, 47 Park Street, écurie25 supercar club and Classic Car Club amongst others.

Tracey Carter, exhibitions and conference manager at Fractional Life said: "With the Ryder Cup closely following the Fractional Life Expo, it's great there's an increased golf focus at the event this year. The majority of show visitors are ABC1. They understand the fractional ownership concept and have the disposable income to spend. One exhibitor sold over £250k of fractions at their stand last year and there's more money around this year."

For information on exhibiting at Fractional Expo 2010, contact Fabrizio Harper, Fabrizio@fractionallife.com

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NOTES TO EDITORS

About Fractional Life

From a fractional jet to fractional real estate, Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences and exhibitions.

Dates:

2010

[Fractional Summit USA](#), August 31 – September 1 2010, InterContinental Hotel, Miami , USA

[Fractional Life Expo](#), September 13 - 15 2010, Broadgate Event Venues, London, United Kingdom

[Shared Ownership Fractional Summit Middle East](#), November 23 – 24 2010, The YAS Hotel, Abu Dhabi, UAE,

2011

[Fractional Summit Europe](#), February 17 - 18 2011, London Marriott, Grosvenor Square, London, United Kingdom

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