

# SALES NEWS Issue 110

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## Acorn World 1994

### The Show

Acorn World is Acorn's flagship show and will take place from 28th to 30th October inclusive, at Hall One, Wembley Exhibition Centre. The show is family orientated and will include features such as:

games arcade	theatre
live training sessions	show offer (via our dealers)
commodities market	photo CD processing
clowns, jugglers, creche	education section
technical 'clinic'	On-Line Media
dealer and software stands	Risc PC in depth demonstrations

We are advertising the show through TV, Radio, National Press, Acorn and PC based computer magazines and consumer magazines.

The show regularly attracts not only loyal Acorn enthusiasts and educationalists but also people who have heard that the show is a good day out and offers an opportunity to view and experience Acorn hardware for the first time.

If you would like to reserve show space, please contact Steve Bozdan on 0295 788386 for more information.

### Show Offers

Acorn is planning a show offer based around the A3010 consumer product. We will advise show offer prices nearer the time but confirm now that the show offers will be made through you, the Dealers, and not direct to the public. We will not take supplies of A3010s to the show and so you will be invited to take stock of these prior to the event.

### Show Features

The show will also feature the sale of selected Acorn products at discounted prices. These will include items of appeal to the technically minded visitor, and also those who already own Acorn systems but wish to upgrade them (e.g. PC Emulator 1.8 upgrade; PC cards 386 and 486; Programmers Reference Manual; BBC Basic Reference Manual). The items may be taken to the show for customers to carry away or be fulfilled after the show. Typically, the items will have been selected from slower moving product lines.

Prior to the show we will advise you which items have been selected for sale and invite you to take stocks of these for your own use (i.e. you are not obliged to bring them to the show). You may also have the opportunity to buy items left over at the end of the show. However, you will not be able to purchase the sale items alongside show visitors.

### Risc PC availability

Having exceeded our forecast demand for the Rise PC 600 series products we have now confirmed a new production schedule for this product. The planned and increased units are sufficient to satisfy all current backorders by the end of September and also put stocks into our warehouse for new orders.

