



## **Dan Thurlow**

**Director of Exhibition Sales & AEV Chairman, Scottish Event Campus**

### **United Kingdom**

Dan joined the exec team at the SEC in 2014 to head up the exhibitions division. Building on an established portfolio of events, the exhibitions team have since grown revenues by 50% and now welcome half a million to visitors to a range of leading consumer and trade events.

He is the current chair of the AEV board. Dan started his career in delegate sales for a conference company including a brief spell recruiting and running a team in the US. In 1996 he switched to trade exhibitions spending four years at ITE Group working on Mining and Electronics events across the former Soviet Union, growing events and geo-cloning them into new territories.

In 2000, Dan joined Emap where, with the exception of two years running the Retail Week magazine display team, he continued in b2b exhibitions. He has run shows in retail technology, garden and home/gift retail, utilities efficiency and went on to manage a portfolio covering resource management, broadcast technology and social healthcare with combined revenues in excess of £12m.

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Association of Event Venues Limited

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