

Following the phenomenal success of the 2010 and 2011 events, both of which attracted over 20,000 visitors, Ireland's only national genealogy, family/social history show returns to Dublin for 2012.

# Back To Our Past

The Irish Genealogy, Family/Social History Experience



Period photographs courtesy of The National Archives of Ireland

## *Presentations, demonstrations, workshops*

In just two years Back To Our Past has established itself as one of the major events in the genealogy, family/social history calendar, attracting huge visitor numbers and many of the leading companies and bodies from Ireland, the UK and beyond. Back To Our Past offers a unique opportunity to engage with both those with ancestral links to Ireland as well as natives seeking information on forebearers who emigrated to the UK, the US, Canada, Australia, South America and countless other regions of the world. The event also features an extensive programme of presentations on a myriad of related areas.

While it is a dedicated event in its own right, it has the major advantage of being part of one of Ireland's most successful and established public events, The Over 50s Show, the lifestyle show for Ireland's seniors, and can therefore 'piggy back' on the event's promotion to maximise attendance.

**Industries Hall, Royal Dublin Society, Dublin**  
**Friday 12th, Saturday 13th and Sunday 14th October 2012**

## What our exhibitors say..



One of the many 'standing room only' presentations at Back To Our Past



*The show was a huge success for us.*  
**findmypast.ie**

*PRONI values the experience of exhibiting at Back To Our Past, an event that has confirmed itself as the leading family history fair across the island of Ireland. This is an event of international importance, and we hope it continues to grow in strength in years to come.*

**The Public Records Office of Northern Ireland**

*Our complimentary advisory service over the three days of the show was extremely busy. We were delighted with the response and a little surprised at the high volume of interest. We were very happy to be one of the supporting organisations of such a successful event and look forward to many years of co-operation.*

**The Association of Professional Genealogists of Ireland**

*I didn't stop for three days! Brilliant but exhausting.*

**Eric Knowles of Antiques Roadshow fame**

*Great event. We were overwhelmed with enquiries.*

**The National Archives of Ireland**

*Back To Our Past is a haven for Irish family historians and anyone with ancestral links to Ireland – amateurs and experts alike. Packed with experts and all the genealogy major players, it's one not to miss!*

**Ancestry.co.uk**

*We have attended a lot of shows over the past six years and Back To Our Past is one of the very best.*  
**Commonwealth War Graves Commission**

*Another brilliant event*  
**Glasnevin Trust Genealogy Services**

*Thank you for another well organised exhibition. Your prediction on visitor numbers lived up to expectations and it wouldn't surprise me if visitors didn't exceed your stated figures. We talked to many satisfied visitors.*

**my-history.co.uk**

*We were delighted with the turnout and would definitely participate in future.*  
**Roots Ireland**

*A magnificent event. We did phenomenal business*  
**Robert Blatchford Publishing**

*We indeed found the event very worthwhile. We made many contacts, did good business and got quite a few new members.*

**North of Ireland Family History Society**

*It certainly raised IMC's profile with the general public.*

**Irish Manuscripts Commission**

*Very successful for us. We have received very good feedback*

**The Library Council of Ireland**

*We had a great three days, and the show really exceeded our expectations.*

**Irish Lives Remembered**

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## The organisers – an impressive pedigree

The organisers of Back To Our Past are Dublin-based S&L Promotions Ltd. who have run the phenomenally successful Over 50s Show, the lifestyle event for seniors, for over ten years.

The company has 20 years experience in event management, covering everything from food and drink, to golf events and computer conferences. For many years they organised the tented village for the European Open Golf tournament at the Kildare Golf and Country Club near Dublin, venue for the 2006 Ryder Cup.



## Extensive targeted media coverage

As with all our events, Back To Our Past will be supported by an extensive advertising, PR and promotional campaign, featuring all the major national newspapers and national radio.

And Ireland's leading daily title, The Irish Times, have come onboard as our print media partner.

## Ireland's major event venue

Back To Our Past will once again be held at the Royal Dublin Society, Ireland's leading and longest established event venue and host to the world famous Dublin Horse Show. The Royal Dublin Society and its extensive complex and grounds includes the 'home' stadium of Heineken Cup holders Leinster; it is set in the leafy, 'embassy belt' of the city, yet within minutes of popular restaurants, bars and hotels. It is a 25 minute taxi drive from Dublin Airport, and an airport coach service stops outside its gates. It is a 15 minute drive from Dun Laoghaire port.



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BACK TO OUR PAST FLOOR PLAN,  
INDUSTRIES HALL,  
ROYAL DUBLIN SOCIETY, DUBLIN

While part of The Over 50s Show, Back To Our Past also has its own dedicated identity and entrance. It is envisaged that the event will comprise at least a further substantial section of the (green) Industries Hall.



## Interested in exhibiting?

For further information contact  
the organisers:



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