

The Forbury Hotel (5 stars), 26 The Forbury, Reading RG1 3EJ.

a. **Rates:** Single or double occupancy: £198.

b. **Distance to the venue:** The hotel is about 3 minute walk from the train station. The buses that run from the train station to the University of Reading Whiteknights campus (Shinfield Road) are numbers 9, 20 or 21 (Stand SK). Journey time 15 minutes in normal traffic conditions. Please note number 9 stops at the Shinfield Road entrance and numbers 20 and 21 stop on campus. Further information about travelling to the University by bus from the surrounding area is available from the www.reading-buses.co.uk/university. 10 minute taxi ride (in normal traffic).

c. **Booking:** Please call **00441189 527 770** and quote EFMA conference

d. **Description of hotel plus facilities:** We stay with you ... This promise drives everything we do. It makes every moment of your stay a special memory. It's in the smile that greets you and in the warmth and friendliness you'll feel while you are here. In every corner and at every moment, you'll notice an attention to detail that shows our passion and belief. It's the very essence of the Forbury, like spending time with an amazing family. We stay with you.... The Forbury has been described as 'The UK's Sexiest Townhouse Hotel' by The Evening Standard and the design and opulence is the talk of the fashionable set. From the 86,000 Italian glass beads in the chandelier running the height of the building in the old lift shaft, to the opulent fabrics and wallpapers and attention to every single detail - there is simply no place in the UK as extraordinarily opulent and stunning.

Website: <http://www.theforburyhotel.co.uk/>