



FACILITIES Show
FACILITIES & ESTATES MANAGEMENT

EXHIBIT AT FACILITIES SHOW

53% of exhibitors have already rebooked for Facilities Show in 2012, with another 42% very likely to exhibit*

15-17 MAY 2012
NEC BIRMINGHAM, UK

www.facilitiesshow.com

*Taken from independent show research by Fusion Communications

In association with



Organised by



UNMISSABLE UNBEATABLE UNFORGETTABLE

FACILITIES SHOW 2011 SAW INCREDIBLE GROWTH, THE SELL OUT SHOW ATTRACTED 17,822 * DECISION MAKING VISITORS THANKS TO THE NUMBER, QUALITY AND DIVERSITY OF EXHIBITING BRANDS.

Organised in association with the British Institute of Facilities Management, Facilities Show has established itself as the leading meeting place for the industry. Facilities Show is able to attract the right audience through its combination of comprehensive seminar programmes, market leading exhibitors and great show features.



* ABC audit 17822 for Facilities Show and Safety & Health 2011, 17-19 May 2011.

Visitor attendance: 15,138, Exhibitor attendance: 2684.

AUDIENCE

HEAD OF FACILITIES | FACILITIES MANAGER | ESTATES MANAGER | HEALTH AND SAFETY MANAGERS/DIRECTORS
ENERGY MANAGERS | MAINTENANCE MANAGERS & CONTRACTOR | FIRE & SECURITY MANAGERS
CATERING & CLEANING MANAGERS | DISTRIBUTORS | BUSINESS OWNERS AND OPERATORS
LANDSCAPE MANAGERS | OFFICE MANAGERS | EMERGENCY SERVICES PROFESSIONALS

VISITOR AREA OF INTEREST

TFM | CONSULTANCY SERVICES | CATERING | CAFM | CLEANING | COMMUNICATIONS / IT / SOFTWARE
ENERGY MANAGEMENT / SUPPLY | FIRE | GARDENING / LANDSCAPE | HEALTH & SAFETY | HR / TRAINING
INTERIOR DESIGN / SPACE PLANNING | LIGHTING | OFFICE SUPPLIES | MAINTENANCE | MECHANICAL & ELECTRICAL
PARKING | RELOCATION / MOVING | SECURITY | VENDING / WATER COOLING | WASHROOM SERVICES
WASTE MANAGEMENT | PURCHASING

48% OF VISITORS HAD SPENDING POWER OF OVER £1ML*

*Taken from independent show research by
Fusion Communications

TESTIMONIALS



PETER TOWNSEND
BIFFA PRODUCT MARKETING MANAGER

"A key exhibition, it's the biggest exhibition of facilities management in the UK, so it's an absolute must for us to attend."

SARAH WOOD
PHS COMPLIANCE, COMMERCIAL MANAGER

"The quantity of visitors has been plentiful, complemented by the business representatives."

DUNCAN ARMSTRONG
KINGFISHER GRAPHICS

"We've generated leads here that possibly would have taken 20 or 30 phone calls and possibly we'd never have spoken to the right people. The fact that people come up and talk to you, they obviously have an interest and it cuts out two steps in the sales process. It makes it a lot easier."

**SANDY RANKIN, REFRESHMENT SYSTEMS,
SALES MANAGER**

"Facilities professionals from all walks of industry - MD level to facility level, a lot of decision makers which is obviously excellent"

MARKETING & PR SUPPORT

A targeted marketing and public relations campaign enables us to deliver the key decision-makers to the event that you want to see. This campaign includes:

ADVERTISING

Facilities Show advertises in the key industry publications including FM World, Premises & Facilities Management, Facilities Management Journal, FMX, Tomorrow's FM, Cleaning Hygiene Today, LAWR and many more. Reaching a combined total of over 250,000 FM professionals.

EMAIL

Our targeted email schedule regularly updates over 80,000 professionals with the latest exhibitor lists and show news.

DIRECT MAIL

Targeting previous visitors and new prospects, our DM campaign reaches over 60,000 contacts.

WEBSITE

With more than 30,000 unique visitors between January and March 2011, this is an essential tool for visitor promotion.

PR

Our in-house PR team ensure that the event and all its exhibitors are promoted to all the key industry publications.

CO-LOCATED EVENTS



IFSEC is the international security event, with 23,000 security professionals from 126 countries meeting to compare the latest security products, services and innovations.



Safety & Health Expo is firmly established as Europe's largest annual event for the safety and health industry. It is a unique environment to source new products and services, network with your peers and keep up-to-date with recent developments and legislation.

SURVEY RESULTS*

ANNUAL BUDGETS

1. Over £5m.....	23.00%
2. £1m - £5m.....	25.00%
3. £500001 - £1m.....	11.00%
4. £250001 - £500000.....	7.00%
5. £100001 - £250000.....	6.00%
6. £50001 - £100000.....	9.00%
7. Under £50000.....	19.00%



ROI & EXHIBITOR SATISFACTION DELIVERED

53% of exhibitors have already rebooked for Facilities Show in 2012, with another 42% very or quite likely to exhibit

95% of exhibitors say that attending Facilities Show is very important to their business

84% of exhibitors think Facilities Show is the best or better than most other trade shows

VISITOR SATISFACTION GUARANTEED

90% of visitors are very likely to attend Facilities Show in 2012

80% of visitors gave Facilities Show an overall rating of excellent or good

77% of visitors have said that attending Facilities Show is very important

*Taken from independent show research by Fusion Communications

PROPERTY TYPE

1. Healthcare.....	11%
2. Leisure/Hotel/Catering.....	8%
3. Office.....	22%
4. Residential.....	8%
5. Retail.....	9%
6. MOD.....	10%
7. Manufacturing/Warehousing.....	16%
8. Utilities.....	8%
9. Central/Local Government.....	8%



SITE RESPONSIBILITY

1. One site.....	35%
2. Multisite.....	65%



EDUCATION & FEATURES



FACILITIES SHOW SEMINAR THEATRE

Providing insight and thought provoking debate on issues such as compliance, service agreements, security, risk management, cost control, outsourcing and churn management. The Facilities Show Seminar Theatre continues to be a focal point of the event.



SPONSORSHIP

STAND OUT FROM THE CROWD AND INCREASE YOUR PROFILE.

Enhance your stand presence with one of our major sponsorship packages:

- Position your brand alongside our comprehensive educational content by sponsoring the Sustainable FM Academy, Facilities Show Seminar Theatre or CPD Theatre
- Make a splash and have real presence by sponsoring the Visitor Entrance
- Raise your industry profile and sponsor the Bar and VIP Lounge

Build awareness and boost your brand in the marketplace with one of our branding opportunities:

- Visitor Badges
- Show Bags
- Lanyards

Increase your profile before, during and after the show through our new media channels:

- Emails
- Website
- On-line visitor registration

For tailored solutions to meet your business needs and budgets, contact Facilities Show Sales Team.

SPONSORSHIP INCREASES THE ATTRACTION OF YOUR TARGET AUDIENCE BY

 **104%***

*Source: A Centre for Exhibition Industry Research (CEIR) report, Power of Exhibitions II, conducted by the Deloitte & Touche Group



SUSTAINABLE FM ACADEMY

The Sustainable FM Academy returns in 2012 with a lively programme of debates and case studies, providing expert opinion and advice, insight, practical information and direction on topical issues such as energy and waste management.



CPD THEATRE

NEW for 2012! In partnership with the BIFM, the theatre will provide a full programme of high quality, BIFM approved CPD sessions attracting the established and emerging stars of FM. For further information on becoming a BIFM Registered CPD Provider please contact Neil Everitt at BIFM. Neil.everitt@bifm.org.uk or 0845 058 1356.



ENERGY MANAGEMENT ZONE

With Facilities and Estates Managers having more and more influence and responsibility for the energy management of their building, the demand for education, advice and support in this area is growing year on year. This area of the show floor brings together exhibitors whose products and services are dedicated to helping visitors manage their energy efficiency and sustainability.



PROP IT TRAIL

FM professionals are increasingly looking towards new technology to make their organisations more efficient, more sustainable and more productive. This trail will highlight companies offering cutting edge services in CAFM, document management, resource booking, security, service management, mobile communication and systems integration.



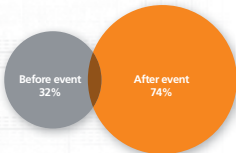
THE GREEN FM TRAIL

The Green FM Trail highlights exhibitors offering advice, products and services in response to the ever growing green challenge, helping visitors reduce their environmental impact.

AEO FaceTime Research

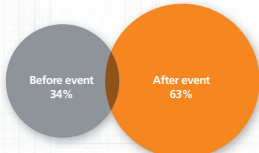
Events are no.1!

Visitors believe live events are the 'best form of marketing – as you can interact and compare to others'



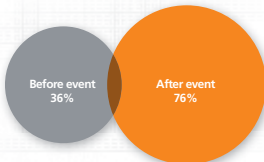
See your sales soar!

Visitors said they would like to buy from an event



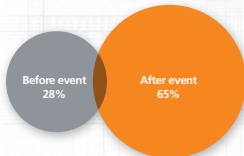
Events make buying easy

Visitors believe live events 'make it easy to buy'



Be remembered!

Visitors believe 'experiencing a business first-hand makes it more memorable'



WWW.FACILITIESHOW.COM

JOIN THE CONVERSATION @ [TWITTER.COM/FACILITIES_SHOW](https://twitter.com/FACILITIES_SHOW)



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