



PLUMB POWER HEAT LIGHT EXPO

WED **07** - THURS **08** 2016
4-9PM 10-4PM
SEPTEMBER
TITANIC BELFAST
EXHIBITION CENTRE

TO BOOK
STANDS
CONTACT
THE TEAM



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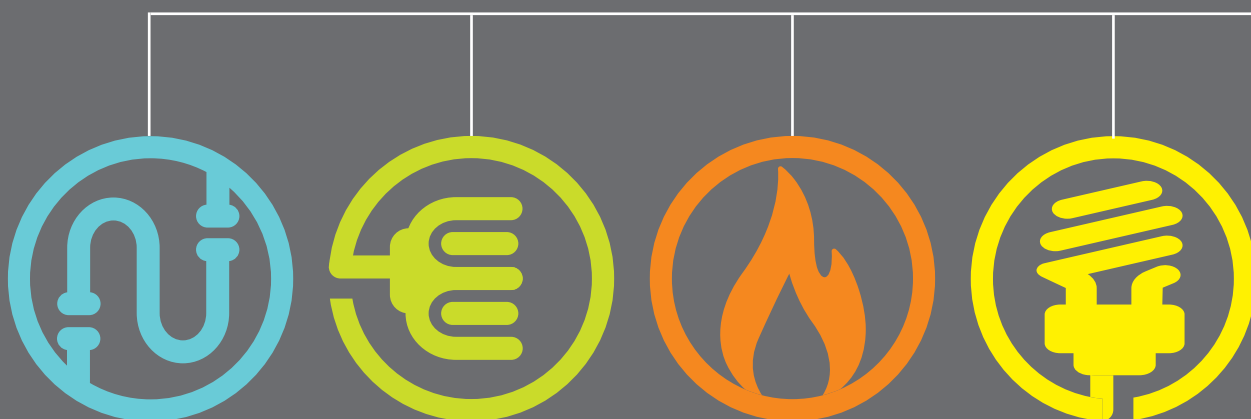
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WELCOME

We are proud to introduce you to a new concept in industry shows for Northern Ireland – the **Plumb Power Heat Light Expo 2016**.

Set to be the largest plumbing, heating, electrical and lighting exhibition in Northern Ireland, this event will showcase the latest in innovative products, energy efficient technologies and renewable power.

With interactive product displays and dedicated zones, the Plumb Power Heat Light Expo will attract visitors from not only the construction sector but anyone involved in delivering, specifying, maintaining or managing a building. As an exhibitor at the Plumb Power Heat Light Expo 2016, you have the chance to connect directly with visitors and boost your business.



PLUMB POWER HEAT LIGHT EXPO

THIS PACK WILL PROVIDE YOU WITH ALL THE **DETAILS** YOU NEED ON **WHY** EXHIBITING WILL BOOST **YOUR** BUSINESS.



GET TOGETHER

EXHIBITOR PROFILES

Be seen alongside your competitors and interact with a diverse audience interested in bringing plumbing, power, heat and light to their building project. Visitors will be keen to learn more from those involved in the following sectors:

- Air conditioning
- Climate control
- Energy monitoring equipment
- Energy saving products
- Fire and security solutions
- Heating and ventilation
- Lighting
- Plumbing
- Power and automation
- Sanitary ware
- Solar power
- Tools and testing equipment
- Training
- Wind power



PLUMB POWER HEAT LIGHT EXPO

Distinctive zones for plumbing, power, heating, lighting products will be further complemented by specialist areas, such as -

- Room sets to showcase commercial and domestic applications complete.
- Lighting displays.
- Heat zone.
- Business section, tool area and van/4x4 displays and insurance centres.



GET RESULTS



VISITOR PROFILES

The Plumb Power Heat Light Expo will attract anyone involved in the design, construction and maintenance of a building. In addition to welcoming visitors from right across the construction, electrical and plumbing and heating sectors, this unique event is aimed at an eclectic mix of visitors. This will include those from the manufacturing, agriculture, agri-food, tourism, leisure, education and

ecclesiastical sectors, amongst others, not to mention representatives from the Government and Public Sector. Exhibitors will have the chance to interact directly with those keen to learn more about cutting edge solutions. This all equates to an essential opportunity to connect to new business opportunities and raise your company profile.



PLUMB POWER HEAT LIGHT EXPO

VISITOR PROFILES

- Architects
- Builders' merchants
- Building contractors
- Building developers
- Business development managers
- Electrical contractors
- Electrical wholesalers
- Facilities managers
- Gas installers
- Landlords
- New build developers and renovators
- M&E consultants
- M&E contractors
- Plumbers' merchants
- Plumbing and heating engineers
- Purchasing managers
- Estate managers
- Manufacturing engineers
- Maintenance managers
- Self builders

REPRESENTATIVES OF THE GOVERNMENT AND PUBLIC AND PRIVATE SECTORS, INCLUDING:

- Agri-food
- Education
- Health
- Leisure
- Manufacturing
- Social housing
- Tourism

GET NOTICED

MARKETING & PROMOTION

Our proven marketing and promotion campaign will build a bespoke audience from the highly targeted sectors located on page 4.

Event promotion includes:

- Marketing/advertising within Plumbing & Heating, Electrical, Northern Builder magazines and allied publications for these respective industries.
- Tickets and posters displayed in plumbing and heating merchants, electrical wholesalers and builders' merchants and other trade outlets.
- Direct mail invitations to an extensive series of databases.
- Comprehensive e-zine and text message campaign following initial invite.
- Dedicated social media campaign on Facebook, Twitter and LinkedIn using visitor profiling.
- AA road signs to direct visitors to the venue.
- Radio advertising on a network of stations.
- Billboard advertising locations (will include industrial areas).



PLUMB POWER HEAT LIGHT EXPO

We also work alongside each exhibitor to offer guidance and provide customised promotional marketing tools. Exhibitors receive:

Digital Invites: Personalised e-ticket invites that you can send to your customers and business associates.

Printed Tickets: We can provide each exhibitor with printed tickets which your reps/staff can hand out to customers.

Preferred Visitors: Based on the products you will be exhibiting, we can directly target visitors you would like to see.

Offers/Incentives: We can help promote any innovative products or incentives you will be offering at the event via the magazine, e-zine and social media etc.

Stands: We can offer advice on making the most of your stand and provide design services.



GET STARTED

STAND COSTS

What better environment to build your business than at the new Titanic Exhibition Centre. Located within the vibrant Titanic Quarter – Northern Ireland's stand-out global investment area – the new Titanic Exhibition Centre is a beacon for new business.

The Plumb Power Heat Light Expo 2016 will include distinctive zones for plumbing, power, heating and lighting and a dedicated product demonstration area. Also featured will be a business section, tool area and van/4x4 displays plus insurance and software companies.



PLUMB POWER HEAT LIGHT EXPO

£165 per square metre

Price Includes:

- Twin Spotlight
- 1Kw Double Socket
- Carpet

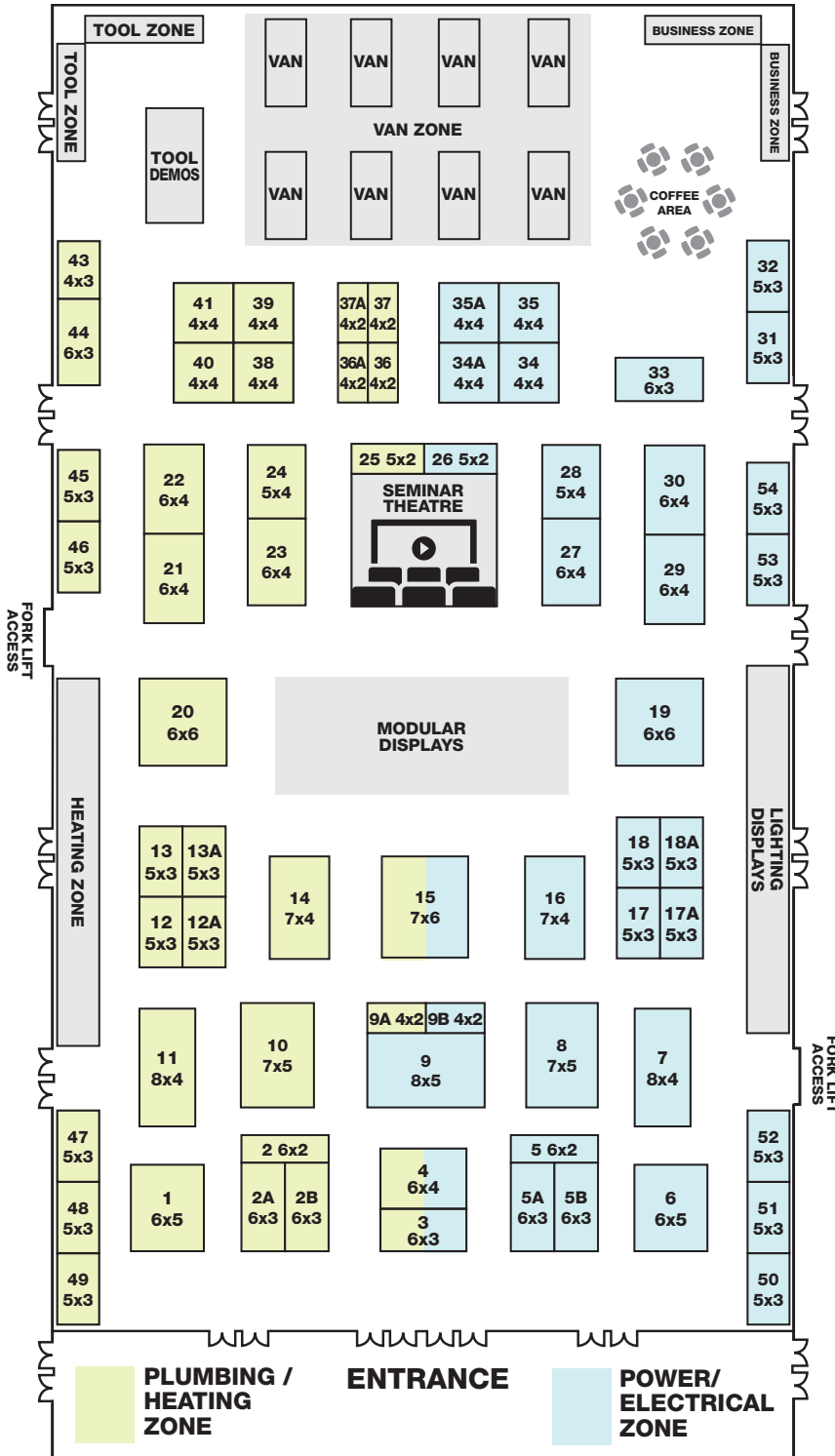
Prices for additional stand fittings and accessories, electrical connections and audio-visual presentation equipment are also available on request.

We also offer a comprehensive service for all your exhibition needs – from the concept to construction of bespoke exhibition stands, portable pop-up and roller banner displays, and all your promotional material including posters, banners, signage and leaflets.



PLUMB POWER HEAT LIGHT EXPO

FLOORPLAN



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