

Building Consciously



Monday 4 February - Saturday 9 February
Jaarbeurs Utrecht www.bouwbeurs.nl



Building Consciously

With sustainable construction, the focus is on the end-user. Building in the right location, sustainably, innovatively and ambitiously. Anticipating the future. The Internationale BouwBeurs is your starting point.

The current market asks for more than good products and services alone. Successful companies take the end-user seriously and offer smart and efficient building concepts and take society demands into consideration.

How can you showcase what you are really about? How do you distinguish yourself from your main competitors? The Internationale BouwBeurs 2013 offers you a platform to meet clients, building specifiers and builders. You get the opportunity to show what you have to offer. Do you want to build a sustainable future for your company? The Internationale BouwBeurs is your starting point.

Looking for more
customers?
Register now for the
BouwBeurs

Internationale BouwBeurs 2011 Results

- Number of trade visitors: 105,827
- Visitor appreciation: 7.3
- Decision makers: 68%
- Number of exhibitors: 811
- Net floor space: 45,468 sq.m
- Exhibitor appreciation: 7.4
- Judgment by exhibitors about the business results: 92% positive



Visitors Profile

Who will you meet at the BouwBeurs?

BouwBeurs visitors reflect the entire construction industry. The following construction sectors are represented*:

- Contractors 23%
- Housing co-operations and project developers 7%
- Handyman companies (incl. independent without staff) 7%
- Architecture firms 6%
- Completion firms 5%
- Wholesalers in wood and building material 5%
- Technical design and consultancy firms 5%
- Government 3%

Dynamics give the entire sector a boost

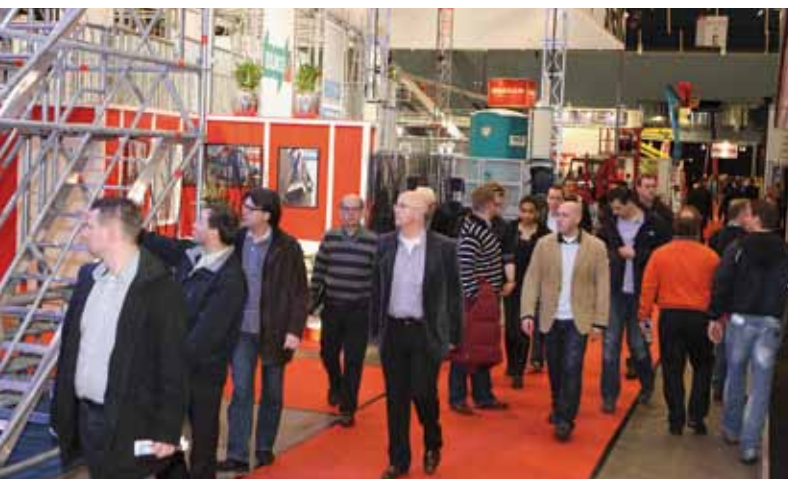
Every two years, the Internationale BouwBeurs is the place where the building supply sector can proudly showcase new technologies and materials. All the important partners from the building sector meet each other here and can see what everyone else is doing. This results in very special co-operations and new contacts. The dynamics of the trade show give the entire sector a boost.

Maarten van Hezik, President of the Advisory Commission of the Internationale BouwBeurs

A wide range

'At BouwBeurs, we mainly see new clients, they are the most interesting to us. We like coming back to Utrecht every time, because visitors come from such a wide background: From architects to the builders themselves. We want to get into contact with all of them.'

Louis Bonnemaaijers and Boudewijn Kramer, consultants for Oostwoud International



They are interested in*:

- Finishing, renovation and maintenance 46%
- Structural materials, wood and building materials 31%
- Tools and fasteners 20%
- Construction and safety 20%
- Roofing systems, insulation and bricks 19%
- Façade systems and façade elements 18%
- Door and window furniture 18%
- Construction machinery and equipment 17%
- Construction & IT 14%
- Information and transfer of knowledge 14%
- Installations, sanitary ware and project kitchens 13%

Contact as many quality clients as possible

'Our goal for participating in the Internationale BouwBeurs is to attract as many new quality clients as possible. We had an extensive campaign in the run-up to IsoBouw. We wanted our business to leave its mark on the BouwBeurs. During the trade show, we were in constant contact with the press and part of the Cobouw news, which gets the ball rolling quickly.'

Geoffrey van Gerven, Communications manager at IsoBouw

* Based on the results of the Internationale BouwBeurs 2011. The trade show attracted 105,827 visitors.

Trade show Participation

There are several reasons to participate in a trade show. Whatever your reasons, it is important to decide in advance what it is you want to achieve. Do you want to generate leads? Customer relations management? Generate more brand awareness? Make sure you determine your goals first.

Select your location

If you have determined your goals and know how large your stand should be, then use our Floor manager, the online Floor plan at www.bouwbeurs.nl/floorplan to select your stand. You can select your location yourself. You can also check which locations have been reserved by your competitors.

Stand construction

To ensure you have nothing to worry about, we offer two complete stand construction packages: Compact and Ideal. **Comfort package Compact** is a compact and complete stand, including furniture. **Comfort package Ideal** is a completely furnished stand with a very elegant appearance.

More information: www.bouwbeurs.nl/standconstruction.
Attention: Stands <21 sq.m can only be booked in combination with a Comfort package.

Rates

For specifications of the rates, discounts and surcharges, the basic package and options for stand construction, go to the explanation section of the registration form at www.bouwbeurs.nl/rates.

Would you like to
participate?

Check the back for
**personal
advice**



Express your goals

Do you want to get the most out of your participation? Make sure you combine your presence with extra exposure: in our catalogue, on the trade show floor and on our website. This will create a lot of contact moments with your target group.

Want more? www.bouwbeurs.nl/promotion

BouwHuis 2013: Building consciously

The BouwHuis is the podium for debates, award ceremonies, lectures and architect sessions. It is the perfect platform for the demanding exhibitor, who wants to contact his target audience with an extensive activity program. Are you that exhibitor and would you like to link your name, products or materials to the BouwHuis? We would like to talk to you about the many different options.

Contact us via Maciek Piasecki
E. m.piasecki@sdu.nl, T. +31 6-13858030
The BouwHuis is a joint initiative of VNU Exhibitions and SDU Uitgevers.

de Architect

Cobouw



Nederlandse Bouw Documentatie
Vinden, Vergelijken, Informatie aanvragen

VNU Exhibitions Advantages

Participation in a trade show should result in return on investment in the form of leads. We prefer to express the results in the number of valuable sales contacts. The starting point is that you yourself are largely responsible for how successful your participation will be. That is why VNU Exhibitions has developed a complete tool program.

Client Portal

VNU Exhibitions Europe offers you many tools to achieve your goals. With our handy dashboard, the Client Portal, you can immediately see the results of your marketing efforts compared to those of the average exhibitor.

Free invitations

VNU Exhibitions will help you to invite your relations. You can choose between the user friendly digital invitation and the well-known printed invitations which you can order free of charge.

NEW

Expo Match for a direct match with your visitors!

Besides offering an extensive catalogue function, Expo Match actively links the online catalogue profile of exhibitors to the interests visitors enter during pre-registration. The matchmaking feature offers every visitor a list of relevant exhibitors, which can be refined to create a personalized visiting list for the trade show.

The advantages for you:

- More possibilities for the catalogue profile, such as uploading photos, brochures, videos, press releases, additional innovation descriptions and a more dynamic matchmaking feature
- See who viewed your catalogue profile 24/7
- Adjust and extend your catalogue profile at any given time
- Expo Match works from the moment you fill in your catalogue profile
- Improved findability of your catalogue profile in search engines
- Extensive statistics about the views of your online company profile



Who visits your stand

To gain free entrance to the Internationale BouwBeurs visitors are required to register in advance. Every visitor receives a personal badge, which they will wear when they visit the trade show. With a badge reader you will know exactly who visited your stand and you can find out your return of investment of your participation. The follow-up of the trade show will be easy with a badge reader at your stand.

We know exactly who visited our stand

'I am very excited about the badge reader system. This is a unique product. Nobody gets in without a badge, and we know exactly who visited our stand. It is a perfect system.'

Peter van Veen, Director of Comelit



Practical information

Dates

Internationale BouwBeurs 2013

Monday 4 - Friday 8 February: 9.30 a.m. to 5.30 p.m.

Saturday 9 February: 9.30 a.m. to 4 p.m.

Location

Jaarbeurs Utrecht, Halls 1-4 and 7-12

In co-location with

Bouw & ICT www.bouw-en-ict.nl

Material Xperience www.materialxperience.nl

Advisory board

The Internationale BouwBeurs is organized by VNU Exhibitions Europe, assisted by an advisory commission with members from all sectors.

Maarten van Hezik (chairman)

Managing Director, Stichting STABU

Representing the sector Information and Knowledge Transfer

André Homma

Business Line Director, Axa

Representing the sector Hinges and Locks

Bert Lieverse

Director of VMRG (Vereniging Metalen Ramen en Gevelbranche)

Representing the sector Wall systems and elements

Cees Woortman

Director/secretary of Vebidak

(Vereniging Dakbedekkingsbranche Nederland)

Representing the sector Roof Systems, Insulation and Brickwork

Herman van Breemen

Director, Van Voorden

Representing the sector Tools, mounting materials and company apparel

Martin Koppenhol

Manager Communication & PR, VBI Verkoop Maatschappij

Representing the sector Structures, Wood and Building Material

Paul Jas

Marketing and innovation manager, Holonite

Representing the sector Completion, Renovation and Maintenance

Peter Hecker

Secretary of VSB (Vereniging van Steiger-, Hoogwerk- en Betonbekistingbedrijven)

Representing the sector Building Machines and Equipment

Rob van Groningen

General director, Knauf

Representing the sector Completion, Renovation and Maintenance



Oene La Gro, Sandra Vendel, Dave Refoeloe, Liesbeth von Nordheim, Martijn Carlier

Personal advice

Contact details

For questions about participation and promotional opportunities, contact our **Sales & Account managers**:

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On our website, you can find more information about which Sales & Account manager is your contact person, based on the hall lay-out. If you want more practical information about participating, contact the Exhibitor's hotline at: +31 30-295 2999.