



**m&e - the building services event**  
Concept | Design | Installation  
10-11 October 2012, London Olympia

The only building services event to  
be run in association with



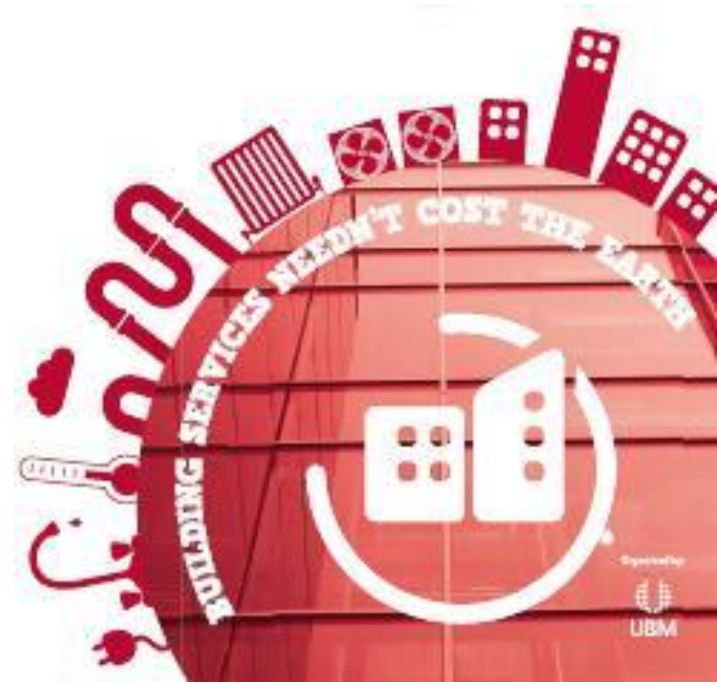
# Marketing & PR

The most extensive & innovative campaign to date

**The 2012 event will combine the successes of the M&E exhibition with a new original CIBSE conference.**

Visitors and delegates from the UK and overseas will be presented with this new platform where they can meet, learn and network with the industry's leaders & innovators. This CIBSE event will provide a unique opportunity for the industry, to share the latest thinking on business growth strategies, new technological innovations and future market trends. The event will also provide information on the latest updates on regulation, legislation and compliance.

The new look show will provide suppliers and manufacturers with unique access to key building services professionals.





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## Marketing innovation

- **Over £380K of marketing budget invested in a promotional campaign to reach more than 3 million industry professionals**
- New and innovative digital channels launched using the latest in marketing technology
- Marketing communications are tested to ensure they are compatible with a number of devices including iPad, desktop computers, handheld devices and more.
- SMS campaign will ensure professionals that are often field based receive our communications
- The M&E mobile website allows visitors to register from smart phones with ease
- Google advert campaign to increase our reach

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## The website

- The website [www.buildingserviceevent.com](http://www.buildingserviceevent.com) re-launched in Jan 2012 improving usability and navigation.
- For 2011 [www.buildingserviceevent.com](http://www.buildingserviceevent.com) had:
  - 73, 023 page views +31% on 2010
  - 22,947 visits +24% on 2010
  - 19,512 unique visitors +18% on 2010
- Over 200 relevant external links direct to [www.buildingserviceevent.com](http://www.buildingserviceevent.com)
- Increased avenues to market due to more media partners, Google marketing campaign, integrated online campaign including text messages, advertising and emails to industry professionals.
- The website contributed to 31% of overall pre-registrations

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Latest News: [Waters International doubles sales to 27.5bn](#) [HOME/CONTACT US](#)

Register Exhibitor List Visit Exhibit Features Education Partners Press News

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**OVER 300 EXHIBITORS**

register book stand  
 exhibitor list sponsorship

Air conditioning CHP Environment Industrial, commercial & domestic heating

co - locations exhibitor profiles

The unique co-location gives you access to consultants, contractors AND end users!

**SE CONTROLS**  
[secontrols.com](http://secontrols.com)

m&e video energy twm

M&E St

0:00 / 2:00

co-located with

energy solutions  
 total workplace management

In a collaboration event open call

CIBSE Mitsubishi Electric

supporters eventpartners

FETA BAXI-SaaxTec UK

media

invite a friend

ACR News Follow us on

Welcome to M&E – The Building Services Event  
 10 - 11 October 2012, London Olympia

For 2012, M&E will combine the success of the M&E exhibition with a new look CIBSE conference. The event will provide a unique opportunity for exhibitors to share the latest thinking on business growth strategies, launch new technological innovations and discuss future market trends.

M&E is the UK's only dedicated event for all building services. The show welcomes a wide variety of professionals such as consultants, building and property managers, architects, contractors, manufacturers, retailers and end users, looking to gain information on new services and products.

**CIBSE event press release**

Complete the enquiry form to secure your position and find out about the great sponsorship opportunities available.

**BOOK YOUR STAND**

Visitors can now register their interest for the 2012 event to keep up to date on new exhibitors signed up to attend, industry news and much more.

Exhibitor List Features

Acc Ltd  
 Aed Calli Lynette  
 Aermac Waterblow Products Limited  
 Alpha Mtec Components Ltd  
 Anbach  
 Andrieva Water Heaters  
 Amersdorf Systems Ltd

Join the debate...  
 Looking for new ideas? Found an interesting article? Join in the debate and post your thoughts on our Twitter page @Wardle\_Epc

# Website visual

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## Emails & data

- Over 39,000 individuals with an interest in building services will receive our message using our M&E – Building Services database alone
- To date 25 external partners have agreed to send these emails to their extended database which totals 300,000 new contacts
- Selected data from UBM events and publications including: IFSEC, Safety & Health Expo, Facilities Show, Building Magazine, BD Magazine, Property Week and EMC will also be utilised
- Total data reach of +375, 0000
- 25 emails communicating the latest show updates are scheduled in for 2012
- 8 reminders to pre-registered visitors confirming event details and visitor numbers will be sent
- M&E emails have an average open rate of 21% - a 7% increase on email averages

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If you have trouble viewing this email please [click here](#)



**m&e - the building services event**  
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 11 - 12 October 2011, London Olympia

**The UK 's leading  
 building services event**

home | exhibit | visit | exhibitor list | features | education | contact us

Dear Kayleigh,

**M&E - The Building Services Event** is just two weeks away! At a previous show you expressed an interest in attending so why not **REGISTER NOW** to avoid the £30 onsite admission fee.

**REGISTER**

In association with



Visit M&E to meet with over **300 exhibitors** and benefit from more than **150 hours of education** to help keep you up to date with the latest regulatory changes, see energy efficient and renewable technologies in action and gain valuable CPD points.

Chris Huhne, the Secretary of State for Energy and Climate Change, recently announced that up to £35 million has been earmarked for innovations to drive down the costs of saving energy and reducing carbon emissions in homes and businesses. As energy management and carbon reduction is an integral part of business today, this could ultimately affect the bottom line of many organisations in complying with new legislation.

**M&E** brings together an unrivalled **education programme** and **new products & services** that save energy and reduce carbon emissions. You will also have over 900 minutes of networking opportunities to discuss new ideas and strategy implementation.

**Education at M&E - The Building Services Event**

	Product-based educational seminars delivered by CPD accredited industry experts. Representatives from <b>Antech, Mitsubishi Electric, Environment Treatment Concepts</b> , plus many more will be speaking.
	Expert opinion and advice on challenges and issues ahead of the industry, learn how to put the theory into practice with representatives from <b>CIBSE, BBE Global, HVCA, Sustain</b> amongst others.
	<b>Mitsubishi Electric, Green Structures, Ramtha</b> , amongst others will be displaying products & technologies that could make your organisation more energy efficient and cost-effective.

**NEW FOR 2011 - Innovations Showcase Networking Bar**  
 Sponsored by **MITSUBISHI ELECTRIC**

**n55Create**

Our industry-changing specification product. Time to get creative.

M&E is providing a relaxed and informal meeting point for you to network with your peers and meet exhibitors and industry experts.

Situated opposite the **Innovation Showcase Seminar Theatre**, not only will you have the opportunity to witness the latest products and technologies from companies attending Energy Solutions but also forge new relationships and discuss creative energy saving ideas.

Don't forget to **REGISTER TODAY** to avoid the £30 onsite admission fee.

See you in two weeks!

Kind Regards

Genie Powers  
 Senior Marketing Executive

**M&E - The Building Services Event**

**REGISTER**

Event partners:

Supported by:

For more information visit [www.buildingservicesevent.com](http://www.buildingservicesevent.com)



# Email visual



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## Direct mail

- 20,000 individuals will receive the A5 teaser postcard
- A further 35,000 will receive the preview booklet detailing the education programme
- Exhibitors have the opportunity to invite key clients as VIPs with the experience including:
  - Access to a private VIP lounge
  - Complimentary refreshments
  - Wifi
  - Massages
- M&E is proud to be a green event, therefore visitors will receive their unique reference number to print their badge at the show.
- Direct mail contributes to 10% of pre-registration

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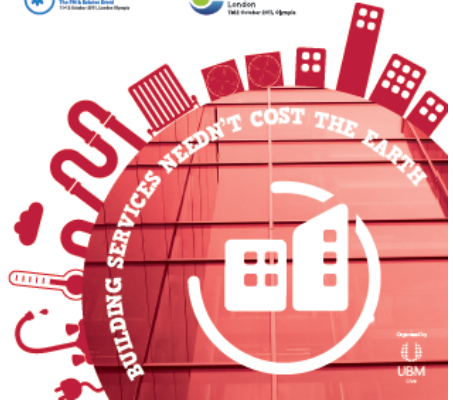


# Direct mail visual

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**EDUCATION | INNOVATION | NETWORKING**

Join the conversation @MandE\_Expo



Has delivered 3 times return to UBM PLC, M&E, 808 House, 180 High Street, Croydon, TW20 1QY

**REGISTER FOR YOUR FREE TICKET AT**  
**WWW.BUILDINGSERVICESEVENT.COM**  
**AND QUOTE W1 TO AVOID THE £30 ONLINE ADMISSION FEE**

In association with: CIBSE, Andrews, ECA, HVCA, BSI, BREEAM, BIFMA, UBM

**BUILD YOUR KNOWLEDGE WITH SEMINARS FROM:**

Logos of seminar providers: M&E, Energy Solutions, Total Workplace Management, Care Show, and many more.

**EXPERIENCE A SHOWCASE OF LEARNING**

150 FREE SEMINARS • TOP LEVEL SPEAKERS  
 CASE STUDIES & KEYNOTES

**GET ACCESS TO ALL THE LATEST INDUSTRY THINKING & ANALYSIS**

**PLUS**

**PARTICIPATE IN Energy Question Time**

10.00-12.00, 11th October, London Room, Olympia

Major Energy User Council (MEUC) experts and heads of MEUC's Action Groups participate in this open forum to respond to your questions and concerns on carbon management and energy procurement.

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 EDUCATION • INNOVATION • NETWORKING

## BUILDING SERVICES NEEDN'T COST THE EARTH



SEE THE FULL LIST OF SPEAKERS AND LEARN MORE ABOUT THEM HERE  
**WWW.BUILDINGSERVICESEVENT.COM/SPEAKERS**

**VIEW M&E - THE BUILDING SERVICES EVENT, THE EXHIBITION THAT BRINGS YOU AN UNRIVALLED COLLECTION OF THE UK'S BIGGEST AND BEST GATHERING OF INDUSTRY EXPERTS, INNOVATION, LIVE DEMONSTRATIONS, CASE STUDIES AND FREE EDUCATION.**

**TO REGISTER FOR YOUR FREE TICKET VISIT**  
**WWW.BUILDINGSERVICESEVENT.COM AND QUOTE W1 TO:**

- BENEFIT** from 150 hours of debate focused education
- SECURE** a solid understanding of the latest legislation and analysis
- FORGE** new relationships with an unrivalled gathering of the biggest brands in the building services sector
- NETWORK** with your peers and learn from their successful case studies
- LEARN** from an amazing line up of building and energy experts
- DISCOVER** the latest innovations and creative new ideas
- ACHIEVE** maximum performance and lower costs
- BOOST** your knowledge base, confidence and skill set by questioning some of the most anticipated expert panel debates in 2011

**FREE EDUCATION**

**TRAINING ACADEMY**  
 Learn how to put theory into practice at a series of case-study focused seminars providing expert opinion and advice on the challenges and issues ahead for the industry.

**CPD THEATRE**  
 Gain valuable CPD points at these free to attend, product-based educational seminars delivered by M&E industry experts who are CPD accredited.

**FEATURES**

**INNOVATION SHOWCASE**  
 From green solutions to fire and security products, explore the latest innovations in building services at this interactive feature area.

**INNOVATION & SUSTAINABILITY AWARDS**  
 Recognise the very best innovations, products and services and celebrate the top achievers in efficient and effective management of the built environment.

With a **RECORDED NUMBER OF EXHIBITORS**, brands include ANDREWS WATER HEATERS, BOSCH SECURITY SYSTEMS, SUBERSIS, DEHN (UK), IFA, EMOGAN GREEN, POTTERTON CORKERS/AL, SPACE ALCANTARA/TOWLING PLC AND VALISE SPA, M&E - The Building Services Event 2011 and its co-located events: **BOAST MORE FREE CONTENT THAN ANY OTHER UK BASED BUILDING AND ENERGY EXHIBITION**

**BUILDING SERVICES NEEDN'T COST THE EARTH...**

Don't just take our word for it! **SCAN ME**

See what's inside the barcode, simply download any free QR reader app, if you don't already have one, and scan the barcode

Organised by **UBM**

Organised by





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# Advertising

- M&E works with 17 media titles and 9 associations
- Over 100 print and digital adverts booked with a total circulation of over 2 million copies
- Ads are always full page full colour.
- Virtual adverts hold links to the show registration or the website
- 100,000 ticket inserts have been assigned to the top performing media titles
- Presence on 50 leading M&E websites
- Advertising contributes to 35% of our pre-registration

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# Advertising visuals



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As the only exhibition in the UK to be run in association with CIBSE, M&E - The Building Services Event provides visitors with unrivalled access to some of the biggest brands from across all the building services sectors such as:

- Metatrac
- DBM (UK) Ltd
- Bosch Thermotechnology Ltd
- Rittal Ltd
- Lochivar Ltd
- HSE Group Ltd
- Unistrut
- And much more

By visiting M&E - The Building Services Event, you can also benefit from over 150 hours of free education, exciting feature areas and gain new ideas from the expert speaker panel on how to make your organization more efficient & effective.

**REGISTER TO ATTEND FOR FREE TODAY AT**  
**WWW.BUILDINGSERVICESEVENT.COM**  
 AND QUOTE BSE2 TO AVOID THE £30 ONLINE ADMISSION FEE

In association with Show partners



Supported by



M&E - The Building Services Event is co-located with



If you are interested in exhibiting or in any of the sponsorship opportunities available, contact Natalie Storey on +44 (0)20 7521 9087

## Print

## Digital





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## Press

- 1 Official digital show magazine
- Press attendance of 18
- 37 dedicated previews for the M&E show from July to October
- Press are encouraged to attend the event and are given a dedicated, catered press office with free wifi

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# Google

- We use top Google agency Periscopix
- Constant monitoring of Ad words ensures the site is optimised for the search engines used and our organic traffic reaches the site
- We invest heavily in a Google PPC campaign so our sponsored links show when our organics don't
- With numerous relevant external links re-directing to the M&E – Building Services website we have an impressive 4 in the Google rankings
- Google contributes to 5% of our pre-registration, an increase of 2% from 2010

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## Social media

- Twitter followers increased by 88% in 2011
- RSS feeds from media supporters are fed through Twitter account to ensure followers get a good mix of industry and event information
- Video and audio content – Flickr and YouTube
- The blog was updated onsite at the show to bring up to the minute news
- 80% of our visitors use social media for business and it contributes to 8% of our pre-registration

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# Co-locations



## Energy Solutions route to market summary:

- Over 160,000 individuals with an interest in energy will receive our message using our Energy Solutions database alone
- Total data reach of 280,000
- Energy Solutions works with 30 media titles, 10 website only partners and 10 associations
- Over 150 print and digital adverts booked with a total circulation of over 2 million copies
- 100,000 ticket inserts have been assigned to the top performing media titles
- Presence on 50 leading energy websites
- 1,152 Twitter followers a 92% increase from 2010

Organised by



# Co-locations



**total workplace management**

The FM & Estates Event

10-11 October 2012, London Olympia



10-11 October 2012, London Olympia

## TWM route to market summary:

- Over 160,000 individuals with an interest in facilities will receive our message using our Facilities and Total Workplace Solutions database alone
- To date 7 external partners have agreed to send these emails to their extended database which totals 80,000 new contacts
- A new database of 5000 has been purchased from Corpdata Construct, Marketing Europe, Electric data and Atalink plus multiple usage of 12,000 BIFM data available
- Total data reach of more than 250,000
- TWM works with 16 media titles and 2 associations
- Over 100 print and digital adverts booked with a total circulation of over 2 million copies
- 70,000 ticket inserts have been assigned to the top performing media titles
- Presence on 20 leading facilities websites
- 748 Twitter followers a 92% increase from 2010

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