

EMF

ESTATES, MAINTENANCE &
FACILITIES MANAGERS EXPO



24-25 November 2010

**AT LAST. AN EVENT
LOCATED IN THE NORTH.**

HALL 1, MANCHESTER CENTRAL
visit www.emfmexpo.com

A new event for 2010, EMFM Expo is designed to meet the needs of those responsible for maintaining and managing commercial, industrial, retail, educational, government and other large facilities and working environments.

Based on our proven formula of major trade Exhibitions plus free-to-attend Conference and Workshops, it's a unique opportunity for local and national companies showcase their latest products, services and solutions. Our research shows that managers are actively looking for new ideas and approaches that will help them create, maintain and improve their facilities in the face of unprecedented budgetary pressures. You're exactly who they need to talk to. And at EMFM Expo, you can do so face-to-face.

MEETING MARKET NEEDS

Research suggests that maintaining safe, efficient facilities is the second-biggest cost after salaries for most companies and organisations. The recession is making life even tougher for hard-pressed estate and FM managers: now, more than ever, they're looking for new products, services and suppliers that will enable them to maintain standards on reduced budgets. At EMFM Expo, they can find them, together with the knowledge, information and training they and their teams need to adapt to new conditions.

Manchester Central

We've chosen Manchester Central (formerly known as G-MEX) as the location for EMFM Expo. This is one of the UK's premier exhibition venues, with outstanding exhibition and conference facilities, the city's superb road, rail and air links makes it accessible to visitors from all parts of the UK, not just the North West – which means more potential contacts and sales opportunities for you.

Built on experience

As a company, we've been organising exhibitions in the UK, Europe and Asia for more than 20 years.

In creating EMFM Expo, we are working closely with Manchester Chamber of Commerce, as well as the many other business networks, media and industry organisations.

Marketing support

Our marketing campaign for EMFM Expo will include advertising and inserts in a range of vertical trade press, online advertising and email broadcasts. We'll also distribute over 70,000 tickets, featuring the Conference and workshop programmes and exhibitor profiles. As an exhibitor, you'll benefit from a complete support package including bespoke tickets and emails to use in your own pre-event promotions to customers and prospects.



Visitor Profile

We're promoting EMFM Expo to a range of professionals and decision-makers, including managers and directors responsible for building services, compliance, catering, estates and facilities, finance, health and safety, maintenance, property, security and HR.

Visitor Profile by Facility Type

- banking and finance
- distribution
- education
- local government
- healthcare
- industry and manufacturing
- leisure and retailing

The opportunities are there. Which means you have to be here.

Strength in depth

We're working with a number of trade and professional organisations to ensure we offer visitors the best possible range of reliable, relevant and up-to-date content. These partnerships also give us unique access to extra marketing channels, through which we can reach decision-makers at all levels in a broad range of sectors.

Key Themes

- Energy
- Security
- Health and Safety
- Cleaning & Waste Management
- Maintenance & Asset Management
- Sustainability & the Environment
- Procurement & Contractor Negotiation
- Legislation

THE MISSING PIECE

Manchester boasts one of Britain's biggest and most vibrant commercial property sectors. Yet it's never had its own event dedicated to designing, building, managing and maintaining facilities - until now. EMFM offers exhibitors access to decision-makers from major cities and commercial centres across the North West and beyond, with Liverpool,

Leeds, Lancaster, Leicester – even London – within two hours of the venue. So while it has a definite regional focus, EMFM will also have a national reach; a unique combination that makes it an essential event for those looking to consolidate or expand their business in the industrial, commercial, retail and public sector property markets.

Secure your place at EMFM Expo

To find out more about EMFM Expo visit the www.emfmexpo.com and see the latest floor plan. To book your stand, call Hugh Robinson today on 01892 518877 or email hughrobinson@stepex.com.

The Exhibition

Featuring regional and national exhibitors, **EMFM Expo** will be the first dedicated event based in the north of the country showcasing products, services and solutions to those responsible for the creation, management and operation of effective working environments.

By Product Type/Sector

- Access Control
- Air Conditioning
- Asset Management
- Auditing
- Buildings Exteriors
- Car Parking
- Catering
- Cleaning & Hygiene
- Energy & Sustainability
- Fire & Safety
- Health & Safety
- HEVAC
- Interior Design and Fittings
- IT / Comms
- Landscaping
- Lifts & Escalators
- Lighting
- M & E and Buildings Maintenance
- Hard FM Services
- Soft FM/ Hotel Services
- Metering & Monitoring
- Security
- Signage
- Staffing
- Storage Systems
- Turn key FM Solutions
- Tools and Equipment
- Vending
- Waste & Recycling
- Work Wear

Attendee Profile

EMFM Expo is a business forum at which you can meet, network, sell to and forge profitable and lasting business relationships

By Area of responsibility

- General Management
- Architects
- Building Services
- Business Development
- Catering
- CEO/MD/Directors
- Cleaning & Housekeeping
- Compliance
- Consultancy
- Electrical Contractors
- Energy
- Engineering
- Estates
- Facilities
- Finance
- Fire
- Health & Safety
- Installers
- IT/Coms Specialists
- Maintenance
- Operations
- Project Engineers
- Property
- Procurement/Purchasing
- Security
- Training/HR

By Organisation Type

- Banking & Finance
- Building Management
- Distributors/Wholesalers
- Education – Schools, University & Collages
- FM Services
- Government & Local Authorities
- Hospitals & Healthcare
- Industrial & Manufacturing
- Leisure & Sporting Facilities
- Maintenance Companies
- Police & Armed Forces
- Property Management Companies
- Retailing

Marketing Support

The events multi-media marketing campaign will utilize a combination of magazine adverts, inserts, Net advertising, emails and links with supporting associations and regional national press to inform and target all potential visitor groups, locally and nationally.

EMFM benefits from the close working relationship that Stepex has already established with the various vertical trade press and industry groups built in the delivery of other events within their portfolio and with the Manchester Chamber of Commerce.

The campaign will culminate in the distribution of over 70,000 tickets promoting the benefits of attending and featuring the conference, workshops, the exhibitors and their products.

The Step Groups also organise:

Healthcare Estates
Healthcare Ireland
Facilities Management Ireland

And publish:

Health Estates Journal



Stepex

Organisers
Stepex Limited
Step House
North Farm Road
Tunbridge Wells, TN2 3DR, UK
Tel: +44 (0) 1892 518877
Fax: +44 (0) 1892 518811
Email: sambaker@stepex.com