

**easyFairs**<sup>®</sup>

# MAINTENANCE 2011

A NETWORK OF SHOWS AT THE HEART OF EUROPE'S INDUSTRIAL MAINTENANCE CLUSTERS

**BELGIUM** | 02 & 03 February 2011

**SWITZERLAND** | 09 & 10 February 2011

**UNITED KINGDOM** | 29 - 31 March 2011

**BELGIUM** | 06 & 07 April 2011

**SWEDEN** | 13 & 14 April 2011

- Asset management & property maintenance
- Contract maintenance
- Industrial maintenance
- Maintenance consulting & IT
- Training





## The easyFairs® concept

Throughout Europe, easyFairs® brings specialised trade shows to the very heart of your markets. easyFairs was set up by experienced professionals who understand the dynamics of trade exhibitions, for customers who understand the value of face-to-face contact.

easyFairs trade shows are compact, time & cost-effective. Lasting only two days, they provide a hassle-free participation at a fixed all-in budget. No options, no surprises. Your stand is ready and waiting for you to do business.

easyFairs allows you in-depth market penetration, direct sales and prospect contact at a fraction of the cost of a normal trade show.

### Cost-effective

- Meet hundreds of qualified prospects, customers and partners for the price of a trade press advertisement!
- A single all-inclusive price and therefore easily measurable ROI

### Time-effective

- Rapid face-to-face contact: just turn up and do business!
- Easy to plan, book and participate

### At the heart of your market

- Organised regionally – easyFairs takes the show to the buyers and influencers you want to meet
- Specialised and focused – for qualified trade visitors only
- A uniform format across Europe – enabling you to penetrate new markets with minimum risk

### Environmentally-friendly

- Exhibitions with minimum carbon footprint

Trade shows for people who simply want to do business

## Maintenance shows at the heart of Europe's industrial markets

Maintenance is no longer simply the art of keeping machines operational. For maintenance professionals in many private and public organisations, maintenance is now about optimising assets to meet corporate objectives and, increasingly, rigorous government and environmental requirements.

Manufacturing and process industries, utilities and transport organisations are running ever-leaner operations, which means they must invest more in state-of-the-art maintenance and asset management solutions. In many organisations, maintenance has become an issue in the boardroom.

Maintenance and asset management professionals are therefore under pressure to find innovative technologies and solutions that not only reduce costs but drive greater value.

easyFairs® MAINTENANCE shows provide a marketplace for suppliers and buyers of tools and methods that ensure process continuity and effectiveness, reliability and safety. These events attract the quality of visitors you want to do business with, and they take place at the heart of Europe's key industrial clusters: Germany's Ruhr region, Zürich in Switzerland, southern Sweden, the British West Midlands and Brussels in Belgium.

## Exhibitor profile

These shows are sales platforms for suppliers of maintenance products and services, such as:

- Asset management
- Boilers/burners and high pressure steam
- Combustion engineering
- Condition monitoring
- Contract maintenance
- Energy & environmental management
- Factory & maintenance equipment
- Health & safety
- Hydraulic, electric, electro-technical, mechanical
- Inspection equipment
- Lubrication and tribology
- Maintenance consultancy
- Maintenance IT
- Measurement
- MRO, tools & equipment
- Production engineering
- Property maintenance
- Pumps & valves
- Retrofitting
- Surface treatment & anticorrosion
- Thermographic equipment & services
- Train



## Visitor profile

Visitors are primarily maintenance specialists and their managers who are looking for ways to reduce costs, increase efficiency and comply with regulations. Their job titles and functions include:

Maintenance or asset engineer/manager • Development, design, projects, electrical, electronics, plant, services engineer/manager • Buildings/facilities/estates engineer/manager • Maintenance planner • Maintenance trainer • Technical consultant • Chairman, MD, CEO, partner • Engineering manager, chief or senior engineer • Production, works, manufacturing, technical engineer

They are drawn from a broad range of industry sectors:

Automotive • Chemicals & petrochemicals • Pharmaceuticals • Food & beverage • Plastics & rubber • Paper & pulp • Metals & wood • Textiles • Utilities • Real estate management • Transport & logistics • Plant & facility maintenance • Public sector

## Why visitors will attend

Now more than ever, maintenance is an information-driven discipline, with the trend towards preventive and predictive maintenance and condition monitoring.

Maintenance skills and know-how are in great demand - but with the speed of technological change, maintenance professionals must keep abreast of developments.

Consequently, they need an easily accessible forum in which they can learn about the latest innovations, technologies and trends in their industries and in the maintenance discipline.

Visitors to easyFairs<sup>®</sup> MAINTENANCE shows are mainly drawn from within a 200 km radius of the venues, which have been selected to maximise attendance by busy professionals and decision makers.

Some of the shows are also co-located with other events that attract senior executives from local industries (for example, motion control and drives technology in the Ruhr).

## Some visitor testimonials

“ I liked the fact that all of the exhibitor stands were of similar size and appearance. That meant they had to distinguish themselves on the basis of their offering. ”

Markus Wild, Sekisui Alveo AG

“ I find the trade show concept very good and really easy. The cost-benefit relationship is right. ”

Thomas Jäger, Lydia Dainow Cosmetic GmbH

“ The main advantage of the show is its compactness... Here you find everything under one roof and you can actually visit each stand. I thought it was excellent. ”

Guy Diels, Panasonic Battery Belgium NV

## All-in package

easyFairs<sup>®</sup> MAINTENANCE shows give you an all-in package based on a choice of stand modules, furniture and fittings and visitor promotion. Whichever size of stand you choose, everything you need is ready when you arrive.

### ✓ Stand module:

Stand build, name board, carpet, daily cleaning, two exhibitor passes, inclusion in show catalogue etc.

### ✓ Furniture and fittings:

Two chairs, one table, literature rack\*, power point\*, two spotlights etc.

### ✓ Visitor promotion:

easyFairs gives you a complete programme of highly targeted promotional activities. We work in close cooperation with prominent trade magazines and user organisations. Plus, we give you at least 250 visitor invitations (if you need more, simply ask) and provide a variety of online and traditional communications tools to raise your visibility before, during and after the show. invitations as you need, plus a variety of online and traditional communications tools to raise your visibility before, during and after the show.

\* Subject to local availability



All easyFairs<sup>®</sup> MAINTENANCE shows feature free learnShops<sup>TM</sup> – independent mini-seminars designed to convey actionable information in short time slots, to ensure maximum circulation around the show floor.

Perhaps you would like to invite a customer to present a case study: it is the ideal opportunity to raise profile for your products and solutions. If so, get in touch with your local easyFairs office.

**Book early  
for maximum  
visibility!**

## Book now!

Book your stands online at [easyFairs.com](http://easyFairs.com) or phone your nearest easyFairs office.

- Stand module
- Furniture and fittings
- Visitor promotion

## Here's what delighted exhibitors say about easyFairs® MAINTENANCE:

“We were very satisfied with the easyFairs® MAINTENANCE show. 50 per cent of our contacts were new contacts. We had hoped for 50 customers, a number we had already reached after the first day. The show was therefore clearly a success.”

Jef Delafaille, SPM Instruments

“At a previous fair in Belgium we had spent a lot of money on a stand and turnout was disappointing. This formula is lower cost and yet we received more visitors. As a result, we have already registered for the next edition.”

Mr. Noordermeer, ISH (supplier of Ultimo Maintenance Management)

“easyFairs® MAINTEC is the best show at which we have exhibited in the United Kingdom – without a doubt.”

Graham Turgoose, Managing Director, PCB Piezotronics Ltd

“This was our second year at easyFairs® MAINTEC and this time we have done exceptionally well. Not only have we received lots of enquiries, we've also made sales here, so the show has already paid for itself.”

Stephen Mottershead, Managing Director, AV Technology

## Pricing & Calendar

### easyFairs® MAINTENANCE Namur 2011 Namur, Belgium, 02 & 03 February 2011

Namur is the capital city of Wallonia, a region with a rich industrial past – and great future potential to increase the competitiveness of its industrial enterprises. At the heart of the Walloon steel and iron-producing basin which stretches from East to West, and close to research centres, science parks and logistics hubs, Namur is also the focus of a new political initiative aimed at developing industry clusters in such growing sectors as: agri-food, transport & logistics, and mechanical engineering.

Stand price: 12m<sup>2</sup> module € 2,280 until 31/10/2010, € 2,400 until 31/01/2011

### easyFairs® MAINTENANCE Schweiz 2011 Zürich, Switzerland, 09 & 10 February 2011

Zürich is an international transport hub and the country's economic powerhouse. Swiss industries account for about one third of the national GDP and are chiefly engaged in the manufacture of highly finished end products. Watches and machinery – with goods ranging from heavy arms and ammunition to high precision instruments – represent about 42% of the total Swiss export value. Multinationals Novartis and Hoffmann-La Roche are just two players in Switzerland's substantial chemical and pharmaceutical sector. The Swiss giant Nestlé is one of the world's largest food companies, an anchor in another well-developed sector.

Stand price: 12m<sup>2</sup> module CHF 5,900 (approx. € 3,900)

### easyFairs® MAINTEC 2011 Birmingham, United Kingdom, 29 - 31 March 2011

Birmingham – “Britain's Second City”, “Workshop of the World” and “City of a Thousand Trades” is situated close to the geographical centre of England, and the Birmingham NEC is easily accessible for visitors by road, rail and air. The West Midlands region remains the manufacturing, engineering, process, and transportation industries heartland of the United Kingdom. Locally based companies include Cadbury's, Coors Brewers, Müller Dairy, Bulmers Cider, JCB, Severn Trent (water), E.ON UK (formerly Powergen), Jaguar Cars, Volvo, Goodyear Tyres and Dunlop Tyres.

Stand price: 12m<sup>2</sup> module £ 4,020 until 30/06/2010 (approx. € 4,600)  
£ 4,200 until 21/12/2010 (approx. € 4,800)  
£ 4,380 from 22/12/2010 (approx. € 5,000)

### easyFairs® MAINTENANCE 2011 Antwerp, Belgium, 06 & 07 April 2011

This event will attract key decision makers from across Europe, and Belgium is an important industrial region in its own right. Key local industries include automotive (Ford, Volvo, Opel, Volkswagen, Valeo Vision, Robert Bosch, DAF); chemicals and petrochemicals (BASF, Total, Exxon Mobil, Solvay, Bayer, Degussa, BP, Borealis); paper (Sappi, Stora Enso, SCA Hygiene Products, Burgo Ardenne); pharmaceutical (Janssen Pharmaceutica, Pfizer, Baxter; UCB, Capsugel); food (Danone, Lipton, Douwe Egberts, Inbev, Barry Callebout, Kraft Foods, LU-General Biscuits) and others.

Stand price: 12m<sup>2</sup> module € 2,280 until 02/10/2010, € 2,400 until 21/01/2011

### easyFairs® UNDERHÅLLSTEKNIK 2011 Malmö, Sweden, 13 & 14 April 2011

Malmö is located in southern Sweden, just across the 16 km Øresund Bridge from Copenhagen in one of Europe's most dynamic regions, Øresund. This area has the largest population concentration north of Germany and generates a quarter of the combined GDP of Sweden and Denmark. Key industries include medical technology and pharmaceuticals (Pharmacia, Upjohn), biotechnology (Biogen), food and beverage (Arla, Danish Crown), packaging (TetraPak, Rexam) and food processing technology (ABB, Danfoss). IT, telecommunications, and environmental research are also important.

Stand price: 12m<sup>2</sup> module SEK 28,800 (approx. € 2,880)

All prices exclusive of local VAT and correct at time of going to press. For the latest details, please contact your local easyFairs sales representative or visit [easyFairs.com](http://easyFairs.com). The easyFairs® MAINTENANCE series is part of a comprehensive portfolio of industrial technologies trade shows for plant, process, design, quality and maintenance engineers and managers in the manufacturing & production, process, distribution, construction and public services sectors. For details, visit [easyFairs.com/maintenance](http://easyFairs.com/maintenance).

## Offices For more details, phone your local easyFairs office or visit [easyFairs.com/contactus](http://easyFairs.com/contactus):

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