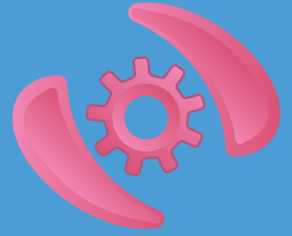


# Facilities Management Ireland

Conference & Exhibition  
22-23 Feb 2012. RDS, Dublin  
Invitation to Exhibit

Incorporating:



Health  
& Safety  
IRELAND



FM  
IRELAND



[www.f mireland.com](http://www.f mireland.com)



# Real situations,

The economic situation in Ireland is one of the major forces driving the increased interest in, and demand for products services, technologies, and solutions related to facilities management. Businesses realise that by reducing costs and increasing their efficiency they can gain competitive advantage and improve the profitability of their organisation.

FM Ireland Conference and Exhibition is the annual meeting where these buyers and decision makers come to hear the latest in new developments, best practice, network with colleagues and source the solutions and partners who can help them achieve their goals.

FM Ireland benefits from having the active support of leading local and international industry associations, who ensure that this event addresses the real issues affecting Irish business and delivers a quality audience of decision makers.

Supported by:



For the latest information visit [www.f mireland.com](http://www.f mireland.com)

# FM Ireland 2011 – The Best Ever

The attendance at FM Ireland grew by more than 19%, attracting over 1400 decision makers and making this the largest event of its type in the country. This is what they had to say:

## Visitors main reasons to attend

- 56%** came to identify new suppliers
- 54%** came to view industry innovations
- 50%** sought solutions to specific issues and problems affecting their business

## What actions did visitors take at the show?

- 50%** requested further information
- 45%** arranged a meeting after the event
- 27%** placed an order during the show

## Will visitors return?

**80%** of visitors stated they intend to re-visit in 2012

This level of visitor commitment means FM Ireland will grow, giving exhibitors even more opportunities to network with clients and forge lasting business relationships.

## Exhibitor's agree \*FM Ireland Exhibitor Survey

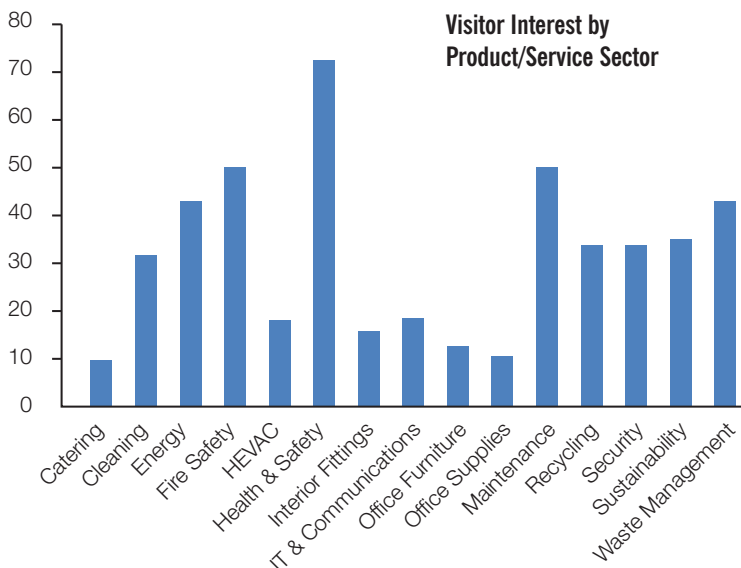
- 97%** Satisfied or very satisfied with the quality of visitors delivered\*
- 85%** Satisfied or very satisfied with the quantity of visitors delivered\*
- 86%** Stated FM Ireland was successful or very successful in meeting their objectives\*

*"We found the exhibition extremely beneficial both to build our brand and advertise our training and services. Can I congratulate the organisers' for a well run and managed show."*  
 – Garrath Skerritt, Heartbeat Safety Ltd

# real needs

## FM Ireland Builds for the Future

To ensure that FM Ireland continues to grow in line with the needs of the market, we asked your customers to identify the products, services and solutions they want at next year's event.



The diversity of products and services sought by attendees means that whatever your area of specialisation and expertise exhibitors will meet a large and active audience of buyers with whom to network and do business.

## New developments

New content is being added to FM Ireland to maintain its relevance to market issues and expand the audience of attendees. New developments include:

- Increased breadth of Conference papers
- New opportunities for exhibitors to deliver presentations and workshops
- New Social Programme
- Increased marketing support
- New dedicated Security Feature
- New Fire & Safety Stream to form part of the Conference programme

## Make FM Ireland part of your sales strategy

If you're looking to increase sales, win new business, cement existing relationships, launch new products or carry out market research, then FM Ireland needs to part of your marketing campaign.

**To find out how you can get the most out of being part of FM Ireland, receive the latest floor plan or book your stand for next year, call Hugh Robinson Tel: 44 (0) 1892 518877 or email: hughrobinson@stepex.com**

# An Extra Dimension

## - Health & Safety Ireland



Launched for the first time last year, Health & Safety Ireland is a dedicated branded area within FM Ireland. Adding an extra dimension to the event, this 'show within show' feature reflects the level of interest that this audience has for information and solutions related to occupational health & safety and the well being of staff.

Health & Safety Ireland benefits from the having its own dedicated conference programme and marketing campaign as well as the active support of leading national and international organisations including IOSH, NISO, ISHTN, HSA and IPFMA who provide unique marketing channels from which to deliver attendees.

With over 70% of attendees actively seeking products, services, information and training related to health and safety... this was Ireland's largest ever gathering health & safety professionals.

## Share your knowledge: be part of the Conference

Why not share your knowledge, expertise and ideas with you peers by submitting a paper and becoming part of the conference programme.

For more information on how you can get involved, simply email [fmireland@stepex.com](mailto:fmireland@stepex.com) or visit [www.fmireland.com](http://www.fmireland.com) for more information.



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