



INTERBUILD

THE BUILDING SERVICES AND CONSTRUCTION EXHIBITION

Hosting the full spectrum of building and related industries in residential, commercial and industrial development

8-11 SEPTEMBER 2010

JOHANNESBURG EXPO CENTRE
NASREC
SOUTH AFRICA



www.interbuild.co.za

The Star



**INTERBUILD
AFRICA 2010**

CONSTRUCTIVE BUILDING SOLUTIONS

CO-LOCATING EVENTS:

 **PLUMBDRAIN
AFRICA 2010**

 **Sani'ter
Africa**
The sanitation and water expo and workshop

 **2010
FRIGAIR**
CONFERENCE & EXPC

 **WOODPRO
AFRICA 2010**
wood is what you make of it

 **GlassExpo**
AFRICA 2010

CONSTRUCTIVE BUILDING SOLUTIONS

As the leading building services and construction trade exhibition in Africa, Interbuild Africa enjoys the support and sponsorship of the high profile daily newspaper The Star, whose management team understands the importance of this sector of industry and its positive impact on the SA economy. The popular and highly circulated newspaper communicates a strong message to both industry players and the public through its readership. The niche focus of the Interbuild Africa exhibition is on building services and construction across residential, commercial and industrial development.

EXHIBITOR PROFILE

The exhibitor profile covers a broad spectrum of products and services: Plant Hire, Equipment and Scaffolding; Affordable Housing Products; Civil Engineering Equipment; Structural Products - reinforcing, bricks, tiles, cement, concrete, granite and marble, flooring, windows, doors, roofing, insulation, cladding, timber, steel, aluminium, ironmongery, fencing; Lighting; Electrical Fittings; Paints; Landscaping and Paving; Computer Software; Security Management.

VISITOR PROFILE

The visitor profile will include high quality decision makers in all areas of building and construction, such as: Architects, Buyers, Building Contractors & sub-contractors, Building Inspectors, Builders' Merchants, Building Supervisors, Civil Engineers, Consulting Engineers, Contractors, Draughtsmen, Electrical Engineers, Foremen/Artisans, Government Officials, Interior Designers, Land Surveyors, Landscape Architects/Designers, Managing Directors/Owners, NGO's, Painters, Plumbers, Property Developers, Quantity Surveyors, Specifiers, Town Planners.

INDUSTRY SUPPORT

Master Builders South Africa
South African Institute for Architects
Association of South African Quantity Surveyors
Construction Industries Confederation

STANDS

20m² and smaller: a PACKAGED stand is compulsory for all stands 20m² and smaller. Package includes – Space, Shell Scheme, Fascia with Company Name, DB Board, 1 x 1,5m Double Fluorescent Light, Carpeting, Stand Cleaning, plus a listing in The Star Newspaper.

21m² and larger: available inside halls or outside space, with compulsory listing in The Star at set cost.

WHY EXHIBIT

It's an excellent, results-driven opportunity that makes good financial sense. Exhibiting at The Star Interbuild Africa is the most cost effective way to reach the greatest number of decision makers in your specific target market in the shortest space of time. RESEARCH* indicates that only ONE call is needed to close a qualified exhibition lead compared to FOUR calls to close a typical business sale. STUDIES* show that approx. 67% of visitors to your stand are likely to be NEW PROSPECTS, 79% have buying influence and 49% are PLANNING TO BUY in the near future. 48% of EXHIBITION LEADS do not require a sales call to CLOSE the deal.

Backed by an INTERNATIONAL NETWORK of contacts across Chambers of Commerce, Trade Consuls and Agencies, with strong marketing support into Africa. STAGED at the Johannesburg Expo Centre, NASREC – the VENUE OF CHOICE for many high profile and successful shows, and selected as the media centre of choice for the soccer world-cup 2010.

* CEIR

CONTACTS

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Pioneering Business Opportunities in Africa