

ecobuild

design | construct | perform

At the centre of the building industry

Find out more:

www.ecobuild.co.uk



08-10 MARCH 2016 EXCEL LONDON

Ecobuild is the leading UK exhibition and conference for the sustainable construction and energy market, inspiring over 40,000 industry professionals from across the entire supply chain.

At the centre of the building industry for 11 years, Ecobuild has established itself as the event to meet with senior decision makers, discover the newest products and learn about the latest trends.





40,000
attendees



50+
conference
and seminar
sessions



800+
exhibitors

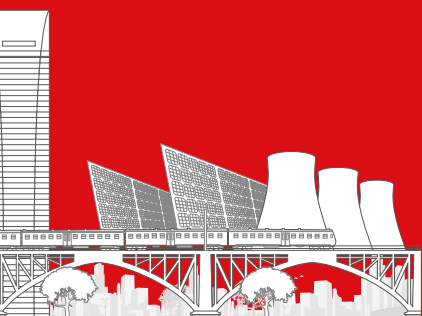


10%
international
attendees from
90+ countries

New for 2016

Following in-depth research with our exhibitors and visitors we are delighted to announce some major changes in 2016:

- New, improved show layout
- 10% larger floor space
- Sustainable Design & Construction and Energy together in one larger hall
- Better navigation
- New central conference arena with increased capacity
- New key conference themes: Homes, Architecture and Next Generation
- 3 new seminar streams: Design, Building Performance and Energy
- 2 new showcase features: DISCOVER - future materials and the latest innovations and SMART - intelligent building and urban design
- New 'Build Circular' theatre
- New live demonstration areas: Heat pumps, Biomass, BIM cave, Biodiversity and Lighting
- New product showcases



Discover Ecobuild's new show layout...

Ecobuild 2016 will see all exhibitors, content and features brought together in one larger hall, improving the visitor experience and buzz on the showfloor. For the first time we will invest in 2 major, experiential features set to deliver a glimpse into the future of the built environment.

SMART feature

Our brand new SMART feature will explore intelligent building technology for both residential and commercial use, as well as smart infrastructure and urban development.

The feature will be a real life building where visitors can see different room set-ups allowing them to discover the latest technologies for smart buildings. A street scene and urban landscaping will complement the outside of the building.

DISCOVER feature

DISCOVER is set to be a firm favourite with visitors. Featuring a central bar and networking space, this attraction brings cutting edge products and the world's latest building technologies and materials together in a futuristic showcase to educate and inspire visitors.

Key

- Available
- Sold
- Special features
- SMART hubs

Conference arena

New for 2016, the larger conference arena will be at the heart of the vibrant exhibition. Visitors will hear iconic speakers, ministers and industry experts discuss and debate the latest topics affecting the industry.

Each day will carry a new theme:

Day 1: Homes

Day 2: Architecture

Day 3: Next Generation



Sustainable Design & Construction





Larger, more focused seminar sessions

Building Performance learning hub

Many buildings fail to perform as intended, creating uncomfortable environments for occupiers. The Building Performance learning hub will explore these issues and will offer advice on how to prevent them from occurring in the future.

Key themes include:

- The gap between predicted and actual energy performance
- Tackling overheating
- Promoting wellbeing

Energy learning hub

The energy learning hub will analyse the changes to Part L and the impact they have on the business case and technology selection for homes.

Key themes include:

- The business case for low and zero carbon technologies
- Funding routes
- District energy solutions

Design learning hub

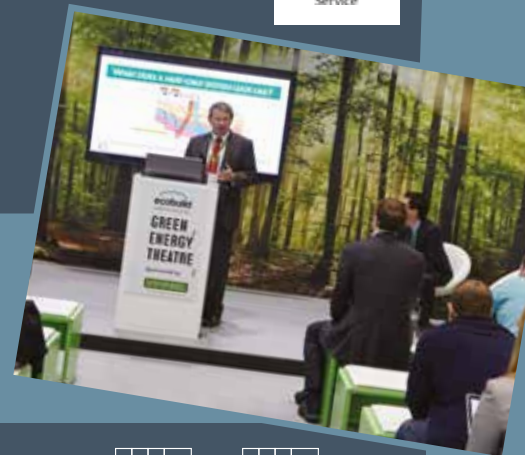
Evolving from the popular Designing Better Buildings seminar in 2015, the Design learning hub will provide practical guidance

and exemplary case studies on the long term benefits of good design and how it enhances the building performance.

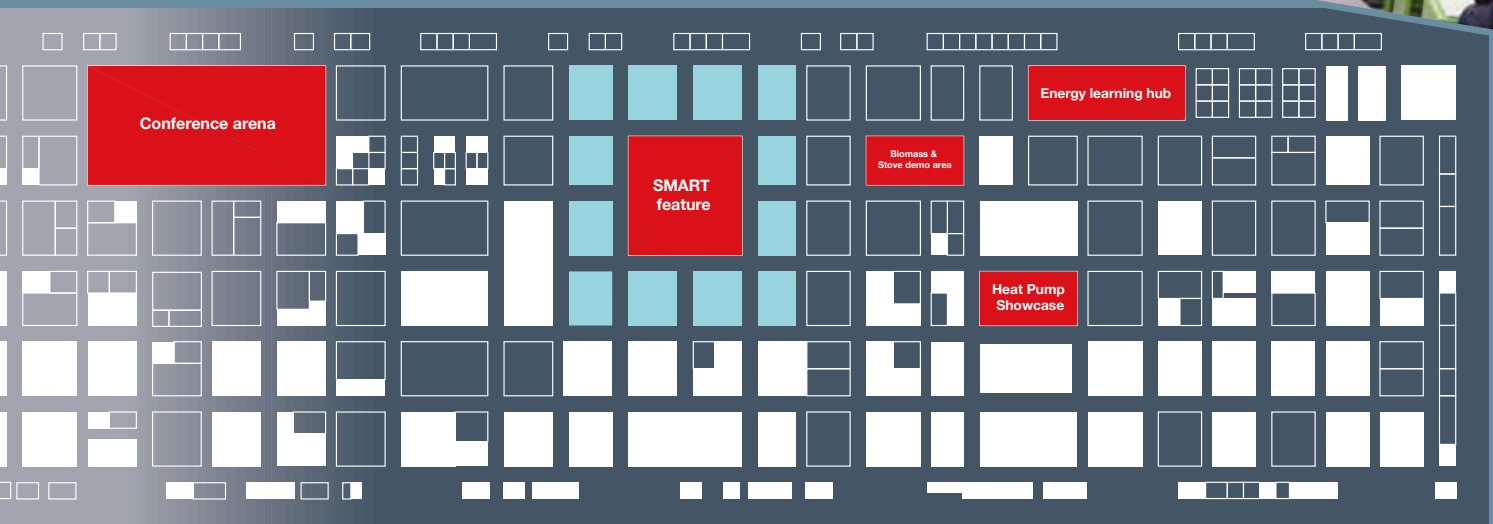
Key themes include:

- Designing for wellbeing
- Relationship between BREEAM and design
- Adding value through good design

All seminar sessions are CPD accredited.



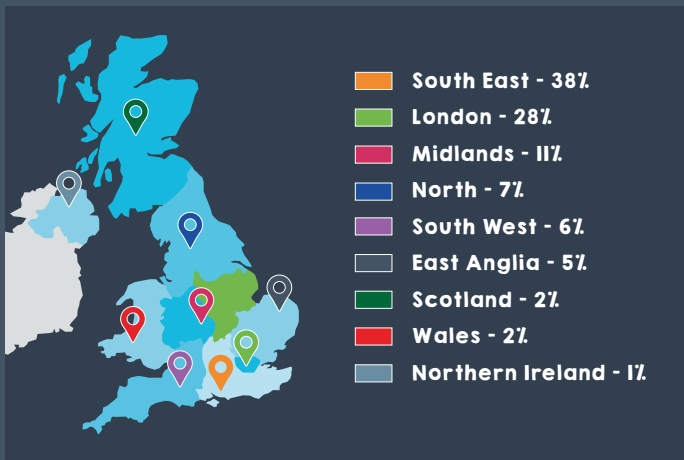
Energy



Connect with senior decision makers with budget to spend on

Gain access to the entire built environment from across the UK. Visitors included:

Architecture/Design	4,435
Renewable Energy/Installer	3,520
Consultants	3,125
Contractors	1,996
Engineering	1,520
Building Maintenance	1,313
Housebuilding	985
Local Authority/Housing Association	725



Visitors product interest included:

Building Materials	See graph (A)	11,619
Renewable Energy & Microgeneration	See graph (B)	11,596
Energy Management Products		9,919
Green Infrastructure & Biodiversity		9,862
Building Systems		8,176
Building Structures	See graph (C)	7,105
Finishing Products & Materials		7,075
Building Information Modelling (BIM)		6,118
Interior Design		6,054
Water Recycling & Saving Fittings		5,801
Water Management & Efficiency		5,212
External Works & Products		5,013
Building Services & Management	See graph (D)	4,795
Building Completion	See graph (E)	4,267
Waste Management Products & Solutions		4,206
Software & IT		3,333
Professional Services		3,294
Substructures		2,679

71% of visitors are managerial level or above

£945,741

average budget responsibility of Ecobuild 2015 visitors

65% of visitors authorise or specify products

Decision makers buy your products...

A. Building Materials

Natural Materials		7,021
Timber		6,865
Recycled Materials		6,611
Concrete		5,451
Steel		4,918
Masonry		4,812

B. Renewable Energy and Microgeneration

Solar PV		8,369
Solar Thermal		7,123
Heat Pumps		6,553
Energy Storage		5,641
Biomass		5,244
Wind		4,408
CHP/ District Heating		4,229
Energy from Waste		4,129
Geothermal		3,903
Biogas/ Anaerobic Digestion		3,061

C. Building Structures

Timber		5,184
Steel		4,337
Concrete		4,304

D. Building Services and Management

Heating Systems		3,381
Ventilation		2,993
Building Controls		2,986
Lighting		2,932
Air-Conditioning & Purification		2,528

E. Building Completion

Insulation		2,852
Doors and Windows		2,736
Cladding Systems		2,628
Roofing Systems		2,599
Flooring		2,545

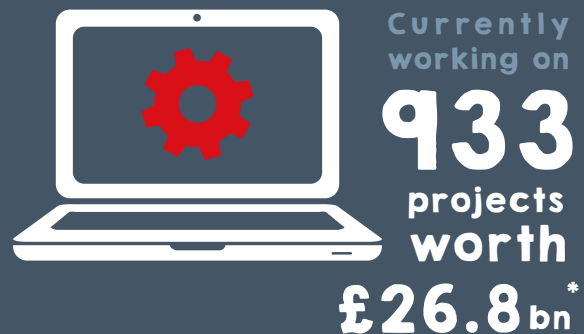
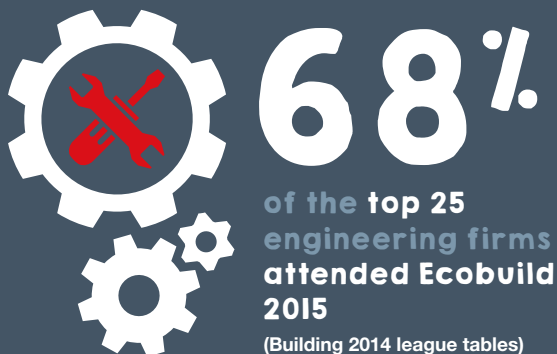
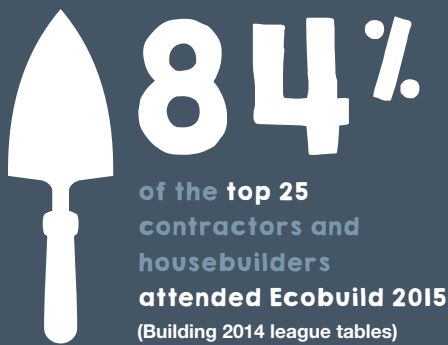
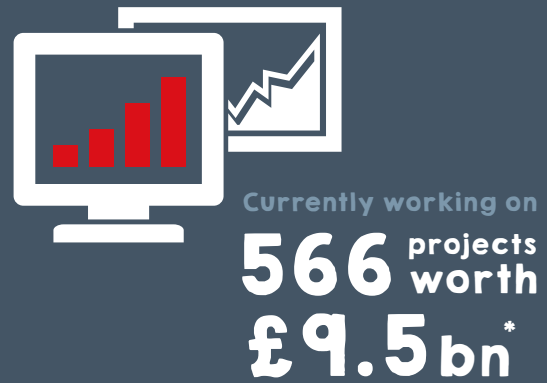
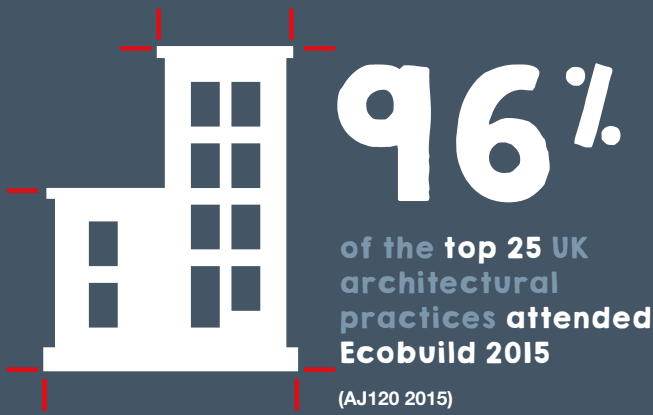
201 average unique leads per exhibitor

£91,224

average mean business generated from Ecobuild 2015

80% of visitors plan on purchasing a product seen at Ecobuild 2015

Meet the most influential people in the construction industry...



*Project statistics are provided from Barbour ABI and are correct as of June 2015.

“The main benefits we can take away from Ecobuild are new enquiries, new people, new business, new opportunities really; people that we wouldn't really have access to on a day to day basis.”

Matthew Rolf, Director, Graf UK

Unlocking opportunities for the future



“ ”

A sector with considerable growth opportunities, with the global construction market forecast to grow by

over
70%
by 2025

(Global Construction 2025; Global Construction Perspectives and Oxford Economics (July 2013))

Global green and sustainable building industry is forecasted to grow at an annual rate of

22.8%
until 2017



A positive outlook for the UK construction industry...



Housing:
1.7-2.5 million
new homes
by 2025,
huge retrofit programme



Energy:
£110_{bn}
investment
in the decade

Infrastructure:

£109.5_{bn}

in existing

rail,
aviation,
roads
and water



Commercial property: Demand increasing and investment in existing properties

Standing out from the crowd in a competitive market...



Print advertising

Editorial coverage and event previews in over **80** publications

Website

179,205 unique visitors to www.ecobuild.co.uk

Social media

The Ecobuild community grew by

24%

over the 2015 campaign

- **22.6k** Twitter followers
- **4.5k** Facebook fans

Email marketing

Daily activity from September to our database of over **500,000** industry contacts

News Centre

Brand new website providing the latest news from exhibitors, associations and media partners

Newsletter

Industry and events news delivered to over **50,000** industry contacts

Over **5 million** emails delivered throughout the 2015 campaign

Event partners



Barbour ABI



BIFM
ADVANCING OUR PROFESSION



bre



Landscape Institute
Inspiring great places



RIBA



Promote your products and solutions all year round

From the moment you book we will help to promote your presence and generate leads all the way up to the event.

As part of your Ecobuild package you will receive:

- **Exhibitor profile** (including company logo, stand number, full contact details, 150 word company description, section for press releases)
- **Personal data portal** – invite customers with your own bespoke registration link and receive access to their data before Ecobuild even starts

- **NEW: App scanner** for collecting leads at the show
- **Banners** (MPU, skyscraper & leaderboard)
- Email signature
- Ecobuild branded **HTML template**
- **Social media** support
- **Listing in official Ecobuild preview** (if booked before 31 January 2016)
- Listing in **show guide**
- Listing in **z-card** (show map)
- **PR and editorial** support
- **NEW: Your company news** promoted through the Ecobuild News Centre

Rates and packages

Exhibiting at Ecobuild couldn't be simpler. Simply choose from a variety of packages to suit every objective and budget.

We offer an all-inclusive stand package, which includes furniture, carpet, electrics and lighting. Or, if you prefer to design and build your own stand, choose the 'space only' option.

9m² shell scheme - £5,985

12m² shell scheme - £7,980

18m² shell scheme - £11,970

Space rate - £460 per m²

Sales and sponsorship

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“Ecobuild is a fundamental part of our growth strategy as it presents us with a professional business platform to meet new partners but also to reacquaint ourselves with our existing partners. We look forward to building upon our success at Ecobuild 2016!”

**Silvio Spiess,
CEO Innasol**

CO-LOCATED
WITH:

resource
THE LEADING EVENT FOR THE CIRCULAR ECONOMY

ORGANISED
BY:

