

INTERBUILD AFRICA

The Star

 **INTERBUILD
AFRICA 2012**
CONSTRUCTIVE BUILDING SOLUTIONS

CO-LOCATING EVENTS:



 **PLUMBDRAIN
AFRICA 2012**

EcoAfribuild|2012



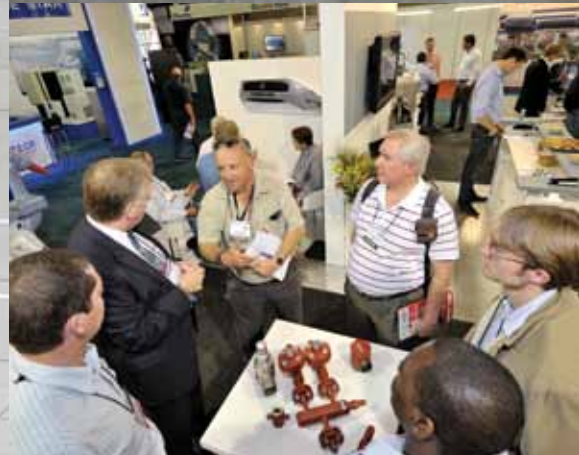
www.interbuild.co.za

15-18 AUGUST 2012

Expo Centre, Nasrec,
Johannesburg, SOUTH AFRICA

THE BUILDING SERVICES AND CONSTRUCTION EXHIBITION

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



The Star Interbuild Africa 2012 exhibition and co-locating shows are set to deliver outstanding value and quality for all stakeholders involved. We are taking the best of our 2010 show – all the ingredients that made it so successful – then adding even more value to the mix based on findings from the latest market research.

The show will provide exhibitors with an outstanding opportunity to meet new and existing customers, launch new products, generate sales, enhance company image and build brand awareness, interact with distributors, and gain competitive insight.

The 2010 show and its co-locating events attracted 8660 visitors collectively – a great feat for the building and construction industry. Visitors attended from all over the African continent as well as from Europe, Asia and Australia. The majority of visitors were top decision-makers from building-related industries.

The Star Interbuild Africa will further build on its reputation as the largest building services and construction exhibition in Africa hosting the full spectrum of related industries in residential, commercial and industrial development. It encompasses favourites such as bathrooms, kitchens, doors, windows, paint, flooring, walling, roofing, insulation, tiling, electrical, lighting, air-conditioning, paving, reinforcing, bricks, cement, concrete, scaffolding, plant hire and equipment, civil engineering equipment, affordable housing products and all aspects of the hardware and allied products industries, as well as woodworking, processing and furniture manufacturing.

Glass Expo Africa will put the spotlight on a broad range of glass and aluminium products, embracing all aspects of the glass and aluminium window industries. It is a forum for key industry players to showcase the latest trends, technologies and products as well as being a vital networking opportunity for the large number of small glass and aluminium window companies eager to develop greater global competitiveness.

Plumbdrain Africa encompasses all facets of water conveyance and water conservation showcasing civil and domestic plumbing, drainage, sewerage and pipe works, water supply and hot water systems in addition to sanitation and sanitaryware.

EcoAfribuild, a new addition for 2012, is a natural extension to Interbuild Africa and will focus on the designs, technologies, materials and solutions relevant in the South African context and the effect each has on the environmental impact of buildings. South Africa has the technical and manufacturing capacity to be an international leader in the eco-building environment. Solar Energy will feature strongly within this space, as well as sustainable development.

Frigair is Africa's only dedicated heating, ventilation, air-conditioning, refrigeration and energy exhibition and conference and, from 15-17 August, will be showcasing a broad range of products, services and technologies within the HVAC & R industry.

Strategically developed as a 'one-stop' event, co-located shows Interbuild Africa, Glass Expo Africa, Plumbdrain Africa and EcoAfribuild, running from 15-18 August, and Frigair, running from 15-17 August, will deliver exciting new product launches, interactive product demonstrations, high profile guest visits and profitable business networking. Add to this conferences, special events and workshops that will provide insight into industry trends, innovations, developments, products and solutions (some with CPD accreditation) plus support and endorsement from leading industry Associations and Institutions, and the benefits increase even further.



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CONSTRUCTIVE BUILDING SOLUTIONS

The long-standing, highly successful and brand leading building services and construction exhibition The Star Interbuild Africa hosts the full spectrum of related industries in residential, commercial and industrial development.

The biggest trade event of its kind in Africa, The Star Interbuild Africa enjoys the endorsement, support and sponsorship of the high profile daily newspaper The Star, whose management team recognises 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 Star Interbuild Africa will focus on the latest innovations, products and developments across the broad sectors of the building services and construction arena. The exhibition will incorporate all aspects of interior and exterior building design and products across residential, commercial and industrial developments, a wide spectrum of the hardware and allied products industries, and a showcase of the woodworking industry including timber processing, woodworking machinery, complementary equipment, finishes and fittings, and furniture manufacturing supplies.

Exhibitor Profile

The exhibitor profile covers a broad spectrum of products and services: * Plant Hire, Equipment and Scaffolding * Civil Engineering Equipment * Affordable Housing Products * Structural Products: reinforcing, bricks, tiles, cement, concrete, walling, granite and marble, flooring, windows, doors, roofing, insulation, cladding, timber, steel, aluminium, ironmongery, fencing * Paints * Lighting and Electrical Fittings: products, services, energy saving * Building Design, Interior Environments, Landscaping and Paving * Computer Modelling and Software * Security Management * Hardware Products and Services: abrasives, power tools, hand tools, adhesives and sealants, security, locksmith products, electrical accessories, timber and wood work, metal and welding, ladders and trolleys * Manufacturers, Suppliers and Distributors: Woodworking Machinery and Accessories, Sawmilling Machinery and Equipment, and Furniture Manufacturing Supplies.

Visitor Profile

The visitor profile will include decision makers in all areas of building and construction, such as: Managing Directors/Owners, Buyers, Specifiers, Architects, Quantity Surveyors, Civil Engineers, Consulting Engineers, Building Contractors & sub-contractors, Building Inspectors, Building Supervisors, Builders' Merchants, Electrical Engineers, Production Managers, Contractors, Draughtsmen, Foremen/Artisans, Sanitaryware and Plumbing Product Stockists, Tool Hiring Outlets, General Dealers, Cabinet Makers, Painters, Plumbers, Interior Designers, Land Surveyors, Landscape Architects/Designers, Property Developers, Town Planners, Government Officials, NGOs.

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 – Shell scheme with company name on fascia board (no logo), 1 x 220 V plug point (shared power), 1x double tube fluorescent light, carpets, stand cleaning and 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 with buying influence and 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 influence and support into all neighbouring African Countries.

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CONTACTS

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