



2 - 4 July 2008
Singapore Expo, Singapore

Singapore – The Ideal Platform for Building Technology Asia 2008

With a population of 4.4 million, Singapore provides direct access to the regional market of 2.8 billion people. A free market and one of the highest per capita GDP, Singapore is a prototypical model for the Intelligent City – a committed beacon for best practice in urban planning, green architecture and environmental planning.

Even though the city is among the smallest countries in the Asia Pacific, in a span of 25 years of healthy economic growth, Singapore has risen to become one of the leading countries in the Asian economy.

Strategically located, it is an attractive Asian gateway for investors looking for access to the region. With a structured, transparent and stable financial environment coupled with international and regional expertise, Building Technology Asia provides the ideal vehicle for Foreign Direct Investment into Singapore and a conduit for business with the South East Asia region.



Trends of Intelligent Buildings in Asia

Increasing urbanization

Rising population and migration are growing rapidly in Asian cities, causing a demand for space. With this, there is a huge demand for better urban planning and effective ways of managing resources.

Government

Governments in Asian countries are the driving force in managing, monitoring and facilitating modern urban infrastructure developments.

Technologies

Many Asian countries are increasingly becoming more technology-driven, leading to an easier acceptance and adoption of modern information and building technologies.

Deregulation

Deregulation throughout Asia is bringing about greater efficiencies and competitiveness. Areas that will be transformed are energy services, telecommunications and information technology solutions.



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www.iirx.com.sg

Book your stand now to get your preferred stand location and optimize on pre-show marketing and publicity!

Contact Simon Ng (Group Exhibitions Director) now at +65 6319 2654
Email: simon.ng@iirx.com.sg

An International Exhibition on
Intelligent Buildings & Eco-Friendly Building Technology
for the South East Asia region

www.hvacseries.com/asia



Advertising and Promotion Campaign

Building Technology Asia 2008 implements an integrated marketing communications campaign across South East Asia, actively promoting the show using all marketing media.

Advertising – Advertisements in relevant local and regional trade publications, together with national newspapers and business press.

Direct Mail – An extensive direct mail campaign promotes the show to buyers, decision makers and industry professionals in the region.

Website – The website acts as a focal point for the campaign and is updated regularly with the latest show news, features and activities.

Press / Media Relations – Regular press releases and media announcements are dispatched to a comprehensive in-house press database. Show previews are distributed, and extensive pre-show and post-show editorial coverage is arranged with key industry magazines.

Email – An database of industry professionals and emails are sent promoting the show, providing the latest show updates etc.



Exhibit Profile

Access control systems	Ecological paving & lining	Photovoltaic & heat-capturing solar panels
Architectural lighting	Electricity / energy solutions	Property management
Bioclimatic architectural solutions	Emergency systems and devices	Remotes & IR distribution
Bio-ecological treatments for floors, lining and surfaces	Energy-saving appliances and devices	Rescue & emergency equipment
Building maintenance / repair / restoration	Environmental consultants	Residential and commercial lightings
Building services	Fire & gas detection equipment	Security management systems
Cameras & surveillance	Home automation systems	Smartcard technology
Dimmers, lighting and appliance controls	HVAC / IAQ / energy management	Special energy-saving glass
Domestic mini-generators for wind energy	Identification systems	Thermostats & HVAC controls
Eco building materials	Insulating materials	Transformers
Ecological mortars & plasters	Lighting equipment and installation	Voice & motion systems and detectors
Ecological paints & varnishes	Maintenance & security	Waste management
	Metal detectors	Water-saving appliances and devices

Visitor Profile

Administrative bodies	Designers	Facility professionals & managers	Lighting engineers
Application engineers	Developers	Government officials	Lighting specifiers
Architects	Distributors	Hotels & restaurants	Intermediary activity
Building contractors	Civil engineers	Interior designers	Manufacturers
Building professionals and managers	Energy managers	Landscape architects & designers	Public utility companies
Building surveyors	Engineering	Lighting designers	Retail designers
Building systems / suppliers / vendors	Environment & safety managers & specialists	Lighting educators	Trade associations
Chief engineers / consulting engineers			Wholesale / Import
Contractors			



Seize this opportunity to expand your business now by participating in **Building Technology Asia 2008!**

Participation Cost

option 1 | **Raw space cost**
S\$530 per sqm (minimum 30sqm)

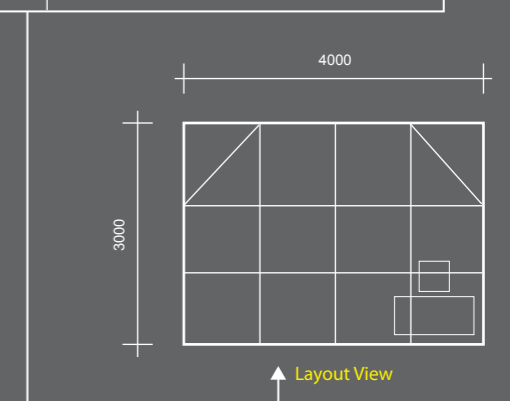
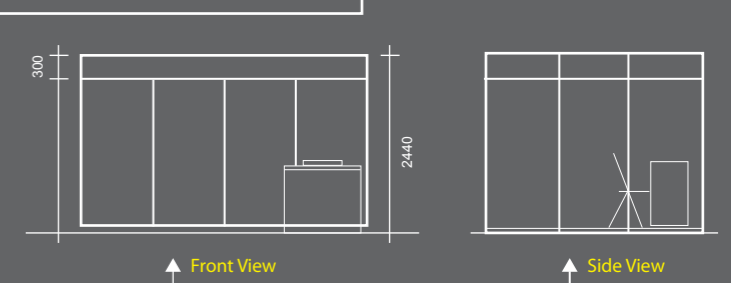
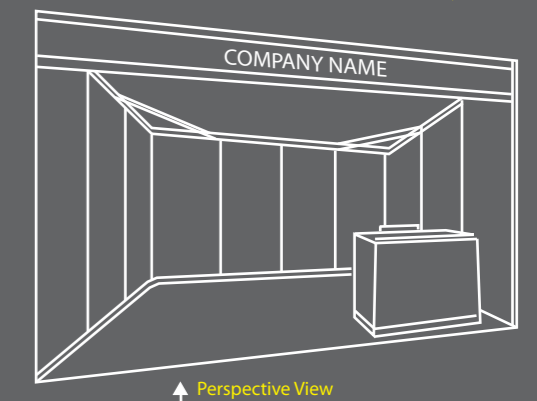
option 2 | **Standard shell scheme cost**
S\$610 per sqm (minimum 12sqm)
- Shell scheme package is dependent on stand size.

Standard shell scheme package includes*:

- Partition walls
- Fascia board with company name and stand number
- Carpeted flooring
- 1 power point
- 2 fluorescent lights
- 1 information desk
- 2 folding chairs
- 1 waste basket and standard stand cleaning

*Furniture package varies according to stand size

Standard Shell Scheme Rental Display



option 3 | **Sponsorship Opportunities**
Limited sponsorship packages are available and can be tailored according to your specific business needs. Contact us now to explore the options.

Book your stand now! Don't miss this opportunity!
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