



Memo: Business & General Info

I.F.E.D.A. MEMBERS INFORMATION ADVICE/UPDATE

From: The National Office

Date: December 2008

Number 26

IFEDA at FIREX

I have been investigating the possibility of providing IFEDA members with the opportunity to be seen alongside the larger firms and suppliers by exhibiting and promoting their services at the highly prestigious event that is Firex (NEC, May 2009). Below is the information from the organisers. I have highlighted in red the most important parts.

- "As discussed we would be keen to look into providing IFEDA members with a low cost platform whereby they can have a presence at next year's show at the NEC. Our rapidly expanding audience of end users from the public and private sector will provide them with new opportunities to grow their business- particularly as fire safety has such a high profile on the national agenda following the implementation of the Regulatory Reform (Fire Safety) Order 2005.
- We are rapidly expanding our visitor base to include a number of key areas including the **care sector, bed & breakfasts, hotels, education, hospitals**, manufacturing and retail. Each area has been heavily affected by the change in fire safety legislation and is in need of expertise, guidance and solutions from fire safety professionals.
- In total we welcome **over 14,000 visitors** to International Firex of which over 80% are from the UK. International Firex is also co-located with The Facilities Show, IFSEC, Safety & Health Expo and the Fire & Rescue Exhibition and Conference- a blend of events and conferences which focus heavily on the safety aspects of property management. Overall the events receive over 60,000 visitors who have complete and total access to every show. This guarantees that exhibitors will see a wide range of specifiers and end users from a multitude of public and private sector organisations.
- Our plan for IFEDA is to provide a dedicated space within the exhibition where members can buy a display area at a rate which is much lower than our standard price. The aim will be to create an IFEDA led feature which emphasises the strength of the group whilst simultaneously providing members with individual opportunities to promote their services.
- I have identified an area which is 8m x 8m which can hold 7 individual displays plus 1 additional display area for IFEDA to use. Whilst I'm waiting for the proper visual, I've attached a very rough drawing (please accept my apologies!) of the area with the 8 display areas numbered. The structure will include a central octagonal area made of eight 2.74m high panels. These panels will in effect form the back of each display area where the members can either put up their own pop up stands or posters. We will include each company name and logo on the top of each panel as well, for clear identification.

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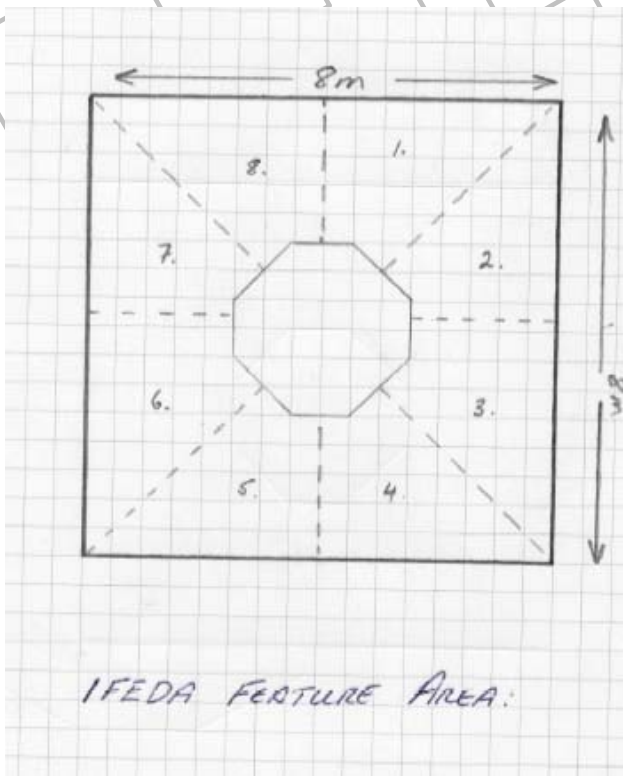


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- The cost for each display area will be £1,600 plus VAT. The price includes power supply, a table, two chairs, company logo on the back panel plus company logo on a ceiling banner which will identify the feature on the exhibition floor. Ordinarily entry level stands cost £2,457 plus VAT and do not include electricity or furniture. We can sell the stands one a first come first served basis following your agreement to proceed.
- In addition we will provide IFEDA with a page on the website www.internationalfirex.co.uk whereby you can detail your activities at the show and provide members with an opportunity to provide logos linked to their own websites. Our site receives a huge amount of traffic prior to the show as it is the only source of information for people interested in the event.
- Our industry magazine, Fire Safety Engineering can include an IFEDA feature in the May 2009 issue which is also the official show catalogue which will be sent to over 11,000 readers prior to the show and 5,000 visitors at the show. This page can concentrate on IFEDA news stories plus the reasons as to why IFEDA member companies have such stringent membership criteria."

We require a minimum of 7 interested parties to proceed. If this is of interest to you please let Graham know at grahamferris@ifeda.org and he will pass on your details.



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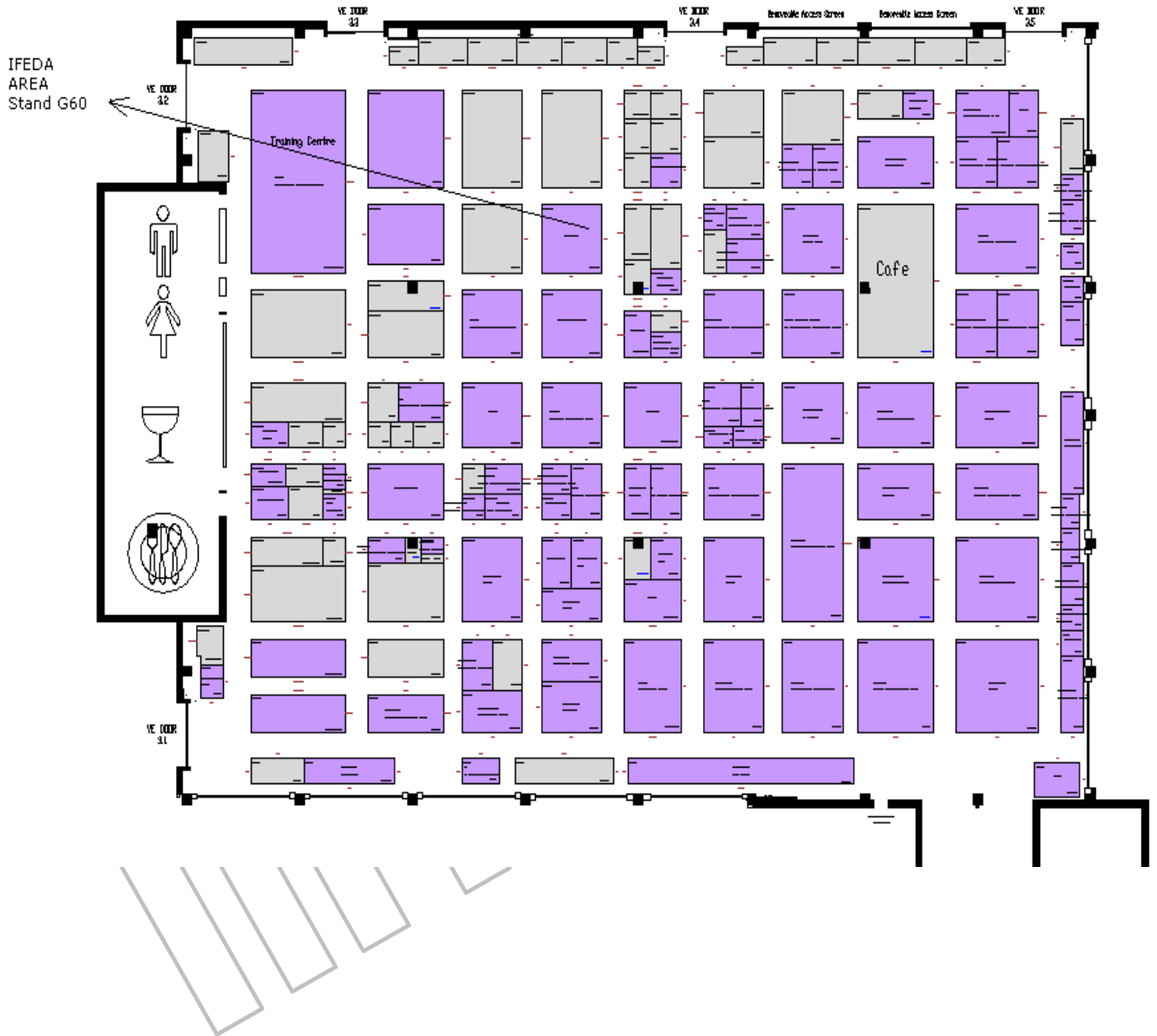


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HALL 3 International Firex 2009

11th - 14th May 2009



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