

The UK's Showcase Exhibition for the Electrical Industry



Electrex

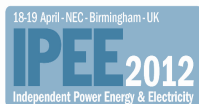
Now includes Repair, Retrofit, Hire, Installation & Service

www.electrex.ltd.uk

HALL 2, NEC – BIRMINGHAM, UK

18 – 19 APRIL 2012

Co-located with



Supported by:



Media Partners:



www.gmp.uk.com

WELCOME TO ELECTREX

Electrex is the UK's showcase exhibition for the electrical industry. Electrex 2010 featured the latest leading edge technology and products, services and innovation from the industry's major companies. The seminars that were held informed visitors on the latest product innovations and on new regulations and legislation affecting the industry. Electrex has a long history, stretching back over 50 years, and addresses the needs of electrical engineers and contractors.

A completely new feature for 2012 is *Repair, Retrofit, Hire, Installation and Service*. This will be of interest to companies offering such equipment as

- Test Equipment / Metering – both for Hire and actual site services
- Temporary electrical supply equipment for Building Services.
- Access Equipment Hire.
- Repair to Industrial Drives and Control Equipment
- All types of Site surveys in connection with Health & Safety legislation, compliance and certification to the latest Electrical Installation Regulations.

Electrex 2012 will be in the company of a raft of established exhibitions. Together these shows, which will retain their own identities, amount to the biggest event for the UK manufacturing and engineering sectors.

The full list includes:

- IPEE – Independent Power, Energy & Electricity
- Drives and Controls exhibition
- Mach – Manufacturing Show
- Air-Tech – The Compressed Air and Pneumatics Event
- IFPEX – Fluid Power Show
- Plant and Works Exhibition
- AMPS Power Expo

A Wide Range of Exhibitors

The technologies covered by Electrex touch all aspects of the electrical industry from contractors and panel builders to wholesalers and engineers. Below are the main exhibitor product areas:

Access Equipment	Electrical Components	Lighting
Alarms/Security Systems	& Equipment	Measurement & Test Equipment
Batteries	Enclosures	Motors/Motor Control Gear
Business Systems	Energy Management	Process Heating
Cables	Energy Systems/Sources	Protective Clothing
Computers/Peripheral	Environment	Repair
Equipment	Generators	Safety Systems
Heating and Ventilation	Installation Equipment	Telecommunication Systems
Hire	Instrumentation Control	Training
Electrical Appliances	& Automation	Transmission & Distribution
Electrical Insulation		Equipment

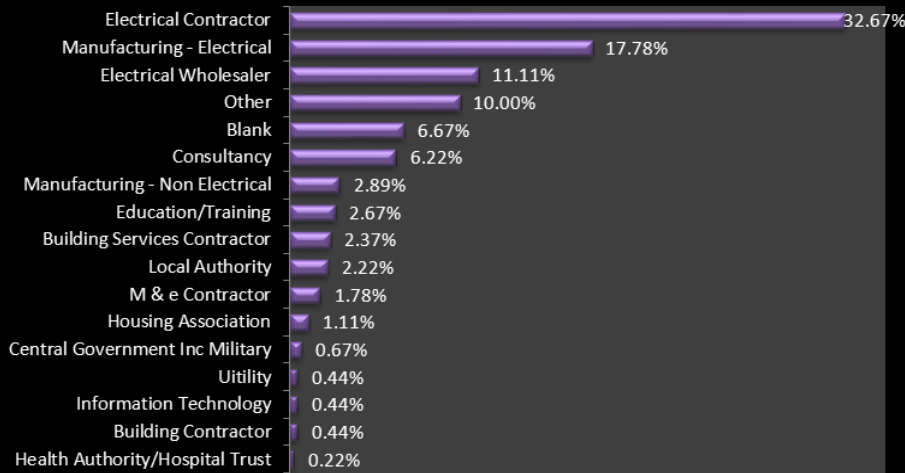
A Wide Range of Visitors

Below are just some of the specific industry market segments that will be targeted by the most comprehensive marketing campaign the organisers have yet undertaken:

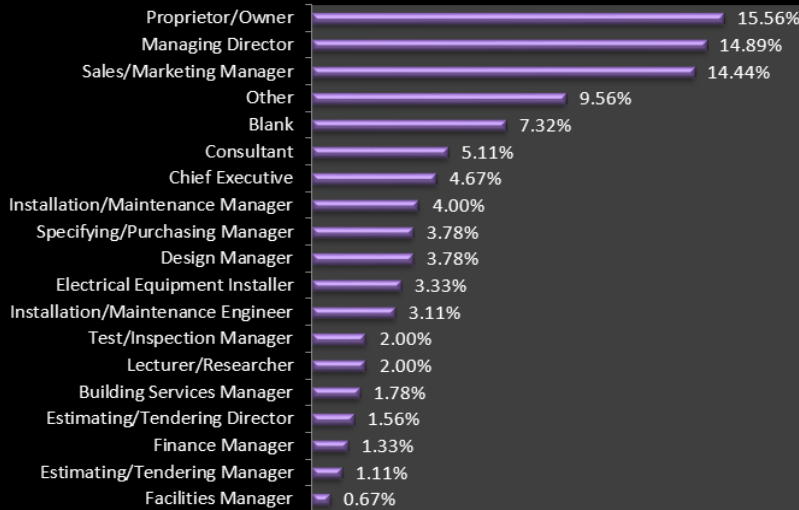
Chemical & Allied Industries	Engineering – Civil	Information/Technology
Communications/Transport	Engineering – Electrical	Manufacturing
Consultation/Architect/ Specifier	Engineering – Instrument	Operation
Distributive Trade	Engineering – Environmental	Professional/Scientific/ Economical/Financial
Electrical Contracting	Engineering – Marine	Research, Design & Development
Installation	Engineering – Mechanical	Training Centres
Energy Sources	General Management	
	Information/Administration	

TOP TEN REASONS WHY TO EXHIBIT!

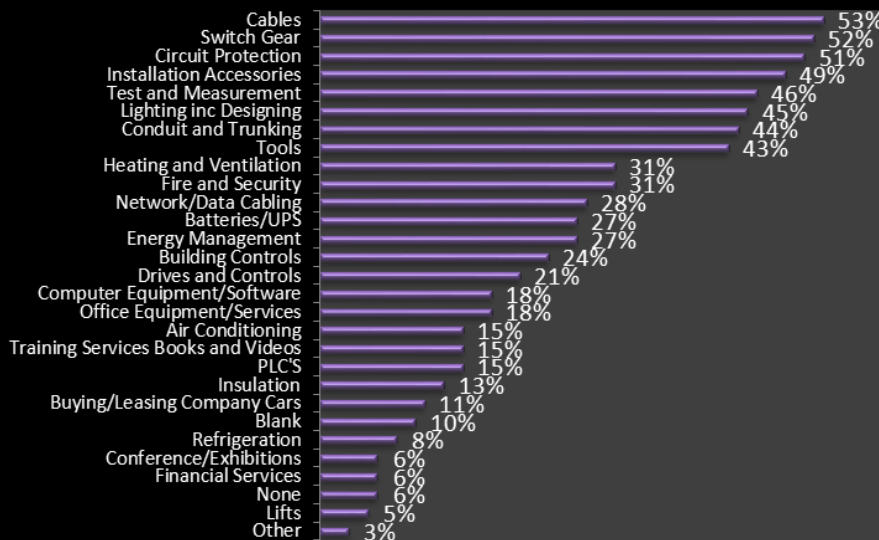
Employers Main Activity



Job Title



Main Area of Product Interest



1. Located with 6 other Major Events.
2. Electrex is the essential event for the UK Electrical Industry.
3. It brings together the diverse Electrical fraternity.
4. It offers a comprehensive platform for qualified buyers and sellers from the global Electrical fraternity to find new customers and suppliers and evaluate the UK Electrical Market.
5. Offers the best networking and business opportunities.
6. Designed to attract top-level buyers and sourcing professionals, and has done for over 50 years.
7. Great place to meet potential manufacturers and suppliers.
8. 360 Degree market on your doorstep.
9. UK and International Exhibition. (Partnership opportunity to expand your business).
10. B2B Meetings.



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HIGH PROFILE MARKETING CAMPAIGN

As well as joint promotion with Drives and Controls, MACH, Airtech, IFPEX and IPEE (which now includes Repair, Retrofit, Hire, Installation and Service), Electrex 2012 will benefit from a high-profile public relations, advertising and marketing campaign, which will target the best quality visitors.

Electrex 2012 will be promoted through:

- Editorial copy in the leading industry journals derived from an extensive PR campaign supported by advertising
- Regular bulletins and newsletters sent to potential exhibitors and visitors
- An extensive direct mail postcard and e mail campaign targeting key personnel
- Over 250,000 tickets distributed in the months leading up to Electrex 2012
- Press briefings to leading industry journalists and editors on the exhibition and seminars
- Technical briefings, seminars and workshops
- Promotion via other trade associations and sponsoring bodies
- Exhibition catalogue free of charge
- VIP Visits
- Personalised invitations, posters and "See Us" stickers sent to all exhibiting companies – as many as you need
- Cross-promotion through Drives and Controls, MACH, Airtech, IFPEX and IPEE
- Website promotion
- Exhibitor sponsorship opportunities
- Visitor entry free of charge
- and much, much, more

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