

Publicity and Promotion

The success of **WINDEX 2012** will be the targeted marketing and promotional campaign, designed to ensure a high quality attendance by decision makers and specifiers.

This will incorporate:

- **Direct mail:** Using the lists that Quartz Business Media Ltd has built and acquired over the years of publishing *Cleaning & Maintenance*, and organising the *Cleaning Show*, **WINDEX 2012** and **CARPEX 2012** will be promoted to every important player in the industry.
- **Advertising:** In addition to the extensive advertising campaign carried by *Cleaning & Maintenance*, there will also be an awareness raising campaign in other relevant media.
- **Electronic promotional campaign:** A high proportion of the lists developed by Quartz have email addresses and have opted to receive online messages. Experience shows this is now the most popular means of receiving business information and a strong branded email campaign will be used.
- **Press and public relations:** *Cleaning & Maintenance* magazine and *Window Talk* will give **WINDEX 2012** extensive editorial coverage, while other relevant printed media will also carry previews.
- **Loose inserts:** Over 100,000 loose inserts/tickets will be inserted in various magazines encouraging potential customers to register to attend the shows.
- **Interactive Website:** Full service websites will support the shows and will be a comprehensive guide for both visitors and exhibitors. It will also allow exhibitors to have an entry on the site to attract even more visitors to their stand.

www.windex.co.uk

CARPEX / WINDEX 2010 Visitor Survey

- Q.** Have you attended CARPEX / WINDEX before?
A. 58% were first time visitors
- Q.** What was the main objective of your visit to WINDEX?
A. 41% To make purchasing decisions
22% To see new products
16% To attend the seminars
11% To keep up to date with the latest industry news
10% To get new ideas
- Q.** How well did WINDEX meet your objectives?
A. Completely 81%
- Q.** How likely are you to make a purchasing decision from attending the event?
A. 37% Extremely likely
50% Very likely
- Q.** Did you attend the Seminars?
A. 58% attended the Seminars
- Q.** How informative did you find the Seminar sessions?
A. 23% Extremely informative
61% Very informative
- Q.** Which cleaning magazines do you read on a regular basis?
A. *Cleaning & Maintenance* – 71%
Cleaning & Hygiene – 15%
Cleaning Matters – 14%
- Q.** Which magazine do you find more useful for your business?
A. *Cleaning & Maintenance* – 60%
Cleaning & Hygiene – 10%
Cleaning Matters – 9%
Others – 21%
- Q.** How likely are you to attend CARPEX / WINDEX in 2012?
A. Will definitely attend – 45%
Likely to attend – 52%
- Q.** Were you happy with the Ricoh Arena as a venue for the show?
A. 93% visitors said they were very happy with the venue

The RICOH ARENA

Situated at the centre of the country, the Ricoh Arena is within two hours drive of almost 75% of the country's population.

Located just two minutes off the M6, junction 3, it lies at the heart of the motorway network, and is less than 30 minutes away from two major train stations and international airports.

The purpose-built exhibition hall is capable of holding a variety of events from trade and public exhibitions, conferences, banquets and concerts.

It offers a column-free exhibition hall with air conditioning and heating, as well as boasting an on-site hotel and casino, food kiosks, bar and bistro, 100-seat restaurant, internet connection - plus car parking for 2000 cars.

Getting to the Ricoh Arena

By Road: The Ricoh arena is located just two minutes off the M6, junction 3.

By Rail: The railway station for the Ricoh arena is the main Coventry railway station, which is in the City Centre and approximately 6 miles away. Black cabs can be found outside the station and it is a 10–15 minute taxi ride.

By Air: Birmingham International Airport is serviced by more than 20 international airlines. Direct flights to Birmingham arrive from all parts of the UK as well as Europe and North America.



For everyone involved in the window cleaning industry and its subsidiary services

ORGANISERS



SPONSORS



MEDIA SPONSORS



WINDEX 2012 is organised by **Quartz Business Media Ltd**
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WINDEX 2012

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"WINDEX exceeded all our expectations this time round - not only us at Contico but also our guests who had especially flown from Pulex, Italy for the two day event. The show provided an excellent launch pad to promote the new Pulex squeegee. We succeeded in our objective of reaching the professional window cleaner quickly and effectively, demonstrating the benefits and advantages. The Contico stand never stopped from beginning to end."

NIKKI VAUGHAN-SMITH, MARKETING MANAGER
CONTICO MANUFACTURING LIMITED

We are proud to invite you to exhibit at WINDEX 2012.

Designed specifically for everyone involved in the window cleaning industry and its subsidiary services, **WINDEX 2012** offers companies the opportunity to demonstrate, and sell their products and services to a truly targeted global audience of buyers.

The last four WINDEX exhibitions have confirmed how extremely effective a well-targeted, industry-based and supported exhibition can be. Almost 2500 cleaning professionals visited **WINDEX 2010**.



The Organisers

Quartz Business Media Ltd organise the WINDEX exhibition every two years on behalf of the Window Cleaning Industry.

Quartz have more than 50 years experience in the cleaning marketplace and are also the organisers of **The Cleaning Show 2011**, and publishers of the leading title **Cleaning & Maintenance** magazine.



Sponsors

WINDEX 2012 is supported and sponsored by the **Federation Of Window Cleaners (FWC)**.

Founded in 1947, the FWC is the authoritative organisation providing information on all aspects of the Window and General Cleaning industry to all members.

The Federation also act as advisors where needed and represent the industry in discussions with government and municipal bodies on any aspects affecting the business.



Cleaning & Maintenance magazine

(Media Sponsor) is the number one read for everyone involved in the cleaning and support services business.

As the market leader, C & M presents news, features and information in a fresh, clear and concise manner.

Its unrivalled content places it head and shoulders above any other publication in the field. And with 50 years of publication behind it, C & M continues to highlight the diverse needs of a rapidly changing market.

"Springs was very pleased to have taken a stand at the show for the first time, exhibiting a range of new equipment with excellent show offers. We were very pleased with the response at WINDEX and were able to advise many window cleaners on options available. We look forward to an even larger presence at WINDEX 2012!"

ANDY CROCKFORD, MD OF SPRINGS

Why Exhibit?

- Showcase products and services at the industry's premiere events.
- Meet new clients and build relationships with existing clients.
- Generate new sales leads.
- Keep ahead of the competition.
- Build awareness in the industry to a captive audience.
- Research new opportunities and industry trends.
- Penetrate new markets.
- Benefit from the extensive pre-show publicity campaign.

Who should exhibit?

The exhibition will include:

Abseiling equipment, Access equipment, Bucket for belts, Buckets and accessories, Façade cleaning, Insurance, Harnesses, Holsters, Ladders and accessories, Poles and accessories, Safety equipment, Safety eyebolts, Safety signs, Scrapers, Scrim/Leather & sponges, Squeegees and accessories, Training courses, Vans, Vehicle-mounted waterfed pole systems, Waterfed poles, Window cleaning machines, Window cleaning services, Window cleaning contractors, Window washers, Workwear.

Why will visitors attend?

- See new products and innovations.
- Find new or alternative suppliers or contractors.
- Meet existing suppliers
- Make purchasing decisions
- Catch up with latest industry trends
- Source new ideas

In addition to all these reasons, visitors will also have the opportunity to attend a full seminar programme **FREE OF CHARGE**.

Who will visit?

Visitors to **WINDEX 2012** will include decision makers from: Contract Cleaners, Window Cleaners, Facility Managers/Directors, Education Establishments, Hospital/Health Authorities, Hoteliers, Janitorial Suppliers/ Wholesalers, Leisure Establishments, Office & Commercial Premises, Retail and Training.



FREE SEMINARS

Visitors can attend the **WINDEX seminars FREE OF CHARGE**.

The seminar programme will be organised alongside the Federation Of Window Cleaners and includes:

- Buying a waterfed pole
- Working at height regulations
- Rope access
- Powered access equipment
- QCF's and trade training
- Health and Safety
- Insurance issues
- Marketing a window cleaning business

"This was an excellent show with a continual flow of visitors to our stand. It was good to see so many FWC members and there was a genuine interest in our activities. As well as recruiting 10 new members, a further 180 application packs were taken. The seminar programme proved positive for many visitors and extremely valuable for the FWC in terms of recruitment."

BERYL A MURRAY, GENERAL SECRETARY -
FWC, FEDERATION OF WINDOW CLEANERS

The Venue: Ricoh Arena, Coventry, England

Exhibition Opening Times: March 8th – 10.00am – 5.00pm • March 9th – 9.30am – 4.00pm

WINDEX Stand Rates:

Non FWC Members: Shell scheme £255.00 per m². Space only £205.00 per m²

FWC Members: Shell scheme £235.00 per m². Space only £185.00 per m²

Shell scheme package consists of high quality shell scheme walls, fascia board name panel, carpet, fluorescent lighting, 500w electric socket.

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