

FLOORS EXPO

2009

29th & 30th April 2009

Industries Hall
RDS - International Exhibition Centre
Dublin, Ireland



Floors Expo is organised by MPP Ltd, and sponsored by:

www.floorsexpo.com

the flooring
magazine

TAOFS
The Academy of Flooring Skills

The SHOW

Now in its fifth year Floors Expo is firmly established as the exhibition for the Irish flooring industry. The 2009 event will have over 1000 sq metres of exhibitor floor space representing over 70 exhibitors from Ireland and Europe.

In 2008 Floors Expo was visited by over 1247 professionals from the flooring industry, with visitors arriving from throughout the north and south of Ireland, as well as from the UK and continental Europe.

Floors Expo 2009 is the only dedicated exhibition for the Irish flooring market and is the place to find out about new product development and innovations. It is recognised as the place to meet established customers, make new contacts and forge new relationships.

Access is easy and the venue offers high international standards of accommodation within walking distance of the RDS.



EXPO INFO

The Organisers

MPP Ltd has over 50 years' experience of organising trade shows and a stable of publications the envy of its competitors, including Flooring - the magazine for contractors and specifiers, the United Kingdom's premier journal. Couple this with comprehensive databases, the stage is set for another successful exhibition.

Who Should Exhibit?

Floors Expo 2009 is the only dedicated show for the Irish Flooring Industry. If you are a manufacturer, distributor or supplier of equipment, products or services, this is a must attend event. The two day exhibition is an ideal opportunity to reach key buyers, decision makers and specifiers within the industry.

Awards Ceremony

Floors Expo will again host the Irish Flooring Industry awards to recognise the skill and innovation with in the Irish Flooring Industry. Why not enter your company this year?
Please contact Richard Heighton on +00353 86 863 0575.

Promotion

Floors Expo 2009 will be promoted via a comprehensive marketing campaign. The exhibition will provide the visitor with an insight into new products and services, and will give them a forum in which to evaluate and test new products.

Visitors

A marketing campaign will target the following buyers and business decision makers within the Irish contract and retail flooring market;

- Flooring Contractors
- Private & Public Sector
- Architects
- Specifiers
- Interior Designers
- Distributors
- Industrial Flooring Specialists
- Retail
- Leisure Industry
- Wholesalers
- Consultants

Visitors will be targeted by:

- Radio
- Advertising within trade magazines
- A direct mail programme using MPP's and third parties' databases
- Loose inserts within closely targeted trade magazines
- A pro-active PR campaign
- Email Marketing
- Exhibitor Promotion

FLOORS
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Testimonials

Michael Duddy – MD – Woodmarket

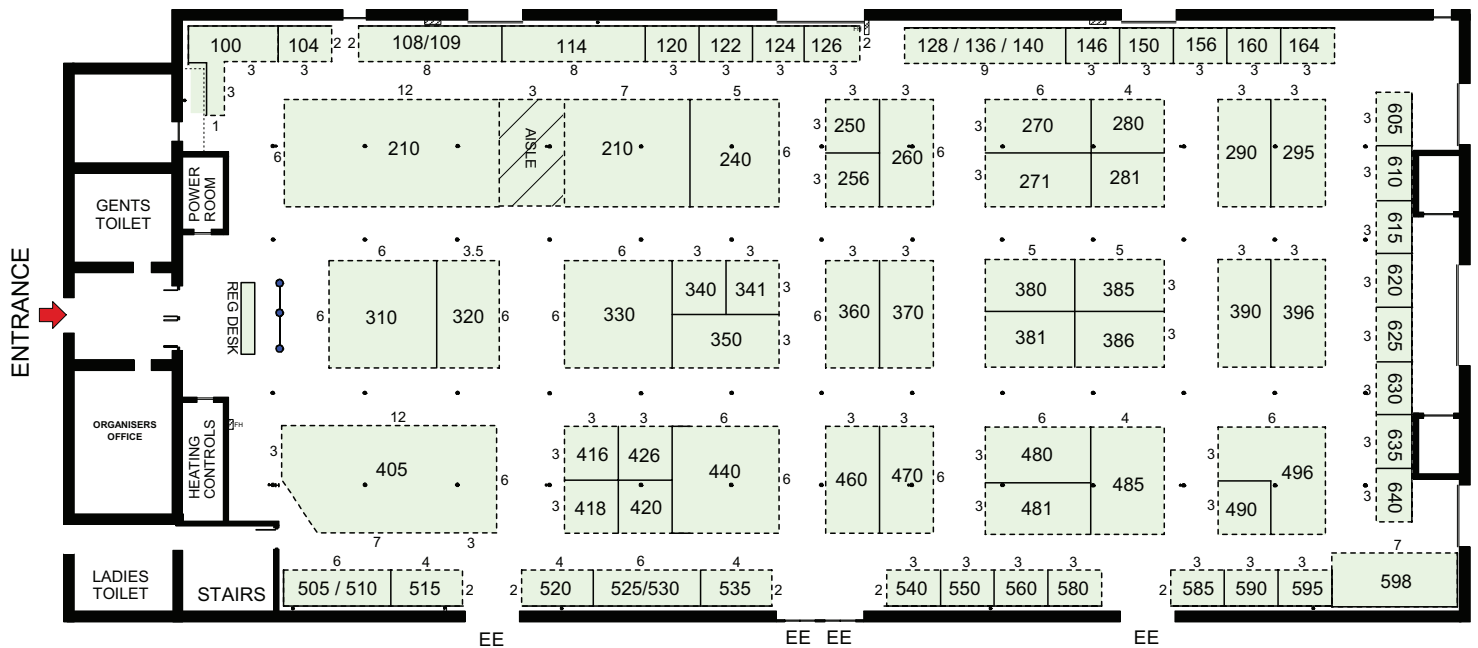
This is Woodmarket's second year exhibiting at Floors Expo and we find the show an excellent source of information. It also gives us time to meet people in the industry to discuss products and the current trends of the market. We get good quality leads and take on board ideas and comments from visitors to the stand when developing new products, fitters in particular give us good feedback. I would also like to highlight our absolute joy at the 'Best Quality Engineered Floor' award we received which was voted for by visitors to the show.

Kieran Moloney – MD – Phloor

We had a really busy first day which produced a number of good new leads as well as a chance to meet with existing customers. We have also had great success in launching new ranges including the Super Wiltax collection which won the Best Carpet award. We are receiving an immediate positive reaction to our new products presented for the first time to the Irish market. I am delighted with our awards and extremely pleased for both my team and Phloor's customers.



You have over 70 stands to choose from, and at prices to suit your budget. Book now to avoid disappointment and get the best stand position.



Costs

Space only

€220 per m² to include:

- Show space
- Free catalogue entry
- Supply of customer invitations
- Carpet
- Stand cleaning

Shell Scheme

€261 per m² to include:

- As space only
- Lighting (1 florescent light per 6m²)
- Dividing walls (constructed in white Octonorm panels.)
- Name panel

Example Costs

- 3 x 2 = €1,566.00
- 4 x 2 = €2,088.00
- 3 x 3 = €2,349.00
- 6 x 3 = €4,698.00
- 5 x 6 = €7,830.00
- 6 x 6 = €9,396.00

VAT is charged at 21% in accordance with Irish regulations N.B. 5% discount applicable on 12sq metres or greater.

Peter Roach – L.F. Direct Ltd

We had a good start to the show and got a number of good leads and opportunities to meet new customers. L.F. Direct had great success at the show last year which prompted us to return for the 2008 show.

Our company choose to exhibit at Floors Expo instead of The National Floor Show at Harrogate because we meet new customers here, I find Harrogate to be full of the same faces and where it is good for meeting with existing customers we do not come across new business.

Bill Kelly – Director – Irish Flooring Products Ltd

The show has been brilliant, many of the larger flooring companies who are not here should be ashamed of themselves.

We have had 11 very promising leads in just one day which makes it worth our while exhibiting at the show. I like the fact that people can see our company as a whole instead of just a sales person representing us.

We are delighted with receiving the award, it rubber stamped that the industry recognise our work and that customers are interested in our work.

Getting there

The RDS is located in the heart of Dublin in the suburb of Ballsbridge (postcode Dublin 4). It is within walking distance of St Stephens Green, Merrion Square and Lansdowne Rugby Stadium.

Transport

The RDS is on main roads and is accessed by excellent public transport services: buses, suburban rail (DART) and aircoach.

Car parking

Is configured at the RDS according to the location, timing and nature of the event. It is recommended to call to check parking arrangements for the event you are attending. There are three main entrances/parking areas at the RDS: Merrion Road, Simonscourt Rd and Anglesea Road.

- Merrion Road Car Park is open year-round from 9am – 6pm Mon-Fri. A flat fee is charged for the first three hours, and then an hourly rate applied after that. Hours will be extended for events.
- Simonscourt and Anglesea Road car parks are open for particular events. A flat fee is charged upon entry. Parking is available on a first come basis.

Suburban Rail

It is only a short walk from the Lansdowne Road and Sandymount suburban rail (DART) stations to the RDS.

Main Train Lines

There are two main train stations in Dublin: Connolly Street & Heuston. You can connect to the DART directly from Connolly Street Station. From Heuston Station you can catch one of the buses to Connolly Street then connect to the DART.

Dublin Ports

Dublin has two ferry ports. Irish Ferries or Stena Line – are the 2 ferry lines that operate at the ports.

- Dublin Port is on the north of the city, is ten minutes drive from the RDS.
- Dun Laoghaire Port, south of the city, is twenty minutes drive from the RDS.



Dublin Airport

The RDS is only 16km from the Dublin International Airport. An aircoach runs from outside the airport every 15 minutes and drops outside of the main entrance to the Show.

Accommodation

Tourist friendly Dublin offers high international standards of accommodation to unique bed and breakfasts. There are plenty of hotels and B&Bs within walking distance of the RDS. The luxurious Four Seasons Hotel is on site and the spacious Bewleys Hotel.

Exhibition Booking Hotline

Lawrence Sneddon

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or

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...and sponsored by:

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Remember!

Floors Expo 2009 offers:

- Only dedicated industry exhibition
- Organised by people who know the flooring industry
- Comprehensive marketing campaign
- Shell scheme package or space only

Don't Delay! Book now!

Bookings are already underway.

So contact us now and reserve the stand you require or complete the booking form and fax back.

www.floorsexpo.com

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