

FLOORSEXPO 2008



16th & 17th April 2008

Industries Hall

RDS - International Exhibition Centre

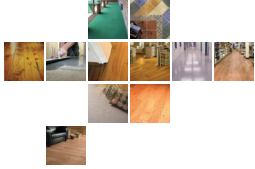
Dublin, Ireland

www.floorsexpo.com

Floors Expo is organised by MPP Ltd, and sponsored by

Flooring
the magazine for contractors and specifiers





The Show

Now in its fourth year Floors Expo has firmly established itself as the exhibition for the Irish flooring industry. The 2008 event will have over 1000 sq metres of exhibitor floor space representing over 70 exhibitors from Ireland and Europe.

In 2007 Floors Expo was visited by over 1128 professionals from the flooring industry, with visitors arriving from throughout the north and south, as well as from the UK and continental Europe.

Floors Expo 2008 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 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.



Linda Reid of Phloor was impressed with this years show. She said: "It has been excellent, new and different people have been visiting the show including a number of interior designers. "We have had a lot of interest in our products and have exceeded our aims and have been answering questions all day."

The wood demonstration area, run by Noel Stevenson and introduced in 2007, will again be a highlight. Noel brings to the table over 40 years of expertise and while at the show demonstrated a variety of tools and skills from sub floor preparation to finishing. He also answered questions and discussed problems with visitors.

"Floors Expo 2007 was absolutely brilliant for Irish Flooring products. We met new flooring contractors, architects and specifiers on our stand. We generated business from new and existing customers and a left the show with a lot of enquiries to follow up.
- Bill Kelly, Irish Flooring Products.

One visitor, Peter Davis, was already planning a trip to next years show. He said: "The show was well put together and I was impressed with the wide variety of exhibitors. I will definitely be returning next year."

The Organisers

MPP Ltd has over 44 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 2008 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.

Promotion

Floors Expo 2008 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:

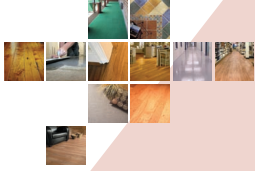
- Sky TV
- Radio
- Advertising within trade magazines
- A direct mail programme using MPP's and third parties' databases
- Loose inserts within closely targeted trade magazines
- A pro-active PR campaign
- Email Marketing
- Exhibitor Promotion

Testimonials

The Preparation Group's stand at FloorsExpo 2007 in Dublin was a huge success with lots of orders taken across their range.

The event was ideally placed to support the company's growing sales in Ireland. They displayed a variety of new and innovative floor preparation machines including planers, scarifiers, shot blasting machines, grinders, floor strippers and accessories.

Shown for the first time at the show, The Preparation Group now offer two models of each shotblasting machine, allowing customers to choose between a forward or backward motion'
- Mark Jackson, Regional Sales Manager.

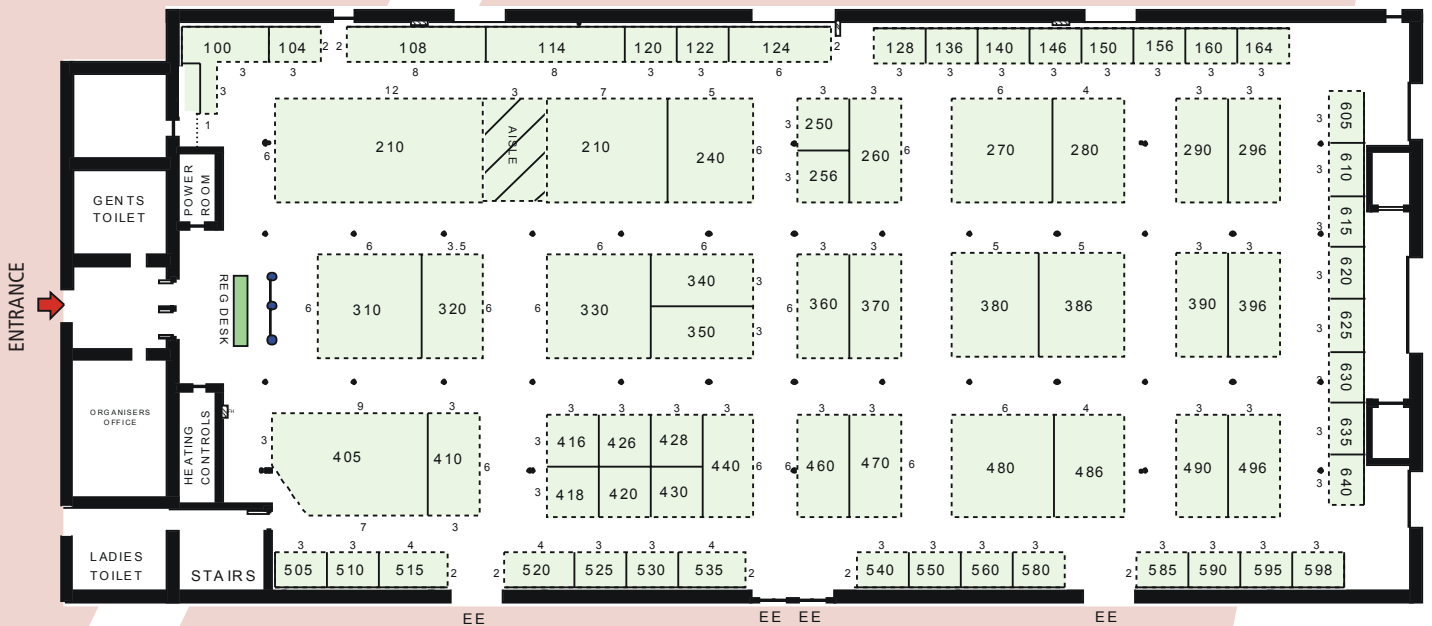


Choose where you want to be!



Yes! 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.



Space only

€210 per m² to include:

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

Shell Scheme

€249 per m² to include:

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

3 x 2 = €1,494.00

4 x 2 = €1,992.00

3 x 3 = €2,241.00

6 x 3 = €4,482.00

5 x 6 = €7,470.00

6 x 6 = €8,964.00

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



Please complete the booking form and fax back to +44 (0)1625 619292



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.

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 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.

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.

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, Simmonscourt 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.
- Simmonscourt 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.

For more information telephone
+353 1 668 0866 (9am – 5pm Mon-Fri)

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, where the organisers have secured preferential rates.

**Exhibition
 Booking Hotline**

Lawrence Sneddon

Tel: +44 (0)1625 610659
Fax: +44 (0)1625 619292

Email:
lawrence.sneddon@mpp.co.uk

or

Dean Walford

Tel: +44 (0)20 8771 3614
Fax: +44 (0)20 8771 4592

Email:
dean.walford@mpp.co.uk

Remember!

Floors Expo 2008 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.

Floors Expo 2008 is sponsored by:



Flooring Magazine



Floors Expo 2008 is organised by:

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