

# GRAND PAVILION

AUSTRALIA'S  
PREMIER FACILITY  
MANAGEMENT EXPO

Build  
relationships  
and be visible  
in your market

## Exhibit at BSM 2010

22-24 August 2010

Grand Pavilion, Rosehill Gardens, Sydney

[www.bsmexpo.com.au](http://www.bsmexpo.com.au)

**bsm.**Expo  
Building Services and Maintenance

Incorporating

**ausclean**

# Australia's Premier Facility Management, Building Service and Cleaning Expo.

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The Building Services and Maintenance Expo, incorporating Ausclean, is the only event in Australia that is dedicated to showcasing a complete range of products and services from the facility management, building services and cleaning industries.

BSM Expo incorporating Ausclean 2010 will provide a unique opportunity for you to interact with and sell to the whole spectrum of professionals linked to maintenance of buildings and venues. BSM Expo incorporating Ausclean is the only exhibition in Australia to bring together a complete range of companies who complement each other and together can service all of the needs of a building or facility manager. There will still continue to be a strong cleaning emphasis at BSM Expo which incorporates Ausclean, Australia's longest running and most recognised cleaning exhibition.

## **NEW VENUE- GRAND PAVILION ROSEHILL GARDENS, SYDNEY.**

We are excited to be bringing the exhibition to this stunning, modern location which has fantastic views of Rosehill Gardens Race Track. This fantastic new venue boasts the following amenities which will be beneficial to both our exhibitors and visitors:

Held once every two years, BSM Expo incorporating Ausclean attracts thousands of key decision-makers from businesses, local councils, government departments, major venues and the health, hospitality and tourism industries. Many of the attendees are responsible for the maintenance and management of large-scale facilities including industrial, commercial, hospitality and retail buildings.

- 5,000 free car parking spaces
- A train station at the front door
- State of the art technical equipment
- Telecommunications services
- Easy vehicle access
- Tantalising menu options
- Centrally located in the geographic heart of Sydney

*Venue pictures are supplied by Rosehill Gardens*



# Visitors

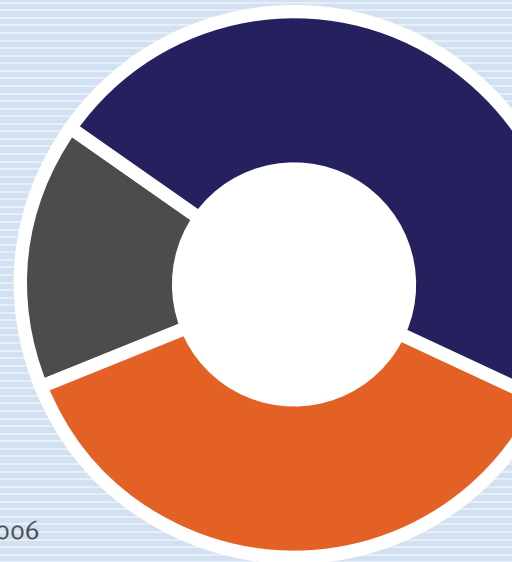
## 2008 VISITOR STATISTICS

A comprehensive survey from BSM '08 incorporating Ausclean revealed that BSM attracts a quality audience of decision makers who intend to make a purchase as a result of something that they have seen at the Expo. This research is conducted by Micromex Research, an independent research company.

- 89% of visitors held direct authority or influence for purchasing
- 94% indicated that they were 'very likely' or 'likely' to make contact with an exhibitor following the Expo
- 87% saw something they were likely to buy after the Expo
- 60% organised a quote during the Expo
- 74% 'strongly agree' or 'agree' that BSM is a 'must attend event'
- 93% of visitors stated that they would attend BSM 2010

## VISITORS BY INDUSTRY TYPE (BSM 2008)

45% Building Services/ Facility Management\*  
35% Cleaning/ Hygiene  
15% Other



\* 13% increase in major Building Services/ Facility Manager attendees from 2006

## VISITORS BY JOB TITLE

- Asset & Property Manager
- Building Manager
- Building Services Engineer
- Carpet Cleaner
- CEO
- Cleaning Retailer
- Contract Cleaner
- Director
- Facility Manager
- Health & Safety Manager
- Owner / Proprietor
- Pest Control Contractor
- Project Manager
- Property Manager & Developer
- Purchasing Officer
- Records & IT Manager
- Risk Manager
- Sales
- Site Manager
- Training Manager



## Who will be exhibiting?

Exhibitors from the facility management and building services sectors will include suppliers of ground maintenance services, hygiene products, pest control services, safety products, storage systems, signage, security, waste management, energy management and fire services.

Exhibitors from the cleaning industry will include companies that sell commercial cleaning equipment, services, chemicals and technologies.

### WHY EXHIBITIONS?

Exhibitions are about relationships - creating, reinforcing, developing and even mending them. In a world where business transactions are increasingly online and anonymous, exhibitions offer personal interaction, the chance to meet face to face with a handshake.

### SEMINARS AND DEMONSTRATIONS

We invite our exhibitors to participate in the interactive demonstrations that are an integral part of BSM Expo incorporating Ausclean. These information rich and visual displays are extremely popular among our visitors and are a fantastic added value opportunity for exhibitors to showcase their expertise and new products / services.

### YOU'LL BE IN GOOD COMPANY. 2008 EXHIBITORS INCLUDED...

Clark Equipment Sales, Cleanforce, Cleantec, Coroma Dorf, Dyson Appliances, Edgar Edmondson, E D Oates, Hako Australia, Intervac Australia, Johnson Diversey, Nilfisk-Advance, Pink Hygiene Solutions, PowerClean Industries, PowerSweep, Sabco Commercial, Tennant Company... to name a few.

**Your competitors will be there so make sure that you are too. Ensure that you are on board to showcase your products among the best in the business.**

**Call BSM NOW on 02 8923 8336 to find out how we can tailor your involvement to meet your business objectives.**

### REASONS TO EXHIBIT

- Procure new clients and develop a quality database
- Reinforce relationships with existing clients
- Sell to a targeted, quality audience of your industry professionals who have the direct authority to purchase. Overcome objections face to face and accelerate the buying process
- Launch new products and generate media interest
- Demonstrate your products and technology - engage the senses of your target market and enable them to gain a full appreciation of your products
- Gain immediate feedback
- Raise your company profile and be visible to your industry
- Network and locate new agents and distributors for your products
- Stay ahead of the game and give your business the competitive edge

