

ORGANISED BY



IFEMA  
Feria de  
Madrid

YOUR MEETING

23-26

**OCTOBER  
2012**

MADRID - SPAIN



**MATELEC**

International Trade Fair for the Electrical  
and Electronics Industry

## ENERGY EFFICIENCY AND TECHNOLOGY SOLUTIONS



 **LIGHTEC**  
ILLUMINATION & LIGHTING  
SOLUTIONS

ELECTRICAL INSTALLATION  
TECHNOLOGY

BUILDING AUTOMATION,  
INDUSTRIAL CONTROL  
AND ELECTRONICS

ELECTRICAL ENERGY

HOME DIGITAL AND TELECOM  
SYSTEMS INTEGRATORS

**MATELEC IS REINVENTING  
ITSELF WITH A SINGLE  
OBJECTIVE: TO BECOME A  
COMPREHENSIVE  
COMMERCIAL TOOL  
TAILORED TO THE NEEDS  
OF EACH COMPANY IN  
THE ELECTRICAL,  
ELECTRONICS AND  
TELECOMMUNICATIONS  
SECTOR.**

**A NEW CONCEPT THAT  
WORKS.**

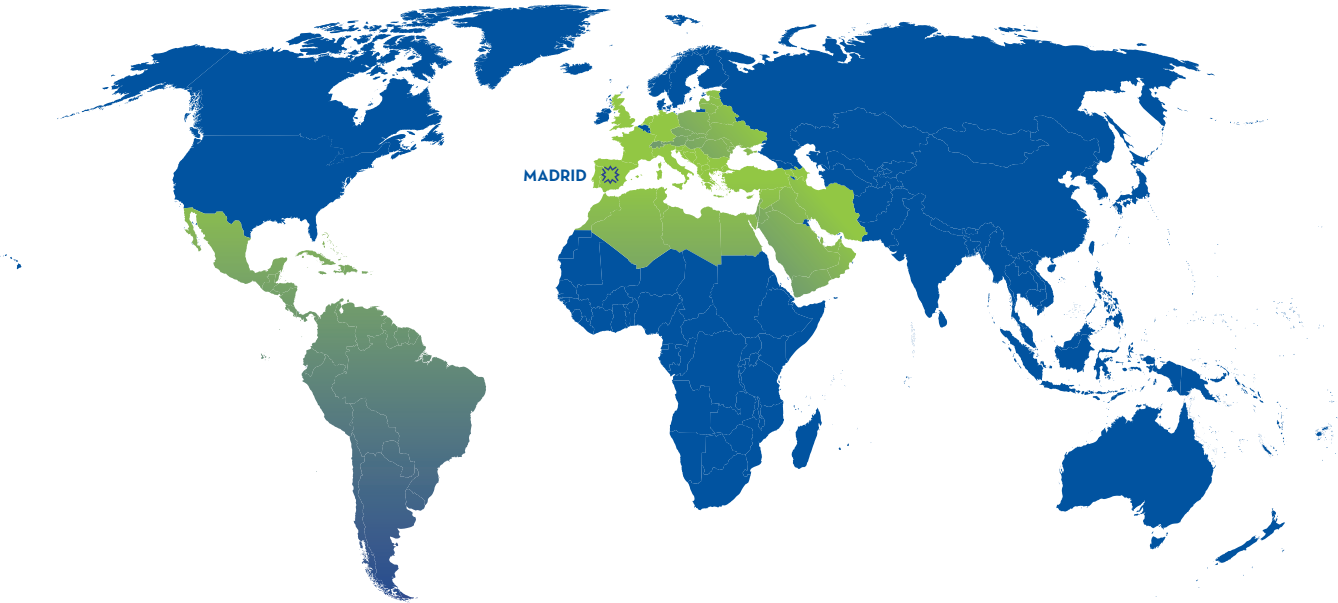
**MATELEC 2012  
IS THE ENERGY  
EFFICIENCY  
EDITION.**



# 3 CORE STRATEGIES TO DESIGN A TRADE FAIR TAILORED TO SUIT THE CLIENT'S NEEDS.

## MATELEC'S COMMERCIAL SCOPE

IBERIAN MARKET, EURO-MEDITERRANEAN REGION AND NORTH AFRICA, EASTERN EUROPE,  
MIDDLE EAST AND LATIN AMERICA.



BUSINESS OPPORTUNITIES WITH PRACTICAL AND TECHNICAL CASE STUDIES, BUSINESS NEGOTIATIONS WITH MEDITERRANEAN, MIDDLE EASTERN, EASTERN EUROPEAN AND LATIN AMERICAN COUNTRIES

23 OCT. - 24 OCT.		25 OCT.	26 OCT.
Mediterranean and Middle Eastern countries		Eastern Europe	Latin America
Morocco Algeria Tunisia Egypt Turkey	UAE Qatar Kuwait Bahrain	Poland Slovakia Croatia Lithuania and Romania.	Chile Mexico Venezuela Panama Brazil

# 1° TO HELP STRENGTHEN AND POSITION THE ELECTRICAL, ELECTRONICS AND TELECOMMUNICATIONS SECTOR IN THE WORLD.

- **International potential:** Spain and specifically Madrid, as a geographically and economically strategic city, makes Matelec the ideal business platform for industry products and services in the Iberian Market and the countries of the Euro-Mediterranean region and North Africa, as well as Eastern Europe, the Middle East and Latin America.  
Objective: positioning Matelec in the sector's international trade fair calendar.
- **Geared towards profitability:** maximum return on investment. Investing in each participating company to ensure it achieves results and gets a return on its investment. Advice tailored to each exhibitor on the different participation models available and communication strategies that can contribute towards each of the participating companies becoming more widely known.
- **Grand sector festival:** the whole sector together for four days of intense commercial activity.
- **Sector-based trade meeting** for all the players involved in the electrical, electronics and telecommunications business. Five big sectors mean getting known and conducting business in a single framework with many synergies in common.
- **Improving competitiveness** and boosting productive and commercial activity in the Iberian market and for export, as well as providing a business platform for visitors and exhibitors from outside Spain.
- **Trade meeting point** and a forum on new trends and developments for visitors. A centre for business and personal contact.
- **Energy Efficiency Week:** events and activities alongside Matelec with a powerful media impact and a single aim: to make people aware of the importance of saving energy, the environment and safety.



## 2° TO BUILD A BUSINESS TOOL ACCORDING TO THE EXPECTATIONS OF EACH VISITOR PROFILE.

### OBJETIVE: TO ENSURE THE MAXIMUM ATTENDANCE OF TRADE VISITORS WITH THE POWER TO MAKE DECISIONS.

- Identifying visitor profiles according to the needs of each exhibitor. Segmentation based on the needs of visitor demand and exhibitor supply.
- Meeting of international visitors. International positioning with special emphasis on the Iberian Market, the Euro-Mediterranean region and North Africa, Eastern Europe, the Middle East and Latin America.
- Powerful visitor appeal of the fair and exhibitors.
- Training and information to provide the best platform for making the ideas, knowledge and concerns of the Electrical, Electronics and Telecommunications sector known.

### ALL THE HOTELS, SHOPPING CENTRES, ETC., AT ONE BIG EVENT: THE SECTOR FESTIVAL.

#### ACTIONS:

- 1° Advertising adapted to the various sectors and based on visitor requirements.
- 2° Fair tailored to the needs of trade visitors to encourage business between exhibitors and visitors and meet visitor expectations.
- 3° Spanish and International Buyers Programme designed to attract the main, as well as potential, customers and opinion leaders in the sector.
- 4° Working with the Provincial and National Associations in the sector.
- 5° Activities, demonstrations and training adapted to each group of visitors.
- 6° Online system for trade invitations, to guarantee the maximum appeal and attendance.
- 7° Matelec's support and presence at all the major events in the sector.

### ENERGY EFFICIENCY WEEK

23 OCT. EVENTS FOR PRESCRIBERS	24 OCT. EVENTS FOR NEW BUSINESS AREAS	25 OCT. HOME DIGITAL AND LIGHTING DAY	26 OCT. TRAINING, TECHNOLOGY AND INNOVATION
Engineering and Architecture Office Technology Public Works Distribution Integrators Property Administrators Purchasing Maintenance Managers	Hotels, retail and industry Residential, building and equipment Refurbishing Infrastructures and large projects	Lighting designers	Innovation Gallery Final-year students

# 3° WE WANT TO BE EACH EXHIBITOR'S PARTNER, TO ENSURE THEY ACHIEVE THE COMMERCIAL AND BUSINESS RESULTS THEY EXPECT.

**WE ORGANISE THE PARTICIPATION OF EACH COMPANY ACCORDING TO THEIR OWN GOALS, WHICH ARE OURS GOALS.**

INDUSTRY COMMITMENT:

- The whole value chain is present at Matelec: Manufacturers; Distributors; Purchasing Groups, etc.
- The Electrical, Electronics and Telecommunications sector under a single umbrella: Electrical installation technology, Electrical energy, Lightec: Illumination and lighting solutions, Home digital and telecom systems integrators, and Building automation, industrial control and electronics.
- Each sector present will have its own identity and play a leading role in an "umbrella" fair format that creates powerful synergies.

**OUR AIM IS TO MAXIMISE PROFITABILITY AND VISIBILITY FOR EACH EXHIBITOR. THE TAILOR-MADE TRADE FAIR.**

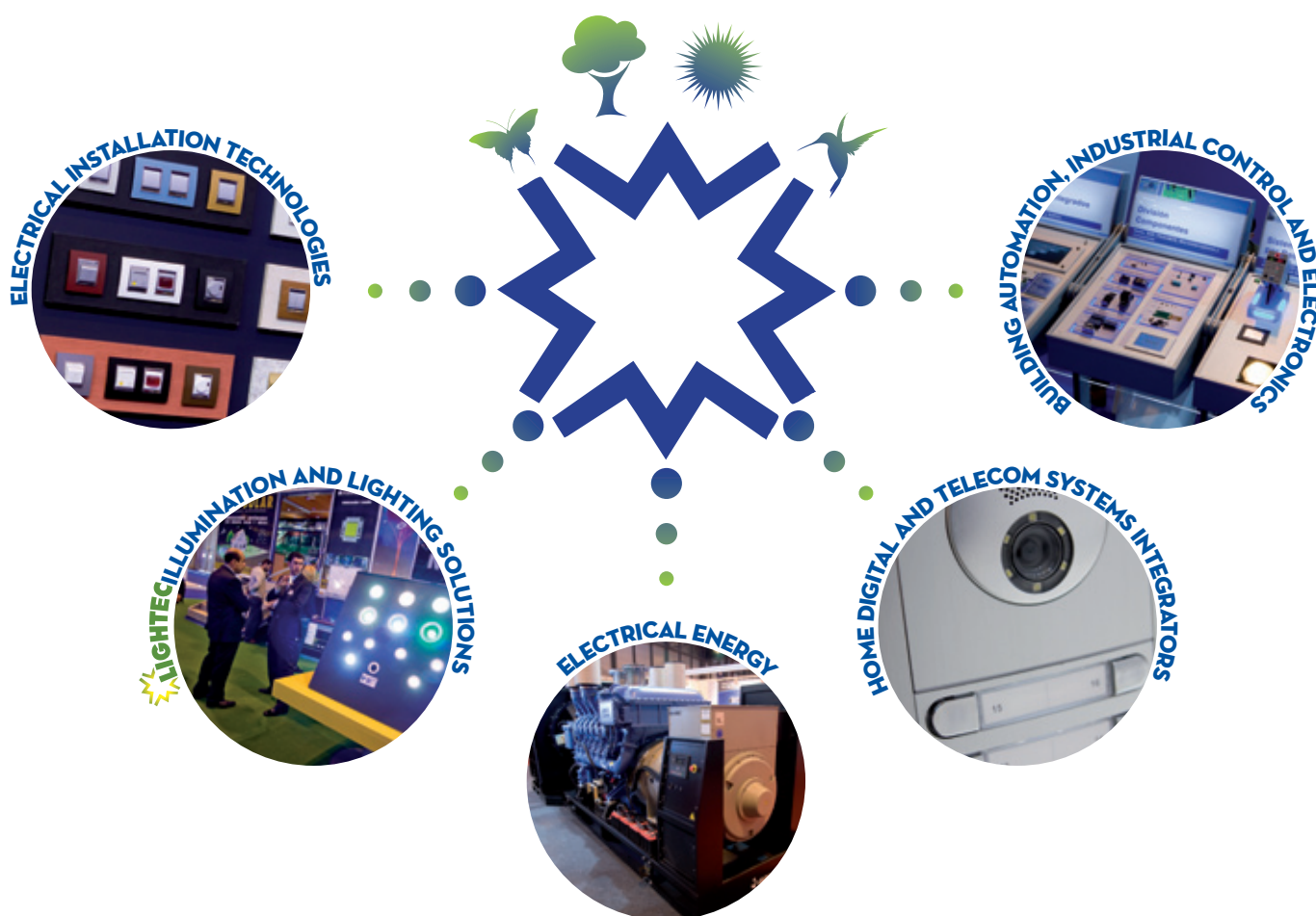
ACTIONS:

- 1° Identifying the general and specific objectives of each exhibitor.
- 2° Creating and promoting tools that encourage professional meetings between exhibitors and visitors.
- 3° Spanish and International Buyers Programme. Steps to attract the main customers of each exhibitor.
- 4° Demonstrations, conferences and training "boxes" for exhibitors so they can let the sector know about their latest products and innovations.
- 5° Trade fair marketing courses and advice. How to optimise communication activities and leverage your participation before, during and after the trade fair.
- 6° Business negotiations, meetings and roundtables involving the different players in aftersales.
- 7° Personalised image and communication for each industry.



# 5 SECTORS WITH THEIR OWN IDENTITY UNDER THE SAME UMBRELLA, WITH COMMON SYNERGIES.

The carefully studied sector make-up of the fair, adapted to sector needs, will help visitors and make it easier for them to achieve their aims in terms of the products and services on display at Matelec. Tailor-made events for each sector.



## NEW EXHIBITOR AREA SPAIN XPORT TECHNOLOGY

In this part of the fair, Spanish companies and technology developers with export potential will be able to present their products and services.

# TAKING PART IS VERY EASY.

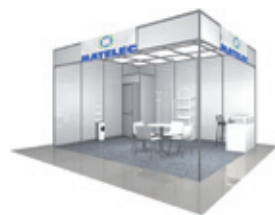
- 1** Define your main business objectives, for being an exhibitor at Matelec on the “Tailor-made trade fair form” that you will find among the other fair documents.
- 2** Identify the best way for you to take part and send it to the Matelec management. We will adapt the fair to your needs. **Together we will create a tailor-made event**, reinvesting the fair’s resources to guarantee results and a **maximum return on investment**.
- 3** Fill in the online participation form in [www.matelec.ifema.es](http://www.matelec.ifema.es). Then send it, without any commitment.
- 4** We will facilitate and make your participation in the fair as easy as possible: **Turnkey, Basic and Premium packages and Free-Design Stand plans** (maximum hireable space limited to 150 sq.m).

- BASIC modular stand, 16 sq.m, for only €2,843.
- PREMIUM modular stand, 16 sq.m, for only €3,649.

## WE CAN ADVISE ON TAILOR-MADE FAIR PARTICIPATION

### YOUR INVESTMENT IN MATELEC (\*)

Example:  
“All included” modular stand, 16 sq.m  
240 meetings, 30 minutes each with all customers.



€2,843 (VAT no included)

# VS.

### TRADITIONAL WAY

Cost in time and organisation of the same  
240 meetings outside the fair.  
Travel.  
Hotels, accommodation.  
Other expenses.

\* Based on a “basic” 16 sq.m modular stand. 30-minute meetings during 40 working hours at the fair, with three sales staff.



# A TEAM OF PERSONNEL AT YOUR DISPOSAL.

NOT ALL COMPANIES HAVE THE SAME NEEDS.  
ASK US FOR ADVICE ON HOW TO MAXIMIZE AND MAKE THE MOST  
OF YOUR PARTICIPATION IN THE TRADE FAIR.

## CONTACT US

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