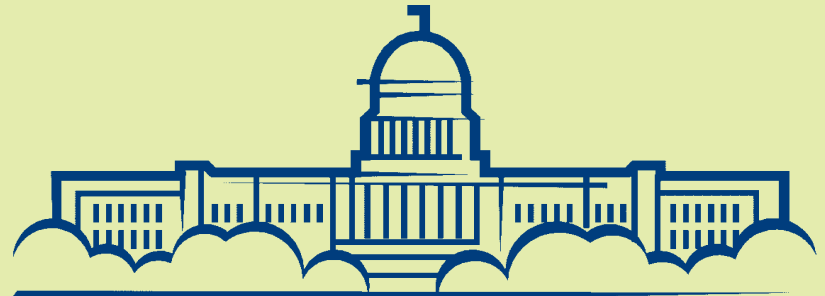


QUALIFIED  
ATTENDEES



SEE  
BUYERS  
FACE-TO-FACE



# 2009 CAPITAL

BUILDING & FACILITY  
MAINTENANCE SHOW

NOVEMBER 18 & 19, 2009

DULLES EXPO AND  
CONFERENCE CENTER  
CHANTILLY, VA

MAKE  
IMMEDIATE  
SALES



MEET  
DECISION  
MAKERS

DEMO  
YOUR  
PRODUCT



Produced by  
**Maintenance Shows  
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# All physical objects require some upkeep. Buildings and Facilities require more than most...

Do you sell products or services to the many professionals responsible for keeping Commercial, Educational, Hospitality, Industrial, Office, Medical, Municipal, Retail or Residential buildings and facilities running safely and efficiently?

If so, the **2009 CAPITAL BUILDING & FACILITY MAINTENANCE SHOW** is the place to be. As an exhibitor you'll...

**See hundreds of qualified decision makers in just two days!**

## QUALIFIED DECISION MAKERS LIKE THESE

- Building Owner
- Chief Engineer
- Consulting Engineer
- Director of Facilities
- Electrical Engineer
- Emergency Manager
- Energy Manager
- Facility Engineer
- Facility Manager
- HVAC Engineer
- HVAC Technician
- Maintenance Engineer
- Maintenance Manager
- Maintenance Technician
- Materials Manager
- Operations Manager
- Physical Plant Manager
- Plant Manager
- Plant Engineer
- President
- Production Manager
- Project Manager
- Property Owner
- Property Manager
- Purchasing Manager
- QA/QC Manager
- Vice President
- Warehouse Manager

*- And other professionals involved in Building & Facility Management from the Greater Tampa & Central Florida Region.*

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## EDUCATIONAL SESSIONS ATTRACT QUALITY ATTENDEES

Running concurrently with the show will be a free comprehensive educational conference program. Educational sessions, conducted by well respected industry professionals, will feature the latest applications and innovations today's facility maintenance professionals need to keep buildings and facilities running smoothly and efficiently.

Educational sessions are a proven method to draw the highest quality attendees and provide a great opportunity to have the experts on your staff gain visibility with this audience (speaking opportunities are limited).

**Call (508) 824-3343 today to reserve the best booth locations!**

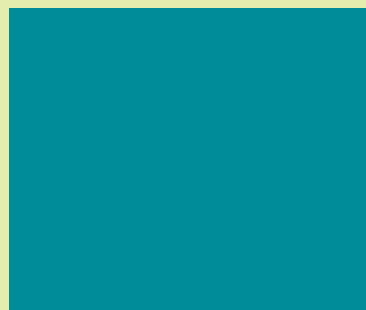
## MARKETING INITIATIVES THAT PRODUCE RESULTS

Maintenance Shows of America's marketing professionals will implement a comprehensive **DIRECT MARKETING CAMPAIGN** utilizing Direct Mail, Faxing & E-Mail.

In addition, we'll complement this direct marketing campaign with **BILLBOARDS** on busy highways and high traffic areas and/or **RADIO SPOTS** run during the morning and afternoon drive time hours.

What's more, we'll provide show promotional materials free to exhibitors. You can request an unlimited number of VIP Tickets and Show Flyers to send out to enhance your results at the show.

**Don't forget to ask about speaking opportunities and sponsorship.**



**8) 824-3343 today to reserve the best booth locations!**



**2009 CAPITAL**  
**BUILDING & FACILITY  
MAINTENANCE SHOW**

## Top Three Reasons Why Trade Shows Are Your Best Marketing Investment...

1. 37% of Show Attendees Have the Final Say in the Buying Decisions  
▶ **They are the decision-makers!**
2. 83% of Show Attendees Have Influence in the Buying Decisions  
▶ **They are critical to making the sale!**
3. 88% of those with buying influence have not been called on by exhibitor sales staff a year prior to the show.  
▶ **They were not already considering your company!**

*Based on a study by the Center for Exhibition Industry Research, Chicago, IL and Exhibit Surveys, Inc. Red Bank, NJ*

## Top Ten Reasons to Exhibit at the 2009 Capital Building & Facility Maintenance Show...

1. Meet purchasing decision-makers that have significant purchasing power.
2. Establish a pipeline to potential new business. Meet new prospects.
3. Gauge your competition. See what they are doing.
4. Generate more sales leads per salesperson in less time than field calls.
5. Convenient for attendees; no planes, no airport hassles, no downtime.
6. Make immediate sales! Get buyers to act with show specials.
7. Present your message during face-to-face sales opportunities.
8. Introduce new products. Demonstrate new & existing product/service in action.
9. Reach those existing customers who need personal attention.
10. Leverage the show's marketing campaign to bring your prospects to the show.

**For availability, pricing, and exhibiting  
information call (508) 824-3340 or  
(508) 824-3343 today.**

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