


**Elektrotechniek**   
**2011** JAARBEURS UTRECHT

**SUSTAINABLE CONTACT@  
ELEKTROTECHNIEK**



**MONDAY 3  
- FRIDAY 7  
OCT. 2011**

**J A A R B E U R S U T R E C H T**  
**W W W . E L E K T R O T E C H N I E K - O N L I N E . N L**

**TRADE SHOW FOR INSTALLER AND INDUSTRY**

# Elektrotechnik

## 2011 JAARBEURS UTRECHT

**YOUR MARKET IS GOING FOR SUSTAINABILITY. AND SO ARE YOU!**

**IN YOUR CONTACTS WITH CLIENTS, IN YOUR SEARCH FOR NEW MARKETS AND OF COURSE WHEN YOU ARE DEVELOPING NEW TECHNOLOGIES. THE MARKET EXPECTS NOTHING ELSE FROM THE ELECTRONICS BRANCH. THAT IS WHY SUSTAINABLE CONTACT @ ELEKTROTECHNIEK IS THE THEME AT THE 2011 EDITION.**



Why? 365 days a year, you are keeping your customers up-to-date via the Internet and your products are being ordered and viewed. But once every two years you get the opportunity to show your products in real life, explain your solutions and present new applications. This is the moment to create sustainable contacts.

In the last forty years, Elektrotechnik has developed into the largest trade show for the installation sector and industry. It is trendsetting because of its variation in exhibitors, and an unmissable trade show for professionals who take their job seriously. The trade show combines an extensive exhibition programme for trade specialists with a large number of extra activities.

The trade show will be held from Monday October 3 until Friday October 7, 2011, in the Jaarbeurs Utrecht. It offers you as an exhibitor the perfect opportunity to present yourself as a sustainable company, create sustainable contacts and show visitors how you translate the concept of sustainability into technology, e.g. with sustainable energy.

### EXCELLENT RESULTS ELEKTROTECHNIEK IN 2009:

Total number of visitors	33.120*
Involved in investments	72%
Average number of stands visited	19
Planning to visit the trade show again	74%
Complete selection	69%
Trade show matched/surpassed expectations visitor	78%
Number of exhibitors	407
Trade show scored as good/excellent by visitors	75%
Trade show matched/surpassed expectations exhibitors	86%

### ACTIVITIES AND EVENTS:

- Opening ceremony with prominent politician
- Presentation ETOP Innovation Awards during the Elektrotechnik dinner
- Student Award
- Get-together for young engineers (powered by Fedet)
- Light conference
- Innovation tours
- Domotics conference
- Energy conference

### SECTORS:

- Installation material
- Lighting
- Low and medium voltage material
- Electrotechnical devices
- Measurement and control systems/devices
- Industrial Electronics, industrial networks
- Sensors
- Electrical drives
- Energy transportation and distribution systems
- Electro-heat and electrochemistry
- Products for Smart Grid Solutions
- Automation systems
- Real estate management systems
- Domotics
- Security systems
- Multimedia components
- Solar and alternative energy
- Network installations
- Education and training
- Information and trade literature



The ETOP Innovation Awards – powered by Fedet – are the awards for innovations in the field of electrotechnology. Both a jury of experts and the visiting public will be selecting a winner for this award. The award celebrating excellent quality offers exhibitors an interesting tool for extra exposure. The award will be presented during the Elektrotechnik dinner, a networking event for the entire branch where we are hoping to welcome you too.

**SIGN UP NOW, TO ENSURE YOU CAN STILL BOOK THE BEST STAND LOCATION**

# SUSTAINABLE CONTACT @

## MEET THE DECISION MAKERS AT ELEKTROTECHNIEK

THE CURRENT ECONOMIC CLIMATE OFFERS YOU OPPORTUNITIES TO INCREASE YOUR MARKET SHARE. BELOW IS THE VISITOR PROFILE FOR ELEKTROTECHNIEK 2009. ARE YOU LOOKING FOR NEW CONTACTS OR DO YOU AS A COMPANY WANT TO RETAIN EXISTING CUSTOMERS? BE A PART OF ELEKTROTECHNIEK 2011 AND MEET THOSE VISITORS THAT ARE IMPORTANT FOR YOU.

## VISITOR PROFILE:

### TOP 5 FROM:

Board of directors/management	21%
(Service) mechanics/fitters	11%
Technical department	10%
Engineer/constructor	9%
Project leader	8%

### VISITORS ARE WORKING IN THE FOLLOWING SECTORS:

Electrotechnical and other installation firms	31%
Industry	27%
Healthcare, education and (semi) governmental organisations	8%
Wholesale	7%
Architect's firm, technical design and consultancy firm	6%

These profiles were compiled based on research executed during Elektrotechniek 2009.



# ELEKTROTECHNIEK

**THE THEME OF SUSTAINABLE CONTACT @ ELEKTROTECHNIEK WILL BE PARAMOUNT IN THE FOLLOWING AREAS OF INTEREST, WHICH WILL BE PRESENTED DURING ELEKTROTECHNIEK 2011. GO TO OUR WEBSITE, [WWW.ELEKTROTECHNIEK-ONLINE.NL](http://WWW.ELEKTROTECHNIEK-ONLINE.NL) FOR INFORMATION ON HOW TO PARTICIPATE.**

## **ELECTRONICS @ ELEKTROTECHNIEK**

More than 14,500 visitors of Elektrotechniek 2009 indicated they are interested in electrotechnical devices. More than 10,000 visitors were interested in industrial electronics. 69% of visitors indicated the selection at the trade show was complete. The next edition will also not disappoint you. Everything is grouped together conveniently, from components to PCBs and from half-products to complete devices. We have set up a pavilion in Hall 7 to present the concept of electronics. You can already participate with a 16 m<sup>2</sup> stand.

## **DRIVE TECHNOLOGY @ ELEKTROTECHNIEK**

27% of visitors indicated that they are interested in (electrical) drives and components. In short; applications to make machines or machine parts move are attracting a lot of attention. There will also be an Drive technology Boulevard in 2011, in hall 10, where visitors can find the top companies in the field of drive technology.

## **SECURITY & SAFETY @ ELEKTROTECHNIEK**

More than 9,000 visitors of Elektrotechniek 2009 indicated to be interested in security. That is why we are also putting security and surveillance in the spotlight in 2011. Participants will be presenting new products and technologies on the cutting edge of a healthy and safe (working) environment, security systems, fire protection and entrance control. The exhibiting companies can be found in hall 12. The 'security concept' is fully integrated into the general trade show campaign, but there will be a separate communication campaign aimed at the security and surveillance sector.

## **LIGHTING @ ELEKTROTECHNIEK**

This year there will be a lot to marvel at in the field of lighting. More than 47% of visitors to Elektrotechniek 2009 have indicated to be interested in lighting, fittings and systems. At the 2011 edition, hall 11 will be dedicated to companies in the field of lighting. Besides their own marketing campaign and the general trade show campaign, the lighting sector has created its own invitations and organised several lighting conferences.

## **SOLAR ENERGY @ ELEKTROTECHNIEK**

Solar energy is showing enormous potential and is the sustainable choice for the future, also in the Netherlands.

More and more large energy consumers switch to solar energy. At Elektrotechniek 2011 you can find products and services from this sector in the solar energy pavilion in hall 9.

We trust that visitors such as fitters, housing associations and governmental organizations will find their way to hall 9.

Are you looking to meet new contacts in the solar energy market? Then participate in the solar energy pavilion.

**ARE YOU FAMILIAR WITH  
THE ADVANTAGES OF  
THE CLIENT PORTAL?**



# Elektrotechniek

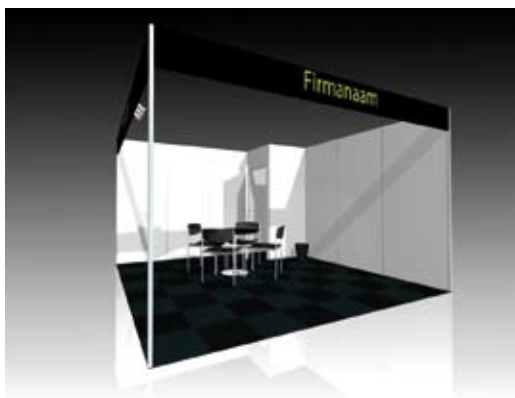
## 2011 JAARBEURS UTRECHT



## WE ARE MAKING IT EASY FOR YOU

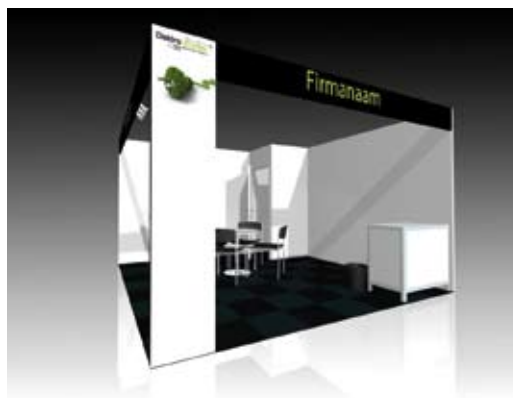
### STAND CONSTRUCTION:

Don't want to worry about your stand? Then use one of our stand construction packages\*, available for every budget. You can choose between the Compact and Ideal packages.



### COMPACT PACKAGE:

The compact solution for a modular stand.  
A compact but complete stand, including furniture.  
Rates: 16 t/m 24 m<sup>2</sup>: € 70 per m<sup>2</sup>  
From 25 m<sup>2</sup>: € 60 per m<sup>2</sup>



### IDEAL PACKAGE:

The professional solution: quality without compromises.  
A completely furnished stand in luxury wood, including furniture.  
Rates: 16 t/m 24 m<sup>2</sup>: € 95 per m<sup>2</sup>  
From 25 m<sup>2</sup>: € 85 per m<sup>2</sup>

## THE CLIENT PORTAL

Your marketing information is worth money. We realize that like no-one else. That is why we are collecting all your information – and more – in the Client Portal. The Client Portal is the meeting place for marketing information, actions, statistics and follow-up actions.

### THE ADVANTAGES OF THE CLIENT PORTAL FOR YOU:

- Create reports about your participation and e-mail campaigns
- Send off your digital invitations
- See who have already used your invitation to pre-register
- Select and download files with visitor profiles
- Measure the responses to your marketing campaigns
- Download your pre-registration link
- Enter your catalogue details
- Enter your press information
- Send off your after-sales e-mails
- Compile complete reports – including diagrams – about your participation

\*More specific information on rates, the basic package and the possibilities for stand construction can be found in the explanation on the registration form.

\*Attention: Stands up to 20 m<sup>2</sup> can only be booked with the additional Compact Package, priced from € 70 per m<sup>2</sup>. Stands larger than 20 m<sup>2</sup> can be booked without the package.

## THE CLIENT PORTAL GETS YOU ' IN TOUCH ' WITH YOUR VISITORS

## DATES:

Monday October 3 -  
Friday October 7, 2011

## LOCATION:

Jaarbeurs Utrecht – hall 7 - 12

## OPENING HOURS:

Monday – Wednesday 10AM – 5.30PM  
Thursday 10AM – 7.30PM  
Friday 10AM – 5PM

## ASSEMBLY AND DISASSEMBLY TIMES:

Go to [www.elektrotechniek-online.nl](http://www.elektrotechniek-online.nl) for assembly and disassembly times

## MORE INFORMATION:

For questions about participation in and promotional opportunities at Elektrotechniek 2011, contact one of our

## SALES & ACCOUNT MANAGERS:



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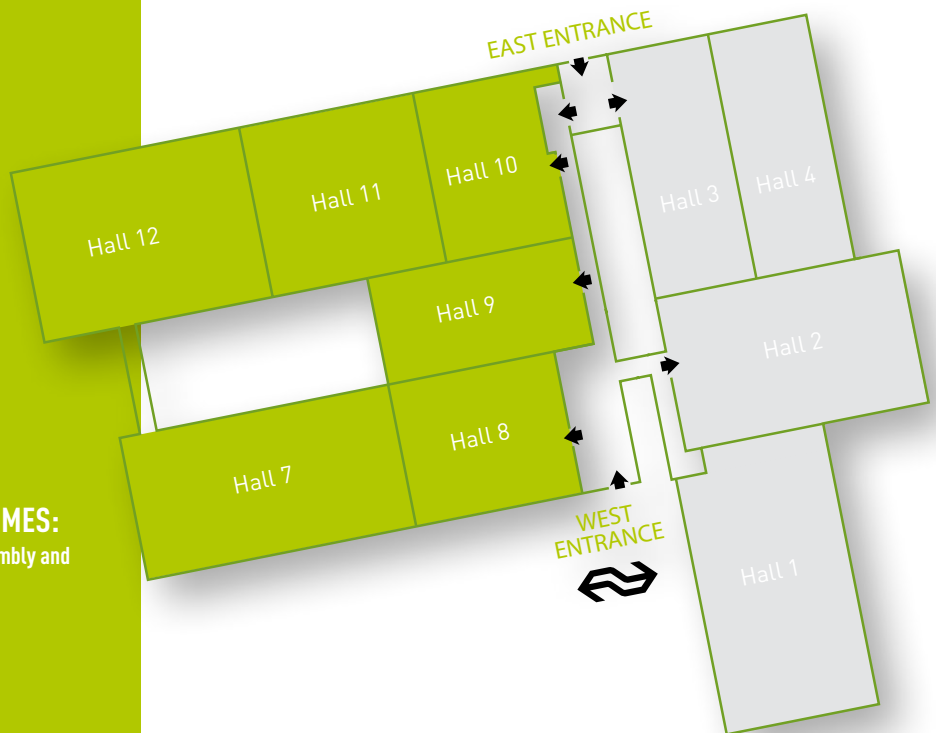
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In cooperation with:



Fedet, under the flag of FME-CWM, represents over 200 electrotechnical supply businesses (producers, wholesalers, agents and importers) with the aim of offering a platform for developments in the field of technology, regulation and the market. [www.fedet.nl](http://www.fedet.nl)



installatie  vakbeurs.nl

THE INTERNET TRADE SHOW FOR THE INSTALLATION BRANCH

CONTACT YOUR CLIENTS 365 DAYS A YEAR