



**BUILDINGSNY**

**May  
2-3  
2012  
Javits  
Center**



BuildingsNY is where 7,000+ owners and managers of small & mid-size New York Buildings, all with open permits, come to find new resources and vendors to service and maintain their properties.

**BUILDINGSNY 2012 DELIVERS:**

**7,000+ Building owners and managers who make key buying decisions.**

- 69% of attendees currently have active projects or open permits
- 51% of attendees expect to spend \$100,000+ on active projects and permits in the next 6 months
- 83% of attendees came to the show specifically to see new products
- 40% of building owners and 50% of building managers come to find new suppliers
- 73% of last year's attendees said they were likely to attend the event in 2012
- 35% of attendees have buildings located in Manhattan

Meet building owners and managers ready to make deals. Attendees have open projects, are ready to make deals and issue RFPs in all areas and all phases of the building lifecycle.

**Now covering even more categories:**

- Architectural products and finishes
- Building automation
- Buildings materials and services
- Code compliance
- Contractor/service providers zone
- Energy efficiency/management
- Financing
- HVAC
- Business of buildings: insurance, accounting, legal, leasing & marketing
- Green products
- Security & Life safety products
- Lighting
- Operations and maintenance
- Plumbing supplies and services
- Retrofit/renovation

**GREAT RESOURCES FOR 2012**

**New lower booth space pricing. We've negotiated lower costs and passed the savings on to you.**

- Free cart service lowers on-site move-in & move-out expenses
- Pre-paid drayage discounts
- Unlimited free exhibit hall invitations for your customers & prospects
- Lead retrieval
- Guaranteed Lead Program

**HOW WILL BUILDINGSNY 2012 DELIVER THE INDUSTRY PROFESSIONALS TO YOUR BOOTH?**

- Targeted Marketing Outreach
- Advertising
- Direct Mail
- Industry Relationships
- E-Marketing
- Free Customer Invitations
- Regional Penetration
- Access to the Right Buyers

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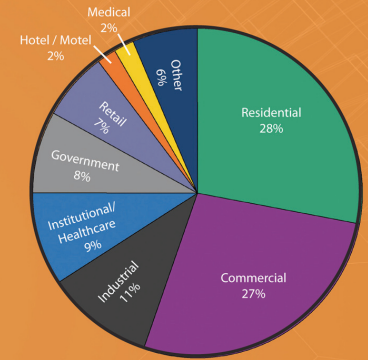
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**THE RIGHT ATTENDEES THAT YOU ARE  
LOOKING FOR...**

**ATTENDEE PROFILE BY PROPERTY TYPE:**



**Top Property Types**

- Residential 28%
- Commercial 27%
- Government 7%
- Institutional/Healthcare 6%
- Under 250 Units 3%

**Top Job Titles**

- Building Owners
- Building Managers
- Architects
- Contractors
- Engineers
- Facility Managers
- Project Managers
- Superintendents

**A Convenient  
New York City Show  
with a National Size  
Audience.**