

4TH ANNUAL

THE SUNDAY BUSINESS POST

PROPERTY EXP 2007



The best place in the world to buy property

16 – 18 February, 2007 Main Hall, RDS, Dublin
24 – 25 March, 2007 Silver Springs Hotel, Cork City



THE SUNDAY BUSINESS POST PROPERTY EXPO 2007

'A SUPERLATIVE SHOW!'

'Great show, great team...'

'The Sunday Business Post exhibition rates as number one'

'The quality of clients was the best'

'Fantastic'

'Excellent show, the best to date, will be very busy following up all leads generated'

'The team is excellent, very helpful and very efficient'

'Excellent exhibition, well organised and well promoted'

'The Sunday Business Post is the best'

'Excellent'

'The volume of clients through the door was exceptional'

'Very impressed with the organisation'

WOW!! Judging by the feedback we have received, The Sunday Business Post Property Expos 2006 were, beyond doubt, among the most successful Expos ever to take place in Ireland!!! Our exhibitors loved them! Our visitors loved them! And we, the organisers, loved bringing them to you! The challenge now is to build on this momentum and to continue to bring you great Expos. This is a challenge we look forward to...

Since its launch in 2004, The Sunday Business Post Property Expo has quickly established itself as Ireland's premier and largest overseas property event aimed at the growing property investor, landlord, developer and speculator markets.

In three short years, the Expo has gone from strength to strength with the introduction of Cork and Galway dates in 2005 (both sold out) and the move to a bigger venue in Dublin in 2006 to accommodate demand (from CityWest to the RDS).

Factoring in advance bookings, the response to our 2006 Expos and the SSIA frenzy, we anticipate our 2007 Expos to be our biggest and most successful yet. These Expos will sell out, so book your place early as ...

YOU NEED TO BE THERE



Minister Micheál Martin launches Property Expo 2006 in Cork



THE FACTS

The following are the hard numerical facts of what our exhibitors thought of our 2006 shows:*

96% thought the Expos were extremely well organised

87% rated the Expo marketing & promotion as good to excellent

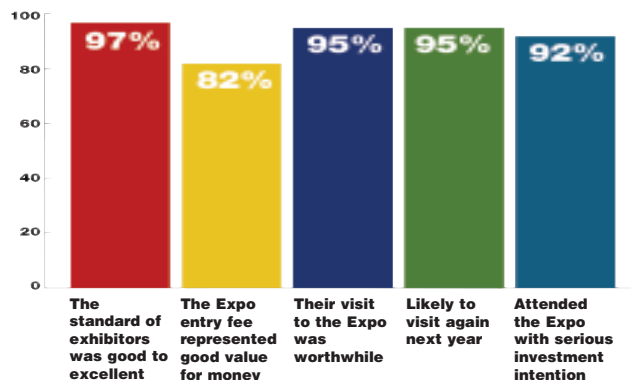
83% were happy with the venues chosen

4 out of 5 thought the Expos were a good investment of their time and money

95% were impressed with Property Expo Team

91% said they would be back in 2007

But it wasn't just our exhibitors who were happy. Here is what our visitors thought:*



* taken from exhibitor and visitor evaluation forms handed out at Expos



Come and meet your customers

Over **22,000** people have now visited a Sunday Business Post Property Expo

WHO WILL BE THERE?

VISITORS?

The Expos attract a strong cross-section of visitors, from the seasoned investor with a large portfolio to the first-time investor fulfilling the dream of owning foreign property, to the retiring couple looking to emigrate to the sun.

The Expos are packed with information, advice, seminars, offers and, probably most importantly of all, exciting investment opportunities. A visit to a Sunday Business Post Property Expo is a must for those looking to make the most from their property investments.

EXHIBITORS?

Whether your company is in finance or sales, an estate agency or tourist board, developer or adviser, The Sunday Business Post Property Expos 2007 are an absolute must. Check out the list on page 7 of past exhibitors, which reads like a who's who of the major players in the overseas property market. If you are not on this list now, make sure you join the club in 2007.

WHO SHOULD EXHIBIT?

- Overseas Developers and Agents
- Auctioneers
- House-builders
- Mortgage Lenders and Brokers
- Surveyors
- Letting and Management Agents
- Planners and Valuation Companies
- Construction Companies
- Architects
- Estate Agents
- Developers
- Tax Advisers
- Residential Investment Specialists
- Development Agencies
- Industry Associations
- E-property Companies
- Self and Package-Build Companies
- Home Automation
- Interior Design and Furniture

This is a business proposition you cannot afford to ignore

PROMOTIONAL PLAN

'The focused and well directed marketing paid off'

A highlight of the 2006 campaign was the fabulous response to our free apartment giveaway on The Late Late Show. The promotion ran on the show for two weeks, with the last 45 minutes of the second show being dedicated exclusively to the promotion!

The success and growth of The Sunday Business Post Property Expos is undoubtedly down to our ambitious, comprehensive and well funded integrated marketing campaigns. Building on our success, and to ensure our continued growth, we will be investing even more heavily in this year's campaign including:

- o A **focused national television** campaign directed specifically at our target market
- o Widespread **national press** coverage in the weeks leading up to the event in **The Sunday Business Post, The Irish Examiner** and **The Irish Times** as well as regional press including **The Evening Echo** amongst others
- o Sweeping **radio** coverage including RTE Radio 1, Today FM, 98 FM, Newstalk 106, RedFM, 96FM and 103FM
- o An extensive 48 sheet **billboard** and **admobile** campaign
- o Comprehensive national and international **online** campaigns
- o A specially commissioned **supplement**, dedicated exclusively to the event, and distributed with The Sunday Business Post the weekend prior to the Dublin Expo
- o **New for 2007! A special supplement promoting the Cork Expo** will be published in the days prior to the Expo
- o After the success of the first promotion, we anticipate running another **free apartment giveaway on The Late Late Show** (to be confirmed)
- o An in-depth **PR** campaign including **special promotions, competitions, offers** and **giveaways**
- o A detailed high-quality **Expo directory** containing all exhibitor and seminar details, as well as informative property articles
- o Miscellaneous promotion including **AA road signs, two for one flyers** and **special invites**

The Sunday Business Post is Ireland's leading Financial, Political and Economic Newspaper and is the fastest growing quality newspaper in the country. As Ireland's largest circulating business newspaper, it brings you unrivalled coverage in the areas of News, Politics, Personal Finance, Business, Property, IT, Recruitment and the Arts. With a current readership of 201,000, the highest in the newspaper's history, The Sunday Business Post has achieved a 'must read' status with its target audience. It continues to be Ireland's most clearly focused and targeted Sunday newspaper, with three quarters of its readers in the ABC1 Category.

Fiachra O'Riordan
Chief Executive
The Sunday Business Post

EXHIBITION PACKAGES

Book both Expos and save

BRONZE PACKAGE

- o **Six square metre (3x2) exhibition space**
- o **Ready-to-go stand package including modern stand-fitted system with Velcro compatible Nyloop panels, two spotlights, one power point and company name signs with one table and two chairs**
- o **Colour advertisement (10cms by 8.3cms) in the specially commissioned Sunday Business Post Expo supplement**
- o **Listing (including 50 word description) in the Expo directory**
- o **20 free tickets to the exhibition to distribute among clients and associates**
- o **Listing on the event website as part of event online promotion with hyperlink to and from your site**
- o **Access to VIP area**

Investment €2,850 plus Vat

GOLD PACKAGE

- o **Eighteen square metre (6x3) exhibition space**
- o **Ready-to-go stand package including modern stand-fitted system with Velcro compatible Nyloop panels, three spotlights, one power point and company name signs with two tables, four chairs and a literature rack**
- o **Colour advertisement (10cms by 16.8cms) in the specially commissioned Sunday Business Post supplement**
- o **1/2 page advert and listing (including 100-word description) in the Expo directory**
- o **60 free tickets to the exhibition**
- o **Listing on the event website as part of event online promotion with hyperlink to and from your site**
- o **Access to VIP area**

Investment €7,850 plus Vat

e 10% on the 2nd booking

SILVER PACKAGE

- **Nine square metre (3x3) exhibition space**
- **Ready-to-go stand package including modern stand-fitted system with Velcro compatible Nyloop panels, three spotlights, one power point and company name signs with one table, three chairs and a literature rack**
- **Colour advertisement (10cms by 8.3cms) in the specially commissioned Sunday Business Post Expo supplement**
- **1/4 page advert and listing (including 50 word description) in the Expo directory**
- **40 free tickets to the exhibition**
- **Listing on the event website as part of event online promotion with hyperlink to and from your site**
- **Access to VIP area**

Investment €4,250 plus Vat

PLATINUM PACKAGE

- **Thirty-six square metre (6x6) exhibition space**
- **Ready-to-go stand package including modern stand-fitted system with Velcro compatible Nyloop panels, four spotlights, one power point and company name signs with two tables, eight chairs and a literature rack**
- **Colour advertisement (10cms by 16.8cms) in the specially commissioned Sunday Business Post Expo supplement**
- **Guaranteed editorial coverage in Sunday Business Post Expo supplement**
- **Full page advert and listing (including 100-word description) in the Expo directory**
- **80 free tickets to the exhibition**
- **Preferential listing on the event website as part of event online promotion with hyperlink to and from your site**
- **Opportunity to host and present a seminar**
- **Access to VIP area**

Investment €15,250 plus Vat

Book your place and pay your deposit during 2006 and pay 2006 prices! Prices will increase by up to 10% for bookings in 2007!!



Space Only Option

Gold & Platinum exhibitors have the option of using their own stands, rather than availing of the ready-to-go package choice. In such circumstances, the package prices would change to:

**Gold Package €7,350 plus Vat
(a saving of €500)**

**Platinum Package €14,250 plus Vat
(a saving of €1,000)**

Additional space

Additional exhibition space and ready-to-go packages are available at:

**€295 per sqm (plus Vat) up to 18 sqm and
€275 per sqm (plus Vat) thereafter**

**Gold & Platinum sponsors can also avail of an additional space only option at:
€240 per sqm (plus Vat)**

Booking terms

50% deposit required on bookings received before November 30, 2006

100% deposit required on bookings received after November 30, 2006

Balance including Vat due by January 4, 2007

Stand allocation

Exhibition space is assigned strictly on a first come, first served basis and may be reserved by completing and returning the enclosed booking form with the appropriate booking deposit.

* Even if you book both shows, and depending on which package you reserve, you are still only entitled to one ad in the directory. Likewise, if you book different packages for each show you will receive your discount on the smaller package.

FREE Seminars

68% of visitors attended at least one seminar at last year's Expos

Seminars are an integral and highly informative part of The Sunday Business Post Property Expos and run continuously throughout both Expos. Presented by experts in a non-commercial way, they aim to convey the fundamentals of property investment to the first-time buyer and to enhance the expertise of the veteran investor. Our seminars are designed to provide information, opinion and discussion on the issues that matter most to enable investors to make informed choices.

Seminar topics at past Expos include:

- o How to Get Started in Investment Property – the A-Z
- o Investing in Bulgaria, Budapest and Portugal – The Tax & Legal Aspects
- o Using your SSIA Deposits to Fund Overseas Property Purchases
- o UK Market Fundamentals
- o Turkey: Affordable, Luxury Investments on the Mediterranean
- o Syndication Investment Opportunities
- o Understanding Leasebacks

"Having exhibited with the Sunday Business Post Property Expos in the past, I have been most impressed with the preparation for exhibitions, in particular with the professionalism and genuine interest demonstrated by all the team to ensure that the Expos have been a worthwhile investment"

Seamus Keating Investments Limited

The Organisers

The Sunday Business Post Property Expo series is brought to you by Ireland's leading events partners, iQuest and The Sunday Business Post, in association with leading PR consultancy Mary FitzGerald Public Relations.

"We have set ourselves two goals: to host the best property expos anywhere in Europe in terms of organisation, promotion and both the quality and number of visitors. And secondly, to ensure that both our exhibitors and visitors profit from their relationship with The Sunday Business Post Property Expos"

Michael Nolan, Managing Director, iQuest

THE VENUES



Main Hall, RDS, Dublin

"A really impressive venue and professional"

"RDS has been the best venue and we hope future Expos will be held there"

The RDS Irish International Convention and Exhibition Centre is Ireland's premier venue for meetings, conferences, exhibitions, trade and public shows, entertainment and sporting events. Located in the very heart of Dublin, no other exhibition venue offers such access to Ireland's capital city.

Silver Springs Hotel, Cork

We're heading back to The Silver Springs for the third year in a row. And, you better book quickly as this show sold out well in advance in its first two years!!!

The Silver Springs Moran Hotel is the perfect conferencing venue as it is ideally situated convenient to Cork City centre.

Exhibitors at previous Sunday Business Post Property Expos included:

- o A Better Choice Ltd
- o Absolute Fit Out
- o Address Bulgaria
- o Adriatic Riviera
- o Aegean Blue
- o Agence de la Mer
- o Aifos
- o Ailesbury Investments
- o Alyana Europa
- o Ann Collins Property
- o Aquarius Properties
- o ASEM Ireland
- o Asset Land Plc
- o Atlas Hungary Ltd
- o Avatar International
- o Avoca Hungary Ltd
- o Azur Assistance Ireland
- o Balkan Business Links
- o Balkan Property Investment
- o Bank of Ireland
- o Bank of Ireland Mortgages/La Caixa
- o Bell Properties/Aegean Properties
- o Berlin Properties
- o BG Property Investments
- o Bids in France
- o BIP Invest
- o Bohan Property Consultants
- o Brian Gorman Property Consultants
- o Bulgaria Buy
- o Bulgarian Coastal Properties
- o Bulgarian Investments
- o Bulgarian Villas
- o Buy In Bulgaria
- o Cairns Properties
- o Cape Verde
- o Capital Developments
- o Capital Invest REMAX
- o Central European Properties
- o Christies Estate Agents
- o City Residential Liverpool
- o CLC Estates
- o Clos Dia 2
- o Coldwell Banker Team Realty
- o Colm McEvoy Overseas
- o Conseil Patrimoine
- o Costello Construction
- o Crawley Business Consulting Ltd
- o Crowley McCarthy
- o Crowley Millar Solicitors
- o Cullen Auctioneers
- o Cunningham & Ostojic
- o Cypeir Estates & Palatino Developments
- o Cypro Jewel Homes
- o Cyprus Point Orlando
- o Cyprus Sun
- o Daft.ie
- o Dandara
- o Demarko
- o Durkan Residential
- o E3 Property
- o Elegant Homes
- o Exclusive Marbella
- o Experience BG
- o Find your Home in the Sun
- o Flott Investments
- o Fortuna Estates
- o France Buy to Let
- o France First
- o France Residence
- o Fuerteventura Properties
- o Ganley Auctioneers
- o Garvetur
- o Gaughran Homes
- o Giganthelp
- o Global Properties Cork
- o Global Property Investments Ltd
- o Global Property Turkey Ltd
- o Global Scope
- o Gold City
- o Grand Waterside Homes
- o Grant Property Management
- o Guy Hoquet Estate Agents Perpignan
- o Heffernan Estates
- o HG Investments
- o Hogan Property Services
- o Homes of America
- o Hooke & MacDonald
- o Horizon Properties
- o Houses & Apartments
- o Hungarian Investment Properties
- o Iberian International
- o IBP
- o IFC
- o Images of Spain
- o Imo 90
- o Imoti Bulgarian Properties
- o Intercapital
- o International Property Investments
- o Investor First
- o Irish Dream Homes
- o Irish Mortgage Corporation
- o Irish Property Buyer
- o Just Financial
- o KenDar Holdings Ltd
- o Kefalonia.ie
- o Key To France
- o KQM
- o Kurt, Safir & Saray
- o Lace Market Properties
- o Landstone Estates
- o Larionovo
- o Lavan French Auctioneers
- o Leptos Estates
- o Liam Scott Developments
- o Liberty Asset Management
- o Lintur Properties
- o Lyons Properties
- o Mackenzie Homes Portugal
- o Mahers Golf
- o Marlborough International Properties
- o Mason Estates
- o Matt Dunne & Associates
- o Mazars
- o MCG Properties
- o MD Property International
- o Med Dreams
- o Medview Homes
- o Memtech (Buy in Bulgaria)
- o Milton Property Consultants
- o MJM
- o Moneycorp
- o Montenegro Living
- o Moreworth Properties
- o Morgan Leahy
- o My Home Overseas.ie
- o Newfound Property
- o Noel Burke Developments
- o Ocean Properties
- o Ocean View Properties
- o Oceanico Developments
- o Off Plan Investments
- o Olivers Estate Agents
- o O'Mahony Auctioneers
- o Opportunities Turkey
- o Oui Can Do
- o Overseas Homes Forever
- o Overseas Properties.com
- o Overseas Property Centre
- o Overseas Property Investments
- o Overseas Property Law
- o Overseas Property Shop
- o PI Property International – Norm Yapi
- o Platinum Developments
- o Poland Property Partners
- o Portuguese Property
- o Power / DGSP
- o Premier Marbella
- o Premier Property International
- o Premier Resorts
- o Professional Portfolios
- o Properties in Bulgaria
- o Properties In Turkey
- o Property For Life
- o Property in Bulgaria.com
- o Property Investor News Magazine
- o Property Locators
- o Property of Turkey
- o Property Partners
- o Property Team MA O'Leary
- o Providence Financial
- o Prunty's Overseas Properties
- o QSD International Group
- o Quique Inmobiliaria Orolar
- o R - MAC
- o Ready 2 Invest UK
- o Real Bulgarian Property
- o Real Estate Turkey
- o Redtower Developments
- o Regnum
- o Remax Associates
- o Remax Associates IPROP
- o Remax Premier County
- o Remax Properties
- o Remax Results Auctioneers
- o Ribera Desai
- o Ros Bercon Developments
- o Roseberry Homes
- o Ryan Lopez Spanish Properties
- o S'Antoni
- o SAP
- o Sarl Marks
- o SCK Property Services
- o SEP Europe
- o Shanghai Vision
- o Sherry FitzGerald Davitt & Davitt
- o Simple Palmera
- o Simple Turkey
- o Sky High Developments
- o Slovakia Real Estate
- o Splash Properties & Newlyn Developments
- o Star Property Investments
- o Sun Gate Property
- o Sun Homes Galway
- o Sun Med Estates
- o Sun Resorts Developments
- o Supreme Marbella
- o SWS Group
- o SWS Property Services
- o 3D Property & Financial Services
- o Tara European Properties
- o The Prestige Group
- o The Property People
- o The Turkish Property Centre
- o Top Homes
- o Toros Cekic
- o Tucana Investment Property
- o Turkey Expert
- o Turkey Real Estate Direct
- o Turkish Investments Ltd
- o Turkish Property Centre
- o Turkish Property.ie
- o Turkish Real Estate
- o Turkish Riviera
- o Turn Key Properties
- o United Group
- o VB & Associés
- o Vineyard Villas
- o West Coast Portugal
- o West Properties International
- o Widdis Property Investments
- o Wise Move Homes
- o Worldwide Property Investments
- o www.propertyinvestment.ie
- o Young's Auctioneers

THE SUNDAY BUSINESS POST

PROPERTY EXP 2007

Where investors do business

16 – 18 February, 2007 Main Hall, RDS, Dublin
24 – 25 March, 2007 Silver Springs Hotel, Cork City

Show dates and times

Build-up	Dublin Thursday 15 February	Cork Friday 23 March
Show Open	Friday 16 February 12.00 - 19.00	Saturday 24 March 11.00 - 18.00
	Saturday 17 February 11.00 - 18.00	Sunday 25 March 11.00 - 18.00
	Sunday 18 February 11.00 - 18.00	

For bookings and availability, call Adrian on 01-2811111, 087-6811830,
e-mail expo@sbpost.ie or visit www.propertyexpo.ie

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