



PROPERTY EXPO 2004

Residential, commercial and overseas opportunities for the smart investor

16 -18 April 2004 CityWest Convention Centre



WHO SHOULD EXHIBIT

People in Property

Developers

Estate Agents

Auctioneers

House builders

Mortgage Lenders and Brokers

Surveyors

Removers

Letting and Management Agents

Planners and Valuation Companies

Construction Companies

Architects

Engineers

Overseas Developers and Agents

Solicitors

Residential Investment Specialists

Development Agencies

Industry Associations

E-property

Self and Package-Build Companies

Home Automation

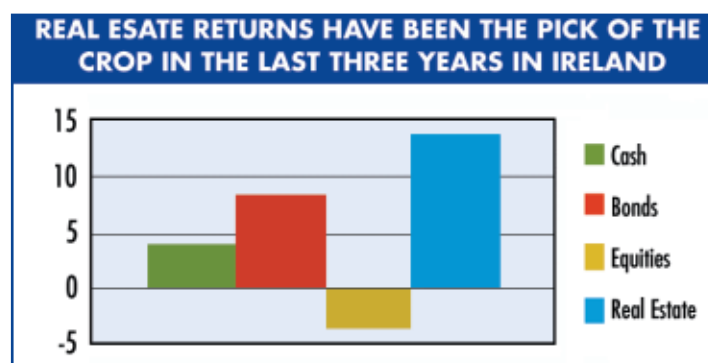
Interior Designers

Furnishing Companies

PROPER

Helping you meet serious buyers and sellers under one roof

There are many reasons for the property investment boom, not least of which is that property continues to out-perform other investments – as illustrated in the graph below.



Source: Deutsche Bank Research

According to the ESRI, 9.5 per cent of all Irish adults are investing or considering investing in property in the next two years. If totally realised, this is consistent with additional demand for up to 150,000 units.

Furthermore, a growing number of investors are buying or considering buying property overseas. And, these investors are no longer just looking at the usual hotbeds of England, Spain, France, Portugal or Florida, but have also extended their vision to such far flung and diverse places as Turkey, South Africa, Croatia and New Zealand among others. Property Expo 2004 offers you a unique opportunity to meet and do business with these investors, within a three-day period, all under the same roof in CityWest Convention Centre from April 16 – 18, 2004.

This is a business proposition you cannot afford to ignore

Call Adrian now on 01-2017961, 087-6811830
or e-mail expo@sbpost.ie

PROPERTY EXPO 2004

Property Expo 2004 promises to be Ireland's largest expo aimed at the growing property investor, landlord, developer and speculator market

The expo aims to attract a strong cross-section of visitors, from the seasoned investor with a large portfolio to the first-time buyer taking their first tentative steps on the property ladder. The show will be packed with information, advice, seminars, offers and probably most importantly of all, exciting investment opportunities. A visit to the Expo is a must for those looking to make the most out of their property investments.

Come and meet your customers

Whether your company is in finance or sales, an auctioneer or designer, developer or adviser, Property Expo 2004 at the CityWest Hotel is an absolute must.

You
need
to be
there



The Seminars

Seminars will be an integral and highly informative part of the Expo. In all, over 30 forty-minute seminars will be staged, in two seminar theatres, throughout the three days of the Expo. 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. These seminars will provide information, training and discussion on the issues that matter most to investors including:

- **The year ahead for the property investor**
- **The fundamentals of investing in property**
- **Buying off-plan**
- **The auction room – buying & selling**
- **Inheritance tax – the facts**

- **Where is there value in the property market?**
- **Tax and financial planning for buying commercial property**
- **Getting on the property ladder in Spain & Portugal**
- **Regional hotspots – local infrastructure and market value**
- **Commercial investment tactics**
- **UK cities – a short hop and a sound investment?**

The Organisers

Launched this year, Property Expo 2004 is being brought to you by Ireland's leading events partners, iQuest and The Sunday Business Post, and in association with Mary FitzGerald PR.

We have no doubt that Property Expo 2004 will soon become Ireland's premier property event and a cornerstone of your annual marketing strategy.

EXHIBITION PACKAGES

Bronze Package

- Six square metre (3x2) exhibition space and ready-to-go stand package including modern stand-fitted system with back and dividing walls, spotlights, power point and company name sign
- Advertisement (10cm by 2 columns) in the specially commissioned Sunday Business Post supplement
- Listing (including 50 word description) in the Expo directory
- 10 free tickets to the exhibition to distribute among clients and associates
- Listing on The Sunday Business Post website, www.thepost.ie, as part of event online promotion with hyperlink to and from your site
- Access to VIP area

Investment €2,400 plus Vat

Silver Package

- Nine square metre (3x3) exhibition space and ready-to-go stand package including modern stand-fitted system with back and dividing walls, spotlights, power point, table, chairs and company name sign
- Advertisement (10cm by 2 columns) in the specially commissioned Sunday Business Post supplement
- Quarter page ad and listing (including 50 word description) in the Expo directory
- 15 free tickets to the exhibition
- Listing on The Sunday Business Post website, www.thepost.ie, as part of event online promotion with hyperlink to and from your site
- Access to VIP area
- 6 free tickets to seminars

Investment €3,850 plus Vat



PROMOTIONAL PLAN

Property Expo 2004 will be promoted extensively nationally and selectively overseas

Our integrated marketing campaign will include:

- A discerning **television campaign** directed specifically at our target market
- Widespread coverage in **The Sunday Business Post**, and other national and regional press, in the weeks leading up to the event
- Sweeping **radio coverage** including among others **Radio 1, Today FM, 98 FM and Newstalk 106**
- Comprehensive **direct marketing, point of sale, outdoor and online campaigns**
- **A specially commissioned supplement**, dedicated exclusively to the event, and distributed with The Sunday Business Post on April 11
- An extensive **PR campaign**
- A detailed high-quality Expo directory containing all exhibitor and seminar details, as well as informative property articles

Gold Package

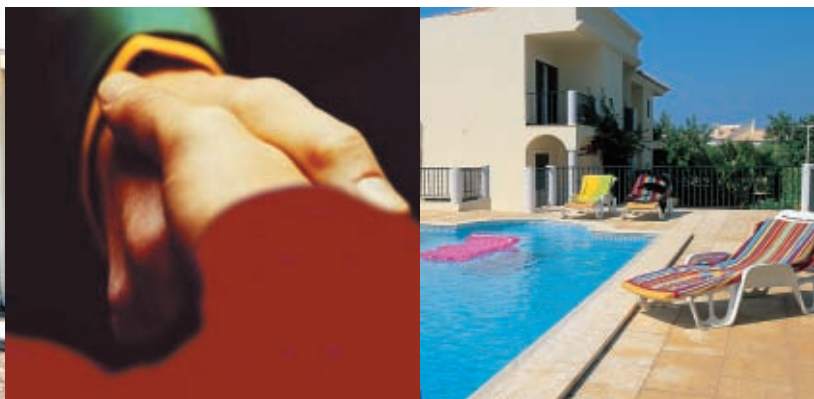
- Eighteen square metre (6x3) exhibition space and ready-to-go stand package including modern stand-fitted system with back and dividing walls, spotlights, power point, table(s), chairs, literature rack and company name sign
- Advertisement (10cm by 4 columns) in the specially commissioned Sunday Business Post supplement
- Half page ad and listing (including 100 word description) in the Expo directory
- 25 free tickets to the exhibition
- Listing on The Sunday Business Post website, www.thepost.ie, as part of event online promotion with hyperlink to and from your site
- Access to VIP area
- 12 free tickets to seminars

Investment €6,950 plus Vat

Platinum Package

- Thirty six square metre (6x6) exhibition space and ready-to-go stand package including modern stand-fitted system with back and dividing walls, spotlights, power point, table(s), chairs, literature rack and company name sign
- Advertisement (10cm by 4 columns) in the specially commissioned Sunday Business Post supplement
- Full page ad and listing (including 100 word description) in the Expo directory
- 50 free tickets to the exhibition
- Listing on The Sunday Business Post website, www.thepost.ie, as part of event online promotion with hyperlink to and from your site
- Access to VIP area
- 25 free tickets to seminars
- One free insert in visitor bags (to be supplied by sponsor)
- Opportunity to host and present a seminar

Investment €13,750 plus Vat



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 €6,300 plus Vat (a saving of €650)

Platinum Package €12,550 plus Vat (a saving of €1,200)

Additional space

Additional exhibition space and ready-to-go packages are available at: **€280 per sqm (plus Vat) up to 18 sqm and €265 per sqm (plus Vat) there after**

Gold & Platinum sponsors can also avail of an additional space only option at: **€225 per sqm (plus Vat)**

Booking terms

33.3 per cent deposit on bookings received before December 31, 2003

50 per cent deposit on bookings received before February 16, 2004

100 per cent on bookings received after February 16, 2004

Balance including Vat due by March 1, 2004

Stand allocation

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

The state-of-the-art CityWest Exhibition & Conference Centre is Ireland's largest purpose built facility and host to

Property Expo 2004

It is ideally located just 25 minutes from Dublin airport and the city centre

THE VENUE



As a four star hotel CityWest boasts:

3,800 square metres of exhibition space

Ample complimentary parking

Excellent IT & communication facilities

725 spacious, well-equipped guest rooms & suites

(discounted rates available for exhibitors)

Full air-conditioning

A variety of bars and restaurants

Two Christy O'Connor Junior golf courses



CityWest Conference and Golf Resort, Saggart, Co.Dublin, Ireland

Tel: (01) 4010500 Fax: (01) 4010945

E-mail: sales@citywesthotel.com Web: www.citywesthotel.com



PROPERTY EXPO 2004

16 – 18 April, 2004,
CityWest Convention Centre,
Dublin

Where
investors
do
business

**FOR BOOKINGS AND
AVAILABILITY**

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PROPERTY EXPO 2004

Expo Dates and Times

Build up

Space only exhibitors	Wednesday 14th	09.00 - 20.00
	Thursday 15th	09.00 - 20.00
Shell scheme exhibitors	Wednesday 14th	09.00 - 20.00

Expo Open

Friday 16th	11.00 - 20.00
Saturday 17th	10.00 - 18.00
Sunday 18th	10.00 - 17.00

Breakdown

Sunday 18th	17.00 - 24.00
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For bookings and availability

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