

THE SUNDAY BUSINESS POST

PROPERTY

EXP 2005

Residential and overseas opportunities for the smart investor

April 15 – 17, 2005

CityWest Convention Centre, Saggart, Co Dublin



iQuest

MARY FITZGERALD

PRESS PUBLIC RELATIONS MARKETING CONSULTANT



THE SUNDAY BUSINESS POST PROPERTY EXPO 2005

Helping you meet serious buyers and sellers under one roof

Launched in 2004, The Sunday Business Post Property Expo is fast establishing itself as Ireland's premier property event. More than **4,500** visitors attended the inaugural Expo throughout its three days. Indeed, in the words of our exhibitors:

"I've been doing property exhibitions around the world for the last 25 years and this was probably the best organised and best attended by serious potential purchasers" Tony Cassidy, Marbella Direct

"Our advisers were just about able to cope with the numbers, while the after sales more than justified the cost of participation" John Lowe, managing director, Providence Finance Services Limited

Plus, it was not just the number of visitors that was impressive; the quality of visitor exceeded our exhibitors' expectations:

"Superb exhibition - a quality of visitor never experienced at any other exhibition" Tony Brent, Portuguese Property

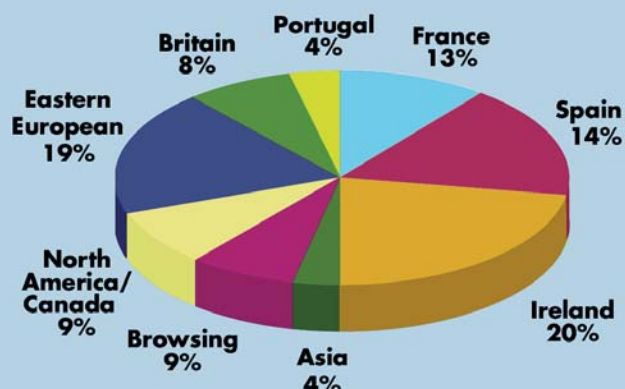
Incredibly, almost **50 per cent** of exhibitors reserved their spot for this upcoming Expo before the 2004 Expo had even finished!

"The Prestige Group had a fantastic three days - we made a lot of excellent new leads, and most importantly, sold product" Catherine Kavanagh, The Prestige Group

"Very well run show - very good business made here" Melanie Rochester, Blandford Estates

Endorsing this view that the quality of visitor was very high, our research on the day told us:

- **77% of visitors owned at least one property**
- **33% owned at least one property overseas**
- **Only 9% were at the Expo to browse, with a massive 91% attending with serious investment intentions. These intentions were broken down into areas of interest as follows:**



This is a business proposition you cannot afford to ignore

Call Adrian now on 01-2811111, 087-6811830

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

Self and package-build companies

Home automation

Interior design and furniture

THE SUNDAY BUSINESS POST PROPERTY EXPO 2005

is Ireland's largest Expo aimed at the growing property investor, landlord, developer and speculator market

The Expo attracts a strong cross-section of visitors, from the seasoned investor with a large portfolio to the first-time investor fulfilling the dream of owning a holiday home and the retiring couple looking to emigrate to the sun.

The Expo is 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 or is an estate agency, tourist board, developer or adviser, The Sunday Business Post Property Expo 2005 in the Convention Centre in the CityWest Hotel is an absolute must.

You need to be there

"Property Expo 2004 was an excellently organised event. Ultimately, The Sunday Business Post's successfully implemented marketing campaign ensured that only individuals genuinely interested in purchasing property attended the event. Dandara has booked the same exhibition space for Property Expo 2005 due to the great success of the 2004 show"

Elaine Hannevig, investment sales manager, Dandara

The Golden Circle Hall

Due to the massive interest shown by the industry and the number of bookings already taken, we have now added a second hall to the Expo.

One floor up from the main hall, the Golden Circle will be prime exhibition space as our very popular and well attended seminar series will also take place in this hall. The introduction of the Golden Circle will increase the size of the Expo by almost 30 per cent, allowing us to grow the show to meet the extra demand generated among both exhibitors and visitors as a result of last year's success.



Exhibition



Promotional plan

The promotional plan for the 2004 inaugural **Sunday Business Post Property Expo** was one of the most ambitious, comprehensive and undoubtedly successful ever undertaken for a launch show in Ireland. Building on this success, this year's marketing campaign will include:

- A focused **national television** campaign directed specifically at our target market
- Widespread coverage in **The Sunday Business Post** property supplement, and other **national** and **regional** press, in the weeks leading up to the event
- Sweeping **radio** coverage including, among others, RTE Radio 1, TodayFM, 98FM and Newstalk 106
- An extensive 48-sheet **billboard** and **admobile** campaign
- Comprehensive (international) **online** campaigns
- A specially commissioned **supplement**, dedicated exclusively to the event, and distributed with The Sunday Business Post on April 10
- An in-depth **PR** campaign including special **promotions** and **offers**
- A detailed high-quality **Expo directory** containing all exhibitor and seminar details, as well as informative property articles

Bronze package

- 6 square metre (3x2) exhibition space
- Ready-to-go stand package including modern stand-fitted system with back and dividing walls, spotlights, power point and company name signs with 1 table and 2 chairs
- Colour advertisement (10cm by two columns) in the specially commissioned Sunday Business Post Expo 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 promotion online with hyperlink to and from your site
- Access to VIP area

Investment €2,700 plus Vat

Gold package

- 18 square metre (6x3) exhibition space
- Ready-to-go stand package, as described in bronze package, with the addition of 1 table and 4 chairs and a literature rack
- Colour advertisement (10cm by four columns) in the specially commissioned Sunday Business Post supplement
- 1/2 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 promotion online with hyperlink to and from your site
- Access to VIP area

Investment €7,450 plus Vat

Call Adrian now on 01-2811111,

packages



Silver package

- 9 square metre (3x3) exhibition space
- Ready-to-go stand package, as described in bronze package, with the addition of 1 table and 3 chairs and a literature rack
- Colour advertisement (10cm by two columns) in the specially commissioned Sunday Business Post Expo supplement
- 1/4 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 promotion online with hyperlink to and from your site
- Access to VIP area

Investment €4,000 plus Vat

Platinum package

- 36 square metre (6x6) exhibition space
- Ready-to-go stand package, as described in bronze package, with an additional 2 tables and 8 chairs and a literature rack
- Colour advertisement (10cm by four columns) in the specially commissioned Sunday Business Post Expo supplement
- Guaranteed editorial coverage in Sunday Business Post Expo supplement
- Full page ad and listing (including 100-word description) in the Expo directory
- 50 free tickets to the exhibition
- Preferential listing on The Sunday Business Post website, www.thepost.ie, as part of event promotion online with hyperlink to and from your site
- Opportunity to host and present a seminar
- Access to VIP area

Investment €14,750 plus Vat

Space only option

Gold and 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 €6,950 plus Vat
(a saving of €500)

Platinum package €13,750 plus Vat
(a saving of €1,000)

Additional space

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

€280 per square metre (plus Vat) up to 18 square metres and €265 per square metre (plus Vat) thereafter

Gold and Platinum sponsors can also avail of an additional space only option at:

€235 per square metre (plus Vat)

Booking terms

- 33.3% deposit on bookings received before December 1, 2004
- 50% deposit on bookings received before February 11, 2005
- 100% on bookings received after February 11, 2005

Balance including Vat due by March 1, 2005

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.

FREE Seminars

**More than 1,500 people
attended seminars at last
year's Expo**

Seminars are an integral and highly informative part of the Expo and will run continuously 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 investor and to enhance the expertise of the veteran investor. These seminars 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 the plans
- Where is the value in the property market?
- Tax and financial planning when buying property
- Getting on the property ladder in Spain and Portugal
- Investing in eastern Europe
- British cities: a short hop and a sound investment?

And, in a new initiative this year, these seminars will be provided free of charge, thus further enriching the exhibitor and visitor experience

The organisers

The Sunday Business Post Property Expo is brought to you by Mary FitzGerald PR, Public Relations and Marketing specialists, and Ireland's leading events partners iQuest and The Sunday Business Post.

We are fully committed to the success of The Sunday Business Post Property Expo, and we have no doubt that if it isn't already, it will soon become a cornerstone of your annual marketing strategy.



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

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PROPERTY
EXP  **2005**

WHERE INVESTORS DO BUSINESS

**April 15 - 17, 2005, CityWest Convention
Centre, Saggart, Co Dublin**

For bookings and availability

**Call Adrian on 01-2811111,
087-6811830 or
e-mail expo@sbpost.ie**

Exhibitors at Property Expo 2004

- Adriatic Riviera
- Aifos Promociones Inmobiliarias
- Aquarius Properties Abroad
- Avatar International
- Azur Assistance Ireland
- Balkan Business Links
- Bank of Ireland
- Blandford Estates
- Bohan Property Consultants
- Christies Estate Agents
- Coldwell Banker Team Realty
- Crawley Business Consulting Ltd
- Cullen Auctioneers
- Cunningham & Ostojic
- Cypeir Estates & Palatino Developments
- Dandara
- Demarko Ltd
- Dexterity Property Investments
- Durkan Residential
- Elegant Homes
- Exclusive Marbella
- Flottinvest Budapest
- France Buy to Let
- Global Property Turkey
- Global Properties Cork
- Global Property Investments Ltd
- Go Go Estates
- Grand Waterside Homes
- Guy Hoquet Estate Agents Perpignan
- Heffernan Estate Agents
- Hogan Property Services
- Hooke & MacDonald
- Hungarian Investment Properties
- Iberian International
- Images of Spain
- Investor First
- Irish Mortgage Corporation
- Kendar Holdings Ltd
- Kurt, Safir & Saray
- Lace Market Properties
- Landstone Estates
- Lyons Properties
- Mackenzie Homes Portugal
- Madeira Island
- Marbella Direct
- Matt Dunne & Associates
- Med Dreams Property
- Medview Homes
- Moneycorp
- Morgan Leahy Property Group
- Ocean Property's
- Offplan Investments
- Olivers Estate Agents
- Oui Can Do/Anthony & Cie
- Overseas Property Investments
- PI Property International – Norm Yapi
- Platinum Developments
- Portuguese Property
- Premier Property International
- Premier Resorts
- Professional Portfolios
- Property Investor News Magazine
- Property of Turkey
- Providence Finance Services Ltd
- Prunty's Overseas Properties
- Real Estate Turkey
- Ryan Lopez Spanish Properties
- SCK Property Services
- Sherry FitzGerald Davitt & Davitt
- Simple Palmera Properties
- Sun Med Estates
- Supreme Marbella
- SWS Group
- SWS Property Services
- Tara European Properties
- The Prestige Group
- The Sunday Business Post
- TurkishProperty.ie
- Young's Auctioneers

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Expo Show Dates and Times

Build up

Space & Shell Scheme Exhibitors
Thursday, April 14 12.00 - 20.00

Expo Open

Friday, April 15 12.00 - 19.00

Saturday, April 16 10.00 - 18.00

Sunday, April 17 10.00 - 17.00

Breakdown

Sunday, April 17 17.00 - 24.00

For bookings and availability

Call Adrian on 01-2811111, 087-6811830 or
e-mail expo@sbpost.ie

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PROPERTY EXPO

80 Harcourt St, Dublin 2