

plumbing+hydronics

expo

September 15 - 17, 2010
Baltimore Convention Center
Baltimore, MD

2010 Exhibitor Prospectus

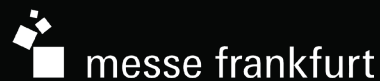
Co-located with



Endorsed by



Official Media Partners



The ONLY plumbing and hydronics trade event reaching the Mid-Atlantic in 2010!

The Plumbing + Hydronics Expo (PHE) is focused on the Mid-Atlantic region, dedicated to the buyers, sellers and installers in the plumbing and heating industry. PHE will offer the hands-on training, live demonstrations and educational opportunities that will bring the market to your door. As a manufacturer, PHE represents your opportunity to meet face-to-face with direct distributors and installers of your products and services.

Behind the Wall! Under the Floor! On the Roof!

Showcase your plumbing and hydronics products and reach plumbing & mechanical contractors, wholesalers, manufacturer's reps and more in a setting that will enhance your brand image and build your business.

Teach our attendees how to implement your products - right on the show floor!

Product Groups

- **Plumbing + PVF** - caulks, chemicals, drainage products, filters, grease/oil interceptors, pipe/valves/fittings, pumps & accessories, purifiers, safety equipment, tools, tubing, water treatment, water disposal
- **Hydronics + Radiant** - boilers, controls, electric radiant, fans, heat pumps, HVAC, hydronic systems, insulation, pumps, radiant heating systems, thermostats, water heaters
- **Kitchen + Bath** - bath/bathroom accessories, bidets, drinking fountains, faucets, kitchen & bath hardware, saunas, showers and enclosures, sinks, toilets, toilet seats, tubs, water coolers, whirlpools
- **Tools + Technology** - building automation, computer software, electrical services, fleet management, internet-based services, measuring/testing equipment, power & hand tools, vehicles and accessories
- **Renewable Energy + Conservation** - geothermal and solar products, water conservation and energy management



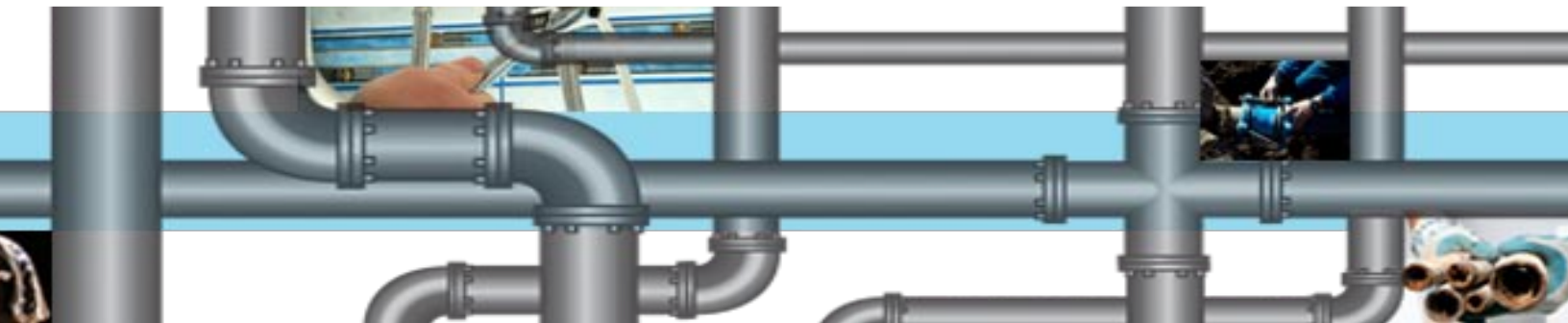
The Location Baltimore

Our research shows that Baltimore is well-poised to maintain a vibrant economy with solid business opportunities for your industry. After surveying manufacturers & buyers alike, it was clear that Baltimore was the ideal location for the premier of the Plumbing + Hydronics Expo. Here are just a few reasons why...

- It is the 8th largest city in employment growth in the U.S.
- The Washington-Baltimore Combined Statistical Area comprises over 8 million people and is the 4th most populous CSA in the U.S.
- The Baltimore region's population is projected to increase by more than 8% by 2010 from 2.6 million to 3 million.
- Co-located with the Remodeling Show and Deck Expo, produced by Hanley Wood

From the beautiful waterfront to world-class museums and historic sites, Baltimore is a city you won't soon forget. <http://baltimore.org>

*Source: Labor Force July 2009 and Economic Alliance of Greater Baltimore



The Buyers

- Plumbing & Mechanical Contractors
- Wholesalers
- Engineers
- Architects
- Designers
- Facility Managers
- Manufacturers' Reps

Market Size - Plumbing, Heating, and Air-Conditioning Contracting Firms

Source: Analysis of US Census, Bureau of Labor Statistics reports

Metrics	2003	2004	2005	2006	2007E	2008E
Market Size (\$ billions)	\$120,013	\$122,775	\$123,283	\$131,798	\$141,682	\$143,712
Total Firms	89,813	91,684	94,268	96,821	99,142	99,812
Total Employees	911,613	932,592	936,445	1,001,126	1,014,814	975,906
Avg Revenue Per Firm (\$ thousands)	\$1,336	\$1,339	\$1,339	\$1,361	\$1,429	\$1,440
Avg Employees Per Firm	10	10	10	10	10	10

The plumbing, heating & mechanical contracting market is estimated to include more than 99,000 firms performing more than \$143 million in work.

Market Demand - Projections on Your Installers

Source: National Employment Matrix

Occupational Title	Employment - 2008	Projected Employment 2018	Change in Numbers 2008 - 2018	Change in % 2008 - 2018
Plumbers, Pipefitters, Steamfitters	494,700	570,500	75,800	15%
Pipelayers	61,200	71,700	10,500	17%
Heating, Air Conditioning & Refrigeration Mechanics / Installers	308,200	394,800	86,600	28%
Total	864,100	1,037,000	172,900	20%

Employment of pipe layers, plumbers, pipefitters, and steamfitters is expected to grow 20% between 2008 and 2018.

The Education

Our comprehensive seminar program will cater to those industry professionals seeking practical information on the latest technology and legislation. Technical classes providing certification and fulfilling licensing requirements will also be offered.

IAPMO will offer an in-depth look at the ongoing changes in codes and how to update your current practices and product options to conform to the new regulations.

Technology workshops will attract attendees by offering education on how to utilize more energy efficient products and services, including solar and geothermal technologies.

Better business seminars will provide practical step by step instructions for business owners and managers looking to improve their bottom line and get an edge on the competition.

The Special Features

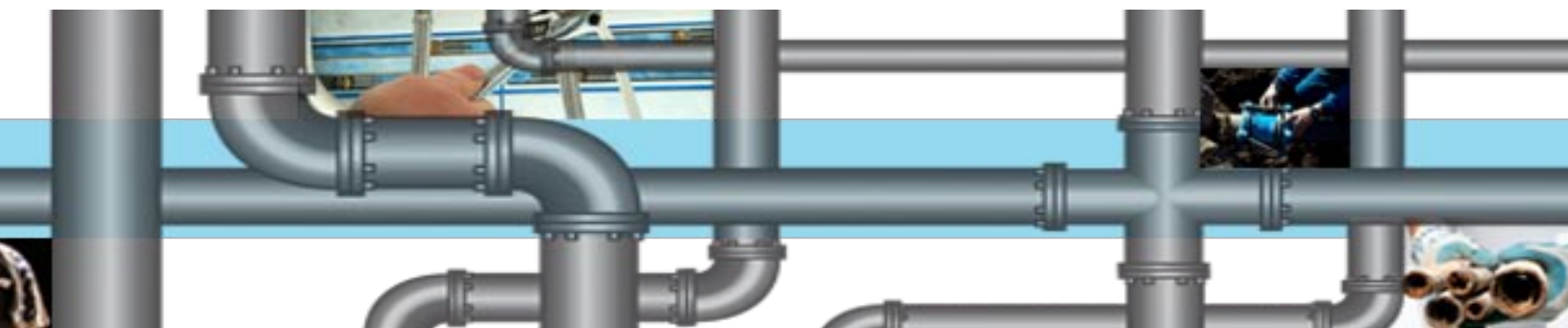
- Test & Train Product Demos
- New Product Showcase
- VIP Buyers Lounge
- Featured Job Board
- Technology Workshops
- Certification Seminars

Contact Us Today!

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Visit: www.PHExpo.com



The Facts

Event Dates: September 15 – 17, 2010

Event Hours: Wednesday, September 15 11:00 am – 5:00 pm
Thursday, September 16 11:00 am – 5:00 pm
Friday, September 17 9:00 am – 2:00 pm

Location: Baltimore Convention Center, Baltimore, Maryland
Co-Located with: the Remodeling Show & Deck Expo, produced by Hanley Wood

Exhibitors: 150 exhibitors (estimated)

Attendees: Plumbing & Mechanical Contractors,
Wholesalers, Engineers, Architects, Designers,
Facility Managers, Manufacturers' Reps

Product Groups: Plumbing + PVF
Hydronics + Radiant
Kitchen + Bath
Tools + Technology
Renewable Energy + Conservation

Participation Fee: \$28.50 USD / square foot*
*Minimum of 100 square feet

Seminars: Seminars will be presented in conjunction with our industry partners with a focus on codes and regulations, business management and energy efficiency

Admission: Trade Attendees / Buyers Only

Endorsers: International Association of Plumbing and Mechanical Officials (IAPMO)

Organizer: Messe Frankfurt, Inc.
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Website: www.PHExpo.com



Added Value

In addition to cooperation with key industry associations and media, PHE will be co-locating with both the Remodeling Show and Deck Expo to provide you with additional marketing exposure to potential customers. Attendees will be able to walk freely between all three events, providing exhibitors with additional prospects, media exposure & marketing efforts for driving show attendance.



The **Remodeling Show** is the only national remodeler-centric event bringing together the entire remodeling industry face-to-face annually. The Remodeling Show represents all facets of the remodeling community – kitchen and bath; home improvement; aging-in-place; sustainable remodeling; plus all the tools and services that go into executing these types of projects.



DeckExpo is the only trade event focusing exclusively on the deck, porch and railing industry. Builders and carpenters from all over the U.S., and even across the globe, come to the event to see the latest technologies and newest products.

Endorsers



RADIANT & HYDRONICS



Sustainable
Facility

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Contact Us Today!

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