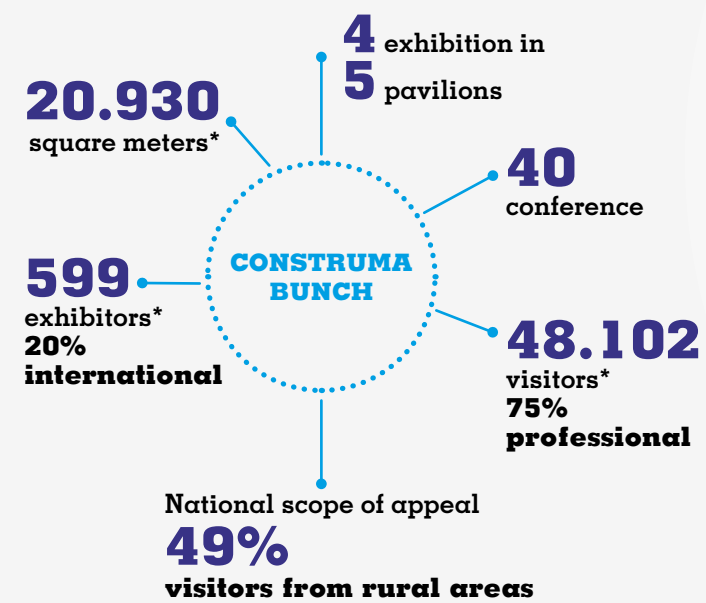


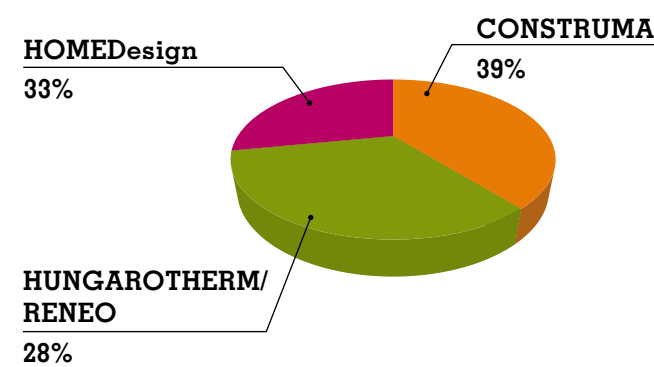
NUMBERS OF A SUCCESSFUL EXHIBITION BUNCH



*data audited by CENTREX

PRIMARY INTERESTS OF VISITOR

PROFESSIONAL VISITORS:



VISITOR TARGET GROUPS

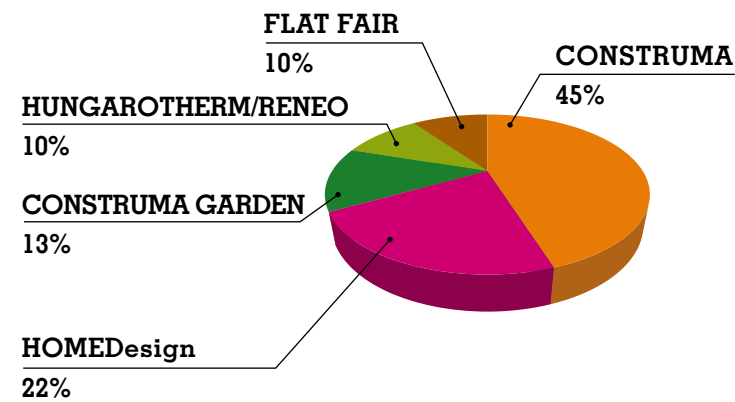
- > ENGINEER
- > MECHANIC, BUILDING CONTRACTOR
- > ARCHITECT, INTERIOR DECORATOR
- > CONSTRUCTION SITE MANAGER
- > DECORATOR
- > GARDENER, LANDSCAPER,
- > GARDEN DESIGNER
- > REAL ESTATE EXPERT
- > BUILDING OR RENOVATING
- > GENERAL PUBLIC

NATIONAL MEDIA CAMPAIGN

TV – Billboard – radio – professional media – online
DM letters sent to 65,000 parties on a dedicated database



PUBLIC VISITORS:

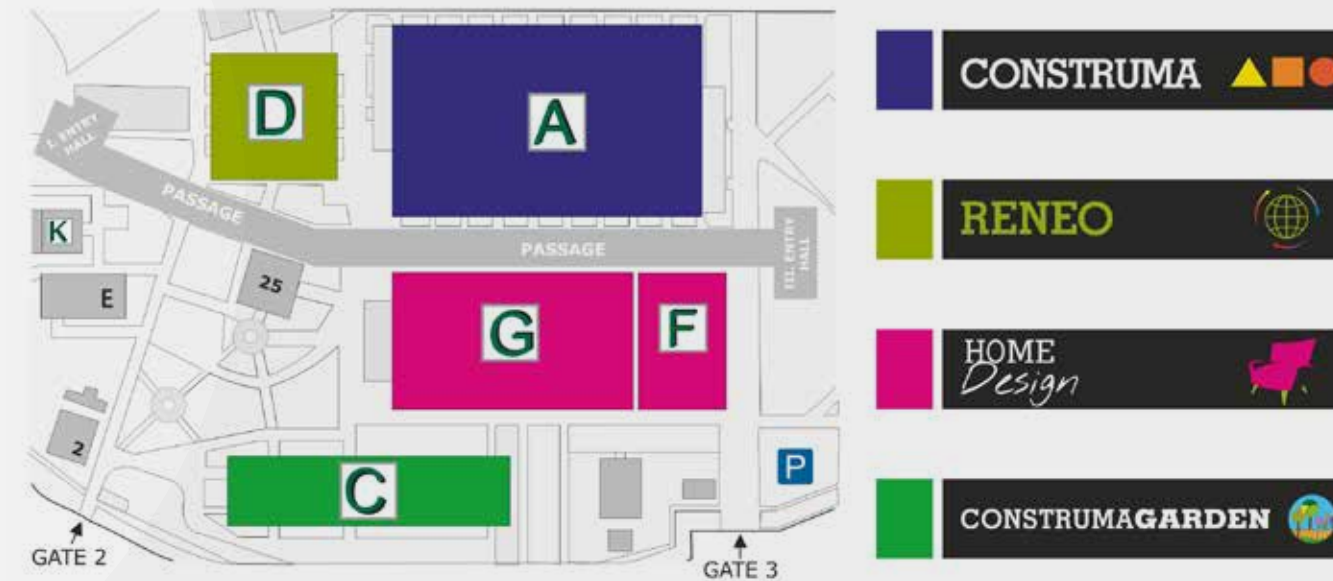


PROMOTIONAL COUPON PAGE, NEW FEATURES

We display all the major offers which are highly important for the visitors in a single place on the website, like a coupon booklet – which can be browsed with a print function. Our exhibitors can upload offers through a simple interface, thus increasing the effectiveness of their exposure. In the same way, they can present their new features appearing at the exhibition with photos and descriptions.

FAIR SITE ADVERTISING DEVICES

Apart from their booths, exhibitors have numerous devices at their disposal from which they can choose the most appropriate to highlight their presence.
Ask for an offer from the hosts!



APPLICATION:

The application forms and prices can be accessed at www.construma.hu by clicking on the **I'm an EXHIBITOR** tab.

DISCOUNTED EARLY BIRD DEADLINE:

30 SEPTEMBER 2015

(20% discount from the final space fees)

APPLICATION DEADLINE:

15 JANUARY 2016

(10% discount from the final space fees)

VENUE:

HUNGEXPO Budapest Fair Center
H-1101 Budapest, Albertirsai út 10.

OPEN:

Trade days:
6-8 April 2016, 9 a.m.-6 p.m.

Public days:

9 April 2016, 9 a.m.-6 p.m.
10 April, 9 a.m.-6 p.m.



WE'RE DEVOTED TO YOUR SUCCESS:

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Exhibitions, where building industry and home making meets.



CONSTRUMA HOME MAKING EXHIBITION BUNCH

CONSTRUMA
35th International Building Trade Exhibition

6-10 April 2016

hungexpoexhibition
you have a program

RENEQ
4th International Exhibition for Renewable Energies

HOME Design
5th Exhibition for Home making

CONSTRUMAGARDEN
5th Landscape Architecture and Horticulture Trade Exhibition

www.construma.hu

HOME MAKING EXHIBITION BUNCH

WHAT MAKES IT WORTH TO BE AN EXHIBITOR:

- > it's the leading professional fair of the region
- > it's the most prestigious Hungarian trade exhibition
- > the complex assortment of exhibitions based on the synergy of multiple fields
- > 50,000 visitors or potential customers with high purchasing power
- > the exhibition has a strong professional nature: 75% professional visitors
- > extensive professional support, rich professional programs
- > satisfied exhibitors and visitors
- > wide media campaign

CONSTRUMA is the greatest assortment of the Hungarian construction industry/homemaking exhibitions and also the leading professional exhibition of the Central-Eastern European region in the field.

Over the recent years, the CONSTRUMA bunch has become a must-see forum. Thanks to continuous developments, by now it covers the entire spectrum of home building from purchasing the real estate through construction until to interior design. In 2016, the assortment will include the following subject fields:

- > **CONSTRUMA (construction industry)**
- > **RENEO (renewable energy, building engineering)**
- > **HOMEDesign (interior decoration, design)**
- > **CONSTRUMA GARDEN (landscaping, garden planning)**
- > **FLAT FAIR (second-hand and new real estate)**



CONSTRUMA

35TH INTERNATIONAL BUILDING TRADE EXHIBITION

The flagship of the assortment of exhibitions, the greatest Hungarian construction industry trade fair. Displaying its market-leading role for the 35th time in 2016. Considered the leading professional fair in the Central-Eastern European Region.

Energy efficiency - design - innovation

CONSTRUMA is the best location to present the latest solutions and products. There is a great demand for innovative construction materials, building products and solutions from both professional and public visitors.

Visitors are open to new solutions, seeking out products which facilitate energy efficiency and their choices are increasingly determined by demanding design factors.

The accompanying events are also hosted with this in mind. In 2016, we will be hosting an internationally focused exhibition entitled Innovations in Architecture.

From construction materials to roofing

The most important themes of the exhibition include doors and windows, shading technology, gates, glass industry (FRONTAL), roofing, façade engineering, tinning industry (DACH-TECH), heat insulation, water and soundproofing (INTER-ISOLA), and construction materials. There is also a growing interest in construction machines.

The themes of lighting technology and building electricity (ELECTROLIGHT) are also increasing significantly year by year with the participation of a growing number of exhibitors. The latest trends and the most pressing issues of the subject will be presented by the experts of the field in the form of a standalone conference.

RENEO

4TH INTERNATIONAL EXHIBITION FOR RENEWABLE ENERGIES

The only Hungarian trade fair solely devoted to the subject of green energy. Apart from renewable energies, it also provides opportunities for the presentation of building engineering solutions and products.

The exhibition will feature an increasing presence of the latest building automation systems to optimize costs.

RENEO also provides a platform to present the related fields of urban management and infrastructural development. In 2016, the range of themes will be expanded to include water management and water treatment.

THE ANNOUNCED THEMES OF RENEO

- > renewable and alternative energy
- > heating technology
- > cooling technology
- > air, ventilation and climate technology
- > sanitary technology
- > pumps and water treatment devices
- > drainage and sewage-water treatment
- > fastening technology
- > measurement, control and regulator devices
- > urban development, maintenance (real estate development, urban infrastructure)



HOMEDesign

5TH FAIR FOR HOMEMAKING

A stable part of the CONSTRUMA assortment, the exhibition features everything from kitchen technology and bathrooms to living rooms and everything else necessary for creating a home interior. The success of the exhibition is indicated by the fact that its floor space has been increasing year by year, with the exhibition hosted in two separate pavilions by 2015.

Focus on: design and innovation

From the very beginning, the exhibition has been striving to present Hungarian design trends and high quality subject fields. A growing number of manufacturers and big brands have been presenting their latest developments at the HOMEDesign exhibition.

HUNGARIAN DESIGN

Thanks to the trendsetting role of the HOMEDesign exhibition, visitors in 2016 will have a chance to encounter the works of young Hungarian designers at the HUNGARIAN DESIGN booth. Professional and public visitors also will have a chance to see the works of designers which represent the ethos of the current trends as well as providing substantial or purchasable examples. A new feature will be the opportunity to conduct personal discussions with the designers in the form of previously announced guided tours.

Download Design

The first open design project of Hungary successfully debuted at the exhibition in 2015, as the result of the unconventional cooperation between the Moholy-Nagy University of Art and Design (MOME), the Furniture Association and Hungexpo. The goal of this cooperation is to provide end users with freely downloaded design furniture plans, in the vein of contemporary open design solutions, which are affordable and can be easily realized within the framework of the Hungarian woodworking industry. The project will continue in 2016.

KITCHENSHOW - in new, elegant surroundings

The field of kitchen technology and furniture is one of the most dynamically growing subject fields of the HOMEDesign exhibition. In 2016, exhibitors will be treated with elegant surroundings in an independent pavilion. This serves to thrust the subject into the limelight, which will be further highlighted with a range of diverse stage events.

Free counselling

Apart from visiting the stands of manufacturers, visitors can take advantage of extra services as well, as provided by HUNGEXPO: free interior design and real estate law counselling can help them realize their ideas.

PRODUCT GROUPS

- > KITCHEN TECHNOLOGY FROM A to Z
- > LARGE HOUSEHOLD APPLIANCES
- > FURNITURE
- > RAW MATERIALS FOR THE FURNITURE INDUSTRY AND INTERIOR DESIGN
- > BATHROOM & WELLNESS
- > FIREPLACES, FURNACES
- > STAIRS, BARRIERS
- > COVERINGS
- > DESIGN ACCESSORIES, ORNAMENTS
- > HOME FABRICS
- > HOMELIGHTING TECHNOLOGY
- > CONSUMER ELECTRONICS
- > FURNISHING PLANNING AND COUNSELLING
- > SERVICES

FLAT FAIR

In 2015, the assortment of exhibitions was expanded by Flat Fair, the most prestigious real estate professional fair in Hungary, providing an opportunity for companies dealing with the sale and financing of new and used real estate to introduce themselves.



CONSTRUMA GARDEN

5TH HORTICULTURE AND LANDSCAPING TRADE EXHIBITION AND FAIR

CONSTRUMA GARDEN is a vital part of CONSTRUMA, the greatest assortment of Hungarian construction industry and homemaking exhibitions. The major spring exposition of garden design, landscaping and garden culture is increasingly attractive to visitors, with 13% of the 50,000 visitors in 2015 coming to the HUNGEXPO Budapest Fair Centre primarily for this reason. CONSTUMA GARDEN is the most frequented horticulture and landscaping exhibition in the country.

The strategic partner and co-host of CONSTRUMA GARDEN is the Hungarian Ornamental Horticulturists Association

Thanks to this cooperation, the exhibition is hosted with the cooperation of the entire horticulturist profession. The members of the Association appear at their collective booth, illustrating ornamental plant trends with spectacular ornamental plant shows.

Hungarian Landscaping Competition and Show

Since the very first year of the exhibition, the Hungarian National Association of Landscapers (MAKEOSZ) has been presenting year by year the entries for the Hungarian Landscaping Competition and Show on nearly 1,500 square meters. This professional competition unique to the region significantly contributes to the dissemination of the latest landscaping trends. It is a popular fea-

ture amongst professionals and the public visitors as well.

Landscape Architect of the Year 2016 and Junior Landscape Architect of the Year 2016

This is the first occasion that the award ceremony and exhibition will take place as a part of CONSTRUMA GARDEN, thanks to the collaboration of the Chamber of Hungarian Architects. This prestigious event will further reinforce the exhibition's professional appeal.

Prestigious professional programs

Numerous professional conferences and lectures are tied to the exhibition, of which the most significant is the GREEN CITY conference, which will also feature international presenters, thus presenting domestic as well as international trends. The stage located at the exhibition site will have a continuous schedule: professional events as well as informational lectures and sweepstakes for the public visitors over the weekend.

Free counselling

Apart for reviewing the exhibition, as an extra service, visitors may take advantage of our free garden design and ornamental plant care service thanks to the collaboration of HUNGEXPO.

