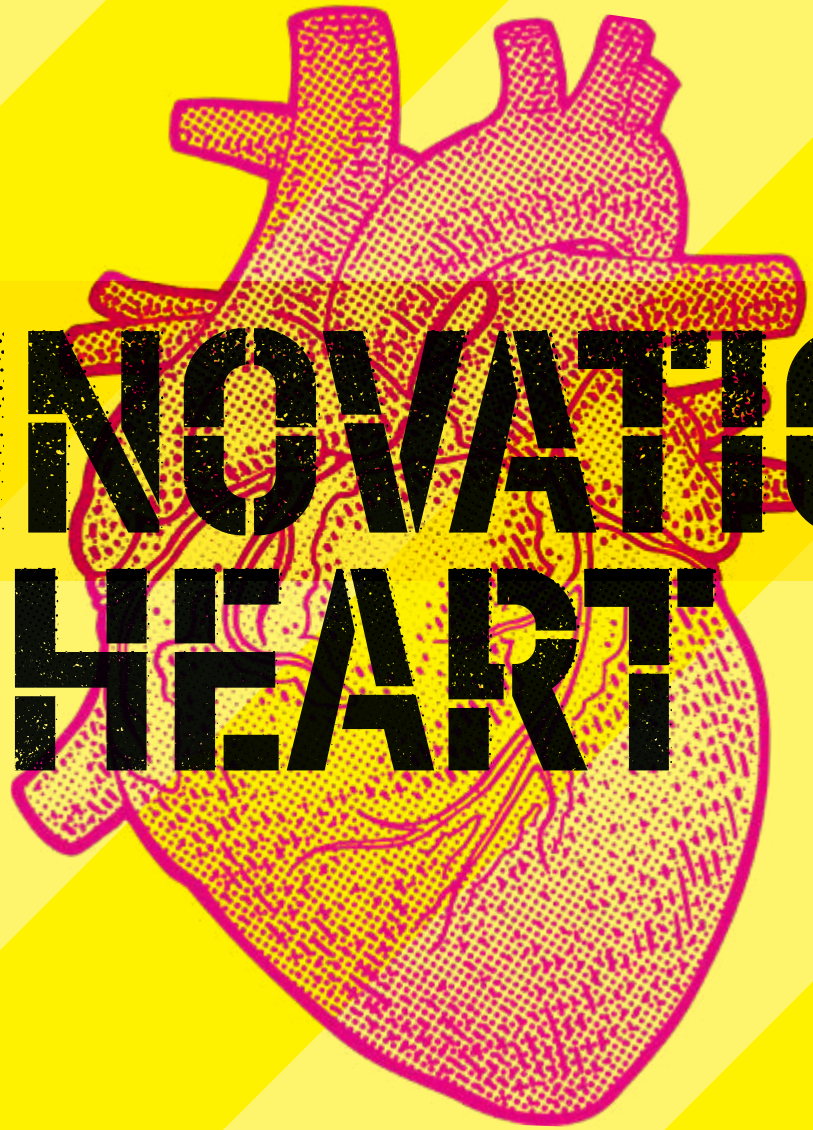
futurebuild

03-05 March 2020 / ExCeL, London



INNOVATION AT THE HEART

Post Show Report

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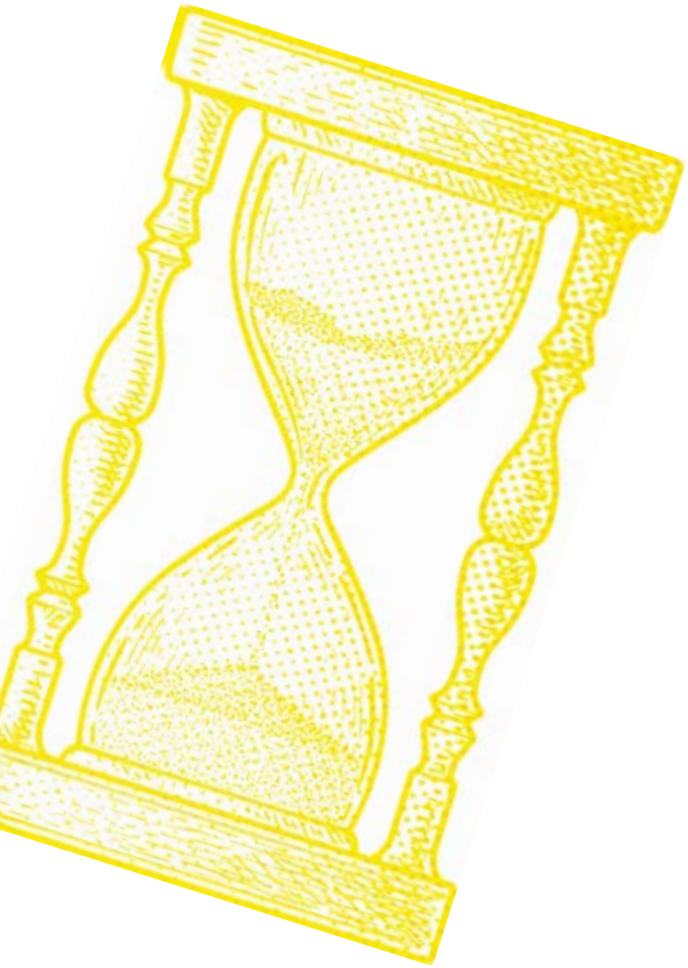
by **EASYFAIRS**

Change one thing, change the future....

Futurebuild 2020 brought together the most innovative and forward-thinking brands from across the world who all share a common purpose, delivering a more sustainable built environment. The built environment community are all passionate about, and committed to, coming together to help solve the climate emergency.

We saw an impressive increase in the number of senior level decision makers registering to attend, with figures up by over a third. This includes company chairs, CEOs, MDs, Directors, Owners and Proprietors. We were delighted with the quality of the audience choosing to register for the event with the number of architects up by 60% and sustainability managers by a huge 76%.



20,512
visitors

400+
exhibiting brands

> **"Futurebuild is a show which we consider as the Oscars of the built environment. Everyone comes to this show including people from other countries. It's a show we should all be at and that is why we are here."**
>
> John Quinn, Chief Executive, **Photonomi**

Exhibitor satisfaction was at its highest in years and this was reflected with a Futurebuild record of exhibitors rebooking their 2021 stand space onsite.

85%
exhibitors met their objectives

80%
of exhibitors developed business which they believe will convert and provide tangible ROI

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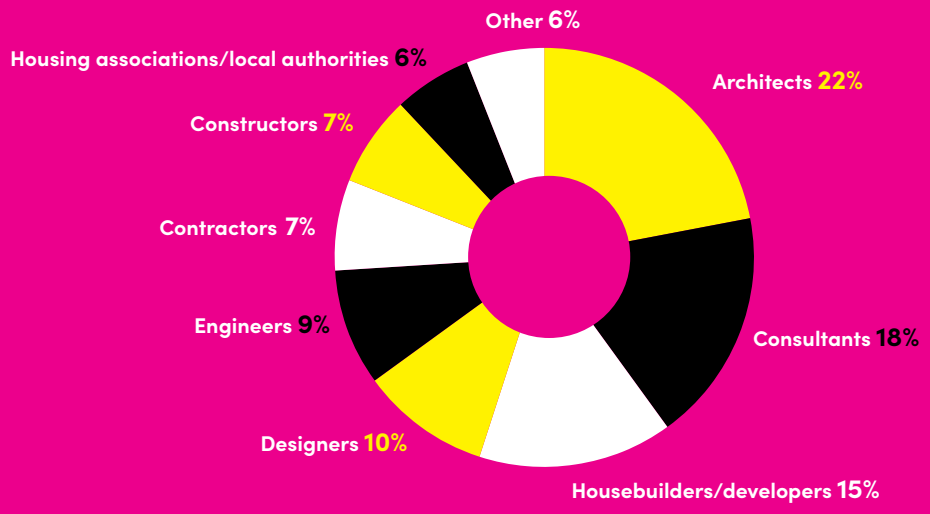
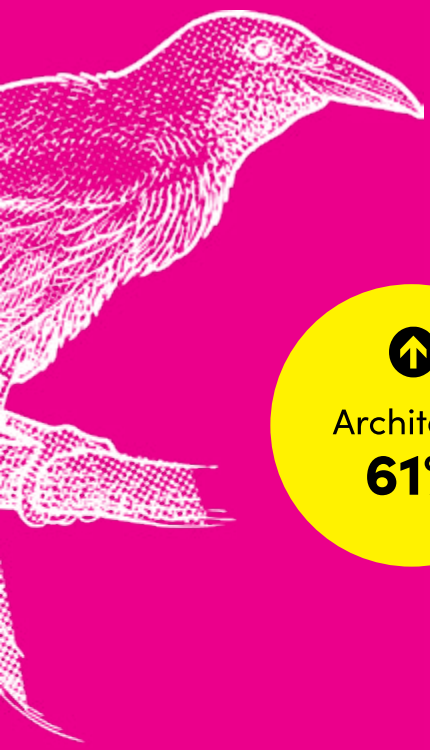
Uniting influencers and mobilisers committed to driving change



84%
of visitors are decision makers or have purchasing power



Increase in key audience groups from 2019

Architects **61%**

Sustainability Managers **76%**

BIM Managers **57%**

Designers **57%**

Engineers **19%**

91%
of attendees were satisfied with Futurebuild 2020

83%
see Futurebuild as an important event for their business

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Industry's key players engaged with Futurebuild 2020

88%
of AJ Top 100 architects represented
UP ON 2019

80%
of Building Top 50 engineers represented
UP ON 2019

66%
of Building Top 150 contractors represented

68%
of Building Top 150 consultants represented

Companies in attendance

- **850+** Architectural practices
- **300+** Housebuilders
- **500+** Contractors
- **260+** Design and interior design companies
- **130+** Installers
- **360+** Government & Housing associations
- **320+** Engineering companies
- **700+** Consultants
- **258** central & local government bodies, councils & boroughs visited
- **105** housing associations were present

Futurebuild is the forum for sharing fresh thinking and innovation

73%
of visitors attend Futurebuild for the latest innovations

Top reasons visitors attend:

- See the latest innovations
- See new products & launches
- Attend the conference
- Keep up with industry trends

Top 20 products visitors are looking to see at the event

1. Renewables
2. Recycled materials
3. Energy storage
4. Solar pv
5. Insulation
6. Solar thermal
7. Heat pumps
8. Natural materials
9. Water saving & recycling
10. Heating systems
11. Smart technology
12. Energy management products
13. Circular economy, refurbishment
14. Biodiversity
15. Living roofs/walls
16. Lighting
17. Wildlife protection
18. Building products
19. Microgeneration
20. Timber

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Gain access to UK and major international markets

Top countries include:

- United Kingdom
- Ireland
- Russian Federation
- Belarus
- Spain
- Netherlands
- France
- Poland
- Belgium
- Estonia
- Hungary
- Albania
- Turkey
- Nigeria
- Germany
- United States
- Italy
- Sweden
- Latvia
- Austria

125 UP ON 2019
countries represented

9%
international audience visited

CPD accredited 3 day conference programme

Over 8298 industry professionals joined discussions and debates on key issues facing the built environment across 9 stages.

- Arena **1,447**
- Offsite Keynote Stage **804**
- UP ON 2019 Energy Keynote Stage **1,236**
- UP ON 2019 Buildings Keynote Stage **1,282**
- Critical Infrastructure Keynote Stage **655**
- Digital Impact **936**
- Whole House Retrofit **695**
- Interiors Keynote Stage **536**
- UP ON 2019 Resourceful Materials Keynote Stage **894**

CPD CERTIFIED
The CPD Certification Service

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A word from our Futurebuild 2020 exhibitors

"It's a very well-attended event, and gives an opportunity and platform to showcase our product range and talk to it on mass and tell people the benefits of Hadley."

Matt Conway, Area Sales Manager, **Hadley Group**

"You've got good representation from construction clients, contractors, sub contractors and for us from the manufacturing side. It's rare for us to really be able to get a chance to talk to people from throughout the entire tier levels of the supply chain, so really valuable for us."

Alex Small, BIM & Digital Platforms Manager, **TATA Steel**

"The reason we came to the show is to actively interact with the architects. They've been very pleased and so we are also very happy to be at the show. This has been a fantastic show for us."

Bill Hayward, UK Director, **Renson**

91%

of exhibitors are likely to return

82%

of exhibitors were satisfied with quantity and quality of visitors

"This is the showcase for all the best things that are happening in the industry at the moment. I think people can feel there is a ground swell of change happening and this is where you can start seeing the impacts of it and start to get a sense of that and see what the future is like."

Jamie Johnston, Director, Head of Global Systems, **Bryden Wood**

"Futurebuild is a great opportunity for the whole industry and clients to come together and see what is latest and new in innovation within the construction sector. A key part of carbon emission deduction is that we get buildings right. We need to get buildings down to net zero emissions and that goes for our existing building stock as well as the new build stock."

Ian Hutchcroft, Innovator, **Energiesprong UK**

"This was our first-time participating at Futurebuild. I'd like to thank the organizer team who were real kind, companionable and professional. We had a great show, established and powerful network among decision-makers in our sector "off-site". We gained solid contracts and agreements supplying an efficient growth to our business in the British & European market. An obvious cost-benefit gain!"

Kagan Dolek, Business Development Coordinator, **Consera**

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Futurebuild Marketing Reach

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Engagement through multiple marketing channels ensures exhibitors reach the built environment with their message and are able to increase their brand awareness amongst the community.

70k mailing records

Social reach **48,049**

Website **1.5**

100k advertising reach

Email contacts **350k**

Media partners **63+**

2.5million PR reach

Boost your reach, exposure and ROI with Easyfairs' EasyGo packages

Benefits of smart badge technology for exhibitors

Easyfairs provides all exhibitors with comprehensive marketing package of tools and support, not least a smartbadge reader on each stand. This reader acts as a virtual shopping bag for visitors, allowing them to collect information about exhibitors digitally; it also gives exhibitors access to details of visitors who are interested in their company, products & services.

All of the visitors who touched your reader with their badge will receive a summary of their visit, including a link to your profile and products on the Futurebuild website. You will also have the opportunity to contact these visitors after the show to follow up on your leads.

Exhibitors at the 2020 show received an average of 109 touches and those with scanners received a further 83 qualified leads on average. These are all leads that exhibitors can then follow up on.

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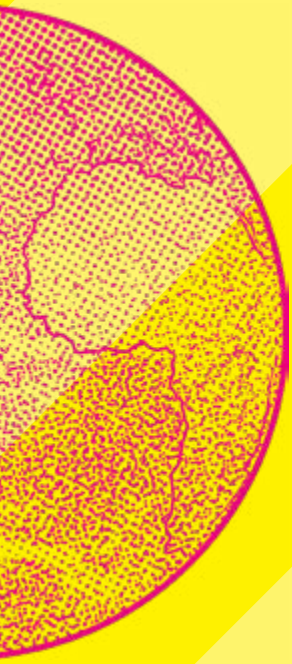
01 – 03 March 2022 | ExCeL, London



Book your stand early to benefit from a choice of the best locations, prices to suit your budget and maximum exposure from the marketing package.

ACT NOW

Book your stand today for 2022

Contact the team

MARC BENOIT-FINN

Sales Director

Energy & Critical Infrastructure Stages

Future Installer, District Energy & Whole House Retrofit Spotlights

+44 (0)203 196 4304

marc.benoit-finn@easyfairs.com

MATTHEW TYRRELL

Business Development Manager

Resourceful Materials & Interiors Stages

Digital Impact, Circular Materials & Intelligent Buildings Spotlights

+44 (0)776 801 2930

matt.tyrrell@futurebuild.co.uk

MARINA STEWART

Head of International Sales

International enquiries and Offsite & Buildings Stages

Whole House Retrofit Spotlight

+44 (0)20 3011 2547

marina.stewart@futurebuild.co.uk

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