

emerging opportunities in promising markets...



The region's only HVAC&R Exhibition

## International Air conditioning, Heating and Refrigeration Exhibition and Forum

April 28-30, 2008, Zara Expo, Amman, Jordan

> [www.airconme.com](http://www.airconme.com)

Supporting Organizations:



Chinese Association  
of Refrigeration (CAR)



International Institute  
of Refrigeration (IIR)



European Committee  
of Air Handling & Refrigeration  
Equipment Manufacturers (EUROVENT)



Slovak Association  
For Cooling and Air-conditioning  
Technology (SZ CHKT)

**JARN**

Japan Air conditioning  
and Refrigeration News (JARN)



## ➤ What is AIRCON ?

AIRCON is the annual trade exhibition for Air conditioning, Heating, Cooling, Ventilating and Refrigeration industry in the region, and the trade meeting point for HVAC&R professionals, where the suppliers and manufacturers can display and present latest products with trends and network with engineers, contractors and trade buyers.

## ➤ Your Benefits in Participating:

- Network with professional visitors, investors, prospective decision makers, government officials and trade buyers
- Build the brand and increase knowledge about your products
- Monitor what competitors are doing
- Support your dealers and establish agency networking
- Select dealers, distributors, partners, and investors
- Increase your market share
- Explore new marketing niches
- Receive immediate feedback from visitors with regard to your product
- Inform the market of your new products
- Study the market in greater detail

## ➤ AIRCON Forum:

"AIRCON Forum" is an exclusive senior level event for HVAC&R executives, manufacturers, suppliers, contractors and consulting engineers, designing to promote trade contacts and networking.

With participants of key buyers, leading decision makers and senior governmental representatives, "AIRCON Forum" provides a distraction free environment and becomes the definitive trade point and one of a kind social and business gathering to provide an opportunity to establish new business contacts, network with peers and debate of HVAC&R comminute.

The organizer in return, provide all exhibitors who apply for holding technical seminars during "AIRCON Forum" with the needed conference rooms, technical support and assistance in the invitation of the target audience.



[ **The ideal event to make your right contacts & network** ]



## ➤ The Market:

Middle East is the second largest HVAC&R market in the world, valued at US\$ 8 billion annually, offers outstanding opportunities to develop your business in the region and a first-class opportunity to reach out over 300 million consumers.

An explosion in real estate projects across the region is creating unprecedented opportunity for investment and business development in this dynamic market. In addition, where no building completed without air conditioning and refrigeration systems and with systems operating around the clock, this has automatically increased the demand and trends for HVAC&R systems.

Jordan is physically situated and connected to Iraq in the east; this has provided Jordan with immediate access the trade gate to US\$ 100 billion reconstruction market in Iraq, Jordan is also benefiting from more than one million Iraqis living in the country including Iraqi business committee which they conducting their business in Amman to Iraq.

The country is establish itself as a base for regional trade, Jordan also is stepping up its campaign and plans to upgrade infrastructure in various parts of the country to become a major logistics hub for the region.

After Aqaba Economic Special Zone, Jordan launches the latest special economic zone in the country in Mafraq with total investment of \$750 million; the plan will have four components: Industry, logistics, housing and airport, the logistic centre will have storage and transportation facilities from Gulf to the Mediterranean ports, in addition to Iraq.

Another aspect that has attracted investment to Jordan is its booming, dynamic economic development. Jordan is among one of the fastest growing economies in the Middle East.

In Jordan only, over US\$ 50 billion investments in current projects of real estate development including hotels, resorts, business facilities, convention centers, sports complexes, towers, new towns and residential units.

The presence of major regional and international business has enabled Jordan to evolve as a trading and operating hub in the region. This coupled with an excellent range of hotels, financial institutions and business facilities, making Jordan one of the region's most preferred destinations for any company wishing to conduct business in the region.

**[ your own access to US\$ 100 billion reconstruction market in Iraq ]**



## ➤ Products on display:

### Heating

- Under floor heating systems
- Solar energy and solar heating
- Heating alternative solutions
- Systems for building heating
- Pumps
- Heat conductors
- Heating equipment, boilers & heating systems
- Swimming Pool heating systems

### Air Conditioning and ventilation products

- Systems & components for air conditioning plants
- Components for air movement, treatment & distribution
- Roof top Package units
- Air conditioners, split, multi split units and chillers
- Cooling ceilings
- Systems and components for air movement, treatment and distribution
- Systems for building cooling
- Ventilation systems with temperature and humidity
- Air humidifying systems
- Air filtering, cleaning and conduction
- Fans
- Condensers and water re-coolers
- Anti-vibration fittings
- Condensation water pumps
- Air filters, air ducts, humidifiers and air curtains

### Refrigeration products

- Components and units for the assembly of refrigeration plant for commerce, industry & logistics
- Refrigerants
- Refrigerated cabinets, cold storage, cooling units
- Tools and supplies for installation and servicing
- Disposal equipment for refrigerants and oils fuels
- Heat exchangers
- Compressors and condensing units
- Components and accessories

### Measuring Instruments

- Temperature and pressure gauges
- Moisture meters
- Miscellaneous instruments

### Assembly Suppliers

- Pipes, valves, and accessories
- Pumps
- Sound attenuators
- Air outlets, grills and diffusers
- Soldering and welding materials and accessories
- Sealing and vapor barrier materials
- Fixing, ironmongery
- Insulating materials

### Tools and Equipment

- Soldering and welding equipment
- Evacuation and filing equipment
- Reclaim units
- Leak detectors
- Duct cleaning equipment
- Control, safety and testing systems
- Cleaning appliances and materials
- Installations for descaling and water treatment
- Waste disposal and recycling equipment
- Freight and passenger lifts
- Service vehicles

### Others

- LPG Systems
- CFC alternatives and their application
- Energy saving systems
- BMS and control systems
- New, renewable and alternative energy
- Professional associations
- Publishers, trade journals and press
- Related software and hardware

## ➤ Media and Promotion:

The main factor to success your participation is networking & contacts, where the team of "AIRCON Exhibition" & "AIRCON Forum" supported you.

The event will be promoted exclusively to suit professionals and trade visitors through an extensive and carefully planned multimedia campaign. The highly focused campaign is designed to attract key personnel in the private and public sectors, which have the authority to buy, specify, or recommend exhibited products.

### Here is a brief summary:

- Highly personalized direct mail invitations and brochures to target decision makers and industry's best prospective clients with an up-to-date database
- Personalized email shots, e-newsletters and show updates
- Full color extensive advertising campaign in leading newspapers
- Daily and weekly press releases in both Arabic and English
- Personal invitations to VIP's and trade associations
- Official Exhibition Catalogue
- Pre-show and at-show TV and FM radio coverage
- Full color advertising in specialist trade and business magazines
- Fax shots to selected purchasers
- Joint advertising with the regional HVAC&R associations, business associations and trade publications
- Selective banner advertising via specialized internet websites
- [www.airconme.com](http://www.airconme.com) offering online registration
- Free online visitor invitations



## ➤ Visitors Profile:

- Consulting engineers and building services
- Insulation contractors for planning, creation and maintenance of HVAC&R systems
- Planning, contracting and maintenance companies for buildings, production, process technology and special applications
- Agents, traders, wholesalers, dealers and distributors for HVAC&R products
- Real state developers
- Trade buyers, investors and leading decision makers
- Senior Governmental representatives
- Manufacturers and Industry professionals



## ➤ Professional Management:

Snabel Expo (since 1987) is a well-known event management firm in the Middle East. It has successfully organized numerous trade shows with receiving many awards and honors for its outstanding professionalism, commitment, support and quality services from major institutions and business associations throughout the Middle East.

Snabel Expo's in-depth knowledge of exhibition management and promotion will play a major role in the projected success of the event.

The main objective is to establish "AIRCON" Exhibition" and "AIRCON Forum" as the premier showcase and annual meeting point for HVAC&R professionals in the region.

## ➤ Participation Package:

To help you drive the maximum benefit of your participation, your participation package will include the following:

- One full page in the Show Catalogue introducing your company
- Free Visitor Invitations to mail to your key customers and potential clients in the region
- Special assistance for hotel and accommodation rates
- Freight and forwarding contractors
- Entry visa arrangements
- Stand fitting contractors
- Electrical contractors
- Technical presentations and seminar rooms
- Sponsorship opportunities
- Advertising and banner display opportunities
- In addition, we will send you a comprehensive guide on how to plan your participation

### ■ Stand Rates:

#### Space plus Shell Scheme:

US\$ 275 per square meter

Minimum stand size is 12 sq. m. and by additional of 3 sq. m., including white Octanorm panels, carpet, name board with stand No., three spotlighting, one table, two normal chairs and one waste bin for every 12 sq. m.

#### Space only:

US\$ 250 per square meter

Minimum stand size is 24 sq. m. and by additional of 3 sq. m., decide on the amount of space you require and use your own suppliers to design and construct the stand to your specific requirements and budget.

## ➤ Booking Information:

#### Email Booking:

To book your space via e-mail, please write to AIRCON team at: [info@airconme.com](mailto:info@airconme.com)

#### Fax Booking:

Please send your fax to the organizer at the following No.: + (962 6) 533 1618

For any more information, please contact the organizer:



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