



Build IT Berlin

IT and Communication Trade Fair for
the Construction Sector

16–20 February 2010

www.build-it.de

In conjunction with:

bautech

International trade fair for building and
construction technology

 **Messe Berlin**



Welcome to Build IT Berlin 2010!

Don't miss this opportunity to be part of Build IT Berlin when it opens its doors in Berlin for the 7th time on 16 February 2010!

We are expecting some hundred companies from the construction software industry exhibiting at the trade show for IT and communication in the construction sector in halls 8.2 and 10.2 under the Berlin Funkturm. Among them the market-leaders of the industry. The success proves the concept right. 85 per cent of the exhibitors were satisfied with their participation at Build IT Berlin 2008. 39 per cent of the companies could realise direct business transactions at the trade show. Build IT Berlin will offer an ideal platform to present trends, new technologies, innovations from the IT areas and topical services also at the upcoming trade show.

The well-established BauPlaza in the trade fair hall 8.2 will be the central meeting place for trade visitors, exhibitors and journalists.

The trade show will additionally offer the exhibitors the opportunity to arrange a supporting program including their own expert papers or congresses and to actively present their products, services and know-how.

In 2010, Build IT Berlin will again take place parallel to bautec – International trade fair for building and construction technology – and to Solar Energy – World Trade Show for Renewable Energies.



Built on success.

Build IT Berlin – The Service which comes up to your needs



Optimal preparation, planning and organisation are the prerequisite for a successful trade show presentation. The entire competence of the Build IT Berlin trade show team is at your service. We offer you the perfect full service from the all inclusive stand through catering up to travel services and supporting marketing and PR activities. It is up to you which of our service offers you want to use.

- ▶ All inclusive and individual stands according to your needs
- ▶ Comprehensive marketing offers and PR activities
- ▶ Support at expert events
- ▶ Catering
- ▶ Trade show management on the spot
- ▶ Extra services from A to Z



Visitor profile

Planners, civil engineers, architects, project managers, building and general contractors, property developers, facility managers, landscape architects, skilled tradesmen, suppliers and manufacturers of building materials, real estate managers or agents, construction experts, journalists, construction consultants, trainees, experts from the housing industry, from authorities and building administrations as well as from research and civil engineering informatics

Service provider profile

Providers of construction software, facility management, Internet, IT security, hardware, services and many others.

New:

Build IT InfoFillingStations for building material manufacturers and training offers.



Trade show highlights to the two.

Build IT and InfoFillingStation for training offers.

On 16 February 2010, Build IT Berlin will address especially the young talents in the building industry and offer a reduced trainee ticket on the first day of the trade show. Students and trainees are invited to catch up on the latest IT trends in the construction sector. This is the best opportunity for you as an exhibitor to exchange information with the young talents of the building industry.

The InfoFillingStation for training offers will give universities, universities of applied sciences, vocational training schools etc. the opportunity to present themselves to the young talents and to extend the direct contact with the construction industry during the whole trade show period, that means on all five days of Build IT Berlin.

This year, the exhibitors and partners will again be given the opportunity to arrange work placements, trainings and permanent employments on an online job portal.

Build IT InfoFillingStation for building material manufacturers.

The innovative InfoFillingStation is a brand new platform for building material manufacturers aimed at presenting planning software for the application of building materials. Not the building material is in the foreground, but the software, a service offer which is little known and is provided free of charge by the building material manufacturers.

As a building material manufacturer, you can "fuel" the interested trade visitors with your product-specific programs right on the spot – USB sticks are included in our special offer for this purpose.

Build IT Berlin – Future under Construction

Build IT Berlin trade show plus.

- + Trade show
- + Congresses
- + Expert conferences
- + Info shows
- + BauPlaza
- + Virtual Market Place®

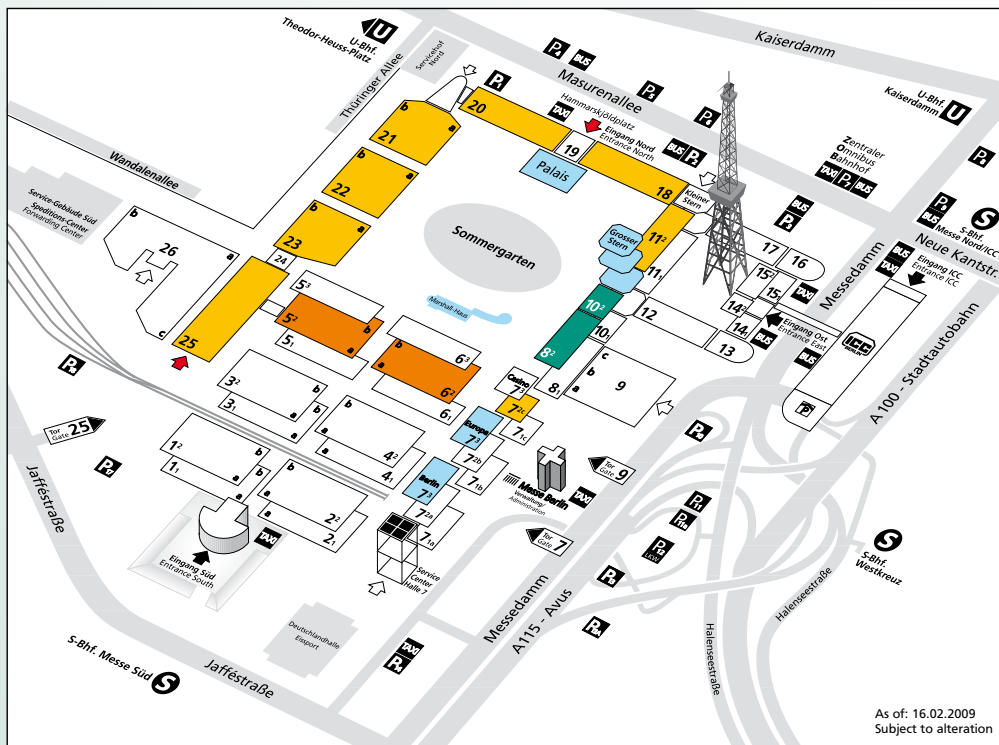
Build IT Berlin success plus.

- + Industry meeting place from 16 to 20 February 2010
- + High awareness level
- + Top-level exhibitor profile
- + Attractive exhibition venue right in the city of Berlin
- + Synergies through three trade fairs under one roof organised jointly with bautec and SolarEnergy
- + Close cooperation with the industry associations
- + Competent trade show team

Build IT Berlin plus for exhibitors.

- + Information and communication platform especially addressed to your customers
- + Realise your trade show presence with minimal effort through our comprehensive range of services
- + Exhibition and conference facilities
- + Contacts to new customers, industry associations, ministries
- + Powerful presence in professional circles through targeted advertising campaigns and comprehensive PR activities
- + Unique communication services offered by the Virtual Market Place®: The trade show on the Internet provides a platform for your company and your products all year round.
- + Build IT ExhibitorNews: Online news service with all up-to-date product information of the exhibitors
- + Online catalogue: All exhibitor information on the Internet
- + Visitor-friendly combination ticket for three trade shows (Build IT Berlin, bautec, SolarEnergy)

**Early Bird
up to
15 May 2009
– register now!**



Build IT Berlin
IT and Communication Trade Fair
for the Construction Sector

Congress / Conferences

bautec
International trade fair for building and
construction technology

SolarEnergy
Trade fair for renewable energy

Entrance North, Hall 19
Entrance Hall 25

Build IT Berlin

16–20 February 2010

Berlin Exhibition Grounds, Halls 8.2 and 10.2

Opening hours

Tuesdays to Fridays from 09:00 to 18:00 hrs

Saturdays from 09:00 hrs to 17:00 hrs

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Organiser

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