



# **CMS Berlin 2009**

**Cleaning. Management. Services.**

International Trade Fair and Congress  
22–25 September





## CMS – dynamic, international, diversified

CMS, the international trade show for cleaning systems, property management and services demonstrated its strength as a first-class industry event in 2007 with impressive results.

One out of four exhibitors at CMS came from outside Germany and the number of countries represented increased by 14 % compared to 2005.

Exhibitors and visitors agreed that CMS 2007 offered a top-quality platform for marketing, establishing contacts, image building and developing business potential. The full spectrum of products, systems and processes presented at CMS Berlin is both impressive and truly unique.

## Growing trade show trend

■ 343 exhibitors from 25 countries	+14 percent +14 percent
■ 14,000 trade visitors from 52 countries	+7 percent
■ Proportion of trade visitors	99 percent
■ 24,000 m <sup>2</sup> exhibition space	





## More than a trade fair

### Exclusive supporting programme

- Top-notch guest speakers
- Trendsetting presentations
- East-West seminar
- Presentation of the Purus Design Award



### Special shows attract attention

- Building facade cleaning
- Aerial work platforms
- Industrial cleaning
- Expanded services



## CMS Berlin – An exciting trade show venue

One of today's most popular cities, Berlin is a commercial and political gateway between East and West. The city stands for first-class diversity. Business travellers and trade show guests can look forward to a wide variety of opera houses, museums, restaurants, shows and clubs – perfect opportunities to relax and unwind after a busy day at work.



The Berlin Exhibition Grounds are among the most modern in Europe. An attractive accent for CMS exhibitors and trade visitors is the spacious outdoor area where companies can demonstrate heavy cleaning equipment under real-life conditions. The massive glass façade in front of the south entrance to the exhibition grounds is integrated into the trade show action and offers an ideal location for presenting special exterior cleaning techniques.





## Cleaning

- **Cleaning machinery, equipment and systems**
  - Building interior cleaning
  - Building exterior cleaning
  - Outdoor equipment/city cleaning technology
  - Laundry technology
  - Industrial cleaning
  - Vehicle cleaning
- **Cleaning materials and agents**
- **Accessories for machinery and equipment**
- **Chemical cleaning and maintenance products**
- **Industrial hygiene products**
- **Technical equipment**
- **Uniforms and protective clothing**

## Management

- **Property management**
  - Procurement management
  - Space management
  - Cost planning and control
  - Facility accounting
  - Personnel management
  - Contract management
- **Software**
  - Commercial accounting
  - Payroll accounting systems
  - Software for calculating machinery deployment

## Services

- **Support services**
  - Cleaning and maintenance services
  - Landscaping and winter services
  - Caretaker services
  - Waste disposal services
  - Security services
  - Catering
- **Institutions**
  - Agencies and consulting firms
  - Industry associations
  - Trade publications

” Isabelle Wagner,  
General Manager, Buzil

“The trade show was extremely successful for us. We made new contacts with people from eastern Europe and from several countries in southern Europe.”

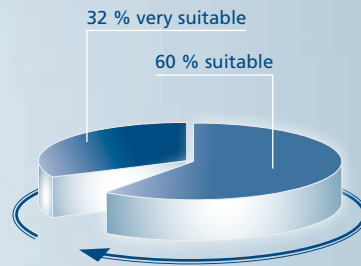




## CMS trade visitors and exhibitors highly satisfied and successful

Some 86 % of the trade visitors at CMS work in management or other decision-making positions in their companies and organizations. This makes CMS Berlin a perfect place for valuable business talks with excellent prospects for the future. No wonder that 88 % of the people at CMS 2007 said they were satisfied with their business results.

A representative, independent survey conducted among exhibitors at CMS 2007 clearly indicated that CMS is a perfect place to present innovative products, technologies and services. CMS exhibitors were quite obviously satisfied: 90 % said they were already planning to be back in Berlin for CMS 2009.



92 percent

of exhibitors regard CMS as a suitable platform for presenting innovations.

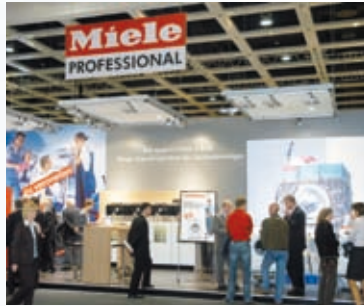
**Volker Ritthaler,**  
General Manager for Germany, Vileda GmbH

"The last few days went extremely well. Absolutely perfect! We met with an amazing number of customers and wrote a lot of orders."

**Joachim Weyers,**  
General Manager, SAPHIR Software GmbH

"The second day of the trade show was fantastic. We made 98 top-quality contacts."





## Your target groups at CMS 2009

### Private contractors

- Cleaning companies
- Service providers for building services
- Industry, retail trade, banks, insurance companies, hotels and restaurants

### Public contractors

- Municipalities and government offices

### Healthcare industry customers

- Hospitals
- Nursing homes
- Industrial kitchens

### Construction and real estate

- Architectural firms
- Construction companies
- Property management firms

” Markus Asch,  
General Manager, Alfred Kärcher  
GmbH & Co. KG

“We took part in a number of valuable discussions with decision-makers. The number of visitors was significantly higher with more people coming from foreign countries, including Central and Eastern Europe and the Middle East.”





## CMS Virtual Market Place®

The Virtual Market Place® is an exclusive service for exhibitors on the CMS website: [www.cms-berlin.com](http://www.cms-berlin.com). Exhibiting companies can present their brands, products and services year-round, 24 hours a day, 7 days a week. Corporate entries on the Virtual Market Place® are consistently among the top-10 results on Google and other major Internet search engines. Exhibitors can update their information at any time at no extra charge. Support is provided through a hotline staffed by multilingual assistants.

Many CMS trade visitors and exhibitors prepare their trade show visit by utilizing the Virtual Market Place® ahead of time. This is where you can

- Schedule meetings with a few mouse clicks
- Plan your visits clearly laid out print view with integrated map of the exhibition site
- Request further information via e-mail
- Compare products with those offered by competitors

Your company should be present on the Virtual Market Place®. See for yourself! [www.cms-berlin.com](http://www.cms-berlin.com).

For further details on the Virtual Market Place®, e-mail: [more.cms@cms.com](mailto:more.cms@cms.com).

” Bernd Heilmann,  
General Manager, Hako-Werke

“CMS was once again the main industry meeting place. All of the key target groups were in Berlin.”



## Close to home – Messe Berlin foreign representatives

Messe Berlin has a complete network of foreign representative offices where you will find comprehensive support for preparing your CMS presence: from marketing and public relations to exhibition stand planning. Take advantage of the services offered by your Messe Berlin foreign representative office. For further details: [www.cms-berlin.com/Contact/Worldwide](http://www.cms-berlin.com/Contact/Worldwide).





**CMS**

**Cleaning.  
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Services.**

#### Trade fair info

##### **CMS – International Trade Fair and Congress**

22–25 September 2009  
Berlin Exhibition Grounds, Halls 1–4  
South Entrance, Jafféstrasse  
Open 10:00–17:00 hrs

#### Organizer

##### **Messe Berlin GmbH**

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14055 Berlin, Germany  
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cms@messe-berlin.de  
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#### Hotel reservations and tourist information

##### **smart and more GmbH Messereisen & Hotels**

Tel. +49 (0)1805 324000  
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smartfairs@sam-hh.de

##### **Berlin Tourismus Marketing GmbH**

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#### Sponsors



##### **Bundesinnungsverband des Gebäudereiniger-Handwerks (BIV)**

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#### Supporting Organizations

**IHO**

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