Future Applications of Ceramics and Marble
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“Discovering the Materials and their Applications”

A campaign aimed at creating interest and discussion around the Italian Ceramic and Marble sector targeting top London architects and designers potentially specifying these products.

The campaign will be cross platform and provide coverage before and during Ecobuild:

• A series of thought leadership webinars aimed and promoted to Ecobuild’s audience of architects and designers.

• A large Ecobuild floor feature providing a destination for architects and designers to meet the leading Italian ceramic and marble manufacturers.

Future Applications will enable the supporting partners to:

• Draw industry attention to the key specification themes
• Build a community before Ecobuild
• Generate leads
• Interact with potential customers before and during the show
• Demonstrate thought-leadership
• Align the brand to a specific subject
• Raise brand awareness
• Opportunity to have webinars CPD accredited
The Area

- In the heart of design pavilion, a 200 m² area entirely dedicated to Italian ceramic, stone and marble companies.
- Spaces of different size to better respond to the needs of each company.
- A common area around 40 m² where architects, designers and exhibitors debate about the future applications of these materials.
- The possibility to customize the space to fit your needs.

Series of 2 or 3 audio webinars

- Editorial direction and input on content
- Member of editorial to chair sessions
- Full project management including speaker acquisition (with guidance from sponsor)
- Marketing creative and design
- Full data capture and lead generation from each webinar
- Content hosted on-demand for 6 months

Bespoke Promotional Campaign

- 2 marketing emails to target audience
- Sponsored content links on building.co.uk or bdonline.co.uk

Price

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>12m²</td>
<td>£5,500 all included</td>
</tr>
<tr>
<td>20m²</td>
<td>£9,000 all included</td>
</tr>
<tr>
<td>30m²</td>
<td>£10,000 space only; £13,000 all included</td>
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Webinar about Ceramic  £6,000
Webinar about Stone&Marble  £6,000
Ecobuild ‘13:

The world’s biggest event for sustainable design, construction and the built environment.

More than just an exhibition, Ecobuild is the top source for high quality contacts and access to the most valuable projects across the UK and further afield; it is a unique opportunity to meet your target audience and offers an unparalleled return on investment unmatched by any other marketing activity.

More than 57,000 influential professionals in design and construction visited and representatives from 90 of the top 100 architectural practices visited Ecobuild 2012. These practices are working on projects worth over £1.6 billion pounds.

As shown in the chart to the left 17% had the primary job function of architect or designer.
Future Applications of Ceramics and Marble will form a large floor feature at Ecobuild 2013.

The space will be a key attraction for top London architects and designers showcasing the best of Italian ceramics and marble and giving them the chance to engage and interact with both the products and manufacturers.

The space (S630) will be split into two distinct sides one half showcasing ceramic and the other half stone and marble.

Space options include two large corners (30m²), two medium options (20m²), five smaller options (12m²) and a central common area available to hold short presentations, meetings and drink receptions for architects and designers.
Webinars are a rapidly growing online seminar format that brings together a panel of experts to discuss a hot topic or technical subject. Audio webinars provide genuine and memorable user engagement and unrivalled measurability. The audience can listen and interact with the panel in real time via their computer and from the comfort of their own desk. This saves time and money by eliminating the need to travel.

The **Ecobuild Future Applications webinar series** will combine several online seminars in the lead up to Ecobuild alongside helpful supporting material for download - such as white papers, reports and presentations. The webinars and supporting content is housed in an Ecobuild online resource centre for easy access and is accessible for 6 months after the final live broadcast.

The Future Applications of Ceramics and Marble webinar series will include 2/3 webinars focusing on:

- **Ceramics** covering the benefits of specification and the design attributes
- **Marble** covering the benefits of specification and the design attributes
- The option of a third webinar showcasing future applications of both materials
How it works?

A project manager of Ecobuild’s Client Solutions team together with ICCIUK Team will work in collaboration with you to:

- Create engaging and authoritative topics with our seminar teams for each webinar in the series
- Bring together a panel of up to 4 high profile industry experts, including a member of your team, and chaired by an Ecobuild journalist
- Develop a bespoke stream within the Ecobuild online resource centre to act as a hub for all webinars and related content available on-demand for 6 months after the last live session
- Promote the events via 3 dual branded HTML marketing emails to the target audience, social media and sponsored content links
- Make leads and engagement analytics available to sponsor
- Opportunity to include surveys, polls and social media feeds gaining real time feedback from attendees
- Promote the webinars to Ecobuild’s audience of architects and designers