



Sri Lanka's Premier Construction, Machinery, Technology, Supplies & Services Exhibition

20th, 21st, 22nd June 2014

Sirimavo Bandaranaike Memorial Exhibition Center

Colombo – Sri Lanka

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ORGANIZED BY

Ceylon Institute of Builders



Lanka Exhibition & Conference services (Pvt) Ltd



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Housing & Common Amenities

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GENERAL INFORMATION & ABOUT THE EVENT

- Event Dates - 20th, 21st, 22nd June 2014
- Venue - SBMEC
- Time - 10am - 9pm
- Frequency - Annual
- Attendance - Industry + General Public
- Total Sqm of the Exhibition Space - 20880 sqm
- Ticket Price - Rs 50/=
- Visitor turn out (ticket sale) - around 10,000
- Total Number of Exhibiting Companies - 138
- Total Number of Stalls - 200

The Exhibition was inaugurated **Hon. Wimal Weerawansa** -Minister of Construction, Engineering Services, Housing and Common Amenities. And the following VIP's joined him,

- **Dr. Rohan Karunaratne** - President, Ceylon Institute of Builders (CIOB)
- **Prof. Chitra Wedikkara** - President, Sri Lanka Institute of Architects
- **Wimalasiri Perera** - Secretary, Minister of Construction, Engineering Services, Housing & Common Amenities
- **Arjun Dharmadasa** - Managing Director, Lanka Exhibition & Conference Services (Pvt) Ltd.
- **Aasim Mukthar** - General Manager, Lanka Exhibition & Conference Services (Pvt) Ltd.
- **Suhard Amit** - Director Marketing, Orel Corporation (Pvt) Ltd.
- **Suren Rajanathan** - Vice President, 3M Lanka (Pvt) Ltd.
- **Pradeep Gunawardana** - Chairman, Sri Lanka State Trading (General) Co. Ltd.
- **Reeza Mahroof** - Corporate Business Development Manager, Reliable Group of Companies
- **Dilshan Rodrigo** - Chief Operating Officer, Hatton National Bank PLC
- **Sujith Pathirannehe** - Asst.General Manager Brand & Promotions, Wijeya Newspapers Ltd.

STATISTICS of CONSTRUCTION EXPO 2014

- Total Number of Stalls - 200
- Total Number of Exhibiting Companies - 138
- Visitor turn out (ticket sale) - around 10,000

- Stalls Breakdown :-**

	Total No. of Stalls	Total No. of stalls sold
Hall "A"	103	92
Hall "B"	55	49
Lobby	10	10
Corridor	08	05
Out Door	44	38
CME Show	08	06

Total Stalls Marketed	228	200
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- Sponsorship Breakdown:-**

	Achieved Amount (Rs.)
Principal Sponsor (Oreng)	1.3 mn
Main Sponsor (3M)	700,000
Official Banker (H N B)	1 mn
Official Sponsor (reliable engineering)	400,000
Silver Sponsor (State Trading)	300,000

Achievement on Sponsorship	3.7Mn
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EXHIBITORS EVALUATION ON THE EXHIBITION

	<u>Yes</u>	<u>No</u>
Services offered by the Organizers	94%	6%
Services offered by the Suppliers		
• Booth Contractor	88%	12%
• Restaurant	83%	17%
• Cleaning	87%	13%
Overall Promotions		
• Direct Mailer / Invitations	79%	21%
• Outdoor Promotions	95%	5%
• Electronic / Print media	70%	30%
• Print Media	69%	31%
• Email Campaign	65%	35%
• Poster	66%	34%
Exhibition Timing	80%	20%
Buyer Turnout	80%	20%
Was 2014 exhibition better than 2013	85%	15%

SOME OF THE COMMON SUGESSTIONS BY THE EXHIBITORS

- Look into getting more trade visitors to the show
- More Food outlets
- One entrance to the exhibition
- Better Parking facilities exclusive for exhibitors

CONCLUSION

As a team we were able to achieve almost 20.1mn as the total invoiced figure.

All these above mentioned stats clearly shows the importance of achieving stalls targets together with obtaining sponsorship values will drive us to achieve the company/project goal.

Over 94% exhibitors were satisfied with the services offered by LECS and were also satisfied with the promotion campaign as well as the buyer turn out.

The committee should take responsibility in getting more trade visitors/buyers in to the exhibition. CIOB should take this into consideration and work out a strategic plan in future, so that this event could be highlighted as an international event and the main hub in Sri Lanka which is the main objective of this event.

Overall, in conclusion CONSTRUCTION EXPO 2014 was a success and should improve the standards further also taking into the consideration our exhibitor's suggestions.