



TFX

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TOTAL FACILITIES

21

Discover a smarter
FM landscape

Connect with new business
in 2021 with TFX.

11-13 Oct 2021
ICC Sydney

totalfacilities.com.au / [#TFX21](https://twitter.com/TFX21)

Be part of Australia's leading FM event

Total Facilities is the nation's central market place for FM and built environment professionals to come together and conduct business.

Now more than ever, FM's must keep on top of the latest products and services to help them navigate an ever changing FM landscape.

As a Total Facilities exhibitor you can reach these influential FM professionals, responsible for the building performance and management of some of the largest facilities and workplaces across Australia's.

With a focus on using new technology and insights to drive smarter, safer spaces, and new co-located events, DesignBUILD and ISSA Cleaning & Hygiene Expo, there has never been a more important time to be part of TFX.

No other event of its kind sees more business conducted or delivers the quality of hard to reach decision makers integral to growing your business and supporting Australia's FM community.




2,517
TOTAL
ATTENDANCE

86%
OF EXHIBITORS
satisfied or very
satisfied with visitors
to the stand

91%
OF VISITORS
satisfied or very
satisfied with Total
Facilities 2019

\$221,756
AVERAGE TOTAL
VALUE OF SALES
expected as a result
of exhibiting

TOP REASONS TO EXHIBIT



Reach high value and professional FM audience



Launch new products and services



Differentiate from your competitors and stay front of mind



Build brand awareness in a targeted and qualified market



Gain access to facilities management networks and peers



Increase credibility through association with the premier event for the industry

Smarter insights. Building value.

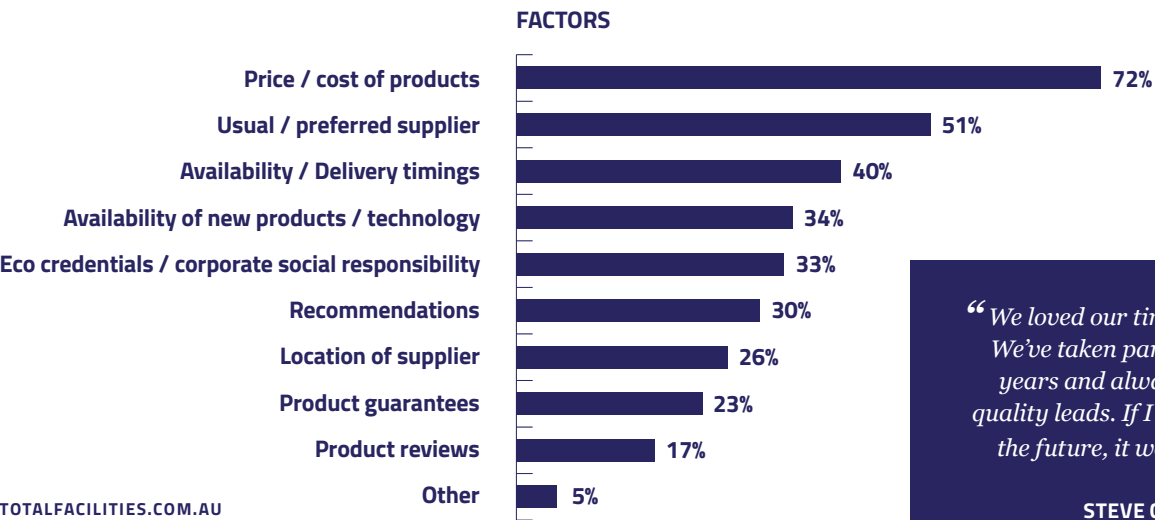
As part of the TFX community, you can access the latest research and reports to help you drive your own market share.

Fuelled by a range of strategic, human and technology factors, the global market is expected to be worth more than \$1.2 trillion by 2025, with the Asia-Pacific set to become the world’s largest FM market.

The FM industry was already set for a major transformation over the next five years. Now the pandemic has reinforced the value of the FM industry and their products in all aspects of business.

Today’s FM professionals are business-orientated specialists with the ability to build organisational networks, strengthen employee culture and engagement, they shape the workplace experience and reinforce a company’s value.

PRIORITIES WHEN CHOOSING A SUPPLIER



In a recent survey carried out by TFX, **90% of respondents believe face-to-face meetings are important** when making purchasing decisions

TOTAL FACILITIES

CHAMPIONING HIGH PERFORMING ENVIRONMENTS

INDUSTRY REPORT 2019

Facilities Management:

DATA, INSIGHTS & TRENDS
REPORT 2019

“We loved our time at Total Facilities. We’ve taken part for the last three years and always gain fantastic quality leads. If I only do one show in the future, it would be this one.”

STEVE CHAMPION
Brand Manager, Dulux

LOOKING FOR SOME EXTRA INSIGHT?

Discover industry data and trends to help you connect with potential clients. Request a copy of our 2019 Industry Research Report now.

PROUDLY BROUGHT TO YOU BY

diversified
COMMUNICATIONS AUSTRALIA

Who we work with

Total Facilities works in partnership with leading businesses to deliver a show floor that champions interaction and collaboration and a true reflection of the FM industry and wider built environment in Australia.

2021 partners include:

Major Partners:



Thought Leadership Partner:



Sponsors and Supporting Partners:



Media Partners:



Co-located Events:



Visitor Profile

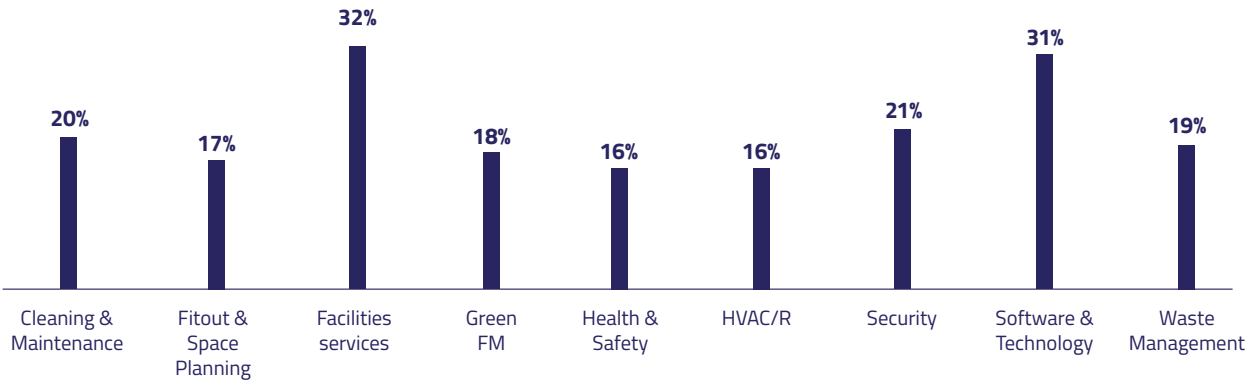
Total Facilities visitors are increasingly striving to provide agile, high performing physical environments that create a sense of community.

They come to the event to find products that will drive efficiency and encourage productivity in the workplace.

“This was my third event of the past few years and many of the contacts I have made over these years have been extremely fruitful. I can think of many Total Facilities contacts who have been great partners and I see this as a worthy investment for our business.”

RHYS BIRKS
NSW State Sales Manager, Shine On

TOP PRODUCT INTERESTS



*Includes multiple responses. Figures generated from 2019 CAB audit and post show visitor survey.

PRIMARY JOB FUNCTIONS

Top Industry Sectors



Facilities Management



Building Management



Operations Management



Architecture & Design



Energy/Sustainability/
Environment Management



Project Management



Engineering Management



Maintenance Management

TOP VISITING COMPANIES

- | | | |
|--|---------------------------------|----------------------------|
| ▶ AMP Capital | ▶ Deloitte Australia | ▶ OPTUS |
| ▶ ANZ | ▶ Foxtel | ▶ Seven Network |
| ▶ ALDI Stores | ▶ Knight Frank Australia | ▶ SIEMENS LTD |
| ▶ BUPA Aged Care Australia | ▶ KPMG | ▶ TAFE NSW |
| ▶ City of Sydney Council | ▶ Macquarie University | ▶ Telstra |
| ▶ Colliers International | ▶ MARS Industries | ▶ The University of Sydney |
| ▶ Crown Resorts | ▶ Metro Trains Melbourne | ▶ Vodafone |
| ▶ Department of the Environment and Energy | ▶ National Gallery of Australia | ▶ Woolworths Group |
| | ▶ Novotel | |

What type of companies exhibit?

Whether it's delivering innovative new products or professional services, suppliers to the FM industry play a crucial role in enabling FM professionals to gain greater insights, work more efficiently and achieve better business outcomes.

TFX SHOW FLOOR COVERS:



FM Services
& Providers



Software &
Technology



Fitout &
Space Design



Cleaning &
Maintenance



Green
FM



Health &
Safety



Security



HVAC/R



Waste
Management

86%

WERE SATISFIED
WITH VISITORS
TO THEIR STAND

80%

CONSIDER
TOTAL FACILITIES
IMPORTANT FOR
THEIR BUSINESS

83%

OVERALL
SATISFACTION
RATE

“It was our first time at the expo and we were absolutely blown away by the responses! There are some truly amazing businesses out there doing some incredible things.”

TOM WELSBY
CEO AND FOUNDER,
FM LINK

Figures generated from 2019 post show exhibitor survey.

Extend your marketing reach

With a host of communications, partner events, media outreach and online channels, our experienced marketing team work strategically to understand and engage Australia's FM community. Exhibiting offers you more than just show exposure, you can also benefit from inclusion in our year-round integrated marketing campaign.

MARKETING CAMPAIGN AT A GLANCE



42,345

Unique website users annually



318,635

Emails sent in 2019



19,043

FM professionals database



8,673

SMS sent in 2018 campaign



2,656,000

Print advertising circulation



1,365,000

SEM impressions



6,600

Google Ad Clicks



13,077

Blog post views



9,052

Telemarketing calls



A smarter, more connected community

It's not just our exhibitors that provide smarter solutions, Total Facilities offers a platform to the whole community to achieve better business outcomes through dedicated zones, insightful education programs and more opportunities for the FM industry to connect.

"The speaker series was fantastic. It delivered relevant information for the industry and all attendees to the sessions were really engaged and interested in the topics being discussed."

DAVID MELAMED

National and International Marketing Manager,
HARCOR

SPEAKER SERIES



Arguably offering the best value in the industry, the Speaker Series presents tried and tested strategies from expert panellists, who are leading the way. 2021 will see two dedicated theatres – The Business Solutions Stage and the Smart Buildings Theatre sponsored by Rapid Test Systems - both of which were standing room only in 2019 and a key visitor drawcard.



DIGITAL BUILDING ZONE



The Digital Building Zone is a thriving hub of new technology driving industry change on the TFX show floor. In 2021 this zone will be further supported by the introduction of TFX's sister event, Digital Construction Week, the UK's leading platform for innovation and technology in the built environment.

This zone is designed to deliver visitors seeking industry-class solutions and strategic advice on how to use technology and data to better understand and manage building performance.

The Zone showcases exhibitors that provide hardware and software solutions in the following areas:

- ▶ Big data analytics
- ▶ IoT technologies
- ▶ Cloud-based solutions
- ▶ Energy management
- ▶ Sustainability and efficiency
- ▶ Building automation
- ▶ Location-based services
- ▶ Occupant comfort and productivity
- ▶ Building Information Modelling (BIM)
- ▶ NFC sensors
- ▶ Smart lighting
- ▶ Smart surveillance

79%

of industry professionals agree that smart technology will play a crucial role in FM over the next 5 years*

STARTING OFF SMART



Following the success in previous years, the Smart Start Ups returns in 2021, offering a dedicated platform for new companies to engage on a commercial platform and break into the FM market.

NETWORKING NEXUS



As the nation's largest gathering of FM professionals, Total Facilities is hub of networking opportunities. From leadership breakfasts, to exhibitor networking hours, there's no better place to connect with clients and peers both on and off the show floor this 11-13 Oct 2021.

What's On in 2021

DESIGN BUILD

A show that represents the entire building lifecycle

New for 2021, Total Facilities will co-locate with Australia's premier design and building event DesignBUILD.

At the ICC Sydney 11-13 Oct 2021, Total Facilities is co-locating with DesignBUILD! This will give visitors the freedom to explore both shows and discover trusted suppliers who represent the breadth of the building lifecycle, all on one show floor.

As a Total Facilities exhibitor, this gives you the opportunity to do business with a wider range of professionals, including:

- ▶ Architects
- ▶ Building specialist/contractors
- ▶ Project Managers
- ▶ Designers
- ▶ Property developers
- ▶ Energy/Sustainability managers
- ▶ Planners
- ▶ Procurement managers
- ▶ Engineering managers

To find out more about DesignBUILD visit their website at designbuildexpo.com.au

Be L Summit

Building a stronger Built Environment

The Built Environment Summit (Be Summit) brings together Australia's built environment leaders, government policymakers, and market experts to build a roadmap of recovery, and pave the way for future construction and development within Australia, across two separate Summits in 2021.

With construction and infrastructure set to drive Australia's economic recovery, the Be Summits offer a new platform for Government representatives and senior building, construction and FM professionals to talk directly about their biggest issues and plans for the wider Australian built environment. As well as discuss the latest in digital construction technology and building innovation.

Summit Dates:
MELBOURNE: 17.05.2021, Deakin Edge, Fed Square
SYDNEY: 13.10.2021, ICC Sydney

To find out more about the be Summits visit their website besummit.com.au

Join FM’s leading market place

Total Facilities 2021 offers a number of high profile exhibiting and sponsorship opportunities. Exhibit at this leading platform to meet your sales and marketing objectives and engage in face-to-face interaction with the nation’s most influential audience of facilities leaders.



STAND RATES	SPACE ONLY*	SHELL SCHEME*
3m x 2m = 6m (2 sides open)	N/A	\$4,155
3m x 3m = 9m (2 sides open)	\$5,055	\$5,910
6m x 3m = 18m (2 sides open)	\$9,465	\$11,175
6m x 3m = 18m (3 sides open)	\$9,520	\$11,230
6m x 6m = 36m (3 sides open)	\$17,980	\$21,760
6m x 6m = 36m (4 sides open)	\$18,450	N/A
9m x 6m = 54m (4 sides open)	\$27,270	N/A

Additional stand size options are available.
Prices listed include PL insurance, marketing package and corner loading (where applicable).
Shell scheme stand packages also includes carpet, walling, lighting and name board.



**GENERATE MORE
INDUSTRY EXPOSURE**

Stand out from the crowd.
Contact the team to find out about
our highly visible and cost effective sponsor
and partner opportunities guaranteed
to elevate your brand above
your competitors.

**Only a limited
number available.**

Sponsorship & Partnership Opportunities



COLLABORATION HUB

The collaboration hub is the major networking space on the show floor and serves as a popular, busy meeting point. Ideal for networking and entertaining clients, and offering visitors and exhibitors hot food and beverages throughout the event.



SEMINAR THEATRES

Arguably offering the best value in the industry, the Speaker Series presents tried and tested strategies from expert panellists, who are leading the way in facility thinking. The education program is a key visitor drawcard and last event was standing room only, offering your company exclusive exposure to this highly engaged audience across the two days.



DIGITAL BUILDING ZONE & SMART START-UPS

Technology is driving the industry forward and nowhere is that more evident than in Total Facilities dedicated Digital Building Zone & Smart Start Ups feature. Make your brand synonymous with innovation and establish yourself as a progressive industry leader by supporting this thriving hub on the Total Facilities show floor.



AUSTRALIA'S SMARTEST SPACE COMPETITION

We're on the search for the nation's smartest space – from workplaces to shopping centres, hospitals and other facilities. The competition aims to advocate workplace wellbeing and space utilisation, highlighting the advances in technology that increase efficiency in the built environment. Entry deadlines coming soon.



DIGITAL ADVERTISING

The Total Facilities digital platforms offer year round engagement with a dedicated waste and facilities management audience with over 93,000 views each year. But it's the three months pre-event that really sees web traffic peak as visitors plan their FM experience.

Take advantage of our pre-event digital marketing opportunities to make your brand cut through the noise and stand out from the competition.



EVENT REGISTRATION

Situated at the entrance to Total Facilities, the registration area has continually high visitor traffic. This package provides maximum exposure as your brand will be seen by every attendee as they arrive, register for entry and enter the event.



BESPOKE PARTNERSHIPS

Whatever your vision, we can create a bespoke package or partnership that will enhance your engagement with the facilities management industry.

These opportunities offer intimate brand alignment with Total Facilities and unparalleled brand exposure at the highest level. We can work closely with you to deliver successful business outcomes through the creation and delivery of fully integrated partnerships.



TOTAL FACILITIES

11-13 Oct 2021
ICC Sydney

totalfacilities.com.au / #TFX21

Contact the Team

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