

4th - 15th November

ENVIRONMENT 2002



OVERVIEW

The global environmental market was estimated at £230 billion and it is projected to reach £440 billion by 2010. Organisations are constantly required to meet environmental obligations and keep up to date with the latest technologies.

ENVIRONMENT2002 will attract key professionals who have the responsibility for identifying and purchasing environmental equipment and management services.

WHAT IS AN ONLINE CONFERENCE

An online conference is held via the Internet, and recreates the 'look and feel' of a traditional conference without the need for delegates to be present in a single physical location at a specific time. The conference is 'live' for a two-week period, during which, presentations from respected industry leaders are released, highlighting current industry issues. At the close of the event, the conference content is accessed via purchased CDs or downloads.

WHY ATTEND?

- No travel
- No time away from the office
- No money spent on conference registration, travel or accommodation
- No missed conference presentations, as they are always available online or for download
- The convenience of viewing exhibition stands and sponsors without the crowds and in your own time.

WHO WILL ATTEND?

- Environmental Managers
- Board Directors
- Regulators
- Technicians
- Marketing Managers
- Procurement/Purchasing Officers
- Consultants
- Environmental Professionals

CONFERENCE TOPICS

- Air Pollution Control
- Consultancy
- Contaminated Land
- Environmental Software
- Environmental Monitoring
- Health & Safety
- Recycling & Recovery
- Renewable & Sustainable Energy
- Industrial & Municipal Waste Water
- Waste Management



CONFERENCE GUIDE

In conjunction with the event, a 60-page colour conference guide is printed to provide details of the conference. It contains an overview of the conference and is sent to partner members and registered delegates prior to the event. Inside is a diary of all conference presentations with a biography and photo of the authors, abstracts of all material presented and advertisements from industry leading organisations.

READERSHIP

The key to the success of ENVIRONMENT2002 is the highly targeted delegate profile. All registered delegates will receive this publication prior to the launch of the event. Based on membership and event marketing, ENVIRONMENT2002 has a projected registration of 10,000+ delegates, attracting high profiled executives with the authority to implement purchasing decisions.

The readership encompasses:

- Central/Local Government
- Manufacturing Industry
- Environmental Consultancy
- Education Research
- Water Industry
- Contract/Supplier

CIRCULATION

In October, 10,000+ copies of ENVIRONMENT2002 will be issued on a strictly controlled named basis to all delegates who have pre-registered for the event.

Circulation encompasses companies such as:

GLAXO
SHELL
BP
MERCEDES
BRITISH AIRWAYS
BRITISH ENERGY
ASTRAZENECA

WHY EXHIBIT?

- High visibility to a targeted executive audience
- Branding in conjunction with the premier online environment conference
- Association with respected organizations
- No travel expenses
- No time constraints
- Visitors pay attention - When they aren't pressured, they can absorb the content
- Online events can be accessed globally



ADVERTISING PACKAGE

An advertisement in ENVIRONMENT2002 creates and maintains a strong image for your product or service, enabling you to convert quality contacts into new business.

Our standard package includes:

- A prominently placed advertisement in the Conference Guide.
- Exhibition Stand - You will receive a "virtual stand" in the Exhibition Centre which you may begin to utilise immediately, prior to the event and the publication of the Conference Guide.
- Delegate List - You will receive the full list, with all details of contacts provided, of individuals who will receive the publication (subject to advertisement insertion).
- A Purchasing Guide listing - You will be listed here by industry sector. Just as in the Exhibition Sectors of the online event, you can be found in the areas that best classify your ranges of products and services.
- Fully Audited Circulation - ENVIRONMENT2002 will be audited by The ABC, following its publication.

RATE CARD

All prices in Sterling

	COLOUR	SPOT	MONO
DPS (bleed)	8,750	8,550	8,200
DPS	7,950	7,450	6,950
FULL PAGE (bleed)	6,100	5,900	5,650
FULL PAGE	5,500	5,250	4,950
HALF PAGE	3,600	3,150	2,900
THIRD OF PAGE	2,550	2,200	2,000

