

Romexpo S.A.

EXPO FUNERARE

31st of May -3rd of June 2018



ABOUT EXPO FUNERARE



Exhibition funeral products and services

EXPO FUNERARE is the only event in Romania that concerns the funeral services and its purpose is to support the specialized companies from the field, that work in this direction. Thus, the event aims to demonstrate both to businessmen and to individuals that there are viable alternatives for the tragic moments of their lives.

The event is dedicated to both professionals, complementary services providers in the funeral sector, and to the general public, by bringing to the fore the ways in which each of us can honor and celebrate the memory of closed ones.

The exhibiting companies will present both interesting innovations within the field and traditional funerary items, which aim to support the choice of these service.

In the same period will be held SENIOR EXPO – Fair dedicated to seniors, TIBCO – International Trade Fair for Consumer Goods and BOOKFEST - International Book Fair, with a total of 100,000 specialized visitors and general public at the previous edition.

LOCATION



EXPO FUNERARE 2018 takes place in one of the new exhibition areas that Romexpo has open in the fall of 2017 – Pavilion B1! With a total area of 11,905 square meters, the Pavilion B1 is the ideal location for hosting international fairs and exhibitions.

Information – Pavilion B1:

- Height: ground floor
- Area: 11,905 sqm
- Height under metal structure: 10,56 m
- Max. height allowed for stand construction: 7 m
- Total height: 14,17 m
- The two pavilions, B1 and B2, are united forming a common building
- The up-link building of the two conference rooms (capacity of 75 people each)



Welcome Area



B3 entrance



Pavilion Area



Networking Area



Conferences room



Coffee Shop Area

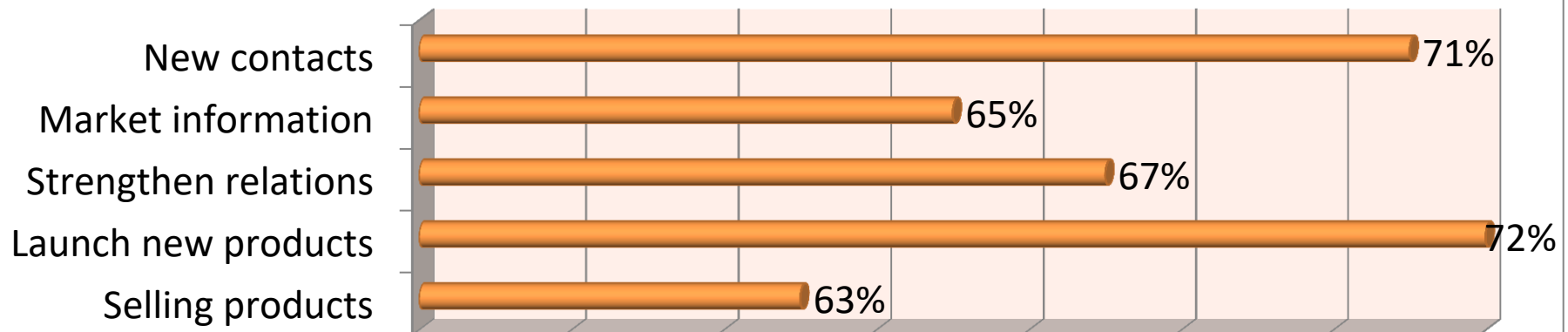


EXPO FUNERARE STATISTICS 2017



- **72% of exhibitors said they will participate at the edition 2018**
- **75% were satisfied with the number and quality of visitors**
- **72% have launched new products and services**

Objectives achieved by exhibitors





EXPO FUNERARE Exhibitor profile



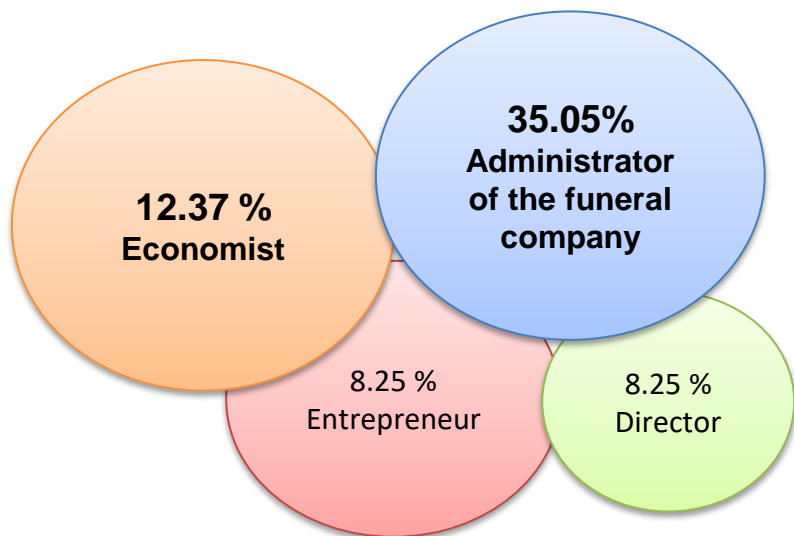
- **manufacturers, importers, and distributors of funerary articles**
- **funeral specialists:** builders of funeral chambers, crematoria etc., hygiene and embalming products and equipment; crematorium and mortuary equipment; professional clothing and ceremonies; architecture, interior design; specific means of transportation; paperwork; builders; security equipment; specific furniture stores, funerary articles etc.;
- **cemetery representatives:** computer equipment for cemetery management; monumental and decorative art; Specific machinery for cleaning and maintenance of the cemeteries; specific equipment for excavation, machinery etc.;
- **funeral service providers:** cemetery design and management; professional associations in the field; banks / saving loans and specifics; Life insurance; transportation services; international transportation services / repatriation of mortal remains; legal services; specialized journals, specific professional training etc.;
- **representatives of religious confessions in Romania;**



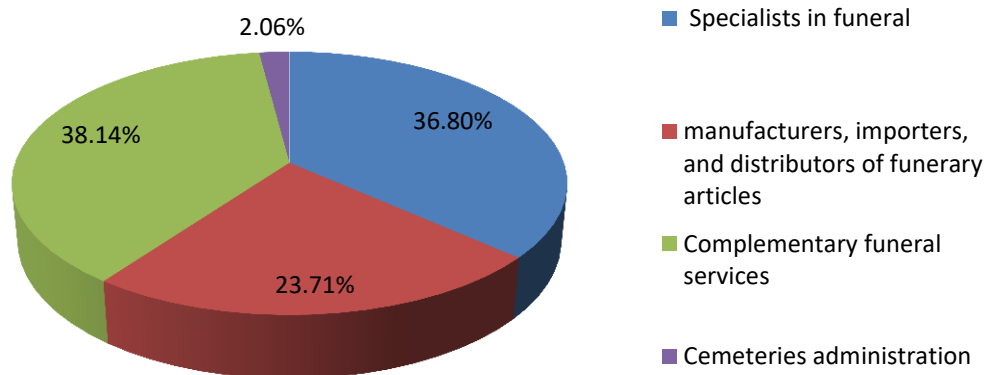
EXPO FUNERARE- Visitor's profile



Visitor's profile:



Area of interest





What we have proposed for **EXPO FUNERARE 2018?**



- Organizing EXPO FUNERARE in a place to compete with those occupied by the international fairs. That is why the edition 2018 will take place in the new Pavilions which Romexpo has in preparation. Modernity, flexibility and the unique concept of new spaces will create the framework for a better relationship between companies and end-users;
- Creating a networking between companies, leading associations and mass-media through the relating events organized;
- Organizing related events of interest to trade visitors in partnership with the association's profile;
- Supporting the participation and promotion of the exhibiting companies by sending newsletters to targeted databases by visitors;
- Supporting promote companies by promoting high quality services that help form a clear picture of the brand to EXPO FUNERARE;
- Improving visibility by supporting a targeted and complex online promotion campaign;
- Improve visibility through a complex media campaign;
- Meetings between potential customers and industry experts;
- Successful business offer and services - a direct approach, a mobile team - Romexpo management meets potential exhibitors through direct meetings and concrete offers;



What you win if you participate

- ✓ you will be part of the only local profile event;
- ✓ the event is covering all funeral industry sectors;
- ✓ you will attain visibility and you will have the opportunity to promote your products in front of a target market;
- ✓ you will develop partnerships with companies that have complementary activities;
- ✓ you will increase your company's reputation as the event, unique in Romania will benefit from intense media exposure;
- ✓ you will participate at different conferences and seminars, presentations, demonstrations, competitions, and workshops;
- ✓ you will be able to launch new products in an organized environment.

What you lose if you don't participate

- ✓ You will not be informed about the latest technology and the investments in the industry
- ✓ You don't know the competition closely
- ✓ You will not know if your solutions are favorable for potential customers
- ✓ You will not have the opportunity to conclude new contracts

How to improve your participation at EXPO FUNERARE?



- ❖ You decide together with project team, location and stand design to highlight the products displayed
- ❖ Increase the number of specialized visitors at your stand, by setting the best promotion channels during fair
- ❖ Is your staff building your business? Train them well enough and they will bring you best results
- ❖ Use all company resources to streamline the participation results, to attract potential customers and increase company visibility
- ❖ After the exhibition, stay connected to newest informations provided by the project team of the fair, as well as up-dates about next edition

EXPO FUNERARE 2018 thematic



- **Funerary articles and equipment:** coffins, prefabricated repositories, funerary urns, mortuary stands (simple or engraved, in marble, granite, cement, etc.), artistic objects in bronze: busts, portraits, etc., lanterns and ironwork for cemetery, specific elements for tombs or cemetery, ceramic pictures and frames, linings for coffins, funeral art; candles, wreaths, floral arrangement and specific ornaments, condolence books;
- **Specialists in funeral services:** constructors of funeral rooms, crematories, extensions, specific constructions, specific products and equipment for the hygiene and embalment, specific equipment for the crematory and the morgue, professional and ceremonial clothing, architecture, interior design, funeral vehicles, construction and car designers, specific security equipment, equipment and products for hygiene, maintenance, conservation and aesthetics, embalming, specialized printing, specific furniture for the funeral stores & funeral homes, undertakers;
- **Cemeteries administration:** Developers/administrators of cemeteries, chapels, crematories, cemetery management software, monumental and decorative art, artistic creations, arches, the stone trades and equipment, marble and granite, specific machines for the maintenance and cleaning of cemeteries, excavations work equipment;
- **Complementary funeral services:** The design and management of cemeteries, professional association, specific organizations and institutions, charity associations / charitable institutions, banking / credits and specific savings, life insurances, transport services, legal services, professional press, specific professional training

How we promote EXPO FUNERARE?



Additional events:

For the 2017 edition we have proposed demonstrations, workshops, conferences and seminars with main topics of funeral industry, having the support of potential partners of the exhibition: Romanian Employers Confederation, Romanian Employers Funeral, Romanian Funeral Association and Administration of Cemeteries and Human Crematory.



ROMEXPO SERVICES



Stand construction



Hostess



Advertisement and printing



Parking



**Furniture, utilities,
telecommunications and
Internet renting**



**Events organized in your
stand**



Handling and storage



Security



Cleaning



**Interpreting and
translations**



**Ambient – rental of
decorative plants**



Healthcare

Participation fees:



- Registration fee: 70 EURO

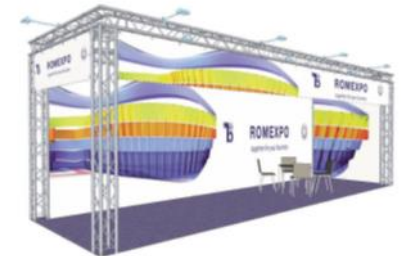
Indoor area rent:

- 1 free side: 55 EURO/sqm
- 2 free side: 60 EURO/sqm
- 3 free side: 65 EURO/sqm
- 4 free side: 70 EURO/sqm

Outdoor area rent: 30 EURO/sqm

standard stand construction:

- Indoor: 15 EURO/sqm
- Outdoor: 40 EURO/sqm



Preferential rates applied to the indoor area rent and can be cumulated:

- **5% discount** - for renting an interior space of more than 50 sqm.

The fees do not include VAT (19%)

!!! For a personalized offer organizing team will stay at your disposal !!!



CONTACT



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