



Exhibitors Brochure



**Together Conserving
Energy for a Sustainable
Future**

**Al Ain Convention Centre
17-20 May 2016**

Al Ain Distribution Company Demand Side Management (DSM) Strategy

AADC establish the DSM strategy to be attractive both to governments, and customers, in order to achieve large scale energy and water efficiency improvement to modify or reduce customers' energy and water demand by development of improved technologies.

AADC will seek to identify suitable DSM options include direct or indirect control of loads, such as air conditioning, and direct control such as changing the lamps to saving types with the objective of reducing the overall demand. Similarly, water demand management policies shall be examined to determine the most suitable and effective to our environment. We will work closely with other government entities and customers to implement such DSM measures.

The main issues in the DSM Program are:

- Sustainability of Energy & Water resources
- Security of supply
- Reduction of greenhouse gas emissions
- Improvement in expenditure and financial efficiency



"The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world centre for renewable energy research and development"

His Highness Sheikh Khalifa bin Zayed al Nahyan President of the United Arab Emirates



"Water is more important than oil for UAE"

His Highness Sheikh Mohamed bin Zayed Al Nahyan,
Crown Prince of Abu Dhabi and Deputy Supreme Commander
of the UAE Armed Forces

ABOUT THE EVENT

The **"Smart Home Show"** was established in 2015 in order to educate the residence of Al Ain on the benefits of becoming environmentally friendly in order to reduce their usage of water and Electricity.

The event, which was initiated by Al Ain Distribution Company, was also used as a platform for companies to showcase their latest Eco-Friendly products.

WHY PARTICIPATING

- **"Smart Home Show"** provides a platform for the participant companies to showcase their products to the +700,000 residents of Al Ain
- It creates a brand awareness for participant companies, directly in-front of their key target buyer
- The Event is a first of its kind designed to provide residents of Al Ain with information about the latest eco-friendly household technology and cost-saving systems to help them make their homes more energy-efficient



save energy

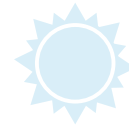
A unique opportunity to **PROMOTE** your brand, **INTRODUCE** your product, and **ENGAGE** with your target audience in an interactive environment

save water



Better Future

REMARKABLE SUCCESS FACTS ABOUT THE "SMART HOME SHOW "2015



OVER **10,000** ATTENDEES
from all over UAE ranging from public to
corporates and VIP'S



The show witnessed over
AED 30M of latest technology
and products sold onsite



95%

of our 2015 exhibitors want to
participate in the **2016** edition



Exhibition gross space was
58,000 SQFT



EXHIBITOR PROFILE



SMART HOME SYSTEMS

- Lighting Control Systems
- Home Appliances Control Systems
- Home Cabling and Network Setup
- Door and Window Control Systems
- Center / Long Distance Control Systems



BUILDING AUTOMATION SYSTEMS

- Emergency Lighting Systems
- Lighting Control Systems
- Computer Automation Software
- Operations and Management Systems
- Curtain and Window Systems
- Kiosks, Rooting Systems
- Multimedia and Broadcast Systems
- Garage and Parking Systems
- Air Conditioning Systems
- Transportation Systems

SECURITY SYSTEMS

- Security Control Systems
- Identification, Access Control Systems
- Automatic Doors and Accessories



FIRE PROTECTION SYSTEMS

- Control and Evacuation Systems
- Fire Detection and Alarm Systems
- Fire Extinguishing Systems
- Smoke Control and Evacuation Systems





WATER AND WATER FACILITIES MANAGEMENT

- Water Tank Monitoring and Control Unit
- Water Consumption Analysis
- Irrigation Systems
- Water Taps and Sanitary Fittings



ENERGY MANAGEMENT SYSTEMS

- Switches, Sockets
- Electrical Accessories and Supplies
- Power Supply, Generator, Tools and Testers
- Control Panel and Equipment
- Lighting Protection, Grounding and Lighting Rods



POOL AUTOMATION

- Pool Lighting Systems
- Pool Heating Systems
- Pool Cleaning Systems
- Pool Alarm Systems
- Timers
- Swimming Pool Water Sterilization and Monitoring Systems



ECO-FRIENDLY SMART FURNITURE



VISITOR PROFILE

VIP's

Dignitaries from Government

Public

Schools

Building –Construction Sector

Property Developers

Building Contractor Companies

Electricity Contractor Companies

Mechanical Installation Contractor Companies

Architects and Engineers

Interior Architects and Decoration Companies

Shopping Centres, Business Centres

Retail Industry, Building Markets

Energy Management Systems

Pool Automation

REASONS TO EXHIBIT

"Smart Home Show" offers you a unique opportunity to promote your brand, introduce your product, and engage with your target audience in an interactive environment. As an exhibitor your company will have the opportunity to:

- 1 Develop and strengthen your brand**
Exhibiting at **"Smart Home Show"** is a wonderful way to tell your visitors that your company is serious about supporting Al Ain Distribution Company's vision of going more environmentally friendly.
- 2 Extensive buyer network**
You will meet high-ranking agents and sellers with extensive buyer networks and the capacity to carry your products to new markets, it also gives you the opportunity to gain quality "face-time" with prospective clients and current customers.
- 3 Leverage on-site opportunities**
"Smart Home Show" gives you the opportunity to sell your product direct to the consumer.
- 4 Gain a competitive edge**
"Smart Home Show" offers you the opportunity to showcase that your company understands the importance of being environmentally friendly.
- 5 Media and Branding Exposure**
Gain global and regional media exposure, enhance your company image and develop brand awareness.
- 6 Lead Generation**
A capitalized marketing campaign promoting your participation pre, onsite and post event, will generate more focused leads and further expand your network.
- 7 A unique meeting place**
Being present at the show will allow attendees to easily find you; you can set meetings at your stand or conduct a seminar for a large exposure of your brand/technology.



"Smart Home Show"

gives you the opportunity to
sell your product direct to
more than **10,000** visitors



EXHIBITOR FEATURES



Smart Home Shopper

This year we will launch a new consumer event to take place under the umbrella of the "Smart Home Show". Visitors of the "Smart Home Shopper" will have a one-stop-shop to find resource sufficient home appliances and smart systems for the water and energy that will turn their home into an eco friendly home.

Exhibitors' Seminar Area

The "Smart Home show" will host series of seminars with free access for all attendees of the exhibition.

VIP Lounge

There will be a dedicated VIP area at the show for those who have been invited by AADC.

Lunch and Coffee Break Area

Free coffee and lunch breaks will be provided exclusively to exhibitors and VIP visitors in a dedicated area inside the exhibition hall.

Media Centre

Representatives from our specialized PR Company will be available at the media centre to assist and handle the media enquiries, as well to cover the event news and press releases.



VISITOR FEATURES



Kids Zone

This feature will be designed for educating kids on the benefits of saving water and energy.

Youth Technical Centre

Youth will be hired as Electricity & Water technicians at AADC, where they will learn how these services are provided within the centre.

Pedal Power

This will form a competition between the visitors to see who can generate more clean energy.



Creating a Light Bulb by using messages

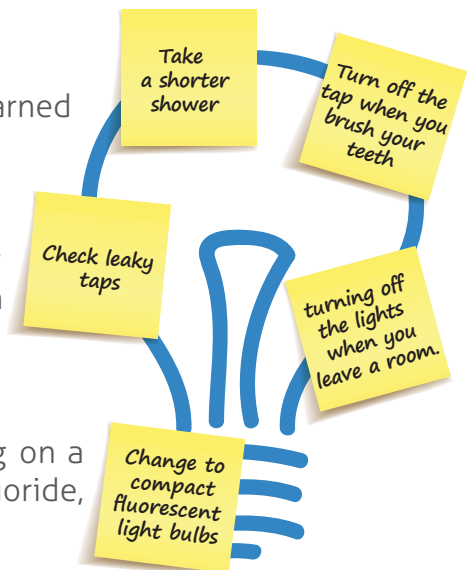
Children will be invited to write tips, describing an action they do to save energy and water as well as what they learned during the show.

Visitors Seating and Networking Area

The visitor seating areas are dedicated areas on the show floor that allow all attendees the chance to sit down, plan their visit and network with fellow visitors.

Cryo Effect Show

Cryo Effect is a unique project of global level, focusing on a show with deployment of liquid nitrogen, sulphur hexafluoride, dry ice, iodine potassium and other chemical elements.



The Theatre

The “Smart Home Show” will engage with local schools to educate children on the long-term benefits of energy conservation and resource preservation.

Smart Home of the Future

Visitors will take an interactive journey through a typical home and garden, with each area offering simple tips on how to cut water and electricity consumption and reduce their utility bill.

4D Circus

As part of the “Smart Home Show”, we aim to use circus and theatre to help illustrate how we can all make a difference to our planet by simple everyday acts of Water & Energy conservation, recycling and using renewable and sustainable products.







VISITOR FEEDBACK



80% attended Smart Home Show to find new products that help them save energy

75% found the products they were looking for

87% found the show very informative

76% may consider purchasing one or more products/services within 12 months

95% are interested in visiting the Smart Home Show 2016

90% would recommend visiting Smart Home Show to someone else



EXHIBITION STANDS

Book your stand now to showcase your brand and sell it to thousands of consumers from across Al Ain, looking to find the latest energy-efficient, cost-saving products and services.

Prices start at:

US\$ 125 per square metre (for a space-only stand)

US\$ 150 per square metre (for a shell scheme stand)

For further information about sponsorship opportunities please contact:

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ABOUT AL AIN DISTRIBUTION COMPANY



شركة العين للتوزيع
Al Ain Distribution Company

Al Ain Distribution Company (AADC) is a public joint stock company registered and incorporated in the United Arab Emirates with Head Office at Al Ain. AADC is a wholly owned subsidiary of Abu Dhabi Water and Electricity Authority.

AADC is the sole distributor and supplier of water and electricity in the Eastern Region of the Emirate of Abu Dhabi (Al Ain city and its surrounding rural areas). This includes the ownership, operation and maintenance of the water and electricity distribution network assets, meter reading, and services for the supply of water and electricity.

ABOUT THE ORGANISER COMPANY



Exhibitions • Conferences • Media

A multi award-winning company with over 50 years' experience, Turret Media has conceptualised, developed and launched some of the most successful live events in the world, in industry sectors as diverse as renewable energy, food, media and logistics.