



Coming in 2011, a Powerful Opportunity for Reaching your Market in Mexico




APRIL 12-14, 2011 || CENTRO BANAMEX || MEXICO CITY, MEXICO

PART OF



THE INTEGRATED EVENT FOR THE SECURITY, SAFETY, FIRE & FACILITIES SECTORS IN MEXICO



The iMex partnership of events will put you in contact with thousands of building owners, managers, designers and operations executives who are responsible for facilities of every kind.

Also in the mix are the integrators, installers, and consulting engineers who can help get your products specified.

iMex4 attendance in 2010 was 17,877 with 31% expressing an interest in fire protection products and services.

BROUGHT TO YOU BY:





SECURITY
SAFETY
FIRE
FACILITIES

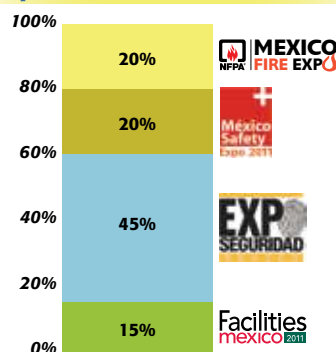


The Comprehensive Trade Fair for Mexico's Built Environment

In all, over 450 suppliers will be demonstrating products, services and technologies for protecting property and for managing a safe and successful building, plant, campus or complex.

Experience the synergy created by the combination of these four complementing events

Projected 2011
Unduplicated Attendance: 18,000



The Built Environment in Mexico

As you descend into Benito Juarez Int'l airport you can see that Mexico City is, architecturally, one of the richest cities in the world.

And the rest of Mexico's story does not disappoint.

Sprawling industrial plants surround Guadalajara, and Monterrey. Fabulous resort communities populate the coastline on both the Pacific and Caribbean.

Factor in expansive public and private health networks, world class universities, and all-pervading government institutions and you can see that opportunities to sell your products here are deep and wide.

The Live Event Advantage

More than a business-stimulating information exchange, the expo provides important networking opportunities and creates an ideal atmosphere for qualifying sales prospects, cultivating relationships, and enhancing your company's image.

The NFPA-developed conference program works to increase awareness and understanding of modern fire protection and life safety solutions and standards. In the process attendees become better equipped to recommend, specify and buy your products.

If you are looking for new customers, strategic partners, integrators or distributors you will find them at this important event.

Confirm your participation and reserve your booth today, call 630-271-8210

For current information, visit www.nfpa.org/mfe

Presenting Publication: NFPA Journal LatinoAmericano



Read by over 29,000 fire & safety specialists in Mexico, Central and South America.

Also supporting publicity for iMex4 are another twenty publications and affinity groups reaching professionals in security,

industrial safety, building automation, and public safety.





iMEX4

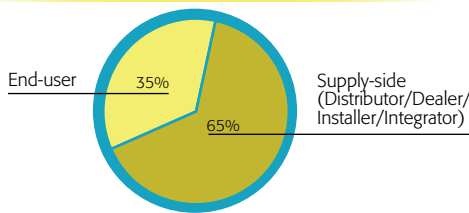
SECURITY
SAFETY
FIRE
FACILITIES

iMEX4
Total Attendance 17,887

Fire Protection Interest
31% or 5,577

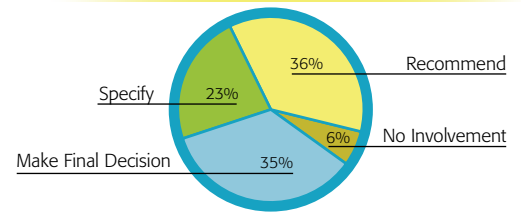


Primary Business

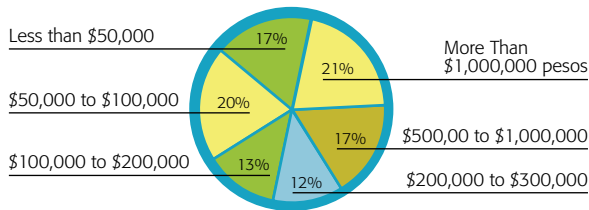


MEXICO FIRE EXPO
2010 NFPA Mexico Fire Expo Demographics

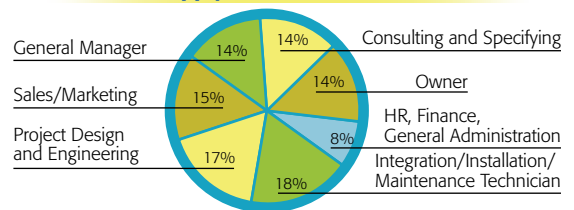
Involvement In Purchase Decision



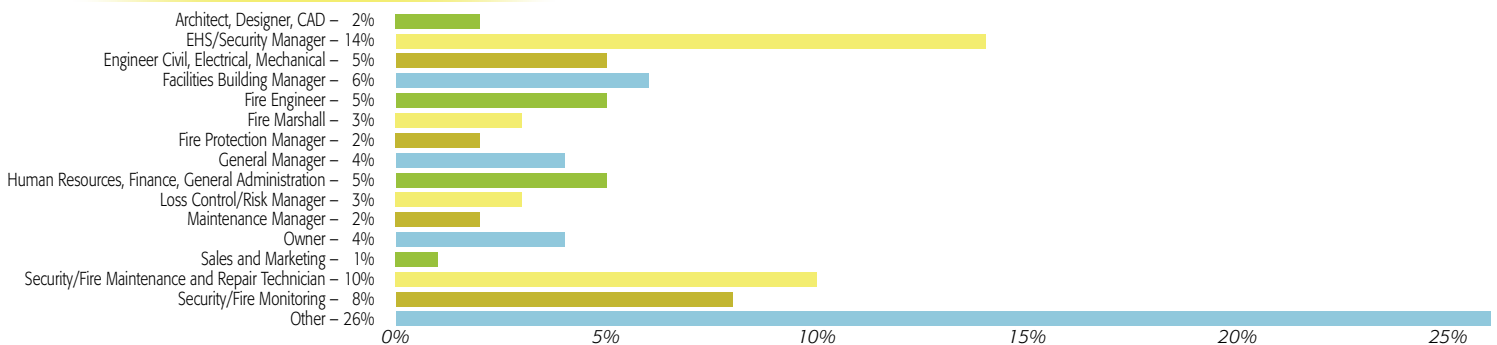
Company's Annual Purchase of Fire Protection/Life Safety Equipment or Services



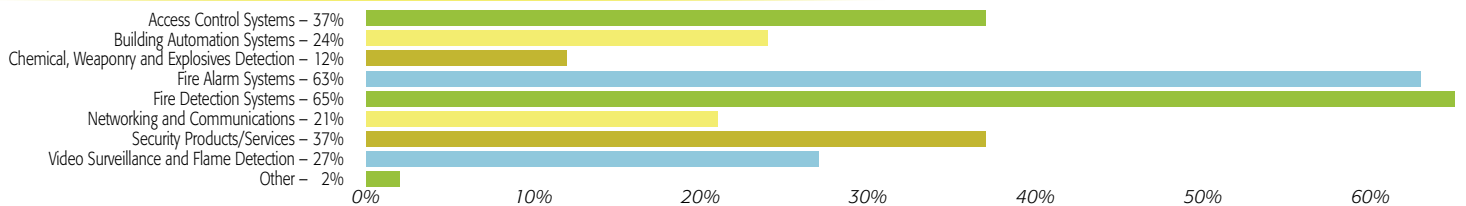
Supply Side Job Function



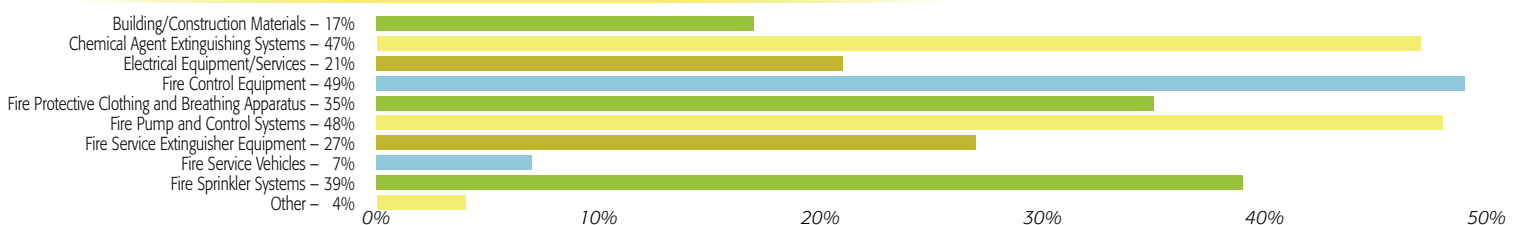
End Users Primary Job Function



Type of Electronic Fire, or Security-related Products You Work with and/or Purchase?



Type of Physical Fire, or Security-related Products You Work with and/or Purchase?





"Mexico Fire Expo is the only exposition and conference for fire protection, electrical, and life safety in Mexico. It is here where manufacturers, distributors, integrators and end-users come together for networking, to learn, and to evaluate products and services that will help them meet their goals and objectives."

Antonio Macias
Director, NFPA Mexico Regional Office

About NFPA



The National Fire Protection Association has been providing fire, electrical, building, and life safety information, research and training to the public since 1896.

The world's foremost advocate of fire prevention and an authoritative source on public safety, NFPA develops, publishes, and disseminates more than 300 consensus codes and standards intended to minimize the possibility and effects of fire and other risks.

Virtually every building, process, service, design, and installation in society today is affected by NFPA documents.

With more than 75,000 members representing nearly 100 countries, NFPA is the international leader in promoting and protecting public safety.

Mexico Fire Expo Mission Statement

The mission of Mexico Fire Expo is to provide a forum to inform, train and educate industry professionals on fire, electrical, and life safety issues.

Exhibitor Information

Venue

Centro Banamex, Hall A

Av. Conscripto 311
Col. Lomas de Sotelo
C.P. 11200, Mexico D.F.
Tel: +52-55-5268-2000

Exhibit Hours

Tue., April 12, 2011 2:00 p.m. – 8:00 p.m.
Wed., April 13, 2011 2:00 p.m. – 8:00 p.m.
Thur., April 14, 2011 2:00 p.m. – 8:00 p.m.

Exhibit Rental

The booth cost includes: Back wall and lateral walls (except booths located on a corner) surface is a white formica finish, Booth identification sign (Company's name and booth number, no logo), carpet, 1-double polarized electrical outlet (110 volts) per booth., 1 fluorescent lamp 2 x 39 watts (must have canopy to install).

Option 1: Exhibit space is US \$300 /sq.m. with the following payment schedule.

Down Payment per initial invoice	20%
2nd Payment October 15, 2010	30%
3rd. Payment January 15, 2011	50%

Option 2: Exhibit space is US \$326 /sq.m. with the following payment schedule.

Down Payment per initial invoice	20%
2nd Payment December 15, 2010	30%
3rd. Payment March 15, 2011	50%

Additional furnishing packages and utilities will be available through your exhibitor service manual

Reserve Your Space Today!

For USA/Canadian Companies

Contact:



ROC Exhibitions, Inc.

1963 University Lane
Lisle, IL 60532
USA
Phone: +1-630-271-8210
Fax: +1-630-271-8234
Email: info@rocehibitions.com

For Mexican/Latin American Companies Contact:

ROC Exhibitions de Mexico, SA de CV
Calle Lapizlazuli #2615
Col. Santa Eduwiges
Guadalajara, JAL.
CP 44580
Lilliana Perez
Email: lperez@rocehibitions.com
Telephone: 52 (33) 1591 3274
Isaac Gonzalez
Email: igonzalez@rocehibitions.com
Telephone: 52 (33) 1591 3976

PRODUCED IN PARTNERSHIP WITH:



1 Batterymarch Park
Quincy, MA 02269
USA
Phone: +1-617-770-3000
www.nfpa.org/mfe





APRIL 12-14, 2011 || CENTRO BANAMEX || MEXICO CITY, MEXICO

Exhibitor List

Alliance Specialized Systems	Fire Storage Mexico S. de R.L.	Proyectos de Seguridad Industrial
Alta Tecnologia Industrial	F-Tech, SA de CV	Proyectos Instalaciones Construcciones
Amerex Mexico	Global Vision, Inc.	S.A Armstrong Limited
American Distribution Systems	Harrington Fire	Safe Fire Detection
Anvil International	Hidrosistemas Baja	SDi
Badger Meter de las Americas	Hubbell Industrial Controls	Securi-Mart
Bilcomex, S de RL de CV	Huzhou Baiye Industry Co., Ltd.	Segman
Brooks Equipment Co.	Hydratec, Inc.	Sistemas Especializados
Buckeye Fire Equipment	Hydro Flow Products	Spears Manufacturing
Columbian TecTank	Indaga, SA de CV	SPP Pumps, Inc.
Construcciones Rio Coatzacoalao	Industrias Especializadas Oliva	Superior Tank Co., Inc.
Cooper Crouse-Hinds	Industrias SYLPYL	Tank Connection
Corporacion Constructora Azteca	Instituto Internacional de A	Tornatech Inc.
Deteccion y Supresion Inteligentes	International Fire Safety Consulting	UL de Mexico
Distribuidora Quimica Textil	Kidde Fire Systems	Victaulic
EDCOS Inc.	Metron Inc.	Viking Group
Equipos Industriales de Fluidas	Nascor SA de CV	Xtralis
Extin-Flam SA de CV	NFPA	
Fike Corporation	Peerless Pump Mexico	(current as of October 7)