



Organized by



# **BATIMAT<sup>®</sup>** **EXPOVIVIENDA<sup>®</sup>** Exposición Internacional de la Construcción y la Vivienda **2009**

**JUNE 2 - 6, 2009 - LA RURAL - BUENOS AIRES**

**POST SHOW REPORT 2009**

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- General Information
- Exhibitors' Analysis
- Visitors' Analysis
- Special and Simultaneous Activities
- Media Analysis
- Photo Gallery
- Business Team and Info



# General Information

## ➤ 260 Exhibitors:

- 221 National Exhibitors
- 39 International Exhibitors

## ➤ 116.187 Visitors:

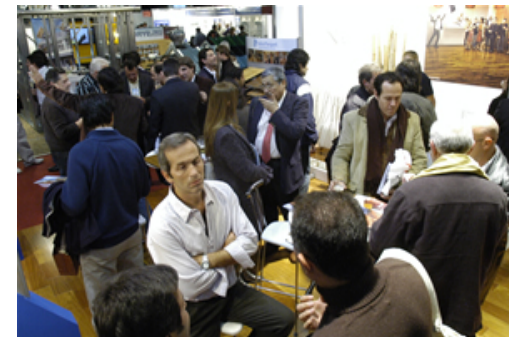
- 94% National Visitors
- 6% International Visitors

## ➤ 32.000 m2

## ➤ 277 Registered Journalists

## ➤ Special and Simultaneous Activities

- Main Auditorium y Workshops´ Rooms
- Arquitectos Argentinos en el Mundo / 2009 Collection
- 2<sup>nd</sup> Journal SCA / **BATIMAT EXPOVIVIENDA**
- National Competition Vivienda Social ARQ. (Social Housing).  
Organized by Sociedad Central de Arquitectos and Clarín



# Marketing & Communication Campaign

## Direct Marketing y Promotion

- 192,117 Guest Tickets for Exhibitors and 200,000 Inserts in Industry's Magazines
- 2,000 Posters
- Invitations` mailing to over 10,000 highly appraised professionals

## Online Marketing

- More than 116,150 visits to [www.batev.com.ar](http://www.batev.com.ar)
- More than 342,600 visited pages on the Website
- More than 30 Newsletters sent, totalizing 1,700,000 readers
- More than 45 banners in specialized and vertical webs

**BATIMAT**  
**EXPOVIVIENDA**  
Exposición Internacional de  
la Construcción y la Vivienda **2009**

CON UN SOLO CLICK  
OBTENGA SU INVITACIÓN SIN CARGO

2 al 6 de Junio - La Rural - Buenos Aires

Organizan  
**ASV** **EFCA**

**BATIMAT**  
**EXPOVIVIENDA**  
Exposición Internacional de  
la Construcción y la Vivienda **2009**

**2 AL 6 DE JUNIO**  
LA RURAL - BUENOS AIRES - 14 A 21 HS.  
Acreditación: 13:45 a 20:30 Hs.  
Ingreso: Av. Sarmiento 2704 - Av. Cerviño 4476

EL ÁMBITO IDEAL PARA CONCRETAR  
SU PRÓXIMO PROYECTO.

- Estructura
- Logísticos
- Máquinas y Equipos
- Instalaciones
- Revestimientos y Terminaciones
- Servicios y Productos para la Construcción

Regístrese Sin Cargo: [www.batev.com.ar](http://www.batev.com.ar)  
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ALUMI 2009

VISITE LA MAYOR EXPOSICIÓN DE LA CONSTRUCCIÓN Y LA VIVIENDA

**BATIMAT**  
**EXPOVIVIENDA**  
Exposición Internacional de  
la Construcción y la Vivienda **2009**

**2 AL 6 DE JUNIO - LA RURAL**

En Simultáneo con

**ALUMI 2009**

5ª EXPOSICIÓN INTERNACIONAL  
DE LAS INDUSTRIAS DEL VIDRIO Y EL ALUMINIO

# Marketing & Communication Campaign

## Press and Advertising

- More than **40 advertisements** in Clarín, La Nación, El Cronista, Los Andes (Mza), La Voz del Interior (Cba), Río Negro (R. Negro) and industry newspapers, reaching more than **2,213,400** readers.
- **2 Special Editions** at Clarín Arquitectura
- More than **100 advertisements** in Specialized Media and other media, reaching more than **700.000** readers.
- More than **145 articles** published in specialized media, both in print material as online and international ones as Portal Entreplanos (Venezuela) y Portal Gazeta do Sul (Brasil) reaching more than **1,500,000** readers
- **TV Spots** at Telenoche y Teleproyecto y Como se hace, cómo se usa? (Mar del Plata)

EL ÁMBITO IDEAL PARA CONCRETAR SU PRÓXIMO PROYECTO.

- Estructura
- Logística
- Máquinas y Equipos
- Instalaciones
- Revestimientos y Terminaciones
- Servicios y Productos para la Construcción

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Es Simultáneo con  
**ALUVI 2009**

Organizan  
**ASV** **EFCA**

**BATIMAT EXPOVIVIENDA 2009**  
Exposición Internacional de la Construcción y la Vivienda

**2 AL 6 DE JUNIO**  
LA RURAL - BUENOS AIRES - 14 A 21 HS.

Accreditación: 13:45 a 20:30 Hs.  
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INVITACIÓN EXCLUSIVA SIN CARGO

**BATIMAT EXPOVIVIENDA 2009**  
Exposición Internacional de la Construcción y la Vivienda

CON UN SOLO CLICK  
OBTENGA SU INVITACIÓN  
SIN CARGO

**2 AL 6 DE JUNIO** LA RURAL - BUENOS AIRES

Organizan  
**ASV** **EFCA**

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**2 AL 6 DE JUNIO** LA RURAL - BUENOS AIRES

SEGUIMOS CONSTRUYENDO EL MAYOR EVENTO DE LA CONSTRUCCIÓN Y LA VIVIENDA

- Participe de la Exposición Elegida por la Industria y sus Profesionales.
- Tome Contacto con Más de 100.000 Visitantes Acreditados en busca de Productos y Servicios.
- Sea parte de las Oportunidades de Negocios de uno de los Sectores más Pujantes del País.

Estructura, Logística, Máquinas y Equipos, Instalaciones, Revestimientos y Terminaciones, Servicios y Productos para la Construcción.

EL ÁMBITO IDEAL PARA CONCRETAR SU PRÓXIMO PROYECTO.

Regístrate Sin Cargo  
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Para mayor información: 54 (0) 4300-0338 - [info@batev.com.ar](mailto:info@batev.com.ar) **ALUVI 2009**

# Marketing & Communication Campaign

More than  
**4,400,000** point  
impacts in massive  
media means and  
other means, plus  
**1,200,000** point  
impacts generated  
as a result of the e-  
mail marketing  
campaign



# Marketing and Communication Campaign

## Media Partners

BATIMAT EXPOVIVIENDA 2009 wants to thank the following Magazines and Websites for the constant support and promotion received in order to promote the Exhibition and their contribution so that, year after year, it becomes the leader Event in the country.

1100  
SERVICIOS DE VIVIENDA

ACOMAC  
ASOCIACION ARGENTINA DE  
MATERIALES DE CONSTRUCCION

ASOCIACION ARGENTINA DE  
MATERIALES DE CONSTRUCCION  
ELABORADO

ASORA

AVANCE ELECTRICO

CASA COUNTRY

Color & Textura

COMPENDIO

CP67

DOMUS  
editora srl

DOSSIER  
SANTARIO

Electro Granio

ENTREPLANOS

GUIA DE LA CONSTRUCCION

GUIA DE LA INDUSTRIA

Industrias plásticas

Información por Internet

REVISTA ELECTRICA

LMD  
luz-diseño

luminotecnia

m  
CONSTRUCCION Y DISEÑO

MARKETING DE  
OBRAS  
EN CONSTRUCCION

MATERIALES  
PARA LA CONSTRUCCION

Revista de Construcción

PILET'S

Plásticos  
Compositos

PLASTICOS COMPUESTOS  
Y DISEÑO

INSTALAR

Revista  
HABITAT

REVISTA VENTANA

vivienda

summa+

MADERA

# *Exhibitors' Analysis*

Exhibitors: 260

- National Exhibitors: 221
- International Exhibitors: 39

Origin Country:

Brazil - China - Germany - Italy - Turkey - Uruguay

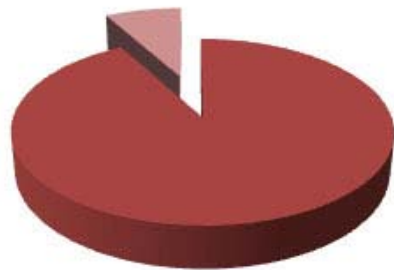


*"Our principal object is making our wooden floors` company known. Our company is a Brazilian company and it is world renowned. Our business expectations were greatly surpassed and showed both in new bonds with the distributors` net all along the country as in direct sales during the exhibition, as we even sold the stand floor."*

**Juan Costello**  
*General Manager*  
**IndusParquet**

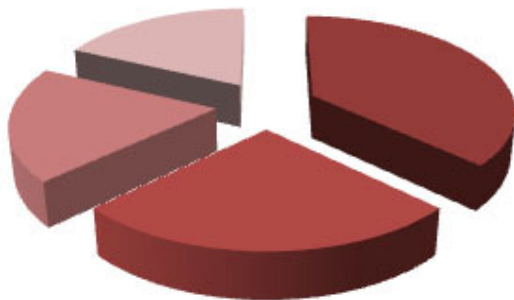
# Exhibitors' Analysis

How satisfied were you after visiting BATIMAT EXPOVIVIENDA 2009?



- 92% Extremely satisfied / Satisfied
- 8% A bit satisfied / Fairly dissatisfied

Which was your main object when participating in BATIMAT EXPOVIVIENDA 2009?



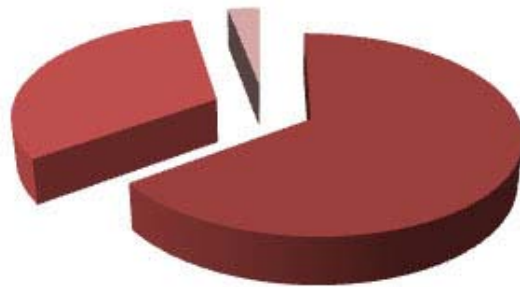
- 37% Promote existing organization, products and/or services
- 26% Generate new leads
- 19% Launch new organization, products and/or services
- 18% Otros

*'We have launched products with new finishes and colors, because we have to keep on developing products even in times of crisis. We succeeded in attaining business expectations because we have been approved many projects'.*

**Alberto Stok**  
ager of Profiles´ Division  
Tecnocom

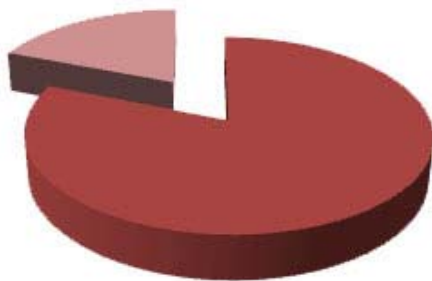
# Exhibitors' Analysis

What are the chances your company takes part at the event next year?



- 65% Definitely will / Probably will
- 32% I already sign in for a booth
- 3% Probably not

What are the chance you recommend BATIMAT EXPOVIVIENDA to a colleague Company?



- 81% Very Probably
- 19% Probably

*"We were able to achieve new business' bonds as every day our stand was attended by almost 200 architects, investors, advisors and representatives of aluminum and PVC workshops".*

**Ramón Tiscar**  
General Manager for Latin  
America  
Schüco Argentina

# Visitors' Analysis

Visitors: 116.187

➤ National Visitors: 94%

Capital Federal 40.02% - Gran Buenos Aires 33.28% - Interior del País 26.7%

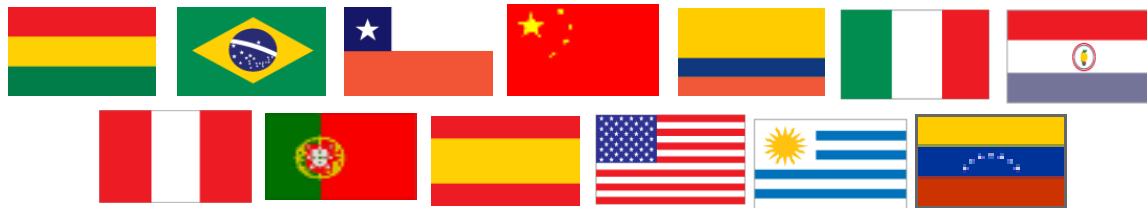
Visitors from all Argentinian provinces attended, the following being the main Provinces attending:

Buenos Aires - Chubut - Córdoba - Entre Ríos - Mendoza  
Río Negro - Santa Fe - Tucumán

➤ International Visitors: 6%

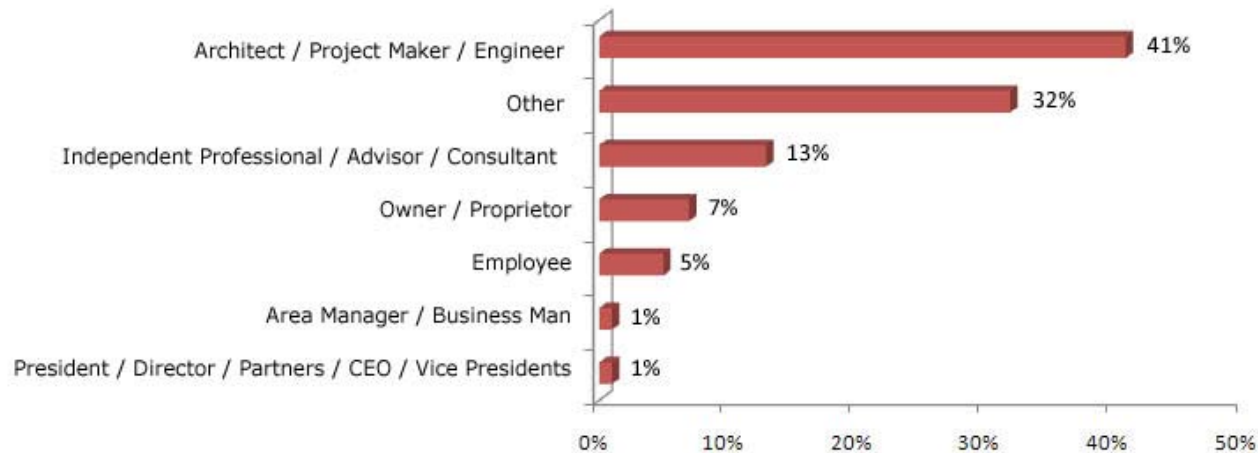
At **BATIMAT EXPOVIVIENDA 2009** edition the following countries attended the exposition:

Bolivia - Brazil - Chile - China - Colombia - Italy - Paraguay - Peru - Portugal - Spain -  
Uruguay - USA - Venezuela

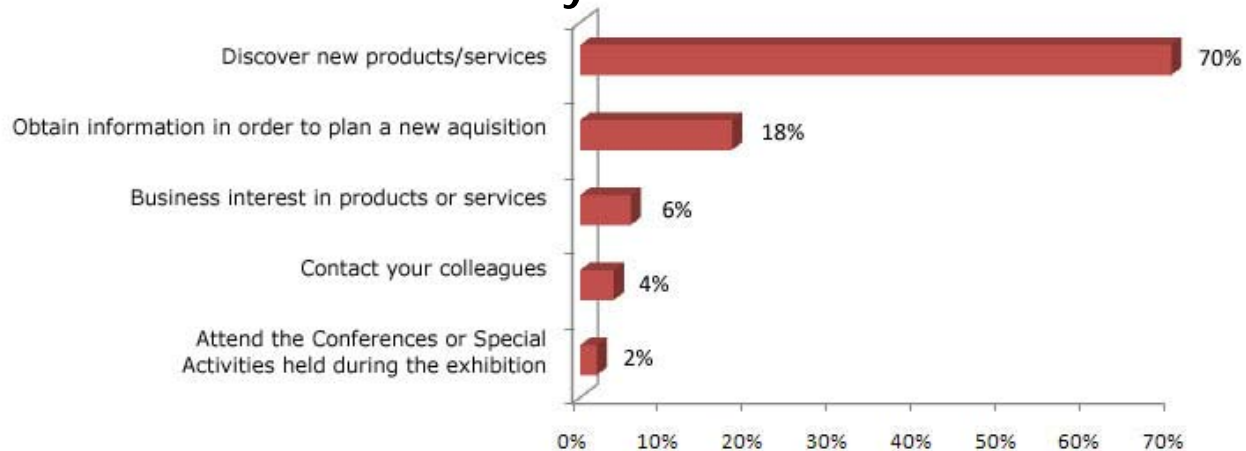


# Visitors' Analysis

Which is your profession or position in the company?



Which was the main reason you visited BATIMAT EXPOVIVIENDA 2009?



# Visitors' Analysis

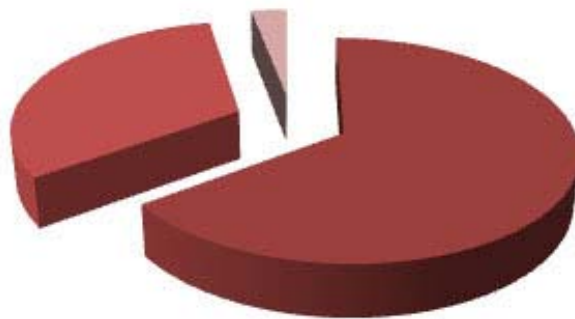
How satisfied are you after attending BATIMAT EXPOVIVIENDA?



- 92% Extremely satisfied / Satisfied
- 8% A bit satisfied / Fairly dissatisfied

*"Clearly, expectations on impact over steel framing were attained. We had many definite questions about specific projects. Many more questions than the ones we had foreseen."*

Do you intend visiting BATIMAT EXPOVIVIENDA 2010?



- 65% Definitely will / Probably will
- 32% I already sign in for a booth
- 3% Probably not

**Sonia Ganem**  
Manager  
ConsulSteel

# *Special and Simultaneous Activities*

## ➤ **Main Auditory and Workshops´ Rooms**

During BATIMAT EXPOVIVIENDA, several demonstrations, conferences and talks aimed at making the exhibition´s constant updating easier, took place. Several and interesting topics were approached at these demonstrations, conferences and talks, and they comprised aspects varying from new trends up to the most important issues stated at the agenda of the Construction Industry.

## ➤ **2<sup>nd</sup> Journal SCA / BATIMAT EXPOVIVIENDA**

During the second edition of this Working Day carried out with the Sociedad Central de Arquitectos, a Round-Table meeting took place about Social Housing and Architecture and well as the handing out of the SCA / BATIMAT EXPOVIVIENDA´s Trayectoria Prize to Architect Justo Solsona.

## ➤ **Arquitectos Argentinos en el Mundo®/ 2009 Collection**

For the seventh consecutive time BATIMAT EXPOVIVIENDA takes place, displaying a new collection of works of several talented Argentine architects who work abroad. The last trends of urban design may be analyzed in these dialogs and projects, specially as regards those related to accessibility, universal design, architecture for all, sustainability and ecologic or green design. Other of the features to be outlined in this show is the juxtaposition of panels showing finished works and those expressing ideas in project phases. Congruence between these two key moments of the creative process of architects are highlighted and prized.

## ➤ **National Competition Vivienda Social ARQ. (Social Housing).**

For 4 days the Sociedad Central de Arquitectos and Clarín presented different seminars on Comprehensive Training of Rapid Prefabricated Construction (Construcción en Seco).

# Photo Gallery



# *Business Team*

If your company wishes to obtain information in order to participate in the next edition of **BATIMAT EXPOVIVIENDA** or **ALUVI 2010**, please contact the business team:

Rodolfo Echevarrieta – Director Comercial

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Alejandra Britos – Ejecutiva de Cuentas

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☎ (54) 11 4810 0949

Verónica Fernández – Coordinadora

✉ [veronica@pr-db.com](mailto:veronica@pr-db.com)

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Alicia Foster – Ejecutiva de Cuentas

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Ma. Teresa Santa Coloma – Ejecutiva de Cuentas

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Ma. Cristina Portinari – Asistente Comercial

✉ [cristina@pr-db.com](mailto:cristina@pr-db.com)

☎ (54) 11 4810 0949

*We expect to have your company at*

1 - 5 JUNE

**BATIMAT**  
**EXPOVIVIENDA®**

Exposición Internacional de  
la Construcción y la Vivienda **2010**

**LA RURAL - BUENOS AIRES**