



Intelligent Building Systems

SERVICE, INDUSTRIAL AND PUBLIC
BUILDING PERFORMANCE TRADE FAIR

8th édition



*Build smart,
for a smart future*

2 DAYS • 20 CONFERENCES • 20 WORKSHOPS • 200 COMPANIES • 7 000 VISITORS

PARIS EXPO PORTE DE VERSAILLES
4 & 5 OCTOBER 2017

www.ibs-event.com

SMART BUILDING : are U ready 4 smart ?

IBS, a showcase for your ambitions:

Promote your expertise and market your products and services to big-budget clients and the leading purchasing advisors. 7,000 visitors are expected this year, all professionals and all hand-picked for this trade show – right at the very moment that they're working out how to spend their budget for 2017 and select which technical solutions they need.

Data flowing out from devices, the Internet of Things and various other applications is now a crucial raw material for the management, operation and maintenance of buildings, and one of the four key fluids running through our buildings. **BMS is now the backbone of all smart building services and systems, and is a fount of new IoT, Big Data and BIM possibilities.** Smart buildings and data harnessed from the Internet of Things can now be used to enrich digital models, and "operational" Building Information Modelling (BIM) has become a fully-fledged management tool for **more efficient BMS systems and an ever-growing range of services for building occupants.**

The increasing power of smart objects (IoT) is generating an overwhelming quantity of information – Big Data – which can reach 100,000 data units/m²/year for a Smart Building. This trend does not look like it's going to slow down, with exponential data output growth that doubles every 18 months...*

Traditional companies, industrial groups and integrators are already adapting to this explosion in digital technology. They now need to understand how to implement the innovations already on the market while guaranteeing that their installations will stand the test of time. Moreover, they now have to overcome the new challenges of open technology, collaborative platforms and cyber-security.

The Smart Building is evolving into a "Building As A Service", and offering a pack of new "smart services":

- predictive maintenance,
- behavioural space management,
- improved comfort, with temperature, light and air quality control,
- health, productivity, mobility & sharing, weather reports, operational performance, energy efficiency, safety...

Energy control: admit it, Smart Buildings have become indispensable!

*Smart Buildings are now a valuable part of the wider **energy transition** scheme. Beyond the energy savings that this technology has made possible, new regulations are forcing us to act quickly and adopt a more sustainable form of development.*

The biggest event in the Smart Building calendar, IBS offers professionals and core users the tools they need to understand the sector and make the right decisions. Whether industrial, tertiary or residential, Intelligent Building Systems provides real, secure knowledge that benefits everybody. Every year since 2010, we've been **the biggest industry event of the year.** Often imitated, but never bettered!

Alongside IBS, for the fourth year running, is the Smart City/Smart Grid trade show. These two themes cover all the latest news and views from the smart urban planning sector.

The 8th IBS trade show will be open on the 4th and 5th of October 2017, in Paris – Porte de Versailles. This is a great opportunity to demonstrate your expertise, energise your company's image and boost your business. Become an IBS Exhibitor Partner and come and meet **7,000 high-powered, decision-making visitors!** This brochure will tell you how...

Yours,

Stéphan SARAF
Trade Show Director

Sylvain ARQUIÉ
President, IBS Event



Save the date

A key event

October 4 and 5, 2017

Paris – Porte de Versailles – Hall 2.2

-> 7 000 visitors

Find the program on

www.ibs-event.com



Visitorat : Growth in double figures since we first opened.



Towards the 7 000 visitors in 2017!

More than 7 000 qualified decision-makers are expecting!

In 2016, the trade exhibitors stated that they welcomed professional, goal-driven visitors at their stands, seeking detailed information for real projects to undertake.



Geographical origin

Paris & IDF : 59,90 %
Regions : 35,95 %
Abroad : 04,15 %

A strong growth of international and regional visitors with 40,1 % (vs 34,08 in 2015 and 29,70 % in 2014)

Company size

More than 54 % of the visitors belonged to companies with a workforce from 50 to over 1000.

Medium and large businesses came out in force.



Type of visitor

Depending on whether they represent large or smaller companies, our visitors' positions are divided into two distinct segments and targeted using specific promotional tools. Sorted according to position in the company, our top three visitor groups are General Managers (20,22%), Engineers (18,71%) and CEO (12,45%)

Manager	20,22 %
Project leader	19,54 %
CEO	12,45 %
Engineer	12,23 %
Information	10,77 %
Technician	6,34 %
Consultant/Journalist	5,97 %
Employee	5,91 %
Product manager	3,49 %
Teacher	2,18 %
Self-employed	0,90 %

Which fields are represented?

The companies can be split into 5 major groups: Integrators, Contractors, Product/Service Providers, Contracting Authorities and Operators. Software Developers/ICT Service Companies (5%) can be grouped with the Contractors.

Engineers – Design Offices	25,58%	33,18%	Contractors
Contractors	3,22%		
Assisting contracting owners	2,92%		
Architects	1,46%		
Equipment Offerors	12,45%	29,70%	Eco-Systems
Editors / IT	6,18%		
Technology Suppliers	4,54%		
Wholesalers/Distributors	3,34%		
Utility – Energy Operators	3,19%		
Admin./Local Authorities	6,52%	16,70%	Contracting Owners
Users	4,46%		
Contracting Owners	3,41%		
urchasers/Promoters	1,77%		
Public Contracting Authorities	0,54%	10,99%	Operation
Operation/Maintenance	6,32%		
Facility Management - Multiservices	3,19%		
Asset et Property Management	1,10%		
Public Contracting Authorities	0,38%		
Training - Teaching	5,81%	9,43%	Training - Teaching
Press / Media	2,33%		
Federation / Association / Syndicate	1,03%		
ICT Service Companies	0,26%		

Why they came (Multiple choice question)

Technological innovation remains the main attraction.

As such, **35,82 %** of the visitors to IBS 2016 came to discover the latest technologies and innovations in **energy efficiency/production/storage/renewable energy**. **35,18 %** of them were interested in innovations in BMS/CMS, and 33,48 % came in search of information about making their buildings automatic.

Then come the following 5 domains:

Building Smart Grid Ready / Standards / Design / digital model	31,52%
Communication / Infrastructures / Networks / Protocols	28,13%
Convergence of technologies : Cloud / Big Data / MtoM / IoT	27,85%
Supervision / Hypervision	22,37%
Security / Alarms / Access controls / Video surveillance	22,09%



Build smart, for a smart future

Discover the advantages of a specialist trade fair:

7 reasons to become a trade exhibitor at IBS 2017...



1

Where we stand

By directly targeting your visitors, you get the best out of a specialized professional event: the chance to discover **the best tested and proven practices for service, industrial and public buildings.**

2

The quality of our visitors

IBS 2017 will bring to you **7000 hand-picked small, medium and large-budget companies, 100% professionals, for a quick return on your investment.**

3

Intelligent content

- A full program of **20 ground-breaking conferences**, put together by the hard work of the Planning Committee
- **20 Exhibitor Workshops**, to meet and convince your customers.

4

Highly effective trade fair partner packages

At IBS, **you get exactly what you pay for.** The packages on offer cover all the aspects of your trade fair: your stand, your presentations, your conference participation, and your marketing tools before, during and after the salon. All of this comes at an exceptional **"full package"** fee from 4650 €.

5

High-value coverage and media promotion

The proven direct marketing and advertising plan:

- 12 waves of promotional e-mails sent to a contact list of 70,000, **so more than 1 000,000 e-mails sent;**
- **85,000 hand-picked invitations sent** to professionals in our database, and sent by our exhibitors and partners;
- **a specialist public relations agency** is backing our exhibitors;
- **a powerful media strategy** and an array of advertising slots;
- **active participation by our media and institutional partners.**

6

Added value on-line

Our website and intranet site have been specially developed to be a **real hub for information and contacts, and is active all year long:** sign up for conferences and events, exchange contact details, news... This is all on offer to get you an immediate return on your investment.

7

Specialist host services

- Logistics arranged by a **trade fair specialist.**
- **A SMART VIP club with an exclusive open bar, gratuities...**

Choose the best stand and conference for you!

Call us on + 33 1 44 78 99 30

Intelligent Building Systems

SERVICE, INDUSTRIAL AND PUBLIC BUILDING PERFORMANCE TRADE FAIR

When: **October 4 and 5, 2017**

How often: **annual**

Where: **PARIS – Porte de Versailles**

Area: **6 000 m²**

Number of visitors: **7 000**

Number of companies exhibiting: **200**

Our exhibitors and partners in 2016

3E MEDIAS – AAEON – ABB France – ACS2i – ACTIVE DBS – AERGY – Airbus DS CYBERSECURITY – ALERTEO – ALTRICS – APILOG AUTOMATION – ARC INFORMATIQUE – ARCOM – ARCONTROLS – AREAL – ARVENI – ASSOCIATION KNX France – ATEMIA – B.TIB – BNP PARIBAS REAL ESTATE – B@TI-COM – BACNET France – BACTIACTU – BEG LUXOMAT – BELIMO – BELPARTS France – CAP TECHNOLOGIE – CARL SOFTWARE – CARLO GAVAZZI – CENAERO – CIRCUTOR – CODRA – COMPTEUR-ENERGIE.COM – CONNECTILED – DANFOSS – DATAPRINT – DELTA DORE – DEVEKO – DIGITAL CONCEPTS – DISTECH CONTROLS – DISTRAME – E+E ELEKTRONIK – ECOINNOVATIO – ECOTROPY – EFFIPILOT – EGREEN – ELA INNOVATION – ELECTRONIQUES – ELSTER – ENGIE AXIMA – ENLIGHTED – ENOCEAN ALLIANCE – ERCOGENER – EWON/2AR-GROUPE – FEDERATION FRANCAISE DE DOMOTIQUE – FFIE – FIDELIX – FIFTHPLAY – FLUDIA – GMI DATABOX – GREENGEST – GREENPRIZ – GTBAT – HVACSERVICE – HAGER – HALTON – HELVAR – HXPERIENCE – ICONICS – IGNES – INFOELECTRICIEN.COM – INFORENOVATEUR.COM – INNES – IP SYSTEMES – IRLYNX – IXEL – J3E – JOHNSON CONTROLS – JOURNAL DES TELECOMS – KALYSEO – KEOLYA – KEP FRANCE – KT MEMORY – LACROIX SOFREL – LE MONDE DE L'INDUSTRIE – LES ECHOS – LONMARK France – LOYTEC ELECTRONICS GMBH – L'USINE NOUVELLE – M2OCITY – MAINTENANCE ET ENTREPRISE – MCI – MCS – META 2E – METZ CONNECT France – MICRONISER HUMIDIFICATION – MICROSENS – MINEBEA – MIOS – MIV-SOFT – MRJ PRESSE – MULTITECH – NEWRON SYSTEM – NKE WATTECO – NORIAK DISTRIBUTION – OCCITALINE – OGGA – OVERKIZ – PARROT AIR SUPPORT – PHOENIX CONTACT – PMDM GMBM – PRIVA BUILDING INTELLIGENCE – PRODUAL – PROTO ELECTRONIQUE – QUALITE REFERENCES – REGIN France – REGULATION France – REVAME GROUPE – REVUE DES COLLECTIVITES LOCALES – REXEL France – ROBERT BOSCH France – SAIA BURGESS CONTROLS – SAUTER REGULATION – SBA – SMART BUILDINGS ALLIANCE FOR SMART CITIES – SCHEIBER – SCHNEIDER ELECTRIC – SENSING LABS – SERELEC N.V. – SHARINGCLOUD – SIEMENS – SIEMON GROUP – SIVICO GROUP – SLA – SMART LIGHTING ALLIANCE – SLAT – SMART IMPULSE – SMART INTEGRATION MAG – SOCOMEC – SOFTING IT NETWORKS – SONTAY LTD – SVDI – TECHNOLOG – TELEGÄRTNER – THEBEN – THERMOZYKLUS – TREND CONTROLS – THINGSNCO – TRIO2SYS – UBIGREEN – UBIWIZZ – ULIS – VAISALA – VERTICAL M2M – VICOS – VITEC – WAGO CONTACT – WIT – WOERTZ HANDELS AG – ZUBLIN...

For the full program, a list of companies exhibiting and your badge, come to www.ibs-event.com

2016 Partners and Sponsors

Platinum Sponsors:



Gold Sponsors:



Partenaires:



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