



# CEP® Clean Energy & Passive House Expo

17-18 October 2012 [www.cep-expo.hu](http://www.cep-expo.hu) Budapest

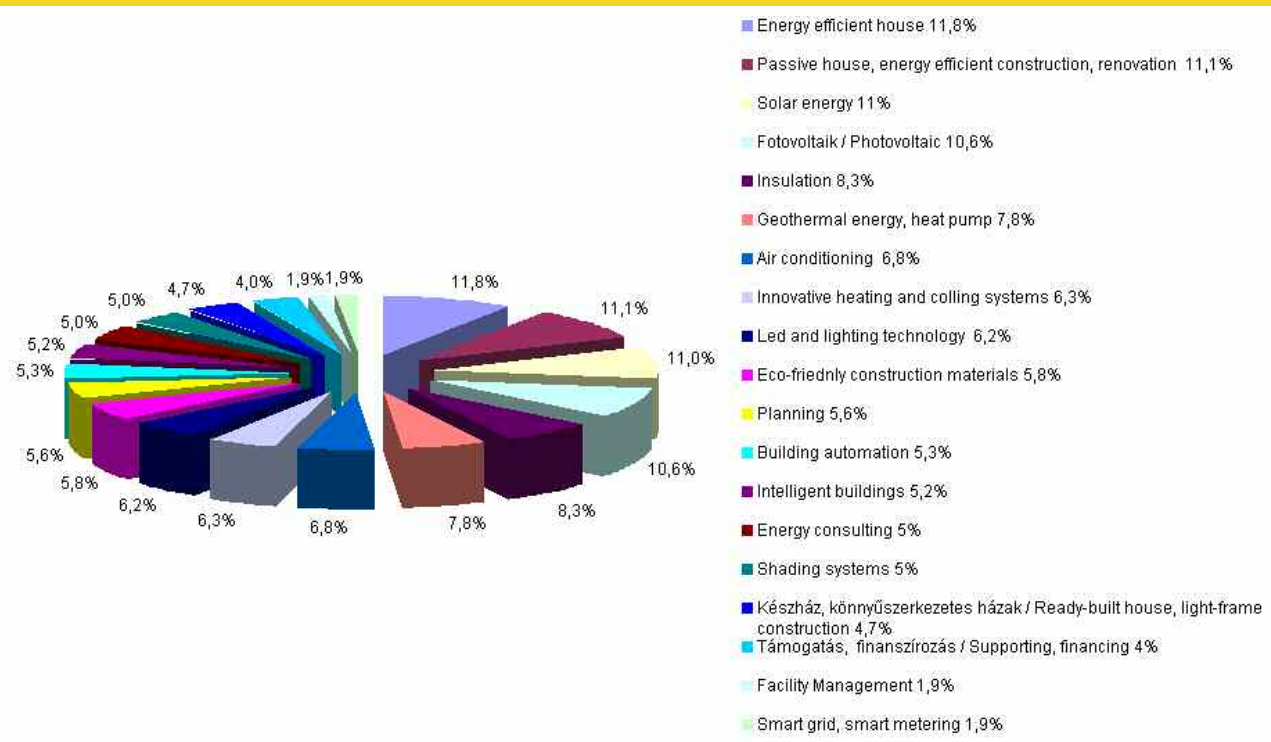
## CEP® Clean Energy & Passive House Expo

International exhibition and conference for energy efficient and intelligent buildings, 17-18 October 2012

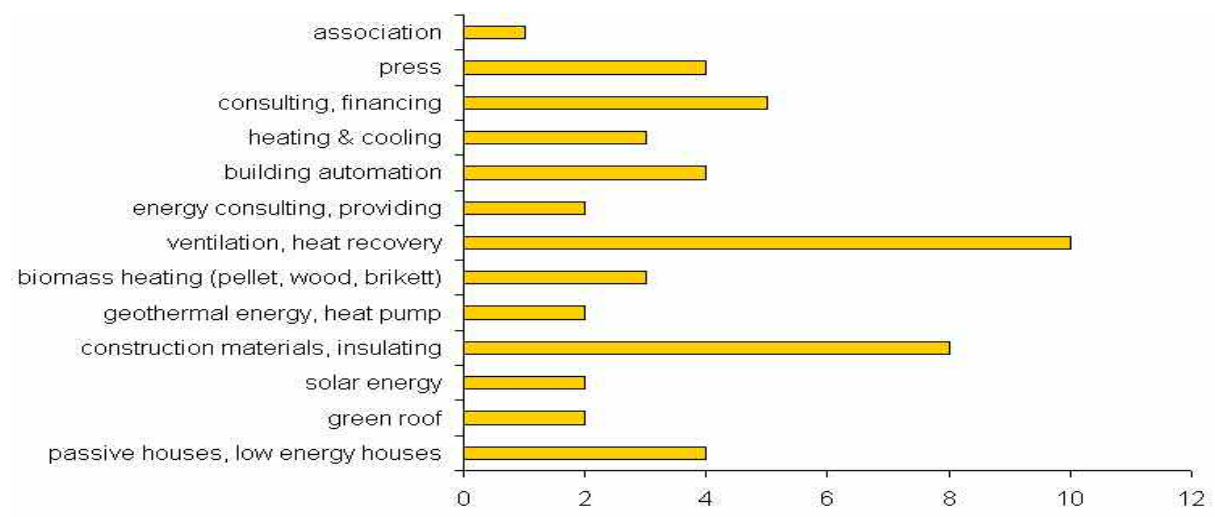
### Statistics

	2009	2010	2011	2012
Exhibition space	560 m <sup>2</sup>	1020 m <sup>2</sup>	1200 m <sup>2</sup>	1200 m <sup>2</sup>
Exhibitors	38	60	51	60
Visitors	516	1150	1120	1300
Conference participants	280	490	420	500

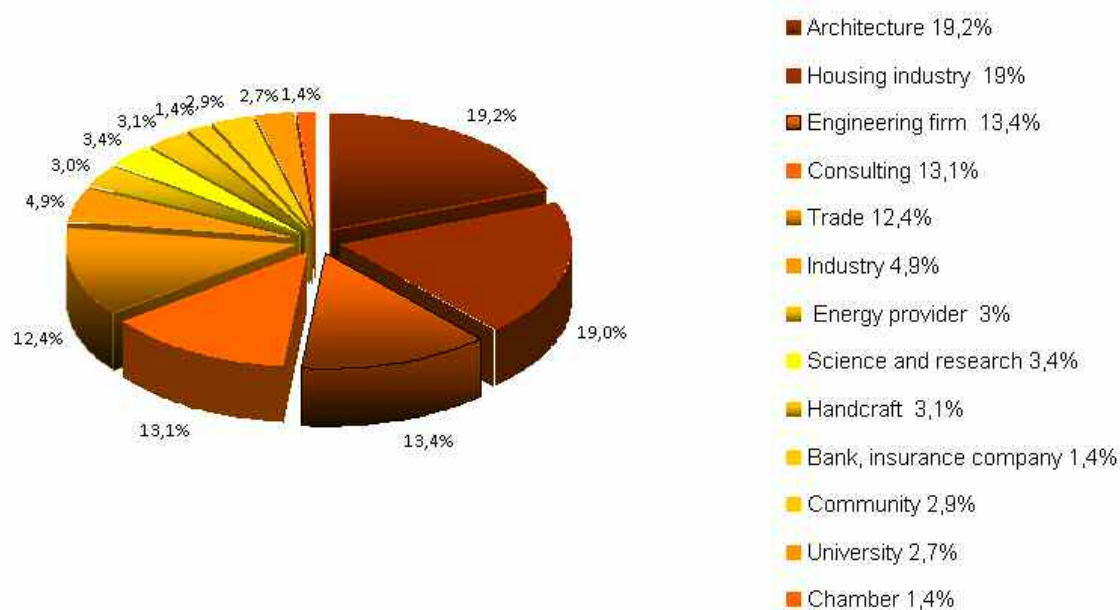
### Visitor's interests 2011



### Activity fields of the exhibitors 2011



## Visitors were from the following sector 2011



## Communication

REECO builds bridges, and works in a network with all interested party communicating in numerous channels:

### Communicating parties

- ✓ Economic and professional media
- ✓ Municipalities
- ✓ Hungarian and international associations
- ✓ Ministries, national agencies
- ✓ Scientist, academic s and researchers
- ✓ Industry, technology providers
- ✓ Universities
- ✓ Public authorities
- ✓ Decision makers, stakeholders

### Communication tools

- ✓ Online newsletters
- ✓ Press releases, press kits
- ✓ Press events
- ✓ Interviews
- ✓ Professional expert reports for he press
- ✓ Adverts online and offline
- ✓ Banners
- ✓ Media partners

## Media and marketingcommunication facts

22 professional paper  
 35 online website and newsletter  
 9 professional partner  
 CEP Newsletter in Hungarian language  
 CEP Newsletter in English  
 CEP website

145 000 subscribers  
 250 000 visitor  
 2800 targeted professionals  
 9700 registered subscribers  
 7600 registered subscribers  
 weekly 970 visitors

### Our media partners:

Photon Magazine, Sun&Wind, Építészfórum, Víz, Gáz, Fűtéstechnika, Zöldtech, Bautrend, Octogon, E-Gépész, Magyar Energetika, E-Villamos, Turizmus Panoráma, Építési Portál.hu, Alternatív Energia.hu, A Mi Otthonunk, Tranzit Magazin, Műszaki Magazin, Társasházi Háztartás